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Issue 77

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Brandcom Hall of Fame: Ahead With Ideation & Innovation

As a responsible corporate citizen, our publication spent a greater part of the first decade of her existence in growing, projecting, and upholding the standard in journalism to the highest level. We made efforts to consistently provide in-depth editorials that constantly shaped conversations in the IMC. We equally made quality contributions in setting the right agenda for the growth of the wider industry. These have earned us accolades across platforms within and outside the industry.

Before birthing the Brandcom Awards platform, we had shied away from the onerous responsibility of recognising and rewarding excellence in this market as we were contented in our concentration on projecting the industry, as we felt there are enough platforms for that already.

However, we were persistently inundated with complaints about the falling integrity and standards of awards. Many analysts observed that the norm was the reservation of recognition for the highest bidder rather than those who merit them. So, after years of putting off calls from numerous industry stakeholders to create an award project, we eventually came up with the Brandcom Awards platform, building it around the core values of Prestige, Integrity, and Credibility.

Today, the platform stands as one where only merit and excellence qualify individuals, agencies, and organisations as winners, as you will see when you flip the pages of this edition.

Interestingly, as pioneers of ideas and innovation in this space of the industry, we felt that beyond the norm where outstanding individuals in the industry are awarded a Lifetime Achievement, we felt something more lasting, a legacy for future professionals in the industry needed to be built. So we came up with the prestigious Brandcom Awards Hall of Fame.

The Hall of Fame which debuted in 2019 had the Czar of Advertising, Biodun Shobanjo as the soul inductee. A year later at the second edition, we had PR veteran, Maduegbunam Nn'emeka and New Crystal Communications boss, Dozie Mbanefo as the two inductees into the Hall of Fame. Last year, we decided to go a notch higher by inducting four great achievers into the Hall. They are Udeme Ufot, the Group Managing Director of SO&U; Seni Adetu, a former Managing Director/CEO Guinness Nigeria; Yomi Badejo-Okusanya, Group Managing Director at CMC Connect Burson Cohn & Wolfe; and Ayo Oluwatosin, Past President of Media Independent Practitioners of Nigeria (MIPAN).

As an integral part of the Brandcom Awards, the Brandcom Hall of Fame is the highest award for individuals who have distinguished themselves in the industry, contributing to the growth of marketing communication in Nigeria and beyond. Therefore, we feel the Hall of Fame should not be an all-comers affair but a prestigious platform for a group of achievers to promote excellence. We are proud to have pioneered this, and we are proud that others have been inspired to follow this lane. We will continue to blaze the trail for others to follow because it is beyond rhetoric when we say we lead in ideation and innovation as far as this space of the industry is concerned.

From our cover page to key segments of this edition, we present to you our 2021 proud Hall of Fame inductees as well as the brands, agencies, organisations as well as individuals who distinguished themselves in 2021 and were awarded at the third edition of the Brandcom Awards. Read about their exploits and achievements all in this powerfully packed bumper edition.

Prior to that, we had Brandcomfest, arguably the largest gathering of stakeholders in the brand and marketing communications landscape which caters to the most contemporary and topical issues in the marketing communications industry. We had as Keynote Speaker, Prof. Pat Utomi, professor of political economy and management expert who spoke on the theme, "Dissecting The Prism Of Brand Building In A Volatile Economy." He was joined by other distinguished professionals and industry leaders who spoke on different sub themes of the event.

This edition also features a spotlight on the 16th edition of the Lagos Ideas and Advertising Festival, LAIF. We also bring you a summary of how agencies like X3M Ideas, eventual winners, and Dentsu Mcgarrybowen, runners-up, and other agencies put up a spectacular battle to make the top five of Nigeria's most creative advertising agencies.

Away from this, APCON recently conferred fellowship on some deserving individuals in the industry after a ten-year hiatus of the fellowship. We will like to use this onerous opportunity to congratulate the 62 distinguished new fellows and congratulate APCON on that feat. In this edition, we beamed the spotlight on some of these fellows and their remarkable achievements in the industry.

Also in this edition are our regular pages-Brand News, Industry Watch, and Global Ad News. On the lighter side, we featured the sensationally meticulous Mecoyo on our Celebrity Profile Page. We also serve you the juicy news making the headlines as far as entertainment is concerned on our Brandtainment page.

Also get to find out who has moved from what organisation to the next in our 'People on the Move' page, get the best of CSR reports as well as our regular brand, industry, and foreign stories.

All these and much more have been packaged for your memorable reading delight in this edition.

Happy reading!

Joshua Ajayi
Publisher/Editor-in-Chief



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Kimberly-Clark Nigeria Commissions New Factory

Kimberly-Clark Nigeria, makers of trusted diaper Huggies® and female sanitary products, Kotex®, has inaugurated a new factory in Ikorodu, Lagos, in furtherance of its vision to provide “better care for a better world”. The new state of the art manufacturing facility is equipped with enhanced technology and capabilities to better serve its consumers.

The exceptional event was attended by note-worthy dignitaries, including the Vice President of the Federal Republic of Nigeria, H.E. Prof Yemi Osinbajo, SAN, GCON; Executive Governor, Lagos State, H.E. Babajide Sanwo-Olu; First Lady Lagos State, Dr. Claudiana Ibijoke Sanwo-Olu represented by Ms. Zamba ; Honourable Minister of Industry, Trade & Investment, Otunba Richard Adeniyi Adebayo; Honourable Minister of State for Finance; amidst other special dignitaries.

The new factory was commissioned by the Vice President of the Federal Republic of Nigeria, His Excellency, Professor Yemi Osibanjo, SAN, GCON, who lauded the multimillion-dollar investment as being strategically aligned with the present administration’s drive for domestic production and human capital development. “Kimberly-Clark West Africa has grown from just being an investor in Nigeria to a formidable partner in the actualization of Nigeria’s economic objectives, by adding value through



L-R: General Manager, Kimberly-Clark Nigeria, Vani Malik; Honourable Minister of Women Affairs, Hon. Dame Pauline Tallen; Vice President of the Federation, His Excellency, Prof. Yemi Osinbajo; Rep, Federal House of Representative, Ikorodu Constituency, Hon. Babajimi Benson; Ayangburen of Ikorodu, Oba Kabiru Adewale Sotobi; Executive Governor, Lagos State, His Excellency, Babajide Sanwo-Olu; Acting Vice President, Chief Financial Officer, Kimberly-Clark Middle East and Africa, Fernando Baticon at the unveiling and commissioning of the Kimberly-Clark mill in Ikorodu, Lagos.

diversification. The company has led, commendably, important social investments, including, sponsoring the education of the Dreamcatchers who danced here, just a few moments ago. This factory, I trust, will only signal the beginning of greater investment in this and other sectors.”

In addition to enhancing the company’s manufacturing capacity to meet the increasing

demand for quality and safe baby care and essential feminine products, Kimberly-Clark

Recognising members of the female-led management team, whom he called “Amazons”, the Governor of Lagos State, His Excellency Babajide Sanwo-Olu, acknowledged the importance for the Ikorodu community. “We are excited and happy with the value to Ikorodu and its environs. We are taking up the challenge to

ensure an enabling environment for investors to thrive, and bring succour to the people of Ikorodu. And so, I want to join everyone to thank and congratulate Kimberly-Clark for this great feat. As a government, we will continue to open up and continue to give opportunities to everyone.”

The U.S. Consul-General, Claire Pierangelo, also commended the company’s investment in the country and reiterated the pride at its fulfilled promise and achievements despite the challenges associated with business during and after the pandemic.

The facility spans an impressive 14,800m² area of a total land plot of 86,000m². In addition to being symbolic of Kimberly-Clark’s vision for growth in Nigeria, it is already delivering high-quality essential hygiene and personal care products using best-in-class production assets.

General Manager, Kimberly-Clark Nigeria, Vani Malik, reiterated the company’s commitment to investing in the country’s socio-economic development and growth, “It has been our long-term objective to strengthen our organisation’s presence and investments in Nigeria, and today, almost ten years on, with over \$100 million in FDI, we are proud to unveil our new factory here in Ikorodu, Lagos state. Employing over 200 people, it will not only help us serve Nigeria better, but also allow us to serve as an export hub for Africa in the near future.”

Nigeria Distilleries Marks 60th Anniversary

Nigeria’s foremost indigenous producer of wines and spirits, Nigeria Distilleries Limited, has marked the celebration of its 60th anniversary, with an exclusive event held at the Green Legacy Resort, Ogun state, to appreciate its customers and stakeholders.

Opening the event with his welcome remarks, Group Chairman, and son of founder, Chief Olajide Rosiji, expressed gratitude to the leadership of the company, present and past, employees and external stakeholders who had contributed significantly to the growth of the organization, and reiterated the organization’s commitment to its host community, host state and the country at large.

“Since we commenced operations in Nigeria sixty (60) years ago, Nigeria Distilleries Limited has grown and shown resilience in business. We remain committed to growing with Ogun state and its people, and with Nigeria, its youth and its economy, and in our resolve to build brilliant African brands and global brands that will continue to make you proud of us.”

Former President, Chief Olusegun Obasanjo, GCFR, reminisced on the ethos of Chief Ayo Rosiji, and expressed his joy at the continuity of his legacy. Speaking on the resilience of the company and its leadership, Chief Obasanjo said, “Not many family businesses succeed. We have seen many fail and we can attribute their failure to a number of factors. So, I want to take this opportunity to congratulate this

organization for succeeding. I want to commend everyone who has worked for this organization in the past and all who work with the company now.

Delivering his goodwill message, the Olota of Ota, HRH Oba (Prof.) Adeyemi Obalanlege spoke at length about the contribution of the organization to his community and the ripple effect of this on youth development.

The Paramount Ruler of Egbaland, HRM Oba Adedotun Gbadebo commended the organization for its resilience over the years having stood the test of time after six decades. Speaking on the importance of NDL’s products in tradition and his particular love for the traditional prayer drink, Seaman’s Schnapps, Oba Gbadebo said, “I use your product in the palace everyday because when I pray, I pray with Seaman’s Schnapps and I assure you those prayers have always been answered by God. So keep producing what we use in praying for our people.”

The company has created some of Africa’s brilliant spirit brands, including Nigeria’s beloved prayer drink, Seaman’s Aromatic Schnapps, as well as Regal Dry Gin, Bacchus Tonic Wine, Lord’s Dry Gin, Calypso, Aperitivo, 9ja Café Rhum, Swagga, and non-alcoholic wine beverage, St. Lauren Sparkling Wine, all manufactured to inspire greatness, celebrate life, and create happy moments every day.

In his keynote speech, Group Executive Director, Mr. Adekunle Rosiji recanted the daring vision of his late grandfather and the founding tenacious team that birthed the success NDL is



L-R: Mr. Wale Majolagbe, Executive Director, Finance and Operations, NDL; Darren Bennett-Voci, Glass Division Director, Frigoglass & Managing Director of Beta Glass PLC & Frigoglass Industries (Nig.) Ltd; Mr. Adekunle Rosiji, Group Executive Director, NDL; the Paramount Ruler of Egbaland, HRM Oba Adedotun Gbadebo; Former President, H.E. Chief Olusegun Obasanjo, GCFR; Chief Akinwande Olumide Delano, SAN, Chairman, NDL; Mr. Olajide Rosiji, Group Executive Chairman, NDL; the Olota of Ota, HRH Oba (Prof.) Adeyemi Obalanlege; Speaker of the Ogun State House of Assembly, Rt. Hon. Oluomo, Olakunle Taiwo (Prince); Mrs. C.O Adejwon (NDL Distributor); and Wema Bank Delegate (Financial Partner) at the NDL 60 Years Anniversary

today. Reiterating the company’s commitment to quality and continuous innovation that will support this vision over the next sixty (60) years, he said, “To this day, NDL has remained true to its roots; our quality remains world-class. Our brands retain their original, unique character, upholding our “quality-centered” approach to craftsmanship, which has made us vthe industry leader we are today. We have seen the non-

alcoholic and alcoholic beverage industry grow from being worth tens of thousands in the sixties to the billion naira industry it has blossomed into today. We have truly grown with Nigeria, contributing to job creation for hundreds of thousands and national economic development. We are not stopping in our pursuit to become the global game-changer pouring the African spirit into the world.”

ViacomCBS Rebrands To Paramount, Posts 48% Gain In Streaming Revenue

In a strategic move to boost its profile around its soaring streaming business and also grow its brand equity, ViacomCBS has officially rebranded to Paramount, bringing together its portfolio of entertainment properties under a new parent company name.

Recall, recently the company which has some of the leading content brands and franchises, including MTV, CBS Entertainment, Nickelodeon, Showtime, and others under its portfolio announced that “Effective February 16, we’ll be bringing together our leading portfolio of premium entertainment properties under a new parent company name.”

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“An iconic global company deserves an iconic global name,” Bob Bakish, president/chief executive officer, and Shari Redstone, non-executive chair of the company’s board of directors, say in a joint memo to ViacomCBS staffers, Media Post reported.

“One that reflects the power of our content; one that reflects our role as stewards of a rich heritage and as leaders in the future of entertainment. With this in mind, as we’re announcing today at our investor event, ViacomCBS is becoming Paramount Global, or, more simply, Paramount.”

Bakish and Redstone tout that the success of Paramount+ — and now two years since the merger of Viacom and CBS — have moved the company to new ground, writing: “In that time, we have shown the world what we knew from the start: that together, aligned around a shared vision and shared strategy, we create a whole that is far greater than the sum of its parts.”

The name change will take effect on February 16. The company’s shares will trade on the Nasdaq stock exchange as PARAA.

As part of its quarterly earnings results, Paramount+ added 7.3 million subscribers — now totaling 32.8 million in the quarter.

Total global streaming subscribers — Paramount+ and Showtime — grew a collective 9.4 million to 56 million subscribers by the end of 2021.



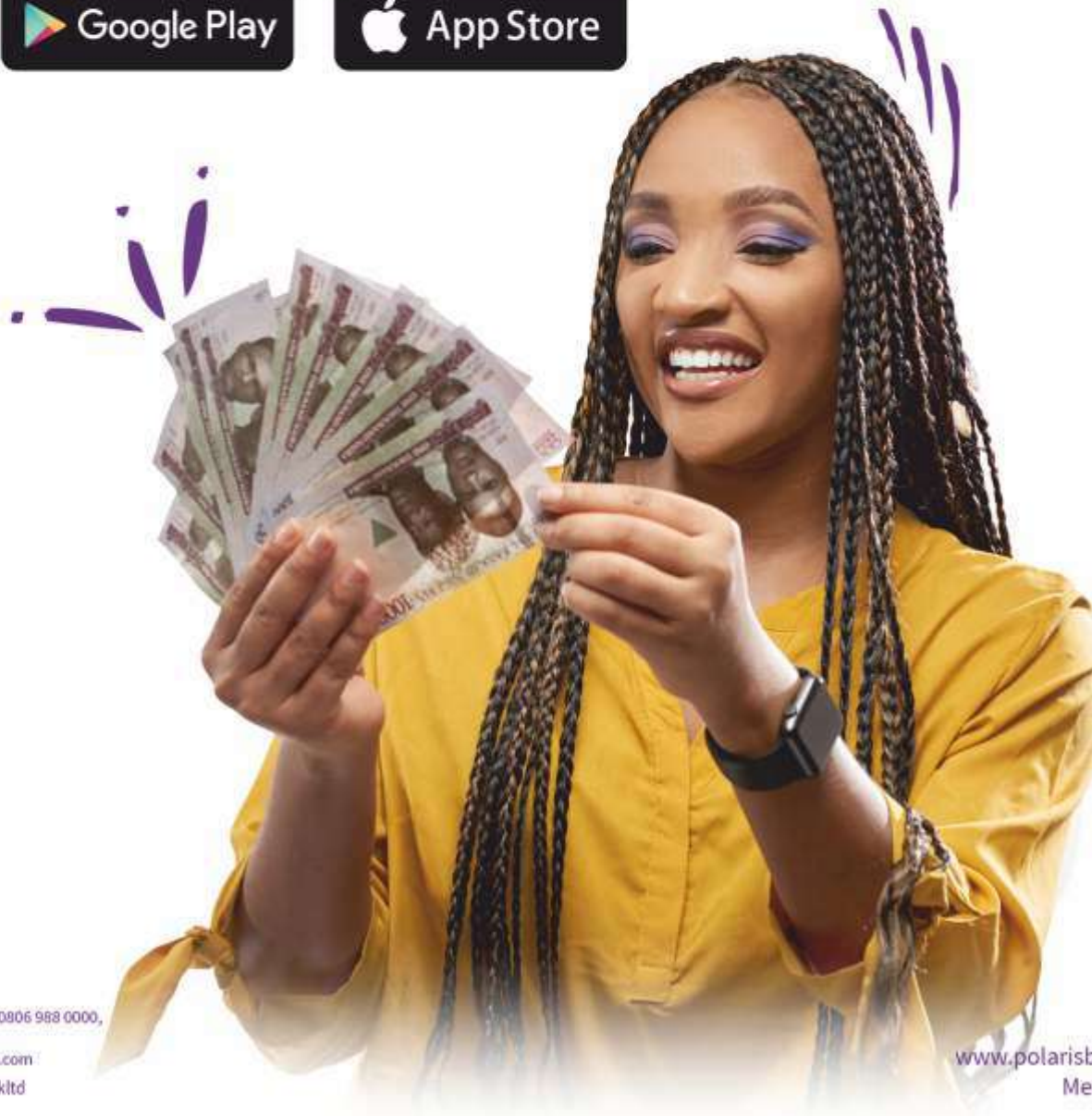
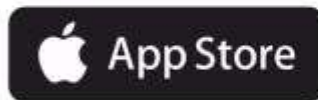
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Mouka Rewards Business Partners, Staff With Over N111 Million Worth Of Educational Support

As part of its yearly Business Partner Awards, Mouka has rewarded its Business Partners with over N111,000,000 worth of scholarships, high-end laptops and educational materials for their children. In addition, 15 junior staff of Mouka went home with scholarships to the tune of N5,000,000 as an act of goodwill from the company.

The award presentation ceremony was held at D'Podium International Event Centre in Lagos. It was well attended by its Business Partners, staff, gentlemen of the media and other key stakeholders on February 5, 2022, where accolades were showered on the leading brand in the industry.

Speaking at the event, Mouka's CEO, Raymond Murphy, praised the Business Partners who have stayed committed and contributed immensely to the company's growth trajectory. In his words, Ray Murphy said, "Their unwavering commitment is evident in their sales and distribution of Mouka's portfolio of quality products to millions of consumers across the country. They have demonstrated an immense commitment to this partnership and Mouka's revenue growth despite Nigeria's economy for our mutual benefit. With extensive collaboration on many initiatives, they have made our brand a

household name in Nigeria in pursuance of our mission of adding comfort to life".

According to the Managing Director of Mouka, Mr Femi Fapohunda, Mouka continues to look for ways to add comfort to the lives of its stakeholders, including its Business Partners. "Mouka, for many, is a generational business passed from parent to child. Mouka seeks to empower the next generation of Business Partners through this initiative. We are safeguarding the future of our business by investing in our loyal Business Partners, their businesses and their families", Fapohunda said.

The Company's Chief Commercial Officer, Dimeji Osingunwa, said without the Business Partners, Mouka could not achieve such impressive brand penetration, a factor that has earned it the industry's leadership position. To reward the continued commitment of these Business Partners, Mouka has consistently showered them with various gifts to expand their businesses while also safeguarding their health and wellbeing.

"In the recent past, we have presented trucks to our partners to ease the burden of distribution. Likewise, most of our Business Partners and their families are on various health plans fully catered to by Mouka. This year, we thought to ourselves,



how else can we add comfort to the lives of these people whose dedication knows no bounds? We decided to reward them with over N111 million naira worth of educational support for their children to ease the burden of tuition. We believe this would further strengthen our relationship even as we continue to partner to ensure the Mouka brand remains Nigeria's leading brand in this industry."

Speaking on the scholarship presentation to junior staff, Ifeoma Okoruen, Mouka's Head of

Human Resources, said, "Mouka is a company that indeed values its people, continuously looking for ways to do right by them. From investing in training programs with the Lagos Business School to various welfare packages and incentives, Mouka always puts the needs of its people first. As an act of goodwill from the company, we decided to support our junior staff with scholarships for their children to lessen their burdens. The response from our people to this gesture has been simply overwhelming."

First Bank Rewards Customers In Visa Gold Cashback Promo

To express deeper appreciation to her customers, besides promoting the adoption of mobile payment solutions in the country, FirstBank is rewarding holders and customers of its branded Visa Gold card in its ongoing Visa Gold card cashback promo.

The campaign which will have over 300 Visa Gold cardholders rewarded during the promo is scheduled to end on 25 March 2022.

According to the bank, "each month, the first 50 customers with an average transaction value below \$150 in the last 6 months will be rewarded with 10% cashback on transactions carried out on POS and across the web. To qualify to be rewarded, the card must be used at least 3 times monthly on POS/Web (within the campaign period) with a minimum cumulative spend of \$300. The maximum transaction value for purchase cashback is \$500.

"In addition, the first 50 customers – monthly – with an average transaction value above \$150 in the last 6 months will be rewarded with \$50 when they grow their total transaction value by 50% monthly through PoS and Web payments. The maximum transaction value for purchase cashback is \$300, "the bank said in a statement.

"Fifty inactive Visa Gold cardholders in the last 6 months are not left out when they use their cards at least 3 times monthly on PoS and Web. With a minimum cumulative spend of \$150, they are entitled to 10% cashback on transactions.

"FirstBank Visa Gold card is an international premium credit card issued in partnership with Visa International. It is Bank's dollar-denominated card for customers in the mid-affluent segment and is accepted for payment at over 29 million locations and cash withdrawals at over 1.8 million ATMs worldwide.

"The card which is accepted globally is secured with chip and PIN technology. Its transaction limit is \$1,000, \$10,000 and \$5,000 for ATM, POS and Web respectively. It is available in the self-funded and credit variant. It is denominated in US Dollars with a life span of 3 years, "it added.

"Appreciating our customers for their patronage is very important to us as we encourage the increased adoption of the Visa Gold card", said Mr Chuma Ezirim, the bank's Group Executive, e-Business and Retail products. "Being the first financial institution in the country to hit the issuance of 10 million ATM cards, we remain resolute to leave no stone unturned in ensuring that our customers are at an edge in experiencing safe, convenient and rewarding digital banking services, regardless of where they may be across the globe, the statement concluded.



FrieslandCampina WAMCO, Others To Boost Cow Breeding For Milk Production



Dairy giant, FrieslandCampina WAMCO has recorded another success in developing the dairy sector by entering an agreement with SMAP Farms Limited, a local breeding farm and URUS Group LP, a cattle genetics company under the Value4Dairy Consortium. The move is also to boost milk production for some of its brands and also to contribute to the dairy sector.

Noteworthy, the Value4Dairy Consortium launched April 2021, comprises four companies: FrieslandCampina WAMCO (milk collection

and processing), URUS (breeding), Barenbrug (roughage production) and Agrifirm (animal nutrition), all with roots in the Netherlands. The partners joined forces to fast-track the development of the Nigerian dairy chain and enable a self-sufficient local dairy sector.

Giving an update on the Value4Dairy Consortium in Lagos, recently, the Executive Director, Corporate Affairs, FrieslandCampina WAMCO, Ore Famurewa, said, "The 'Value4Dairy Consortium' has taken another long-term measure that will provide a solid

foundation for sustainable growth in local dairy farming.

"Key to this growth is increasing milk production whilst investing in several critical building blocks required to achieve this, including nurturing improved breeds. This agreement between FrieslandCampina WAMCO, URUS and SMAP will bring a true and sustainable innovation for Nigeria based on long time expertise of all involved."

Brands Rise To Explore Valentine's Expanding Marketing Window

Despite the turbulent economic climate and the challenges of COVID 19, Valentine's Day still presents a tremendous opportunity for brands to advertise their products.

COVID might be in the air and it has greatly affected how we do a lot of things, but that doesn't mean love isn't in the air as well. Recall, a survey says 59% of internet users in the United Kingdom and United States plan on buying a Valentine's Day gift this year, with U.S. consumer spending predicted to reach over 21 billion U.S dollars.

One can still notice the increasing involvement of brands, eateries, hotels and other business locations as they push various activations to grow their relevance in the mind of consumers. Compared with activities within this period in the last few years, it is obvious that this marketing window is indeed becoming more relevant.

While brands and businesses were busy

exploiting the Christmas and New Year marketing windows massively, great opportunities during Valentine's day were begging for exploitation virtually every year. It is remarkable that brands are now increasingly noticing this gap and many of them are painting the city red.

Going around major Nigerian cities revealed that so many churches, social groups and cultural associations had special valentine events for couples with popular brands stepping in to sponsor some.

Since February 14, 269 AD when the Emperor Claudius-led Roman Empire sentenced Valentine, a Catholic priest, to death for conducting secret weddings, his death has been commemorated in so many countries across the world as St. Valentine's Day. Presently, St. Valentine's Day has grown to become a big business and shopping window. It is indeed

regarded by many as the "second largest card sending holiday of the year," after Christmas. Many analysts feel sales record puts it ahead of Easter.

Over the years, Valentine's Day has evolved and expanded through aggressive marketing strategy, with men and women in the Western world scurrying to buy flowers and other gifts for their loved ones. Although in some countries rising covid cases have remarkably hampered celebrations. In other climes where some normalcy exist, it was celebration galore.

Valentine's day has always been big business globally. According to the 2018 Valentine's Day Consumer Intentions and Actions Survey presented by US-based Statistic Brain Research Institute, the average annual Valentine's Day spending in the last few years was around \$29.39 billion while the number of Valentine's Day cards exchanged within the period was valued at \$280



million. Average number of roses produced for Valentine's Day is \$376 million; revenue of domestically cut flowers in the United States alone was given as \$273 million, while annual revenue from jewellery stores for the period was \$2.9 billion.

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A Revolutionary Agency Changing Brands' Stories With Innovation

By Azeez Disu

"If you don't give the market the story to talk about, they'll define your brand's story for you," David Brier, A brand identity expert and author once said.

The above quote is resounding and emphasizes the importance of storytelling and the need for a brand to tell its own story. This is also more important at a time such as this that fake news is growing rapidly both in online space and offline. Also, offering marketing solutions that engage the target market is more than ever important to the growth of any brand in today's world.

Notably, brands need to also rethink their strategies in the face of changing technologies, trends, and consumers' preference. So, the deployment of effective digital, public relations, and experiential marketing campaigns are critical to the success of any business.

Within the trio marketing communications space mentioned, a leading integrated Marketing, Communications, and Brand Management agency based in Lagos known as Exposé Marketing Solutions is an expert in the services.

Beyond the name, Exposé, and its definition which revolves around revealing the truth about a situation or person, especially something involving shocking facts, the agency is positioned as the go-to for marketing solution in Nigeria.

With its giant stride and awarding-winning campaigns, it is contributing to the growth of the digital landscape, experiential marketing, and PR industry. Invariably, it is also contributing to the global PR market which was worth 88 billion U.S. dollars in 2020 and by the end of 2025 is expected to surpass a value of 129 billion dollars, at a CAGR of 7.4 percent.

"We tell great stories about brands and create memorable experiences for their audience," the company in a statement hinted.

Marketing Innovation for Brands

Basically, Exposé Marketing Solutions helps its clients promote and sell their products and services by leveraging well-curated, seamlessly executed brand experiences, trade marketing solutions, online marketing tactics such as social media marketing, search marketing, and email marketing.

Also, its extensive experience in press planning and engagement ensures that clients are always in control of their narratives.

Exposé employs systematic processes to source and identify the best partners to help clients achieve their brand objectives.

It also facilitates talent partnerships and collaborations that connect brands to consumers through entertainment, media, and cultural integrations.

"The entity boasts of multitalented individuals with expertise and experience across various marketing disciplines, committed to providing distinct value to the company and partnering brands. This falls in line with our mission to change the activation landscape through innovative creativity, professionalism, ambition, consistency, and excellence. These tenets are also our core values," Abayomi Ayoola, Managing Director/Chief Executive Officer, Exposé Nigeria said.

Recalling some of the marketing innovative campaigns it launched for brands using technology, Ayoola said, "The year 2021 saw us adopting various marketing strategies to innovate the marketing landscape. We utilized integrated technology, like machine learning and augmented reality, to create brand and marketing solutions for businesses in our portfolio. One of which was Microsoft, where we ideated and executed a series of virtual activation hinged on the brand ideals, for their audience around the world.

"Exposé is barely over a year and the accolades have been pouring in already. In 2021, we were elated to have been awarded the 'Outstanding Young Experiential Marketing Agency'. However, we are not resting on our oars. As the saying goes, 'Rome was not built in a day. We expect to build on our previous success to attain greater heights as we continue to grow and expand. Especially in our core areas of expertise; Experiential, PR & Digital."

Competence And Clientele

In specific terms, some of its services range from Consumer Activation, Digital marketing & PR, Talent Management, and Sales Promotion.

The agency's mission is to change the communication and activation landscape through innovation, creativity, and consistency while focusing on creating quality brand experiences.

Noteworthy, it handles accounts of some of the country's



Abayomi Ayoola, Managing Director/Chief Executive Officer, Exposé Nigeria

top brands which include; Siri Beauty Soap, Microsoft, Leadway Assurance, Redbull, Dulux, MunchIt, Bigi, Rite Foods, and Deel among others.

Meanwhile, some of the projects executed include Set Design for Red Bull x Ric Hassani, Set concept design and execution for Blaqbonez – Breaking The Yoke Of Love Crusade, Red Bull Dance Your Style, AFRIF 10th Anniversary Showcase and Gala, Siri Beauty Soap Launch and Trade activations, 360 Event execution for Voriancorrelli, Bigi x Silverbird Cinema Event and Movie Premiere for Bigi x Prophetess Launch.

Others are Bigi Easter Activation, Rite Foods X Elegushi Peace Cup Activations, Headies 2021 with Fearless Energy Drink, Felabration 2021 with Fearless Energy Drink, Wild Turkey Bourbon Whiskey Trade Activations among others.

"In Experiential, we champion all kinds of brand activations from ideation to execution for our clients. The result of this is unforgettable experiences for the brands we work with and their audience. In PR, we tell beautifully crafted stories that resonate with our clients, their audience, and the public. This ensures that the resulting messages are passed across and the ensuing reaction recorded. In Digital, we focus on creating engaging content and digital solutions for various channels and amplifying these contents on relevant digital channels," Ayoola disclosed.

Commenting on the aspiration for brands, Ayoola said,

"Exposé will put Nigerian brands on the map by working with them to attract the type of recognition and traction that they deserve", adding, "The agency aims at becoming an industry leader in providing sales and marketing solutions through informative technology and human interaction by creating consumer experience platforms for clients".

In addition, it also helps clients promote and sell their products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing among others.

It also employs systematic processes to source and identify the best people that can help a brand achieve its objectives while it facilitates talent partnerships and collaborations to bring about desired results for brands.

It also carries out specific activities like trade programs and consumer engagement aimed to stimulate the demand in particular products and increase brand awareness. Other related services it offers include; B2B Services, D2C Sales Activities, Exhibitions, Conferences, and Point of Sale Ideation and Production.

Remarkably, the agency has some of the most resilient marketing communications professionals who it describes as 'creative and innovative individuals who rely on modern technology and thoroughly-researched ideas'. Exposé is led by a marketing communications expert, Ayoola who has key account management experience in trade activities, product development, and client service management.

"We are a masterful team that executes every engagement with precision, prowess, and excellence," the company stated.

Giving Back

It is not wrong to say that consumers value brands that prioritize corporate social responsibility (CSR). As this is a wonderful insight that most brands jump at, it is also important to contribute to humanity and society in general in the interest of making the world a better place for all.

CSR is what most responsible organisations embark on. The story is not different for Exposé as it contributed its part to the society it operates.

Speaking on the agency's CSR initiative, Ayoola disclosed that "At Exposé, we strongly believe in giving back to people who make life easier for everyone. We decided to share kindness with some members of Lagos Waste Management Authority (LAWMA) who work tirelessly to ensure that we have a cleaner Lagos. This also marked our first CSR activity for 2021. The joy on their faces was encouraging enough for us to do more so we can put more smiles on people's faces.

"We sincerely thank everyone who has contributed to our success this far and we can only promise to keep on delivering more of the exceptional results that we are known for."





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Promoting Resilience, Togetherness With The Lagos City Marathon



By Ntia Usukuma

The popularity of running marathons has grown enormously in many parts of the world, thanks to the growing level of health consciousness globally. Running, in general, is considered good for health. It is also believed to be an effective exercise for weight loss. It lowers the chances of developing cardiovascular disease as well as the risk of developing neurological diseases such as Alzheimer's disease, Parkinson's disease, and other terminal illnesses.

Research has also shown that higher levels of Leisure-time Physical Activity (LTPA), such as walking, jogging, or running, are associated with a lower risk of diabetes, especially in high-risk people. According to Diabetes.co.uk, running can be especially beneficial for people with type 2 diabetes to combat insulin resistance. Apart from physical health, people have come to equally realise that distance running is also associated with superior mental health. The therapeutic/remedial effects of running extend far beyond physical benefits say experts.

Due to that capacity to draw huge attention from many health-conscious consumers, we have seen nations, cities, brands making dynamic moves in the last few decades to reach the hearts of many using the marathon as a tool.

Since 2017, the partnership of the Seven-Up Bottling Company (SBC) with Nigeria's biggest marathon brand, Access Bank Lagos City Marathon has always created a remarkable difference, providing the needed strong edge in sustaining the interest of participants, especially young people who want to get the best from this event.

Speaking when SBC newly renewed its sponsorship of the Lagos marathon, the company's GM Marketing-Beverage, Segun Ogunleye said his organization finds it quite fulfilling, the pace the event has grown over the years into a rallying point for young, health-conscious Nigerians and marathon lovers across the globe.

"The Lagos Marathon has also moved up the ladder from a Bronze Label marathon when it started, to a Silver Label reaching out for gold, in less than half a decade after its maiden edition. Its attractiveness to diverse brands and people from all works of life reflect the level of efforts and investment made towards the marathon over the years by the government and other top-notch sponsors like SBC," he said.

The level of the impact made by the involvement of the soft drink giant this year seemed to have reached a crescendo, and it contributed massively in making the event one of the strongest rallying points for youths.

The strong presence of Aquafina as the official water of the nation's number one marathon, the refreshing power of Pepsi, the energising presence of Supa Komando, and the sanitising power of 2sure all contributed immensely to the goal of making the Lagos marathon a tool to promote physical fitness, togetherness, resilience and every virtue that can lead to a fulfilling life.

SBC's sponsorship of The Lagos Marathon reflects the

"The level of the impact made by the involvement of the soft drink giant this year seemed to have reached a crescendo, and it contributed massively in making the event one of the strongest rallying points for youths."

company's passion to showcase to consumers across all touchpoints of human life the values inherent in brands in their kitty. The brand's sponsorship programmes have always been strategically packed with maximum capacity to effectively exploit opportunities and benefits.

For the company, sponsorship is not only important for the growth of the bottom line but also quite crucial in creating credibility, brand experience, audience engagement and goodwill. This enables it to let the audience become part of its brands.

For instance, electrifying the Lagos marathon space with Erica, the Brand Ambassador for Supa Komando and other celebrities from the last BBNaija house showed that the brand was intentional, very deliberate in building an emotive connection with the consumers.

That is why Nigerians have come to love the globally acclaimed beverage brands that it offers, which continues to deliver on its intrinsic brand promise and emotionally connect. From Brand Pepsi in the cola space, to 7Up, to Mirinda, to the Premium Drinking water (Aquafina). They readily embraced the company's Lipton Ice Tea as their favourite and they continue to Fire On with Supa Komando!

When SBC thought up the need to further enable the home and personal care space—which was a vision borne out of necessity and launched 2Sure Hands and Surface Sanitizer, Nigerians embraced the authenticity and are partnering with the company on its upward destination! Little wonder young marathoners were in a queue to come under the 2Sure mobile showers, which allowed consumers to experience the anti-bacterial soap.

For over 60 years, Seven-Up Bottling Company has served the Nigerian people, through over nine manufacturing plants and strong distribution networks across Nigeria, exporting to many countries on the African continent as well. As producer and distributor of the world's most-loved beverages in Nigeria, SBC is renowned for so many strong brands.

Now, with her recent foray of its thriving and trusted

personal and homecare brands – 2Sure Sanitisers and soap – and energy drink, Supa Komando which have lived up to the company's strong heritage of affordable quality for the Nigerian people, SBC is renewing its strategic vision to become the biggest consumer goods company in Africa.

Today, the company retains the same core vision that it has held since day one and that is to become the most admired and innovative company in Nigeria. To achieve this, it conducts every task or operation with a set of core values at its heart. The first of these revolves around the concept of commitment to consumer needs.

SBC's audacious foray into the personal and homecare space at the heat of the pandemic remains a vital highlight in repurposing to meet the consumer's need. X-raying the 2022 marathon, the deliberate engagement from SBC's brands across different touchpoints prior, during and after the event showed that the organisation and all her brands were intentional, very deliberate in building an emotive connection with the consumer.

It is quite remarkable that Supa Komando, 2Sure, Aquafina and 7Up made clear and deliberate efforts to build credibility, brand experience, audience engagement and goodwill.

As a business that is so closely linked to the development of Nigeria, it is not surprising to see Seven-Up Bottling Company doing its bit towards contributing to a better future for the country. One of the ways it is doing so is the sponsorship of the Lagos Marathon.

It is quite commendable that SBC is actively contributing to ensure that the event becomes a big and expanding platform to project Lagos State and, indeed, the country as a whole, globally, with the participation of elite athletes from other parts of the world.

In the words of the host governor, Babajide Sanwo-Olu, "globally marathons have become notable sport tourism events, and they are not only beneficial to the participants, but also the host cities".

To showcase Lagos megacity, each year's race is always planned to show off some of the city's finest landmarks. Taking into consideration the huge size of visitors to the city, it will be an understatement to state that marathons have huge potential to provide a boost to tourism in the host city. Naturally, a large influx of tourists will result in considerable benefits for the host city's economy.

The Access Bank Lagos city marathon has over the years helped in empowering many people in the hospitality industry, including hotel, food and drink vendors, transporters, advertisers, communication agencies and experts, technical officers, travel agents, and even volunteers that were engaged from the planning stage to the completion of the marathon. Among many corporate brands, SBC has remained at the forefront of ensuring the steady growth of The Lagos Marathon.

Obviously, the names of SBC and all her partnering brands would be crafted in gold when the success story of the first full international marathon in Nigeria in 31 years would be written for all Nigerians to peruse, read and digest with pride.



A Strong And Exhilarating Run With Aquafina

We came, we ran our race, and we were refreshed," one of the excited participants of the Lagos City Marathon said. They were the words of an excited Aquafina fan. His words were based on the strong impact of Aquafina as the official water of the nation's number one marathon. The brand brought great succour to all participants on track inline with the tagline for the event "Run With Aquafina". It refreshed the participants at every point they turned to, considering that marathons are 'massive' physical activity that can make a body go fatigue if not adequately hydrated. From the starting point to the finishing line, it was Aquafina all the way.





Running Diff In Lagos

It was a marathon with a difference this year with unlimited fun and refreshment inline with its tagline for the event "Run Diff". 7up was practically everywhere, at strategic positions to refresh participants. The brand lighted up the event and revitalised participants till the very end. Indeed, The memories will forever linger in the minds of participants and spectators for a long time to come. It was really a marathon with a diff.





Be 2sure Protected At All Times

2 Sure brands were on ground to reinforce the fact that 2Sure is that sanitising agent that makes our times together very special. Just as the runners gathered, the need to sanitize the environment and disinfect every possible touchpoint could not be overlooked. 2sure provided mobile showers which allowed consumers to experience the anti-bacterial soap. It is only such a top-notch level of assurance from 2Sure that can guarantee that all forms of anxiety are eliminated to make the rendezvous extra special.





Energy To Run Lagos With Supa Komando!

Energy is needed to run any marathon. So what is energy without Supa Komando? The brand was there to ensure that energising firepower needed to 'Run Lagos' was not missing. Brand Ambassadors, Erica Nlewedim and Do2dtun, as well as influencers like Yousef, Cross and Saskay from the BBNaija house, were available to reinforce the brand's message to runners. Fans in their numbers surrounded Erica and other stars for pictures and videos. Each celebrity also led a team of runners in the 10 km race. Their activities, fun, music generated so much excitement around the brand as everyone was richly energized by Supa Komando. An electrifying presence that can only be powered by Supa Komando overshadowed the atmosphere. It was really electrifying.





“Chop Beta Life” With Sunshine In Lagos

As a brand that values human connection and making people happy, Lipton Ice Tea will always encourage people to ‘chop beta life’. It was quite remarkable that the brand’s activations were basically at the endpoints of the marathon. The main activation point was a colourful display that brought cheer to weary runners finishing the race. Every bottle in the hands of participants added the much-needed sunshine to the special event. The Forward-thinking brand picked the endpoint to motivate everyone at the Lagos marathon, and to demonstrate succinctly that a bottle of Sunshine at the end of any energy-sapping activity is the right key to a well-balanced life.





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UAC Foods Unveils New Look Supreme Ice Cream Brand



L—R: Sam Amoforitse, Manufacturing Director, UAC Foods Limited; David Anaizia, Financial Director, UAC Foods Limited; Hadiza Abdullahi, General Manager, Supply Chain, UAC Foods Limited; Dele Ajayi, MD/CEO, UAC Foods Limited; Adebola Williams, General Manager Marketing, UAC Foods Limited; Christopher Towaju, General Manager Sales, UAC Foods Limited; Dayo Adeeko, General Manager, Human Resources, UAC Foods Limited, showcasing the new and refreshed logo for Supreme Ice-Cream, at the Supreme Ice-Cream relaunch event held in Lagos.



Adebola Williams, General Manager, Marketing, UAC Foods Limited, unveiling the new Supreme Ice-Cream logo, label and tub at the Supreme Ice-Cream relaunch event held in Lagos.



Dele Ajayi, Managing Director, UAC Foods Limited, giving the keynote address at the Supreme Ice-Cream relaunch event held in Lagos.

UAC Foods Limited, makers of the leading Supreme ice cream brand, has unveiled a refreshed look and identity for its Supreme ice cream, heralding a new era for the brand. The refreshed look and identity were unveiled during a relaunch event held at D'Podium International Event Centre on Thursday, March 3rd 2022.

The event was attended by key stakeholders of Supreme ice cream and UAC Foods Limited, including distributors and franchisees, who witnessed the unveiling of Supreme ice cream's new look. The unveiling includes a refreshed logo and label, as well as an upgrade in the product tub from a creamy yellow to an exhilarating white look.

Delivering his keynote address, the Managing Director of UAC Foods Limited, Mr. Dele Ajayi spoke extensively about Supreme ice cream's commitment to the continued delight of its consumers with its exciting range of flavours. He said, "Since inception, UAC has been committed to supplying Nigerians and the world with high-quality products that provide our consumers with the nourishment they need. The vanilla, chocolate, and strawberry flavours of our Supreme Ice-cream brand show our unfailing dedication to provide unique and delicious ice cream to our beloved consumers."

He went further to highlight the impact of this commitment on UAC's manufacturing process and stated that "This commitment is the reason we continue to seek and adopt improved approaches that ensure our products are not only delicious but good for the body and the environment. We have taken advantage of the latest technology in our effort to reduce our carbon footprint and save energy, by installing a solar hybrid photovoltaic (PV) system with a capacity of 800 kWp, one of the largest solar installations in West Africa. This provides UAC with clean energy, saving up to 2,000 tonnes of CO2 emissions per year. Today is a testament to the continuous drive for improvement with the refreshed look of our Supreme ice cream brand."

Supreme ice cream's new look and packaging were unveiled by the General Manager Marketing of UAC Foods Limited, Adebola Williams, who elaborated on the journey of Supreme ice cream's operations from its inception to relaunch, and the brand's desire for its consumers to "Taste The Joy In

"Since inception, UAC has been committed to supplying Nigerians and the world with high-quality products that provide our consumers with the nourishment they need. The vanilla, chocolate, and strawberry flavours of our Supreme Ice-cream brand show our unfailing dedication to provide unique and delicious ice cream to our beloved consumers."

Every Supreme Moment'. She stated that "A brand that does not evolve will die. Our hope for the future for Supreme ice cream is reflected in our new look and identity. The new Supreme ice cream logo stands for what we are as a brand and what we would be for the future. It is bolder, modern, and reassuring. The heart represents where we want our consumers to place us, at the heart of their world, which is the life beat of anyone. The splashes are the different flavours of life and the joyous moments we want to promote. For us, Supreme ice cream depicts a celebration of life's joyous moments. We want consumers to celebrate the awesome moments in life with Supreme ice cream."

Brand Manager, Ponnile Alabi, also expressed gratitude to key stakeholders who had contributed significantly to the growth of the organisation, while appreciating franchisees and distributors for their commitment to the UAC brand. She

continued by stating that "The past few years have been tough with a lot going on around the world; but I stand here today honoured to assure you that tough times never last, only tough people and tough brands do. Supreme ice cream has definitely proved itself as a resilient brand. Together, we have overcome these tough times and have come out stronger than ever. Today, we herald this strength with the official unveiling of our refreshed identity and packaging."

With its renewed look, Supreme ice cream promises to keep innovating to better serve its esteemed consumers, employing the best of technology, people, and processes to ensure that consumers can live every moment in a joyful state and celebrate the joys of life.

Supreme ice cream joined the UAC family as its ice cream brand in 1994, with three key flavours; the vanilla strawberry flavour, vanilla chocolate flavour, and the vanilla flavour. In 2013, the on-the-go pouch range of Supreme ice cream was introduced in six variants before the tubs were upgraded in 2014 to a creamy yellow colour. For 28 years, Supreme ice cream has continued to evolve in its flavours and packaging, as UAC Foods champions processes to better satisfy its consumers and give consumers the opportunity to taste the joy in every Supreme ice cream moment.

UAC Foods, brand owner of Supreme Ice cream is a leading manufacturer and marketer of tasty, nourishing convenience foods. As a quality-conscious company consistently aiming to add value to her consumers' experiences with a rich basket of snacks, beverages and dairy products, her foremost act of social responsibility is the nutritious, hygienic, and safe products that she consistently gives to Nigerians.

Staffed with the right expertise in key Technical, Production and Customer Service Units coupled with a rich culture of innovation spanning many years, UAC Foods has remained a dominant player in the food industry.

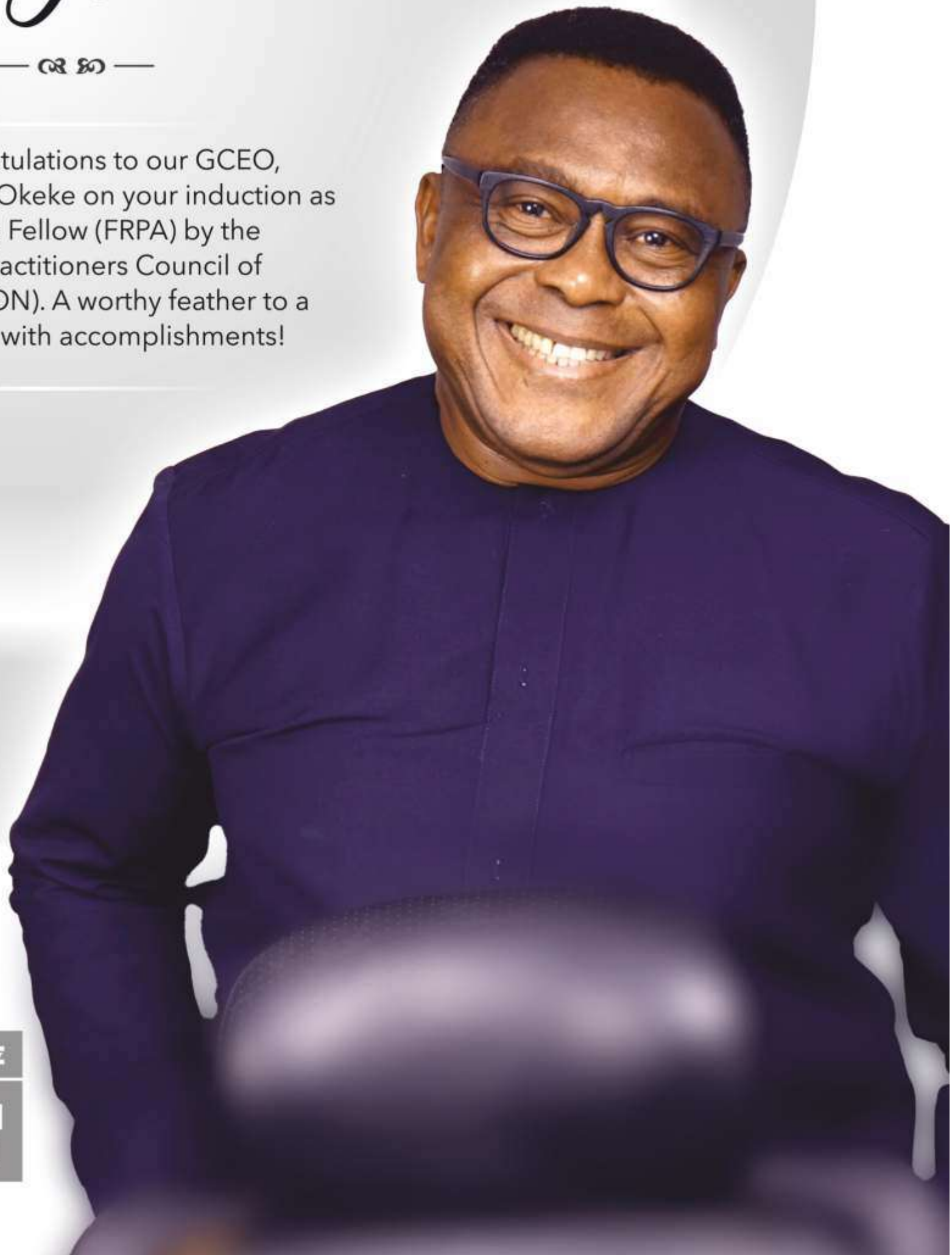
The company pioneered the Sausage Roll market in 1962 and for almost 60 years, Gala kept Nigerians going in their journey to success. Other brands in her portfolio include the refreshed and repackaged Supreme ice cream that provides unique of joy in every taste, Swan Natural Spring Water, Fun Time cup cake and Fun Time coconut chips among others.

— ❧ —

*The Man
The Icon
The Fellow*

— ❧ —

Hearty congratulations to our GCEO, Emeka Chris Okeke on your induction as an advertising Fellow (FRPA) by the Advertising Practitioners Council of Nigeria (APCON). A worthy feather to a hat brimming with accomplishments!



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Bonding Families With Cussons Baby Moments



By Toyosi Olajide

Activities such as taking the first step, smiling for the first time, calling out “da da” and waving “bye” are developmental milestones for babies. These developmental milestones are things most babies can do by a certain age. Babies reach milestones in how they play, learn, speak, behave, and move. Those steps include crawling, walking, and even jumping. In the first year, babies learn to focus their vision, reach out, explore, and learn about the things around them. Here, learning a language is nothing more than making sounds (“babble”), or echoing sounds they hear. Listening, understanding, and knowing the names of people and things are also part of language development that follow.

During this stage, babies also are developing bonds of love and trust with their parents and other individuals as part of social and emotional development. Parents help to nurture traits in their children from this early age, from the wonder they express every day and to all the dreams and aspirations they have for their future.

It is in tapping into these aspirations that the leading baby care brand, Cussons Baby themed the 2022 edition of its trademark competition- ‘Little Champs, Cussons Baby Moments (CBM).’ The idea behind the theme according to the brand is to identify the dreams, moments and nurture the unique skills and habits a child possesses while fostering the bond between the parent and the child. The Cussons Baby Moments competition is an annual competition that celebrates consumers of the Cussons Baby brand, babies as well as their families. The CBM competition was launched eight years ago in Nigeria. It has remained consistent year on year, crowning beautiful babies as ‘Baby of the Year’ and rewarding families from thousands of entries, via a system of online voting and judging.

With thousands of entries at the eighth edition of CBM8 (change), the event which has variously been described as improved, diverse, and perceptively fair, showcased babies who did not shy away from displaying their amazing talents as seen at the grand finale held on Sunday 27th February 2022, at the Radisson Blu Hotel in Ikeja, Lagos.

The finale which had all the attributes of a grand finale lived up to its billing. The competition which began sometime in November, achieved a record number of entries as the competition had undergone some changes meant to reduce the focus on just cuteness and looks but instead celebrate the unique gifts and talents these children possess and nurture them.

To this end, new judges were brought in, in the person of talented Nollywood actress Linda Ejiofor, renowned creative photographer Kelechi Amadi-Obi and beautiful entrepreneur Elsie Okpocha on its panel of judges. They were, alongside the general public saddled with the responsibility of selecting the winners through scores and votes.

For this season, major changes in the mechanics of the competition were made. The organisers increased the entry age to 0-36 months old babies as opposed to the 0-24 months in previous seasons. It also revamped the stages entry criteria from pictures to videos and also made the scoring for the grand finale 50% of the public vote and 50% of the judges' score. Participants were still allowed to submit multiple entries for the entire entry period.

The competition also had four phases: the first was the Call-to-entry phase where it received about 5000 unique entries. The next stage was the voting phase which was further divided into three phases-the Epic Moment, the Bonding Moment, and the Nurturing Moment. Here, the top 10 selections were shortlisted from Top 1000 entrants. The last stage was the Grand Finale where the Cussons Baby of the Year was crowned by judges from the cumulation of the public vote and the judges' score.

Top ten babies that amassed the highest number of votes from the public and scaled the judges' selection criteria graced this event from across different cities in Nigeria. Indeed, the organisers of the

show were right from the onset when they posited that “Every baby is a Star,” as these babies proved them so countless. Baby Jadesola Adejoju’s photography skills were not in doubt neither was baby Hanfa Lar’s penchant to be an academic. Leroy Sam who made the top three ensured that everyone understood that his “calling” as a spirit-filled Man-of-God has been answered. Little baby Ujah assured all that long after the Simis and Tiwa Savages of this world must have retired from their music careers, there will be no vacuum as she is in line to take over.

At the end of the very engaging, and rewarding experience, it was baby Isabella Nzuakpunwa who emerged winner and baby of the year, beating over 10, 000 other entrants. She went home with two million naira and a supply of Cussons baby products for a year. Also, Baby Uloma Onu-Ndukwe emerged as the first runner-up of the competition, going home with the sum of one million naira and 6 months’ supply of Cussons baby products. Next after was baby Leroy Sam, who also won himself a sum of N500,000 and 6 months’ supply of Cussons baby products. The 4th to 10th top 7 finalists were as well compensated as they walked away with N100,000 and 3 months’ supply of Cussons baby products each.

The special categories of the Cussons baby were not left out, as babies in the category of the cutest baby, most creative video, most charming video, and tooth smile were also awarded. These special category winners won N50, 000 and a 3-month supply of Cussons baby product each for themselves.

Speaking at the event was Head of Category - Personal Care, Gbenga Akindele who described the event as an annual delight that has been up and running for over eight years now, and has still maintained its status as the biggest baby competition in Nigeria. He congratulated all the winners and their commitment to the competition, and assured them of Cussons Baby’s commitment to keeping its brand promise of ‘growing together naturally with every family’.

“The Cussons Baby Moments competition has come to an end this season, and we couldn’t be more grateful to everyone that has in one way or the other being a part of it. The competition has since its inception, grown to become an amazing way to celebrate the child-parent bond, and we’re happy to be the platform that showcases this to the world. This is especially in line with this year’s theme ‘little Champs’, which allowed us to behold the amazing wonders our little ones possess.

He added that the journey to season 8 has been quite an exciting one that journeyed through the company’s tradition of improving and innovating with each season. “Cussons Baby Moments Competition is undoubtedly the biggest baby competition in the country, celebrating babies as well as their families; reinforcing our brand promise – ‘Growing Together Naturally’ – which, in essence, is about the emotional confidence that comes from using Cussons Baby. This season, as with every season we have made exciting new changes to the spice of the competition and further pay even more attention and focus on the gifts and talents of these little champs that we tend to overlook. For a fact looking at all that has led us to today’s finale, I can say we have done quite well if I do say so myself.

“As I did mention earlier, we continue to find a way to make the competition more exciting as well as impactful. This season, we chose to move away from the conventional baby pictures and provide a platform to celebrate our babies’ unique talents, hence the theme ‘Little Champs’. The idea behind this theme was to encourage parents in recognizing the talents and amazing wonders their babies display from an early age, then nurture these talents to the best of their abilities.”

Also speaking at the event, the Uzuakpunwa family, parents of the winner expressed their excitement and gratitude, “We are overjoyed at the outcome today, and so proud of our baby Isabella. We want to appreciate Cussons Baby for giving our child this platform to shine,” they said.

Cussons Baby, an international brand, is one of the strongest brands in the baby toiletries category in Africa. Cussons Baby has been in existence in the African and Nigerian market for more than four decades, providing solutions for mothers and the skincare needs of their babies. Cussons Baby is manufactured by PZ Cussons.

For many years, Cussons Baby has provided complete baby-care solutions for Nigerian mums and the skincare needs suited to their babies, building a strong and reliable reputation over time and in the process, becoming a household name. The range of products includes; mild and gentle which contains chamomile and milk that soothes and calms the skin, soft and smooth is another product that contains honey and almond oil that smoothenes and provides extra nourishment for baby skin.

The brands also have Cussons Baby Gift Pack, which is convenient for use as it contains all the baby’s skincare needs in one pack. It is also endorsed by the Paediatric Association of Nigeria.



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Launches Graduate Trainee Program, “Reckitt Trailblazers”



L-R: Human Resources Director, Reckitt, Sub-Saharan Africa, Mr Abel Idonije; Dean, School of Management and Social Sciences - Pan-Atlantic University, Dr Sola Oni; General Manager, Reckitt, Sub-Saharan Africa, Mr Akbar Ali Shah; Registrar - Pan-Atlantic University, Mr. Kingsley Ukaoha; Marketing Director, Reckitt, Sub-Saharan Africa, Mr Tanzim Rezwan; Director, Academic Planning - Pan-Atlantic University, Dr Olusegun Vincent, and Head, Career and Internship - Pan-Atlantic University, Mrs Nkiru Ukachukwu, at Reckitt Career Forum with Pan-Atlantic University in Lagos.

Reckitt Nigeria home to World class brands; Dettol, Harpic, Mortein and Durex has kicked off the recruitment drive for its 2022 Graduate Trainee program “Reckitt Trailblazers” with a Career Forum at the Pan - Atlantic University, in Lagos, Nigeria.

The General Manager Reckitt Sub Saharan Africa, Mr Akbar Ali Shah who was the guest speaker at the Forum, started his session with an overview of Reckitt’s business in Sub Saharan

Africa, and went on to share lessons from his 20 years of professional life. Amongst the many lessons shared, Shah advised the students to always be ready to take advantage of career opportunities and emphasized the importance of finding their purpose in order to provide value to the world around them.

Executives from Reckitt were also present at the forum, they spoke to attendees about the company’s brands, its purpose,

its people and culture, as well as the various sustainability initiatives they have such as the Dettol Clean Naija and Mortein Fight to End Malaria programs.

Also speaking at the session, the Human Resource Director, Reckitt Sub Saharan Africa, Mr Abel Idonije, said, “At Reckitt, there are lots of career opportunities not just in Nigeria but globally where Reckitt companies are situated. The Reckitt Trailblazers program will be based on merit and only the best students would qualify. There are two ways we are offering students to join the company, the 3 and 6-months internship programs for those who are still undergraduates, and the Reckitt Trailblazers program for graduates”.

He went on to shed light on the graduate recruitment process which will be in 4 stages: First is an online application, next is a psychometric test for qualified candidates, then a case study assessment and the final stage will be an Interview with a functional manager.

The Director of Academics, Pan-Atlantic University, Dr. Olusegun Vincent, thanked Reckitt for coming to speak to the students. He stated, “Reckitt is a global brand and a household name which has been attested to by the positive response by the students who seem to know the brands very well. The Pan-Atlantic University is a world-class tertiary institution and appreciates the gesture from Reckitt, makers of so many brands that touch lives globally.”

The Forum concluded with an interactive Q&A and was very beneficial for attendees. Reckitt will also be present at the 5th edition of the University’s Career Fair where they will further engage the students and give more information about the opportunities they may have within the organisation in the future. The Reckitt Trailblazers recruitment drive will also be done in other Universities in Nigeria this year.



General Manager, Reckitt Sub Saharan Africa, Akbar Ali Shah Human Resources Director, Reckitt, Sub-Saharan Africa, Abel Idonije



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PRCAN To Announce New Practice Standards For Public Relations Consulting



Israel Jaiye Opayemi, PRCAN President

The Public Relations Consultants Association of Nigeria (PRCAN), the sectoral trade group authorized by the NIPR Bye-Law to regulate the business of Public Relations Consulting in Nigeria, is set to announce far-reaching reforms that would help protect the businesses of clients and companies in the sector.

This was contained in a communique issued at the end of a two-day retreat organized for Chief Executive Officers and Leaders of PRCAN member-firms, held from Friday, 11th to Sunday, 13th February 2022, at Epe Resort and Spa, Lagos.

Announcing the outcome of the well-attended retreat themed “Building Resilience for Growth-Rethinking How You Do Business”, PRCAN President, Israel Jaiye Opayemi stated that members of the association unanimously agreed and adopted the PRCAN Practice Standards 2022 for implementation during the retreat.

Opayemi noted that the PRCAN Practice Standards 2022, expected to be launched within

the next few weeks, would provide ground rules for improved public relations consulting practice and bring better value to corporate and public sector clients who engage the services of public relations consulting firms in Nigeria.

Part of the reforms, according to him, is the need for clients to engage the services of PRCAN certified consultancies given the opportunities and institutional protection they stand to gain should issues arise in the contractual engagement. “Should issues arise, a client can now make recourse to an organ of PRCAN for redress or intervention. This ensures that clients will get full value for money. Similarly, PRCAN member-firms will enjoy full institutional support from PRCAN and the NIPR as regulators when these reforms come into effect. The package is a win-win for all”, Opayemi assured.

The PRCAN President explained that the reforms in the PRCAN Practice Standards 2022 would also help prospective corporate and public sector clients understand the 21 practice areas they can seek professional services from within

the circle of legally recognized public relations firms in Nigeria.

He admonished government and corporate institutes engaging the services of public relations firms to demand their PRCAN membership certificate as a requisite minimum in addition to other prerequisites the PRCAN Practice Standards 2022 will make mandatory for such engagements.

He noted that as part of the drive towards the effective date of the reforms, the association will engage with relevant industry stakeholders such as the Nigerian Institute of Public Relations (NIPR), the National Institute of Marketing of Nigeria (NIMN), the Advertisers Association of Nigeria (ADVAN), the Advertising Practitioners Council of Nigeria (APCON), the Association of Advertising Agencies of Nigeria (AAAN), the Experiential Marketers Association of Nigeria (EXMAN) and the Association of Communications and Marketing Professionals in Banks (ACAMB) to ensure their buy-in as critical stakeholders.

ACSPN, APCON Collaborate On New Thematic Book On Digital Advertising

The Association of Communication Scholars & Professionals of Nigeria (ACSPN) in engaging with major stakeholders, has produced a thematic book titled “Advertising in Post Digital Era: The Profession, Business and Development Imperatives for Nigeria” – a product of the maiden edition of the National Advertising Conference, organised by the Advertising Practitioners Council of Nigeria (APCON) in November 2019.

The book was co-authored by Prof Rotimi Olatunji, ACSPN Vice President- South West; Dr. Oludare Ogunyombo, ACSPN Linkages Officer who also served as the Chair, Papers and

Documentation Sub-Committee of the National Advertising Conference and Mr. Joe-Eugene Onuorah, APCON Deputy Director/Head of Registration and Professional Development. ACSPN’s General Secretary and Vice-Chancellor, Caleb University, Imota, Lagos. Prof. Nosa Owens-Ibie wrote the foreword of the book.

Published by APCON, the book with a 2020 publication date, has 14 chapters. Contributors include the Doyen of Advertising, Biodun Shobanjo, who wrote on “Advertising in Nigeria- Yesterday, Today and Tomorrow”; ‘Lolu Akinwunmi who wrote on “Advertising in The

Post-Digital Age: The Profession, The Business and Nigeria’s Socio-Economic” Development and Boss Mustapha, Secretary to the Federal Government who wrote on Role of Government in Advertising in the Post- Digital Era among other eminent personalities.

In a related development ACSPN is calling for Papers for the 9th Annual Conference of the Association holding from The August 31 – September 1, 2022 programme, at Rockview Hotel, Abuja. The conference which will feature a Special Panel with the theme: “One Country, Many Voices, Dilemmas of free expression” will be a hybrid event – both physical and virtual.



Noah’s Ark, 2 Other International Agencies Form Network To Promote Sustainability

The Committed Collective, the world’s first network of Impact-driven creative agencies from Africa and the Nordics, is officially launched on February 14, 2022, which coincides with the celebration of St. Valentine’s Day.

The Committed Collective comprises of three leading independent agencies from three different countries: Måndag from Finland, Noah’s Ark Communications from Nigeria, and Sive Africa from Kenya.

Committed Collective is a growing group of independent creative agencies devoted to helping clients focus on the things that matter and impact society. The group’s aim is to harness the combined forces of its current and future members to solve sustainability challenges facing businesses across the globe.

Speaking on the official launch of the network, the Managing Director/Chief Creative

Officer, Noah’s Ark Communications Limited, Lanre Adisa, explained that it was symbolic to officially launch the network on St. Valentine’s Day as the group is a gift of love to Mother Earth by supporting companies in their drive to create values that are impactful, sustainable and purposeful in line with current realities beyond making profits.

“We’ve entered a new phase in business. We call it the impact era. It is a profound shift in how companies define their reason for being and how they create new value”, he said.

In his remarks, Chief Executive Officer, Sive Africa, Jonah Otieno, stated that the group remains firmly committed to assisting companies in thriving in the new era considering the different challenges confronting businesses in today’s world.

Otieno said, “In a world plagued by climate disasters, health crises, social emergencies, and

extinction events, companies have a new role to play. Purpose, sustainability, and positive impact are the only ways you can be meaningful for consumers, customers, citizens, employees, and investors alike. With our unique network, we provide you the best creative talent for accelerating sustainability and real positive impact, both locally and globally”.

Speaking on their mode of operations of the network, the Creative Director of Måndag, Arto Sivonen, revealed that members would be working with private companies and governments by deploying their best creative talents to understand the challenges and opportunities available to drive sustainable changes and impact.

Sivonen explained further that the group would take the lead in creating content that would make a significant difference in society and help move businesses forward.



Lanre Adisa, MD/CCO, Noah's Ark Communications

Adenike Adebola Of Guinness Nigeria Makes IPA Effectiveness Awards 2022 Jury List

The Marketing & Innovation Director, Guinness Nigeria, Adenike Adebola has been listed as one of the Client Judging Panel of the 2022 edition of IPA Effectiveness Awards 2022, joining other global leaders on the panel to judge award-winning works.

She will be joining the other 11 members of the Client Judging Panel who are from different reputable companies across the world. Some of them are Phillip Almond, Executive Director of Fundraising & Marketing, Cancer Research UK; PT Black, Senior Director, Integrated Media EMEA, Nike; Ranjana Choudhry, VP Advertising & Social Media, Wakefern Food Corp, Heather Clark, Senior Vice President of Mass, Direct & Digital Marketing, SickKids; among others.

Other panels consisting of global business leaders are the Industry Judging Panel and Technical Judging Panel.

According to a full-service digital and creative agency, Senior, The IPA Effectiveness Awards are recognised by agencies and clients as Adland’s most rigorous awards scheme because entrants have to prove to a jury of experienced clients that their communications strategies have worked in hard business terms.

Meanwhile, the organisers disclosed that “this year’s Judging Panels are the most international in the IPA Effectiveness Awards history, with 61 experts from 13 different countries, representing the marketing and communications industries across Europe, North and South America, Africa, Middle East, Asia, and Australia.”

The IPA Effectiveness Awards are the world’s most rigorous and prestigious Awards scheme with entrants having to prove the success of their communications activity in creating and

delivering value for the client across three rounds of judging from clients, industry, and technical experts.

Adenike is a graduate of Food Technology from the Federal Polytechnic, Ado Ekiti. She also holds a Post Graduate Degree in Management from the University of Calabar.

She joined Guinness Nigeria plc in August 2005 as Brand Manager. She has robust experience spanning Commercial Capability training, Brand Marketing, Innovations, and Customer Marketing.

She returned to Nigeria in July 2015 after a successful period on the Guinness Global Brand Team as Head of Marketing for Spirits, a key role in achieving our performance ambition for spirits in Nigeria.



Adenike Adebola, Marketing & Innovation Director, Guinness Nigeria



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Lawmakers Want Tougher Online Regulations From NAFDAC, APCON, Others

The lower chambers of the National Assembly, The House of Representatives has called on the National Agency for Food and Drug Administration and Control, NAFDAC, to arrest and prosecute online advertisers of drugs. They also want the body and other related agencies to enlighten the public against the dangers of purchasing unregistered and non-prescribed drugs online.

The House of Reps also called on the Advertising Practitioners Council of Nigeria, APCON, to liaise with online advertising companies, such as Google, Facebook, Twitter, etc., to effectively monitor, control, and enforce advertising standards against online drugs advertisers and unethical vendors.

The Green Chamber of the National Assembly equally urged the Pharmacists Council of Nigeria to sanction and prosecute individuals engaging in the sales and promotion of medicines online without the requisite authorization in line with the law establishing the Council.

Similarly, it asked the Federal Competition



and Consumer Protection Commission, FCCPC, to take necessary action towards protecting consumers of online drugs.

The resolutions followed a motion, titled “Need to Regulate Online Advertising and Sales of Drugs”, presented by Onofiok Akpan Luke at

plenary. Presenting the motion, Luke expressed concern that online vendors had capitalized on free access to the internet and social media platforms to advertise and sell unregistered and sometimes fake drugs to unsuspecting members of the public, thereby endangering their health and well being.

He said: “Given the false, exaggerated media and online advertisement of drugs, members of the public are enticed into buying the drugs ranging from dietary supplements, cholesterol-lowering medicine, analgesics, including tramadol and aspirin to Viagra and other sex enhancement drugs, some of which are unregistered and purchased without a doctor’s prescription or the advice of a pharmacist.

“The law prohibits the advertisement of drugs or related products without registration and without the advertisement having the pre-clearance and approval of a relevant government agency.

“The law requires that the advertisement of any drug or related product be accurate, complete,

clear, and designed to promote credibility and trust by the general public and health practitioners and that drugs, particularly drugs that may lead to death or severe injury, must have a special safety warning information displayed within a box in the advertisement.

“Some of the drugs are sold without an indication or warning of the side effects, and members of the public who purchased them have complained of developing symptoms of vomiting, stooling, body weakness, severe body pains, swelling, shortness of breath, fainting, erectile dysfunction among other things, necessitating them to seek medical attention in hospitals.

“Most drugs and related products advertised online do not meet the requirements and standards set by the law and the non-compliance thereof exposes the public to grave health risk and danger.

Adopting the motion, the House mandated its Committees on Healthcare Services and Information Technology to ensure that the resolutions are enforced by all agencies involved.

APCON Outlook 2022: Experts Canvass For Use of Data, Collaboration, Tech Deployment

Economic analysts and Marketing Communications Professionals have pointed out that for businesses to stay afloat in the emerging post-COVID-19 era, players would need to embark on collaboration, leverage on technology, and data to remain relevant in 2022 and beyond.

They disclosed this at the Advertising Practitioners Council of Nigeria (APCON) economic outlook webinar held recently with the theme; “Nigeria’s Economic Outlook: The Implication of National Budget for the marketing Communications Industry”.

In his opening speech, The Registrar/Chief Executive of APCON, Dr. Olalekan Fadolapo said that webinar was organized to chart a way forward for the advertising and marketing communications industry to help grow the economy as well as dissect some of the issues in the industry and opportunities they can tap into in 2022.

Dr. Biodun Adedipe, Chief Consultant, B. Adedipe Associates Ltd while delivering his keynote address gave a general overview of the business landscape and how COVID-19 disrupted economic activities, and how the country is recovering from the challenges.

He described the era before the outbreak of COVID-19 as ‘Normal’ (up to the end of 2019), from March 2020 as ‘New Normal’ and the future as ‘Next Normal’.

He added that the IMF projected that the global economy will grow by 5.9% in 2021 and 4.9% in 2022.

“The Nigerian business environment has many challenges as well as many opportunities. What we see and focus on is our choice,” he said.

He urged businesses to deploy technology to ease their business, stating that they are

opportunities for businesses in every sector and six sectors contribute significantly to Nigeria’s economy currently. The sectors are Agriculture, trade, ICT, Manufacturing, Real estate, and mining.

“There are opportunities in every sector of the Nigerian economy. Do the right things at the right place and right time or the right person, also embrace the digital world”

In another vein, he said for businesses to scale up, they can borrow an insight from Rockefeller Habits 2.0 which includes: focusing on people, strategy, execution, and cash. He added that “It’s time to go beyond thinking outside the box. That’s old school! Rather, it is to think what to do with the following boxes: strategy, business models, resources, relationships, organizing.”

Also, he stated that the operative words for the “Next Normal” are Sustainability, Resilience, Disruption, and Re-imagination. The gateway of Sustainability is endurance; repeated value enhancement while Resilience has to do with continuous market interrogation. Meanwhile, Disruption means to challenge the current status and arrangement, and to Re-imagine is to look forward; disconnect from the past. He also called for collaboration stating “We are in the era of collaboration.”

Speaking during the panel discussion, Lampe Omoyele, MD, Nitro 121 also emphasized the importance of deploying technology to grow brands and the marketing communication industry. He also stated that it is vital that organizations manage their remote and physical working arrangement effectively in the interest of contributing to the growth of the country.

He added that a political campaign that will



Dr. Olalekan Fadolapo, Registrar/CEO, APCON

deepen in the second quarter of the year would also help boost the economy. This development, he explained, will also favour IMC agencies that can handle campaigns for some of the political parties or individuals.

Emmanuel Agu, GMD, Jotna Nigeria (The LaCasera Company) on his part stated that COVID helped some brands to rethink their strategies and helped some to make more sales, adding that the world is gradually returning to the Normal but only organisations that were able to be resistant, innovate and build a sustainable business will thrive as normalcy returns.

He urged brands to stay afloat for the next

12-month and engage their consumers whether online or offline to remain relevant.

Tolu Ogunkoya, Regional CEO, West & Central Africa Omnicom Media Group said that data becomes crucial at uncertain times and urged organisations to be deliberate about gathering data and in the utilization of technology.

He also explained that sectors like fintech and betting are growing remarkably because of the technology.

The webinar is one of the initiatives of APCON to empower practitioners. Ms. Eyitemi Taire, Marketing Consultant, Gemini Place was the Moderator of the event.

19th ADVAN AGM: Meet Members Of The New EXCO

Brand Communicator broke the news recently on the emergence of the Commercial Director of Biogenics Limited, Osamede Uwubanmwun as the new President of the Advertisers Association of Nigeria, ADVAN, at the sectoral group’s 19th Annual General Meeting held at Marriot Hotel, Ikeja GRA Lagos.

Uwubanmwun who took over from Bunmi Adeniba- who was the acting president of the Association for the last 2 years- will be piloting the affairs of the apex body of advertisers in Nigeria alongside other elected members of the ADVAN Executive Committee.

The new executives who were also elected at the well-attended AGM include Nwando Ajene of Nestle Nigeria as 1st Vice President, Yosola Atere of Mastercard as 2nd Vice President, Obum Okoli of Ab Inbev as Treasurer and Kenneth Iruonagbe of Tolaram as Publicity Secretary.

For the Ex-Officio position that has five statutory slots, the elected persons are Otega Ogra of BUA, Chioma Afe of Access Bank, Tolulope Olanipekun of Mouka Foam, Omolara Banjoko of FrieslandCampina WAMCO, and Seni Ogunkola of 9mobile.

The 2022 election elicited greater interest with fifteen members showing interest in 10 positions open.

The position of the president, 1st vice president, and 2nd vice president attracted one candidate each. Treasurer had two members vying for the position and the publicity secretary had three members wanting to assume the office. However, seven members jostled for the position of ex-officio that was statutorily meant for five persons.

In another major development, Mrs. Ediri Ose-Ediale’s position was ratified at the 19th AGM. Her position at ADVAN now reads “Chief Executive Officer/Executive Director.”



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Industry Leaders Set Agenda For New EXCO



By Jeremiah Agada and Toyosi Olajide

Following the recent election of new EXCOs at the 19th Annual General Meeting of the Advertisers Association of Nigeria, ADVAN, led by the Commercial Director of Biogenics Limited, Osamede Uwubanmwen in the capacity of President, leaders in the Nigerian marketing communications sector have passed a vote of confidence on the newly elected leadership of the association.

Despite reports from a segment of the media in the industry that key member- organisations of ADVAN including multinationals as well as top professionals in the association shunned the elections, Brand Communicator can report authoritatively that the 2022 election elicited greater interest with fifteen members vying for the ten available positions, than the previous elections.

Speaking on this, Ediri Ose-Ediale, the newly rarified Chief Executive Officer/Executive Director of ADVAN said that each year, ADVAN Elections elicit growing interest from members, as they look forward to an opportunity to serve in various capacities. She stressed that the just concluded AGM was a testament to this, as “we saw double the number of candidates we have ever had from the previous elections taking part.”

To her, this gives credence to fact that advertisers in Nigeria have embraced the value and capabilities of its umbrella association to effectively support its interest, as well as foster development for the industry. She added, “In terms of organization of the election the process was simple and straightforward. The various online platforms allowed for a seamless structure.”

The new executives of the association cut across different sectors with some operating at the top echelon of the “marketing tree” for their organisations. Top marketing players in the new exco include Category and Marketing Manager of Nestle Nigeria, Nwando Ajene as 1st Vice President; Marketing Director of Mastercard, Yosola Atere as 2nd Vice President, High End Planning & Execution Manager for ABInBev, Obum Okoli who is returning as Treasurer while Group Digital Brand Manager of Tolaram, Kenneth Iruonagbe serves as Publicity Secretary.

For the Ex-Officio position, the five statutory slots are occupied by Group Head, Corporate Communications for BUA, O'tega Ogra; Group Head, Retail Marketing & Analytics for Access Bank, Chioma Afe; Head of Marketing for Mouka, Tolulope Olanipekun; Omolara Banjoko of FrieslandCampina WAMCO and Seni Ogunkola of 9mobile.

Speaking exclusively to Brand Communicator, industry leaders have expressed optimism on the new generation of leaders that have emerged to steer the affairs of ADVAN for the next two years. Dr. Olalekan Fadolapo who is the Registrar/Chief Executive of the Advertising Practitioners Council of Nigeria, APCON is optimistic about working collaboratively with the new leadership in moving the industry forward. “I look forward to working with the new ADVAN EXCO to build a strong and healthier industry,” he shared.

While congratulating the new EXCO of ADVAN, Femi Adelusi, President of the Media Independence Practitioners Association of Nigeria, MIPAN and Chairman of the Heads of

“The new team spearheading affairs at the advertising body are distinguished marketing professionals. Many of them have served in previous industry initiatives before and are not new to the challenges and opportunities that exist. The new president, Mr. Osadebe, is not new to the industry and has been very much involved in many industry conversations prior to now.”



Osamede Uwubanmwen, ADVAN President

Advertising Sectoral Groups expressed confidence in the new crop of leaders at ADVAN. Adelusi noted that the new team spearheading affairs at the advertising body are distinguished marketing professionals.

He also added, “many of them have served in previous industry initiatives before and are not new to the challenges and

opportunities that exist. The new President, Mr. Osadebe is not new to the industry and has been very much involved in many industry conversations prior to now. Some have also been on the agency side at some point in their career journeys,” he noted.

Also congratulating the new EXCOs, Tunji Adeyinka, President of the Experiential Marketers Association of Nigeria, EXMAN, has the following words: “We are excited with the new leadership, as we were with the last leadership. We see this as an opportunity to work together to move the marketing practice forward. It is a new leadership, and we are very open to collaborate with this new leadership.”

Reacting to concerns in certain quarters that the new leadership is made up more of younger professionals, the veteran countered, “I think those concerns are unfounded in my own opinion because in the first instance, ADVAN is a professional body and they had an election and members picked the executives that they thought will be able to carry the flag.

“When did the youth become a liability? Youthfulness, I think, is an asset. I think being young is an asset not a liability. Age should not be a determinant of quality of leadership. I think those days are gone where you must be 70 years old before you can do certain things,” Adeyinka opined.

In the same vein and reacting to the ‘reported absence of CMOs’ from the EXCO, Ediri similarly noted that ADVAN has always commanded a good mix of seasoned professionals at the helm of the association’s affairs, from Marketing Directors to Heads of the various marketing functions at ADVAN member organizations. “Aside the Executive Council leadership, the working committees also boast a robust mix of professionals from various industries, as well as levels within their organizational structures. The focus of an ADVAN Executive Team, is creating a group that will effectively promote the association’s objectives per time, so whoever is capable is always welcome to serve.

“The newly elected council continues this valuable legacy, as you can clearly find a group of some of the best brains in the industry, from the top brands in Nigeria both local and multinational. As well as from the different Marketing functions and levels in the respective organizations,” she said.

Comfort Nwankwo, Chairman of the flagship Lagos Chapter of the Nigerian Institute of Public Relations, NIPR has some words of advice for the new leadership: “When you are in a leadership position, you’ve got to give it your all. Recognize that no one has the monopoly of ideas or knowledge, consult widely and look out for new trends that will benefit the industry. Carry others as you move along. Whether you are young or old, once it is your turn, you just get the work done.

“We at Lagos NIPR wish them well and congratulate the new ADVAN leadership. It is certainly progress for the wider marketing communications industry. I wish them new strides, more strides in their tenure,” she said.

Towing a similar part, Clara Okoro, Chairman of the Brand Journalists Association of Nigeria, BJAN, set an agenda for the new EXCO, calling on them to be more deliberate in engaging consumers as an association.

“Apparently, what we are witnessing now is that there is a transition generally from advertising to branding. There should be a lot more empathy on how brands are relating with the consumer.

“Anyone who hasn’t come to the realization that consumers are much more enlightened, educated and have more access to information about their brands, is going to have a lot of problem in the current dispensation. This means that brand drivers would have to constantly adjust the communication model they have been used to reach their consumers.

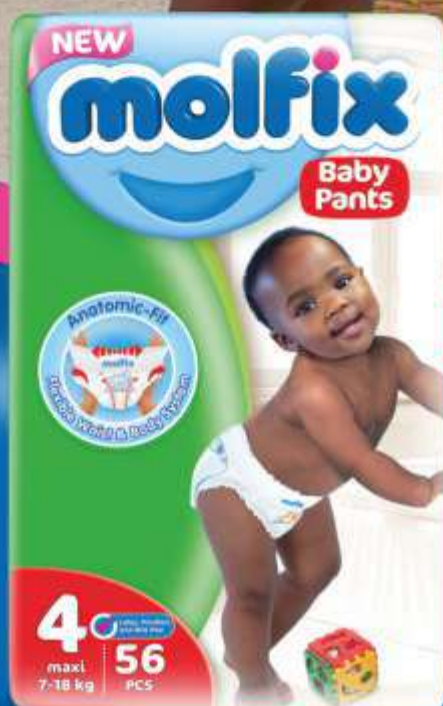
“I will advise that the new leadership cultivate the media and they will need to be more visible in the media and in the most possible positive light. So, they will need to see the media as stakeholders and as the bridge between them and the consumers. In doing this, when we write, when we communicate to the consumer, we will be shaping the perception they want to communicate to their consumers,” she concluded.

Its barely weeks into the tenure of the new EXCOs. And as the Hausas across West Africa will say, “ga fili, mai doki” which is transliterated as “here is the field and here is the horse, rider.” This means situation are conducive for the act proposed unless one has suddenly developed cold feet. A rider on the horseback is offered the field, which has enough space for him to gallop, and is expected to go ahead and ride without hesitation. This implies that the stage has been propped for the new leaders of ADVAN and all is set for them to give it their very best. As a well-known maxim posits, whether they think they can or they can’t, they are absolutely right. For the growth of advertising, the elevation of branding and for the advancement of the industry, we pray they can.



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AIR POWER LIMITED UnBoxing Airport Advertising In Nigeria

By Jeremiah Agada

The new ultra-modern terminal of the Murtala Mohammed International Airport built by the Mohammed Buhari-led government is set for commissioning on the 17th of March, 2022. This is certainly good news for Nigeria and Nigerians considering the battering that the nation's image has received due to the poor state of the current terminal. But beyond the optimism for the average Nigerian, this is also good news for advertisers seeking to catch the eyes and pockets of the traveling public. Air Power Limited, a leading OOH Media company is has distinguished itself as the Czar of Airport Advertising in the Nigeria, is making this goal quite easy for savvy advertisers with its strategically located advert platforms and services across Airports in Nigerian.

Arguably one of the fastest growing Out-of- Home Media companies in West Africa, strategically playing in the Airport niche, Air Power Limited offers the most extensive coverage of airports advertising services in one stop. 14 Airports/terminals out of 22 Airports in Nigeria, offering over 500 locations and a diverse range of formats to leverage brands/campaigns on Static billboards, Digital screens, and Branding of special positions. Indeed, Air Power is uniquely positioned to deliver a complete and wholesome solution for advertisers seeking to reach its premium target/consumers in an increasingly fragmented market.

In this publication/edition we intend to bring you insights into what makes advertising in the airport such a big deal for advertisers and why is Air Power Limited is the plug to reach the traveling public in Nigeria's fragmented airport advertising spaces?

Since the invention of airplanes by the Wright Brothers civilization, globalization, digitization, and all other constructs have been developed and nurtured by international relations and foreign trade fostered by businessmen, merchants, entrepreneurs, and politicians travelling from one country or city to another to establish relationships, this has built up int Millions of passenger and humongous traffics at the Airports globally as well as locally.

The implication is that, the airport, which is the home of aviation, holds immense potential for consumer engagement and indeed studies show that brands that advertise at the Airport are perceived to be trustworthy and reliable. Studies also show that most travelers are aware of ads at airports, and they view brands that advertise there as prestigious. In particular, Nielson's study commissioned by Clear Channel Airports (CCA) revealed that frequent flyers were highly responsive to airport advertising, with 80% noticing the advertising, and 42% acting.

In another study carried out by the Out-of-home Advertising Association of America, OAAA, in the US, Airport OOH engages consumers and drives action: When asked how often they noticed airport ads, 54% of study participants responded "all" or "most" of the time. 68% of study participants said they engaged in follow-up actions after they saw an airport ad. These actions included searching for a brand on a search engine, visiting the brand's website, or stopping by the brand's brick-and-mortar and social media locations.

These statistics goes to confirm that airport advertising is one of the most reliable and effective forms of out-of-home advertising. In fact, most travelers spend approximately 60 minutes at the airport before their journey. They stay at the airport departure lounges and food courts until boarding and take-off time. During this period, their senses are well prepared to take advertising messages which presents itself as a welcome distraction. These people are also prone to making last-minute buying decisions and what better time and place to steer their passion towards your product and services than now.

Travelers are also an affluent audience. One doesn't need



Felix Ehikhuemen, MD, Air Power Limited

“Arguably one of the fastest growing Out-of- Home Media companies in West Africa, strategically playing in the Airport niche, Air Power Limited offers the most extensive coverage of airports advertising services in one stop. 14 Airports/terminals out of 22 Airports in Nigeria, offering over 500 locations and a diverse range of formats to leverage brands/campaigns on Static billboards, Digital screens, and Branding of special positions.”

research to understand that those who travel on airplanes are wealthier than the general population. Hence, Luxury brands do well in airports, but so do other categories, including music and entertainment. Clearly, the place of airport advertising in building brands and the impact on its target need no embellishment.

The average air traveler is generally better educated, more sophisticated, and wealthier than the audience in any other advertising environment. Advertisers can benefit from the possibility of addressing attractive target groups and high contact figures with above-average incomes. The airport also presents opportunities for advertisers to address business travelers and key decision-makers who, due to their selective use of media, are difficult to reach via other media.

Over 13 million (2020 4th Qtr.). travelers-local and international passengers-pass through Nigerian airports each year- Quarter . This figure is independent of airport workers, security, family, and well-wishers that accompany travelers as well as other people that throng the airport on an occasional and regular basis. This huge audience and dwell time give advertisers and brands abundant opportunities to interact with their target audience in a captive environment.

It is this massive audience that Air Power is looking to help advertisers leverage through its platforms. From the Mallam Aminu Kano Airport to the Murtala Muhammad Airport (Domestic Airport Terminal 1-GAT, Murtala Muhammed International Airport-Terminal 2) and the new ultra-modern Murtala Muhammed International Airport-Terminal 1-MMIA-1), to Benin Airport, Ibadan, Akure and Ilorin Airports and to Nnamdi Azikiwe International Airport, to the Port Harcourt International Airport to the Margaret Ekpo Airport in Calabar to Sam Mbakwe International Cargo Airport in Owerri to Akanu Ibiam International Airport in Enugu and the Newly Opened Anambra International Airport in Umueri among others, Air Power boasts an encompassing presence in Nigeria's biggest passenger and cargo airports, giving brands and advertisers more than 70% aggregated exposure to the travelling public nationwide.

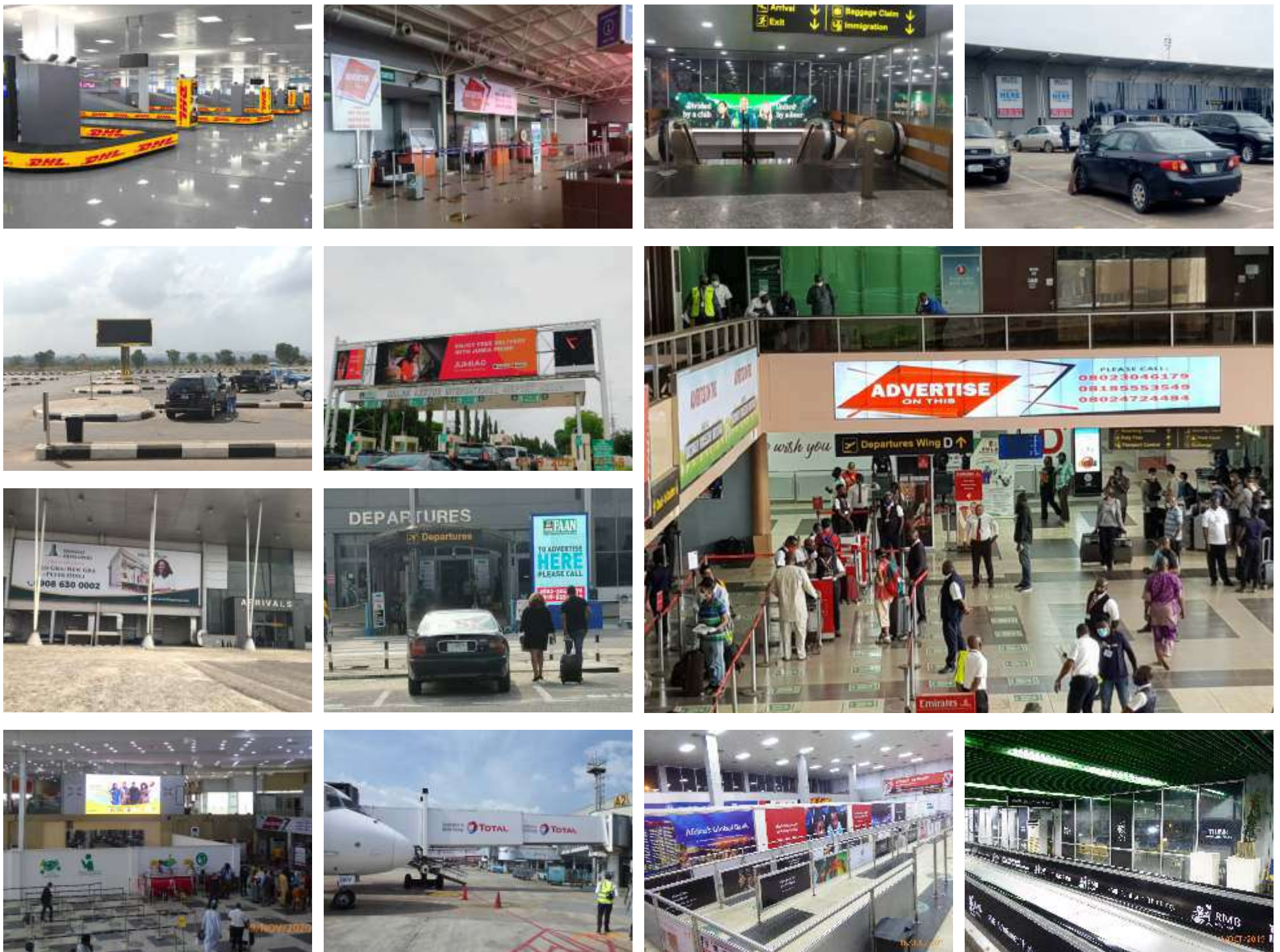
Leading the vanguard of visionary men and women making things happen at Air Power Limited is a fine gentleman who has earned his place at the table of veterans in the Outdoor Advertising subsector, a man whose over two decade's experience, knowledge, and skill in the industry has been tested and trusted, a man whose expertise in the Nigerian market inspires confidence, trust, and reliability. He is none other than the Resourceful and dynamic Mr. Felix Ehikhuemen rpa.

Leading a place-based Outdoor advertising and digital interactive media company that currently aggregates the Advertising services franchise in 14 out of the 22 Airports in Nigeria as Managing Director is certainly no child's play. Remarkably, Ehikhuemen's pedigree shows that he is just the right man to disrupt the space of airport advertising anywhere in Africa, telling from what has been done in a market as dynamic as Nigeria's.

His competencies in media asset management & investment advisory, Corporate Strategy and Business development, as well as Project management, with extensive experience across outdoor advertising value chain operations is quite commendable. All the above including specialized skills in media planning, brokerage and regulatory & Revenue Collection shows that advertisers can leave their campaigns in competent hands at Air Power.

Ehikhuemen who has held senior positions in Marketing and Media, Capital Media, Outdoor Monitoring & Control Service (OMCS), and Landmarks OOH Media Services Limited, and has worked with Government and Non-Governmental agencies including multinationals, large corporates, SMEs in management of their brands. He has





worked on Guinness Nigeria Plc, Pfizer, MTN, SFH (Society for Family Health) Imo State Clean and green, Enugu State Centenary Project, Lagos@50, AFRIMA brands/Projects among others.

Ehikhuemen, a full member of the Advertiser Practitioners Council of Nigeria (RPA), who is also an alumnus of the Lagos Business School and School of Media and Communications both of Pan Atlantic University, Lagos and holds a certificate in leadership from Cranfield University in the United Kingdom, further reveals that Air Power Limited is very big on collaborations & co-creation and currently working actively with Mkpoko Ikenga, New Crystal Communications, Marks & Adam Investment Limited and the Federal Airport Authority of Nigeria, FAAN on the Muti-Million Naira Airport Advertising Project.

Chatting recently with Brand Communicator, Ehikhuemen, who is a member of the current (2021-2023) Executive Council of the Outdoor Advertising Association of Nigeria (OoAAN) and serves as Chairman of Project and Monitoring committee, Chairman Edo and Delta Region as well as a Member of Rates harmonization and Advertising S.O.P (Standard Operation Procedure) AdHoc Committee, says Air Power is a unique platform that is at competition with itself and the aims is to become a sort of 'Uber' for Airport Advertising.

"The plan is simple, to focus on place-based advertising, aggregate inventories incrementally with the goal being to achieve a critical mass and to then to present them in a wholesome way to the Customer (media buyers & Advertisers/brand) in such a manner that also improves customer experience and satisfaction. The hope is that satisfied customers will continue to prefer to buy through this arrangement and owners of inventories will also become more willing to collaborate and co-create with us in a win-win way. We are doing this currently with Airport Advertising inventories and I no doubt that this model is scalable and can be replicated across Malls, Rail Advertising and other organized place-based and demographic specific facilities.

"The next level is to leverage technology to do more, especially in a rapidly digital age, to present the consumer more engagement through investment in digital interactivity, (we are currently expanding our network of digital lamp post advertisement as well and mobile Truck fleet and will be

"The company's mission statement further bolsters this fixation as captured here: to build a robust stock of OOH media platforms and complementary competencies that will enable us support/promote brands and their teams to achieve their objectives at Airports, Malls, and on Street poles and Mobile trucks using digital and interactive media technologies."

presented in a future edition) as well as to drive the process for increased efficiencies and also to provide consumer insight and feedback through research, studies and post campaign analysis," he revealed.

As the 'driver' of the biggest platform that aggregates

Airport Advertising and offer the widest reach and buying efficiencies pan Nigeria, Ehikhuemen says that Air Power's unique selling point is that it saves the customer (Media Buyers/Advertisers/Brand) time and hassle in making decision and placing advert or leveraging their brands in a fragmented Airport space, having effective control of the juiciest and widest expanse of the Airport advertising spaces across Nigeria.

Airports are endlessly moving, never sleeping hubs of hustle and bustle, which creates a deep well of advertising opportunity but it also means that navigating the large waters can feel very tricky. But Ehikhuemen says that the user-friendly, easy-to-use website of the company www.airpowerltd.com.ng makes it easy for advertisers to book for advert spaces as well as customize their needs across all their airports. "We are also on the ground as experts to advise clients on how best to achieve their strategy and where to meet their target audience, at the baggage claims area, at the waiting, arrival or check-in counters etc."

But beyond disrupting the airport advertising space, Air Power is fixated on making the most of technology to help brands get the premium positioning they need to win in the marketplace. The Company's vision captures this: "to become the preferred OOH media partner to advertisers/buyers of media in Nigeria seeking to leverage their brands in niche markets and to increase consumer/customer engagement through the use of technology." The company's mission statement further bolsters this fixation as captured here: "to build a robust stock of OOH media platforms and complementary competencies that will enable us support/promote brands and their teams to achieve their objectives at Airports, Malls, and on Street poles and Mobile trucks using digital and interactive media technologies."

This vision and mission also serve to reinforce the agency's goal which is captured here: "Through collaboration with facility owners and the concessionaires on the one hand and Advertisers/Agencies, on the other hand, to help the brands connect with their target audiences and achieve their deliverables in a manner that will set them apart in the market and within their categories.

For a company that thrives on the core values of professionalism, accountability, flexibility, and collaboration as well as the can-do-Spirit, spirit, it is only but a matter of time before its visions are actualized.



Democratising Access To Healthcare, Disrupting With Wellness Plus App

By Azeez Disu

Getting quality health care is more important than anything else, and the popular proverb readily comes to mind, 'Health is Wealth' meaning that good health guarantees wealth.

Focusing on once well-being is critical at this period that new diseases are surfacing, COVID for example was one of the wonders of the world. Indeed, the need to fight the further spread of diseases and keep humanity safe has led to the emergence of more new healthcare centres, Health Maintenance Organizations (HMOs), and health-related operators springing up with the latest technology-driven solutions to make the world a better place.

It is important to state that Africa's healthcare sector has been attracting significant investment in recent times because of the deployment of technology by the players in the sector.

Meanwhile, an industry expert last year said the level of health insurance penetration in Nigeria is less than five percent. Less than 10 million Nigerians have health insurance at present. The reason an innovative company like Wellness HMO is democratising access to healthcare with technology and the unveiling of its app is a testimony to that.

Democratising Access To Healthcare

In a bid to make healthcare service affordable and accessible to Nigerians, Wellness HMO has launched an innovative app, 'Wellness Plus' which is set to revolutionise healthcare service delivery in the country.

The move obviously will create new benchmarks for health services in Nigeria. It will equally promote greater transparency in offering quality healthcare services to all and sundry.

Speaking at the launch of the new Wellness Plus app with the theme "Power to Choose" held recently at Sheraton Hotel, Lagos, Adetutu Afolabi, Group MD/CEO, Wellness HMO disclosed that the new App is the first of its kind in Nigeria, as it gives users the freedom to choose and customize the healthcare plan that suits their budgets, making it very easy for all to access an affordable and qualitative healthcare service.

"Individuals have the choice to access healthcare on the go, at any time. They can pay for only the care they need even if they don't have a health insurance plan. These services include dental and eye care, basic, comprehensive, pre-employment, and cancer screening, among others. Individuals can also request for a doctor to consult with them virtually or visit them at home," she explained.

The Power To Choose

Adetutu further emphasized that individuals will not be restricted to any specific hospital, at any particular time, as they can also choose from the range of hospitals available on the app for specific health needs. "Users now have the power to choose the benefits and the hospital they want for themselves, their spouses, and their children," she stressed.

She also added that the creation of the mobile app allows Wellness HMO to give a unique experience that helps both enrollees and new users, in such a way that they get the best health services they deserve, without breaking the bank. "This mobile app was developed to enable simplicity of access to healthcare. Wellness Plus allows users to access a wide range of healthcare benefits from the comfort of their mobile devices."

With the new app, the era of self-medication in the country should be on its way out as individuals can now easily access quality healthcare services without necessarily subscribing to a health insurance plan as well as they monitor their health via the Wellness Plus app and the company's IoT devices.

"Wellness HMO is not only a Nigerian health insurance company but a company dedicated to caring for people. So, until we can get good and affordable healthcare to all and sundry, we will not stop," she concluded.

Similarly, Dr. Bethuel-Kasimu Abraham, Deputy General Manager, Nigeria Health Insurance Scheme (NHIS) Lagos Zonal Office, who represented Prof. Mohammed Nasir Sambo, Executive Secretary, NHIS applauded Wellness HMO for the innovation, stating that it would revolutionise the health sector.

"Wellness HMO has just shown me when it comes to the use of technology they are not resting on their oars and are using technology to reach out to Nigerians who we are also trying to reach out to. At NHIS, we are not working in isolation, we are working with stakeholders like Wellness HMO. Our major interest is how many Nigerians are covered by health insurance but not how many are covered by NHIS," he said.

Prof. Chimezie Anyakora, CEO, Bloom Public Health and Keynote speaker of the event while speaking on the topic "Adoption of Technology to Reduce the Burden of Non-



L-R: Adetutu Afolabi, Managing Director; Victor Gbenga Afolabi, Executive Vice Chairman; Chief Mobolaji Ayorinde, Chairman; Dr. (Mrs) Adetoun Agbe-Davies, Director; Dr. Ehimwema Abiodun Eke-Aluko, Director; and Ahmed Yakasai, Director; all Board of Directors of Wellness HMO, at the Wellness Plus Official App Launch held in Lagos recently.



L-R: Prof. Chimezie Anyakaora, CEO, Bloom Public Health; Dr. Bethuel-Kasimu Abraham, Deputy General Manager, NHIS Lagos Zonal Office; Chief Mobolaji Ayorinde, Chairman Board of Director, Wellness HMO; Adetutu Afolabi, Managing Director, Wellness HMO; and Tubosun Alake, Special Adviser to Lagos State Governor on Innovation and Technology at the Wellness Plus Official App launch held in Lagos recently.

“On buying a plan, individuals have the liberty to create their health plans without restrictions to hospitals. They have the power to choose the benefits they want for themselves, their spouses, and their children. Also, individuals have the choice to access healthcare on the go at any time. They can pay for only the care they need even if they don't have a health insurance plan. These services include dental and eye care, basic, comprehensive, pre-employment, and cancer screening.”

Communicable Diseases (NCDs)” described the Wellness App as a lifesaver which would help reduce NCDs as more people get access to healthcare through the app.

He added that “Adopting technology builds on the habits acquired during this pandemic by allowing patients to take greater ownership of their health and enables the healthcare providers to deliver better care to many more people, thereby reducing the burden on our healthcare system.”

On his part, Tubosun Alake, Special Adviser to Lagos State Governor on Innovation and Technology said the new app is a

practical example of finding local solutions to local problems as it will transform the health sector in all ramifications.

He also stated that the state is determined to support the health sector with funding as it has already reeled out different initiatives in related areas.

Other Information About The App

On buying a plan, individuals have the liberty to create their health plans without restrictions to hospitals. They have the power to choose the benefits they want for themselves, their spouses, and their children.

Also, individuals have the choice to access healthcare on the go at any time. They can pay for only the care they need even if they don't have a health insurance plan. These services include dental and eye care, basic, comprehensive, pre-employment, and cancer screening.

In addition, Individuals can also request for a doctor to consult with them virtually or visit them at home.

Also, Wellness enrollees can now book a hospital visit with their registered hospital to save stress and waiting time. “Our enrollees can see every available hospital nearest to them. Individuals can have a call with any of our competent doctors at any time. Our enrollees can request a drug refill via the App, authorization code, and get it sent to their registered phone number immediately.

“Enrollees can also request their access Card on the wellness plus app. Individuals can also track their health via Wellness Plus and our IoT devices. Wellness Plus has a wide range of features that help cater to your health needs. Please visit <https://www.wellnesshealthcare.com.ng/> for more information about Wellness Plus,” the company stated.

Basically, Wellness Plus is a Nigerian health platform that allows access to prompt and quality healthcare services to Wellness enrollees and members of the public that needs to subscribe to an HMO plan. Also, individuals that need healthcare services without subscribing to a health insurance plan.

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Brandcomfest

Dissecting The Prism Of Brand Building In A Volatile Economy

By Azeez Disu

"Here in Nigeria, there is such massive opportunity for business. There are so many sectors that are completely untapped. If I was working for a different multinational and I wasn't working in Nigeria, I would be telling the board that we should be looking at this country; it has massive growth potential and a huge untapped population as well," Aliko Dangote, chairman, and CEO of Dangote group, once said.

Despite the many opportunities in the country, there are a lot of challenges facing the economy which the business community is battling with. From the struggle to recover from the effect of COVID-19, insecurity issues, instability in forex, increase in the cost of goods and services, among others have been enormously truncating the growth of businesses.

Indeed, the economy is in challenging times and it is more challenging for brands owners to excel in their brand-building quest at this critical time, the reason many experts have called for innovative thinking and thinking out-of-the-box to remain relevant in today's changing world.

The Nigeria Development Update (NDU), a World Bank report series, in one of its report titled 'Time for Business Unusual' stated that "In 2020, the COVID-19 pandemic served as a wakeup call and the government took bold measures to mitigate the effects of the crisis, but the reform momentum waned in 2021, and unaddressed macroeconomic weaknesses have imperiled Nigeria's recovery."

Although, the economy dampened by -1.92% in 2020. Earlier, projected to have grown in 2021 by 3.0% (NBS), 2.74% (BAA), 2.7% (IMF) and 2.4% (World Bank). However, the country's gross domestic product (GDP) grew 3.4 percent in 2021, the strongest since 2014, NBS reported.

Behind A 'Talk Show' in VUCA Economy

To address some of the challenges facing the country, most organisations organise conferences and seminars to dissect topical issues in the VUCA economy and proffer solutions to the challenges raised. Noteworthy, VUCA, stands for volatility, uncertainty, complexity, and ambiguity.

However, industry watchers have called for a more holistic approach to such an event, calling for more than just a 'talk show' and seeing that what was deliberated upon is passed to the appropriate quarters for implementation.

In the Integrated Marketing Industry (IMC) industry, Brand Communicator, leading brands and marketing publication has been at the forefront of growing the industry

"Despite claims of having the biggest GDP in Africa; it is irrefutable that Nigeria is deeply enmeshed in serious economic travails as all key economic indicators allude to this fact. More worrisome is the fact that no quick solution appears to be in sight."

with its laudable events which Brandcomfest is one of them.

Brandcomfest is designed to be the largest gathering of stakeholders in the brand and marketing communications landscape. The annual event caters to the most contemporary and topical issues in the industry, as the foremost thought-leadership platform for stakeholders within the brand and marketing communications value chain.

The second edition of Brandcomfest 2021 was held Thursday, November 18, 2021, at the D'Podium Event Centre, Ikeja, Lagos with the theme, "Dissecting The Prism of brand building in a volatile economy."

Setting the tone for a free-flowing discussion, the convener of Brandcomfest and publishers of Brand Communicator, Joshua Ajayi, in his welcome address said, "Despite claims of having the biggest GDP in Africa; it is irrefutable that Nigeria is deeply enmeshed in serious economic travails as all key economic indicators allude to this fact. More worrisome is the fact that no quick solution appears to be in sight."

"Even as our economic managers battle to navigate the economy from troubled waters, brand owners are not expected to fold their arms as they have to ensure that their brands survive, and even thrive as the bumpy ride to Nigeria's economic

recovery continues."

Recall, before the event, Ajayi had said, "Last year because of COVID we could not hold the event but this year we are back, to do bigger and better than what we did at our maiden edition in 2019 which was one of the biggest events of that year. Brandcomfest is more essential at this time which is the reason for the choice of our theme."

"The essence of Brandcomfest remains the same Post-COVID and it is to serve as our way of linking the future, in line with the vision which we have religiously kept faith with since we hit the newsstands over a decade ago."

The 2021 edition had seasoned professionals from both divides of the brands and marketing communications industry in Nigeria gathered to dissect the theme and subtheme focusing on the advertising sector, sustainability, and public relations.

Brand Building In A Volatile Economy

Speaking on the theme of the event as keynote speaker, Popular Political Economist, and Professor of Entrepreneurship, Prof Pat Utomi urged brands to rethink their strategy, business model, and embark on impactful storytelling to remain relevant in a volatile economy.

Utomi who is also the Founder and Chief Executive Officer of the Centre for Values in Leadership, said the wrong perception about Nigeria at the international scene is due to poor storytelling, which is affecting economic growth.

So, he urged brands to project positive realities on Nigeria to improve economic growth through their products and benefits.

He also outlined some areas that can create positive and negative disruptions in the marketing communication landscape that brands should watch out for. According to him, they are technology, leadership failure, and collapse of culture in Nigeria.

He added, "Brand grows fastest when companies take consumers' concerns and empathy as theirs. Consumer empathy on health, safety, and income status drive more sales and brand loyalty for companies"

Utomi stressed that for brands to survive in a volatile economy like the type we are currently experiencing in Nigeria, they need to come under drivers that can bring creative disruptions.

He also added that storytelling plays a vital role in brand building most especially at this time, "the story you tell about your reality is what the world will believe about your realities."

He specifically noted that the tech-space, for example, is growing remarkably in the country and that led Facebook now Meta founder, Mark Zuckerberg to visit the country and he took a long walk around some parts of Lagos freely with excitement. "That moment", he postulated, "could have been used to sell the



Emmanuel Agu, Group Marketing Director, Jotna; Prof. Pat Utomi, Founder/CEO, Centre for Values in Leadership; Lampe Omoyele, Managing Director, Nitro 121; Nsima Ogedi-Alakwe, Country Project Lead- West Africa, Unilever; Victor Afolabi, GCEO, Hazon Holdings; Ilyas Kazeem, Marketing Director, Eat 'N' Go; Joshua Ajayi, Publisher, Brand Communicator and Convener, Brandcomfest



L-R: Abiodun Ajiborode, Brand and Trade Marketing Director, Monument Distillers Nigeria Limited; Ozoemena Mbanefo, Founder, O2 Academy; Dr Olalekan Fadolapo, Registrar/Chief Executive, APCON; Femi Adelusi, President MIPAN; Steve Babaeko, President, AAAN and Joshua Ajayi, Publisher, Brand Communicator and Convener, Brandcomfest



L-R: Dr Ken Egbas, Founder/CEO, Truncontact CSR; Titilope Oguntuga, Head, Sustainable Development and Corporate Brand, Lafarge Africa PLC; Omobolanle Victor-Laniyan, Head of Sustainability, Access Bank and Joshua Ajayi Publisher, Brand Communicator and Convener, Brandcomfest.



L-R: Odion Aleobua, CEO, Modion Communications; Temitope Olorundero, Founder & Principal Consultant, Mosron Communications; Israel Jaiye Opayemi, MD/Chief Strategist, Chain Reactions Nigeria; Bukola Shobowale, Business Director, Insight Publicis; Jide Sipe, Head, Marketing and Corporate Communications, Ecobank; John Ajayi, Convener, Brandcomfest and Publisher, Brand Communicator

state and the country at large with just a picture of him in Lagos promoted across international media platforms".

Speaking on the significance of brand loyalty, Lampe Omoyele, Managing Director of Nitro 121 and one of the panelists of the session, explained that it is a continuous project as brands are expected to be honest with their brand values and promises and deliver them as expected if they want to retain positive impressions and remain consumer-centered brands. Consumer experience and engagement are factors that sustain brand loyalty, Lampe stressed.

Other panelists also urged brands to be customer focus, innovation-driven, and stay consistent with the winning formula while understudying consumer behaviour, changes as they respond to changing times.

The panelists include Nsima Ogedi-Alakwe, Marketing Director/ Country Project Lead, Unilever; Victor Afolabi, GCEO, Hazon Holdings; Ilyas Kareem, Group Marketing Director, Eat 'N' Go Africa and Emmanuel Agu, Group Marketing Director, Jotna Nig.

Advertising, AISOP, And Regulation

In another session of the event, Dr. Olalekan Fadolapo, Registrar/ Chief Executive, Advertising Practitioners Council of Nigeria (APCON) hammered on the importance of regulation especially the newly Advertising Industry Standard of Practice (AISOP) to business sustainable businesses in the country when he spoke on "Standard of Practice: Shaping the Future of The IMC Industry" during the industry standard of practice plenary session.

Basically, the AISOP establishes a dispute resolution mechanism to achieve amicable settlement of disputes arising from transactions conducted within the agreement entered into by parties, and under the AISOP rules.

The AISOP proposes a mutual and binding undertaking that shall improve mutual respect and eradicate unfair advantage unethical competition and inequitable policies between relevant stakeholders in the advertising and marketing communications industry.

Fadolapo urged all stakeholders to support AISOP as it was meant to stabilize the market and make businesses thrive, and not strangle brands. He stated that the reason for the 45 days payment term and pitch fee among other guidelines in the document is to strengthen brands and agencies' relationships and stabilise the economy. Recall, Advertisers Association of Nigeria (ADVAN) issued a statement recently opposing the new AISOP guidelines.

He added that aside from pitch fee, they are other engagement with marketing communication agencies that does not attract fees like profile presentation, organising meet- and -greet, or visitation to agencies that brands can leverage on.

Steve Babaeko, President of Association of Advertising Agencies of Nigeria (AAAN), and Femi Adelusi, President of Media Independent Practitioners Association of Nigeria (MIPAN) both pointed that AISOP is what the industry needs,

"...Consumers want to go with brands that are ethical as sustainability is the 'new cool' and the focal point of the future. In recent years, consumer interest has increased in environmentally and socially conscious alternatives and these alternatives are continuously on the rise."

and its implementation will help create more jobs and stabilise businesses like it is done in many other thriving markets within and outside Africa.

Abiodun Ajiborode, Brand and Trade Marketing Director, Monument Distillers Nig. Ltd, on his part, called for more consultation with parties opposing some of the terms stated in the standard of practice, adding that brands and agencies relationship have to be strengthened, especially at this time in the interest of building cordiality and collaborations for the growth of the industry.

Sustainability And Managing Brands For Impact

Speaking on "Sustainability and Effective Branding: Managing brands for impact", which was one of the sub-themes, Omobolanle Victor-Laniyan, Director, Head, Sustainability, Access Bank tasked brands to embrace sustainability, adding that consumers want to go with brands that are ethical as sustainability is the 'new cool' and the focal point of the future.

Her words: "In recent years, consumer interest has increased in environmentally and socially conscious alternatives and these alternatives are continuously on the rise.

"Although, there is a behaviour gap – the inconsistency between consumers' attitudes and actual buying behaviour. However, the sustainability attributes are becoming largely important in brand valuation and success," she explained. Titilope Oguntuga, Head, Sustainable Development/ Corp. Brand, Lafarge Africa, and one of the panelists in the session pointed out that sustainability has come to stay due to the global focus on climate change and others issues. The moderator, Ken Egbas, Founder, TruContact CSR Nigeria also pointed out that sustainability is about longevity and urged brands to be deliberate about it.

PR Practice In Shrinking Economy

In the final segment, Israel Opeyemi, Chief Strategist, Chain

Reaction while speaking on the subtheme, "PR practice: Exploring new business frontiers in the shrinking economy" as a lead discussant in the PR session said the IMC industry is in the age of convergence where advertising, Public relations, and others are integrating into each other.

To survive in this current time, he urged PR practitioners to rethink their business model and expand their offerings. He gave some examples of offerings that his organisation launched; advisory, competition watch, policy formulation, regulatory advisory, purpose advisory among others.

He added that PR agencies hoping to take leadership need to add to their workforce staff like content writers, cinematographers, researchers, business analysts, trend spotters, data analysts, sociologists, psychologists among others.

The panelists in the PR session who also shared their wealth of experience are Bukola Shobowale, Business Director, Insight Publicis and Head of Business, Quadrant MSL; Jide Sipe, Head, Marketing and Corporate Communications, Ecobank; Odion Aleobua, CEO, Modion Communications; and Tolulope Olorundero, Founder & Principal Consultant, Mosron Communications.

The Future

Remarkably, according to International Monetary Fund (IMF), the global economy is projected to grow by 5.9% in 2021 and 4.9% in 2022.

An IMC expert once said, there are opportunities in every sector of the Nigerian economy, calling for the deployment of digital.

The organisers of Brandcomfest plans to make the 2022 edition which would be the third edition bigger and better. However, Brandcomfest has had some of the leading IMC professionals in the previous edition such as Iquo Ukoh, Managing Director, ENTOD Marketing; Lampe Omoyele, Managing Director, Nitro 121; Ozoemena Mbanefo, Founder/Provost, O2 Academy; and Patrick Gomes, Chief Executive Officer, DigiXplus.

Others are Tolu Medebem, Managing Director, Aster Marketing; Dr. Felix King, Group Managing Director, Oracle Experience; Kehinde Salami, Managing Director, Ideas House; Tunji Adeyinka, GMD, Republicom Group; O'tega Ogra, Group Head, Corporate Communications, BUA Group; Ayeni Adekunle, Founder, BHM Group; Adebola Williams, CEO, RED|For Africa; Amaechi Okobi, Group Head, Corporate Communications, Access Bank among others.

Brand Communicator, organisers of Brandcomfest is Nigeria's most consistent brand and marketing communications magazine. It is also the organiser of the Women in Marketing and Communications Conference/Awards (WIMCA), the largest gathering of female marketing and communications professionals in Nigeria and Sub-Saharan Africa. It is also a partner to the two biggest creative advertising shows on the continent, Loeries Africa Middle East and African Cristal Festival.



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Brandcomawards

HOW BRANDS, AGENCIES SHAPED 2021

By Nita Usukuma

Awards and creativity are really concomitant by nature. Many analysts believe that like Siamese twins, it is the recognition and celebration that inspire the growth of more outstanding creative ideas. In Nigeria, the period most Awards that celebrate creativity are organised is usually the last quarter of the year.

To underline its exclusivity, plaques or certificates are usually given out as commemorative items that the worthy recipients can showcase and keep.

In the last few years in Nigeria, the melting-pot for clients, agencies, and creative minds to gather yearly and celebrate the very best in the country's brands and marketing Communications sector is the prestigious Brandcom Awards.

Recognition For Differentiation

With competition getting more intense in the marketplace, brand owners and industry players are now quite eager to utilize every available edge, including awards to stand out of the crowd. This also explains why reputable awards have assumed a larger-than-life image among players in our economy.

Studies conducted on awards and recognition projects indicate that there is a strong correlation between the two in the sense that award/ recognition for good work can increase work performance.

Recognition Vs Performance

A key focus of recognition and award is to make individuals feel appreciated and valued. Research has also proven that people who get recognized or rewarded for their good works tend to have higher self-esteem, more confidence, increased willingness to take on new challenges, and greater eagerness for hard work

“It was indeed a unique gathering of major stakeholders as the organisers rolled out the red carpet to celebrate all outstanding industry achievers. The event threw up new champions who will relish their achievements at least for the next twelve months.”

and innovations.

Just like individuals, the feeling is virtually the same for companies too. Sam Osunsoko, a respected industry player who has worked for many years at Insight Communications, one of Nigeria's most decorated agencies once said “Every endorsement, be it from the industry, stakeholders, brands or consumers is always a way to discourage us from resting on our

PHOTO CAPTION (L-R): Hall of Famers - Seni Adetu, Udeme Ufot, Yomi Badejo-Okusaga and Ayo Oluwatosin at the Brandcom Awards 2021

oars. It is like a tonic to do greater works. But more importantly, we believe that great power comes with great responsibility. As an organisation, we saw each award then as a call to higher responsibilities. The key responsibility is to create more frontiers and raise the bar.”

The 2021 Brandcom Awards Night

Top industry players, corporate chieftains, business executives, and experts in marketing gathered were in their best elements when the third edition of Brandcom Award, was held on Friday, November 19th, 2021 at the D'Podium Event Centre, Ikeja.

It was indeed a unique gathering of major stakeholders as the organisers rolled out the red carpet to celebrate all outstanding industry achievers. The event threw up new champions who will relish their achievements at least for the next twelve months.

For the Corporate brands' award category, MultiChoice's DSTV emerged as the Most Outstanding Brand of the Year as well as the Most Outstanding Pay-TV Brand of the Year.

Similarly, its TV Reality show, Big Brother Naija emerged as the Most Engaging TV Content of the Year; as well as the Most Engaging Reality TV Show of the Year.

Seven-Up Bottling Company (SBC) brands also won big with Pepsi emerging as the Most Outstanding Carbonated Soft Drink Brand in Consumer Engagement; also, for its 'For the love of it' campaign, Pepsi clinched the Most Outstanding CSD Campaign of the Year; Superkomando Energy Drink won Most Outstanding Brand Launch of the Year; and 2sure Soap & 2sure Liquid Wash emerged Most Outstanding Brand Extension of the

“Firstly, I think that an award system must have a rigorous and transparent process and criteria. Secondly, it is very important that the judges are individuals whose opinions are respected in the industry. And lastly, the standard of the awards must be high enough so that there is a real feeling of achievement in the award.”

Year.

The LaCasera Company brand, Smoov emerged Most Outstanding Chapman Drink Brand of the Year; Nirvana campaign on ‘Headline of Innocence’ clinched Most Outstanding Social Impact Campaign of the Year; La Casera won Most Outstanding Brand Refresh Campaign of the Year, and Bold Drink won Fast Rising CSD Brand of the Year.

Access Bank Plc also won big, clinching Best Brand in Sustainability; Most Outstanding Sustainability Team of the Year (Financial Services); and Most Outstanding SME Friendly Bank of the Year.

Some of the agencies that excelled at the awards include: Noah’s Ark named Most Outstanding Creative Advertising Agency of the Year; while GDM Group emerged as Most Outstanding Marketing Innovation Group of the Year among others.

Also, individuals and top brand handlers were honoured for their outstanding performance in the year under review. Some of the awards are Most Outstanding Corporate Communications Professional of the Year (Financial Services) won by Amaechi Okobi, Group Head, Communications & External Affairs, Access Bank Plc; Most Outstanding Corporate Communications Professional of the Year (PAY TV) to Caroline Oghuma, Executive Head, Corporate Affairs, MultiChoice Nigeria among others.

The Integrity and Credibility of the Awards

Speaking on the award, Joshua Ajayi, Convener of Brandcom Awards and Publisher of Brand Communicator said, “We are indeed happy at Brand Communicator, to have taken up the challenge of creating a respectable platform that recognises and rewards excellence in this very vibrant industry.

“Distinguished guests, we have always felt this industry deserves better, hence we came up with the maiden Brandcom Awards in 2019. This year, we have expanded the scope and categories of the awards to make it bigger and much more prestigious.

“In line with our tagline of Prestige, Integrity, and Credibility, we had a panel of assessors set up to painstakingly review our nominations. The result is all the agencies, brands, and individuals here present to receive one form of recognition or the other for their performances this year despite the challenges and peculiarities that came with the year 2021.”



Convener of Brandcom Awards, Joshua Ajayi, delivering his address



Some members of the organising team of 2021 Brandcom Awards

Brandcom Awards Hall of Fame

Four consummate achievers were inducted into the Brandcom Awards’ Hall of Fame at the third edition of the prestigious Brandcom Awards 2021, organised by Nigeria’s leading brands and marketing publication, Brand Communicator.

The four include Udemé Ufot, Group Managing Director of SO&U; Seni Adetu, a former Managing Director/CEO Guinness Nigeria and Founder/GCEO, First Primus West Africa Limited; Yomi Badejo-Okusanya, Group Managing Director, CMC Connect Burson Cohn & Wolfe; and Ayo Oluwatosin, Group Managing Director, Rosabel Group.

The four were inducted for their contributions to the growth of the brands and marketing communication industry.

The four new hall of famers joined other eminent individuals who have been inducted into Brandcom’s Hall of Fame. The Induction into the hall of fame is a vital segment of the Awards programme. It could be recalled that at the maiden edition of the awards that took place three years ago, the doyen of advertising in Nigeria and Chairman, Troyka Holdings, Biodun Shobanjo was the only personality honoured with the prestigious ‘Hall of Fame’ induction. It is usually the biggest honour of the night presented with a strong air of exclusivity for quality contributions to the growth of the Integrated Marketing Communications (IMC) industry in the country and Africa as a whole.

In 2020, Nn’emeka Maduegbuna, a consummate PR strategist and Mbanefo Dozie, one of the leading lights in the Out-of-home (OOH) sector in Nigeria were also inducted.

According to the Management of the Awards, the four personalities inducted in 2021 have consistently contributed to the integrated marketing communications industry, the business community and the country at large. This explained the reason behind the induction of four personalities for the first time.

The question in the mind of many observers in this season where awards and halls of fame are disturbingly losing their exclusivity is - can all these enlarged recognition platforms generate the desired level of inspiration or aspiration? Andrew Human, one-time CEO of Lories seemed to have answered it

sometimes ago. “If everyone leaves a winner then what standard has been set?” he questioned. “At the Loeries then, around 90% of entries go home empty-handed – this is a very high standard and it is tough – but this is what makes winning a Loerie so desirable”. Apart from pointing out the element of exclusivity as one key feature that can make a recognition programme aspirational Human goes further to highlight other qualities an impactful award should have. “Firstly, I think that an award system must have a rigorous and transparent process and criteria. Secondly, it is very important that the judges are individuals whose opinions are respected in the industry. And lastly, the standard of the awards must be high enough so that there is a real feeling of achievement in the award”

It is commendable that these principles have always guided the affairs of Brandcom Awards and Brandcom Hall of Fame.

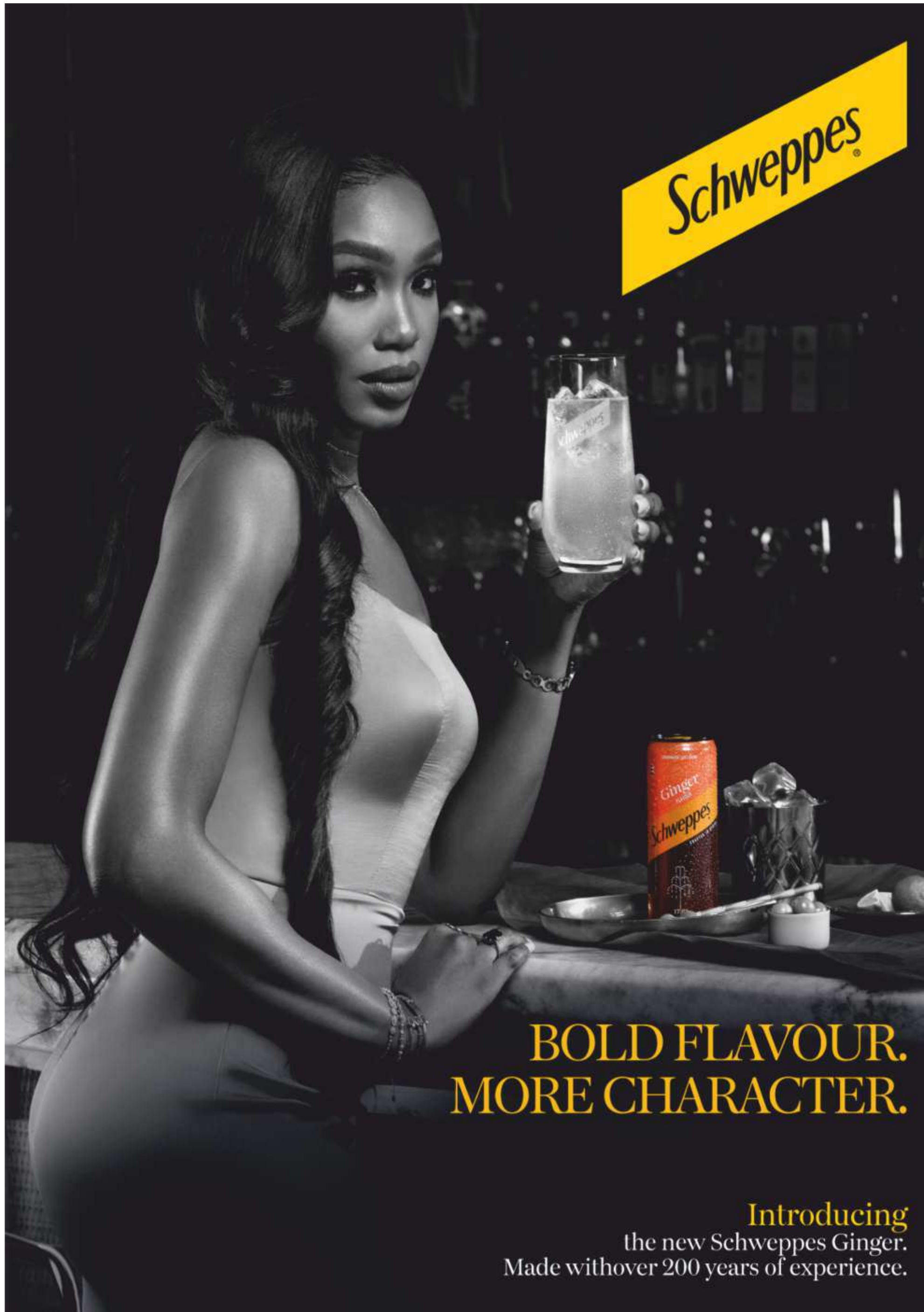
In their acceptance speeches, the inductees all expressed great appreciation to Brand Communicator for recognizing their efforts and contributions in the industry with each of them promising to re-double their efforts to utilize their wealth of knowledge and experience to grow the country’s marketing communications industry.

They also said the honour would spur them to continue with the great works they were doing. They thanked those that facilitated in one way or the other, in their ride to greatness.

It is obvious that the gain from the partnership Brand Communicator has with the two biggest creative advertising shows on the continent, Loeries Africa Middle East and African Cristal Festival has rubbed off massively on Nigeria’s most consistent brand and marketing communications magazine. Little wonder that Brand Communicator was named PR magazine of the year four times in a roll-2017, 2018, 2019, and 2020 by the Nigerian Institute of Public Relations (NIPR), Lagos Chapter.

Meet The Awardees

In alphabetical order, we showcase to you, brand champions, men and women who contributed massively to the growth of the brands and the marketing communications industry in 2021.



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ABIGAIL OKALA (Brand Manager, Seven Up Bottling Company): Most Outstanding Brand Manager Of The Year (CSD)

Abigail Okala's close to a decade-long experience in the industry has seen her traverse the Public Relations, Brand strategic planning, Brand development, advertising, experiential and digital marketing space, emerging one of the brightest Brand Managers in the market. She has built a reputation for channeling a recognizable passion for strategic navigation of global and

local brands for sustainability as evident with what she does at Seven Up Bottling Company.

Prior joining SevenUp Bottling Company, she was on the agency divide of the industry- a Team Lead and Senior Brand Manager at X3M Ideas. Prior to that, she was at Insight Publicis as an Account Manager and before then, she was at Black House Media (BHM) as a Public Relations Executive. She

had commenced her career at Barclaycard in the United Kingdom.

Abigail Okala bagged a Bachelor's Degree in Public Relations and Advertising from Covenant University, Ota as well as a Master's Degree in Advertising and Marketing from Coventry University in the United Kingdom.

AMAECHI OKOBI (Group Head, Communications & External Affairs, Access Bank): Most Outstanding Corporate Communications Professional Of The Year (Financial Services)

A quintessential gentleman, Amaechi Okobi is PR personified and a dedicated corporate communications professional. His recognition as the Most Outstanding Corporate Communications Professional of the Year (Financial Services) at the Brandcom Awards is long overdue.

Okobi who has been steering Access Bank's corporate public image for the past six Years, has been pivotal to driving Access Bank's

sustainability communications which has led to several recognitions including the 2021 Karlsruhe Award for Outstanding Business Sustainability Achievement (fifth-time consecutive winner); World Finance Award for Most Sustainable Bank (tenth-time winner); Central Bank of Nigeria Award for Sustainable Bank of the Year (third-time consecutive winner), and the 'Sustainability Team of The Year (Financial Services)' award at the 2021

Brandcom Awards.

Okobi has also received several recognitions, including the reputable Fellowship Award by the National Institute of Marketing of Nigeria (NIMN) in 2020 and the "Corporate Communications Professional of the Year Award" at the Corporate Communications Awards 2017.



AMAKA ONYEMELUKWE (Director, Public Affairs, Comms & Sustainability, Coca-Cola Nigeria): Most Outstanding Sustainability Professional of the Year (FMCG)



A Public policy expert with proven expertise in gaining efficiencies, growing company profitability and mitigating against extreme operating environment, Amaka Onyemelukwe is someone that can be referred to as one of Africa's foremost Sustainability Amazons.

Also a communications and sustainability professional who specializes in building organization's reputation and sustainable

communities which leads to sustainable business, her competence in managing government relations and regulatory issues to support global companies achieve business objectives and deliver value to all stakeholders is second to none.

A well rounded business and people leader that creates shared opportunity for all, Amaka's work at Coca-cola Nigeria has seen her assiduously protected and grew the

company's reputation and social license, mitigated against discriminatory taxes and adverse regulations. She also built and implemented high impact community programmes to promote sustainable development and support global commitments, while also safeguarding the company's assets and assured business continuity through effective stakeholder engagement and management.

AYODELE OTUJINRIN (Head of Marketing West Africa, GODREJ CONSUMER PRODUCT LTD): Most Outstanding Marketing Professional of the Year (Hair Care)

This award-winning and results-driven marketing professional has for more than 14 Years been developing and leading marketing and communication strategies to generate maximum engagement across the West African market.

Over the Years, she has proved to be adept at promoting brand identity, coordinating

external communications, performing research, and providing brand management services. She has also proved her mettle as an expert at brand building, bespoke marketing strategies, digital communication, and campaign management to maximise brand exposure and accelerate revenue growth.

Currently, she excels as the Head of

Marketing for West Africa for Godrej Nigeria where she is overseeing the following categories within the business: Hair Fashion (Darling & Amigos), Hair Care Categories (Mega Growth & TCB), Personal Care (Tura Medicated, Supreme & Fresh Glow) & Home Insecticide, (Good Knight Aerosols and Power Shot).



CAROLINE OGHUMA (Executive Head, Corporate Affairs, MultiChoice Nigeria) Most Outstanding Corporate Communications Professional of the Year (PAY TV)



Caroline Oghuma is the Executive Head, Corporate Affairs of MultiChoice Nigeria. For over a decade and a half, she has been instrumental in shaping the reputation of organisations. Prior to joining MultiChoice, she had worked at MTN and Stanbic IBTC.

Caroline is a communications professional with experience spanning the

telecommunications, banking and broadcast communications industries. For close to twenty 20, she has created value across PR, CSI/CSR, Crisis Management, Stakeholder Engagement, Internal and Corporate Communications.

She joined MultiChoice in 2014 and has proven to be a 'people person' always. While she was the Public Relations Manager,

MultiChoice, Caroline increased publicity for the company by 50% in under six months. She has also sustained decreased negative publicity for the brand by 25% by instituting ongoing product and brand education for the media as well as launched customer engagement for and attained increased customer understanding of the MultiChoice' self-help and electronic payment platforms.

CHARITY ILEVARE-ADENIJI (Head of Marketing, Life Care Division, Seven Up Bottling Company): Most Outstanding Marketing Professional of the Year (Home & Personal Care)

For many, the emergence and exponential growth of the 2Sure Handsanitiser brand in Nigeria is fueled by the Coronavirus pandemic but when consideration is given for the fact that other 2sure variants are entering already established segments and pulling their weights in ways unimagined, naysayers cannot but conclude that there is a marketing genius pushing the growth of these home and personal care brands from the stables of Seven-Up Bottling

Company, SBC.

This genius is none other than the enigmatic Charity Ilevbare-Adeniji. Her recognition as the Most Outstanding Marketing Professional of the Year (Home & Personal Care) of the Year at the 2021 Brandcom Awards comes as no surprise as the marketing Amazon has pulled her own weight plus some more in the home and personal care segment of the FMCG Industry.

From her days at PZ Cussons as Global

Senior brand Manager, Imperial Leather, operating from Manchester, United Kingdom where she was working with the Global team on Imperial Leather brand across Europe, Asia and Africa, to her days as PZ Cussons's Head (Personal Hygiene) Marketing where she was responsible for creating and developing brand activation plans for over 8 personal care brands to her trailblazing impacts with SBC's 2Sure lines, Charity is the professional's professional as far as this segment is concerned.





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CHINEDUM OKEREKE (Managing Director, The Lacasera Company PLC): CEO of the Year (FMCG)

Chinedum Okereke is an accomplished business leader with over 27 Years of continuous advancement and track record of high level achievements, who brings to organizations the ability to significantly increase growth, efficiencies, profit and shareholder value.

A versatile and well experienced leader with exposure and accomplishment across multiple fields and sectors in emerging markets

in Africa, Asia and Middle East countries. The was able to turn around the fortunes of the LaCasera apple drink brand after it underwent a dark period. Today, the brand and others in the 'The Lacasera Company' which include Smoov, Bolt variants and Nirvana water are doing great in the market and that is due to the exceptional leadership qualities of Okereke.

Adept in P&L Management, Business leadership, Commercial and Sales

management, Manufacturing, Strategy and Acquisitions, RTM/end-to-end Supply Chain models, leading a start-up business and building Highly Engaged Teams, he has effectively managed Senior Leadership roles in blue chip companies like The LaCasera Company, Suntory, GSK, Coca-Cola and Guinness Nigeria.

CHITWAN SINGH (Chief Executive Officer, Godrej Consumer Product): CEO of the Year (Hair Care)

For a second year running, Chitwan Singh emerged as the CEO Of The Year (Hair Care) at the Brandcom Awards. Chitwan claimed this award considering his tenacity in making sure that Darling Brand and Godrej Consumer Product Ltd, West Africa capture Nigeria Market and the rest of West Africa.

Chitwan who is the Managing Director of Godrej Consumer Products Ltd (West Africa) is a business professional with over 22 years in

Fast Moving Consumable Goods in both foods & personal care, with MNCs like Godrej, Olam & Britannia, working across emerging markets like India and now close to a decade in Africa across diverse set of countries like South Africa, Ghana, and now Nigeria.

He currently leads Godrej-West Africa, with brands like Darling, Amigos, Mega Growth, TCB Naturals, Tura, Supreme, Fresh Glow & Good Knight through an energized 4000+ member team. Chitwan not only comes

across as a consumer-oriented leader with a passion to create relevant brands from first principles and taking them to scale, but more importantly as an individual whose purpose driven to create impact and value in the lives of millions of consumers and those around him.

Chitwan has PGDBM from SP Jain Institute of Management & Research, Mumbai (Marketing), 2000; BE (Mechanical): Delhi College of Engineering, 1996.



CHRIS WULFF-CAESAR (Marketing Director, FRIESLAND CAMPINA WAMCO PLC) Most Outstanding Marketing Director of the Year (Dairy)

Chris Wulff-Caesar is a proven marketer, commercial operator and business leader with almost 20 Years working experience in both local and international roles for Friesland Campina WAMCO PLC, AB InBev, SABMiller and Unilever. His career has seen him accrue a wealth of experience in managing the primary assets of these leading FMCG organizations i.e. brands and people.

Chris is skilled in Marketing Management, Fast-Moving Consumer Goods (FMCG), Business and Strategy Planning, Innovation Management, Trade Marketing and Execution.

He holds a BA (Honors) Degree in Economics from the University of Ghana and an MBA from the Edinburgh Business School of the Heriot Watt University in Scotland United Kingdom. He is an Associate member

of the Advertising Practitioners Council of Nigeria (APCON). He is also involved with a few non-profit organizations which target the development and establishment of infrastructure for primary education for disadvantaged students.

DAYO ADEFILA (Head, Digital Marketing Africa, PZ CUSSONS): Most Outstanding Digital Marketing Professional of the Year (FMCG)

Dayo Adefila clinches this award in light of the fact that he has evolved from core traditional advertising to becoming one of the trailblazing pioneers of digital marketing in this market.

A seasoned professional who has traversed the client and agency divide of the

IMC industry, Adefila has had successful stints in various functions at LTC Advertising, Insight Communications, So&U, and Vmobile Nigeria, From 2011 to 2017. He was also the Co-Founder/CEO of HotSauce Limited, a trailblazing digital agency.

Dayo Adefila is a Fellow of the Institute of

Strategic Management, Nigeria (ISMN) and Member of the National Institute of Marketing. He has served as pioneer digital marketing faculty at Orange Academy, faculty member at Simon Page Business School, examiner at Advertising Practitioners Council of Nigeria (APCON) among others.



DOZIE MBANEFO (Managing Director, New Crystal Communications): CEO of the Year (Out- of - Home Advertising)

Prince Dozie Mbanefo is a trained Engineer with impeccable track records of excellent performance on the African OOH space. With his numerous contributions to the growth of the outdoor space over decades, and his digital-driven OOH Products dotting skylines of many Nigerian cities, towns and metropolis, Prince Mbanefo's crowning as the CEO of the Year in the OOH advertising category at the 2021 Brandcom Awards is a

honour that is long overdue.

The proud holder of MBA in marketing and advertising both in Nigeria, UK and United states of America has gathered a lot of experiences working on multinational and government accounts across several sectors and services ensuring that the accounts in his control have the best. He has also been involved in development of data and tools for accessing efficiency of out-of-home

Advertising.

New Crystal Communications, the agency which he founded in 1998 and leads is at the forefront in the market with its innovative approach, introducing a number of world class products and services to the Nigerian market and earning itself a prestigious position with stakeholders in the outdoor industry and beyond.

EMEKA OKEKE (Group Managing Director, Mediafuse Dentsu International): CEO of the Year (Media Independent Group)

Emeka Okeke's strides in the media independent subsector transcends the Nigerian market, flows into the African continent and is a force to reckon with on the global space. As the Founder, Group Chief Executive Officer of Media Fuse Dentsu International and Director of Dentsu Network Ghana; Emeka is responsible for the development of Dentsu International's global

and local service brands in Nigeria.

With close to three decades' experience spanning across the Print Media, full service creative and media agencies notably in Nigeria and Ghana; Emeka launched Ghana's first Media Independent Agency Network – Premier Media Company Ghana in 1999 (now Vizeum Ghana, a division of Dentsu International, Ghana) to pioneer the

development of professional media planning and communications practice in that part of Africa.

Notably, Emeka is an Alumni of the University of Nigeria Nsukka, Lagos Business School, and IESE University, Barcelona, Spain, to mention a few tertiary institutions that contributed to shaping his career in marketing communications.





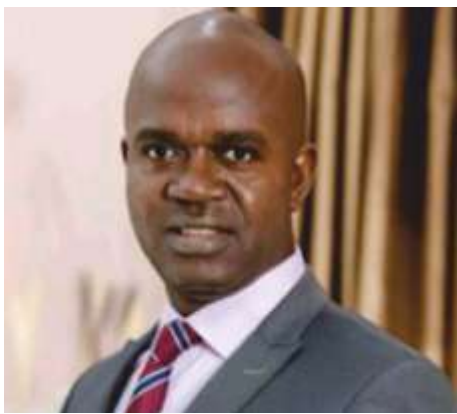
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EMMANUEL AGU (Group Marketing Director, JOTNA Nigeria): Most Outstanding Marketing Director of the Year (CSD)

Emmanuel Agu is a well-rounded Business and Commercial Leader with strong track record in brand communication/experiential strategies, portfolio commercialization, insight generation that has delivered strong ROI on cutting-edge innovations, and high performing team leadership.

He has successfully steered and managed over 20 brands in the Nigerian Marketing

landscape in the last two decades. A brand turnaround expert with sound creative skill set, strategic know-how, street level credibility, executional excellence and marketing track records, Agu has long metamorphosed from not only building brands to providing strategic imperatives that has grown several businesses.

A multiple award winner and marketing thought leader of repute, Agu is a certified Management Consultant (CMC) and a

member of the body of fellows of the National Institute of Marketing of Nigeria (FNIMN), Institute of Professional Managers and Administrators (FIPMA) and Institute of Management Consultants (FIMC). He is also currently a Faculty member at the Rome Business School Nigeria & Tekedia Institute, Boston USA.

FELIX KING EIREMIOKHAE (Chief Executive Officer, Oracle Experience): CEO of the Year (Experiential Marketing)

He is the brain behind breathtaking activations like much talked about Tiger Wall, Star Xmas Tree among other groundbreaking initiatives that have set new standards for the experiential industry. Indeed, Dr. Felix King Eiremiokhae has paid his dues in this subsector and deserves every accolade he gets.

He is the founder and Managing Director/CEO of Oracle Experience Limited, a

multiple award-winning agency which was incorporated in 2004. For over two decades, the agency pushed the frontiers of excellence in the experiential subsector. It has also grown to become a trusted go-to company for providing excellence in Events, Marketing, Planning and Sponsorship services to several local and multinational companies with satellite operations all across Nigeria and an operational branch in Accra, Ghana.

Besides his strides in the experiential subsector, Dr. King also wears the hat of Founder of Mayor Biscuit Company (MABISCO) and as a philanthropist who has been championing the emancipation of poor disadvantaged women and widows in Africa. These, among other things, earned him President Trump's Lifetime Achievement Award in the US, penultimate 2018.



FUNMILAYO FALOLA (Head, Marketing Communications & Investor Relations, Wema Bank): Most Outstanding Marketing Communications Professional of the Year (Financial Services)

Funmilayo Falola is a consumer marketing expert with over 20 Years of experience in applying creative marketing & commercial strategies to drive brand and company growth.

Passionate and resourceful, Funmilayo

loves collaborating with stakeholders to identify audience interest, develop go-to-market plans, and improve capacity for investment in line with business priorities.

An outgoing and passionate marketing professional seeking to improve customer

experience, Funmilayo has hands-on experience in brand management, advertising, public relations, and event management. Her passion for effective communication and natural drive for success motivates her to deliver high-quality work.

GRACE ONWUBUEMELI (Category Marketing Manager, FRIESLAND CAMPINA WAMCO PLC): Most Outstanding Marketing Manager of the Year (Dairy)

Grace Omwubuemeli is a highly passionate and driven Marketing and Sales specialist who strives to attain the height of professionalism in her career through hard work, diligence and excellence—something she has done consistently for years, earning her this recognition at the 2021 Brandcom Awards.

With proficiency in Product Portfolio Management, Channel Development and

Shopper Marketing got by working with World Class Multinational Companies for over a decade, her wealth of experience comes from managing leading brands across West and Central Africa, and collaborations with partners from East & Southern Africa as well as the Middle East Markets to roll continental brand campaigns.

Her ultimate ambition is to become an International marketing consultant that would

proffer business solutions to multinationals who intend to conquer the African Market over the next few decades. She has begun to do that with some of the brands she has managed over the years which includes Dettol Soap & Liquid, Airwick Air Freshener, Mortein Insecticide, Pepsodent Tooth Paste and Peak Milk.



FEJIRO HANU AGBODJE Chief Executive Officer, PATRICIA: Young CEO of the Year (Fintech)

By far one of the youngest awardees at the 2021 edition of Brandcom Awards, Hanu Fejiro Agbodge is a very bad example of President Muhammadu Buhari's 'Lazy Youth.' One look at the biography and profile of this young man is enough to change that narrative. His emergence as the Young CEO of the Year for Fintech is not unrelated to the disruption that he has brought to that space

in his quest to 'Making Crypto Easy.'

The Chief Executive Officer of Patricia Technologies, a leading e-Commerce platform that trades unused iTunes, Amazon, and Google Play gift cards as well as plays strongly in the Cryptocurrency space, worked his way to this recognition through dint of hard work and determination.

He has always had a knack for business

and entrepreneurship since he was eight, selling airtime and popcorn just to make extra cash. As fate would have it, Fejiro Hanu Agbodge had his tertiary studies in Mathematics and Statistics from the prestigious University of Port Harcourt (UNIPORT).

ILYAS KAZEEM (Group Marketing Director, Eat N Go Africa): Most Outstanding Marketing Director of the Year (QSR)

After a sterling career at Hayat Kimya, Ilyas Kazeem's transition into the Quick Service Restaurant market was smooth, almost appearing like he was born for it. Directing the marketing affairs of Eat N'Go, Africa's leading master franchisee for the Domino's Pizza, Cold Stone Creamery, and Pinkberry Gourmet Frozen Yoghurt brands, his cross industry nomadic experience has

again proved to be an invaluable asset for the company.

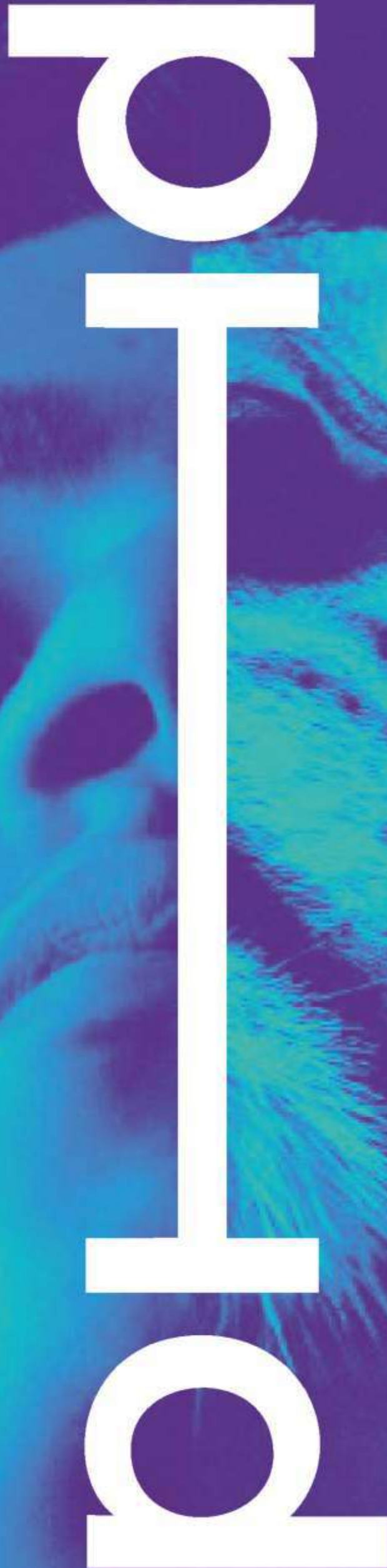
Kazeem's illustrious career covers over 15 Years of marketing communications experience globally and regionally across all segments of marketing, ranging from Category Design to Product Development for Sub Saharan Africa, Category/Brand Management for East and West Africa, Marketing Brand

Communication for West Africa, Sales, GTM plans and Distributor Plans Development, Content management, Agency Management, Entertainment (Social) and Education.

Kazeem is an alumnus of the Ladoke Akintola University of Technology, Ogbomosho where he bagged a Bachelor's Degree in Chemical Engineering in 2005 and a Master in Business Administration in 2014.



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JAIYE OPAYEMI (Chief Executive Officer, Chains Reaction): CEO of the Year (Public Relations)

Opayemi's experience in strategic communications spans 26 years with hands-on experience in campaign planning and execution. He is a consummate Strategist and Master Storyteller who has served as External Public Relations Consultant to the 13th Governor of Lagos State, His Excellency, Babatunde Raji Fashola (SAN). He plays the same role to the current Governor of

Lagos State, Mr. Babajide Olusola Sanwo-Olu.

As the MD/Chief Strategist of Chain Reactions Nigeria, he has also served as Consulting Lead to several high-profile past and present clients and brands, including Facebook, HP, Spotify, GE, Reckitt Benckiser, Vital Voices, ONE Campaign, 9mobile, First Bank of Nigeria, Polaris Bank, Wema Bank, Dubai Tourism, Motorola Solutions, World

Bank, National Social Investment Office (NSIO) amongst others.

He is a Fellow of the Nigerian Institute of Public Relations (NIPR), a Board Member of the International Advertising Association (IAA) Nigeria Chapter and the current President of the Public Relations Consultants Association of Nigeria (PRCAN).

JENNIFER UKOH (Public Relations Manager, MultiChoice Nigeria): Public Relations Manager of the Year (PAY TV)

Jennifer Ukoh is responsible for driving the PR strategy and content marketing for the GOTV brand and its catalogue of channels. As the leader of publicity for the hugely successful reality TV show, Big Brother Naija and the Africa Magic Viewers' Choice Awards, she is at the forefront of the recognition and celebration of film and TV talent across the continent.

She specializes in corporate communications, media relations, content strategy, digital marketing, and brand management. She loves crafting compelling narratives that effectively build brand equity and credibility, ultimately creating top-of-mind awareness and goodwill for discerning brands. Amongst other skills, her in-depth experience with issues and crisis management

continues to distinguish her from her peers and competitors in various capacities.

A graduate of Microbiology from the University of Lagos, she holds a Diploma in Marketing Communications from the Chartered Institute of Marketing UK, and is a member of the Nigerian Institute of Public Relations.



JOHN UGBE (Chief Executive Officer, Multichoice Nigeria): CEO of the Year (Media & Entertainment)

When the story of how the media and entertainment industry in Nigeria evolved is being written, there is no way that John Ugbe's name will not feature. Indeed, John who doubles as the current chairman of the Broadcasting Organisations of Nigeria (BON), with MultiChoice Nigeria occupies the vanguard position in pushing the frontiers of growth for the media and entertainment industry.

John who is also a self-professed solutions-oriented ICT expert with close to two decades' practical experience in all aspects

of ICT with passion for the web and motivating and managing people has for years been responsible for developing strategies that have resulted in the growth of local content in Nigeria. He has driven a mass-market strategy that has recorded substantial business expansion in a very short time. A key focus area for MultiChoice under his management is sports development.

In 1998, he joined MultiChoice Nigeria as a help desk analyst. He later moved to MWEB where he worked as an IT Manager between 2003 and 2006. In March 2006, he

became the General Manager of MWEB Nigeria and joined iWayAfrica Nigeria in 2007. He returned to MultiChoice to serve as Managing Director in October 2011 before his eventual elevation as CEO. Under his leadership, MultiChoice rolled out three channels in three local Nigerian languages on Africa Magic, introduced GOTV, MultiChoice Talent Factory, Africa Magic Viewers' Choice Awards, Big Brother Naija, GOTV Boxing, Nigerian Idol, among other bespoke reality and sports programmes.

LANRE ADISA (Chief Executive Officer, Noah's Ark) CEO of the Year (Creative Advertising)

Lanre Adisa is a highly accomplished creative leader who has been instrumental to the growth of some of Nigeria's major brands by directing the creation of exciting advertising campaigns. In a career spanning 30 years, he has created outstanding works for some of the most notable brands in Nigeria such as Indomie Noodles, MTN, Peak Milk, Three Crowns, Virgin Atlantic and Airtel among others.

Lanre started his career in 1990 as a

Trainee Copywriter at MC&A: Saatchi & Saatchi, Lagos, Nigeria. He established the creative powerhouse Noah's Ark in 2008. In over ten years of its existence, Noah's Ark has established itself as a leading new generation agency, emerging as one of the most awarded agencies within and outside the shores of Nigeria.

He has been involved in initiatives to promote Nigerian advertising internationally. He was part of the team that started the Lagos

Advertising & Ideas Festival (LAIF). He served for over a decade on the Management Board of LAIF Awards, and he is the current Chairman of the board. He was also on the jury of the African Cristal Festival in 2016. In 2018, he became the first West African to serve on the Cannes Lions jury. In 2019, he was on the jury of the Loeries in South Africa. He has also served as the president of the Heritage jury of the debut Pitcher Awards.



MARTIN MABUTHO (Chief Customer Officer, MultiChoice Nigeria): Marketing Icon of the Year (POSTHUMOUS)

This posthumous award was presented posthumously to Martin Mabutho who died at 47 in the early hours of Tuesday, August 24, 2021, a month to his 48th birthday. This is for his many contributions towards the growth of the Nigerian IMC market and that of Africa in general.

From 1999 when his professional journey started at MultiChoice, Mabutho rose through

the corporate ladder to become Brand Manager at M-Net Africa in South Africa from 2003 to 2007; DStv Mobile's Sales and Marketing Manager for Sub-Saharan Africa and Head, Marketing and Sales. He would later become MultiChoice Nigeria's General Manager of Sales and Marketing and Chief Customer Officer in October 2018, five Years after moving to Nigeria.

As MultiChoice Nigeria's CCO, Mabutho was responsible for driving the customer group strategy, which covers customer value management, sales, marketing, customer experience, and care. He was part of the team that launched Africa Magic in 2003, the Big Brother Africa show, Big Brother Naija, Idol West Africa, and several other shows on Dstv.

MUYIWA AKANDE (Head, Corporate Communications, SIFAX Group) Most Outstanding Corporate Communications Professional of the Year (Maritime)

Olumuyiwa Akande bestrides the maritime space like a colossus as a professional with over 15 Years' experience in Journalism and Corporate Communications with expertise in Media Relations, Social Media, Regulatory and Government Relations, Corporate and Retail PR, Corporate Social Responsibility, Event

Planning & Management and Corporate Branding.

Since he took over the reins as the Head of Corporate Communications of SIFAX Group, he has ingeniously and creatively positioned the Group favourably as a reputable brand with better relationship with the media which has translated to better media mileage

and corporate reputation for the company, making it one of the most well-known maritime companies in the Nigerian market.

A 1999 Linguistics graduate from the University of Ilorin, Kwara state, Akande holds a certification in Advanced Business Communication from the School of Media and Communication, Pan-Atlantic University.



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O'TEGA OGRA (Group Head, Corporate Communications, BUA Group): Most Outstanding Corporate Communications Professional of the Year (Manufacturing)

Mercurial O'tega Ogra has traversed the length and breadth of the industry, leaving his mark of excellence almost too difficult for his successors to match.

He is one of West Africa's leading Corporate & Strategic Communications professionals, his career has spanned

international development, financial services and manufacturing having worked with the German Agency for International Development, GTBank and Wema Bank and BUA Group-one of Africa's largest conglomerates - with the key responsibility for charting a corporate communication, brand management, marketing, CSR, crisis &

reputation management strategy for the Group and its subsidiaries.

O'tega Ogra, graduated with a degree in Public Health from prestigious Babcock University and he is a member of the Chartered Institute of Public Relations.



OMOBOLANLE VICTOR-LANIYAN (Head, Sustainability, Access Bank): Most Outstanding Sustainability Professional of the Year (Financial Services)

Omobolanle has over 20 Years of experience in the field of sustainability and communications spanning various industries including manufacturing, media, and the financial sector.

She has pioneered many notable sustainability-focused initiatives, placing Nigeria and the financial sector on the global map. These initiatives include initiating and leading the development of the Nigerian

Sustainable Banking Principles (NSBP) and being the only West African on a global team that developed the Global Principles for Responsible Banking.

In 2020, as Head of Sustainability at Access Bank, Omobolanle led the Bank to become the first Sustainability-Certified Commercial Bank in Africa under the Sustainability Standards and Certification Initiative (SSCI) championed by the European

Organization for Sustainable Development. An executive member of the Access Women Network (AWN), Omobolanle is an advocate for youth and women empowerment. She is extremely passionate in this regard, lending a hand and pioneering initiatives that support women in a bid to accelerate gender-related goals and objectives.



PATRICK MCMICHEAL (Group Managing Director, Eat'N'Go Limited): CEO of the Year (QSR)

Patrick McMichael is the pioneer Group Managing Director and Chief Executive Officer of Eat'N'Go Limited- Nigeria's leading food franchisee for Domino's Pizza, Coldstone Creamery and Pinkberry Frozen Gourmet Yoghurt.

Since Patrick McMichael resumed as the CEO at Eat 'N' Go in 2018, the organization has expanded exponentially. The QSR service provider now has more than 147 outlets- across

the Nigerian geo-political zones for its three brands, with over 2500 Nigerians employed in the organization and growing. His strategic leadership has been the catalyst for significant transformation for the EatNGo brand over the years. He has successfully inspired the brand's shared vision of delivering premium.

He joined the company after nearly 30 years working with Domino's. He started out as a trainee manager in Sydney, Australia in

1990, and then got promoted to area supervisor in 1992. For 10 years, he was a franchise owner of 10 Domino's stores. He went on to become the Chief Development and Franchising Officer for Australia and New Zealand and CEO for Domino's Pizza in Indonesia before taking over the role of CEO for Eat'N'Go in Nigeria.



PRINCEWILL EKWUJURU (Fmr Chairman, Brand Journalists Association of Nigeria & Correspondent, Vanguard Media Limited): Brand Journalist of the Year (POSTHUMOUS)

Princwill Ekwujuru worked with great passion and commitment with Vanguard Newspaper for about 20 Years. He headed the Brands & marketing unit of the Business Desk of Vanguard Media Limited till his death on July 23rd, 2021.

Due to his dedication and commitment to the growth of the industry as well as passion for writing on the industry, peers and colleagues elected him the National Chairman, Brand Journalists Association of Nigeria (BJAN). He has also won several awards including ADVAN

Journalist of the Year in 2017.

As part of support for the family of the late journalist, Brand Communicator donated the sum of five hundred thousand naira and solicits further support from brands and other individuals as well.



RAYMOND MURPHY (Managing Director, Mouka Foam Limited) CEO of the Year (Beddings)

A seasoned C-suite leader with more than two decades experience in Global Emerging and Frontier Markets, Murphy's leadership shot Mouka into the leadership position in the Nigerian foam and mattress industry. While it enjoys a huge market share, the foam company is also redefining the sector.

Murphy came on board as the CEO and MD of the indigenous foam manufacturing company in mid-2015 after the closure of a Private Equity transaction which saw 90

percent of the shareholding transferred to a private equity firm, leaving the remaining balance of 10 per cent to the original founding family. The company has since recorded feats only few in the private sector can boast of.

Having begun his career as Business Development Manager at Sterling Health International in Moscow in 1984. He was also at Gillette International in Budapest, Hungary where he served as General Manager between 1993 and 1997. In 1997, he moved over to Indochina Juice Company as Chief Executive

Officer of a start up project worth an estimated \$11.0 million. In 2001, he became the Managing Director of Cussons Middle East, India and South Asia region and turned around a stagnating business to deliver over 20 percent bottom line annual growth. As Managing Director of PZ Cussons Nigeria Plc, Murphy was responsible for \$100 million of sales with seven factory units and 1,500 employees, and successfully doubled profits to \$22 million in three years.



ROSELINE ABARAONYE (Marketing Manager, HAYAT KIMYA NIGERIA) Most Outstanding Marketing Manager of the Year (FMCG)



When one is admonished not to judge a book by its cover, Roseline Abaraonye readily comes to mind. Her quiet, demure disposition can easily confuse those who don't know that just beneath that exterior is a tough-as-nails marketing professional that upended the balance in the vibrant diaper market, almost

effortlessly leading the Molfix brand under the Hayat Kimya Portfolio to market leadership just months after its entrance into the market.

More like the queen of FMCG, she has also led the brands under the Hayat Kimya stables to become strong players in their markets-Molped in the sanitary pad segment, Familiar in the tissue paper segment, among

others.

With over a decade long experience in building strong brands and teams in the Nigerian market, Abaraonye has also worked with Tiger Brands Nigeria (Dangote Flour Mills), PZ Cussons Nigeria, Union Diagnostics & Clinical Services as well as Nigerian Breweries.

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ROTIMI OGUNWEDE (Chief Marketing Officer, Global Head of Strategy & Expansion, Patricia): Most Outstanding Marketing Director of the Year (FINTECH)



Rotimi Ogunwede position at Patricia Technologies sees him leading and driving strategic and innovative marketing & sales activities through partnerships and initiatives.

Before joining Patricia, he was the Marketing Manager at MAX.NG; a ride-hailing transport service. He was the Media Manager at Cheil Communications, a subsidiary of the

Samsung Electronics group, where he was responsible for all media and marketing activities of the Samsung brand with budgets over \$10mn annually. With experience across different brands like Diageo, Guinness, Promasidor, Standard Chartered bank, UAC, Suntory, Toti Prima Lotto, Stanbic IBTC and other notable brands, he is here to drive innovation.

Rotimi is an award-winning professional

who won the Cannes Young Lions Competition – Media Category in 2014 and represented Nigeria in Cannes, France, on the global stage. He was a winner of the prestigious OMD 30-Day Challenge. He has a degree in Computer Science from Olabisi Onabanjo University, a Certificate in Digital Marketing from the University of Illinois and an Award in Marketing from Chartered Institute of Marketing (CIM, UK).

SAMUEL AJIBOYE (Managing Director, ALPHA & JAM): Most Enterprising Out-of-Home Professional of the Year

Samuel Ajiboye is at the forefront of innovation as long far as the Outdoor media is concerned. Among other innovations, he introduced Candle, a bespoke innovation for the OOH industry, championing digital integration for the DOOH industry in Nigeria.

An enterprising professional who has proliferated different innovative boards across West Africa, Ajiboye is also at the vanguard in

the field of user experience and digital communications. The Managing of Alpha and Jam, a full-service digital agency-with expertise in the DOOH space and with offices in Nigeria, Ghana and Paris. Ajiboye works to craft immersive digital experiences that simplify the process of interaction with digital platforms and ensure visitors stay after interacting with a virtual business or portfolio.

Prior to his current role, he was Country

Manager at Tribal Lagos which was a regional role for the company's multinational accounts across west, east and central Africa. In that position, he helped brands and senior management client team in the dynamic and ever-increasing space of content, technology and new media. He was also director at Chatad Niger, a full service digital marketing agency in content creative and interaction.



SEGUN OGUNLEYE (General Manager, Marketing Beverage, Seven Up Bottling Company, SBC) Most Outstanding Marketing Professional of the Year (Beverages)



Segun Ogunleye is a strategic integrated marketing communication professional with over a decade and half Years of experience managing global Fast-Moving Consumer Goods (FMCG) brands, including PepsiCo and the PepsiCo-Unilever joint venture.

A creative and collaborative leader with a solid background in brand development, brand

building, and experiential marketing, as well as great delivery and activation skills, Ogunleye has had cross dash industry experience working at Seven Up Bottling Company, Cadbury Nigeria PLC, the Nigerian College of Aviation Technology, Zaria; Mullen Lowe Lintas Group, UBA Metropolitan, SmartMark Limited Ghana and Nigeria among others.

He is a qualified Brand Manager at Pan

Atlantic University's School of Media and Communication in Lagos, Nigeria. He also received an advanced certificate in strategic management, public relations, advertising, and applied communications from the London School of Business and Finance (LSBF). He also completed the Executive Marketing Program at the Business School for the World.

TIWALOLA OLANUBI JNR. (Chief Executive Officer, DOTT'S MEDIA) Young CEO of the Year (Digital Marketing)

Again, for the second year running, Tiwalola Olanubi has emerged Young CEO of the Year, Digital Marketing category at the 2021 Brandcom Awards.

Tiwalola who is the CEO of Dotts Media House, a digital power house in the creative industry and a full-service creative digital business solutions agency with competencies span across many areas.

Tiwalola's agency can lay claim on many creative innovations in 2020 in spite of With many creative ideas that the agency deployed in 2020, one can categorically say that DottsMediaHouse, no doubt, has remained a force to reckon with in the digital creative subsector.

Remarkably, under Tiwalola, DottsMediaHouse has remained relevant in

the industry due to the agency's ability to takes curious but comprehensive steps to understand the client's market, competition and customers' adoption behaviours ahead of developing creative strategies geared towards unique solutions. This manifested in many creative works his agency undertaken for some of her clients.



TOLULOPE OLANIPEKUN (Head of Marketing, Mouka Foam Limited) Most Outstanding Marketing Manager of the Year (Mattress & Beddings)

Tolulope Olanipekun's exploits in the mattress and beddings segment has seen the Mouka Foam brand record outstanding and presence in the hearts and minds of the Nigerian consumer. Her recognition as the Marketing Manager of the Year at the 2021 Brandcom Awards is just an icing on top of a wonderful performance during the Year in review.

Starting off her career in Elizade Toyota Nigeria in HR/Admin, she soon realized this

was not the field for her. She soon moved from there to Reckitt Benckiser in January 2011, commencing what will become a hugely impactful journey and rising through the ranks to become Assistant Brand Manager responsible for Durex, Gaviscon and Strepsils. From there, she soon moved to FrieslandCampina where she worked on the launch of a number of products such as Frisomum (Nigeria's first maternal milk), Peak Baby and Peak 456. She also relaunched a

number of products such as Friso Cereals and Peak 123.

Joining Mouka, Nigeria's leading manufacturer of mattresses, pillows and other bedding products in February 2019 as a Senior Marketing Manager, she hit the ground running, delivering on set KPIs and achieving great results for the brand. It was no wonder that she was promoted in a very short while to head the marketing department of the company.

TOMI OGUNLESI (Group Head, Brands, Communications & Corporate Responsibility, Interswitch) Most Outstanding Corporate Communications Professional of the Year (FINTECH)

Tomi Ogunlesi's strides in the Fintech space over the years has not gone unnoticed in the wider industry space. He is an experienced Corporate Communications and Marketing Director with cross-sectoral exposure in strategic brand building, insight-driven marketing and communication, idea leadership and business development. Over the years, he has come to be known as adept in building brands that accelerate business growth, shaping brand

positioning and image to create stakeholder value and capable of distilling brand essence and key drivers into simple, scalable activities that deliver returns on marketing and communications investment.

With a passion for building brands and building teams, Ogunlesi has breadth and depth in both outbound and internal marketing & communications strategy and execution, from planning to production/syndication.

His over 15-Year multi-category experience on global and local brands in Nigeria and South Africa is laced with the completion of high-level executive programmes in Marketing and Strategy both at the Wits Business School, Johannesburg and the Judge Business School, Cambridge respectively, in addition to being a member of the Chartered Institute of Marketing (UK), the National Institute of Marketing of Nigeria (NIMN) and the NIM.





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TOPE OSHUNKEYE (Head Marketing, MultiChoice Nigeria) Most Outstanding Marketing Professional of the Year (PAY TV)

With over 15 Years' brand and marketing experience in the financial services industry and broadcast media, Tope Oshunkeye is not your regular marketing communications- guy. He has seen it all, done it all to emerge Brandcom Awards Most Outstanding Marketing Professional of the Year in the highly competitive Pay TV space.

Oshunkeye's trajectory in the marketing communications industry is one that is beyond impressive. Joining the Corporate

Communications arm of Access Bank in 2007, he quickly established himself as the Wizkid of marketing communications. Among his many achievements then, he is credited with coordinating the Interbrand Sampson Africa Brand Strength Report 2011, conducting Brand Audit Spot Check in over 300 branches nationwide, spearheading the advertising Campaign that resulted in the "Graduate" and "Visa Card" TVCs, spearheading the development of a communications strategy for Access Bank's partnership with China

Southern Airlines among others.

He also had a brief stint at the Nigerian Stocks Exchange for over a year before joining Multichoice Nigeria as Marketing Manager for DSTV where he rose through the ranks to his current position. An alumnus of Babcock University where he studied Mass Communications, Oshunkeye holds a certification in a Senior Management Programme from the Lagos Business School, Pan-Atlantic University.



VICTOR GBENGA AFOLABI (Founder, Hazon Holdings): CEO of the Year (Marketing Innovation)

Victor Gbenga Afolabi is a strategic venture capitalist, tech enthusiast, and business curator who has shown and demonstrated an exceptional knack for turning businesses around in the last 20 years. His innate ability to create has sustainably birthed serial business ventures with an unbroken chain of top-to-bottom-line growth across multiple disciplines.

Victor's passion is to create an energized and consumer-centric culture of continuous improvement, innovation, and creative but tailored strategies that position companies to hit the competitive landscape running, ultimately growing market share consistently.

With his experience in managing brands in FMCG, today he thrives as the founder and Chief Executive Officer of Hazon Holdings. A

diversified business holding company with roots in agriculture, market access/brand creation, health care, renewable energy, and fintech. He is also the curator of AOT, Nigeria's largest tech conference, a platform that fosters collaboration between the tech ecosystem, policymakers, and ecosystem stakeholders.



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Ayo Oluwatosin: Brandcom Awards Hall Of Fame

Meet Ayo Oluwatosin, Brandcom Awards Hall of Famer. Ayo Oluwatosin has over three decades of quality experience in the management of the marketing communication process in West Africa. A former Associate Director Media- Rosabel Leo Burnett Group.

Ayo was the founding MD/CEO of Starcom Media, West Africa in 2000. Under his leadership Starcom Media became one of the leading Media Independent Agencies (MI) in the West African sub-region; working with best-in-class clients such as Procter and Gamble, Heineken, Nestle, Coke, Samsung, Redbull and several other global brands, with high retention rate.

P&G and Heineken were retained in Starcom Media (later Media Seal Ltd.) for ten years each. Ayo's main responsibility as pioneer MD/CEO of Starcom Media was to create a brand that clients and media partners would understand as inevitable for their business success.

A fellow of the Advertising profession (APCON), Ayo was the first President of the Media Independent Practitioners Association of Nigeria (MIPAN), where he was deeply involved with others in setting up of the industry standards of practice (SOP) as the practice of media independent was evolving in Nigeria then. Oluwatosin has been a resource person at industry training/manpower development programmes for several years.

He is a member of the Association of Communication Scholars and professionals of Nigeria (ACSPN), a body set up to advance the scholarly study and practice of communication through the pursuit of excellence in academic research and professional practice in Nigeria. Ayo has been involved in a number of collaborative studies and research works beyond the prism of marketing communication.

Oluwatosin holds a master degree in Communication Art from the University of Ibadan. Also an alumnus (CEP-14) of the Lagos Business School and has attended the IESE Business School, Barcelona programme on Developing Leadership Competencies.

As an attestation to his professional competence Ayo has won several industry awards including the APCON Fellowship



Award for the Best Advertising Practitioner –Media Independent Category 2006. He has won a number of honorary Rotary awards for community service and many more.

To the glory of God, Ayo is a mentor to numerous stars in the marketing communication firmament today.

Ayo Oluwatosin is a consultant in marketing communication with interest in media strategy, research and election campaign evaluation. Former Media Director – Rosabel Leo Burnett Group, he was the founding MD/CEO of Starcom Media, which he nurtured to become a foremost Media

Independent (MI) in West Africa. Starcom Media clients included leading multinationals - P&G, Heineken.

A fellow of the advertising profession (APCON). First president of Media Independent Practitioners Association of Nigeria (MIPAN) where he worked with others involved to setup the standard operating procedure of MI practice in Nigeria. He is a member of the Association of Communication Scholars and Professionals of Nigeria (ACSPN), He holds a masters degree of the University of Ibadan in Communication Art.

Seni Adetu: Brandcom Awards Hall of Fame

Meet Seni Adetu, Brandcom Awards Hall of Famer. Adetu's illustrious and remarkable career on the client-divide of the industry has seen him reach the highest possible echelons across multinational organisations. The last was never head of him after retiring from that divide of the industry as he plunged into the agency divide of the industry, leaving positive disruptions in his wake as he catalyses the space.

Adetu is the Chairman/Group CEO of Ogilvy Nigeria Limited and Algorithm Media Limited, two leading Marketing Communications agencies in Nigeria affiliated to WPP, the world's largest advertising and media agency network.

Adetu has considerable expertise in commercial, financial and governance best practices. A great marketer renowned for championing innovation in the Fast-Moving Consumer Goods (FMCG) sector, He has over 35 years of quality private sector experience having worked at the highest levels with John Holt Plc, Coca-Cola International and Diageo/Guinness Plc in different countries within and outside Africa.

Adetu was at various times Marketing Director Coca-Cola Nigeria Ltd, Managing Director of Coca-Cola English West Africa based in Ghana and the first African MD/CEO and Executive Vice Chairman of Guinness Ghana Plc. He was also Group MD/CEO East African Breweries (EABL), the biggest company in East Africa (at the time), based in Kenya. He was subsequently appointed MD/CEO of Guinness Nigeria Plc and Executive Chairman Diageo Brands Nigeria; and thus became the first Nigerian in nearly 40 years to lead that company. In the course of his career, Adetu has had working stints/leadership programs in Hungary, the UK and the USA.

While he worked with Coca-Cola Company, he enjoyed a highly successful 14-year career. While there, he held various senior positions including Country General Manager and Marketing Director. His responsibilities covered various markets across Africa including Kenya and Ghana. He served as the Commercial Director for Nigerian Bottling Company PLC.

During his time in Ghana with Guinness, he led the integration of Guinness Ghana and Ghana Breweries Limited, creating a winning culture and driving a strong market share growth. He has considerable expertise in commercial, financial, and governance best practices, gained from his experience with Diageo in the United Kingdom (UK) and leadership development programs with Coca-Cola in the United State



(US).

Adetu has many professional awards including being Runner Up Forbes/CNBC CEO of the year 2012 in East Africa as well as leading Guinness Ghana to be awarded "Company of the Year" in 2008 in the entire Guinness International Group.

He holds a B.Sc in Chemical Engineering and Masters in Business Administration (with specialization in Marketing), both from the University of Lagos, Nigeria. Adetu is a Non-

Executive Director on the Boards of Fidelity Bank Plc, Tower Aluminium Plc, Graceco Industries Ltd and APT Pensions Ltd. He is also the President of the AMP-9 set of the Lagos Business School (LBS).

He is a member of the prestigious Metropolitan Club, Lagos and The Sagamites Club, where he is President.

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Udeme Ufot: Brandcom Awards Hall of Fame

Meet Udeme Ufot, Brandcom Awards Hall of Famer. Udeme Ufot stands tall as one of the icons of the Nigerian advertising industry. His impacts, his strides in the industry is one that will not remain untold when the annals of this industry are been written. He belongs to a generation of pioneers and pathfinders, responsible for some of the great moments in Nigerian advertising history, and whose exploits have provided the lever for what the industry has become.

Udeme Ufot holds a BA in Industrial Design from Ahmadu Bello University Zaria, Certificate in Management from Swedish Institute of Management and Chief Executive Programme of the Lagos Business School (LBS). He worked in Insight Communications from 1984 to 1989 where he left as Deputy Creative Director (Art) to join CASERS in 1989 as Creative Director. Six months later he co-founded SO&U in 1990, now one of Nigeria's leading marketing communications groups with a strong reputation for professionalism and creativity where he is currently Group Managing Director. At SO&U, Udeme contributes to policy formulation and management.

A mentor to many even outside the industry, he continues to provide leadership in diverse areas of the marketing communication spectrum. He has been at the helm of affairs at the SO&U Group for over 30 years, achieving success and paving his way through the industry while creating a path for many others to follow.

He is an enforcer of excellence with six highly successful subsidiaries under his wing, each handling a specialized component that gives the Group an edge in the entire spectrum of marketing communications. They are, SO&U, Soulcommunications Limited, Maximedia Global Limited, Vyrus Digital Engagement, Lucid Audio Visuals and Iris Exposure.

Each of these agencies have continually also gained landmark achievements by contributing their quota to the growth of the industry rendering their services to both local and international clients delivering top notch strategic communication outputs aligning with standard global best practices. This champion, Udeme Ufot is a strong believer of



relationship building hence, his leadership skills is superb as he always encourages young entrepreneurs to ready their skills for opportunities to create value and build worthy relationship.

Udeme has held several executive positions in the Association of Advertising Practitioners of Nigeria (AAPN) including Vice President and President in 1997 and 1999 respectively. Udeme also served on the media sub-committee of the Celebration Planning Committee for Nigeria's 40th Independence Anniversary in 2000, managing publicity for the committee. He was also appointed Chairman of the Advertising Practitioners Council of Nigeria (APCON), by former President, Dr. Goodluck Jonathan, in March, 2015. It was an appointment many saw as a befitting and the ultimate reward for an individual who has given so much to the development of the industry.

He serves as Board Member of the Nigeria Economic Summit Group (NESG), Nigeria's leading public/private sector economic think tank where he chairs the board communications & media subcommittee. He is also a private sector Co-Chairman of the Policy Commission on Tourism, Hospitality, Entertainment, Creative Industries and Sports, (THECS) of the NESG.

He is a member of the Leadership team of M&C Saatchi Africa. He is also Chairman of the Advisory Board of School of Media & Communication, Pan Atlantic University, Lagos. He is a past President of the Lagos Business School Alumni Association (LBSAA), past Chairman of the Advertising Practitioners Council of Nigeria (APCON), as well as member of the Board of Special Olympics Nigeria.

Udeme is currently the Board Chair of LEAP Africa,

Yomi Badejo-Okusanya: Brandcom Awards Hall of Fame

Meet Brandcom Awards Hall of Famer, Yomi Badejo-Okusanya. He is a renowned veteran in the Marketing Communications industry with over 30 years to his credit. A consummate public relations practitioner and the Managing Director of one of Nigeria's foremost communication consulting groups, CMC Connect (Perception Managers). The Group consists of CMC Connect BursonMarsteller (flagship business), Tangelo Africa (agric media communication), I – Octane (Interactive Media), and Reignite Public Affairs (Abuja).

Yomi, or YBO as he is popularly called, started his career in 1988 with CT & A, a Lagos based advertising agency and rose to become Director in 1991. He later founded CMC Connect Limited in 1992. He is widely known to be one of the premier public relations practitioners in Nigeria with experience in the areas of Government Relations & Legislative Affairs, Perception Management, Marketing, Advertising, Public Relations & Crisis Communications.

Since founding CMC Connect in 1992, YBO has consulted for many multinationals and governments in Nigeria and abroad. He has handled Corporate Communication activities, Issues, Advocacy & Crisis briefs, Government and Legislative Relations; and Public Affairs Management for high profile clients including the JAGAL Group, Airtel Nigeria, International Monetary Funds (IMF), British American Tobacco Nigeria, Transcorp, Renaissance Group, Federal Inland Revenue Service, Peugeot Nigeria Ltd, Shell, Virgin Nigeria, the 1st female elected President in Africa, H.E. Ellen Johnson Sirleaf of Liberia, Delta State Government, to mention a few.

YBO's love for Africa is evident in his selfless service to the African Public Relations Association (APRA) where he served as a two-term Secretary-General and is the current President. He was recently appointed as West Africa Chair for the Public Relations and Communications Association (PRCA).

YBO is a Fellow of the Nigerian Institute of Public Relations (NIPR) and was a past Chairman of NIPR, Lagos State Chapter and has bagged several awards in his profession, public relations and other spheres of life.



He was also recently inducted into the prestigious International Communications Consultancy Organisation (ICCO) Hall of Fame, becoming the first African to be laurelled with the honour. Yomi Badejo-Okusanya joined the likes of UK Government Communication Executive Director, Alex Aiken; Global Women in PR co-founders, Angela Oakes and Susan Hardwick as Hall of Fame inductees during the ICCO Global Awards ceremony, which held virtually on Thursday, December 1st, 2021. The 2021 Class joins industry greats like Harold

Burson, Richard Edelman, and Margery Kraus.

He became a recipient of the prestigious PR Golden Eagle Award (Male) as the Most Outstanding Public Relations Person for the Year 2010.

YBO as he is often referred has a strong passion for the practice of public relations in Africa. He, working with African Union, birthed an initiative tagged 'Campaign Africa' designed to sell 'Positive Africa' through the instrumentality of the profession – public relations.



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Most Outstanding Brand Extension Of The Year

By Godwin Anyebe & Jeremiah Agada

In 2020 when the world was still reeling from the devastating effects of the Coronavirus pandemic, many corporate organisations across the globe delved into what is known as repurposing-creating products to help in curbing the spread, preventing and managing of the killer disease. It was at this time that the 2Sure brand was born from an unlikely stable-the Seven-Up Bottling Company (SBC), a hitherto Carbonated Soft Drink giant that has now metamorphosed is one of the largest manufacturing companies in Nigeria producing and distributing some of the nation's most-loved beverages and personal and homecare premium products.

Though industry watchers and analysts have described SBC's venture into the Home and Personal Care (HPC) segment with the introduction of the 2Sure Hand and Surface Sanitisers as an audacious 'sleight of hand' for a company whose strength lied in the CSD category, its overwhelming success has been hailed as one of the marketing wonders in the African market.

With its entry, the 2Sure Hand and Surface brand took the sanitisers market by storm, beating all-comers and long-standing players to emerge market leader with over half of the market share, barely months after it launched. The acceptance and patronage that the brand enjoyed from Nigerians of all classes, ages and persuasions are second to none.

The brand has become part of people's everyday lives so much so that it has become present in people's bags, it sits on tables in restaurants and at events and it has become a regular feature on Sunday mornings when people go to church and on Friday afternoon when people go to mosques. Interestingly too, there is a picture of President Muhammadu Buhari in his office with the 2sure brand conspicuously showing. The same goes for Prof. Yomi Osibanjo, Vice-President, Nigeria.

The marketing strategy deployed, available SKUs etc., have been fingered by observers as part of the reason for the brand's success. The 2Sure hand and surface sanitiser exist in 500ml 4.5lit and 10Litre with 70% ethanol, water, glycerol, and hydrogen peroxide disinfectant, anti-bacterial and anti-germicidal liquid and it kills more than 99.9% germs in seconds. Suitable for both hands and surfaces (tables, car, door handles, cabinets, kitchen table tops, fridge handles stair railings, office etc.

Additionally, one thing custodians of the brand did that made 2Sure outstanding is the pricing for distributors. For distributors of 2Sure sanitiser in Nigeria, the cost of the product is of paramount interest to them. The prices differ depending on who a customer is buying from. There are different 2sure prices on Jiji and another different price on Jumia among others. Generally, 2Sure is one of the cheapest NAFDAC-approved hand and surface sanitisers in Nigeria. A carton of too sure hand sanitiser costs 11000 Naira for the 100ml, 250ml, 4.5L and 10L sizes while the 500ml costs N9,000. There are 48bottles in a carton of 100ml, 24bottles in 250ml, 12bottles in 500ml, and 2 gallons in 4.5L. The final price depends on the number of cartons requested.

Since they say that the reward for good work is more work, the handlers of the 2Sure brand never went to sleep. Their foray into the home and personal care category of the market showed that there were holes that needed to be plugged, lacunas that needed filling. Capitalising on the success of the 2Sure name with "Aunty Toh Sure" and other marketing gimmicks that will wow the most brilliant of minds in the world of marketing communication, the company launched new brand extensions which include the 2Sure medicated and anti-bacterial soap as well as 2Sure dishwasher liquid.

The success of these brand extensions as well as the timing of its launch and its presentation to the Nigerian public on the Big Brother Naija platform using the sensational Ebuka Uchendu, host of the show as one of the ambassadors of the extensions was a masterstroke that gave the brand extensions instant hit with millions of consumers who wasted no time in accepting these products. This among other metrics which include projected ROI, brand affinity, etc, were the judging indices the panel of assessors for the 2021 Brandcom Awards considered before selecting the 2Sure Brand Extension as the most outstanding in Nigeria for the year 2021.

The honour was conferred on the 2Sure brand at a posh event to celebrate marketing excellence in the West African market. Brandcom Awards celebrates and honours brands, agencies, and notable individuals in the brands and marketing communications industry who have distinguished themselves with tangible and laudable impacts. The last edition of the awards was held at the D'Podium Event Centre, Ikeja on Friday, November 19.

The massive win for the young brand has been described variously as an honour well deserved. And why not? The brand



“Capitalising on the success of the 2Sure name with ‘Aunty Toh Sure’ and other marketing gimmicks that will wow the most brilliant of minds in the world of marketing communication, the company launched new brand extensions which include the 2Sure medicated and anti-bacterial soap as well as 2Sure dishwasher liquid. The success of these brand extensions as well as the timing of its launch and its presentation to the Nigerian public on the Big Brother Naija platform using the sensational Ebuka Uchendu, host of the show as one of the ambassadors of the extensions was a masterstroke that gave the brand extensions instant hit.”

handlers tick all boxes, dotted all the 'I's and crossed the 't's in perfecting the 2Sure brand extension. It is a basic marketing knowledge that brand extension is a marketing strategy that involves a company using its well-established brand name or image to introduce a new product or product category to its

customer base. This strategy works best when the new product category is related to its parent category and is something consumers and customers want.

Many companies use brand extensions because it allows them to leverage their parent brand's brand awareness and authority to reach new demographics and open up new sales channels. Like SBC, one company that does brand extensions well is Apple. Although Apple started as a technology company that makes only computers (Macs), it soon extended its product line to include music players (iPods), mobile devices (iPhones), and tech accessories (Apple Watch and Earpods). Even though all these new products are different, the extension works because Apple didn't drift too far from its parent product category. Instead, it leveraged its brand name to make penetrating the market a success.

Of course, SBC has always been unafraid about charting new courses, expanding the frontiers of product innovation. Its introduction of the 2Sure medicated and bacterial soap follows the trend that has seen it birth premium energy drink, Supa Komando, Lipton Ice Tea and some other brands.

As customary with SBC, the products it introduces are always a world apart from the competition in the market. Its quality and delivery have always smacked of an 'excellence' that has come to be the hallmark of products from the stables of SBC. For instance, the newly introduced soap is arguably the only one within the Nigerian market to contain glycerin.

For over 60 years, the company has served the Nigerian people, through over nine manufacturing plants and strong distribution networks across Nigeria, exporting to many countries on the African continent. As producer and distributor of the world's most-loved beverages in Nigeria, SBC is renowned for its strong brands with great appeal amongst young and old, including Pepsi, 7Up, Mirinda, Teem, Mountain Dew, H2oH!, Supa Komando, Lipton Iced Tea and Aquafina premium drinking water.

Now, with the foray of its thriving and trusted personal and homecare brands – 2Sure Sanitisers and 2Sure Medicated and Antiseptic Soap, as well as the 2Sure Dishwashing liquid which have lived up to the company's strong heritage of affordable quality for the Nigerian people, SBC, is renewing its strategic vision to become the biggest consumer goods company in Africa.

The company, which also launched its new office building in June 2021, at its corporate headquarters in Ijora, Lagos, seeks to become a hub of quality products and solutions. This is in addition to a commitment to power innovation for a sustainable future designed with people and inspired by the unrelenting Naija spirit.



Winning Big With Sustainability, SMEs Empowerment



By Azeez Disu

Africa's largest retail bank, Access Bank PLC, won big at the prestigious Brandcom Awards, as the Best Brand in Sustainability, Most Outstanding Sustainability Team of the Year (Financial Services), and Most Outstanding SME Friendly Bank of the Year. The highest honours are in recognition of its contributions to building the African economy, growing the Small and Medium Enterprise (SME) space, and championing sustainable banking.

The award, the Brandcom Awards, organised by Brand Communicator, a Nigerian leading brands and marketing publication, recognises and celebrates outstanding Nigerian brands and individuals, including marketing communications professionals, for their outstanding performance in different areas.

The Bank was also recognised for its leadership in sustainability and SMEs empowerment initiatives. Notably, the third edition was held at the D'Podium Event Centre and had the crème de la crème of the industry.

Access Bank has, over the past decade, consistently delivered on its goal to set the pace in sustainable banking practices in Africa. The bank has also continued to deliver value to its burgeoning customer base and provide innovative solutions for the markets and the communities where it operates.

Recall, Herbert Wigwe, Group Managing Director and CEO of Access Bank plc, once said: "The significant position we occupy today in the African financial sector has been achieved through a robust long-term approach to client solutions – providing sustainable and innovative services."

He added that as part of its growth strategy, it will remain focused on sustainable business practices in its operations while it will continue to invest more in sustainable economic growth that is profitable, become more environmentally responsible, and churn out more socially relevant initiatives that will impact the continent.

The Bank has kept on its promise and that has made it one of the continent's preferred and loved financial brand by customers part of the reason the awards are well deserved.

Sustainability

"At Access Bank, our vision is to be the world's most respected African bank. In alignment with our vision, we have embedded sustainability into our business operations and practices," said Omobolanle Victor-Laniyan about the bank's multiple wins.

She added, "This has led us to create sustainability-led services and initiatives that cater to the varying needs of individuals and corporations. On the SME frontier, we continuously support macro-finance institutions that support SMEs and entrepreneurs."

Noteworthy, Access Bank was appointed a member of the International Council for Sustainability Standards and Certification Initiative (SSCI). It is the first African Commercial Bank to achieve such height which further affirms the bank's

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leadership in sustainability. The council helps ensure that the work and strategies of certified institutions are in alignment with the global Sustainable Development Goals (SDGs) and national development agendas.

Commenting on the certification then, Wigwe said, "Access Bank's approach to Sustainability is driven by our desire to impact lives positively now and in the future. We are committed to ensuring community health and prosperity whilst creating equitable green economies across Africa."

Similarly, Victor-Laniyan stated that "The Bank's investment in community development remains focused on addressing pressing societal issues and unlocking new market opportunities for our customers and communities, thereby, ensuring the economic viability of the nation. Furthermore, we will continue to propel the world towards a more sustainable path, whilst ensuring that no one is left behind in alignment with the UN Sustainable Development Goals and other global sustainability standards," she added.

The bank had successfully expanded to other African markets, making it 'Africa's Gateway to the World'. It has also pioneered many innovative sustainability initiatives like the creation of a digital, toll-free platform to address gender violence

– in partnership with the HACEY Health Initiative, among many others.

Recall, in 2020, it invested over 10.25 billion in various corporate social responsibility (CSR) efforts, impacting over 194 communities and 43 NGOs. These projects focused on its CSR priority areas which are Health, Education, Sport, Arts, Environment, Women Empowerment, and Social Welfare.

Empowering SMEs

Victor-Laniyan said that in all segments of society, the Bank has introduced workable, sustainable solutions that have begun to yield tremendous results. In recognition of the business opportunities in the use of clean cookstoves as an alternative to using wood or charcoal for cooking, Access Bank partnered with SME Funds to implement the Green Social Entrepreneurship Program.

The program is focused on empowering entrepreneurs with clean cooking stove technology, thereby safeguarding public health and protecting the environment. The technology makes it economically feasible to convert waste-based biomass to biofuel. The stove makes use of bio-gels, which are made from water hyacinth, biocremol, caustic soda, fragrance, and chlorophyll.

Through this program, Access Bank said it has empowered 238 entrepreneurs, 70 percent of whom are women, with easy access to start-up capital. The program has been able to alleviate poverty, while mitigating climate change, according to the bank.

Amongst other impacts the bank has reported under the program, the empowered entrepreneurs have so far reported returns of over N15.7 million through the production and distribution of over 7,500 litres of bio-gel. Additionally, 598 households and about 2,100 beneficiaries have had access to low-cost cooking fuel and stoves, leading to the displacement of 287 metric tons of carbon dioxide equivalent (MTCO₂ Eq.) in emissions.

Recall, Wigwe, disclosed that the Bank is committed to helping Nigerian businesses weather the COVID-19 pandemic and set a course for recovery.

He made this known after the Bank secured loan support, worth up to \$50 Million from the International Finance Corporation (IFC).

According to Wigwe, the funds will, "Help Access Bank Plc increase its liquidity to several Nigerian SMEs navigating the economic challenges of COVID-19."

"In Nigeria, SMEs contribute over 45 percent of national GDP, account for about 96 percent of businesses and 84% of employment. Access Bank, therefore, recognizes the importance of SMEs to economic stability and is going the extra mile to ensure that such businesses are adequately financed to weather these testing times. IFC's funding will not only enable us to extend financial relief to our clients across all sectors during the pandemic but beyond the COVID-19 crisis as well. Our partnership with IFC will help Nigerian businesses weather COVID-19 and set a course for recovery," he concluded.

The funds from the loan, made through IFC's global COVID-19 'Fast-track Financing Support Package' will enable Access Bank to provide increased trade financing and working capital lending to their business clients experiencing disrupted cash flows, supporting business activity and preserving jobs.

Additionally, it is the only African Bank to be recognised as qualified for the 2X Challenge, an initiative founded by the G7 Development Finance Institutions, because of its continued commitment to mobilizing investments that advance women's economic empowerment. Through its W Power Loan, Access Bank has disbursed over \$30 million to more than 1,303 women for asset acquisition, infrastructure upgrades, and working capital for their businesses.

In another vein, Access Bank partnered with Visa, a global leader in digital payments, to introduce a Business Debit Card targeted at SMEs in Nigeria. This will create efficiency and transparency in SMEs' expense management by preventing mismanagement, associated with handling cash.

Designed to improve SMEs, the business card comes with a higher spending limit which is in line with the spending patterns of small businesses. It will also provide these SMEs with access to discounts on logistic services and digital payment acceptance services. Discounts on Twitter Ads, Shopify, Microsoft Office 365, DocuSign, Regus office space, Udemy, Dropbox, among other offers.

Access Bank also offered free Google Ad Credits for the first set of small business entrepreneurs that signed up for the business card.



Most Outstanding Digital Bank Brand Of The Year



By Gbenga Adeosun

Despite the significant market disruptions and technological innovations being championed by Fintechs in recent times, Banking institutions remain at the core of the Nigerian financial service sector and continue to chart the way in market dominance and provision of solutions. In a highly competitive industry that is constantly reinventing itself and largely dynamic in responding to customer needs, Wema bank has continuously evolved and positioned itself to be one of Nigeria's most vibrant banks with a central focus of making life easier for its customers which is actualised by introducing novel innovations and digital solutions into the banking space.

In addition to being among the recipients of the Brandcomm 2021 Awards; Wema Bank also won the BusinessDay Award for the Best SME Bank of 2021, and emerged second in the KPMG Retail Customer Experience Survey. This followed an impressive financial scorecard, a glut of award-winning value-adding innovations, impressive growth in key fundamentals and overall general acceleration in-service performance.

Incorporated in 1945, Wema Bank is the oldest and longest surviving indigenous Nigerian bank. It underwent a name change in 1969 from Agbonmagbe Bank Limited to its present name after some new investors bought into it. It became a public limited company in 1987, with its shares publicly quoted on the Nigerian Stock Exchange (NSE) in 1990 and the bank secured a Universal Banking License from the Central Bank of Nigeria (CBN) in 2001. The bank's management revealed that meeting customers' needs in innovative and compelling ways has been the secret of the bank's longevity. As Nigeria's oldest indigenous commercial bank, the institution has consistently maintained a locus on meeting the needs of customers in innovative and compelling ways which is the driving force behind the bank's longevity. Consumers tend to gravitate towards value and they will continue to patronize brands and institutions that serve them and provide appropriate value at the right time, and it stands to reason that as a supplier of value, customers' patronage has kept the bank going for close to 8 decades despite peculiar challenges encountered at various stages of the bank's evolution.

Wema Bank's long-term vision is to be the financial institution of choice in service delivery and financial returns; the short-term ambition is to be the dominant digital banking platform in the country which fits in perfectly with the long-term vision, first because to be the dominant banking platform means that customers consider Wema Bank as the de-facto first choice at every instance where they try to access financial services.

Achieving these short-term, medium-term and long-term goals are hinged on certain pillars which coordinate the bank's competitive and service delivery strategy.

The eight pillars underpinning Wema bank's competitive strategy are: Working aggressively to improve efficiency and optimize the bank's balance sheet by improving deposits and increasing capital; Striving to increase the bank's active customer base by reviewing value propositions to attract new customers and re-attract dormant ones; Positioning itself as the bank of choice for fintech and tech start-ups while developing an ecosystem through mutually rewarding partnerships; Transforming the experiences of customers across all its channels and products; Designing and

“In becoming Nigeria’s financial institution of choice, Wema Bank has built several digital products and offerings like ALAT, Sara, Gender Loan Offering, Hackaholics, SME solutions and lots more. ALAT by Wema, the instrument that brought the Brandcomm awards to WEMA for instance, is Nigeria’s first digital bank setting the pace for others in the sector.”

deploying the right architecture and infrastructure that will allow the bank to judiciously harness the insights gained from data to serve its customers better, while also pushing the right skills and growing the necessary in-house culture which will ensure that bank staff are properly positioned and inclined to allow for the attainment of this vision; Building a world-class, highly engaged workforce which will in turn drive strategy execution and the desired culture change; Digitization of processes and work to ensure platform stability and reliability across all channels, increase efficiency, and reduce associated costs; and lastly, actively seeking out opportunities for growth through inorganic means, which will allow the bank to achieve the required upscaling in a shorter period.

The explosive business re-engineering, service process improvement, work system dynamism, product evolution, corporate reshaping agenda and organizational transformation project steered by the Ademola Adebise-led management team has delivered significant success, notable impact and remarkable footprints which in turn has fast-pedaled the Bank into the forefront of one of the most efficient and value-driven financial institutions in the country. Successes in technological innovations, workforce transformation and the attendant culture of wholesale service excellence, development of clearly tailored, needs-satisfying products and services as well as the adoption of creative relationship management systems have also been at the center of the wheel which has driven Wema Bank to the comity of leading banks in the country.

In becoming Nigeria's financial institution of choice, Wema Bank has built several digital products and offerings like ALAT, Sara, Gender Loan Offering, Hackaholics, SME solutions and lots more. ALAT by Wema, the instrument that brought the Brandcomm

awards to WEMA for instance, is Nigeria's first digital bank setting the pace for others in the sector. Being the first fully digital bank in Nigeria, ALAT changed the phase of online banking and made it possible for customers to do much more. With flexible saving options which can generate up to 7% interest, hassle-free loans, ability to top-up loans even on existing loans, virtual dollar cards and lots more; it redefined the endless possibilities of digital solutions in banking.

Wema bank's introduction of ALAT, Africa's first fully digital bank in 2017 is still an industry-wide acknowledged watershed and a significant fortune-changer in the bank's service delivery and customer satisfaction experience. With ALAT, a bank in function and utility, with the attributes of ease, security, convenience, flexibility, speed, and being operable from home and office, the bank decisively stamped a seal of growing an enduring relationship with its customers. ALAT's enticing offer of exploration into unplumbed financial terrain became an instant attraction which surged Wema into being a bank of preferred choice for customers who value convenience in banking. From the point of inception, ALAT opened a new window of general recognition and industry appreciation, attracting plaudits and carting laurels for its unique abilities and multi-purpose edge.

With a superlative ICT infrastructure and a motivated workforce, transaction turnaround time has reduced significantly. The bank's highly personalised customer service offerings and near-elimination of long waiting time in the banking halls has sparked exponential customer influx to the bank in recent years. The bank has also put in place a solid presence with over 296 ATM channels across Nigeria to make banking easy for the customers. The internet banking and mobile banking applications and other alternative banking platforms such as the USSD platform (*945#) is one of the most reliable data-free platforms for transactions, purchase of airtime/data and making quick loan requests which have similarly energised the service delivery capacity and reach of the bank to an extended target audience

Another of the bank's shining light is called Sara by Wema, which offers some services that are available to women of all ages across all works of life which was premised on the deployment of services such as agency banking to ensure the equitable inclusion of women who are major, and sometimes under-recognized, driver of the nation's economy. The bank's CSR initiatives, SME clinics, and other customer engagement initiatives are also structured in such a way as to drive the adoption of financial services by women.

As part of the efforts for Sara by Wema to further build its community for supporting women, Wema Bank is a signatory to United Nations Women's Empowerment Principles (WEP) and remains committed to making a difference for gender equality and women's empowerment in the workplace, marketplace, and community. The bank's passion for improving the lives of women also led to its partnership with AIICO Insurance to provide a health scheme plan for women. With as low as N1,600 monthly (N16,000, annually) women can enjoy a series of healthcare services which includes gynecology, obstetrics, antenatal, evacuation, pediatrics among others; an offer available to all women between the age of 18-65.

Wema Bank is not only staying ahead of the curve with loan products, it is charting the curve with its unique solutions ranging from SME female loans to Salary-based loans, car loans to payday loans, among others. Wema has also carved a narrowed space in the consumer loan segment of the market, leveraging market intelligence and technology to develop products and services that are of significant benefits to its customers. Among these business-enhancing and personal target-meeting products are the ALAT for Business, Quick Loan (*945#), School Fees Advance, Women Empowerment Loan, which have made huge differences in the experience of beneficiaries.

But despite its giant strides, the bank intends to keep setting the pace in the digital space and dedicate its resources towards providing fantastic services to customers and leaving them with memorable experiences. Having successfully laid the foundation of future growth trajectory through investment in human capital, technology, innovations, and delightful customer service, the bank has already charted and laid out the strategic direction for future growth.

Digital dominance of the industry has been identified by the bank's top management as the route to follow in the next few years. In this journey to the next stage of digital exploits, Wema is poised to deploy enormous focus and expertise towards consolidating the groundbreaking success of ALAT in the financial space. The bank will drive digital banking on all its platforms to provide the best services to its customers, prioritise their convenience, upscale service delivery, and above all, improve customer satisfaction. The bank has committed to continuously operate broadly with a competitive mindset, to make newer inroads into the market, retain customer loyalty, and further delight both new and existing customers with very attractive offers towards empowering the banking public and driving convenient and efficient commerce through its digital platforms.



Most Outstanding Young Public Relations Agency Of The Year

By Azeez Disu

The changing public relations landscape is shaped by the contributions of game-changers within the brands and agencies sphere who are firing the growth of the industry with innovation. New models of telling the African story to international audiences are emerging, making the world pay closer attention to the continent now more than ever. At the heart of telling these stories are a few innovative agencies which despite being young, are contributing to the rebranding of the continent whilst fulfilling their client objectives.

In Nigeria, AT3 Resources is one of the forward-looking game changers in the public relations space. Since inception less than 5 years ago, the agency has recorded numerous wins with an enviable client base and laudable contributions to the growth of the industry. Today, the organisation is considered as one of the vibrant agencies operating in Nigeria no doubt because they currently handle some of the leading indigenous and international brands and companies.

AT3 Resources Limited is led by Tosin Adefeko, a lady who is dogged, focused and resolute in pursuance of her goals. Over the last decade Tosin has dedicated her work life to helping brands thrive in this 'Always On' world. Her work on Coca-Cola, Procter and Gamble, Guinness, Microsoft, Etisalat, British Airways, Ford, Radisson Blu and many others too numerous to mention hasn't gone unnoticed. She was recently listed as one of the 'Top 50 women in marketing communications' by Brand Communicator magazine.

Her unique background straddles multinational and growing local commercial business contexts. Apart from her business development and relationship management expertise derived from frontline roles in major industries, she has built very strong networks in the public and private sector, engaging at board level whilst serving in key operational capacities. She increasingly derives personal fulfilment working on impactful social investment projects with a number of not-for-profit organizations.

The agency's story is that of expertise, professionalism and service around its core competencies which include reputation management, communications strategy and planning, media interventions and special events.

The agency on its website states: 'Having traversed the corporate landscape for over two decades initiating, nurturing and sustaining relationships across multiple industries our partners took a leap of faith. We knew we had the skills, creative edge, and experience to deliver but we also knew that wasn't enough! We concluded based on past experiences, we will only promise what we can deliver and have the courage to turn down what we cannot! This is why our promises mean the world to us. If you value promises, you will enjoy working with us.'

The agency also describes its approach to work in three words – Research, Activate, and Assess while its core values are focused on being Bold, Curious, Creative, and Integrous.

For its contribution to the public relations landscape, it was crowned the Most Outstanding Young Public Relations Agency of The Year at the prestigious Brandcom Awards. The annual event is organised by the Brand Communicator, a leading brand and marketing magazine. The Brandcom Award 2021 is in its third edition and was held at the D'Podium Event Centre, Lagos. The event had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

The Brandcom Awards celebrates and honours brands, agencies, and notable individuals in the brands and marketing communications industry who have distinguished themselves with tangible and laudable impact.

Disruptive Communication

According to AT3 Resources, "Our understanding of the local market, the trends, and challenges. A strong team of individuals at all levels that work at a fast pace. Our proven network in public affairs across Nigeria. Proven experience in organizing successful media and partnership events. A good relationship with the newsroom and senior editorial staff in top media organizations, helps to drive coverage outside of news announcements." Our consultancy focuses on enhancing the productivity of our clientele using strategic communications. Our creativity and service delivery is part of our DNA.

By dint of hard work and tenacity, AT3 Resources has been able to attract many clients; Managing Director, AT3 Resources, Tosin Adefeko once disclosed, "I am first to admit it has not been a walk in the park but with grit, determination and an entrepreneurial mind-set AT3 Resources is making progress in leaps and bounds. Recently we were appointed Communications Partner for META (Facebook) and working with them has given us new platforms of expression that we cannot but appreciate; but we must not rest on our laurels so we



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continue to grind. In Mahatma Gandhi's words 'The future depends on what we do in the present' so for us it's less talk, more work.

"Our multi-disciplinary team who have cognate experience in reputation management, crisis management, stakeholder engagement, brand/corporate communications planning and media interventions (Online and Offline) have advised some of the largest global and local institutions and brands across a broad spectrum of sectors ranging from Facebook, Microsoft/Nokia, Swift Networks, NIBSS in Technology, Coca-Cola in the Food and beverage sector, British Airways in Aviation, SkyeBank/Polaris Bank in the Financial sector, Procter and Gamble, Crown Flour Mills, OLAM and Phillip Morris in FMCG's to Radisson Blu in Hospitality amongst many others; including high net worth individuals.

"Our treasured human resources; our people; marry expertise and know-how with professionalism and service to ensure you meet your communications objectives."

As the official PR agency for Facebook Anglophone West Africa, providing advisory services on strategic communication in the region. The agency's responsibility is to manage Facebook's reputation and strategic communications in Anglophone West Africa countries which include; The Gambia, Sierra Leone, Liberia, Ghana, and Nigeria.

In commemoration of International Women's Day in 2021, a book titled 'LeadHers: Life Lessons From African Women' to celebrate leading women of African descent was launched and amplified across the region. Also noteworthy, was the No false new Campaign launched to educate online users on Meta's reporting process and how this helps in curbing the spread of false news online. A comic book was produced in partnership with Comic Republic to help extend conversations beyond the usual alongside other innovative communications tactics.

It is also important to note that within the short period of commencing operations, AT3 Resources has been able to execute many other projects for top brands, making it one of the fastest-growing agencies.

The Launch of Vulte by Polaris, Opekete Foundation and the Launch NQR payment solution were some major corporate events seamlessly executed by the agency last year. One major feat credited to this fast-growing agency is the pan-Nigeria experiential campaign of the New Quick Response (NQR) payment solution, working with numerous Tier 1 and 2 Influencers this payment solution was taken directly to the consumers. The results were phenomenal, reaching millions people online via the hashtag #PaySharpSharp and offline with the favourite influencers in tow.

With the outstanding results delivered in these few years and the deliberate professionalism and service excellence demonstrated thus far, the future definitely looks bright for this young agency.

Below-The-Line Innovation Of The Year With Nivea On Wheels



By Jeremiah Agada

Brand Regimen SFS Limited... The Theatre Of Dreams

Brand Regimen is a marketing communications agency with consumer engagement as her core specialization, thriving on quality ideas and flawless execution.

The Tinubu Road outfit is built on people and their diverse competencies, where everyone matters and is valued accordingly; BR takes pride in leaving every contact with a firm and warm handshake, something that was replaced with a broad smile of satisfaction when physical distancing was the order of the day.

BR hardly waits for conventional briefs, the plan is always to think ahead, providing solutions to challenges clients don't even know exist, BR sees clients as partners and goes to the extreme in ensuring standard practice towards clients' fulfilments.

Winning Awards is another great habit Brand Regimen has picked up latterly. Award-winning works take skills, time, creative ingenuity, and consideration — and the best agencies in the pack are the only ones sure to earn the well-deserved accolades and trophies that come with such creativity. That was the case at the 2021 Brandcom Awards held at De Podium International Event Centre, Ikeja, Lagos.

One could recall that it was the Brand Regimen sfs work executed for the Personal Care Brand, Nivea in the #NiveaCareOnWheels campaign it ran during the lockdown occasioned by the COVID-19 pandemic in 2020 that helped the agency clinch the top position at the last EXMAN Awards. The entry was the Best Activation-Consumer Experience category and it revealed that it delivered the best and longest-lasting effect on the Target Audience. It was the same work gave Brand Regimen another Award at the 2021 Brandcom awards.

Among all experiential works considered by the Panel of judges for Brandcom 21 Brand Regimen's #NiveaCareOnWheels deservedly stood head over shoulders of other works in meeting with the judges' set criteria for evaluating works. It was no surprise that the work was announced the eventual winner of the evening, clinching the grand award for the Below-the-Line Innovation of the Year

Brand Communicator magazine paid a visit to the agency to gauge the feelings on the award and what it means to the hardworking team at Brand Regimen sfs to be recognized as one of the best in Nigeria. The first impression gathered is the work and team ethic that a stranger readily feels upon entering the agency.

This feeling readily shows why successful campaigns with huge impact have birthed and executed from this space. Some of these campaigns are a compendium of reference in the study of marketing and related courses anywhere in Nigeria. Some of these campaigns include the Dettol Handwashing campaign executed pan Nigeria, Harpic Door-to-door, the Omo Stain Challenge, Closeup Brush Day and Night, among others.

Kehinde Debayo-Sanusi, Managing Director of Brand Regimen enthused that the emergence of Brand Regimen as Below-the-Line Innovation of the Year with the Nivea on Wheels campaign has reestablished his confidence in the authenticity of industry awards. We neither lobbied, paid, nor

asked for that honour. We knew the work is one that bears our trademark excellence. At the end of the day, we are just pleased that we were tops.

"We know we do great stuff here at Brand Regimen but we neither brag nor talk about it. We prefer that our works out there do the talking for us. For us, our brands and their clients winning in the marketplace is our definition of success. Rather than show ourselves, we let the brands that we work on hug the spotlight.

"The awards from EXMAN and this one from Brandcom however show that the industry is watching. Coming from experts and professionals who understand the business that we do, it is a great honour," he enthused.

Omotayo Omodapo, a senior executive at Brand Regimen said that the awards are beacons of light that show that there is still a reward for hard work. She observed that the award is the reward for the good work done in a time of uncertainty. She also observed the very singularity of purpose in making up our minds to do something and sticking to it.

Lawal Abiodun Kazeem describes the feeling of being part of the winning team to clinch the highly coveted award as 'humbling.' He adds, "winning the 'Brandcom awards gives us the confidence that we have always been on the right path.

"This recognition by the industry is a testament to our hard work, dedication and ultimately, our commitment to excellent service delivery for our clients.

But importantly, this win means that we need to work harder to maintain our position within the industry. They say the reward for hard work is more work. This means that not only will we not drop on our expertise and excellence, but we will go higher to justify the confidence we have built working for the different brands under our care.

For Eniola Oke, the emergence of the Brand Regimen as Below-the-Line Innovation of the Year with the Nivea on Wheels campaign is no mean feat. She says it is the recognition and celebration of enduring diligence and persistent excellence, traits that are a hallmark of operations within the agency which is reflected in the kind of work executed on projects for clients' brands. She added that the award is a pointer to the fact that if one persists in doing their best in being the best in what they do, the sky will be the beginning." But like the golden fish in a clean glass jar of water, there is no hiding place for an agency like Brand Regimen, an agency that has successfully midwife several brands into the very hearts of consumers, and has placed them within the most competitive spots in the market.

The insight that led to the creation of the #NiveaCareOnWheels as revealed by Mrs. Toyin Adekpega comes to bear: During Covid-19, the majority of the global industries took a hard hit as the world came to a standstill; stores closed down, production and manufacturing paused and sales decreased. The global beauty and personal care industry, in particular, was heavily affected according to a report by Marketing Reset. Looking at this industry data, the luxury segment saw an increase in MIV of 9% while mass-market and premium beauty decreased by 8% and 29% respectively, highlighting the impact for premium brands.

Furthermore, Kazim noted that a simple research around showed that personal hygiene went down as more people spent more time indoors and fewer reasons to go out. Worse, many

people reduced their use of personal care products, a problem that needed urgent marketing solution especially for their clients that play in that space.

But, during the lockdown period, as retail stores faced temporary closure and the primary way of communicating with the outside world shifted to digital platforms, brands were forced to rethink their strategies and how they connect with their consumers in order to adapt to the new normal, and the change in consumer demands. That appeared increasingly impossible to do with experiential marketing solutions as restrictions persisted and the new normal came into force.

But, Toyin revealed that the team at Brand Regimen has always been adept at coming up with bespoke and innovative solutions to its clients' marketing challenges. That is why the agency came up with the #NiveaCareOnWheels campaign for Beiersdorf AG-owned personal care brand, Nivea.

She explained that the success of the campaign is proof of the value of marketing in uncertain times. The campaign was developed to get the Nivea brand closer to the consumer wherever he is. For the activation, brand representatives were deployed on wheels-bicycles and on foot to get these products out there to the consumer, fostering a closer bond between the brand and end-users as well as pushing sales for the clients.

Omotayo further buttresses that the campaign was a way of showing care and bringing to the doorstep of people, as well as 'finding a novel way of extending a handshake.' The campaign, also as a social cause, impacted on the hygiene of many consumers. Though the measurable impact of this campaign is something yet to be determined, globally, at the end of 2020, Beiersdorf noted a significant improvement in business following a revenue drop in the first half of the year caused by Covid-19.

The consistency with which the brand has always delivered avant-garde solutions that help its clients' brands win in the marketplace boils down to its operational philosophy which Kehinde Bayo Sanusi breaks down as follows: "For us at Brand Regimen, it's always about the brands, the clients and of course, the agency. These tripartite variables are very important to us and we ensure we are constantly building real values across these chains for positive return on investment. That is why we are always looking for innovative ways of providing solutions and creating value."

Great campaigns like the ones executed by Brand Regimen can only be manifested by organisations that possess the requisite ingredients for success from a human capital perspective, as captured in the words of Dr. T.P Chia conspicuously displayed within the agency's office: "Success belongs to those who are goal-oriented, determined and persevering."

Eniola Oke reveals the agency boasts a workforce with the right amount of ingredients for success: "Our team is made up of experienced, young and upwardly mobile professionals. We hire only the best who work collaboratively with clients to provide solutions to their marketing problems." She also reveals that these professionals, some of whom are 'green' inexperienced individuals learn on the job and through high-impact internal training, becoming so good at their craft that some clients have poached them to their sides.

But Kehinde Sanusi reveals that he is less bothered if people leave even after intensive training given to them as he sees it as a contribution towards impacting the industry. He added that only people with the right attitude who are trainable are employed in the agency.

Brand Regimen prides itself as a true and through innovative direct response and experiential marketing platform connecting brand and their consumers through shared passions. It also prides itself as a customer-centric direct response marketing and experiential platform that provides solutions that create values and increase all round brand equity among the intended stakeholders.

Over the years, it has come to be trusted as an agency that provides solutions that not only address the immediate campaign objectives but builds sustainable brand equity, solutions that provide the brand with a consistent and memorable recall with genuine competitive advantage.

Beiersdorf... The Skincare giants

Beiersdorf, the parent company of NIVEA, the number one skincare brand in Nigeria has been in the Nigerian market since time immemorial with strong impressions in the minds of their numerous customers and constantly evolve with time to deliver precise skincare solutions.

NIVEA has a range of products that cater to diverse needs from beauty, to face care as well as male grooming, introducing fresh products per time to meet emerging needs, striving daily to sustain the leadership status with creative and engaging customer-centric initiatives.



Most Outstanding Manufacturing Conglomerate Of The Year



By Oche Samson

Despite being the largest economy in Africa, Nigeria is still faced with some daunting challenges which include, the high cost of doing business, the need to duplicate essential infrastructure, the threat of crime and the associated need for security countermeasures, corruption, the lack of effective judicial due process, and non-transparent economic decision.

However, there are still companies that are doing very well in the country irrespective of the rough and tough business climate.

One of such companies is no doubt, the BUA GROUP. From a humble beginning in 1988, BUA Group, which started business as a Private Liability Company, specialising in the importation and marketing of iron and steel, agricultural and industrial chemicals, has grown to be one of the ten big businesses in Nigeria. It presently boasts of a market capitalisation of N1.2 trillion and enjoys the status of being in the league of the top 10 companies in the country.

Since its inception, BUA GROUP has continued to expand its frontiers to integrate other businesses, and such moves have made the company to become a shining light in Nigerian business topography.

In 2021, the conglomerate won the “Most Outstanding Manufacturing Conglomerate of The Year” and the “Most Outstanding Manufacturing Conglomerate In CSR” awards at the BRANDCOM Awards organised by one of the leading West African brand and marketing publications, Brand Communicator.

The prestigious Brandcom Awards is the celebration of the exploits and achievements of brands, agencies, and notable players who are going the extra mile in making an impact in the industry. The event had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

A statement by BUA thanked the organizers for their recognition of BUA's excellence and innovation in the provision of high-quality products and rendering exceptional services.

According to the statement, “We thank Brand Communicator for the awards. It is a clear indication that our dedication to ensuring the growth of Nigeria and the African economy remains at the forefront of our expansion strategy, and is being recognized.

“BUA Group in the last one year has put smiles on the faces of Nigerians and Africans through its numerous Corporate Social Responsibility projects in the areas of health, education, infrastructure, sports, and social development and has remained committed to the development of its host communities.

“We have also invested billions of dollars in key businesses across cement, sugar, foods, oil, and gas amongst others. These investments have opened up various industries and contributed greatly to the nation's GDP.

“These awards will spur us to do more for Nigeria and the Africa continent whilst delivering a high-quality product, exceptional services as well as engendering human, infrastructure, economic and social development. This award is dedicated to the thousands of BUA employees and our numerous customers across the world”.

BUA Group is one of Nigeria's largest conglomerates with business interests spanning critical sectors of the African

“These awards will spur us to do more for Nigeria and the Africa continent whilst delivering a high-quality product, exceptional services as well as engendering human, infrastructure, economic and social development. This award is dedicated to the thousands of BUA employees and our numerous customers across the world.”

Economy.

The management of the group, in the last few years, had embarked on a series of acquisition drives that had seen it expand its business frontiers to Cement Company of Northern Nigeria (CCNN), Edo/OBU Cement, BUA Flour Mills, BUA Sugar Refinery, BJA Pasta, BUA Ports and Terminals, and BUA Estates, amongst other agribusiness holdings.

BUA GROUP specialises in manufacturing products such as cement, processed sugar, edible oils, rice, and flour, pasta products, real estate, and ports among others. It also distributes agricultural and industrial chemicals, iron and steel, and aggregates.

As a strategy for expansion, the conglomerate uses market penetration. This way, the company breaks new grounds for its products intending to deepen market share. Also, one of the factors that have kept the conglomerate navigating through the stormy business landscape of Nigeria is its continued innovation and determination to conquer more territories by creating values.

To actualise such objectives, the group invested \$500 million into its large and ultra-modern cement plant in Okpella, Edo State as a way of bringing its high-quality product to Nigerians, and a demonstration of its confidence in the nation's economy.

Besides, not a few believe that the relative successes recorded by the company, in the past few years, cannot be divorced from the

right pricing, revenue and cost synergies, and a value-oriented strategy, despite the complexities and uncertainty of the nation's economic environment.

The creativity and innovation of the group's operational system, have continued to enhance its bottom-line. For instance, one of its subsidiaries, BUA Cement Plc, recorded a 47.5 percent increase in revenues of N175.52 billion, in its released full-year results for the 2019 financial year.

The company's profit also increased by 69.1 percent from N39.17 billion in 2018 to N66.24 billion in 2019.

While it listed on the Nigerian Stock Exchange, in 2020, following the merger of two of its cement entities, the Cement Company of Northern Nigeria and Obu Cement Company, a few months later, in May 2020 to be specific, the cement company declared a full-year gross dividend of N1.75 per share to shareholders.

As a mark of progress, on Wednesday, Jan. 5, the consolidated food business, BUA Foods' satisfied the listing requirements of its shares on the Nigerian Exchange after it obtained relevant regulatory approvals from the regulatory authorities.

Investors were quick to react when the market opened on Wednesday, Jan. 5, as a total of 18,000,000,000 (eighteen billion) shares at N40 (\$0.0968) were admitted to trading, representing a valuation of N720 billion (\$1.74 billion).

As a result, Nigerian billionaire industrialist Abdul Samad Rabi started the new year on a strong note. On Thursday, Jan. 6th, the CEO and Chairman of BUA Group added nearly \$1.9 billion to his net worth. Rabi's fortune stands at \$7.2 billion, thanks to the valuation of BUA Foods. His current net worth puts him in the potion of the second-richest man in Nigeria, ahead of Nigerian telecom mogul Mike Adenuga whose net worth is \$6.6-billion.

BUA Foods' shares jumped more than 10% from N40 (\$0.0968) to N44 (\$0.1065) as of press time, Jan 6, Billionaires Africa reported. The company's market capitalisation increased to N792 billion (\$1.92 billion), as Rabi's fortune also increased from \$5.3 billion to \$7.2 billion.

Commenting on the listing, Abdul Samad Rabi, CON, Chairman of BUA Group, said, “I am delighted that yet another member of BUA Group has been listed on the NGX. This shows our commitment to national economic growth and support for the food security drive of the nation in alignment with global sustainability goals.”

“We appreciate the continued support of our stakeholders – financial advisers, stockbrokers, suppliers, customers, consumers, and members of staff. In particular, we cherish our host communities with whom we continue to entrench very strong and mutually beneficial relationships,” he added.

With over three decades of operation, the group is known for giving back to the society where it does business intending to make it a better place. Such social impact has been one of the guidelines of the conglomerate. For instance, as a way of supporting the Federal Government's fight against the COVID-19 pandemic, the group donated an additional sum of N350 million to CACOVID, a CBN-led private-sector coalition on COVID-19, bringing to N1.35 billion, its total donation to the coalition.

Some state governments were also not left out of the group's corporate social responsibility activities. This was seen when the group donated the sum of N100 million to the Kebbi State government to support victims of flooding in the state in 2020.

Also, in 2019, BUA GROUP donated six solar-powered water projects to various communities in Okpella, Etsako East Local Government Area of Edo State, to alleviate the plights of residents, who had been living in those communities for a long time, without light.

The group's philanthropic arm, BUA Foundation donated three ambulances and N200 million to support Adamawa State in the fight against COVID-19, in line with its promise to work with Nigeria and support Nigerians in fighting the pandemic.

In addition, two years ago, BUA Foundation also donated N200 million and five ambulances to the Lagos State government, to assist it in the fight against the spread of the COVID-19 pandemic, in the state.

The BUA Group Chairman, Alhaji Abdul Samad Rabi described the group's CSR initiatives as typifying its commitment to sustainable obligations as a responsible corporate citizen, while giving the assurance to keep supporting various social and humanitarian interventions.

The group's Head for Corporate Communications, O'tega Ogra stated that the Group's CSR initiatives confirm its firm commitment to corporate sustainability and social development initiatives.

“These projects have reaffirmed that at BUA Group, CSR is more than just a watchword. It is a social pact and enduring commitment between BUA, the people and communities, where we operate to bring about sustainable development,” O'tega stated.



Brand Leadership In Carbonated Soft Drink

By Ofili Nonso

Coca-Cola Nigeria Limited, is a total beverage company, offering one of the world's most valuable brands, Coca-Cola. The company portfolio includes valuable beverage brands such as Coca-Cola, Fanta, Sprite, 5Alive juices, Eva water, Schweppes, Limca, and the recently acquired CHI portfolio: Chivita, Hollandia Yoghurt, etc. The company is constantly transforming its portfolio to accommodate the evolving tastes of its people, from reducing sugar in its drinks to bringing innovative new products to market.

Coca-Cola was first produced in Nigeria in 1953 by its bottling partner, Nigerian Bottling Company (NBC) at its small bottling facility in Iddo, Lagos, and has since continued to refresh and make a difference in various communities across Nigeria. The company has grown with Nigeria and is a major contributor to the Nigerian economy. Along with our bottling partner Nigeria Bottling Company, we have remained a major tax contributor to the Nigerian government, as well as a major employer, providing livelihood to over 15 million Nigerians across our value chain.

With a focus on refreshing the world and making a difference, the company's sway extends globally – with over 500 beloved brands, creating optimism and inspiring happiness across the communities it serves. Responsible for some of the most successful campaigns in history like - Share A Coke Campaign, The World Cup, Open Happiness, and Open Like Never Before; The Coca-Cola Company is one of the world's largest beverage companies, embracing diversity and inclusion across its operations in over 200 countries.

Home to over 5000 direct employees through its bottling partners, Nigeria Bottling Company, and its recently acquired business arm known as CHI Limited, the company is committed to doing business sustainably across its host communities with its key sustainability pillars centered around Women, Youth development, Water, Waste (Recycling), and Wellbeing. Its sustainability strategy includes using its leadership to drive positive change in the world, thereby building a better shared future for its communities and the planet. This strategy culminates in the company's determination to create shared opportunity through growth, earning its place as a bastion of progress, with its interests in women & youth empowerment, environmental sustainability, water leadership and the overall wellbeing of its communities.

Every savvy analyst would understand clearly why Coca-Cola featured prominently on the list of awardees at the 2021 Brandcomm Awards. There was no way an award that is about celebrating and honoring brands with notable and significant strides in Nigeria can ignore a top-flight brand like Coca-Cola. The company was awarded the "Best Brand in Environmental Sustainability," and "Brand Leadership in Carbonated Soft Drink."

Founded in 1892, the brand is driven to refresh the world and make a difference. Having more than 2,800 products in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world and one of the largest corporations in the United States. Little wonder the bottling giant is always heavily awarded at awards ceremonies.

For a long time, the bottling company has been setting initiatives and agendas towards making a difference towards nature, its gifts, life on earth, and human development. So far, Coca-Cola has donated over \$1 billion in grants to support sustainable community initiatives around the world, and with a vision to refresh the world and leave a legacy wherever it operates. The truth still holds that there is always extensive and deep impact felt across the globe where it operates, especially in Nigeria.

One would admit that Coca-Cola is an enormous business company. That implies that it uses significant amounts of materials in the production process: water, energy, petroleum-based plastics, and others. To solve the issue, Coca-Cola developed a broad-ranging sustainability strategy under the name "Live Positively," and has integrated it with the company's overall business plan. "Live Positively" cuts across environmental, workplace, community, and "marketplace" (i.e., product) initiatives. This sustainability strategy involves supplier partners in addition to the company itself.

Indeed, the world and all within understands "WWW" to be World Wide Web. However, at the beginning of January, Coca-Cola gave a new face to the name. The company globally announced its vision of a 'World without Waste'. The vision holds a bold commitment to collect and recycle equivalent of every bottle or can that Coca-Cola sells globally by 2030. Through a renewed focus on the entire packaging lifecycle – from how



bottles and cans are designed and made, to how they're recycled and repurposed, the company and its partners strive to tackle the problem of waste and degeneration in the world.

For Coca-Cola, the outreach is aimed at every corner of the world. In 2002, Coca-Cola, in conjunction with Mexico's plastics industry, and leaders from other industries created Ecology and Corporate Commitment (ECOCE). ECOCE, a nonprofit organization is dedicated to encouraging a culture of recycling. Not only that, Coca-Cola also funded the creation and establishment of two food-grade PET plastic recycling facilities. Now, the investments are paying off. In 2016, Mexico recycled 57 percent of the PET plastic it produced (up from 9 percent in 2002), making it the leading country globally for PET recycling, all thanks to Coca-Cola and its initiative.

At present, Coca-Cola will continue to work with existing partners such as World Wildlife Fund (WWF), The Ocean Conservancy/Trash Free Seas Alliance, and the Ellen MacArthur Foundation (New Plastics Economy initiative) to support an environment free from debris. The firm, in collaboration with the partners, aims to tackle existing packaging waste. Ever since 1995, Coca-Cola has been the lead sponsor of the world's largest volunteer effort benefiting the marine environment: Ocean Conservancy's International Coastal Cleanup. Over the course of that partnership, the company has helped mobilize 20 million people to clean up 220 million pounds of trash from more than 375,000 miles of coastline.

"This year marks our 70th anniversary in Nigeria. In that time we have worked hard in partnership with relevant stakeholders on both the marketing and sustainability pillars to put customer satisfaction first and also to ensure that the communities we serve and the environment we live in are suitable for socio-economic growth," said Nwamaka Onyemelukwe, the director, Public Affairs, Communications and sustainability, Coca-Cola Nigeria. To her, the awards encourages the brand's unwavering commitment." In March 2021, The Coca-Cola Foundation awarded N303 million in grants to eight local NGOs. Reaping fruits, the NGOs have made great impacts with their respective aims and goals and have reported significant impact numbers. Some of these initiatives are covered under key sustainability pillars of The Coca-Cola Company, which are Women, Water, Waste, and Wellbeing.

Coca-Cola has equally been impactful with the Tech-Relevant Teacher Program, established in Nigeria, which offers teacher training support and technologies for virtual learning across 200 low and middle-cost schools. In addition to that, the project has impacted over 24,000 children and 648 classroom teachers in a seven-month period". These projects and others, launched by Coca-Cola and its partners show to an extent, the plans of the company to have a better-shared future with its consumers and the world in general.

Obviously when Joshua Ajayi, Brand Communicator and Convener of the Brandcom Awards said, "Despite the challenging and changing times this year, some players continue to be outstanding and make an impact in the industry." One of such players in his mind clearly was Coca-Cola.

“Every savvy analyst would understand clearly why Coca-Cola featured prominently on the list of awardees at the 2021 Brandcom Awards. There was no way an award that is about celebrating and honouring brands with notable and significant strides in Nigeria can ignore a top-flight brand like Coca-Cola. The company was awarded the ‘Best Brand in Environmental Sustainability’ and ‘Brand Leadership in Carbonated Soft Drink’. Founded in 1892, the brand is driven to refresh the world and make a difference. Having more than 2,800 products in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world.”



Most Innovative Quick Service Restaurant Company of the Year



By Azeez Disu

Innovation is the hallmark of great businesses. Innovation helps a brand stand out from the competition. In the Quick service restaurant (QSR) industry, for example, innovation is in high display. In fact, the entrance of local and international players is reshaping the industry and innovation is playing a key role from production to marketing.

In Nigeria, Eat'N'Go Limited has proved to be an indomitable leader of the QSR market, winning with a series of innovative products and it never stops from introducing new flavours for its Domino's Pizzas brand and others into the market. The company is the lead franchisee for three well-known US fast food brands: Domino's Pizza, Cold Stone Creamery, and Pinkberry Frozen Yogurt. Since it commenced operations in Nigeria in 2012, the group has seen continuous growth, making it one of Nigeria's fastest-growing companies.

It was crowned the Most Innovative Quick Service Restaurant Company of the Year and one of its brands, Domino's Pizza was crowned the Most Outstanding Quick Service Restaurant Brand of the Year at the prestigious Brandcom Awards 2021.

The Brandcom Award in its third edition, organised by Brand Communicator, a Nigeria-based brands and marketing publication, was held at the D'Podium Event Centre and had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

According to the organizers of Brandcom Awards, the company and the brand were honoured with the awards because of their innovation, originality and consumer-centric initiatives.

The vision of Eat-n-Go is to become the premier food operator in Africa and today, it continues to deliver on this promise by successfully rolling out the globally recognised brands like Cold Stone Creamery and Domino's Pizza across Africa. The company continues to expand its presence in key markets by fusing company goals with new strategic development goals. Eat'N'Go is dedicated to bringing the best global food brands and concepts across Africa.

New Flavour For Domino's Pizza Brands

Noteworthy, it was awarded the Most Outstanding Quick Service Restaurant Brand of the Year.

Eat'N'Go continued to tantalize the tastebuds of its ever-growing customer base within and outside Nigeria with exciting new flavours across its offerings.

In 2021, it introduced "Spicy Plantain Pizza and Plantain Chops" which was one of the innovative products it's launched.

The flavour promises a chance to enjoy the best of both worlds, elevating Plantain to a whole new level, served hot, fresh, and delicious. The irresistibly and freshly baked superb delights promise to tease and tingle the taste buds, leaving consumers wanting more of that feel-good feeling that can only come from the joy of the soft, fluffy, and cheesy pizza.

"The vision of Eat 'N' Go is to become the premier food operator in Africa and today, it continues to deliver on this promise by successfully rolling out the globally recognised brands like Cold Stone Creamery and Domino's Pizza across Africa. The company continues to expand its presence in key markets by fusing company goals with new strategic development goals. Eat'N'Go is dedicated to bringing the best global food brands and concepts across Africa."

In another vein, it introduced the Spiced BBQ Chicken Delight Pizza. The new spiced BBQ Chicken Delight Pizza according to the company, is made with only the best ingredients, and has a sweet, delicious base, with a generous spread of rich BBQ sauce, topped with delicious pepper chicken, and garnished with onions, green pepper, and sweet corn.

Milestones

Also, in 2021, it announced the milestone of its 150th store opening, especially with the openings of nine (9) Domino's Pizza and Cold Stone Creamery stores in various locations in Nigeria with plans underway to open more.

The new locations for Domino's Pizza and Cold Stone Creamery combined stores at Nyanya Abuja, Challenge Ibadan, Choba in Port Harcourt, and Cold Stone added stores in

Admiralty Lekki, Jakande Lekki, and Aromire Ikeja, bringing total Eat'N'Go stores in Africa to 156 stores.

Kazeem remarked on the Milestone, saying, "We are incredibly excited to have reached this Milestone of opening 150+ stores. It means our valued customers now have more of our brands' locations to enjoy their favourite meals and treats, as well as exciting new products that will constantly excite their tastebuds and keep them yearning for more."

McMichael also commented on this Milestone, saying, "We are delighted to mark the opening of our 150th store on the continent. The Eat'N'Go team has a shared vision of delivering premium food offerings alongside quality customer service in all our communities. With every store opening, our team has an opportunity to create jobs, impart necessary job training to the employees, and drive a positive impact in our communities through our different CSR initiatives. By the end of 2021, it is our vision to open 180+ new stores across Africa. We will continue to bring satisfying, delectable yet affordable food offerings to every market in which we open stores," said McMichael.

Recall, the company also announced its expansion into the East African market. This development comes after the successful acquisition of the franchisee which operated Cold Stone Creamery and Domino's Pizza in Kenya. This acquisition will see Eat'N'Go limited become the largest Domino's Pizza and Cold Stone Creamery Master Franchisee in Africa with operations in Nigeria and Kenya.

McMichael said that expanding into East Africa represents a very exciting time in the growth of the organization and also a strategic investment for the firm and its stakeholders. "Over the years, we have fostered the mission to not just bring the best QSR brands to Africa, but to directly impact on Africa's economy and we are glad we are finally on the way to making this happen. Studying the growth of the Kenyan market in the last couple of years, we are convinced that now is the time to extend our footprint into the country."

"We are very thrilled about this expansion as this move avails us more opportunity to provide Jobs to more Africans, especially in times like this. We remain thankful to all our customers, partners, and stakeholders who have supported us this far and we are more than ready to strengthen our dedication in satisfying the needs of our customers" Patrick added.

Giving Back

Eat 'N' Go has consistently shown that they prioritise the development of members of the communities in which they operate. The scale of production that occurs in a warehouse and commissary would demand labour, and this means that indigenes of Mowe and Magboro can expect employment opportunities across the production chain as these facilities begin operation. Furthermore, Eat 'N' Go Limited is an environment where excellence is rewarded, so growth and training are available at any level of employment.

Eat'N'Go has always been strong on giving back to the community through bespoke Corporate Social Responsibility (CSR) initiatives targeted at impacting lives. One of such is the Slum2School project which the company ran in partnership with a volunteer-driven developmental organization that provides quality education to disadvantaged children in Nigeria. Together, they ensured they got many disadvantaged children to school. This is in line with its impacting the direct source-in this case, disadvantaged children.

In one of its outreach, Eat'N'Go joined Slum2school for community outreach at Tarkwa Bay, bringing delicious treats: pizzas, ice cream, and frozen yogurts to the underserved kids of Tarkwa Bay. More than 50 of the company's employees joined in the 100 Slum2school volunteers and served more than a thousand kids. It was a day full of fun, children's laughter, and of course, delicious treats.

In 2019, the company pledged N50 million naira in celebration of that year's United Nations World Children's Day, Eat'N'Go Limited. This was premised on what McMichael had described as the necessity of education for every Nigerian child irrespective of their background. "Every Nigerian child deserves access to quality education, which is why we decided at Eat'N'Go to lend our support to Slum2School to raise funds to send 1000 kids to school. We believe that everyone has a role to play in addressing the issue of illiteracy as well as to sustain a healthy literacy rate in Nigeria."

Today, Eat'N'Go's impact with the Slum2School Project has become an initiative that has impacted thousands of lives and set many children back on the right track of becoming the future leaders of tomorrow.

Most Outstanding Retail Bank Brand Of The Year



By Biodun Obisesan

The journey to position Ecobank Nigeria as one of the dominant players in the banking sector rapidly gained traction and recognition. Hence, it was not surprising that the Nigerian franchise of the Pan-African financial institution, Ecobank Transnational Incorporated (ETI) was adjudged as the “Most Outstanding Retail Bank Brand” at the last Brandcom Awards.

The Brandcom Awards in its third edition and organized by Brand Communicator Magazine, a foremost brand, and marketing magazine, was conceived to celebrate and honour brands, agencies, and notable individuals in the brands and marketing industry who are going the extra mile making impact in the industry. It was held at D’ Podium International Event Center, Lagos, recently.

Commenting on the awards, Convener of Brandcom Awards and Publisher of Brand Communicator, Joshua Ajayi said “We are indeed happy at Brand Communicator, to have taken up the challenge of creating a respectable platform that recognizes and rewards excellence in this very vibrant industry.”

In recent times, Ecobank has demonstrated digital banking excellence and deep customer satisfaction drive across its various points of operations in Nigeria. In particular, the bank recorded milestones and landmark transformations that put it on the path of realizing its mission. The common denominator in this whole equation that emanates from the various reputable awarding organizations is the recognition of Ecobank as transforming the industry by setting new milestones in service delivery, digital innovation, product development, payments, technology, customer experience and lots more.

The Nigerian franchise of the Pan-African financial institution, Ecobank Transnational Incorporated (ETI) is making good its mission of becoming the most preferred lender in the country. Ecobank Nigeria now resonates excellence from account opening to payments, collections, savings, and investment and indeed all the touchpoints. Unequivocally, it has endeared itself in the consciousness of the banking public, regulators, and all stakeholders in the industry.

Ecobank’s unique and largest pan-African platform is designed to help unlock the opportunities of the continent, for the continent, through standardization: fueling regional integration, and trade and investment across borders, facilitating and bolstering the impact of the progressive private sector. It is also leveraging synergies to ensure more relevant and inclusive Pan-African retail banking, organizing, and innovating to facilitate the growing high consuming (middle) class and the future needs of the large youth demographic.

Indeed, the bank is regaining its respect in all spheres which is reflected in the bouquets of global, regional, and national recognitions. Putting it into context, Ecobank has a penchant for harnessing and aggregating entrepreneurial capabilities within the financial service market. Having hosted its fourth edition annual Fintech Challenge, a competition for Africa-focused technology start-ups, the bank has continued to challenge conventional thinking and raising the bar in promoting talents. Apparently, the Ecobank’s Challenge was designed to help fintech with Africa-focused products join forces with the leading

pan-African lender to provide Africans with groundbreaking financial services.

Leading to a successful nomination of five finalists selected from various African countries, the bank was desirous of nurturing potential leaders in the banking cosmos. Finalists emerged from a competitive pool of nearly 900 fintechs that entered the 2021 Fintech Challenge. According to the bank, all the finalists will be enrolled into Ecobank’s Fintech Fellowship where they will spend six months exploring partnership opportunities, including multinational product roll-out, roll-out provider partnerships, mentoring and networking support and digital offering integration. Also, the Finalists will pitch their products to a jury which will select the top three most promising products.

Similarly, the management of Ecobank Nigeria Limited is planning to design a fully digitized loan platform aimed to allow its customers to have easy access to credit facilities. According to the organization, this loan platform and the expansion of its agency banking network are a few of the key mandates the organization intends to fulfill in the nearest future. With the advent of the COVID-19 pandemic, the Nigerian financial system has witnessed a series of disruptions; therefore, it is quite commendable that Ecobank showed immense innovation acumen in deploying its digital offerings to serve its customers.

In step with a changing Africa, Ecobank is focused to delivering a pan-African experience and harnessing technologies, to unlock sustainable returns for our shareholders. No doubt, the journey to position Ecobank as one of the top three banks in the country is fast gaining traction and recognition.

Ecobank’s digital transformation landmark initiatives have continued to endear it as an astute brand across the financial landscape. The bank’s digital payment and collections platforms have brought convenience to the daily running of customers’ businesses. With its digital offerings, Ecobank was able to serve its customers without interruption during the COVID-19 nationwide shutdown.

Ecobank’s unique know-how is fueled by the diversity of its people and continual capacity building, resulting in more relevant solutions. OMNI, Ecobank’s unique internet banking portal for corporate and investment clients. New personal banking segments in retail, creating more bespoke offerings designed to cater to customers as they evolve over their lifetime horizon. Developing digital banking innovation to ensure greater access and convenience at a cost-effective base Rapid transfer, Ecobank’s own pan-African remittance service which operates both in branch, with sub-agents, on-line and on mobile phone

PAC – The Pan-African Card, which is first payment gateway to operate across all of Middle Africa. Ecobank’s unique brand/ customer experience is informed by its long-term commitment to our continent, fueling higher levels of performance: Ecobank partners with an array of like-minded stakeholders to drive enterprise on the continent. Ecobank values the diversity of pan-African cultures and harnesses this unique blend of perspectives to fuel innovation and help exploit its platform and know-how

Ecobank’s unique know how is fueled by the diversity of its

“In recent times, Ecobank has demonstrated digital banking excellence and deep customer satisfaction drive across its various points of operations in Nigeria. In particular, the bank recorded milestones and landmark transformations that put it on the path of realizing its mission. The common denominator in this whole equation that emanates from the various reputable awarding organizations is the recognition of Ecobank as transforming the industry by setting new milestones in service delivery, digital innovation, product development, payments, technology, customer experience and lots more.”

people and continual capacity building, resulting in more relevant solutions, such as: OMNI, Ecobank’s unique internet banking portal for corporate and investment clients.

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Most Outstanding BTL Agency Of The Year

By Azeez Disu

First Catalyst Marketing was awarded the Most Outstanding BTL Agency of the Year at the prestigious 2021 Brandcom Awards.

The Brandcom Awards organised by Brand Communicator, Nigeria's leading Brands and Marketing publication, celebrates and honours brands, agencies, and notable individuals in the brands and marketing communications industry who have distinguished themselves with tangible and laudable impacts. The 2021 edition in its third year was colourful and momentous.

First Catalyst Marketing clinched the prestigious award for its innovative initiatives and its award-winning campaigns for clients which have further raised the bar of marketing practice in the country.

Basically, Below-the-line (BTL) marketing is the kind of marketing that targets specific groups of people and it is best for conversions and direct response.

Beyond BTL, First Catalyst Marketing describes itself as a 360-degree marketing communications company offering services such as consumer activation, sales and distribution, HR outsourcing, advertising, digital marketing, production services, and events.

Excitingly, it commenced operation in 2012, and within that period and now, it has proved to be the go-to agency for top-notch marketing solutions, working for clients across Nigeria, other West African countries, United Arab Emirates, and The United Kingdom.

On commencing operation, it has the dream of becoming a first-class ideas powerhouse in West Africa and to be one of the top ten agencies within the sub-region. Its dreams are fast coming to reality, especially with the recognition it is receiving from credible award platforms like the Brandcom Awards for its contribution to the growth of the BTL space. The award will spur the agency to do more and to exceed their exception as they continue to deliver excellence.

Innovative Initiatives

Before taking a look at some of its innovative initiatives, the agency disclosed that for consumer activation, "we specialize in creating attention-grabbing activities that surprise consumers and effectively build lasting brand relationships. through various activities in and around the point of sale, we directly influence the buying behavior of consumers by turning shopping opportunities into unforgettable brand experiences. our specialty is using innovative concepts that highlight products and make sales fun for the consumer."

Meanwhile, for trade marketing activation, it said "we help you create brand management strategies to sustain the need at the consumer end thereby increasing the demand at the wholesaler, retailer, or distributor level. we assist in marketing your products through the value chain and at the point of sale by creating a demand for your products across the channel and before it reaches the consumer. this is very important as 70% of shopping decisions are now made at the point-of-purchase hence the need for the greater importance of merchandising and shopper promotions."

Their brand promise has proved to be true as it has retained most of the accounts it has worked on since it commenced operation till date, an uncommon feat for a BTL agency.

Also, it rarely loses a pitch because of its reputation and its delivery of excellence at all times for clients.

Some of its clients include Guinness Diageo, Procter, and Gamble, PZ Group, Vlisco, MidWestern oil, and gas, as well as MTN, among others.

Noteworthy, the agency has been with most of its clients since it started working on their brands and that is not unrelated to the kind of results the clients are getting in the marketplace.

In recent times, it handled the activations of Guinness Black Night, Guinness Beer Carnival, Samsung Activation, and Amazing Day Cereal Retail Distribution Drive among other projects.

Recall, in one of the special spotlights in Brand Communicator Magazine that focused on the agency, Soji Odedina, Managing Director, First Catalyst shared some laudable initiatives that the agency had executed over the years when he had a chat with the Brand Communicator team some years back. According to him, "We once worked on a certain brief for a major telecoms brand. The brand wanted a document for its workforce especially the ones on the field. They call it the merchandising manual. The purpose of the manual is to create discipline among field operatives in such a way that there would



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be consistency in all of the company's outlets. The first thing we did was to classify all their outlets before moving forward to creating a compendium for the field force.

"Initially this client had briefed its agency of record. Of course, it wasn't their area of competence, so they could not deliver. They tried a couple of other agencies and got the same result until someone suggested First Catalyst to them.

"We set out to work, and the day we presented the merchandising manual to the management, I led the team myself. The client was so impressed that they asked our team to personally present to top management. That was a landmark achievement for us and the client."

Similarly, First Catalyst also had a similar experience with a

Tobacco firm. The agency was invited to pitch for its account after the tobacco company conducted a research and discovered that competition was hitting its market share from the rural. First Catalyst designed a programme to address the problem. The result was magnificent. Within one year, the brand had recovered lost grounds in the rural and was able to grow its distribution network in the targeted rural areas by 27 percent.

In another vein, Odedina recounted how another major client in the drink category wrote a letter of commendation to the agency after it made a lasting impression on them. "The client had an event to open an eye clinic in Onitsha. They gave us a brief. It was a small project. Their managing director was going to attend. Two days before the unveiling, the hospital management complained that the painting that was done was not properly done. That was totally out of our brief. We bought paint and got painters to repaint while we supervised. Initially, we did not know that the governor of the state was going to attend. Less than 24 hours to the unveiling, we were informed that the governor would be attending. The event became bigger than we envisaged. We pulled through that event very remarkably.

"As we ended the event and the governor left, the corporate affairs manager for our client was having a chat with the hospital management who said we are the best set of people they have ever worked with on a project. Of course, we got a letter of commendation from our client describing us as a class act."

Trajectory and Expansion

Going back memory lane, the duo of Soji Odedina and Sunday Awoyomi decided it was time for a catalyst in the below-the-line (BTL) advertising industry in West Africa. They believed the industry was ripe for a revolutionary approach to proffering solutions to the marketing problems of clients. Besides, they were confident that they possessed the required pedigree to make a difference in the industry. Both men took the decisive step of resigning from their respective places of employment and established First Catalyst Marketing (FKM) in 2012 to fulfill a long-held desire to be a catalyst in the industry.

Considering their rich backgrounds in the corporate world, it was obvious that both men were well equipped to achieve the set objective of making First Catalyst a first-class ideas powerhouse in West Africa's marketing communication landscape.

Speaking on what informed the agency's name, Odedina said "Catalyst (Catalyst) is a scientific word. We settled for the word because we knew that we were coming out to cause a reaction or disruption to the usual way of doing business. I knew very well that by combining our strengths from the agency and client sides, we would do wonders with brands.

We added the 'First' to indicate that we will always be the first to do all of these in the market.

"It is important to state here that my principal partner never worked with an agency before. So, it is clear that agency and client expertise are under one roof. That was the beginning of First Catalyst."



By Azeez Disu

“Becoming a strong proudly African marketing firm with its roots in Nigeria, driving huge connectivity between brands and people as well as creating strong strategic partnerships with brands in the African space,” Victor Afolabi, Founder of GDM Group once told Brand Communicator about the company’s future projection.

The quote was a long time ago but it is fast becoming a reality, especially with the bespoke campaigns coming out from the stables of the agencies for brands.

GDM’s trend of winning of new accounts and many notable awards speaks volumes about the evolution and leadership of the group in the marketing innovation space. The company recorded another milestone last years when it was awarded the Most Outstanding Marketing Innovation Group of the Year at the 2021 edition of Brandcom Awards.

The Brandcom Awards, organised by Brand Communicator, Nigeria’s leading Brands and Marketing publication, celebrates and honours brands, agencies, and notable individuals in the brands and marketing communications industry who have distinguished themselves with tangible and laudable impacts. The 2021 even edition in its third year was colourful and momentous.

GDM Group, Nigeria’s premier marketing innovation firm, is one of the leading marketing solutions companies in the country making a difference. It is made up of leading companies disrupting their various industries. They are GDM Consult Limited (focuses on Integrated marketing), GreyMedia (Print and Production), Prmix (Digital Marketing and PR), and Grey Media Communications (Experiential Marketing).

Amazingly, the group deploys disruptive marketing strategies for clients both in the private and public sectors. Some of the clients it has worked for include Nestle, Unilever, Nigerian Breweries, Suntory, Lafarge, Friesland WAMPCO Campina, Diageo, the Lagos State Government, BOI, Mouka among others.

The group which is currently led by Omolabake Yussuff as Managing Director described itself in a statement as “A marketing and innovation firm renowned for bespoke service offerings ranging from marketing tech solutions, big data management, and 360 integrated marketing services. We walk in places where others scamper away. We seek and we find.

“With over a decade in the industry, we are pioneers of Marketing Innovation, charting the course for the future of marketing in Nigeria and Africa.”

Disruptive Marketing Campaigns

It is charting new territories with innovation and tech solutions, 360 marketing integration, analytics tools and techniques, research and development, last-mile strategies, and Big data.

It explained further that “We use data intelligence and analytics to power marketing activities. From briefing to research gathering, strategy formulation, adaptation, prototyping, and the actual execution, we have integrated future thinking as an integral part of our marketing journey. With this skill-set and an

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improved way of doing business, our clients are safe in our hands.”

The company added that “We reevaluate, revamp, rework, restructure, recreate and re-born processes, products, and business models. We have consistently done this over the last decade and as we journey into the next, innovation will always be the core of what we stand for.”

One of the recent projects handled by the group was the Orijin Tigernut & Ginger Internal Launch. The brief was for it to develop and execute an end-to-end plan for the first-ever virtual internal launch for the new Orijin innovation product.

On how it executed the project, it revealed that deployed adopted Augmented Reality, “Using unique web technology we created an unveil around the brand using Augmented Reality that allowed the staff to experience the bottle live in their homes

from their phone screens.”

In another vein, the agency provides commercial supply chain and retail solutions for businesses to ensure overall sustainable and profitable growth.

From its wonderful execution of Trader Moni, a federal government loan scheme to help petty traders to grow their businesses and among other great projects for brands, the agency has become the go-to place for marketing solutions.

Amazingly, the Vice President, Federal Republic of Nigeria, Prof. Yemi Osinbajo (SAN) applauded the agency for its professionalism in handling the Trader Moni project, thereby referring to it as a major player in technology and innovation because it deployed advanced technologies in its experiential marketing activities.

According to him, “GDM, also a Nigerian-owned Marketing Services and Research company... Not only enumerated our 2.5million potential clients, they took bio-data, including photographs of these numbers of people, many of them who became beneficiaries of the scheme.

Basically, GDM Group is a marketing solutions company providing commercial supply chain and retail solutions for businesses to ensure overall sustainable and profitable growth. The company has since evolved from a typical Below the Line (BTL) agency to a full-fledged marketing operation firm connecting brands with people through redefined outsourcing business services in terms of marketing operations and marketing communication.

In recent times, some of the memorable events and activation handled for brands are Nescafe Pop Up Café, Pepsodent World Oral Health Day hosting over 1500 school kids in Lagos, the launch of Maggi Signature, among others.

It also works for brands which include: Harpic, Close Up, Pepsodent, Imperial Leather, Mouka, Airtel, Pfizer, Huggies, Smirnoff, Malta Guinness, Milo, Nescafe, Maggi and among others.

Trajectory

Generating Demand Management Consulting (GDM) was incorporated in June 2009 with a vision of becoming a frontline marketing consulting firm in Nigeria. The experiential company finally commenced operation in January 2010, as GDM Direct, a BTL agency, and within a short time established itself as a leading experiential marketing firm, delivering solutions to clients in a precise, professional, and efficient manner.

On the name, GDM, Afolabi said that his background working for a greater part of a decade as a manager with a multinational FMCG company has opened his eyes to what the needs of companies are. Among these needs are growing the top-line of the business and generating demand for clients’ products. Unfortunately, BTL as at that time was ‘stereotyped’ to activations, dancing, drumming, and other razzmatazz that experiential agencies were known for. “To help clients achieve this with very visible and quantifiable results, we came up with the name, ‘Generating Demand’ because it is all about demand generation. Demand generation is the same thing as driving sales and marketing. So, it was sales marketing expertise that was our focus.”

He added: “We didn’t want to approach our clients’ project like a typical agency that was just responding to briefs or like an agency that saw it as dancing in the market or recruiting brand ambassadors. Ours is about approaching briefs in a more scientific and professional business-oriented manner. We help organisations generate demand which is the greatest challenge of any business, company, or commercial entity around at that time. This is what led to the formation of GDM.”

However, GDM in 2016 started what they termed an evolution and as a result has finally transformed from GDM Direct, a BTL company into GDM Group, a full marketing firm. Afolabi stated that the company has fully metamorphosed from a BTL company into a brand solutions company. Afolabi added that the change did not stop at the organisation’s structure but has obviously trickled down to their logo and their essence; ‘creating a strong connectivity between the brands and people, with a measurable Return on Investment (ROI).’

“Clients demand that marketing agencies focus more on ROI. They want to see specifically, the output of their expenditures. And there is no place you can measure it more than in Below-the-Line because it is direct marketing. So, we felt BTL should be at the forefront of that new call and twist for the expectation of marketing.”

He added, “The need to create a connection between brands and people led us into redefining ourselves and going beyond BTL. Over and above creating connectivity, we offer connectivity that has brand value, connectivity that is measurable, and connectivity that is in alignment with ensuring that we give our clients clear cut ROI.”



Audio-Visual Production Company Of The Year



By Jeremiah Agada

For the third time in a row, this Ogudu Lagos-based world-class production company has emerged Brandcom Award's Audio-Visual Production Company of the Year. And why not? IBST Media is on a cruise as Nigeria's most outstanding production company, bringing to bear the quality and pedigree that Channels Television used in winning Best Television Station of the Year for over a decade and SERAs award for best CSR coverage before Brand Communicator deposed it of that title. With its constant innovations, creativity and avant-garde services, who says the Remi Ogunpitan-founded Ayodeji Tobun-led outfit wouldn't monopolize all credits in this space?

Based in Lagos, Nigeria, IBST offers clients a diverse range of digital video production and technology across the West African region and beyond. When it comes to video content creation IBST has been a leader for as long as anyone cared to remember. Working with local and international clients across the Globe such as CNN, ITN, MTN, Nestle, Coca-Cola, Facebook, World Bank, National Geographic, Boomtown Productions, Steeplechase Films, Chevron, Saipem, European Broadcast Union, Acrew4U and many others, IBST media has been facilitating productions such as documentaries, feature films, social media content and corporates for leading international brands for the past two decades.

With its distinct array of broadcast facilities, equipment and services, has media, communication, entertainment and advertising content of high technical standards that have become a benchmark for others in the video production space.

Whatever the extent of production, low-cost productions in SD to large multi-camera productions in HD, IBST limited ensures it provides a complete solution of ancillary support equipment to guarantee the very high demands of its distinctive clients; office space, Internet access, transport and immigration services, even the facilitation of specialist equipment and other types of tailored requests. Its expertise combines creative communication strategy, competent production crews and cutting-edge technology to create impactful connections, stunning images and great story telling.

Its vast experience enables the company to understand the many ways in which information, news, drama, reality TV, game shows, documentaries, corporate videos and other types of genre are researched, designed, produced and edited which plays an important part in enhancing the services and equipment it offers to make sure to meet requirements.

IBST is led by an enigmatic young professional in the capacity of Managing Director. His name, Ayodeji Tobun. In a chat, he explains IBST core offerings, one of which is production. "Whether it's a high-end TV Ad, an emotive brand film or a short and punchy product video, or you just need a crew and equipment to work with, our talented in-house creative and production teams can deliver the full content spectrum. We create video across the full spectrum of content types, taking the challenge out of trying to join up different aspects of a production. Ours is a one-stop-shop."

He adds that Post Production & Editing are also a strong

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forte for the company: “working with some of the most talented editors, we support any kind of storytelling in an environment that is comfortable, friendly and attuned to the most stringent requirements of creativity, quality, professionalism and efficiency. Our 5 edit suites are networked via a 20GB Shared Promax Server enabling the editing of 4k footage on the fly, either with Adobe Creative Suite, Avid or Da Vinci. We have a 5.1 Surround Audio Studio to ensure we deliver great audio and more importantly you get to work with some of the most experienced editors, audio engineers, animators, colourists available in the Nigerian market.

“As the No. 1 video production company in West Africa, what we bring to the table is simple; we can assist you in delivering and servicing any production in our region. We can work with you through the process of research, creation, development, and producing your video. Our services cover a wide range, that includes research, location scouting, casting, line production, and live production for international clients. For the local client, from brainstorming and content development, all the way through the production process, editing, and post-production, you can rest assured that IBST is a comfortable, confident and creative experience that leads to a great product,” he says.

Explaining that the company is always on the lookout for the latest trends and in maintaining its leadership in innovation in the West African market, he says, “we are constantly looking for new and creative solutions and in a world of virtual connectivity. Boundaries are being broken down daily in live streaming and webcasting. We’ve built an array of interactive tools and features to help our clients make the most of going live from any location to the rest of the world. We have ideally suited

to stream an event to your Facebook followers, integrate a VIP event with Zoom or Blue Jeans and Live inserts or create a secure and private corporate webcast. IBST can help you connect with your audience and customers in an engaging way.”

As a competitive advantage, he further expresses, “we specialize in multi-camera production, land content creation for organisations, brands, agencies and commercial companies, including corporate events, conferences and AGMs amongst many other type of events. Alongside this, our live production facilities provide you a full complement of up to 12 multicamera HD coverage either live to social media or simultaneously also to a live broadcast. Utilised with our engagement tools, live streaming services we help brands and organisations reach across the globe with live stream of their events to audiences on a global scale whilst guaranteeing views and reach.”

It is generally believed that the taste of the pudding is in the eating. From IBST's work with and for different organisations over the years has always distinguished itself among others done for the same clients with testimonials following. Below, clients and partners who have had to patronise the company have the most compelling of endorsements for IBST Media:

Ekong Udobang who was the Senior Manager, Programme Implementation for MTN Nigeria until last year March, says, “My experience with IBST has been great. The team is very responsive and professional. They have the required human resources and relevant audio-video equipment to bring our ideas to life. IBST has also been invaluable in developing creative ideas and strategies that meet our needs. The organization also provides ingenious solutions to archive, search, and manage enterprise-wide audio-visual content. I recommend IBST as an excellent partner.”

Similarly, Okwudiri Orie says, “I have worked with IBST for several years on projects including MTN Yellow Heart, Maternal Ward Support Project, Emergency Ward Intervention and so many others. Their professionalism and output each time make it difficult to think of an alternative.”

Yanmo Adetula an OAP and Compere has a beautiful experience to narrate on engaging the company: “I engaged the services of IBST Media to create a promotional marketing video for my brand. From the very first conversation to delivery, I found them extremely professional, polite and creative. They understood my requirements from the initial conversation and made some creative suggestions. The finished product was nothing less than AMAZING! Thank you IBST Media! I look forward to working with IBST Media on many more projects in the future.”

Steve Dorst, an American Documentary filmmaker says of the company, “I have worked in more than 10 countries in Africa and with different crews. IBST is simply the best. As a result, I hold IBST to the highest standards of any international production company. They are simply a joy when working in Nigeria”.

“Remi and his team provided high quality supplementary footage for our project. They understood the brief right from the outset, organized a professional team and delivered on time and within budget. IBST are experts at logistics and getting things done and we were extremely pleased with their technical know-how and seamless delivery of exactly what we were looking for. Loo.

“IBST is a world-class, professionally managed production outfit that we in Coca-Cola respect so much. Year on year, they consistently delivered top-quality TV production, editing, audiovisual and multimedia services that helped to deliver best-in-class content & brand experience for our consumers.??

For Michelle Barker, a Producer at Mediafour, Manchester UK, IBST is about getting things done. “Remi and his team provided high-quality supplementary footage for our project. They understood the brief right from the outset, organized a professional team and delivered on time and within budget. IBST are experts at logistics and getting things done and we were extremely pleased with their technical know-how and seamless delivery of exactly what we were looking for. Looking forward to working with him again!” she enthused.

Touring the same path, Rotem Colem, a Broadcast Consultant says “I know Remi and IBST for almost 20 Years, their ability to take client concept and transform it to workable solution is remarkable. It is always a pleasure working with Remi.

These are just a few of the commendations that clients have showered IBST Media. Before now, they earned in 2016 an “International Star as a leader in Quality” as well as the CV International Magazine Media Innovator of the Year Award –Video Production (Nigeria). The sky certainly is the beginning for this space bound company.



Most Outstanding Marketing Communications Agency Of The Year



By Gbenga Adeosun

Advertising, over the years has grown to become a pivot to the growth and development of marketing in the world. In fact, advertising remains one of the best ways to communicate with consumers. It also helps inform the customers about the brands available in the market and the variety of products useful to them.

In Nigeria, one agency that consistently stands out from the pack is Insight Communications Nigeria. The brand that landed in the most nibble fashion from inception has remained a dominant and leading integrated marketing communication agency. Over the years, this agency has proven to professionals in the field of brands and marketing to be the trail blazer, pathfinder, pace setter and undoubtedly the market leader at the fore front of creativity, innovative thinking and thought leadership in the marketing communications industry in Nigeria. The name Insight Communications means so many things to different people. To various CEO'S of other agencies who worked there at a point in their career, it's the Insight University. To the young aspiring graduate who desires a career in advertising, there is no better place to start than with Insight. Clients have always known the agency to deliver premium value, nothing short of excellence. Suppliers know that in dealing with 'Insight', mediocrity is not an option.

The company and its people pride itself as culture shapers, story tellers and collaborators. In order to keep the engine running, Insight continues to lead the industry as it keeps up with evolving market and consumer trends, by investing in high level capacity development programmes for employees irrespective of background, experience, status or position within the system. By developing individuals and grooming them to take up hybrid roles within the system, it ensures that the best talents are retained and even new ones are attracted.

Management experts all over the world posit that people are an organization's most important assets. In the service driven business of advertising, the right people are needed more than anything else to deliver optimal value. Insight has always been proud of its people, fondly called "Insighters", a community of diverse talents with a strong work ethic, that comes together to collaborate, co-create and stimulate the system in order to bring about solutions that are trail blazing, innovative, inspiring and changes the game for any brand in any industry, and most importantly, coming up with great solutions that makes the cash registers ring! Its work force is a combination of Silk and steel, with young vibrant professionals and a mix of some of the most experienced hands in the industry.

Over the years, Insight Communications has received national and international acclaim for exceptional work done with major brands in Nigeria. Additionally, Insight has led through various business climates and has so far birthed six other communications companies – All Seasons Zenith, Quadrant MSL, Starcom Media Perspective, Leo Burnett, Optimum Exposures and The Creative Counsel.

The company led the way for second generation advertising agencies with the total marketing communications approach. Insight Communications continually strives towards enhancing

a collaborative community of intelligence and talent and deal in the currency of ideas revolving around imagination, passion and leadership.

Insight Communications is one of the most awarded advertising agency in West Africa; the brain behind many of Nigeria's ageless and very successful advertising campaigns such as: The Pepsi Long Throat Campaign, the NASCO cornflakes Whole Flaked campaign, Yudala Yu Live Well campaign, Scanfrost December Special campaign, the Pepsi Naija All the Way Campaign, H2OH's #WatersGonnaBeJealous trend, Castrol Oil Nigeria launch campaign and many others.

The Insight style is adventurous, fired by a will to be excellent at all times which is a microcosm of the best advertising values available anywhere in the world.

At the third edition of the Brandcom Awards held in Lagos in November 2021, Insight Communications bagged two very competitive and invaluable awards-the "Marketing Agency of the Year" and "Iconic Agency of the Year" awards. The recognition project, as we all know, is organized yearly by Nigeria's number one and most consistent brands/marketing magazine. The prestigious awards came on the heels of the agency's giant strides in the year 2021, including the recognition by the Gerety Awards for its innovative Keystone "Make It Happen" campaign.

Much earlier in 2013, the World Confederation of Businesses (WORLDCOB) USA honoured the agency with the BIZZ 2013 Award for Excellence. In 2012, Insight came top at the annual advertising awards in Nigeria carting away 25 medals in total. Insight emerged at the biggest winner also at the 2013 LAIF awards carting away the lion share of the awards. At the Lagos Advertising and Ideas Festival (LAIF), a prestigious ceremony in Nigeria, Insight has won numerous medals and awards notably, in 2012, 2013, and 2014, where Insight was the most awarded agency.

Still in 2013, Insight was voted as one of the top 100 places to work in Nigeria by Jobberman, a Nigerian job-consultancy website. Insight was indeed the only advertising agency that featured on the list. Later, a 2015 survey conducted by Jobberman in partnership with Ventures Africa voted Insight as the third-best place to work in Nigeria for millennials.

Over the years, Insight has consistently maintained its commitment to clients; engendering their trust by helping them become category leaders and pathfinders in their respective industries. The agency is widely known for its compositeness, never resting on its laurels and achievements. Its clients are usually the leading brands in categories that they operate. At Insight, there is a smooth client-agency relationship; both parties see themselves as partners in progress. There is no master-servant relationship, as its clients do not act bossy, and the agency itself is not slavish in any manner.

According to the Group Managing Director of the parent company, Troyka Holdings, Jimi Awosika, aka Baale, "We believe firmly in building our businesses by successfully building our clients' businesses. From day one, Insight has been a company that frees the mind and frees creativity, in such a manner that everybody wins. All our clients make us happy. We always want to be seen as being on the right side of the balance sheet, on the asset

“Management experts all over the world posit that people are an organization's most important assets. In the service driven business of advertising, the right people are needed more than anything else to deliver optimal value. Insight has always been proud of its people, fondly called 'Insighters', a community of diverse talents with a strong work ethic, that comes together to collaborate, co-create and stimulate the system in order to bring about solutions that are trail blazing, innovative, inspiring and changes the game for any brand in any industry, and most importantly, coming up with great solutions that makes the cash registers ring! Its work force is a combination of Silk and steel, with young vibrant professionals and a mix of some of the most experienced hands in the industry.”

side of our clients' businesses by driving leadership. As long as we keep adding and creating value to the business of our clients, we expect that clients will continue to do business with us.”

Despite the challenging years and changing times, players like Insight will continue to be outstanding. Forty years in the integrated marketing communications space, and Insight Publicis continues to make an impact. Their creative work, transformational efforts and innovative solutions that they continue to churn out from its vast array of clients offers assurances of a more excellent future.



Winning Four Notable Awards, Raising The Bar

By Azeez Disu

The carbonated soft drinks (CSD) market in Nigeria continues to grow amidst so much competition for consumers' wallets.

According to Market Research, the carbonated soft drinks market in Nigeria was equal to 1.63 billion USD (calculated in retail prices) in 2015. Until 2025, the drinks market in Nigeria is forecast to reach 9.55 billion USD (in retail prices), thus increasing at a CAGR of 17.26% per annum for the period 2020-2025.

In the market in Nigeria, The LaCasera Company (TLCC), a company that manufactures, markets, and distributes a range of carbonated beverages in Nigeria, is one of the innovative companies disrupting the space. It was incorporated in 2000, and it is a member of the JOTNA Group of Companies.

Remarkably, the brands under the portfolio of TLCC clinched notable awards in their sub-sectors at the prestigious Brandcom Awards for their innovative products, promotions, and contributions to the CSD market in the country.

Smooov emerged Most Outstanding Chapman Drink Brand of the Year; Nirvana campaign on 'Headline of Innocence' clinched the Most Outstanding Social Impact Campaign of the Year; La Casera won the Most Outstanding Brand Refresh Campaign of the Year, and Bold Drink won Fast Rising CSD Brand of the Year.

The Brandcom Award 2021 in its third edition, organised by Brand Communicator, a Nigerian leading brands and marketing publication, was held at the D'Podium Event Centre and had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

Bold-Reflecting A True Brand Name

Bold Drink clinched the Fast Rising CSD Brand of the Year. The soft drink is a quality product from the La Casera Company Plc, renowned for pioneering PET carbonated soft drink in Nigeria. The Bold Franchise which comes in four exciting flavours of Ginger, Orange, Tropical, and Bitter Lemon Extra has received wide acceptance across the nation by numerous consumers since it was launched into the Nigerian market in February 2020.

The Bold franchise offers exciting flavours of uniquely refreshing soft drinks with a distinctive taste for people with bold palates seeking something different from the norm. Express yourself with Bold Ginger, Nigeria's first ginger soft drink with a spicy taste and pleasant peppery bite, perfect for your on-the-go life; Bold Orange has that uniquely refreshing taste and a burst of different citrus flavours.

Bold Tropical gives that deeply satisfying and indulging taste that quenches your taste with a rewarding mouthfeel; while the flagship flavour, Bold Bitter Lemon Extra which comes with Extra quinine, for those who yearn for less sugar in their soft drink.

Bold Franchise was uniquely crafted to provide consumers with a variety of flavour options to choose from in the quest to satisfy their different taste choices through uniqueness in Taste, Product Quality, and Packaging.

Bold Ginger, Bold Orange, Bold Tropical, and Bold Bitter Lemon Extra are available nationwide in 35cl, 50cl, and 60cl PET respectively, and can be found in all retail and wholesale outlets in your neighbourhood.

La Casera Apple Drink

La Casera won the Most Outstanding Brand Refresh Campaign of the Year at Brandcom Awards 2021. Recall, La Casera Company PLC unveiled an improved look of her flagship brand, La Casera Apple drink.

This was made known in a statement by the company. According to it, "anyone who loves apple juice will know just how amazing La Casera has been in Nigeria and how The La Casera Company (TLCC) has been consistent with the quality of its flagship brand La Casera, making it the apple drink of choice for the last 20 years.

The brand recently unveiled a new look, 'fresh vibes' and a fun groovy tune to go with it.

When asked the purpose of the rebranding, the Group Marketing Director, Mr. Emmanuel Agu said that 'in order to stay relevant to its young and vibrant consumers, La Casera must stay fresh, alive and innovative'.

He also said that the "launch of the new label with the bottle as the hero, affords La Casera the opportunity to create that fresh vibe that positively impacts perception and attract the teeming younger Gen Y, Gen Z, and Gen Alpha".

The new-look comes with a yellow cap and a completely



“Even as the La Casera brand takes on this exciting fresh vibe to engage consumers; its producers have promised to stay focused on constantly adapting its essence to accommodate upcoming generations, fresh trends, and cultures to stay relevant whilst always delivering top-quality apple refreshment for everyone to enjoy.”

different label with an exciting myriad of colours but the same refreshing apple taste.

Even as the La Casera brand takes on this exciting fresh vibe to engage consumers; its producers have promised to stay focused on constantly adapting its essence to accommodate upcoming generations, fresh trends, and cultures to stay relevant whilst always delivering top-quality apple refreshment for everyone to enjoy.

Recall, La Casera showed massive support to the frontline workers and the public at large last year during the COVID 19 pandemic with the "La Casera Heroes Campaign" and "This Is Not a Full Stop Campaign".

The brand even partnered with online food vendors by giving them free drinks to reward their loyal customers and this further endeared La Casera to many as the brand that connects with consumers across board.

The Smooth Story of Smooov

Smooov emerged Most Outstanding Chapman Drink Brand of the Year at Brandcom Awards.

One of the laudable initiatives in the year under review executed by the brand was the "In-Harmony Challenge". The brand simply leveraged digital combined with the strong platform is created to connect with musicians and music lovers to participate in the challenge which was streamed online, especially on Instagram as well as offline on TV on DSTV Pop-Central channel 189.

The winning group was rewarded with a cash prize of N2, 500,000; the first runner up N1, 250,000, and the second runner-

up to get N1, 000,000. There was also a consolation for the fourth group N500,000

The big news was there was a chance to record a single, complete with a music video with an award-winning artiste. They were judged by an unbiased panel of judges comprising Wande Coal (Artiste); Piriye Isokrari, (CEO of the Aristokrat Group); Shimmy Jiyane, (Co-founder/member of the Soweto Gospel Choir); and Emeka Nwokedi (Director Lagos City Chorale Choir).

The Top 4 groups, were selected using 30% microsite votes and 70% judges' votes. This stage was the final performance where all finalists were required to choose one song from the catalogue to perform, songs like 'Won Da Mo' by Burna Boy ft. Dbanj, 'Amorawa' by Wande Coal, and other songs were listed. They gave the audience a performance to remember.

One of the contesting groups, 'House' emerged second runner-up carting home at N1, 000,000 cash prize. Yet another, 'The Polyphoniks' emerged first runner-up carting home N1, 250,000 cash prize and Amemus emerged winner clinching home N2, 500,000 cash bounty.

Recall Smooov was launched seven years ago, precisely in September 2014. Smooov Chapman is an innovation in the CSD market in Nigeria introduced by the La Casera Company to become Nigeria's foremost ready-to-drink in an 'on-the-go' PET bottle to its expanding consumer base.

The entrance of the Chapman brand asides from providing consumers with the fresh flavour of a new drink has democratised Chapman, making it readily available to consumers.

Nirvana Campaign On 'Headline of Innocence'

"The innocence of children is what makes them stand out as a shining example to the rest of the world."- Kurt Chambers.

The viral groundbreaking Nirvana Water 'Headline of Innocence' campaign which clinched the Most Outstanding Social Impact Campaign of the Year at Brandcom Awards was launched to commemorate the International Children's Day campaign in 2021.

The campaign which has been featured on the prestigious 'Ads of the World' and 'AdForum' has generated so much talk and traction for passing a sensitive message in a simple but very effective manner.

Children in the social impact campaign created by X3M Ideas for Nirvana simply changed the negative stories and shocking headlines published in the Newspaper about some of the vices of the society melted on children like Kidnapping, child abuse, and others to positive headlines like taking children to space among others.

"Let's do everything we can to protect their innocence and purity," the company stated on its social media where the TVC was posted.

Amazingly, Nirvana Table Water is a refreshing premium table water bottled with utmost care to give the best quality in its class.



Most Consistent Brand In Sustainability



By Godwin Anyebe

All over the world, the cement industry is one of the key industries elevating sustainable development. In fact, it can be considered the backbone for development. In Nigeria, the industry has grown in leaps and bounds considering players jostling for market leadership in the sector.

One of the players that has shown resilience and has maintained a position of leadership in the Nigerian cement industry and beyond is Lafarge Africa Plc., a global leader in innovative and sustainable building solutions. Lafarge has, for decades, contributed immensely to the growth and development of the Nigerian economy. Lafarge also has a superior value at the core of its operations.

Lafarge's approach to sustainability is clearly guided by four pillars - Climate and Energy, Circular Economy, Environment and Community - with the respective objectives of reduction of CO2 emissions, increased re-use of water derived resources, reduction of freshwater withdrawal and creation of shared value.

Lafarge in 2020 reutilised 71,029 tonnes of waste; freshwater withdrawal was 201L/ton and 228L/M3 respectively for cement and ready mix. Lafarge has also played a leading role in recycling waste in Nigeria through its partnership with the Food and Beverage Recycling Alliance (FBRA).

In line with the Lafarge quarry rehabilitation plan, 933 hectares have been rehabilitated, thus achieving 100% of its rehabilitation target in 2020. The company, in 2020, replaced 9.6% of its energy consumption with renewable sources of energy. It also reduced carbon dioxide by planting over 7000 tree seedlings.

Lafarge's commitment to environmental stewardship has rendered immediate benefits to communities. Over 3000 Jobs were created through the partnership with the Food and Beverage Recycling Alliance (FBRA); Lafarge collects waste such as tyres, plastic bottles, polyethylene and others, which it uses to generate energy at its plants.

More people benefited from Lafarge's investments in CSR activities within its host communities; a total of 250,000 citizens, more than double the number impacted by Lafarge CSR activities in 2019. This was a result of the company's collaboration with the Nigerian government at all levels to curtail the spread of COVID-19 and also reduce its socio-economic impact on communities through the distribution of palliatives. In total, Lafarge invested N1.2 billion in community development initiatives and COVID-19 support.

Last year, Lafarge was conferred with the award of best company in Corporate Governance by the prestigious Institute of Directors (IoD) Nigeria. The award, which reinforces the importance of best practice amongst corporate entities quoted on the Nigerian Exchange Group, was presented to the company at the 2021 IoD Nigeria Annual Dinner & Award Night held in Lagos recently.

According to the President and Chairman of the Governing Council, Dr. (Mrs.) Ije Jidenma, F. IoD, the award is to recognize performance and to reward corporate excellence among companies operating in Nigeria, with the ultimate goal of achieving a truly enterprise-wide culture of governance and ethics in organizations.

To be eligible for consideration, companies must have

demonstrated a high level of effectiveness across the four pillars of corporate governance – accountability, transparency, fairness and responsibility as well as the practice of good corporate governance, ethics, compliance with regulatory requirements and adherence to risk management processes across the entire corporation including its subsidiaries.

In addition, Lafarge Africa Plc., received the 2021 Gold Award for Customer Service Excellence at the West Africa Innovation Awards. Also, the company, bagged the Brandcom Most Consistent Brand in Sustainability Award 2021 and the Africa Clean-Up Initiative 2021 Recycling Institution of the Year Award.

Its worthy of note that, Brandcom Awards is a celebration of the exploits and achievements of brands, agencies and notable players who are making remarkable impacts in the brands and marketing industry.

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Speaking about the awards, the Convener of Brandcom Awards, Joshua Ajayi said the platform was created to recognised deserving brands, agencies and individuals that have been contributing immensely to the growth of the industry and the country at large.

He added that the awards since its maiden edition has proven to be the most credible platform rewarding deserving individuals, brands and agencies working on the mantra of prestige, integrity and credibility.

Interestingly, Lafarge Africa Plc is a member of the Holcim Group - the world's leading in innovative and sustainable building solutions. It was incorporated on 24th February 1959 and listed as a publicly quoted company on the Nigerian Exchange Group (NGX) on 17th February, 1979. Lafarge serves Nigeria with a wide range of building and construction solutions designed to meet housing and construction needs from small projects like individual home buildings to major construction and infrastructure projects.

With plants in Ewekoro and Sagamu in the South-West, Mfamosing in the South and Ashaka in the North-East of Nigeria, Lafarge Africa Plc currently has an installed cement production capacity of 10.5MTPA and has plans to grow in the near term.

Lafarge is the first company to produce cement in Nigeria with quality products and iconic brands including Elephant cement, Lafarge Elephant Supaset, AshakaCem and Unicem brands for the local market; relying on its global expertise. Recently it has introduced innovative products like the newly improved Elephant Supaset in horizontal bags and Supafix tile adhesive.

In addition to these outstanding brands, Lafarge also offers other specialised solutions for advanced constructions while providing fee advisory services and customer service to support all customer needs.

The company has deployed several marketing strategies to ensure success in its years of existence. For instance, to commemorate the 60th Anniversary, Lafarge rolled out a marketing communication campaign tagged “We built this city.”

The campaign showcases some of the iconic structures which Lafarge has built through the years. Such structures include: the National theatre Lagos, the Lekki-Ikoyi link bridge Lagos, National Assembly Abuja, Tinapa Resort Calabar, Akwa Ibom Stadium etc.

These monuments are part of the Nigerian landscape of development – thus Lafarge has partnered in building Nigeria since independence. This campaign is being exposed on electronic, digital and outdoor media. As the company celebrates its 60th anniversary in Nigeria, it reiterates the loyalty of customers which has sustained its profitability buoyed by increased sales, a steady demand for its range of innovative and international standard products.

To appreciate its loyalty, the company rolled out promo designed to appreciate their customers who have been loyal to their brand over the years and to also show their potential customers that apart from the unparalleled products that they offer, Lafarge Africa is a company of choice.

In the promo, “Everyone is a winner”, Gbenga Onimowo, the company's Commercial Director said that, home builders, artisans, engineers and contractors all over Nigeria have rewarded Lafarge's commitment to the country as demonstrated in the increasing sales and stability and growing profitability of Lafarge operations.

Also, in 2020, the company added new products to its portfolio. With no mixing required and available in 20 kg bags, both the High Performance and Instant Concrete products are quick, easy and ready to use.

In terms of application, the 40N strength High Performance Concrete is suitable for forming the base for domestic garages and driveways. Meanwhile, the 15N strength Instant Concrete is ideal for garden sheds, greenhouses and domestic footpaths and steps that require quick setting.

The final new product, Premium Cement is a 42.5N cement made from a higher specification material, specially designed for applications that require extra strength such as steps, paths, concrete bases, and repair and maintenance projects.

The launch of these new products comes as Lafarge Cement responds to rising demand from merchants and their customers alike to offer more specialised packed cement solutions. It follows the success of the business' already well-established packed cement range.

The new products joins Lafarge Cement's existing portfolio of widely available packed cement solutions including Super White Cement, Rapid Set Cement, Concrete Mix, PostMix, Mortar Mix, Hydrated Lime and General Purpose Concrete.

In all of this, Lafarge has shown that it's a force to reckon with over the years in the Nigerian cement industry and beyond. Therefore, the company must maintain its market leadership by consolidating on Its footprints.



Most Outstanding Biscuit Brand Of The Year



By Abiodun Obisesan

Regarded by some football aficionados as the Greatest Of All Time, Edson Arantes do Nascimento, known as Pelé, once stated that "Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do". Although this maxim is coming from a sports legend, its import does have a universal appeal to various areas of human socio-economic enterprise. Within the Nigerian Fast Moving Consumer Goods stratosphere, brand owners are taking off the ancient cap of bland sloganeering and happy-go-lucky market ideations. For these new breeds of explosive thinkers, rehashing old brand communication mechanics don't cut it anymore.

Lately, the Digestive Segment of the Nigerian Biscuits industry is increasingly getting popular by the day as new variants grow the number surprisingly at a time investment in manufacturing is on the dwindling side. Credence for the popularity, however, goes to McVitie's, one of the market leaders. McVitie's brand heritage helped in no small measure to set up and establish a feasible category.

McVitie's Nigeria took off from this position of strength as the McVitie's franchise operator in the most populous country in sub-urban Africa. The success of the brand has led to the increasing growth of the segment especially as a good snack and a substitute for bread as consumers claim digestive goes down well with tea or other beverages for that matter.

The biscuit industry consists of different categories, which include cookies, crackers, sweets, chocolates, digestives and so on. Going by reports, Digestive biscuits are healthier than their counterparts. This is because of its fibre content. Sometimes described as a sweet-meal biscuit, the digestive biscuit was first developed in 1839 by two Scottish doctors to aid digestion.

The term "digestive" is derived from the belief that they had antacid properties due to the use of sodium bicarbonate when they were first developed. They are meant to be lower in sugar (mildly sweet), and due to the presence of more baking soda, eating digestive biscuits are supposed to help those who suffer from acidity.

Digestive biscuits are also supposed to help in weight loss. Globally, international biscuits and confectionery maker, McVitie's leads the digestive section. McVitie's annual global turnover is around \$5.2 billion as it sells about 2 billion units of the product annually. To control this market locally, several companies including McVitie's company have been pushing various well garnished, tasteful and nutritious digestive biscuits brands into Nigeria market. Till date, none comes close to McVitie's in taste, quality and acceptance.

Therefore, it did not come as a surprise that McVitie's was

“McVitie's Nigeria took off from this position of strength as the McVitie's franchise operator in the most populous country in sub-urban Africa. The success of the brand has led to the increasing growth of the segment especially as a good snack and a substitute for bread as consumers claim digestive goes down well with tea or other beverages. The biscuit industry consists of different categories, which include cookies, crackers, sweets, chocolates, digestives and so on. Going by reports, Digestive biscuits are healthier than their counterparts. This is because of its fibre content. Sometimes it is described as the sweet-meal biscuit.”

given its due accolade at the just-concluded BrandCom award ceremony. The Brandcom Awards in its third edition and organized by Brand Communicator Magazine, a foremost brand, and marketing magazine, was conceived to celebrate and honour brands, agencies, and notable individuals in the brands and marketing industry who are going the extra mile making impact in the industry. It was held at D' Podium International Event Center, Lagos, recently.

Commenting on the awards, Convener of Brandcom Awards and Publisher of Brand Communicator, Joshua Ajayi said “We are indeed happy at Brand Communicator, to have taken up the challenge of creating a respectable platform that

recognizes and rewards excellence in this very vibrant industry.

The Nigerian consumer market remains an attractive space for investors. Hence, one is not surprised by the increase in activity in the food and ready-to-eat segment of the market space. In this market segment, biscuits, which are widely eaten among young children and even adults, have continued to remain relevant. Nigeria is home to several local and international manufacturers of biscuits. Interestingly, the local manufacturers are holding their own in the struggle for market share.

Going by a report from the Transparency Market research group, global revenue generated from the biscuit market is estimated to be valued at roughly \$76 billion by the end of last year and to be valued at over \$135 billion by the end of 2023. In a 2016 KPMG report, the size of the Nigerian biscuit segment was estimated at N121 billion (US\$617 million), having grown at a Compound Annual Growth Rate (CAGR) of 16% in the past five years. Annual production is estimated at 152,490 tons, with an estimated annual consumption put at 500,000 tons.

According to the Managing Director, Kwame Wiafe, McVitie's Nigeria, the company depends on raw materials sourced locally for its production.

“I can guarantee you that the quality we produce here is the same as the quality you get anywhere globally. The only difference is the raw material that we use and that is why it would bring a slight deviation in the taste of the product. For example, in order to promote local industries, we ensure that all the raw materials used in production- our flour, sugar, fats- which are the three key products for baking of biscuits are sourced locally. But recently, we have been working with our raw materials sourcing partners to prepare our quality to be standard and to ensure that as much as possible, we mitigate any differences in taste in what is sourced here and what is sourced in the UK”.

In content, Yale offers more quantity in this N50 SKU – 8 biscuits although of reduced thickness and diameters, the product is a bit too crunchy for a digestive and tasting too far from the traditional Digestive heritage and most likely too dry also.

Globally, international biscuits and confectionery maker, McVitie's leads the digestive section. McVitie's annual global turnover is around \$5.2 billion as it sells about 2 billion units of the product annually.

Toyin Nnodi, marketing director, McVitie's Nigeria, said as part of the celebration of the company's over a century existence, McVitie's decided to launch a consumer's campaign. “McVitie's biscuits is 125 years. Not many brands can boast about these key fact and it is a fact that we are very proud of”.

In every bite, McVitie's affirms great value in its products. From the McVitie's Digestive that crumbles to the Rich Tea that snaps every bite, brings irresistible joy.



Most Outstanding Diaper Brand Of The Year



By Gbenga Adeosun

Today, many Diaper brands exist in the market competing for consumer wallets. However, experts pinpoint that a good diaper should be able to absorb, prevent leaks, and should also be lightweight and soft so the infant stays dry and comfortable as long as they wear it.

Remarkably, the growing global baby diapers market was valued at USD 44.88 billion in 2020 and is projected to register a CAGR of 3.82% during the forecast period (2021-2026) according to Mordor intelligence.

Another report revealed that the increasing demand for natural and hygienic products is driving manufacturers to develop bio-based disposable diapers, which is also projected to propel market demand.

In the competitive diaper market in Nigeria, Molfix baby diaper from the stable of Hayat Kimya is one of the leading diaper brands disrupting the industry with innovative products which are customer-centric and widely accepted.

It was awarded the Most Outstanding Diaper Brand of the Year at the prestigious Brandcom Awards 2021 for disrupting the industry with an innovative product that has stood the test of time. It was also awarded for engaging its target market with laudable initiatives which have further helped contribute to the growth of the industry and healthy living for children.

Noteworthy, Brandcom Awards is one of the most prestigious and credible award platforms rewarding excellence in Nigeria.

Joshua Ajayi, Convener of Brandcom Awards and Publisher of Brand Communicator attested to this, when he said, “In line with our tagline of Prestige, Integrity, and Credibility, we had a panel of assessors set up to painstakingly review our nominations. The result is all the agencies, brands, and individuals here present to receive one form of recognition or the other for their performances this year despite the challenges and peculiarities that came with the year 2021.”

MOLFIX baby diaper was launched in 2015 and within a short period, it became a leader in its space, establishing itself as a trusted brand for all Nigerian mums.

Innovations

Innovation is the hallmark of any successful brand. Molfix has not failed to assert itself as a strong market leader by offering mums the “complete package” diapering with the launch of wet wipes and pull-up pants. According to research, feedback from the mums has been very positive.

For example, in 2020, the brand innovated from Molfix Comfort Fix into MOLFIX Airdry, with Airdry Technology of Ultra-breathability and Ultra-absorbent, keeping the Molfix babies dry and happy always. The brand also launched its Happiness Movement in 2021, which was centred on spreading the Molfix happiness to all, as well as positioning Molfix as a happy brand. Besides from the Molfix Air-Dry open diaper, we have MOLFIX Pants which is very easy to wear and easy to remove and was introduced for the working mum or work-from-home mum, who wants solution convenience, who is tired

“Beyond innovation, as part of its strategy, the brand adopted a lower pricing regime which made it capture a larger chunk of the market even in its early years of entering the Nigerian market. Also, its strong distribution channel helped it reach both rural and urban areas of the country.”

of the diaper-changing wars, or who simply wants her baby to have more freedom to explore and to potty train.

Beyond innovation, as part of its strategy, the brand adopted a lower pricing regime which made it capture a larger chunk of the market even in its early years of entering the Nigerian market. Also, its strong distribution channel helped it reach both rural and urban areas of the country.

Recall, barely two years when it entered the Nigerian market, premium diaper brand, Molfix, assumed the leadership position of the diaper category with 44.3% of the total market share according to the Q3 2017 Nielsen report.

Remarkably, Hayat Kimya, manufacturers of Molfix baby diapers commenced operations in the fast-moving consumer goods (FMCG) industry in 1987 as manufacturer of goods in hygiene, tissue, and home care categories offering well-established brands such as BINGO (detergents and home cleaning), Molped (feminine care), Papia, Familia, Focus & Teno (cleansing tissues) as well as Joly and Evony (adult diaper). The company's brands are the favourites of consumers in more than 100 countries across five continents.

Hayat Kimya is a strong establishment in the regions in which it operates, with approximately 14,000 employees and their 22 manufacturing sites, a \$3 billion revenue, and \$4 billion in assets. Headquartered in Turkey, Hayat Kimya manufactures in Turkey, Egypt, Algeria, Iran, Bulgaria, Romania, Bosnia Herzegovina, and Russia. The company manufactures its products in 14 plants and continues its international investments at full speed.

The company is the world's 5th largest branded baby diapers manufacturer, and the largest paper tissue manufacturer of the Middle East, Eastern Europe and Africa. With thousands of employees around the globe, Hayat Holding offers 46 brands manufactured in 36 plants and distributed on 5 continents.

Connect With Mums

Recall, during factory tour by Mo'mums and Journalists which was also attended by its Brand Ambassador, Funke Akindele-

Bello. Head of Marketing, Hayat Kimya Nigeria, Roseline Abaraonye said, “We are currently dominating the diaper market with our brands and Molfix is the market leader. As a company, we make constant research and understand the need for consumers to have freedom of choice and our focus remains to deliver consistent, high quality for our consumers to show the brand cares for babies and their Mums. We are on a Happiness movement journey with all our Mo'Mums and Mo'Babies. Despite all challenges and difficulties in the world and market, we believe in Nigeria, and we will continue to give the best diapers to Nigerian mothers and babies. We believe Nigerians deserve the best and we are committed to delivering the best to them.”

Also, the company has consistently engaged women on different platforms and with different initiatives through its many brands, one of them being chiefly through its flagship Molfix brand. With the iconic campaign ‘Happy Today, Happy Tomorrow’ initiative, the brand has come to be synonymous with the brand as it engages women at various stages of their life.

Leveraging heavily on digital, the company created a very robust platform of an online community of women on social media known as Mo'mums (Molfix mothers). The platform caters to expectant mothers, those that have just given birth (0-6 months), those with growing babies (6-12 months), those with toddlers (12-23 months), and mothers that have grown babies.

Expectant women are empowered with such knowledge as weekly development of pregnancy, nutrition in pregnancy, pregnancy exercises, delivery, needs of a newborn baby, breastfeeding, pre-pregnancy, baby shower, and motherhood/for parents. New mothers get to know more about baby care, nutrition, sleep, breastfeeding, motherhood/ for parents, and putting on a diaper among others. For mothers with Babies that are between six and twelve months, they get monthly progress charts, nutrition, breastfeeding tips as well as games and fun activities for them. All these and much more are lined up for mothers.

In addition, the brand has consistently churned out other initiatives to engage women, one of which is the Molfix Mo'Mums party. The initiative is aimed at continuously rewarding the loyalty of Molfix consumers and also engaging with mothers in its online community. In one such event, mothers were given a chance to express their creative side in painting.

Other Notable Awards

For its innovation in the marketplace, the brand has received several awards. Notably, in its first outing at the gathering of Nigeria's top advertising brands under the aegis of the Advertisers Association of Nigeria (ADVAN) during its prestigious Awards for Marketing Excellence, West Africa 2017, the Molfix brand and its sister brand, Familia, emerged as brands that jointly carted home five astounding awards amidst strong industry giants across multiple categories.

Molfix got three (3) of the most sought-after awards at the ADVAN Awards. It emerged winner for the Experiential Marketing Award Category for 2017, 2nd Runner-Up in Consumer Promotion Award Category, and also the 3rd Best Brand of the Year 2017 in West Africa.

Other awards bagged by Molfix include the African Products Award as the Best Baby Diaper of the Year 2016 by the Institute for Government Research Leadership Technology within its 1st year of launch in the Nigerian Market, Africa's Most Preferred Premium Quality Diaper Brand of the Year 2017 by African Quality Institute (AQAA – African Quality Achievement Awards 2017).

In 2018, the Molfix brand was crowned the ‘King of Brands’ as it won the most coveted award of the event by emerging as the most valued and celebrated Brand of the Year ahead of other mega-brands that have been in the market for years.

Outside winning the Grand Prix of the awards, the Molfix brand also came first in the Experiential Category of the ADVAN Awards based on its engagement with consumers. The brand was equally awarded the first runner-up position in the Digital Category of the awards as well as the first runner-up position for the CSR category.

Asides from winning the Brand of the year award, Molfix won in the CSR category beating other notable brands. Similarly, it also emerged as the winner of the Experiential Marketing category beating Hi-life and Heineken emerged 1st runner up and 2nd runner up respectively.



Most Outstanding Mattress Brand Of The Year



Raymond Murphy, CEO, Mouka

By Azeez Disu

The global mattress market size was USD 30.36 billion in 2020. The market is projected to grow from USD 30.93 billion in 2021 to USD 42.84 billion in 2028 at a CAGR of 4.8% in the 2021-2028 period, according to Fortune Business insights.

Meanwhile, the Middle East & Africa Mattress market contributed about 10.56% to the global mattress market in 2019, according to the Market Research report.

Nigeria is one of the markets contributing to the industry's growth in Africa. Research by the National Bureau of Statistics (NBS) affirmed that 99.1 percent of households own a mattress, bed, or mat as a top household asset.

Within the country's bedding industry, Mouka; a manufacturer of mattresses, pillows, and other bedding products, has proved to be a market leader as it continues to expand its coast and frontiers in terms of market penetration and acceptance across a wide spectrum of consumers.

The uniqueness of its offerings, and the innovativeness of its brand-building activities over the years, have continued to guarantee Mouka an unprecedented rise in brand equity and talkability.

For its iconic qualities, it was crowned the "Most Outstanding Mattress Brand of the Year" at the prestigious Brandcom Awards 2021.

Brandcom Awards is designed to be the most credible and prestigious platform recognising, rewarding, and inspiring agencies and brands also recently.

Mouka earned triple recognition, "Most Outstanding Mattress Brand of the Year", "Best Marketing Manager," and the "Best CEO," all of the Year," in the beddings category.

Speaking on the "Most Outstanding Mattress Brand of the Year" award, Joshua Ajayi, founder BrandCom Awards, said this is the highest honour reserved for brands that have excelled in upholding the highest professional standards while delivering on excellence, quality, and professionalism, among other set parameters. Mouka stood head and shoulders above the crowd among other bedding and mattress brands to emerge the winner.

Talking about the "Best Marketing Manager" award, Joshua said the recognition stems from the managerial competence, market leadership, ingenuity, and excellent contributions by Tolu Olanipekun, in the marketing communication landscape while leading the Mouka marketing team.

In addition, the CEO's award was for the outstanding role of the company's foreman, Raymond Murphy, in Mouka's growth trajectory, continually adding value to lives through first-class brands that ensure consumers' wellbeing.

Commenting on the laurels, Murphy stated that the highly appreciated recognitions resulted from the collective effort of Mouka staff and loyal distributor base, whose dedication knows

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no bounds.

Contributing To Consumers' Healthy Future

Notably, Mouka has been contributing to the consumers' healthy future and lifestyle not only through its innovative products but also through a series of initiatives, one of which is the commemoration of World Sleep Day.

World Sleep Day is an initiative of the World Sleep Society

to recognize the impact of sleep on human health. This annual event focuses on the effects of sleep problems and the importance of healthy sleep at every stage of the human life cycle.

In line with the 2021 theme, "Regular Sleep, Healthy Future", Chief Executive Officer of Mouka, Raymond Murphy said that Mouka has been propagating healthy sleep culture through campaigns and quality sleep solutions. This has earned it the endorsement by the Nigeria Society of Physiotherapy (NSP) and the National Association of Orthopaedic Manual Therapists (NAOMT).

According to him, the foremost company would continue to promote consumers' well-being, which is at the core of its mission. Mouka promises to keep innovating and renovating its product portfolio through intensive research and development to cater to varied consumer needs and preferences adequately.

The company created an educational video in collaboration with medical experts to celebrate the 2021 World Sleep Day. In the video, the President of the NSP, Dr Nnenna Chigbo, said in the short term, irregular sleep negatively impacts attention span, memory recall, and learning, with increased risk of obesity, diabetes, and weakened immune system in the long term.

Mouka continues to add comfort to life through its array of quality products such as Wellbeing Orthopaedic mattresses, Mondeo Plus spring mattresses, and an assortment of pillows to help Nigerians sleep well and wake up refreshed.

Change of Ownership

Mouka in 2021 announced the change of ownership of its corporate company to Dolidol, the market leader in Francophone Africa based out of Morocco.

Recall, the CEO of Mouka, Raymond Murphy, said the transaction sets the scene for bigger and greater things for the Mouka brand with this affiliation with a regional market leader.

"In the light of this new development, Dolidol, a Moroccan market leader in the mattress space, will bring to the fore significant foam science, technical and engineering expertise to Mouka. As the market leader in Francophone Africa, Dolidol's expertise will also be introduced to boost Mouka's operations and the quality of its product portfolio". Murphy said.

The Chief Operations Officer of Mouka, Femi Fapohunda, also shared his excitement about this change in ownership. "With Dolidol's stake in Mouka, our consumers and trade partners should look forward to new and ground-breaking innovations due to the technological expertise Dolidol brings onboard. In addition, from an operational point of view, we look forward to improved productivity and product quality that meet consumer needs and exceed their expectations." Fapohunda said.

Dimeji Osiungunwa, Mouka's Chief Commercial Officer and lead strategist behind Mouka's unrivaled distribution of approximately 2,000 branded outlets nationwide shared his views on this transaction. "I believe this strategic ownership will create additional investments in the expansion of the Mouka footprint within Nigeria and beyond our borders. I look forward to the synergy between the Mouka and Dolidol in deploying a world-class route to market strategy". Dimeji said.

According to the Head of Human Resources of Mouka, Ifeoma, Okoruen, the new owners of Mouka had positively commented on the capability of the Mouka team. "They had nothing but positive comments and compliments to make about the team across all job grade levels. They have also shown keen interest in the growth and development of the Mouka staff," Ifeoma said.

Dolidol and DPI also expressed excitement about the future of this transaction. The CEO of Dolidol, Mohamed Lazaar, had this to say. "I believe the acquisition of Mouka will allow Dolidol to strengthen its presence in the continent and complement Mouka's growth in the region with an addressable market of around 200 million Nigerians."

Walid Mougou also gave some additional insights into the strategic plans of Dolidol. According to him, Dolidol's plans are centred around massive investment in Mouka, which will result in the development of the brand, people development, and the creation of more job opportunities.

Speaking on this, Ms. Sofiane Lahmar, a Partner at Development Partners International (DPI), said, "As the most populous country in Africa, Nigeria shares many of the same trends as the rest of the continent, including positive demographics, a fast-growing middle class, and rising consumer-spend. We remain confident in the future of the business and look forward to working with both management teams to execute the company's ambitious strategy and vision," she further explained.



Most Outstanding Out-Of-Home Advertising Agency Of The Year



Engr. Dozie Mbanefo, CEO, New Crystal Communications Ltd

By Ntia Usukuma

Since it started operation as an outdoor advertising company in 1998, New Crystal has since risen to lead the market with its innovative approach. The company introduced several world-class services to the Nigerian market and earned itself a prestigious position within the Outdoor Advertising Association of Nigeria (OAAAN).

All through its activations as a high-tech agency the organisation has always been outstanding in the Out-Of-Home advertising business in Nigeria and other parts of West Africa. Over the years, the agency has progressively and impressively followed the path of excellence in its service delivery. Indeed, New Crystal Communications represents the urbane and sophisticated outdoor brand in today's out-of-home business.

With a team of professionals who collectively possess magnificent management and technical skills in abundance, New Crystal Communications has carved a niche for itself in business awareness creation, publicity, promotions, and the beautification of the Nigerian landscape through different forms of billboards.

Impressively, New Crystal Communications Limited also raised the bar of competition by placing its boards on Google to enable clients to gain video access to their boards across the country including the 48 sheets.

According to Mr. Dozie Mbanefo, Managing Director, New Crystal Communications, the Google application deployed by the agency strictly centres on pictures of the boards such that if any client decides to Google a location where his brand is exposed, he will be able to see the board live and clearly as long as he is connected to the internet. He added that the agency is always at the forefront of introducing new ideas into the market because "Innovation for us is developing what other people have not done and we will continue to strive and give our best to the industry."

Mbanefo explained that the main focus of New Crystal Communications is to be recognized in the industry as a great agency that never compromises on quality and excellence at all times. This is why, he said, the agency is relentless in its efforts to tap into innovations on the global scene as new forms of outdoor advertising emerge. The agency does not merely remain abreast of developments in the global outdoor advertising scene, it ensures that innovations are adapted to local needs in the best form possible.

The agency is on an unending drive to satisfy its clients in innovative ways. Despite its numerous accolades and achievements, the team at New Crystal Communications believes that more needs to be done and that there are still more grounds to cover. The team continues to strive to do better in creating the preferred service for clients.

Interestingly, this drive has not gone unrecognised among industry stakeholders in Nigeria and across Africa. For instance, the agency was awarded the Most Outstanding Out-Of-Home Advertising Agency of the Year at the 2021 Brandcom Awards that took place last November at Ikeja, Lagos.

The outdoor agency came tops among other players

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because of its exploits in ideation and positioning which has improved the market share of its clients. With a mix of creative vision and technical innovation, New Crystal has grown into an award-winning OOH agency that delivers unique and irreplaceable solutions.

With a client base covering numerous business sectors in the country, the company has grown to be known as one of the most trusted outdoor advertising companies in West Africa with clients covering both the public and private sectors.

This unique agency under ebullient Dozie Mbanefo has continued to grow at a tremendous pace. With his guidance, the company has come to appreciate the importance of quality and hard work, priding itself on training staff to the highest level to ensure the demands and challenges of precision production are met to ensure client satisfaction.

To innovate successfully, Mbanefo says, the team is consistently updating itself on what is happening in Europe and America. His words: "What we do is to look at international trends and the best form to deploy such for our environment. We

are also affiliated with a couple of companies such as T-One Tech UK, which is a concept development company in terms of outdoor advertising and they do consistent training for us, giving us consistent information on contemporary trends in the industry. If you are not innovative, then certainly, it is difficult for you to grow. The information at your disposal also aids planning. You can't plan on what you don't know."

With over 50 digital boards spread across the country, New Crystal Communications is undoubtedly a major player in the business of Out-of-Home advertising. The agency continues to expand its footprints and as such currently has more than 1,000 outdoor displays across West Africa.

Boards deployed by the agency to expose customers' products and services to customers include large format billboard structures, digital billboard (LED) Ultra Waves, Scrolling billboards, unipoles, rooftops, backlit. Others include gantries/bridge signs, bus shelters, mobile advertising, indoor signs that are of world standards.

Aside outdoor advertising, New Crystal Communications Limited is also a leader in print production. It produces quantity prints, promotional and gift items that make the firm a reference point in exceptional services delivery in a highly competitive sector.

Propelled by best professional and industry ethos and norms, and gingered by its vision to be an industry leader in the pursuit of quality and services excellence, New Crystal Communications has gone the extra mile to remain a delightful partner to all its stakeholders including employees, suppliers, and customers.

And with a mission to provide excellent satisfaction in all that it does for the benefit of its customers, staff, suppliers, and communities as well as ensuring profitable growth - New Crystal Communications Limited has invoked the best practices in the sector to achieve utmost customer and employee approval.

Beyond rhetoric, New Crystal Communications Limited's unique and superb services speak volumes, and the works it has done for an array of blue-chip companies, the federal government, state governments, and other agencies attest to the agency's leadership role in the Out-of-Home advertising enterprise.

The agency's clients include Nigerian Brewery (NB) Limited, United Bank for Africa (UBA), Zenith Bank Plc, Coca Cola, LG Electronics, A-Z Petroleum Products, Capstone Sports, Universal McCann, MediaReach, Starcom Media, and Media Perspectives.

The agency has successfully executed projects for Anambra, Abia, Delta, Kogi, and River state governments as well as the Federal Ministry of Works and Housing, Ministry of Information, NAPEP, Police service Commission and Federal Character Commission even as the agency has reached an advanced stage in its plan to extend tentacles to other cities across the country.

Other notable companies are Etisalat, GLO, MTN, Zoom Mobile, LUMEN suite, WAMCO Group, Water AIDS, Cutix Plc, and AIDS Prevention in Nigeria (APIN), just to mention a few.

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

To meet up its flood of clients and customers in the outdoor advertising segment of the integrated marketing communications sector, New Crystal, carries out Fabrications Installation Maintenance and Posting (FIMP) while its print production unit parades state-of-the-art equipment comprising computers, imagesetters, and digital imaging machines, among others.

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Most Outstanding Creative Advertising Agency Of The Year



By Ntia Usukuma

When Noah's Ark launched its marketing communications expedition in 2008, it was for the pursuit of becoming an invaluable extension of its clients' businesses while being recognized as one of Africa's finest amongst the constellation of elite global agencies.

Today, only 14 years later, Noah's Ark is winning on both fronts and more. Besides guiding local and international brands through uncharted regions to break new grounds and helping to establish Africa as a haven for creativity, Noah's Ark has evolved into the ARK Group, boasting of a powerhouse stable consisting of Advertising, PR and Event Management, Content Production and Digital Marketing solutions companies.

As voyagers, we are always sojourning. Seeking virgin terrains to conquer for our brands and new frontiers to cross together with our partnering clients. This is the reason we this say: "We go wherever the idea takes us".

Noah's Ark, a full-service marketing communication was named the prestigious winner of Creative Advertising Agency of the Year at the 2021 Brandcom Awards. The marketing communication firm came top among other agencies because of its exploits in the creative industry which has improved the market share of the brands in its care. The firm's creativity and unrivalled dedication have also positioned it as a go-to agency in Nigeria's competitive advertising industry and the Integrated Marketing Communication industry as a whole.

Noah's Ark is a firm born out of the vision of changing the status quo of sameness in the marcoms industry and playing among the league of the world's most illustrious creative agencies. With a mix of insight, creativity, and technical innovation, Noah's Ark has grown into an award-winning creative agency that delivers solutions within its unique capacity as an irreplaceable extension of its client's businesses.

Noah's Ark boasts of a rich array of clients that span various industries and delivers creative business solutions in sectors such as FMCG, Telecommunications, Mobile technology, Government and nonprofits, Hospitality & Tourism, Pay-Tv/Entertainment, and financial services.

Led by Lanre Adisa, Group Managing Director and Chief Creative Officer, Noah's Ark is among the agencies that shaped Integrated Marketing Communications (IMC) industry. It also remained one of the country's creative powerhouses that its efforts yield tremendous results year in year out. Its creative business solutions for clients have not only helped boost brand's bottom line but, also showcased to the world the huge potential that the country boast of.

Winning Campaigns

Industry watchers have pointed out that the agency's success with its campaigns can be attributed to its power of storytelling, originality of ideas, and infusion of Nigeria's modern culture to its ad rather than trying to emulate big-budget global ads.

Noah's Ark Communications won gold in the Outdoor, Installations, and Activation category with "Let History Repeat Itself – Fela." at the Pitcher Awards held virtually in 2020.

In 2021 the agency was also named the Agency of the Year for West and Central Africa by Pitchers Awards.

“Noah’s Ark, a full-service marketing communication was named the prestigious winner of Creative Advertising Agency of the Year at the 2021 Brandcom Awards. The marketing communication firm came top among other agencies because of its exploits in the creative industry which has improved the market share of the brands in its care. The firm’s creativity and unrivalled dedication have also positioned it as a go-to agency in Nigeria’s competitive advertising industry and the Integrated Marketing Communication industry as a whole. Noah’s Ark is a firm born out of the vision of changing the status quo of sameness in the industry and playing among the league of the world's most illustrious creative agencies.”

Apart from Pitcher Awards, the marketing communication firm emerged the Grand Cristal winner at the African Cristal Festival where Noah's Ark was named Agency of the Year with its "Prayer Warrior," a spot for wireless provider Airtel, celebrated the way Nigerian mothers pray, sometimes at length, for the health and success of their children.

The 'Rainmaker' TV Commercial for Airtel Nigeria by Noah's Ark Communications Limited also emerged as the only creative work from Africa to make the shortlist of last year's Epica Awards.

This was contained in the 2021 Epica preselection announcement made by the organisers of the globally acclaimed awards for rewarding outstanding creativity.

The "Rainmaker" campaign was shortlisted in the Communication and Public services category.

According to the organisers of the award, a total of 3184 entries from 64 countries were received for the 2021 edition of the Epica Awards, representing a sharp increase from the number of entries recorded last year.

The "Rainmaker" campaign for Airtel Nigeria is among the over 3000 pieces of work or entries submitted from agencies, production companies and clients that were analysed by a unique jury of editors and senior reporters for the 2021 competition", it stated.

Noah's Ark also emerged as the only West African agency to win an award at the last Loeries Creative Week 2021; the most coveted award event across Africa and the Middle-East.

The Loeries, a proudly not-for-profit company, promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of fresh thinking, innovative ideas and outstanding execution. As Africa and the Middle East's premier award that recognises, rewards, inspires and fosters creative excellence in the advertising and brand communications industry, winning a Loerie is the highest accolade for creativity and innovation across our region; and is definitely not regarded as an easy feat.

Noah's Ark Communications was awarded a Bronze in the Print category for a campaign called 'The StopCut Project' for Hacey, an NGO. An audacious campaign, considering its objective of tackling the age-old cultural practice, by creating awareness about the existence and harm of Female Genital Mutilation (FGM) and by extension, trying to enlighten the enablers, perpetrators, and sympathisers of the act about its consequences; both from the perspective of the mental and health effects for the victims as well as from the legal consequences for the enablers and perpetrators.

Speaking on the award, the Chief Executive Officer/CCO of Noah's Ark Communications, Mr. Lanre Adisa, commended the resilient spirit of the team for bringing home one of the most prestigious creative awards in Africa and the Middle-East.

Adisa added that the Agency will not rest in its quest to continue to put the Nigerian creative industry on the global map by continuing to create great creative ideas that not only give the brands in the Agency's portfolio an invaluable edge over their competitors, but also elicit conversations and effectively pass the communication messages to their target audience.

The agency has equally won several local and international awards and recognitions. Recalled, from the first brief it got from Peak Milk when it started, the agency has grown remarkably with many clients across different industries and boast many brands under its portfolio including Airtel, Three Crowns, Nokia, SFH, Heritage Bank, Hypo, and among others.

Early this year, Noah's Ark Communications Limited, also clinched the Nigerian Breweries' lucrative Maltina and Malta Gold accounts.

The Agency was appointed to lead the creative process for the two non-alcoholic malt brands by Nigerian Breweries Plc. after a keenly contested pitch involving a number of other leading agencies in Nigeria.

At the end of the rigorous creative pitch exercise, Noah's Ark was considered as the preferred creative agency based on their understanding and creative interpretation of brand expectations.

Speaking on the new business, the Managing Director/Chief Creative Officer, Noah's Ark Communications Limited, Mr. Lanre Adisa, attributed the success of the agency at the competitive pitch to the unparalleled creative solutions proffered by the team backed by deep consumer insights.

"We are very excited to win this pitch and we feel honoured to have the opportunity to work on a great and iconic brand like Maltina. We hope to bring to bear our magic on the brand as we have done with other brands we have touched. Most importantly, we look forward to working with a very intelligent marketing team." he said.

According to Adisa, winning the Maltina and Malta Gold accounts was the best way to start the year.

Interestingly, Noah's Ark's achievement can be described as a product of favour and immense support received from clients, who have remained a strong foundation for the agency's performance since inception.

Within a very short time, the agency has succeeded in establishing a strong footprint in the creative terrain through the supremacy of its ideas and the quality of works delivered to the clients.

It is one firm that, despite the nation's economic uncertainty amidst Covid-19 pandemic and lockdowns, has continued to soar high with its laudable ad campaigns. This is the reason many industry watchers believe that the agency deserved to win Brandcom Awards' Creative Advertising Agency of the Year 2021.

Ogilvy Most Outstanding Young Creative Advertising Agency Of the Year

By Azeez Disu

"Success is the sum of small efforts, repeated day-in and day-out," Robert Collier, American author, once said.

Striving for greatness as stated in the above quote is a daily thing, and it is the totality of every day's effort that leads to success. Most award winners would have similar story to tell about their doggedness and making every day count.

In the competitive advertising industry, the same applies for award-winning creative agencies who are able to be singled out from the crowd and have also become the go-to place for brands who are convenient that their brief would get adequate attention.

Most young and vibrant creative agencies work closely with clients to develop projects that are cost effective and timely delivered. Invariably, they contribute to the country's advertising revenue estimated at \$483 million (N193 billion) in 2020 according to PWC report, making Nigeria one of the largest advertising markets in Africa.

Amazingly, Ogilvy Nigeria is one of the leading creative agencies on the continent contributing to the growth of the industry. It was recently awarded as the Young Creative Advertising Agency of the Year at the 2021 edition of the prestigious Brandcom Awards held at D'Podium Int'l Event Centre, Lagos because of the originality and the creativity of its campaigns.

The prestigious Brandcom Awards is the celebration of the exploits and achievements of brands, agencies and notable players who are going the extra miles in making impact in the industry. The event had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity and credibility.

Ogilvy Nigeria, full-service agency, lives and breathes the philosophy of borderless creativity and utilise data, creativity and insights to create content that reflects diverse and colourful culture, that brings consumers closer to brands. This has won the agency the portfolio of some of the world's leading brands.

It also dives into the Ogilvy's network of expertise and tools in search of the strongest, most insightful, and relevant creative ways to bring value to its clientele and this has also made it created world class contents and campaigns.

Trajectory

Ogilvy Nigeria was birthed on the 5th of July 2018 after WPP, a British multinational communications company, acquired a 24.9% stake in First Primus Group.

Meanwhile, First Primus Group was founded by Otunba Seni Adetu, is home of Ogilvy Nigeria as well as Algorithm Media which is in partnership with GroupM/WPP media network agencies such as MediaCom, Wavemaker and Mindshare.

Ogilvy Nigeria became the 24th Ogilvy office in Sub-Saharan Africa. It had an official opening ceremony on Friday, 28th September, 2018, at the Landmark Event Centre, Lagos.

Since then, Ogilvy Nigeria has been operating as a full-service creative agency. And in just three years, Ogilvy Nigeria won over 8 new local Accounts ranging from FMCG to Fintech. The agency is also in partnership with multinational accounts such as Mondelez, Philips, Kotex, American Express, BMGF and NBC Universal.

Award-Winning Works And Campaigns

The agency has run series of award-winning works and campaigns for brands, one of such is the Coca-Cola Mama Di mama for the Coca-Cola brand.

The Coca-Cola Mama Di mama was its first major campaign as an agency and it started as a simple launch campaign of the Coca-Cola 1 litre bottle. It ended up being one of the most talked about bottle launches at the time and of course won it an award for the Best use of music.

There are many aspects of the campaign that resonated with the target audience, however the thing that resonated the most was the portrayal of the Nigerian mother and how gifted she is in bringing her family together by sharing her time with them and sharing things she loves like a bottle of Coca-Cola with her family.

Noteworthy, Coca-Cola Nigeria released the hip-hop remix of 'MamaDiMama' soundtrack. The remix was produced by and featured music icon, Tuface. Tuface's remix of the song celebrates the hero in his beloved Annie.

In a nutshell, the soundtrack featured in the MamaDiMama advert reinforces Coca Cola's commitment to inspiring and celebrating intimate family moments. The remix gave Tuface the chance to share his appreciation of Annie's role in



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creating intimate moments within the Idibia home with his adoring fans.

However, it was the musical of Tuface that earned Ogilvy Nigeria a silver award at LAIF Award 2020.

Also, the agency helped the Schweppes brand known for its “impactful simplicity” achieve greater result with its awarding winning campaign tagged ‘Schweppes Served with Style’.

Another laudable initiative is the Coca-Cola/AFCON campaign. The campaign threw up a fresh narrative about how, just like the players in the Super Eagles, every Nigerian has a role to play in keeping Nigeria united. It ran the campaign just after two major political parties went head-to-head at a national election. This narrative is true to Coca-Cola's brand purpose which is centered on bridging divides.

Another great thing that happened in that period was how it succeeded in shooting the scene of the Super Eagles players and the entire coaching crew in their locker room.

Commending the accomplishment, Ogilvy disclosed that “We then found out that we were the first agency to accomplish this, we are so proud to be working in an agency that's full of people who have immense drive to accomplish such feats. We were given a silver award for this work.”

The execution of the Telemoundo Betty in New York brief also showed mastery and professionalism from the creative agency.

Telemoundo brand owned by NBC Universal reached out to Ogilvy about using the launch of the new Betty in New York

Season to increase the hype and passion their Nigerian fans already possessed.

In executing the campaign, it did something that sparked excitement in the fans. It gave the fans the power to ask the stars to say certain Nigerian slang and speak in Nigerian languages as a way to connect to their Nigerian fanbase even more. For this, the agency won not only a global brand's confidence but also a gold award at LAIF 2020 for this work.

In another vein, collaborating with other agencies, it created an exciting football campaign tagged ‘Banter Better with Coke’ to announce the Coca-Cola EPL partnership, and the idea was centered around a very popular but often ignored activity around football and its fans – banter.

“The message was simple; You love to talk, brag, and bond before, during, and after every game of football, then go ahead do it better and stay refreshed with a chilled bottle of Coke.

“Since banter involves verbal communication and sound cues, we spent a lot of our time interpreting our Banter Better idea on radio commercials. It wasn't easy capturing spontaneous and humorous banter moments the way true football fans enjoy it, but we did it and were rewarded for it. The radios got us two gold awards,” the agency disclosed.

Also, it was awarded a Bronze at Lagos Advertising and Ideas Festival (LAIF) 2020 for Ads That Never Ran for the Coca-Cola Stay Safe Campaign. Recall, at the beginning of the Covid Pandemic a lot of brands came up with creative campaigns to educate their beloved consumers and fans, to be their guiding light in the time of panic and confusion; to advise and inform them on ways to stay safe, and ultimately inspire them to take certain actions that ensure their safety. It created a simple ad with the famous Coca-Cola visual identity but didn't get to publish it.

In the same vein, at LAIF Awards 2021, it won big with five bronzes and one Silver. It won silver for GoldenVita Eat Wheat, Coke Africa Wins, Buttermint Lockdown Awards, Phillips No burn Iron, and Ginjaah Your Flow respectively; winning in the Film LAIF, Press LAIF, Digital, and Mobile LAIF, Digital and Mobile LAIF, and Radio LAIF categories respectively. It also won Silver for the GoldenVita Eat Wheat campaign for the outdoor LAIF category.

Giving Back To Humanity

Recall, on Valentine's Day in 2021, the agency as part of its Corporate Social Responsibility (CSR), saw it as a perfect time and opportunity to spread love to strangers by donating blood and championing the campaign on blood donation, so it decided to be part of the Lagos State Blood Transfusion Committee drive. Basically, this was held to encourage blood donation in Lagos state amongst young professionals.

In essence, the agency continues to innovate and renovate by changing the advertising landscape with the creativity in its arsenal and helping brands irrespective of their target market across the world to connect to consumers whose behaviours and preferences are changing by the day while at the same time contributing to humanity and creating a better world with a creative campaign that not only impacts client return on investment but resonates with consumers.

ORACLE EXPERIENCE

Nigeria's Largest Experiential Marketing Agency

Most Outstanding Experiential Marketing Agency Of The Year

By Godwin Anyebe

Oracle Experience has continued to set the pace in Nigeria's experiential marketing landscape with creative and innovative ideas. The marketing company has shown over the years that, it has what it takes to lead a sector like experiential marketing in Nigeria.

The award-winning experiential agency creates experiences that strengthen the relationship between brands. It believes that brands need extraordinary ideas that create emotional connections, fuel conversations, and deliver business results.

Remarkably, the story of Oracle Experience winning awards is not new to stakeholders in the marketing communications industry considering its track records.

In 2021, Oracle Experience emerged as the best experiential marketing agency of the year at Brandcom Awards. The announcement was made at the annual awards which took place in Lagos on Friday, November 19, 2021.

Oracle Experience emerged winner in that category because of its innovative experiential marketing campaigns and activities deployed for brands under the year in review.

According to the organisers, the award is the highest honour and is reserved for agencies that have excelled in upholding the highest professional standard in the experiential marketing subset of the Integrated Marketing Communications industry.

Also, specifically, the prestigious Brandcom Awards is the celebration of the exploits and achievements of brands, agencies, and notable players who are going the extra miles in making impact in the industry. The event had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

Since 2006, the experiential marketing agency has helped brands to succeed through event marketing, promotional marketing, sponsorship marketing, employee engagement, and digital.

Dr. Felix King Eiremiokhae's led agency has also grown to become a multiple award-winning advertising and marketing agency providing events, marketing, planning, and sponsorship services to several local and multinational companies with a footprint all over Nigeria and an operational branch in Accra, Ghana.

The agency has worked with brands across different industries such as hospitality and tourism, retail, health care, airline, automotive, real estate, banking, FMCG among others.

Through is quintessential marketing jobs, the agency has a way of motivating customers to make faster and more positive purchasing decisions.

One of the works of Oracle Experience that kept many people wondering was the Tiger Wall. For Dr. Felix King Eiremiokhae, the founder of the agency, his company achieved the Tiger Wall because they like to do the tough things, and doing the Tiger Wall was very tough.

Oracle Experience has also shown the world that it is possible to do an activation simultaneously on different days, especially in a multi-diverse Nigerian society with over 250 ethnic groups and languages.

Recall, it did a 10 cities activation for one of its clients, Nigerian Breweries during the Easter celebration. It had also partnered with the DSTV brand to bring the teeming Nigerian football fans the prestigious English Premier League, EPL, cup.

Amazingly, the agency is credited with constructing 70 feet high Eyo masquerade built with a whopping 2750 crates for the Nigerian Breweries' Star lager beer brand at the 2017 One Lagos fiesta held towards the end of December.

Remarkably, it has been in the business of helping these clients bring their brands to life and building a better customer experience through its engage of services. Oracle also has competencies in event and promotional marketing, retail marketing, trade enhancement, digital, social, sponsorship marketing, employee engagement, public event, content marketing, guerrilla marketing, and more. The agency is also known for its skills for immersive and inventive technology and moving images too. With a penchant for diagnosing brand problems, bringing to life extraordinary ideas that create emotional connections, fuel conversations, and deliver business results, the agency has become a toast for its numerous clients.

King stated that the agency help client manages their resource and give value for money, "Now, I can tell you that clients are even more prudent in their spending which means if a client gives you money for a project, you need to be able to ascertain to them that everything you're delivering on value for money and thankfully, technology has also helped in playing a great role here.

"We also have a system, a geo-tagging app which helps to track and monitor the different cities you're running operations from and control what you're doing and showcase what you're



doing for clients to see which helps to ensure that people are doing what they are supposed to. We try to encourage the clients not to focus on 'nice to have' anymore but focus on 'must have' so that we can achieve more. Also, being able to be very honest with the client is very key because, at some point, it will not be about the money you are trying to get from the client, but how you are able to impact the main objective of the clients giving them the best advice and best approach on what to do."

Taking a look at past projects, the agency carried out many projects for Procter & Gamble in 2017, "We run campaigns for P&G 24/7. At every given time, we have campaigns scattered across the country, working simultaneously. P&G believes so much in working in the open market. They do a lot of interaction there. We have been doing that with them for the past 12 years nonstop," Felix explained.

Apart from that, the agency also executed the High Life Fest competition for the Life Continental Lager beer brand, also from the stables of Nigerian Breweries. The event was aimed at reviving, celebrating, and promoting highlife music in Nigeria's South East. At the event, there was a showcase of various displays of talents among young Nigerians.

For Oracle Experience, the trend in the experiential marketing of bringing artists to come and perform in order to market a brand does not deliver the required value. To do better, the agency said to itself, the only way it can change the system is to make the brand itself the superstar of everything that they do.

This, the agency achieved during One Lagos Festival by



building one of the most iconic things in Lagos, which is the Eyo statue using STAR lager crates; it was a massive edifice – about 69 feet tall!. And The beauty of such creativity is that when you are done creating it, you don't need to it advertise itself to the people naturally.

The agency has used the power of disruptive ideas to bring many brands to life. Because, for them, it is not an everyday normal thing; they always beat peoples' imagination and take them by surprise.

To this end, in 2015, for Star Bottle Tree, Oracle Experience won two awards in two weeks to win a major prize after being confirmed as the best experiential marketing campaign with the year under review at the Advertisers Association of Nigeria Awards for Marketing Excellence.

At the keenly contested category at the Advertisers' Association of Nigeria (ADVAN) awards, Star Bottle Tree defeated Nescafe Get Started, Star Music Trek, MTN Project Fame, Fayrouz L'Original Expression, Jaguar Landover Ride & Drive, Heineken House, Ranger Odyssey, and Orijin Drum unveil, to emerge the best for the year.

"One of the works of Oracle Experience that kept many people wondering was the Tiger Wall. For Dr. Felix King, the founder of the agency, his company achieved the Tiger Wall because they like to do the tough things, and doing the Tiger Wall was very tough. According to him, "people were surprised and wondered how possible it was to create that kind of experience in Nigeria. You know that sometimes when you work and you create this kind of experience; you see even foreigners looking at what you have done with surprise and wondering aloud, oh, is this Nigerian, is this possible?"



Most Outstanding Carbonated Soft Drink Brand In Consumer Engagement

By Jeremiah Agada

Cola brand, Pepsi, was crowned the “King of Consumer Engagement” at the 2021 edition of the prestigious Brandcom Awards. The reason for this may not be farfetched. When it comes to engaging the consumer, especially in the African market, one of the few brands that have built the reputation for doing this in a seemingly effortless way has always been SevenUp Bottling Company’s Pepsi. There is no denying that one of the strongest attributes of the brand is the connection it enjoys with consumers across all generations, across milieus-demographics-, and across platforms.

It is no secret that Decembers in this clime are ‘dett’y’, fun, much anticipated because of the brand’s many engagements with the Nigerian consumer. All year round, its different activities in the market have always given it the top-of-mind awareness and ultimately, the patronage it deserves from the Nigerian consumer. Today, the brand is a textbook example and a compendium of references for marketers and brands that wish to make consumer engagement a part of their operations.

In 2021 alone, Pepsi’s activities geared towards engaging the consumer can be described as a phenomenal feat that many will look forward to replicating. For instance, Pepsi’s engagement in Biggie’s house at the ‘Shine Ya Eye’ edition of the Big Brother Naija TV reality show lived up to expectations as it went a notch higher to build on the resounding success it achieved on last season’s #PepsiBBNTurnUp campaign at the fifth season of the Big Brother Naija. It came up with a series of activities Big on the show in-house, online, offline and all-around, aimed at engaging the viewer and consumer massively, and hinged on the #ForTheLoveOfTt campaign across all digital and traditional platforms.

Interestingly, in all the seasons it has featured, the brand has neither taken the position of the headline sponsor nor associate sponsor, but its influence on the show has been massive and its visibility and engagement have dwarfed other brands such that many have had to take a seat to understudy this winning trend.

As usual, for that season, many brands came up with many activations, commercials, and initiatives to engage the consumers on the show, but Pepsi’s was among the most memorable, engaging, and most interesting. Little wonder, the hashtag went viral, trending beyond the 26th of August when its task in Biggie’s house held.

It was no surprise, therefore, that barely two days after the show began, a look at the Nigerian trends table on microblogging site, Twitter, revealed that despite the intense focus on BBNaija, the Housemates of the show and their drama, Pepsi was one of the only two brands among the top 20 trending conversations on Twitter. The brand occupied an impressive 12th position on the table, second to only Supa Komando, a premium energy drink brand manufactured by SevenUp Bottling Company, SBC. Incidentally and quite expectedly, the latter brand is also from the stables of SBC.

For one, Pepsi is always on display in and around the house with its fully branded fridge at Biggie’s house and free access to the brand as provided for housemates. In fact, it is very difficult to watch the reality show without coming across a housemate drinking a bottle of Pepsi in Biggie’s Garden, seeing a chilled bottle of Pepsi on the dining table or escaping a view of Biggie’s kitchen with the Pepsi branded Refrigerator displaying chilled refreshing bottles of the brand.

Building up to the task in the house, the Pepsi brand worked up to a tempo, expectation and suspense with viewers and fans of the show, with the trend, #ForTheLoveOfTt. The trend which started at the beginning of the show was sustained throughout with different engagement with followers and viewers across social media. The brand ensured it was as much involved in the show with throwbacks from its last ‘Lockdown’ edition of the show, from the Wild Cards saga in the house where it asked followers to mention who they felt were wild cards to win fantastic prizes, and exciting moments where housemates are ‘vibing’ together with the Pepsi brand in hand.

As the day for the Pepsi BBN task drew near, the brand upped the ante of expectation with by further diversifying the #ForTheLoveOfTt campaign. It gave a poser to introduce them: “Pepsi is here for all of it! The groove...drama...style...vibe...dance...and all the good stuff. Wanna know why we do what we do? Find out this Saturday, 4th September on BBNaija from 5pm.”

This diversification which further made the campaign interesting featured some influencers and interesting persons from the world of entertainment who typify what the Pepsi brand emboldens and promotes as well as what people have come to expect from the show. For the love of Gbedu #ForTheLoveOfGbedu had DJ Spinall; For the Love of Style #ForTheLoveOfStyle featured the sensational Toke Makinwa, and For the Love of Drama #ForTheLoveOfDrama had actress, model and media personality, Nancy Isime as the face.



“As usual, for that season, many brands came up with many activations, commercials, and initiatives to engage the consumers on the show, but Pepsi’s was among the most memorable, engaging, and most interesting. Little wonder, the hashtag went viral, trending beyond the 26th of August when its task in Biggie’s house held.”

Others include, For the Love of Dance #ForTheLoveofDance which had former Big Brother Housemate Alexandra Asogwa-Alex Unusual and dancer Don Flexx as the face; the hilarious Kie Kie and funny Mr. Jollof are the face of For the Love of Gbas Gbos #ForTheLoveofGbasgbos; DJ Xclusive for, For the Love of Groove #ForTheLoveofGroove, and DJ Obi For the Love of Vibes #ForTheLoveofVibes. All these trends were anchored around the intrinsic value of the that Pepsi has to offer-taste-with the #ForTheLoveofTaste campaign.

At the end of its task in Biggie’s House and besides the prizes for winning Housemates, Pepsi decided to reward the entire house with a trip to the One Music Africa feast in Dubai. The decision to sponsor seventeen of these housemates to Dubai for the global event at Dubai has been variously described as a marketing masterstroke, one that is unprecedented. Nsikak Usoroh, a brand and digital marketing professional in the Nigerian market is most vocal in his opinion as he described the

brand’s action as ‘terrific’.

“If you consider the fact that these housemates have built a fandom outside the house, a fandom of diehard followers in their thousands, you will understand why I am excited on the implication of this on a brand like Pepsi. As a digital marketing expert with a bias for influencer marketing, I know what diehard fans can do for a brand because of their association with their stars. Check out how Elites, fans of former Housemate Erica Nweledim, have become brand loyalists of such brands as Supa Komando because of her affiliation with them. Check out what Icons and the others too are doing...it’s massive!

“If one former housemate has this level of power, consider what seventeen of them can do for a brand. So, consider that Whitemoney’s Moneygeng, Jackie B’s Jaguars, Boma’s Bravehearts, Liquorose’s Lions or Rose Army, Maria’s Marians or Riders Nation, Emmanuel’s Emirates, Angel’s Archangels, Pere’s Patriots, Yousef’s Yunikstars, Saga’s Sagamgs, Saskay’s Sasforce, Cross Nation, Ninisters and others will do within the period the music fiesta will run,” he enthused.

Nsikak’s submission has a lot of weight as fans are like gold dust. When it comes to the object of their fandom – their team, their idol, their obsession – they spend more and have a greater influence on their purchasing decisions, according to research. Most importantly, they are also more likely to be warm towards brands that facilitate great fan experiences, even if that brand seems peripheral to the object of fandom. This is what Pepsi is known for over the years.

Besides its activities at BBNaija in 2021, it also brought back the “TurnUp Friday With Pepsi,” a bespoke musical programme it curated at the height of the lockdown imposed by the Federal Government to curb the spread of the Coronavirus. This brand had keyed into Nigerians’ love for music, dance, and catching fun to come up with a weekend starter groove that does not require taking the risk of breaking social distancing protocols.

Turn Up Friday With Pepsi a special music programme which aired on Africa Magic Urban (DStv Channel 153) and Africa Magic Family (DStv Channel 154 & GOtv Channel 2) at 9 pm for some consecutive Fridays. The TV show was also curated as a DJ Jam session where viewers who miss the clubbing scene can tune in and be entertained by the in-house DJ.

Done in partnership with pay-TV giants, Africa Magic’s unique music programme was uniquely styled to accommodate various segments that kept viewers thrilled throughout the over three hours of broadcast. There was a DJ Battle where selected DJs show their skills on the wheels of steel. The programme which provided viewers the opportunity to turn up, dance, and cruise through a good time in the comfort of their homes ran for ten weeks.

Pepsi has undoubtedly established its position as one of the biggest supporters of sports and entertainment in Nigeria. The brand has been the brain behind star-studded concerts, powered world-class sporting events, and signed the biggest names in the entertainment industry as brand ambassadors. On this list are top-notch artists such as hip-pop-sensation, Wizkid, Tiwa Savage, Davido, Teckno, DJ Xclusive, DJ Cuppy, DJ Obi and DJ Spinall, Teni, African Giant crooner and Grammy winner Burna Boy and recent additions Ayarr Starr and Rema.



Most Outstanding Media Independent Agency Of The Year

By Azeez Disu

More than ever, brands are concerned about employing various media to reach their target market. They are also hiring credible media Independent agencies who understand the media consumption habits of consumers including other insights and are able to deliver on return on investment.

In recent times, the media planning and buying landscape is recording remarkable growth. According to market research and business intelligence firm, Expert Market Research, the global media planning and buying market is being driven by the global media expenditure, which attained a value of nearly USD 425 billion in 2020. The global media expenditure is likely to grow at a CAGR of 4% in the forecast period of 2022-2027 to reach a value of nearly USD 537.6 billion by 2026.

Within the media independent industry in Nigeria, PHD Media, a member of Omnicom Media Group, a global marketing communications giant, has proved to be a leader in the space with its top-notch media campaigns launched for brands that have invariably helped those brands excel in their various sectors.

For the success recorded for brands' media campaigns backed with data, comer insight, and technology and also its contributions to the growth of the industry with various initiatives, it was awarded the Most Outstanding Media Independent Agency of the Year at the prestigious Brandcom Awards 2021.

The 2021 awards, organised by leading brands and marketing publication, Brand Communicator, which was in its third edition held at the D'Podium Event Centre, Lagos, had the crème de la crème of the industry present. It was also a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

Speaking on the award, Joshua Ajayi, Convener of Brandcom Awards and Publisher of Brand Communicator said, "We are indeed happy at Brand Communicator, to have taken up the challenge of creating a respectable platform that recognises and rewards excellence in this very vibrant industry."

"In line with our tagline of Prestige, Integrity, and Credibility, we had a panel of assessors set up to painstakingly review our nominations. The result is all the agencies, brands, and individuals here present to receive one form of recognition or the other for their performances this year despite the challenges and peculiarities that came with the year 2021," he added.

The agency manages a host of clients ranging from Telcos to FMCG, NGO's to the alcoholic brands, and others. Its list of growing clientele includes Twinning, Lacasera, OLAM, SC Johnsons, Kalbe, Dabur, Loreal, Nutrifood, DISTELL among others.

"We create campaigns that help brands move beyond incremental improvements and leap ahead of their competitors," according to a statement published on PHD Media website disclosed.

PHD's Technology Deployment

PHD Nigeria years back was announced one of the top 10 PHD offices across the world for its use of SOURCE, PHD's proprietary media strategy and planning tool, which has been part of its global success story.

The Managing Director of PHD Nigeria, Dozie Okafor said, "With SOURCE, we have been able to deliver better strategic media planning and results to our clients."

Revealing PHD Nigeria's deployment of technology, recall years back, Okafor at the launch of "Merge: The Closing Gap Between Technology and Us", a publication published by the agency to bridge the technology gaps among brands, marketers and their customers told Brand Communicator that, "One of the things we have done is, with every single strategy we put forward for our client, there is one innovative approach which leverages technology. We have got the idea of using Geo-positioning to target specific consumers with a specific message, you can call it programmatic advertising but it is a bit of Geo-positioning as well because it works with triangulation, we are able to geo-tag certain areas and when people walk through they are able to serve them a certain ad.

"Assuming I put Geo-tag at every single Chicken Republic in Lagos, once you walk within a certain radius of the Chicken Republic you get a certain ad that you can buy two Chicken Sticks and get one for free, for instance, in the way of marketing to people, that is one application. Those are the kinds of things we are beginning to think around and also recruiting people that have that mindset of evolving, innovative."



In addition, he stated that the agency has a strategic partnership with Google and Facebook.

"We already have a working arrangement with Google and Facebook because we do buy ad space and serve ads through their platforms. So, it is really about us integrating and collaborating with them as we go forward. Be rest assured that whatever Google innovates in the western world will quickly be replicated across the globe. I think it's really based on our partnership with key vendors like Facebook, Google, and any other technology company that is willing to look into that innovative space."

How it Started

The agency's Nigerian office became operational in 2010 and serves as the hub for its West African operations.

Founded in London in 1990, it is the first media agency to offer strategic and creative planning at a time when the industry was about buying cheaply and quickly.

Its founders saw a bright future where smart thinking and clever planning could help brands grow faster than their competitors. Noteworthy, David Pattison, Nick Horswell, and Jonathan Durden launched Pattison Horswell Durden (PHD) in London with a clear proposition that spoke to clients who valued prize strategy.

Over the many years that have followed, it has continued to build on this defining ethic — with its evolution shaped by a continual investment in thought leadership. And it continues to ensure that its capability and approach evolve in line with changes in media, data, technology, commerce, society, and legislation.

Today, with over 100 offices in 74 countries, it continues to create remarkable campaigns that lead to remarkable growth — using the extending canvas of data and technology.

New Global Visual Identity

Noteworthy, in 2021, the Global media network PHD introduced a new mark and refreshed brand identity to reflect its philosophy 'Make the Leap' — a call to action for leveraging the power of imagination to drive disproportionate growth for its clients' business.

The new branding is being implemented internally and externally across all of PHD's 100+ markets.

Philippa Brown, Worldwide CEO commented, "For over 30 years, PHD has put creativity, innovation, and thought leadership at the heart of the business. Creativity and the power of imagination are what fuel our industry and we believe that only by making imaginative leaps in creativity can we best help our clients flourish and, therefore, leap forward commercially. The evolution of our identity brings this idea to life, with a contemporary and dynamic mark that positions us for the future."

Mark Holden, Worldwide Chief Strategy Officer, added: "In the modern world, advancements in data and technology have enabled marketers to improve how they target and measure their campaigns. However, while this is hugely important, at

"Within the media independent industry in Nigeria, PHD Media, a member of Omnicom Media Group, a global marketing communications giant, has proved to be a leader in the space with its top-notch media campaigns launched for brands that have invariably helped those brands excel in their various sectors."

PHD, we know that every great campaign starts with a great creative idea. That's why our new identity focuses on creativity above all else — because it's the power of imagination that drives disproportionate growth, not just reports, and spreadsheets."

The updated brand identity, created in collaboration with independent design director, Cosmo Jameson, has been designed with digital, motion, and audio capabilities in mind and reimagined to fully embody the PHD brand ethos 'Make the Leap'.

At the core of the new branding are visual assets that represent PHD's values of Creativity, Courage, Openness, Collaboration, and Curiosity — a reflection of the fact that it's the creativity and innovation of PHD's talent that powers business growth.

The identity comes alive with brand imagery and film that allows the viewer to feel the brand values by showing the duality of a world reimagined from one state to another through visual lateral leaps.

Avril Canavan, Worldwide Chief Marketing Officer at PHD, commented "Our new identity is strategically designed with digital and motion in mind to reflect how we work today as well as being a symbol of our ethos. The brand mark is dynamic and flexible, capable of making a physical leap itself to trigger imagery or film and reveal a world reimagined."

Cosmo Jameson, Design Director commented, "PHD has an industry-leading intelligence born from the duality of strategy and creativity. The brief was to capture the imaginative leaps and it's the visual theme of duality, along with 'the leap', that drives an ownable visual language throughout the identity, defining brand imagery and film but most noticeable in the brand mark which has been recrafted as an ambigram."

"The mark has been designed to harness a sense of kinetic energy. Its rotational symmetry allows it to demonstrate its ambigram qualities in motion but in static, its form somewhat suggests it's about to spring into action at any moment," continued Jameson.



Most Outstanding Body Care Brand Of The Year



By Abiodun Obisesan

2021: Premier Cool Leads with Laudable Brand Campaigns

Innovative and creative brand campaign activities are essential for brand sustainability and market relevance. This is a pivotal way of becoming a major force in the market while delivering quality products.

Brand campaign activities are the extent to which consumers can recognize or remember a particular brand positively. It is equally targeted towards building strong consumer perception for positive results.

Creating and building a brand campaign does not happen overnight. It's the function of creating realistic marketing goals that can be measured for sustainable effort.

For the success of any brand, building awareness is fundamental as it helps the company create a long-lasting impression in the minds of existing and potential customers.

In Nigeria, businesses are better recognized through brand activities. This is why certain brands have remained in existence for a long time. Premier Cool has leveraged the habit of championing campaign activities and partnerships that have kept the brand fresh in the minds of its consumers.

Premier Cool is Nigeria's number one best-selling cooling soap. The brand holds a very strong heritage as it has been the number one trusted soap brand to millions of Nigerians for a long time.

In 2019, Premier Cool, a PZ Cussons brand, signed a global three-year partnership with one of the topmost valued clubs in the English Premier League called Manchester City to become the club's Official Regional partner in Nigeria.

Similarly, in 2020, Premier Cool was recognized as the best-relaunched brand of 2020 and the brand team revealed that there are still bigger innovations to push, more activities to execute and wider market demography to penetrate.

Premier Cool, in 2021, executed several impactful and outstanding campaigns for consumers, that have distinguished the brand above its competitors. These excellent campaigns have further strengthened the brand's leading role in the FMCG industry and as a consumer-centric product.

Through its innovative and creative campaigns, such as the Brand Ambassador unveil, the Father's Day celebration and the just concluded Chill and Win Promo, the brand has proven to be a major force in the industry.

Brand Ambassadors Unveil and #Cutsoapforme Trends

Earlier this year, Premier Cool officially unveiled its brand ambassadors, Deyemi Okanlawon and Elozonam Ogbolu, in the most resonating way.

The BA unveil campaign started on social media latching on a trending catchphrase "Cut soap for me". The "Cut soap for me" phrase means asking someone to show you the way to success. This could include; idea generation for a business, job opportunities, career advancement or how to make more money.

The "cut soap for me" trend became an internet and societal conversation across major social media platforms in the country with known personalities also joining the social trend.

With the conversation heating up, both Deyemi

"For the success of any brand, building awareness is fundamental as it helps the company create a long-lasting impression in the minds of existing and potential customers."

Okanlawon and Elozonam Ogbolu joined the conversation. As top celebrities who are regarded as successful young and vibrant individuals, their fans and followers engaged them by asking them to "cut soap" for them, meaning to show them the pathway to greatness.

The would-be ambassadors then embarked on a search for this 'wonder soap', but the revelation took another turn as the brand unveiled them in the most surprising manner.

Head of Marketing Africa of PZ Cussons, Daniel Gyefour, while speaking during the brand ambassador unveiling said, "Deyemi and Elozonam have proven with their positive lifestyle and personality to be a source of inspiration to many in their own different spaces. Deyemi is a talented and versatile actor who through the years has stood out in his own craft, while Elozonam is a creative and innovative sensation whose ideas and contents are quite inspiring. They have both in their own ways, given others the hope and confidence to chase their dreams, which is what we represent as a brand".

Also, a statement from the Personal Hygiene- Head of Category, Kemi Longe at the end of the campaign stated that Elozonam embodies the Premier Cool target group, a talented and resourceful young man who is a source of inspiration to many other young men.

He is a video content creator on YouTube and other social media platforms. He boasts of thousands of social media followers and is fast becoming a sensation in the entertainment industry, having made several television appearances, landed TV commercials, and released some music tracks. He has endeared himself to many via his creativity and engaging content on social media.

While the target of the brand is towards the younger demography of men, it was important to communicate that the brand was also suitable for even the older alpha male as well, a demography Deyemi Okanlawon represents. Everyone needs the confidence to keep achieving their dreams.

Deyemi Okanlawon is a multiple award-winning film, TV, theatre and voice over actor. Since his film debut in 2010, he has featured in several productions and is currently the most sought-after talent in Nollywood. He was recently named the highest-grossing actor in Nollywood for 2021.

The brand not only achieved its purpose of revealing its new brand ambassadors but also succeeded in creatively passing the message of perseverance, confidence, dedication and inspiration to millions of Nigerian youths. The brand successfully

communicated the message of encouragement and consistency while dissuading Nigerians from social vices and shortcuts to success.

Recognizing and Celebrating Nigerian Fathers

Father's Day is a global day set aside to recognize, celebrate and honour fatherhood, paternal bonds and the roles of men in society.

This year, the Premier Cool brand celebrated fathers for their role in strengthening family ties. In an event tagged "Premier Cool Father's Day", Nigerian men were celebrated in the most fashionable way.

Premier Cool as a brand that recognizes men and their efforts in building a stronger, better society and family structure, embarked on yet another campaign specially executed to identify the leading roles men are playing in society.

The campaign was spearheaded by Deyemi, the brand ambassador. A select number of fathers were surprised in their homes, with special gift boxes including a special invitation to an elaborate Father's Day event; to celebrate Nigerian fathers and men alike. It was an event well attended; an evening of good food, music, fun games and of course banters.

The Blue Room Banters

Blue Room Banters is a platform that was designed to facilitate conversations for men by men. It is a platform that allows men to communicate, discuss, have manly conversations and above all, express themselves freely.

The brand manager, Eniola Ogunlade in a statement, pointed out that, "Men make up a huge percentage of our consumers and they are dear to us. As a soap brand, the understanding one would ordinarily have, once the word "care" is mentioned would be linked to personal hygiene. However, the Premier Cool brand has taken this care a huge step further.

"As a brand, we are also concerned with men's general wellbeing, while taking care of their physical hygiene. We know it is important to also pay attention to men's emotional and mental wellbeing. An important aspect of managing one's emotional and mental wellbeing is being able to talk about issues and having conversations that focus on solutions to possible problems."

In essence, the whole initiative showcases how the brand is building an emotional connection with its target market while at the same time, safeguarding the emotional and mental well-being of Nigerian men.

These are quite interesting times for brands and the marketing world generally. The brand is definitely looking forward to more exciting content and activities.

The Chill and Win Promo

In August, Premier Cool kicked off one of the biggest promos in Nigeria in decades, dishing out different amazing prizes worth over 20 million naira to its numerous consumers.

Regarded as one of the top consumer-rewarding campaigns in the outgoing year, the Premier Cool Chill and Win Promo saw six lucky individuals win a cash prize of a million naira each.

Other lucky winners were rewarded with fantastic prizes such as PS5, HP Laptops, Samsung phones, Refrigerators, Air Conditioners, a Single door fridge, Beats by Dre Head Phones.

Initially billed for three months with a grand prize of an all-expense-paid trip to Dubai, the promo was extended to 30th November, with the grand prize winners having an opportunity to choose between an all-expense-paid trip to Dubai or one million naira.

The transparency of the promo through its weekly live draws made it a well-executed and believable national promotion. The promo was targeted at rewarding the brand's loyal consumers.

In conclusion, winning Brand Communicator's Most Outstanding Body Care Brand of the Year is a testament to the brand's leading role as Nigeria's No1 bestselling cooling soap and a brand with huge societal impacts, values and consumer-rewarding activities through its quality product.

The brand will in no doubt, continue to play a leading role in the industry and remain consumers' favourite with its quality and rich marketing campaigns.

Premier cool, produced by PZ Cussons, is Nigeria's No. 1 bestselling cooling soap that guarantees 25-hours freshness and all-day confidence. Premier Cool soap contains anti-bacterial ingredients and menthol that helps get rid of germs instantly, leaving you to feel icy cool and protected round the clock!

QUADRANT MSL Iconic Public Relations Agency Of The Year



By Gbenga Adeosun

Quadrant MSL is Nigeria's top award-winning strategic communications and public relations firm, with a focus on building influence to deliver meaningful impact for businesses across the continent.

The narrative of the evolution of private PR practice in Nigeria will not be complete without the mention of Quadrant MSL Group. The agency is among the few that have brought positive disruptions to the PR landscape in Africa and holds the prestigious credit for being Nigeria's first full service PR consultancy, offering specialists services.

Quadrant MSL Group is also the first in Nigeria to transition into a global agency with equity stakes. The company moved into a global platform, different from the norm in which a global platform comes into a country to set up shop or build affiliation.

Quadrant MSL Group is partly owned by MSL Group, a leading global communications consultancy, which is the Publicis Groupe's global PR firm specializing in public relations, strategic communications, media relations and engagement.

Through its relationship with the MSL Group, it executes briefs pan-Nigeria, and in the West, Central and East African sub-regions. It offers country and sector-specific advisory services; just as it co-conducts marketing and situational analysis research projects. Its global reach makes it a toast of its clients as it can leverage on its partnership to regularly call on senior personnel of MSL across the world to co-present on multi-disciplinary and multi-market pitches within and outside Nigeria. Before this strategic partnership, the agency had been affiliated with Fleishman-Hillard, another leader in global communications delivery, for a decade.

These international affiliate relationships also provide Quadrant MSL Group with a deep reservoir of generic and specialist experience and technical know-how, as there is continuous mix and knowledge exchange across the relationship via regular cross posting of personnel and internships across the world.

The Company has over 30 years of experience and execution under our belt. A company of strategists, storytellers and creators and a collective of modern communicators, Quadrant MSL is building brands and strengthening leadership for tomorrow.

The brand's Creative Strategy is Deeply rooted in a stakeholder-centric approach that can be adapted across board to creatively deliver the best results in Digital PR, Crisis management, Corporate communications and strategic advisory, Sustainability and impact advisory, Media relations Listening and analytics.

One key attribute that stands Quadrant MSL out is excellent public relations driven by an inventive spirit. Quadrant MSL have been able to effectively access the Nigerian market, attract talents across disciplines, gather communications data, insights and experience from the country. As such, the company is uniquely positioned to deliver creative solutions and tell impactful stories while transforming brands and businesses.

With the continued advancement of social media and the decrease in traditional media consumption, the public relations industry has undergone systemic evolution in recent years. The Nigerian market is no exception, PR companies must evolve or become obsolete. Quadrant MSL's recent actions prove that it is

finely placed to attain sustainable leadership in the sector.

Quadrant MSL has recalibrated its operations and promised to offer better services to customers which is in line with the core value proposition of the firm to establish cordial relationship with its clients for efficiency and leverage.

The agency has transformed in line with growing demands based on the observation that PR has evolved, and so in working with clients, the baseline strategy is making them aware of how public relations has evolved and how the company is better positioned to harness modern solutions in providing additional value. Quadrant comprises of versatile team of strategic advisors and consultants with robust knowledge which makes them reliable, innovation and dependable. As innovators, pushing ahead in the creative trajectory and relentlessly driving impactful campaigns has been the hallmarks of the agency.

Quadrant MSL is undeniably Nigeria's foremost PR management company and has been a trailblazer in Nigeria since its launch in 1989. With services ranging from Perception Management, Digital & Social media Communications, Corporate Communications, Stakeholder Engagement, Advocacy, Research and Analytics, Issues & Crisis Management; Quadrant MSL has over the years delivered value to key multinationals and indigenous businesses some of which include 9Mobile, Philip Morris International, CNN, Dell, British Airways, Fidelity Bank, Ericsson, HMD Global, European Union among others.

In recent developments, Quadrant MSL was presented the Model Agency of All Time award by the Lagos State Chapter of the Nigerian Institute of Public Relations (NIPR), at the fifth edition of its PR Gala and Awards known as the Lagos PR Industry Gala and Awards (LaPRIGA). The award came as a key marker of Quadrant MSL's role as a pioneer being Nigeria's first full-service Public Relations Consultancy. The recognition was a testament to the great work delivered by the team and an indicator of more innovative excitement in future service delivery.

At the Nigeria Media Nite-out Awards 2021, Quadrant emerged as the "PR Pathfinder of the Decade".

Remarkably, at Brandcom Awards 2021, an event designed to be one of the largest gatherings of stakeholders in the brand and marketing communications landscape, catering to the most contemporary and topical issues in the industry, while also providing a relaxed atmosphere for industry stakeholders and creative powerhouses to celebrate their wins and network, Quadrant MSL excelled magnificently. At this third edition of the Awards held in November 2021, Quadrant emerged as the "Iconic PR Agency of the Year".

The agency's Immediate past Head of Business, Bukola Shobowale, expressed delight at the recognition, describing it as a proof of the company's differentiation. "It is an honour to receive this award from this prestigious institution. Being recognised as an Iconic PR agency of the year is proof of our hard work and commitment to our partners' success," said Shobowale.

The Brandcom award came as a distinct recognition of Quadrant MSL's role, not only as a distinguished agency in the Public Relations industry, but as an expert in its approach and delivery of reputation management and strategic stakeholder management services for indigenous and multinational organizations.

Still dissecting the edge Quadrant has, Shobowale revealed

“Remarkably, at Brandcom Awards 2021, an event designed to be one of the largest gatherings of stakeholders in the brand and marketing communications landscape, catering to the most contemporary and topical issues in the industry, while also providing a relaxed atmosphere for industry stakeholders and creative powerhouses to celebrate their wins and network, Quadrant MSL excelled magnificently. At this third edition of the Awards held in November 2021, Quadrant emerged as the “Iconic PR Agency of the Year”.”

further “In terms of helping to change perception around the difference between advertising and PR practice in the days of yore, one will also say that we are first. If you look at most of the guys running thriving agencies today, you will realize that they are from us or borrowed our model whether they are from the client or agency sides. In terms of helping to anchor practice properly, we remain number one.”

Within the several generations through which the agency has passed, it has consistently evolved with the times, achieving many firsts as it goes and entrenching legacies. “Legacy is one thing, novelty is another. What are our novelties? Shobowale explains further, “We were the first to open the eyes of West African practice to the fact that we needed to join the global communications village when we won the Sabre awards in 2012 as African Consultant agency of the year. That feat was first from Nigeria and first from West Africa”.

At Quadrant MSL, they continue to take pride in enhancing influence and delivering impact for clients and partners. This is further enhanced by the access to an array of global resources and tools, driven by its global company, Publicis Groupe, the world's most valuable marketing communications consultancy.

REDWOLF

Most Outstanding Digital Marketing Agency Of The Year



By Azeez Disu

Today, brands are more intentional about reaching consumers online than ever in a world where internet and smartphone penetration is changing the digital marketing landscape.

In Nigeria for example, social media usage is growing remarkably and this has propelled brands to innovatively engage the digital natives and other targeted consumers.

According to Data Reportal, the number of social media users in Nigeria in January 2022 was equivalent to 15.4 percent of the country's total population of 214.1 million.

To really engage the consumers online, brands employ a storytelling approach and mostly count on their digital marketing agencies to help deliver in that area. The effort is in line with the understanding of Seth Godin, Bestselling Author and Blogger popular quote that "Marketing is no longer about the stuff that you make, but about the stories, you tell."

Within the growing numbers of digital marketing agencies in Nigeria contributing to the growth of brands, The REDWOLF Company, the digital and second-line agency for Noah's Ark Communications; has proved to be one of the leading agencies disrupting the space.

Little wonder, it remains one of the most innovative agencies the country boost of especially at a time the deployment of digital is helping many businesses to scale up, increase their sales and even get investors.

REDWOLF has also been able to change the digital marketing landscape with its high-power creative team. For its contributions to the space, it was crowned the Most Outstanding Digital Marketing Agency of The Year at the prestigious Brandcom Awards 2021.

The awards, organised by leading brands and marketing publication, Brand Communicator, which was in its third edition was held at the D'Podium Event Centre, Lagos, and had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

Speaking on the award, Joshua Ajayi, Convener of Brandcom Awards and Publisher of Brand Communicator said, "We are indeed happy at Brand Communicator, to have taken up the challenge of creating a respectable platform that recognises and rewards excellence in this very vibrant industry."

"Distinguished guests, we have always felt this industry deserves better, hence we came up with the maiden Brandcom Awards in 2019. This year, we have expanded the scope and categories of the awards to make it bigger and much more prestigious."

"In line with our tagline of Prestige, Integrity, and Credibility, we had a panel of assessors set up to painstakingly review our nominations. The result is all the agencies, brands, and individuals here present to receive one form of recognition or the other for their performances this year despite the challenges and peculiarities that came with the year 2021."

Interestingly, REDWOLF is dynamic, like the disruptive digital revolution sweeping the socio-economic and political landscape with more people possessing smartphones, higher levels of computer literacy, and technological advancement. This

has defined new forms of engagement with the customer. Hence, organizations are now virtualizing key business value chain processes into platforms and digital networks.

An agency is only as successful as its client. Hence the client should engage an agency with similar objectives. For its digital dive, clients work with REDWOLF, an innovative digital experience, design thinking, and marketing company that understands, selects, and configures the right creative digital tools, teams, technologies, and techniques to deliver on business and brand needs.

So, REDWOLF is built with strong corporate values that embody being strategic, technical, and creative, the agency's partnership with clients has mutually beneficial measurable results worth their investments.

Also, it always separates itself from the rest of the pack, with offerings tailored towards creating easy, engaging experiences for its clients. Some of the notable brands it has worked for are Three Crowns, Airtel, Nokia, Mr. Chef, Kwese TV, Hypo, among others.

The REDWOLF Story

In a creative description of its trajectory and mode of operation, the agency said, "After the flood ceased, the Wolves stepped out of the Ark and took over the wild. Our survival, adaptive and cooperative skills continue to stand us out as we dominate the wild."

It added that "We will not be bound by the conventional rules of digital agencies in our quest to reshape the rules of digital within Nigeria and West Africa."

"We seek to build an all-inclusive, digital-driven business that focuses on people, processes, platforms, and technologies."

Meanwhile, the agency also stated that "Our Core Values transcend to our lifestyle, our voice, and how you want it. We are Curious, Trendy, Energetic, Fit, Sexy, Young, Confident, Smart, Brave, Cool, Optimistic, Influential, Socially Conscious, Real and Open to explore."

Giving further insight into the operation of the agency, Omokehinde Thomas, Deputy Group Head, Accounts, REDWOLF Digital, said, "We are an innovative digital experience, heavily invested in design thinking with the understanding of the business. Then we select and configure the right creative-digital tools, teams, and technologies to deliver on the business and brand needs. We offer the analytical expertise of our digital marketing strategists, the experience and specialization of our web developers, and the originality of our design and creative team to ensure all-around perfection."

In addition, REDWOLF's core digital marketing services include digital strategy planning, content marketing, social media marketing, influencer marketing, and digital advertising.

Known for its creative development capacity, REDWOLF aims to always generate attention-grabbing and sustainable ideas that will appeal to its client's consumers, with a focus on constantly designing creative solutions in digital and branding specialization services backed by its in-house proprietary tools.

REDWOLF is assertive; it resolves tenaciously to bring omnichannel, industry-specific app development experience to every client. This is evident in the creation of a series campaign

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for brands.

While commenting on REDWOLF's relationship with clients, she said, "Our relationship with the brand's team has been nothing but cordial, professional, respectful, and symbiotic all the way."

Like the proverbial wolf that never leaves its pack, REDWOLF never backs off from a challenge. It carries clients along and sees things through till the end.

Amazingly, one of its campaigns on social media with the picture of a bird with a rope tied to its mouth, and the copy reads "Birds don't cry like birds anymore. happy Independence Day"

In another vein, the agency churns out innovative campaigns which have further endeared consumers to brands. One of such laudable campaign is titled "Show Love Unbiased"

Outside the digital space, it did a print campaign for men, which is also featured on 'ads of the world', "Our society frowns at men when expressing love to other men, however platonic it may be. This print advertisement was done to debunk the negative mindset and normalize men expressing love to one another."



Most Outstanding CSD Brand In Innovation



By Oche Samson

Rite Foods: The Unstoppable Trajectory of a Global Brand

The rapid success of Rite Foods Limited, has broken all encumbrances known with indigenous businesses. This feat can be attributed to its quality consciousness and technological advances within the market space.

The ability to explore and deepen brand affinity, most often, sponsorship of big platforms hardly get value for their investments due to their inability to get out of name association, the usual "this programme/product was sponsored by XYZ". In time past we have seen a rapid emergence of storytelling across various brands, where marketing teams are reporting the same elsewhere. By highlighting the values and actions of a company, marketers can drive purchases, loyalty and, advocacy while creating alignment between brands and consumers.

At the recently concluded Brandcom Awards, it was a double celebration for the company, Bigi was awarded Carbonated Soft Drink (CSD) Brand of the year and Fearless, the Corporate Energy Drink of the year 2021 respectively. Rite Foods has defeated other competitors in an industry soaked with global brands.

The company was established in 2007 as a subsidiary of Ess-Ay Holdings, began production in March 2008 with sausages, and has since become a major player; where it has also set the pace in 2016 with products comprising of Bigi Cola, Bigi Orange, Bigi Apple, Bigi Bitter Lemon, Bigi Soda Water, Bigi Lemon & Lime, Bigi Tropical, Bigi Chapman, Bigi Tamarind, Bigi Cherry Cola Bigi Cola (Zero Sugar), Bigi Ginger Lemon, Bigi Ginger Ale, Fearless Redberry Energy Drink, Fearless Classic Energy Drink, Rite Spicy, Bigi Beef Sausage roll and, Rite Sausage rolls.

The company's innovation has earned high recognition in the energy drinks market with the first-ever packaged polyethylene terephthalate (PET) bottle brands for the Fearless Red Berry and Fearless Classic.

The year 2021 saw the company sponsoring the widely acclaimed musical talent show, Nigerian Idol which many brand enthusiasts and critics commended the aggressive and creative approach the brand adopted in leveraging the idol global musical talent discovery platform. For a brand that is targeted at substantially youth demography and family consumer satisfaction, analysts believe that the adoption of the platform in the first place is a coup well-plotted and delivered against competitors in the sector, music has no doubt continued to grow, on this backdrop the recent Grammy won by Burna Boy is a major step to the validation and many growths to which the music in Nigeria has expanded.

Not done with innovation and deep thought, the company took ownership of the microphone by replicating all the 12 variants of Bigi into a beautiful work of art, therefore, exhibiting the vibrancy of the brand through unusual brand activation against the pedestrian approach that other brands would have applied into having a conservative brand briefing with Press Release handed out to journalist.

The Beverage company is known for promoting entertainment in the country also sponsored the Max Live Concert for music lovers in Lagos. The artists which performed at the concert like Ruga, Laycon, Ladipoe and more eulogized Rite Foods' premium Fearless energy drink brand for the sponsorship.

Interestingly, in recognition of Rite Foods' position as a leading player in the industry, Champion News Media, Publishers of Champion Newspapers, and organizers of the annual Champion Awards bestowed on the company the "Brand of the Year 2020", in the Fast-Moving Consumer Goods (FMCG) category.

In furtherance of the patriotic and nationalistic role, the company celebrated with Nigerians on the nation's 61st Independence anniversary and used the opportunity to sponsor the 10th anniversary of Rainbow FM 94.1, located in Ogun State, on October 1. It was also part of its commitment to promoting

entertainment and disseminating information for a well-informed society.

Unarguably, the fastest-growing Foods and Beverages Company in West Africa, with the vision of becoming the industry's foremost conglomerate by 2030. Recently, Rite Foods demonstrated its support for the growth of the Nigerian movie industry with the sponsorship of the Progressive Tailors Club movie premiere at the Filmhouse Cinemas IMAX, Lekki Lagos, and, Ibadan respectively.

The event's highlight was a fashion competition organized by Bigi for 20 shortlisted designers across the country who had participated in the online campaign to showcase their creativity in the tailoring profession.

The Company also threw its weight behind the 2021 Felabration in commemoration of the life and times of the late Afrobeat king, Fela Anikulapo-Kuti. The premium energy drink energized the event with glitz and glamour with different musical artists in attendance, displaying dexterity and basking in the euphoria of the positive energy from the was palpable at the event which culminated in the Post-humous Fearless Award bestowed on the legendary icon, Fela Anikulapo-Kuti.

Bigi's Market Penetration, A Record in Consumers' Connection

The Bigi brand which made sweeping entrant into the Nigerian CSD market in 2016 with its leading variants of different flavours has become the preferred choice for families, especially the youth demographics, in refreshing moments and celebration with the desired satisfaction.

The award-winning brand with various slogans for its variants which makes it quite amazing, like the Bigi Cola is dubbed "Mr. Cool, Impress with Style", while the Bigi Apple is termed the "Show Stopper, Raise Excitement", and the Bigi Chapman as "Sharp Man, Blend of Fun."

The Bigi Tropical has the communication slogan "Freshest, Makes You Feel Fly," the Bigi Bitter Lemon "Wise One, the Mind Activator," the Bigi Lemon & Lime, "Double Team, Thorough Satisfaction," Bigi Orange, "Orangy thirst annihilator, Spread Goodness," Bigi Soda, "The difference, Stand Out," Bigi Tamarind, "Legend, more than a Drink," and the Bigi Cherry Cola stands for "Spread Goodness." Also, the Bigi Ginger Lemon is identified with the slogan "The difference, Stand Out," and the Bigi Ginger Ale with a wonderful product catchphrase.

The pacesetter in the food and beverage industry also lent its support to the Abeokuta King's Golf Tournament held on October 10, 2021, in the ancient city of Abeokuta, Ogun State, thereby connecting with its consumers through sports.

At the event, Bigi provided adequate refreshment with water points at the golf course to help rejuvenate the participants during the competition.

It also powered the Abeokuta 10 km marathon which was held on Saturday, November 13, 2021, and organized by the renowned sports management company, Nilayo.

As the headline sponsor, the premium Bigi brand rejuvenated the athletes who participated in the long-distance race with the theme "Naija, race for Homeland," which was specifically for Nigerians within the country and in the diaspora.

It was another milestone event that reflected Bigi's immense support for sports development, as put forward by Rite Foods' Brand Manager, Boluwatife Adedugbe, who said the race was an indication that the world-class company constantly adds value to lives on initiatives that promotes talent and healthy competition.

Indeed, the support was applauded by the Ogun State Governor, His Excellency, Dapo Abiodun, who commended the brand for creating a platform of social value that had helped to build talents and also spurred the youths to greatness. He said the sponsorship was another golden opportunity for Nigerian youths to earn global recognition.

In furtherance of its marketing consumer connection, the premium brand sponsored the Nigerian Idol, an international musical star discovery platform for young Nigerian artists.

The excitement generated by the music reality show which still lingers in the minds of Nigerians reflects the huge innovation and creativity introduced into it by the market leader in the CSD sector.

The show gave rise to the first of its kind Media Idol where the Nigerian Idol concept was recreated for content drivers in music, lifestyle, entertainment, and arts, as well as online publishers and bloggers, to announce Bigi's sponsorship of the musical show and for them to appreciate the painstaking efforts that usually go with the discovery of talents through the platform.

Interestingly, Bigi's contribution to worthy initiatives has recently been applauded, with the "Most Outstanding CSD Brand of the Year" at the Brandcom 2021 Awards, for its market leadership position in the beverage industry, surpassing its competitors in that category.

The Brandcom Awards in its third edition and organized by Brand Communicator Magazine, a foremost brand, and marketing magazine, was conceived to celebrate and honour brands, agencies, and notable individuals in the brands and marketing industry who are going the extra mile making impact in the industry. It was held at D' Podium International Event Center, Lagos, on Friday, November 19, 2021.

Commending Rite Foods' Bigi brand for the award, the organizer and Publisher of Brand Communicator, Joshua Ajayi, said the product has demonstrated its market leadership position in the CSD industry with its 12 variants, thus meeting consumers' taste and preferences with the desired satisfaction.

Fearless Energy Drink Blazes the Trail with Innovation, Consumer Connection through Worthy Marketing Initiatives

In today's business environment which is characterized by high competition, innovation is widely accepted as one of the key sources in helping brands to build and maintain sustainable competitive advantages.

It helps to drive brand penetration, growth in market share, and consumer connection profit maximization.

Fearless Energy brand which consists of the Fearless Classic and Fearless Red Berry variants and was introduced into the Nigerian energy drink market in 2017. It has set the pace for others in its segment, with the first-ever packaged polyethylene terephthalate (PET) bottle brands. This market disruptive innovation has now become what obtains in the industry, even with multinationals taking a cue from the ingenuity created by the Fearless energy drink product.

The brand has been promoting the growth of the music and entertainment sector and in making talented young artists become megastars, a reason that prompted the support of the Max Live show held in May, this year.

The musical concert which was organized by Max FM 102.3, Lagos, and themed "Music Experience" with the slogan "Party of all Parties," saw young talented like artists like Laycon, Ladipoe, Blackbonez, Skales, Crayon, and a host of others, performed captivatingly, after being energized by the Fearless energy drink brand.

As the headline sponsor, the premium brand threw its weight behind the music concert as part of efforts at supporting the many musical talents that abound in the country, and also in making the nation proud through entertainment.

The Fearless energy drink brand also added colour to the one-week event by re-inventing Fela Anikulapo-Kuti's bedroom at the Afrika Shrine, and this attracted music lovers and lots of consumers to the bedroom, all taking different photographs with bottles of the Fearless energy drink.

However, a major highlight of the event was the Fearless posthumous award, bestowed on Fela by the brand, which shared attributes of being intentional, standing for quality, being daring, innovative, state of character, selflessness, and fearlessness with Fela.

The Fearless posthumous award initiative is still receiving applause from marketing experts and consumers, especially since Fearless Energy Drink came on board and raised the sponsorship bar this year when compared to previous year sponsorships with competition.

All these and other initiatives are responsible for the laurel earned by the quality brand at the Brandcom 2021 awards as the "Most Outstanding Energy Drink Brand of the Year," thus placing it ahead of others in its category.

It was adjudged as the leading brand because of its inventiveness and numerous contributions to the industry, as well as talent promotion, ideapreneurship, and societal development.

Eulogizing the brand for its feat, the organizer and Publisher of Brand Communicator, Joshua Ajayi, said the Fearless energy drink brand truly deserves the award because of its leading position in its segment through sponsorship of laudable initiatives that have impacted the citizenry.

He stated that it was after a painstaking evaluation of the energy drink category and was pinpointed as the number one in terms of uniqueness, innovation, satisfaction, and the positive energy it offers.



Best Maritime Company Of The Year

By Godwin Anyebe

All over the world, winning is very important for individuals and by extension organisations. Many experiences have it that, simply participating or losing is not important. In fact, winning gives an individual or organization an identity.

It's worthy of note that, it is in human nature to desire victory. Participation might make an individual or organization feel charged up and pump such individual organisation with positive feelings, but ultimately it is winning that matters.

Although people may not be aware of it, humanity has a collective memory of past events that drives people to do certain things. They cause people to feel a certain way about something. Humans lived in small hunting groups tens of thousands of years ago, and there were only two options: succeed (find food) or die. Fast forward to today, the brain of humans still regard winning and losing as life and death situations, which is one of the main reasons why it is so important to human beings as a species.

As a result of winning, individuals or organisations leave a lasting impression. Success after success builds upon itself until winning becomes the norm rather than an anomaly. One of the goals of humanity is to leave a legacy that they can be proud of because they took advantage of their abilities and opportunities to the fullest.

Understanding this fact, SIFAX Group, a group of companies with investment in Maritime, Aviation, Oil & Gas, Haulage & Logistics, Financial Services, and Hospitality, has won the Most Outstanding Maritime Brand of the Year at the 2021 Brandcom Awards.

Also, the Group Head, Corporate Communications, Olumuyiwa Akande, won the Most Outstanding Corporate Communications Professional of the Year (Maritime) award.

Brandcom awards is the brainchild of Brand Communicator, a leading brand and marketing magazine that has consistently wowed its readers with robust reportage on brands and marketing within and outside Nigeria.

Speaking at the 2021 edition of the awards, Joshua Ajayi, Publisher of Brand Communicator and Convener of Brandcom awards noted that all winners like SIFAX Group have distinguished themselves as a force to be reckoned with in terms of quality service delivery and excellent customer relationship, which he noted, have set the winning companies apart among its competitors.

He also noted that since Olumuyiwa Akande took over the reins as the Head of Corporate Communications of SIFAX Group, he has ingeniously and creatively positioned the Group favourably as a reputable brand noting that the media has tremendously enjoyed his support which has translated to better media mileage and corporate reputation for the company.

Over the years, SIFAX Group has, through innovation and creativity deepened its market share in the maritime sector across Africa. This was manifested in SIFAX Inland Container Terminal, an off-dock terminal owned by SIFAX Group, which recorded over 33,500 TEUs in its first year of operations.

The terminal, located in Ijora, Lagos, was commissioned in October 2020 to alleviate the difficulties experienced by various port users, including truckers, shipping lines, agents, and consignees, in accessing the Lagos ports.

Speaking on this development at the time, head of Terminal, SIFAX ICT, Paul Van den Linden, while presenting the scorecard to journalists, said the phenomenal growth of the terminal in the last one year was due to the smart solutions and excellent service of the company.

He said: "In the last one year, the terminal has recorded great strides in line with its core objectives of offering clients a smart alternative in cargo clearing around the Lagos ports. Our clients don't have to go through the stress of traffic gridlock to clear their goods. Our terminal has saved them the stress." He added.

The terminal is also playing comfortably in the reefer container space. We now have a solution where we pick temperature-sensitive produce directly from farms across the country to our terminal in Lagos, from where we ship them abroad in excellent condition," he said.

On the terminal's future plans, Linden said the phenomenal growth of the company in the last one year has necessitated an expansion of its facilities with the acquisition of adjoining properties, which are currently being reconstructed to cope with the surge in demand.

He said the current capacity of the terminal, which stands at 15,000 square meters, will be increased to 83,000 square meters when the on-going expansion work is completed.

Other projects in the terminal's future plan include building of a strong quay in readiness to berth feeder vessels, as



well as the purchase of more cargo handling equipment and a transit park for trucks using the facility.

With a penchant for identifying maritime problems, proffering workable solutions to such problems, SIFAX has become a toast for players in that sector.

In 2018, the desire to contribute meaningfully to other West African countries' economies made the group build a multi-million dollar investment in The Gambia. Commenting on this development at the time, Group Executive Vice Chairman, SIFAX Group, Dr. Taiwo Afolabi, explained that, the Gambia was entering into a new dawn and deserved all the support it could get.

Also, SIFAX Group is one of the companies in Africa that believe in the African dream. The group believes so much in the economic growth and development of the continent by Africans. For them, Africans should be major stakeholder in the economic transformation of the continent.

With over 30 years of experience in the maritime industry, SIFAX Group has continued to demonstrate relentless effort in replicating success on the continent of Africa. Success is what made Mrs. Rohey Malick Lowe, the first female Mayor of Banjul, the capital of Gambia to be obviously impressed by the

“Over the years, SIFAX Group has, through innovation and creativity, deepened its market share in the maritime sector across Africa. This was manifested in SIFAX Inland Container Terminal, an off-dock terminal owned by SIFAX Group, which recorded over 33,500 TEUs in its first year of operations. The terminal, located in Ijora, Lagos, was commissioned in October 2020 to alleviate the difficulties experienced by various port users, including truckers, shipping lines, agents, and consignees, in accessing the Lagos ports. Speaking on this development at the time, head of Terminal, SIFAX ICT, Paul Van den Linden, while presenting the scorecard to journalists, said the phenomenal growth of the terminal in the last one year was due to the smart solutions and excellent service of the company.”

state-of-the-art facilities at the terminal in the Gambia.

In fact, the Mayor of Banjul, the capital of Gambia who was much elated by giant stride of SIFAX Group at the time said; "I must commend Ports & Cargo for a job well done. I am very impressed. So many critics back in The Gambia were skeptical of SIFAX Group's capacity to handle the job, but with what I have seen today, there is no doubt that the company can successfully transform our economy. I am going back to the Gambia to propagate the gospel of SIFAX Group brand back home," she added.

Interestingly, the company has shown followers of events that, one of the ways to create brand affinity with brands is by giving back to the society in which such brand does business. For example, the group donated some items to the Apapa General Hospital two years ago. The items donated by SIFAX Group to the hospital include 5 laptops, 6 desktop computers, and 18 wall fans.

In addition, in order to guarantee the success of Team Nigeria athletes at the Tokyo Olympics two of Nigeria's top table tennis players, Quadri Aruna and Funke Oshonaike, were adopted by the SIFAX Group. The two members of Team Nigeria, Oshonaike and Aruna, were adopted under the 'Adopt-an-Athlete' initiative of the Ministry of Youth and Sports Development by SIFAX Group.

Aside from SIFAX Group donating to Apapa General Hospital and Team Nigeria, the group has continued to support schools, communities, none governmental organizations among others.

These initiatives, the group believes is in furtherance of the company's philosophy of supporting critical government institutions, especially in the education and health sectors as well as providing better access to health care for Nigerians.

As it's said; "behind every successful man, there is a woman," SIFAX Group has a very good communications expert who has helped in building the brand to an enviable height by bringing to bear, impeccable communications ideas. No wonder Brandcom conferred SIFAX Group and its Head of Corporate Communications, Olumuyiwa Akande with prestigious awards.

While receiving the award on behalf of the Group, Captain Ibraheem Olugbade, Executive Director, Administration, Ports & Cargo Handling Services Limited, a subsidiary of SIFAX Group, said; "with this award, we promise to continually give our best to make sure that we maintain the standards we have set in the industry. We are grateful for this award and we say thank you to Brandcom", he noted.

For the company, the award is a motivation to consistently deliver on the promise which is what actually makes a brand outstanding. On the other hand, for Olumuyiwa Akande, Group Head, Corporate Communications, the award is the resultant effect of his team members and all SIFAX Group staff who have supported him in achieving success on the job.

Perhaps a most striking feature of SIFAX Group which gives the company an edge over its competitor in the maritime sector and sets it apart as the most outstanding company in its own sector is the massive investment it has made in human development, ranging from technology to social impact that can be activated within quick-turn-around time to drive its operations.



By Ofili Nonso

Stanbic IBTC Bank PLC, a subsidiary of Stanbic IBTC Holdings PLC, has remained focused on building top-notch financial service institutions in Africa.

The commercial brand has been at the forefront of customer-centric products, services, and initiatives. For its outstanding performance within the financial space, it has clinched several notable industry awards.

In 2021, it extended its winning stride with its win at the prestigious Brandcom Awards, when it was named the “Most Outstanding Commercial Bank Brand of the Year”.

The awards, organised by Brand Communicator Magazine recognised brands, organisations, and personalities. It took cognisance of their outstanding contributions to the growth and development of the Nigerian economy.

The prestigious Brandcom Awards is the celebration of the exploits and achievements of brands, agencies, and notable players who are going the extra mile in making impact in the industry. The event had the crème de la crème of the industry. It was a night of fun and laughter and can best be described as a night of prestige, integrity, and credibility.

Wole Adeniyi, Chief Executive, Stanbic IBTC Bank, appreciated the organisers for the award and noted that Stanbic IBTC Bank has over the years provided unparalleled services and designed products tailored explicitly towards meeting the needs of its customers.

Wole noted that the award would spur the organisation to continue providing excellent services to its clients. The awards reaffirm the organisation’s commitment to providing world-class financial services to its network of clients.

The Stanbic IBTC Bank Chief Executive said: “We are delighted to have emerged the “Most Outstanding Commercial Bank Brand” at the BrandCom Awards. This award confirms that we prioritise our customers’ interests because they are the reason we are in business. We pledge to continue developing innovative products and services that are customer-centric, just as we are committed in our quest to continue fulfilling the financial needs of our customers at all times.”

Maintaining Market Leadership

Stanbic IBTC remains one of Nigeria’s foremost financial institutions. A member of Standard Bank Group, the bank is a full-service financial services group with a clear focus on three main business pillars - Corporate and Investment Banking, Personal and Business Banking, and Wealth Management. The group’s largest shareholder is the Industrial and Commercial Bank of China (ICBC), the world’s largest bank, with a 20.1% shareholding. An award-winning financial institution, the bank boasts of advisory and investment services, equities, mutual funds, fixed income securities, to alternative investment offerings. Not only that, it proffers avenues from wealth management advisors to investment opportunities.

In 2021, Fitch Ratings, a globally-renowned credit rating agency, released a report, accrediting Stanbic IBTC Holdings PLC and its banking subsidiary, Stanbic IBTC Bank PLC, which have retained their National Long-Term Ratings of AAA (nga) and F1+ (nga).

The report also shows that Stanbic IBTC Bank PLC is excluded from Fitch’s Rating Watch Negative (RWN) list of Nigerian banks, even in the midst of the COVID-19 pandemic’s impact on businesses. Now, the Fitch ‘AAA(nga)’ ratings signify the highest score in its National Rating scale for Nigeria and it is given to issuers with the lowest expectations of default risk, compared to other issuers. 2021 saw that the bank, alongside with Julius Berger, BUA Cement, UAC of Nigeria (UACN), and others, lifted capitalization by N178 billion, all thanks to their positive earnings.

The same year, Stanbic IBTC Bank Plc. launched a business-specific facility to assist Small and Medium-scale Enterprises (SMEs) meet up with the expected surge in patronage during the yuletide. The short-term loans ranged from N50, 000 to N10 million and were available to registered SMEs. The loan offered tremendous benefits, such as repayment flexibility, limited documentation, and zero collateral requirements.

It is no myth that every corporation has its trying times. To be christened “Stanbic IBTC Financial Services Limited,” the Holdings hopes to start the FinTech unit as its earnings plunged during the early weeks of 2022. The bank’s revenue almost plummeted by one-fifth within the period. It was a trying time for Stanbic, which reported a post-tax profit of N39.9 billion for the first nine months to September, compared to N66.2 billion a year earlier. Still, Standard Bank Group remains the largest African financial institution by assets with strategic representation in 21 countries on the African continent.

Most Outstanding Commercial Bank Brand Of The Year



However, 2020 was a trying moment for the whole world as businesses, schools, financial institutions, churches, amidst others, suffered major shutdowns due to the virus. During the heat of the pandemic, the bank partnered with FATE Foundation, donating the sum of N25 million to the Foundation’s Philanthropy’s Covid-19 Support Fund, an initiative that strove to support the government’s efforts to treatment of Covid-19 patients, health facilities, and total eradication of the virus. Part of the Fund was channeled towards setting up a special COVID-19 Ward at the National Orthopedic Hospital Igbobi by the Lagos State government. Ogun State Ministry of Health, which happened to be a beneficiary of the fund, was offered the use of FATE Foundation’s Institute for Venture Design (IVD) facility in Abeokuta, Ogun State.

Still, on the lockdown saga, the subsidiary of Stanbic IBTC Holdings PLC introduced customer relief initiatives to its customers who felt the strain of the pandemic and its lockdown. As with other banks, Stanbic closed some of its branches to aid social distancing and curtail the spread of the virus. As a responsible financial institution, Stanbic introduced (MSC) Merchant Settlement Charge, Current Account Maintenance (CAM) fees, and interbank transfer charges, which ran for a month.

After obtaining all required regulatory approvals and a license from the National Insurance Commission, the bank introduced an Insurance Subsidiary- Stanbic IBTC Insurance, with the sole aim of facilitating long-term insurance for financially included individuals in 2020. That way, the Holdings added to the bouquet of financial services in Nigeria, establishing itself as a “Financial Institutions Provider in Africa.” The year ended in good light as its shareholders lauded the company for their last dividend payout of 360 kobo as well as bonus shares for every six ordinary shares. Its shares jumped 9.9 percent from N44.05 to N48.45 as investors reacted positively to the good news.

Also, in 2019, Stanbic IBTC made a brave bold move to better trade transactions between Africa (Nigeria) and Asia, with particular attention to China. This was made possible through the launch of the “Africa China Agent Proposition” (now called Africa China Trade Solutions-ACTS). According to the holdings, ACTS served the purpose of giving customers exclusive access to an array of exporters from China, through an accredited agent, Zhejiang International Trading Supply Chain Co Ltd, also known as Guamao. All these efforts steered towards deepening trade connections with the Chinese, stimulating strong trade and business with Africa, with particular interest to Nigeria, who bears the mark as the “Giant of Africa”. Now, any bank could have done that. Yet, Stanbic IBTC aimed to transform Nigeria’s trade landscape, fostering international trade and elevating the nation’s economic growth and development goals.

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Most Outstanding Brand Launch Of The Year

By Usukuma Ntia

From any angle, the positive disruptive nature of Supa Komando, a premium energy drink brand manufactured from the stable of Seven-Up Bottling Company (SBC), will continue to astonish observers of the young brand. Interestingly, the brand has continued to blaze trails that will surprise many long-established brands.

From its audacious launch to the intrinsic value it has continued to offer its rapidly growing consumer-base, to its onerous role as a democratizing catalyst in its space, the energy drink brand has been one of the strongest forces of disruption within this market.

Little wonder the brand was awarded the most outstanding brand launch of the year at the 2021 Brandcom Awards that took place last November in Ikeja, Lagos. It was indeed a well-deserved recognition.

This disruptive nature is what the brand carried to last year's Big Brother Naija-BBN 'Shine Ya Eye' edition. Barely two days after the show began, a look at the Nigerian trends table on microblogging site, Twitter, shows that despite the intense focus on BBNaija, the Housemates of the show and their drama, Supa Komando was the only brand among the top ten trending conversations on the microblogging site. The brand occupied an impressive seventh position with over three thousand tweets, a feat for any brand on such a day.

The global energy drink market is an expanding one. Global sales are expected to grow from an estimated value of \$53.01 billion in 2018 to reach \$86.01 billion by 2026, according to Allied Market Research. The projected growth rate is 7.20%. Energy drinks are part of the broader soft drink category, which includes carbonated beverages, fruit and vegetable juices, bottled water, sports drinks, beverage concentrates, ready-to-drink tea, and ready-to-drink coffee. Within this industry, consumers are beginning to buy more energy drinks. Energy drink sales are expected to reach \$86.01 billion by 2026, as stated earlier.

In Nigeria, the market is growing even faster. Though dominated largely by foreign brands, the energy drink market is saturated, making it hard for new companies to compete. However, the entrance of the Supa Komando brand is already making a huge difference, posing a serious threat to established foreign brands' market dominance. Before now, the market was positioned as a premium space where brands in cans denominated by higher price points, cutting a stereotypical image and elitist, premium impression of what the energy drink space should be. Then came the valuer brands which literally expanded the energy drink segment just by changing the format of the energy drink segment from can to PET.

The brand Supa Komando entered the market in a sweeping fashion. That is why everything about the brand, from the logo of raised arms up to the bolt that shows you the jolt of energy, all point to the fact that as a fan or consumer, you are not just a commando but a super commando. This means, "in your own little space and your little corner, every day is a mission and for that mission, you need that intrinsic help of an energy drink, as a super commando, a hero that will always take on his daily hustle and win no matter what."

Even when Supa Komando energy drink was launched on the 12th of March 2021, the event was described by industry observers as the best in the year. The glamour, glitz, and blitz of the day were seen as hallmarks of a well-planned occasion. Fire eaters, masked figures who blended perfectly with the background, nature, and action-themed setting, a life-size logo of Supa Komando's powerful biceps with a jolt of thunderbolt, good music, great performances, plenty to eat, and lots of energy to go round via the new brand, all conspired to make the launch an unforgettable experience for all in attendance. The launch also catapulted the brand to the honour list of the 2021 Brandcom Awards.

Today, frontline brands acutely understand that efforts are unified around a common symbol of the value it provides to customers. These organizations use their resources wisely to produce marketing that is targeted and effective because they have a sophisticated understanding of the marketplace; they know how their brand and offerings fit into it, which audiences they are targeting, and they have a strategy for successful growth. These advantages lead to disciplined and effective brand management, which enables these organizations to remain relevant in a rapidly changing and often saturated marketplace.

The dynamic power of Supa Komando underlines the fact that everything from SBC is all about the consumer. From communication to innovation and quality, the consumer is always uppermost and central to their operation. The efforts to speak to the consumer in a way that will connect with them is always visible.



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For instance, the payoff line for the Supa Komando brand, “Fire On!” is basically a call to action, a charge that tells the fans, to take on their day, and push their hustle to a final victory.

It is a message that connects and resonates significantly with Nigerian consumers. Supa Komando also successfully democratized the energy drink market to the glory of the brand.

The masterstroke was giving different formats catering to different segments which remains the first in the space. The brand launched the PET pack which is 30cl at a very affordable margin price of 100 naira. For the first time drinks in the category came in glass in 25cl at an even more affordable price of 50 naira which is unprecedented and then the Can is delivered at a stunning price of 150 naira.

The mission was first to ensure that the products are in the hands of everyone, then send home the message of that intrinsic energy they need to take on their day, to take on the street, to take on their offices to take on their work in an energetic manner.

Industry watchers have really commended the handlers of

the Supa Komando brand for a job well done, so far.

According to a brand analyst, “it’s been one of our most successful innovations from a beverage point of view, because of the acceptance from consumers taking and embracing the product. The brand has been so well accepted that owners have repeatedly had to reload their entire provision for the market. They are presently working hard to continue to provide and support the brand as consumers have come to accept and love the brand from the first interaction and engagement.”

In the quest to make the entrance of the Supa Komando into the Nigerian market resounding, Seven-Up Bottling Company engaged the services of energy personified individuals as brand influencers and brand ambassadors. They include Do2Tun, Nigerian on-air personality and video jockey; Erica, former BBNaija housemate; Poco Lee, and many others.

What the brand is trying to do is also to tie Supa Komando with celebrities who personify the Supa Komando mindset, the energy mindset in their different space whether functionally or emotionally. These are also people that are living their daily lives, energetic people, who are charting a course in their space.

All these steps have positioned Supa Komando as a master of disruption in the market- space. Disruptive marketing is more than just a buzzword. In “the age of consumerism”, the only way brands can stay competitive is by rethinking their traditional marketing practices and rules. Knowing full well that customers now understand, react to, and accept products in unique ways, marketers must take more risks and increasingly trust their intuition. In fact, today’s distraction-filled world where consumers are exposed to 10,000 brand messages per day, has made disruption highly relevant.

According to a new Wunderman study, 88% of consumers in the U.S. and 90% in the U.K. want to engage with brands that are setting new standards, are going beyond the expected and pushing the boundaries. In this setting, traditional marketing has to be replaced by disruptive marketing that is daring and breaking the status quo. Disruptive marketing means turning all the marketing rules upside down, shaking things up, and changing the perception not just about your company but about the industry.

Highlighting the disruption elements, the Initiative study lists the top five brand attributes that matter the most to millennials. They are trustworthiness (31%), creativeness (29%), intelligence (23%), authenticity (22%), and confidence (21%). Disruptive marketing integrates all of these attributes, and it can’t be easily duplicated. If another company tries the same tactics or positioning, it will most likely be ignored as customers will favour the ones who did it first.

Moreover, disruptive marketing encourages companies to rethink the whole brand, not just its advertising and marketing campaigns. They have to be ready to change their business model, their product or service, and the message they communicate to consumers. It can be a risky mission but quite interesting to note that Supa Komando has handled it so well over the period.



Championing Excellence With Iconic Brands

By Jeremiah Agada

Occupying the number one position in the long-shelf life sausage roll segment, producing 35 million units of snacks, water and dairy sold monthly, and occupying the number two position within the mass-market ice cream segment, UAC Foods has been known over the years to consistently deliver high quality safe and trusted products to her consumers at a cost that means value.

This behemoth is a leader in the snacks, dairy and spring water segments in Nigeria. It owns iconic brands including Gala, Supreme Ice Cream and SWAN. It has production facilities in the South West and North Central and a broad distribution network that ensures a strong market presence across Nigeria.

At the 2021 edition of the Brandcom Awards held at Ikeja, last year, the emergence of two of its iconic brands as winners did not come as a surprise to many. Indeed, Gala carted home the Brand Leadership Award for Sausage Roll while its SWAN Natural Spring Water brand carted home the Iconic Bottled Water Brand of the Year.

Having pioneered the sausage roll market way back in 1962, Gala remains one of the foremost iconic brands in Nigeria today. In over 50 years of the brand's existence, the successes of the brand over the years have been attributed by industry observers to the understanding of what is important to the consumers and the trade by the handlers.

Through the years, Gala has remained relevant in the life of the consumer as the 'food snack' that supports the Nigerian consumer on the go... as they strive to achieve their goals in life. Gala has remained true to this promise for decades and generations. By continually refreshing the brand and engaging with its target consumers, the brand has maintained relevance that has successfully sustained its leadership in the market.

Gala is the only sausage roll in Nigeria that is enriched with vitamins and minerals including Vitamins B1 & B2, Folic Acid, Zinc, Iodine & Iron. These are clearly indicated on the packaging. Gala is the most innovative brand of sausage rolls, having in her basket the more recent Gala Spicy, Gala Classic, Gala mini, Gala Cocktail, Gala Chicken and Gala Tinkies.

In championing the excellence that UAC-owned brands are known for, Gala is Halal certified. Halal certification is an internationally recognised standard that guarantees that products are safe for consumption by both domestic and foreign consumers, making it the first brand in this category in Nigeria to receive such endorsement for its compliance with global best practices on food safety. The process for the brand's certification comprised an assessment of the company's beef vendors across the federation, a review of the process of preparation and packaging of the beef for the sausage rolls, as well as an audit of material documentation.

For SWAN Water too, this iconic pioneering water brand has a legacy in this market that makes it one of a kind. That the brand has remained a household name is a result of the quality measures put into the production process. Over the years, SWAN has been true to its promise of remaining natural as it does not undergo any form of chemical interference, resulting in the retaining of the natural minerals present in the water which are very essential for the proper functioning of the body organs and cells.

Abbreviated as Spring Waters Nigeria Limited, SWAN was incorporated in 1981 and commenced commercial production of Natural Spring Water in December 1983 with the brand name SWAN, as the pioneer brand of bottled water in Nigeria and the West African sub-region. The company has been engaged in the bottling and distribution of SWAN Natural Spring Water for over three decades. In all these years, SWAN has remained at the forefront despite the emergence of several other brands of table water.

Generations of Nigerians have stuck to this natural bottled water sourced from the sparkling natural waters of Kerang hills in Mangu Highlands, Plateau State. For years, handlers of the SWAN brand have been hugely successful in positioning it as the natural way to hydrate the body and nourish the mind. Its sustainably sourced spring water possesses distinctive qualities with health benefits, like Magnesium, Sodium, Calcium, Bicarbonate, Potassium and other essential minerals that make the SWAN Natural Spring Water, the iconic water brand.

As a testament to the excellence, uniqueness and uncompromising quality, the brand is resolute in giving the Nigerian consumer only the best of water. This comes on the background of the growing health challenges caused by drinking unsafe water, in 2005, that saw the National Council of Water Resources (NCWR) recognise the need to urgently establish acceptable Nigerian standard for drinking water quality. This is



because it observed that the "Nigerian Industrial Standard for Potable Water" instituted by Standards Organisation of Nigeria and the "National Guidelines and Standards for Water Quality in Nigeria" of the Federal Ministry of Environment did not receive a wide acceptance by stakeholders in the water sector.

Since water quality issues are health-related issues, the Federal Ministry of Health, in collaboration with the Standards

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Organisation of Nigeria, the only body responsible for developing national standards in Nigeria, and working through a technical committee of key stakeholders developed a standard for the water industry sector.

However, these agencies may have encountered challenges covering the entire country, hence, the huge number of unbranded and unsafe potable drinking water in circulation in the country. Investigations have revealed that there are over five hundred different bottled water brands (branded and unbranded) in the Nigerian market, besides an uncountable number of sachet water brands.

Apart from the number of water brands in Nigeria, quality and processes have been massively compromised. Most known brands in the category have been reported in the past to have tempered with quality and tinkered with the process. In spite of the compromising stance of some bottled water brands in Nigeria, SWAN has remained resolute over its brand quality and claims in over thirty years.

These brands produced under the stables of UAC Foods Limited, bear the mark of excellence the holding UACN PLC upholds. Established in 1879 as a trading company, UAC has evolved to become a holding company. It owns businesses with manufacturing facilities across Nigeria. Its early history commenced with the merger of four companies trading on the River Niger with the combined entity called the "Royal Niger Company".

As a holding company that owns businesses with some of Nigeria's strongest brands and widest distribution, UACN PLC focuses on five pillars for value creation. One of these pillars is people. Its belief that people are its greatest asset ensures that it invests in attracting, retaining, developing the right human capital in all its portfolio companies.

Another pillar is capital. Working collaboratively with its portfolio companies to ensure capital is allocated in the most efficient of manners, the company targets returns of 25% for all company level investments to enable it achieve its portfolio-wide return objective.

Technology is another pillar on which its operations are hinged upon. Its belief in technology being the key to long-term business sustainability ensures that it integrates technologies that drive innovation and efficiencies across its portfolio companies.

As a responsible company driven to implementing sustainable practices across its operations, the company holds 'Impact' as another of its core pillars. UACN PLC is conscious of the impact its actions have on the world and has shown that it is committed to implementing ESG practices across its portfolio. It works hand in hand with its management teams to align its business practices with the Sustainable Development Goals.

Lastly, but also importantly, governance is another pillar the company holds dear. Its belief in the fact that good governance is at the core of every sustainable business ensures that it is committed to exercising proper oversight across its portfolios. This is why it ensures that every company it invests in has a proper board structure, with seasoned and experienced professionals in their relevant fields.



Solution Driven Ideas, Victories With Superb Brands Like Sunlight, Close-Up



By Biodun Obisesan

Two of Unilever Nigeria's brands- Sunlight Detergent and Close-up won big at the 2021 edition of the prestigious Brandcom Awards. They won the Most Outstanding Detergent Brand of the Year and the Most Outstanding Oral Care Brand of the Year, respectively.

Sunlight, a brand that was launched more than a decade ago, has grown to become one of the most loved laundry detergent brands in the Nigerian market. Sunlight's rapid growth is driven by Unilever's culture of constant consumer-led innovation. For instance, its Spring Sensation (Sunlight Yellow) and Tropical Sensation (Sunlight Pink) offer consumers dual benefits of effective stain removal and delightful long-lasting fragrances. Its emergence as the most outstanding detergent brand has everything to do with the superior quality of the product, the marketing communication strategy of its handlers and the love its ever-growing loyal customer base has for it.

The same goes for the Close-Up brand. Over the years, the Closeup brand has been constantly positioned for the youth and young at heart. The reason for this is not far-fetched. Close up is ingrained in the marketing dynamism of guiding anyone seeking closeness on the path to a fresher self with the power of its high-caliber products.

With Closeup, the possibilities are quite endless. Since its advent 50 years ago, the Closeup team has been committed to continuously improving the quality of its products. While there are now several red, green, and differently-colored gels out there, no one can beat its value propositions. Closeup's bold flavors, vibrant colors, and commitment to making caring for the mouth exciting and enjoyable.

Closeup brand has always weaved its marketing ideations around themes that celebrate love, relationship, health, and living well. How can a brand ever go wrong with this ideation? Close-up is the world's first gel toothpaste and has been serving Nigerian families for over 50 years. With her proud heritage, the brand is committed to delivering oral care products that give people the confidence to get closer, as well as meet their oral care needs.

Close-up Triple Fresh Formula is packaged with a unique combination of Deep Cleaning Gel, Antibacterial Zinc and Ice Cool Crystals deliver three benefits: Cleans up the mouth deeply for whiter teeth, Fights 99% of bacteria and Cools intensely to give long-lasting fresh breath, keeping you protected and fresh all day long.

The great performances of these brands at the awards reflect the core values of the mother brand, Unilever. For those with foresight, it was one of the major gains of one of its initiative, 'Ideatrophy'. The bulk of the award-winning workforce are products of this innovative scheme.

According to the latest report by the National Bureau of Statistics (NBS), Nigeria's unemployment rate increased to 33.3% in Q4 2020 from 27.1% in Q2 2020. The number of persons in the economically active or working-age population (15 – 64 years of age) during the reference period of the survey, Q4, 2020 was 122,049,400. To put it mildly, these statistics are quite grim.

This ugly trend must have moved multinationals like

“Sunlight, a brand that was launched more than a decade ago, has grown to become one of the most loved laundry detergent brands in the Nigerian market. Sunlight's rapid growth is driven by Unilever's culture of constant consumer-led innovation. For instance, its Spring Sensation (Sunlight Yellow) and Tropical Sensation (Sunlight Pink) offer consumers dual benefits of effective stain removal and delightful long-lasting fragrances. Its emergence as the most outstanding detergent brand has everything to do with the superior quality of the product, the marketing communication strategy of its handlers and the love its ever-growing loyal customer base has for it.”

Unilever into bringing newer perspectives into solving Nigeria's unemployment conundrum. This was a move that brought "Ideatrophy" to life. As part of Unilever's contribution to employment creation, Ideatrophy winners are recruited as interns after leaving school. This year's winners of the "Ideatrophy" will represent Nigeria at the African level and if they win, they will proceed to the global competition. In the last nine years, "Ideatrophy" has allowed Unilever to contribute to the improvement of knowledge in the younger generation. By this, the FMCG Company has shown commitment to creating a brighter future for the younger generation.

Though it has been described as a corporate social responsibility initiative by some analysts, "Ideatrophy" is a unique intervention programme that government and other corporate entities should encourage to develop talents and prepare Nigerian youth for the future. The challenge is also an opportunity to discover great talents to groom them to become successful business leaders and seasoned professionals. For Unilever, the "Ideatrophy" challenge is a youth development initiative that has come to stay. Participants and attendees can look forward to a great competition that will be keenly contested as only the best of the best will emerge final winners.

One of its benefits is free coaching sessions from top-notch achievers within the business cycle, which the competition offers to participants annually. Unilever has made its intents known over the years through the creative competition that it is out to look for passionate and creative individuals with the ability to build on innovative strategies that will be a great fit with the project brief while applying to real business situations.

While participants get exposed to Unilever's sustainability initiatives, they also stand to gain experience working on real business challenges; mentorship from experienced business leaders; access to resource toolkit and problem-solving frameworks with some exciting prizes and internship opportunities. For the FMCG Company, education is both a process and a lifelong experience, hence it equips the youth through the Ideatrophy challenge with the necessary knowledge, expertise, and experience to become better business leaders.

The company is making the competition better every year, with lots of entries received for this edition leading to the shortlisted teams that met its set criteria. And, just like previous editions, this year's edition was exciting and informative.

While the challenge lasted, participants from various teams appeared as business strategists, who have come to proffer product ideas for Sunlight and Close-Up brands among others. Aside from exposing members of various teams to the source to end product challenges, the platform also offered participants networking opportunities with business leaders in the corporate world.

The just-concluded competition-themed, "More Than You Expect" focused on the development of personal, leadership and entrepreneurial business competencies," said Ola Ehinmoro, the Human Resources Director, Unilever West Africa. Accordingly, Ehinmoro said participants gain 'confidence' and business skills needed to succeed in the real world through the competition.

"As Africa's top employer, our search for young talent is never-ending. This is how we discover big business ideas that help us grow sustainably and grow we do. We believe that Brands with Purpose grow. So this year, we want you to do the things that will empower others! In doing so, developing yourself with various skills needed to challenge the status quo," said Ola Ehinmoro.

Designed to create an out-of-the-classroom learning experience, Unilever's Ideatrophy competition is a youth development initiative that focuses on the development of personal leadership and entrepreneurial competencies amongst undergraduates. Established as an innovative business competition for students, Unilever Nigeria Ideatrophy is a furtherance of the FMCG Company's commitment to developing human capacity and talent potential for the future.

Nine years after the first edition, the company has not only deepened entrepreneurial competencies among students but has also helped talented young Nigerians to realize their potential. Unilever Nigeria is part of the multi-national Unilever group, which produces products like Close Up, Lux, Knorr, Sunlight among others.

During the finale of the 2021 edition, after a keenly contested competition, Team Itesiwaju, with Isaac Popoola; Bright Nwaneri, and Mofiyinfoluwa Aladesuyi, all 400L students from the University of Lagos emerged the overall winner of the edition. Participants were required to highlight the sales channels adopted for the challenge; provide details on affordability and values that low-earning consumers desire in the current market; the activities and period to be covered; the expected reach; the estimated budget; and the main KPI per channel.

According to Carl Cruz, Managing Director, Unilever West Africa, Ideatrophy is a business competition, targeted at University undergraduates across Africa. The competition provides students with a unique opportunity to work on real-life business challenges and get access to Unilever's world-class training and mentorship by leaders. Ideatrophy has allowed Unilever to contribute to the improvement of knowledge in the younger generation. We aim to create a bright future for the Nigerian youths and that's why we focus on the development of personal leadership and entrepreneurial business competencies amongst university undergraduates".

In its quest to overturn the ugly narrative of unemployment that has underscored Nigeria's underdevelopment reality, Unilever was nicely rewarded with a crack team of professionals that has turned almost all her brands into award-winning "machines"

Since the formal launch of Unilever's Sunlight detergent brand in Nigeria in 2009, its purpose has been to make life easier for people. Acting as a bridge, Sunlight has been at the Vanguard of empowering and encouraging all especially the disadvantaged womenfolk to be the best they can be at every stage of their life.

Since Sunlight detergent was launched more than a decade ago and the brand has grown to become one of the most loved laundry detergents in Nigeria. Its Spring Sensation (Sunlight Yellow) and Tropical Sensation (Sunlight Pink) offer consumers dual benefits of effective stain removal and delightful long-lasting fragrances. Sunlight's rapid growth is driven by Unilever's culture of constant consumer-led innovation.



Airtel Nigeria: Most Outstanding Telecom Brand of the Year

Airtel Nigeria emerged as the Most Outstanding Telecom Brand of the Year (Data) at the prestigious Brandcom Awards 2021.

According to Nigerian Communications Commission (NCC) in 2021, Airtel made N397.91bn (\$957m) and N287.31bn (\$691m) from airtime and data, respectively; in 2020, it made N370.47bn (\$891m) and N214.96bn (\$517m) from airtime and data, respectively.

Crowdsourcing firm, SpeedChecker, an international network rating platform rated Airtel Nigeria as the fastest network provider in Nigeria and 16th in Africa.

In its 2021 report for Africa's Mobile Network Champions, SpeedChecker said Airtel Nigeria recorded an average country mobile download speed of 11.55Mbit/s.

The report, which was released over the weekend ranked countries and mobile network operators in two different categories – fastest mobile network champion and best mobile coverage champion.

According to the report, internet speed in Nigeria ranked 16th out of the 46 countries that were examined by SpeedChecker.



Alpha & Jam: Fastest Rising Agency of the Year

Arguably Africa's fastest-rising agency, Alpha & Jam is creating a canvass of digital possibilities and connectivity in a fast-changing world. Known for practising "The Art of Outdoor®" by creating inspirational new

experiences for today's aspirational brands and focused on desirable audiences and locations using the latest technology, research and data are the elements that are core to Alpha's values and commitment to our clients, Alpha & Jam has defining assets across the top key eight cities and retail centres in Africa - Lagos, Douala, Nairobi, Abuja, Johannesburg, Port Harcourt, Pretoria and Port Louis.

In addition to the key cities, Alpha & Jam operates Nigeria and Kenya's most prestigious digital out-of-home advertising locations, including the world-famous Madison in Lagos and Nairobi, the Milano, the AMD IN-STATION NETWORK, the 5th Avenue, and the Davinci. The Company also holds exclusive external rights for Douala Grand Mall, Cameroon which is the largest urban shopping destination in central Africa alongside exclusive rights for all Spar, Enyo, and Healthplus outlets in Nigeria.



Bournvita: Most Outstanding Beverage Drink Brand of the Year

Bournvita clinched the Most Outstanding Beverage Drink Brand of the Year at the Brandcom Awards for its leadership of the beverage

market and consumer engagement.

Bournvita is a brand of malted and chocolate malt drink mixes manufactured by Cadbury, a subsidiary of Mondelez International. In Nigeria, Cadbury Bournvita is known as "the food drink for vitality" and is endorsed by the Nutrition Society of Nigeria.

One of its laudable initiatives is the Bourn Factor School Talent Hunt Competition. The initiative was launched in 2019 to enable children from different primary schools across the country to showcase their talents, compete, and win prizes for their schools, while raising money towards a social cause.

Also, Cadbury Nigeria, through Bournvita, has invested in the physical and mental well-being of Nigerians, spearheading initiatives geared towards the educational development of children. Initiatives such as the Bournvita School Programme, Bournvita Tech BootCamp, and Bourn Factor Talent Competition are programmes that continue to impact lives.



Dano Milk: Most Outstanding Dairy Brand in Consumer Engagement

Dano Milk is owned and produced by Arla Foods, a farmer-owned company based in Denmark. The

brand clinched the Most Outstanding Dairy Brand in Consumer Engagement Award at the prestigious Brandcom Awards 2021.

It continues to be one of the most engaging brands in Nigeria with its bespoke consumer engagement initiatives. For its giant stride in the industry, it was awarded the prestigious award.

Over the years, the Dano brand has evolved tremendously and today, it remains locally relevant and benefits from its international footprints across an array of markets in the Middle East, Africa, Bangladesh, and parts of Latin America. Dano was launched in the early 1980s and remains one of the fastest-growing milk brands in Nigeria.

Arla is the 4th largest dairy company in the world, with major footprints across several categories such as Cheese, Butter, Milk Powder, UHT, Evaporated Milk, and Yogurt. Some of its prominent brands include Arla, Lurpak, Castello, Puck, Apetina, Cocio & Dano.



Darling Hair: Most Outstanding Hair Care Brand of the Year

Over the last 30 years, Darling hair has provided beautiful hair solutions for African Women. With a presence in 21 countries, Darling hair has put in the effort to create new and innovative styles and has constantly created delight in such a large category as Hair.

The Brand believes that great hair should represent Confidence, Independence, Strength, and Beauty. That is why the Darling team is dedicated to giving consumers in Nigeria the highest quality of hair in the trendiest styles at the best prices possible. For striving diligently to achieve this in 2021, Darling Hair was awarded the Most Outstanding Hair Care Brand of the Year at the 2021 Brandcom Award that took place in Lagos in November 2021.



Dotts Media House: Innovative Influencer Marketing Agency of the Year

DottsMediaHouse is one of Africa's foremost digital marketing firms. A leading force in the influencer marketing space in Nigeria, DottsMediaHouse in the last 5 years has been at the

forefront of influencer marketing and has been involved in over 50% of successful online campaigns.

In 2019, the agency released the first-ever Nigeria Influencer Marketing Report (NIMR) to further bring to light the effectiveness of influencer marketing in the growing media space. The Nigeria Influencer Marketing was greatly received by the general public. Last year, it introduced the Trendupp Awards to celebrate the excellent use of social media platforms such as Twitter, TikTok, Instagram, YouTube, etc by honouring the brains behind the creative content.

Interswitch: Brand Leadership Award in Fintech



Interswitch is a leading technology-driven company focused on the digitisation of payments in Nigeria and other countries in Africa. The brand clinched the Brand Leadership

Award in Fintech at Brandcom Awards 2021 for disrupting the fintech space with various innovations and initiatives.

The company was founded in 2002, Interswitch disrupted the traditional cash-based payments value chain in Nigeria by supporting the introduction of electronic payments processing and switching services. Today, Interswitch is a leading player with critical mass in Nigeria's developing financial ecosystem and is active across the payments value chain, providing a full suite of omnichannel payment solutions.

Interswitch's vision is to make payments a seamless part of everyday life in Africa, and its mission is to create transaction solutions that enable individuals and communities to prosper across Africa. Interswitch's broad network and robust payments platform have been instrumental to the development of the Nigerian payments ecosystem and provide Interswitch with critical mass and infrastructure to expand across Africa.



Knorr Seasoning Cubes: Most Outstanding Seasoning Brand of the Year

The Knorr, seasoning brand emerged Most Outstanding Seasoning Brand of the Year at the prestigious Brandcom Awards 2021. The

brand was founded by Carl Heinrich Knorr, and in 1912 the first Knorr Bouillon cube was introduced. Since then, Knorr has been enjoyed in virtually most parts of the world. It is one of the world's largest cooking brands sold in over 78 countries.

The Knorr cubes, after being bought over from Cadbury Nigeria by Unilever, have remained a force to be reckoned with in the seasoning market. Over the years, the company has invested in machines, brand extension, and new tastes in its bid to give consumers premium quality cubes. Recall, the seasoning brand Knorr commenced a 2021 consumer promo-themed 'Unwrap and Win Promo', where two winners emerged winning N500,000 weekly for 12 weeks.

This promo, which started on the 29th of July 2021, also rewarded many customers with exciting instant prizes like free airtime, shopping vouchers, kitchen utensils, notebooks and so much more at the different redemption centres.



Leadway Assurance: Most Outstanding Insurance Bank Brand of the Year at the Brandcom Awards

Leadway Assurance Company emerged as the Most Outstanding Insurance Bank Brand of the Year at the Brandcom Awards 2021. The insurance company leverages data and insights to improve

customer understanding, as well as simplifying processes to serve the market while re-platforming to better facilitate personalisation of its engagement and product designs for consumers.

The Company offers home, travel, accident, education, fire, property, and marine insurance services. Leadway Assurance also offers savings, investments, annuities, and pension facilities. Leadway Assurance serves customers in Nigeria.

It is a member of the Leadway Group, one of Nigeria's foremost and largest Non-Banking Financial Services providers, with a reputation for customer-centricity, operational excellence, and outstanding business performance.



Marketing + Media: Best Out-of-Home Advertising Agency in CSR

Marketing + Media Limited is a marketing and communications

company with core competence in outdoor advertising. The agency emerged Best Out-of-Home Advertising Agency in CSR for its contribution to the environment through various initiatives.

Marketing + Media embarked on an environmental sustainability project alongside its sister company of Allianz Media. They commissioned the Alausa Scenic Garden to promote beautiful and greener Lagos while at the same time creating an avenue for advertisers to place their advert in an eco-friendly environment.

The agency stated that the initiative will help reduce the activities of hoodlums, make the state beautiful, environment friendly for us, and as well often a great opportunity for advertisers to reach their target market.



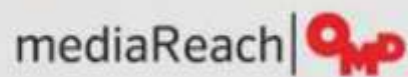
Mediafuse Dentsu International: Marketing Communications Group of the Year

Launched in January 2014, MediaFuse Dentsu International wasted no time

in showing that it is out to disrupt the industry across all subsectors. It wasn't long before Dentsu International (previously Dentsu Aegis Network) realised they both shared the same passion for excellence. By August 2014, MediaFuse-Dentsu became the first IMC joint venture partnership in Nigeria by equity, unlike the affiliate relationships that were prevalent at the time.

The Group also became the first to unpack digital marketing services into specialist service divisions such as Isobar driving customer experience through digital creative, content, content moderation, copy, technology, and user design. MediaFuse-Dentsu International also launched IProspect to take charge of digital performance marketing, marketing automation, social commerce, and Ad Operation (AdOp) services. In addition, AMNET was also created to focus on digital programmatic buying services for clients.

In 2021, the group gave a spectacular performance across its agencies to win the award in this category. One of its creative agencies, Dentsu McGarrybowen emerged as Nigeria's second most creative agency at the 16th edition of LAIF while others like Dentsu X, Posterscope, Vizeum, Amplifi, among others are also doing spectacularly well in their respective niches.



MediaReachOMD: Most Outstanding Media Independent Agency of the Year

To be one of Nigeria's most professional reputable media communications agencies, pioneering measurable world-class solutions is certainly no mean feat but with its people-obsessed, outcomes-focused business that applies evidence & data-based solutions, MediaReachOMD fits the bill, enough to wear the title of Most Outstanding Media Independent Agency of the Year.

Constantly pioneering thought leadership in the industry through the introduction of syndicated tools – AMPS & Diaries, the agency also offers local proprietary tools by conducting research to gain insights into consumer behavior. OMD Nigeria has bespoke products like the Media Facts Book and the use of global tools like OMNI, OMD Design, etc. As part of a global OMD network of 11,000+ people in over 135 offices, among other awards, it was ranked No.1 by RECMA in its report published in 2018.



Modion Communications: Innovative Public Relations Consultancy of the Year

Young, nimble, and highly innovative, this agency's impact in 2021 practically got the public relations ecosystem in

Africa cheering! Its social impact campaign for Lumos Nigeria emerged in the Top 10 2021 Global SABRE Awards.

The campaign, 'Touching Lives Through A Determined School Child – Dele Fathia', ranked 7th in the overall 2021 Global SABRE Awards, the first time an African PR Agency would reach that level since the continent's inclusion in the global competition. Modion Communications also became the first Nigerian PR Agency and the first wholly indigenous PR Agency on the African continent to rank in the Top 10 Global SABRE Awards since Ogilvy SA debuted at number 8 in 2018 with its 'Life Uncensored' campaign.

Recall that in May 2021, Modion Communications became the first Nigerian PR Agency to win the highly coveted Platinum SABRE Awards for Africa's 'Best in Show', in a highly contested category, featuring Oxygène Marketing Communication with its KCB Group – 2jiajiri for KCB Foundation; Integrated Indigo's campaign for Nigerian Breweries titled Maltina Teacher of the Year; Circus! Advertising's MUA Learners Challenge and The Virtual Rotary Cancer Run 2020 campaign entered by Burson Cohn & Wolfe for Centenary Bank.

MTN: Wins Two Notable Awards



Although MTN recently refreshed its brand identity, it remains a leader in the telecom space in Nigeria and the African continent. At the prestigious Brandcom Awards 2022, it was awarded the Brand Leadership

Award in Telecom and the Most Outstanding Telecom Brand of the Year (Voice).

According to Nigerian Communications Commission (NCC), in 2021, MTN made N819.74bn and N516.21bn from airtime and data, respectively; in 2020, it made N766.39bn and N332.37bn from airtime and data, respectively.

MTN Nigeria is one of Africa's largest providers of communications services, connecting approximately 68 million people in communities across the country with each other and the world. Guided by a vision to lead the delivery of a bold new digital world, MTN Nigeria's leadership position in coverage, capacity, and innovation has remained constant since its launch in 2001. MTN Nigeria is part of the MTN Group – a multinational telecommunications group, which operates in 21 countries in Africa and the Middle East

O2 Academy: Most Outstanding Advertising School of the Year



In its Twelve years of operations, the Oxygen (O2) academy has graduated over 3000 professionals with around the top 50 agencies benefitting in one way or the other.

O2 Academy like Miami Ad



Some members of the organising team of Brandcom Awards 2021

School and its likes across the world is a hands-on creative training school designed to bring the real everyday workplace experience of an advertising agency to every fresh graduate and talented individual with a passion for advertising. It is certified by the Advertising Practitioners Council of Nigeria (APCON), the industry's government regulatory body, as well as the Association of Advertising Agencies of Nigeria (AAAN), the creative advertising subsector's umbrella for the purpose of offering training and human capital development for the industry.

This great initiative by a team of seasoned Advertising professionals to revolutionize the ad world and to write the name of the country on the world map of advertising did not go unnoticed as O2 Academy was awarded The Most Outstanding Advertising School of the Year at the 2021 Brandcom Awards.



Patricia: Most Innovative Fintech Brand of the Year

Patricia remains a major force within the tech space which makes it one of the top players in fintech and digital payment solutions in Nigeria and Africa. The company was crowned the Most

Innovative Fintech Brand of the Year for its innovative campaigns and its contributions to the growth of the crypto space.

Some of the campaigns and initiatives it has thrown its weight behind include: The Evolution Campaign launched May 2020, Patricia @ 3 Campaign launched August 2020, Bitcoin Made Easy on September 2020, BBNaija 2020 - Lockdown Version held July - Sept 2020, and BBNaija 2021 held July - Sept 2021.

Patricia entrance into the Crypto space, paying utility bills, purchase of airtime, data, and performing other day-to-day activities using Crypto is now seamless for all. The company also further disrupted the market with the launch of Africa's first-ever Bitcoin debit card, a product that allows users to spend their Bitcoin (BTC) with ease daily.

The brand has launched a series of marketing initiatives and campaigns to engage its consumers and these have helped it retain its leadership in the crypto market in Nigeria, Africa and as well positioned it as a force to be reckoned with in the world.



Penzaarville Africa: Most Outstanding Influencer Marketing Agency of the Year

This Olufemi Oguntamu-led agency-Penzaarville Africa continues to thrive as one of the fast-growing media and communications agencies in Nigeria leveraging 21st-century digital tools to provide solutions to clients' marketing and communications challenges.

In the last six years, the Agency has consulted for local and international brands including Bolt, Red Bull, Google, YouTube, and Microsoft Nigeria. It was therefore a no-brainer that the agency won this award, the highest honour reserved for agencies that have excelled in upholding the highest professional standard in the influencer marketing subset of the Integrated Marketing Communications industry, 2021.

Penzaarville has worked on several social media projects and as a brand influencer for several notable firms including Google Nigeria, Microsoft Nigeria, MTN, Nokia, Taxify, Pepsi, and Wema Bank. As of 2021, Penzaarville had handled briefs for Nigerian comedian, Broda Shaggi, Mr. Macaroni, and brands like Jameson, Bolt, Ofadaboy, and Redbull, among others.



Peak Milk: Brand Leadership in Dairy Segment

Peak Milk, Nigeria's foremost dairy brand from the stables of FrieslandCampina WAMCO, has been promoting healthy eating habits since it was launched in Nigeria. At the

prestigious Brandcom Awards, it was crowned the Brand Leadership in Dairy.

In 2021 for example, it commemorated the National Breakfast Week (NBW) and World Milk Day 2021. The double celebration featured special experiential and media-led events and activities aimed at highlighting and celebrating the importance of a healthy breakfast as an ideal tool for accomplishing the day's goals.

Peak milk also reached several Nigerians through its digital campaign to encourage them to express their love of milk.

Peak has become a household name for most Nigerians' choice of a healthy dairy product. Peak isn't just known for its quality dairy nutrition but has most of its product in a smaller sachet to meet the needs of the average Nigeria who cannot afford the bigger-sized dairy product.

Sunlight Detergent: Most Outstanding Detergent Brand of the Year



Sunlight has been one of Unilever's very exciting brands since its launch about a decade ago. The brand is actually more than just a detergent. In addition to the

premium detergent qualities, the brand offers different refreshing fragrances, to ensure more exciting variants are available for a better and more comforting cleaning experience. Sunlight has been able to touch so many lives positively and will continue to do even more.

The brand's aggressive ambition to become Africa's number one Home Care brand did not go unnoticed as Sunlight was awarded the most outstanding Detergent Brand of the year for continuously delivering the best of quality products to meet the needs of the consumers.

Sterling Alternative Finance: Most Outstanding Alternative Banking Brand Of The Year



Provision of alternative finance opportunities, financial inclusion, and empowerment for women is vital for the world to achieve most of the Sustainable Development Goals (SDGs) identified by the United Nations. Financial



inclusion will have a cascading impact on equality and poverty eradication. This is based on the fact that having access to financial services can enhance the ability of disadvantaged groups like women to adequately plan and manage their financial lives.

Organisations like Sterling Bank Alternative Finance have taken vanguard positions to bridge and ultimately eliminate gaps in financial inclusion. The bank's strong belief that everyone should have a viable and credible alternative to the conventional banking model has seen it create solutions borne out of a detailed customer value architecture where they create specific offers to assist with financial needs.

Sterling Alternative Finance operates on defining principles such as interest prohibition in debt and exchange contracts, prohibition of uncertainty or speculative behaviour in business transactions, and prohibition of any form of gambling. It also prohibits funding of unethical concerns such as alcohol, tobacco, ammunition manufacturing, and adult entertainment institutions. They also engage in partnership contracts, trading contracts, leasing contracts, and other financial services that conform to Islamic commercial jurisprudence. Sterling Alternative Finance believes in the Alternative, where you are not a customer, you are a partner. From the huge impact the company's activities have generated, Sterling Alternative Finance was awarded the Most Outstanding Alternative Banking Brand Of The Year at the 2021 Brandcom Awards held in Lagos.

Tom Tom Sweet: Most Outstanding Candy Brand of the Year

TomTom is a soothing menthol oval black and white sweet, with a strong menthol flavour made by Cadbury. It is the number one candy in Nigerian. The brand



brand has sustained its market leadership position for over 40 years. In recognition of the towering performance of the megabrand, Tom Tom was awarded the most outstanding Candy Brand of the year at the 2021 Brandcom Awards.



marketing communication is concerned. But for an agency like X3M Ideas, it is a way of life, a part of its operations, and a core part of its processes.

Through its many interventions, advocacies, and works, the agency has consistently toured the part of sustainability. The agency has also been consistent in its Corporate Social Responsibility, being in tune with the need to give back to the

delivers quality, fresh breath, and instant sweet relief and is available everywhere in Nigeria.

The big black and white sweet for soothing relief were first produced in 1970 by Cadbury Nigeria Plc. The company is one of the largest producers of food beverages and confectionery in Nigeria. The

X3M Ideas: Most Consistent Agency in Sustainability

Sustainability is a concept that is relatively and practically unfamiliar concept for a good number of agencies doing business in the African market, especially as far as

ecosystem it operates in. Since the year 2012 when X3M Ideas, commemorated its first anniversary with the unique art of giving by renovating and handing over a well-equipped block of five classrooms at Opebi Junior High School, the agency has continued to build on that achievement year in and out without fail-even during the height of the COVID-19 pandemic.



Zuri Media: Most Innovative Audio-Visual Company of the Year

The history of the audio and video industry is one of innovation. Centuries of invention and genius have provided modern society with an astounding capacity for communication. And much of

today's A/V technology would probably seem like magic to someone beamed in from the 20th century.

The march of innovation is still a driving force behind the audio-visual industry, and Zuri Media, a dynamic company in this space is leading the charge in innovation across the West African market. An ethical company that believes in building with its customers, Zuri Media is on top of trends, techniques, and measures in the industry.

PHOTO GALLERY





PHOTO GALLERY





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Advertising Practitioners Council of Nigeria

63 Hearty Cheers To New Iconic Fellows



By Azeez Disu

Advertising is one of the vibrant industries contributing to the economic development of Nigeria. The country remains one of the largest advertising markets in Africa.

According to Statista, in 2017 Nigerian ad revenue reached 425 million U.S. dollars. The only two countries that generated more ad revenues that year were South Africa and Morocco – 2.7 billion U.S. dollars and 820 million respectively.

However, regulation of the industry is key in a growing advertising-driven economy like Nigeria. The present leadership of Advertising Practitioners Council of Nigeria (APCON), the apex body regulating advertising in the country, has been introducing different reforms and initiatives that have helped raise the bar of regulation and profile of the country in the league of nations practicing advertising in line with global best practices.

One of the jinxes broken recently by Dr. Olalekan Fadolapo's led administration was the induction of new fellows after a decade of holding similar event.

A New Dawn

APCON inducted 63 long-serving practitioners as Fellows of the advertising profession. The induction came 10 years after the last ceremony was held. The huge gap was caused by the absence of a governing council over the years.

The newly inducted fellows include the industry veterans who are long-serving practitioners and have contributed to the growth of the industry.

Noteworthy, the induction ceremony held on Wednesday, 21 January 2022 at the Radisson Blu Hotel, Ikeja, Lagos State had all the crème de la crème of advertising in Nigeria including the doyens of advertising, Biodun Shobanjo, Sir Steve Omojofor, Garba Bello Kankarofi, former Registrar of APCON among other prominent individuals and captains of industries in attendance.

In his congratulatory address, Registrar/Chief Executive of APCON, Dr. Olalekan Fadolapo, said "It is also my pleasure to heartily congratulate the advertising practitioners that would today be inducted into the fellowship cadre of the advertising profession having satisfactorily met the required criteria stipulated by law and consequently attaining the highest and distinguished class in the profession. This is a delightful moment for APCON and the advertising industry particularly being that the last fellows' induction was held over 10 years ago.

"In the course of my two-and-a-half decades in this industry, I have known each of the inductees personally and I have worked with virtually every one of them in different capacities and therefore I can attest that none of the fellows inducted today lacked the professional aptitude to be designated as such. I am proud to affirm that all of them are eminently qualified to be in the category which they are today made to be. I am optimistic that with the status that comes with your elevation in the advertising industry, you will diligently represent the profession in all progressive ramifications and resourcefully apply your position to promote the best interest of the profession."

Fadolapo disclosed that the council is committed to providing conducive business and professional grounds to make sure that the practice and business of advertising in Nigeria are conducted

"APCON inducted 63 long-serving practitioners as Fellows of the advertising profession. The induction came 10 years after the last ceremony was held. The huge gap was caused by the absence of a governing council over the years."

ethically without compromising best practices.

APCON's Upcoming Plans

Fadolapo disclosed that the council would be introducing a vetting regime from 1st of April this year to further regulatory and standardize advertising practice in Nigeria.

According to him, "APCON would be introducing a new vetting regime with effect from 1st April 2022 where only licenced advertising organisations will be permitted to apply to the Advertising Standards Panel (ASP) for vetting. This is further to reduce unlawful and unethical practices and more so to encourage the businesses of APCON-licenced organisations.

"As an innovative way of encouraging the fellows of the profession, APCON has conducted research on the beneficial programmes that can sustainably improve the welfare of her members and has resolved to adopt and draw insurance policy to cover her members in specific areas.

"We will begin with the fellowship category and progress to cover other categories of membership. In addition, we will be developing a stronger capacity building programme which will be valuable to fellows and help stimulate interesting feedbacks to build a stronger advertising industry."

He added that the council is optimistic that the APCON Act before the National Assembly for amendment would be concluded soon.

"Most of the challenges we encounter as a regulatory agency are due to inadequate legislative backup. This will hopefully abate soon. The APCON enabling Act's amendment is at an advanced stage at the National Assembly and we are optimistic that a favorable passage of the law would be concluded before the end of June this year," he said.

LIST OF NEW APCON INDUCTEES

Some of the veteran advertising practitioners inducted at the ceremony are Steve Babacko, Femi Adelusi, Lanre Adisa, Emeka Okeke, Chidozie Mbanefo, Dr. Ken Onyeali Ikpe, Olukayode Oluwasona, Yinka Adebayo, Babajide Fagade, Eki Adzueh, Emmanuel Ajufo, Omowunmi Owodunni, and Iyoha Ijedi.

Others are Kupoluyi Ayodele Ayodeji, Jenkins Alumona, Babatunde Adedoyin, Hannah Oyebanjo, Idorernyen Enanag, Temitope Jemerigbe, Kayode Olagesin, Benson Abayomi, Celey Okogun, Julia Oku Jacks, Gambo Musa, Eshiebor Francis, Baba Ali, Olaleye Olusegun, Nworah Michael, Adetayo Adetokunbo, Kagho Ifechukwude, Izamoje Larry, Ajiboye Olasunkanmi, Olele Obiageli, and Iheabunike Chika.

The list also includes; Fadero Joseph, Akpan Isaiah, Imobeke Uche, Omiata Sesan, Kolade Owolabi, Adamu Isa, Aliede Elom, Ojo Charles, Aniche Justin, Odudare Williams, Mohammed Ibrahim, Odubango Emma, Oru Leonard, Akintunde Hakeem, Samaila Mande, Anyaonu Emmanuel, Akokhia Isah, Onyebuchi Martha, Abunene Kingsley, Opetuga Babatunde, Nwwankwo Olufunke, Abraham Oladapo, Onukwuba Pamela, Nwosu Sidney, Akerele Abioye, Faadoju Odunmoluwa, Adewale Adeshina, Meze Obiajulu and Iderawumi Abiodun.



The New Fellows

According to a statement made available on APCON's website on what it takes to be a Fellow, "Fellowship is considered on the practitioner's merit. Application for consideration as a fellow is open to full members of the advertising professionals who have practiced for 15 years from date of first registration and have met the criteria for fellowship consideration."

However, before attaining that apex height, the practitioner must have started as an Associate member after meeting the basic requirement. After five years of practice, the practitioners can then upgrade to full member but must have fulfilled some of the requirements of the council such as "A practitioner seeking upgrading to full member is required to have held advertising position in a recognised organisation or engaged in the practice for at least five years prior to date of application. The practitioner must have attended two training workshops/seminars organised by APCON and one other recognised training organisation within the five years."

In his remarks at the occasion, the Chairman of the fellowship selection committee, Bankole Ademulegun said the screening exercise was thorough and was guided by the laid down parameters that ensured that only professionals with the right qualification, experience in the industry, service in the relevant sectorial group as well as to the Advertising Practitioners Council of Nigeria were elected and inducted to the coveted and elite class:

"It is also important for me to state that our committee was strongly of the view that some carefully selected individuals that have assisted the industry in numerous ways be honoured as honorary fellows of the industry," he explained.

Stakeholders Task

Fadolapo urged the newly inducted fellows to mentor younger practitioners in the interest of growing the industry. "As an obligation, I will like to implore the newly inducted fellows as well as

other distinguished senior practitioners to kindly endeavour to pay the necessary practice fee due for their category and to participate actively in the training and professional development of both themselves and for the younger practitioners in the industry especially the ones organised by APCON."

Similarly, advertising guru and Chairman Board of Trustees (BOT) of the Association of Advertising Agencies of Nigeria (AAAN), Sir Steve Omojorfa tasked advertising practitioners to embrace professionalism by abiding by the ethics guiding advertising practice globally.

He pointed out that this effort will help the industry compete favourably with the rest of the world while he also tasked experienced practitioners to mentor the younger ones.

"The need for professionalism by abiding by ethics guiding advertising practice is intrinsic. This is because advertising is involved in the building up of the dynamic economic systems and also drives economics through its activities.

"As fellows of the profession, I implore you to remain steadfast and faithful to your obligations and to the oath of Advertising Practice which you have repeatedly affirmed at every progress you have made in the course of your professional upgrade," he disclosed.

Also, he urged the fellows to continue to embark on training and retraining. "Kindly continue to render every necessary support to APCON especially in training and professional development of the younger practitioners who aspire to improve their career and advance themselves in this valued field. Let me mention that you are also obligated to give yourselves and the industry the best improvement and capacity building worthy of fellows of the profession.

"Compliance to the laws and other relevant regulations regulation guiding advertising and marketing communications in Nigeria must be kept sacrosanct. At this stage, adherence to the best practice behaviour should be seen as the asset in your undertakings."

He explained further that "The prestigious status which you have now attained comes with corresponding responsibilities, principal of which is to ensure that the advertising and marketing

communications industry in Nigeria excels in practice and profession as well as making an impact globally as ambassadors of the profession.

"APCON's regulatory role is hinged on the highest ethical standards, rules, and procedures aimed at providing an efficient and effective regulation of the Nigerian advertising industry.

"As advertising professionals, it is expected that you are characterized by the following: a proper education and discipline, relevant skills; non-materials ego drive and integrity. It is the assimilation of the requisite body of knowledge or education that qualifies one to practice a profession, while the challenges and demands faced by the profession dictate the substance of such education," he said.

In another vein, one of the inducted Fellows, Hannah Oyebejo, the CEO of Redwood Consulting said her induction as a Fellow of the advertising industry was a responsibility she was not taking lightly. She added that the objectives of APCON 'align with ours at Redwood Consulting'.

"We strive to uphold the highest standards of professionalism in all our interactions with our clients and this has helped to ensure improved business performance and optimal service delivery for all our customers. At Redwood, we take our management and business consulting services seriously and offer our clients world-class advisory services from ideation up until project execution."

Also, Oru Leonard of the Oru Media And Associates, on his part, said, "induction as an APCON Fellow is a renewed call to do more in growing the advertising profession."

APCON is the regulatory body mandated by the Federal Government to regulate and control the practice of advertising in all its aspects and ramifications in Nigeria. The vision of the body is to promote responsible and ethical advertising practice whilst also acting as the conscience of the society and a watchdog for the consumers to protect their interests.

Meet The Latest APCON Fellow: Steve Babaeko



By Jeremiah Agada

Call him the 'Father of Lagos' as one of his names loosely transliterates, and you are not wrong. Refer to him as the celebrity adman, you are right on track. He is an enigma whose tentacles in the marketing communications industry spread beyond the shores of Nigeria. Indeed, from his Lagos-Opebi-based X3M Ideas Headquarters, his influence transcends the African continent, to the rest of the world.

This enigma represents the man at the frontline of Africa's new generation of leadership in the continent's blossoming advertising and marketing communication ecosystem. He occupies this position as the arrowhead of one of Africa's most awarded creative powerhouses and as the President of one of the biggest and busiest advertising associations in Africa, the Advertising Agencies Associations of Nigeria, AAAN. Before his inevitable transition to that position, he was the Chairman of the board of Lagos Advertising and Ideas Festival (LAIF) and a member of the board of International Advertising Association (IAA), Nigeria.

This enigma is none other than Steve Babaeko. For more than 23 years, Steve has helped create some of the most iconic marketing campaigns in Africa and is currently the only Nigerian named in Adweek's elite list of 13 Global Creative leaders in 2019. He has also served on the Grand Jury of the New York Advertising Festival for over three years and was a keynote speaker at the 2018 International Advertising Association conference.

At the beginning of the year, precisely on Wednesday, 19th January 2022, at Radisson Blu Hotel, Ikeja, Lagos, Babaeko alongside 62 other distinguished advertising practitioners were inducted as Fellows (FRPA) of the advertising profession by the Advertising Practitioners Council of Nigeria (APCON).

The significance of this may be lost on the uninformed but for those who are in the marketing advertising space in Nigeria, APCON Fellowship is the advertising industry's own highest recognition for any individual in advertising practice in Nigeria—more like the Grammy's Lifetime Achievement Award for music or even our own 'SAN'-Senior Advocate of Nigeria—in the legal profession.

The recognition of these individuals comes more than a decade after it was last conferred on anyone in Nigeria. The significance, therefore, is that APCON had to go back and look at the individuals that have impacted advertising in the last ten years to come up with a 63-man list that includes the biggest movers and shakers of the advertising industry, and Babaeko is counted amongst them.

Babaeko's trajectory in the industry cannot be told independently without the mention of X3M Ideas. In an industry that seemed to have run out of inspirational stories, he stepped in and wrote a new chapter. Now, his X3M Ideas Group, which he founded in 2012, has become the yardstick for a new generation of Nigerian creative entrepreneurs.

Steve's unyielding belief in looking challenges in the eye and staring them down has attracted the best talents to his firm and pulled in clients from around the world. His next stop?

"This enigma represents the man at the frontline of Africa's new generation of leadership in the continent's blossoming advertising and marketing communication ecosystem. He occupies this position as the arrowhead of one of Africa's most awarded creative powerhouses and as the President of one of the biggest and busiest advertising associations in Africa, the Advertising Agencies Associations of Nigeria, AAAN."

South-Central Africa, via Lusaka and Johannesburg, where he recently opened independent offices for X3M Ideas.

Before starting X3M, which has now grown to include X3M Music and Zero Degrees Productions, Mr. Babaeko was the creative director at 141 Worldwide. Over there, he sparked the fire of creativity that made that agency the trendiest for many years.

Steve began his advertising career at McC&A Saatchi & Saatchi and later moved to Prima Garnet Ogilvy. For more than 23 years, he has been helping to create some of the most iconic marketing works on the continent. You might remember the "Proudly Nigerian" campaign for British American Tobacco, the "Now You're Talking" campaign for Etisalat, "You Need A New Bank" campaign for Diamond Bank and so many others.

He continues to represent Africa on the global stage, having been a member of the jury at the New York Advertising Festival, the Loeries, and the African Cristal Awards. He has also been a speaker at the Cannes Lions Festival and as well as one of Adweek's Top 100 Creatives in the world in 2019.

He was also conferred with the "Visiting Fellow" honours at the Henley Business School, University of Reading. The fellowship which will run for two years until 2024, will see Steve Babaeko commence research into business cases that will further the development and optimisation of the creative industry in Nigeria and across Africa.

His research at The University of Reading comes on the heels of the announcement of X3M Ideas' involvement in the United Nations' Entity for Gender Equality and Empowerment of Women. Steve and the team at X3M Ideas recently joined the Nigeria chapter of the Unstereotype Alliance to ensure that Nigerian creatives reject all harmful stereotypes, including conventional gender clichés.

"Steve brings his wealth of knowledge and experience in the African creative industry to the Reading research community and we're looking forward to seeing the insights that will come from this experience," said John Board, Dean, Henley Business School. "I am sure that working with the faculty and student body here at The University of Reading will enhance the good work Steve does in Nigeria and across Africa for the field and also increase its influence here and abroad."

As a fellow, Steve believes he has a chance to "begin to set the standard for the Nigerian creative industry and show everyone what is possible. His words, "I am grateful for this opportunity as I believe that we practitioners have to begin to explore the complex questions around the present state of our industry and its future not just in Nigeria but across Africa. I look forward to engaging all the other faculty members and students and learning from the wealth of knowledge that is available and is produced at the Henley Business School."

Steve holds a bachelor's degree in Theatre Arts from the esteemed Ahmadu Bello University, Zaria, Nigeria. He is currently the President of the Association of Advertising Agencies of Nigeria (AAAN) and a member of the board of the International Advertising Association (IAA), Nigeria. Outside advertising, he was the former Chairman, Public Relations Committee of the Nigerian-American Chamber of Commerce.

Steve, who holds the membership of the Advertising Practitioners Council of Nigeria (APCON), has become a regular feature on respected international advertising event platforms such as the Cannes Lions, New York Advertising Festival as speaker and judge respectively. In 2019, the AAAN 21st President was selected as one of Adweek's global Creative 100.

In his continuous quest for knowledge, Steve dutifully attends (annually) executive training programmes in Leadership, Business, Finance, Management, and Technology in leading reputable international business schools. These include prestigious Howard University Washington (2013), Columbia University (2014), Harvard University (2015), and University of Stanford USA (2016) to mention but a few.

Meet The Latest APCON Fellow: Emeka Okeke



By Jeremiah Agada

He bestrides the marketing communications landscape like a colossus. His impact on the media independence space as with other sectors of the IMC sector cannot be overstated. Like the Hercules and the Odysseus of Greek mythology, this veteran appears to always be on quest as he moves on quickly to the next big thing after each ground-breaking feat.

This iroko of a man is none other than Emeka Okeke Founder, Group Chief Executive Officer of Media Fuse Dentsu International and Director of Dentsu International, Ghana. Emeka is responsible for the development of Dentsu International's global and local service brands in Nigeria.

With over three decades' experience spanning across the Print Media, full service creative and media agencies notably in Nigeria and Ghana; Emeka launched Ghana's first Media Independent Agency Network – Premier Media Company Ghana in 1999 (now Vizeum Ghana, a division of Dentsu International Ghana) to pioneer the development of professional media planning and communications practice in that part of Africa.

Emeka Okeke's strides in the media independent subsector transcends the Nigerian market, flows into the African continent, and is a force to reckon with on the global space. For his many contributions to the growth of the industry, Okeke alongside 62 other distinguished advertising practitioners were inducted as Fellows (FRPA) of the advertising profession by the Advertising Practitioners Council of Nigeria (APCON).

The significance of this event which took place on Wednesday, 19th January 2022, at Radisson Blu Hotel, Ikeja, Lagos, may be lost on the uninformed but for those who are in the marketing advertising space in Nigeria, as the APCON Fellowship is the advertising industry's own highest recognition for any individual in advertising practice in Nigeria- more like the Grammy's Lifetime Achievement Award for music or even our own 'SAN'-Senior Advocate of Nigeria- in the legal profession.

The recognition of these individuals comes more than a decade after it was last conferred on anyone in Nigeria. The significance, therefore, is that APCON had to go back and look at the individuals that have impacted advertising in the last ten years to come up with a 63-man list that includes the biggest movers and shakers of the advertising industry, and Emeka Okeke was counted amongst them.

The story of this veteran cannot be told independently of the great behemoth that Mediafuse Dentsu International has grown to become. Indeed, it takes ambition and determination to achieve good success in business. This describes the strides of MediaFuse-Dentsu International in its seven years of operation in Nigeria. The company's success story is laced with ambitious, agile, pioneering, collaborative, and responsible efforts of leadership and talents accompanied by a commitment to continuous learning and improvement.

Moving from complete obscurity to the top of the Integrated Marketing Communications (IMC) industry in Nigeria, is the benefit gained within a short period within an

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established and competitive industry.

In January 2014, MediaFuse launched services in Nigeria and in a short period, attracted the admiration of Dentsu International (previously Dentsu Aegis Network) and by August 2014, MediaFuse-Dentsu, became the first IMC joint venture partnership in Nigeria by equity, unlike the affiliate relationships that were prevalent at the time. This was a pioneering step in the right direction.

Today, most of the dominant IMC agencies have transformed from affiliate relationships with no equity involvement by multinationals into joint-venture partnerships. This development stepped-up competition in the market while emerging agencies now continue to find pathways to global networks' involvement in their businesses.

At MediaFuse-Dentsu International, the focus is on service excellence with consumers, brands, and their business goals at the centre of the thoughts and actions of teams. In 2016, MediaFuse-Dentsu International launched the first proprietary consumer insights data panel called the Consumer Connections System (CCS) covering over nine commercial locations in Nigeria to give clients an unparalleled advantage to consumer insights and media in the market.

With a second wave covering 20 commercial cities in 2018, CCS became a major differentiator that gave advertisers relief

and renewed hope of better insights, better strategy, better plans, and better implementation management. Besides, this novel system equipped teams with hybrid technologies that support integrated solutions across multiple communications touchpoints including media and aided deeper decision-making by clients. Today, the industry has continued to develop challenger tools and systems that support clients' marketing decisions and goals, taking learnings from CCS and its hybrid systems while MediaFuse-Dentsu International strides into new fronts with technology.

In an era where data protection and confidentiality are holy grails for big businesses and marketers. The big question is: how do IMC networks respond to these daunting challenges and how prepared are they at short notices to navigate through complex webs of physical and virtual wall demands of clients? It takes visionary, timely, right, big, bold decisions and investment to overcome and be prepared to deal. MediaFuse-Dentsu International takes a leading position in the infrastructural development of the workplace, creating both physical and virtual safety for clients' information and data. No wonder competing category leaders in Nigeria continued to trust MediaFuse-Dentsu International to keep their businesses in different agency divisions.

Innovation drives change. There is a need for specialists to deliver consistent innovation and change that move the needle for clients. While others continued to warehouse digital media solutions as a whole, MediaFuse-Dentsu International became the first to unpack digital marketing services into specialist service divisions such as Isobar driving customer experience through digital creative, content, content moderation, copy, technology, and user design. MediaFuse-Dentsu International also launched IProspect to take charge of digital performance marketing, marketing automation, social commerce, and Ad Operation (AdOp) services. In addition, AMNET was also created to focus on digital programmatic buying services for clients. By this move, the advertiser is able to derive full benefits of investment in digital marketing through the eyes of specialists.

Trust is a key factor to success for every business entity. No business survives without it. Just as getting to the top of the IMC chain in Nigeria can be tough, staying there among established competitors can be tougher. It is a status that requires relationships built on trust. Over the last eight years, MediaFuse-Dentsu International has grown without limits attracting the best global, regional, and local clients. The clientele portfolio is diverse, attractive, and with high volumes; giving our people the opportunity to continue to scale capabilities and knowledge in numerous categories. With over 50 brands and over 100 awards in the last two years in creative, media, and digital solutions, it is evident that MediaFuse-Dentsu International's people are more than inspired to continue to dictate the pace of the industry in Nigeria now and in the future.

Above all, people remain MediaFuse-Dentsu International's most valuable assets. The company's talent development programme is well designed to attract, build capabilities, and retain; making MediaFuse-Dentsu International the current haven of horses every competitor wants to ride. The company's people approach is consistent with Dentsu International's global talent initiatives; growing a human resource base of people with agile, ambitious, pioneering, collaborative, and responsible values everywhere they go.

Interestingly, MediaFuse-Dentsu International is currently in a leading position in female empowerment in the IMC industry in Nigeria. By embracing Dentsu International's policy on diversity and inclusion, the company has empowered 63 percent more women than men in its managerial and leadership positions. Full-service divisions and platforms such as Dentsu X, Posterscope, Vizeum, Amplifi, DentsuMcGarry Bowen, Information Technology, Human Capital Development, etc., are all led by women while mid-level managerial positions are also majorly occupied by women across each agency of the company. These women are supported by Dentsu International's Global Female Foundry Programme to continue to excel in their career ambition, giving them a sense of leadership and altitude locally, regionally, and globally. This has earned it recognition for this, notably 'Best Agency in Gender Inclusion at the last edition of the prestigious Women in Marketing and Communications Conference and Awards, WIMCA.

Emeka Okeke has been the recipient of many awards locally and internationally-both personally for his achievements and with MediaFuse Dentsu International. In 2014 Emeka led MediaFuse Dentsu International to win the Fastest Growing Agency Network Award at the 2014 Marketing World Awards and won for himself the Media Entrepreneur of the Year award at the same event. In 2017, Emeka earned the Outstanding Leadership Award in Advertising at the second edition of DAAR Awards for his contribution to modern advertising practice in Nigeria and in 2018, he received Advertising Professional of the Year in West Africa in Ghana from Marketing World Awards 2018 as well as Outstanding Media Advertising Leadership Award from Marketing Edge. In 2021, he was named Brandcom Awards CEO of the Year (Media Independent).

Meet The Latest APCON Fellow: Temitope Jemerigbe

By Jeremiah Agada

That idea of a catalyst is a powerful one. If you look at the dictionary definition of the word, there are more meanings beyond the scientific definition. Dictionary.com says it is “a person or thing that precipitates an event or change”. It also means a person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic. Obviously, a catalyst can also be a human change agent. Tope Jemerigbe fits the bill of a person who causes change wherever she finds herself.

This is evident in her career trajectory where Temitope has evolved into an Amazon on the Nigerian Integrated Marketing Communications landscape. With well over 22 years of experience from various top agencies in Nigeria, including STB McCann, ZK Advertising, Prima Garnet Africa, and Dencil Limited, she is today, an icon and a leader with indelible footprints of recognition in the industry.

Temitope Jemerigbe is the Chief Executive Officer of DKK Nigeria, a full-fledged Integrated Marketing Communication agency. She has built a sterling career and has great records in all the agencies she ever worked with, capping it with her current outstanding performance at DKK. It is on record that when multi-awards winning Temitope Jemerigbe assumed the position of Managing Director/Chief Executive Officer at DKK in 2012, the agency, which had been founded in 1997, was barely struggling to stay afloat, having been hit by hard times.

As a catalyst, she took the daunting task of resuscitating the agency, where she is now a partner/shareholder. Her remarkable feat in turning around the fortunes of DKK within the short time she joined, clinching such juicy accounts as Vodafone and MTN among others remains a feat that industry watchers will ever excitedly recount in the story of a game-changer that took the marketing communications industry by storm. With the bold and daring move, the agency expanded the boundaries of its business beyond the shores of Nigeria, by going into a joint venture with GEPetrol, the National Oil Company of Equatorial Guinea, to manage a major project.

Recalling the feat at the DKK, she had once revealed, “One real-life challenge for me was when I took on the job of rebuilding DKK. The company was handed over to me with over N61 million indebtedness, including outstanding salaries for a year, with only one client to service, and of course, all employees had resigned (though I saw this very point as an advantage because I was able to build my own team and I got the world most dedicated team). As if the situation wasn’t bad enough, a lawsuit was filed by the ex-staff within a month of taking over.

“I had made a reference earlier to the challenge we started with when I took over DKK. To drill down a little more, it wasn’t a simple battle and the discountenance for what I was able to achieve because I am a woman is proof that when a woman rises, she has truly surmounted a lot. Within two weeks we got Kilimanjaro Restaurant brief and by the second month, we had added Visafone through a pitch. The beauty about this pitch was that myself and our Creative Director at the time, Sam Adeoye, had both worked on the same brief in another agency. So, when the opportunity came to DKK, we did an analysis of what we sold to a client in that other agency that did not work. We then went in the opposite direction. We knew from the presentation that we had the business. It was a nice way to start my journey to rebuilding the company. With three businesses, NLPC (inherited from the old DKK and remains with us till date), Kilimanjaro, and Visafone the future looked good,” she explained.

“Today, we have been able to settle the debts, the staff, and the lawsuit. And we are still standing,” Jemerigbe disclosed.

She added that her experience at DKK is worthwhile, “Of all these experiences, my DKK journey is that which has showcased all that I have learnt. It was and still is, the true test of my ability. It made me conclude that consistency of purpose and focus are key ingredients for any leader to drive a vision.”

But this feature is not about DKK or its feat but about the ‘helmsman’ calling the shot at the agency. Recently, precisely on Wednesday, 19th January, 2022, at Radisson Blu Hotel, Ikeja, Lagos, Temitope alongside 62 other distinguished advertising practitioners were inducted as Fellows (FRPA) of the advertising profession by the Advertising Practitioners Council of Nigeria (APCON).

The significance of this may be lost on the uninformed but for those who are in the marketing advertising space in Nigeria, APCON Fellowship is the advertising industry’s own highest recognition for any individual in advertising practice in Nigeria—more like the Grammy’s Lifetime Achievement Award for music or even our own ‘SAN’—Senior Advocate of Nigeria—in the legal profession.

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“As a catalyst, she took the daunting task of resuscitating the agency, where she is now a partner/shareholder. Her remarkable feat in turning around the fortunes of DKK within the short time she joined, clinching such juicy accounts as Vodafone and MTN among others remains a feat that industry watchers will ever excitedly recount in the story of a game-changer that took the marketing communications industry by storm. With the bold and daring move, the agency expanded the boundaries of its business beyond the shores of Nigeria, by going into a joint venture with GEPetrol, the National Oil Company of Equatorial Guinea, to manage a major project.”

Temitope who holds a Master’s degree in International Management from the University of Liverpool, United Kingdom, obtained her first degree in Mass Communication from Ogun State Polytechnic. She is a member of several

organizations and currently serves on the Board of the Association of Advertising Agencies of Nigeria (AAAN), as the Publicity Secretary. She also serves as the Vice Chairman for the LAIF Management Board and is the Chairman of the Committee of Women in Advertising a position that sees her championing growth and equal opportunity for women in the industry.

Tope, as she is simply called, is a recipient of various awards including Female CEO of the year 2014 and Brand Communicator’s Outstanding Female Creative Advertising Professional of the year, 2020. She is also a motivational speaker and speaks at conferences. A strong believer in building the next generation of women, she is a member of WISCAR & a member of the Board of Trustees for The LightHouse Network, both organizations focused on empowering women. In both NGOs, Temitope gives of her time & resource.

She is happily married to her friend Odemi, who she met in the “line of duty”, and is blessed with two adorable children, one of whom lives with sickle cell. In her usual character, she has taken the challenge on, as an opportunity to help others. She now serves as a Board Member of the Sickle Cell Advocacy and Management Initiative (SAMI), helping other mothers and families manage the peculiarity needed to raise a survivor.

She once said of this, “For very personal reasons and being a mother of a survivor, I naturally gravitate towards anything that has to do with improving the lives of those living with Sickle Cell. Presently, I am a board member with Sickle Cell Advocacy & Management Initiative (SAMI) founded by Toyin Adesola and Chaired by Mr. Pholusho Phillips. With my experience in SAMI, I can say it is not a death sentence if you have the means to give the carrier a quality life, but I am not ignorant of the fact that a higher percentage of people living with the condition are from very poor backgrounds and cannot afford their basic routine medication.

“One of the many things we do in SAMI is that we hold a monthly medical outreach, where we give free drugs to survivors that will last till the following month. As I said earlier, you don’t find yourself in a good position for just close family and oneself. There is a bigger world that we need to reach and impact. People think that you need to start very big to make an impact, but really, starting small is okay. Within everybody’s sphere, there is someone in need and we should do our part. SAMI has given me the opportunity to find fulfilment apart from my career life. It does feel good to be involved in something bigger than one’s self,” she explained.

Tope does not believe in luck or chance, but in deliberate action and strategy to gain result. This, to a large extent, informs her personal philosophy; “to drive one’s innate ability with focus, no destination is too far”.

Meet The Latest APCON Fellow: Obinna Aniche

By Jeremiah Agada

It was an epoch-making event on Wednesday, 19th January 2022, at the Radisson Blu Hotel, Ikeja, Lagos, when 63 distinguished advertising practitioners were inducted as Fellows (FRPA) of the advertising profession by the Advertising Practitioners Council of Nigeria (APCON).

The significance of this may be lost on the uninformed but for those who are in the marketing advertising space in Nigeria, APCON Fellowship is the advertising industry's own highest recognition for any individual in advertising practice- more like the Grammy's Lifetime Achievement Award for music or even our own 'SAN'-Senior Advocate of Nigeria- in the legal profession.

The recognition of these individuals comes more than a decade after it was last conferred on anyone in Nigeria. The significance, therefore, is that APCON had to go back and look at the individuals that have impacted advertising in the last ten years to come up with a 63-man list that includes the biggest movers and shakers of the advertising industry.

Obinna Aniche, a seasoned Marketing, Brand, and Management business leader, with significant cross-industry experience (20+ years), gained with industry-leading organizations like JWT Advertising, Population Services International (PSI), Diageo (Guinness Nigeria) Bharti Airtel International BV Netherlands, Airtel Nigeria, and Globacom Nigeria, more than qualified to be on this exclusive list.

He was the Vice President, Brand and Marketing Communication at Airtel Nigeria and immediate past Director - Brand Sponsorship, Events, and Promotions at Globacom. Currently, Obinna is the Group President of Red Slate (Group) Limited. Red Slate is a Growth Marketing and Investment Management Group with a diverse mix of businesses in Marketing, Technology, Commerce, and Consulting.

Obinna is a Fellow of the National Institute of Marketing of Nigeria (FNIMN), Fellow of the Institute of Management Consultants of Nigeria (FIMC), a Certified Management Consultant (ICMCI Global), and a Registered Practitioner of Advertising in Nigeria (rpa). He is also a product of the Federal University of Technology, Owerri, University of Zimbabwe, and the University of Uyo. He started his marketing career with JWT Advertising in 1995 as an Account Executive, he subsequently moved to PSI Nigeria (Society for Family Health) as Communications Coordinator before working with Guinness Nigeria as the pioneer Media Manager working on all the company's brand portfolio. He joined Vmobile Nigeria in 2005 (now Airtel Nigeria) as the Media Manager and was expatriated to the company's Africa Group Office in 2007. During his international assignment that spanned a total of seven years, Obinna worked in the various Africa HQ locations - Amsterdam (Celtel Africa), Bahrain (Zain Africa), and Kenya (Airtel Africa). At Zain Group Office, he was the pioneer Group Marketing Manager - Brand & Media for 22 countries in Africa and the Middle East. In this role, Obinna framed strategic direction for brand and media within the Group and provided specialist direction that impacted about 50%+ of marketing budgets in those markets as media budget across the markets was in excess of \$100m.

At Airtel Africa Group Office, he was the General Manager - Brand Assets across 17 African countries. In this role, Obinna managed Airtel Africa's portfolio of Brand Assets (football and music) valued over \$55m to create relevant affinity and points of differentiation for brand Airtel, whilst generating revenue out of the 'properties' for the business. After a hugely successful stint on international assignment, he subsequently returned to Airtel Nigeria where he held the position of Director/Vice President, Brand & Marketing Communication, responsible for managing the functional and emotional resonance of the Airtel brand in Nigeria.

Obinna is a thoroughbred professional with numerous awards and accomplishments. His major credits include the successful rebranding of Vmobile to Celtel in Nigeria; the rebranding of Celtel to Zain across 15 African countries, the conceptualization of Airtel Rising Stars (ARS) brand property which became the biggest U17 Grassroots Tournament in Africa with over 25,000 participating teams after 4 years of launch. Bharti Airtel operations in India, Bangladesh and Sri Lanka had adopted the ARS brand property after a successful launch in Africa, as ARS ran across 20 countries in Africa and Asia. Obinna was also the Airtel Africa Group Project Director on Airtel One8 Project (Hands Across the World) as well as the Airtel Africa 2010 Project Lead on MTV Africa Music Award with Airtel, which covered 17 African countries.

At Red Slate Group, Obinna works with other business leaders in ensuring that the three companies within the Group operate independently, but share one backbone and vision, which are shaped around the Red Slate values; Passionate about Consumer, Agility, Commitment To Excellence, Entrepreneurship, Integrity, and Growth-Driven.

Impressively and worthy of note, one of these companies was responsible for putting Nigeria on the global stage for very



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good reason. The company, which is one of Nigeria's dynamic powerhouses in experiential marketing, Outori, standing for OUTput ORiented, in exploring Nigerians' patriotism, which is always at the highest on Independence Day, irrespective of the political, economic, religious, and cultural challenges the country has, decided to create a memorable experience; one that will make it into the prestigious Guinness Book of World Records.

Nigeria found its way into this auspicious book of record at the celebration of its diamond jubilee with the creation of the world's largest cupcake mosaic by assembling 60,000 cupcakes (inspired by Nigeria's 60 years) in the format of the country's Diamond Jubilee Independence anniversary logo, besting the former Guinness World Record holder for Largest Cupcake Mosaic held by Betty Crocker for Singapore's 50th anniversary.

This is courtesy the 'Sweet60ty' initiative planned and executed by the agency which is interestingly one of Nigeria's only two globally affiliated brand and consumer experience companies. Incorporated on the 28th of January 2016, Outori Limited commenced operations in April of the same year. The consumer-centric Integrated Marketing Communications agency was borne out of the need to promote and connect brands to people across Africa through expertise, technology, and meaningful human interactions.

For the Sweet60ty initiative, Outori won the 'Most Outstanding Activation Of The Year' at the second edition of the prestigious Brandcom Awards, 2020. Obinna Aniche had explained the motivation behind the award winning Sweet60ty record-breaking venture in an exclusive chat with Brand Communicator: "We know this year 2020 is unlike any other year and its significance in the history of Nigeria. We also know how sensitive Nigerians presently are over various matters pertaining to the country. Though passionate citizens, we are unhappy with a lot of ongoing issues. We wanted to tell a positive story with the campaign, evoke national pride, a sense of patriotism, put us on the global map to showcase what we can do when we come together as a people. We wanted to do something that will galvanize Nigerians towards a shared achievement, something positive, ground-breaking and memorable such that will be in the country's annals for a long time."

"As a company whose focal point is achieving results, we were also seeking an avenue to express our desire for the country to be result-oriented in its policies instead of just paying lip service. To achieve this, we thought of inspiring Nigerians to go beyond just talking, to taking action that can jumpstart the significant change we desire as we shape the next 60 years. We soon realized that the vision to inspire the rising is much bigger than Nigeria, it is far-reaching, to the corners of the entire African continent," he had explained.

The entire team at Brand Communicator joins the rest of the industry in congratulating this industry trailblazer, wishing him greater strides ahead.

Mint-fresh APCON Fellow: Jenkins Alumona

By Jeremiah Agada

Jenkins Alumona lives and breathes communication in one form or the other. Spells in print journalism, broadcasting, Public Relations and, of course, Advertising provide strong attestations to this and a path to his headship of the Strategic Outcomes Group, the umbrella for three prolific Integrated Marketing Communications firms.

The group consists of Strategic Outcomes Limited, SOL PR and Flykite Productions.

An industry champion with considerable expertise in strategy development and execution, negotiation, business planning, media relations, and sponsorship, Alumona is currently the Vice President, Association of Advertising Agencies of Nigeria (AAAN).

His over 30 years' experience has seen him work with top flight Nigerian companies, including The Guardian, The NEWS Magazine—which he edited during the last military era; The Quadrant Company—where he managed the Pepsi Football League and the Seven-Up Basketball League in addition to other blue-chip accounts like Econet Wireless, DHL, Benson and Hedges and Smithkline Beecham.

He also worked with the defunct Econet—now Airtel Nigeria—as Manager, Events, Sponsorships and Marketing, a role that saw him manage the nationwide media launch of the network as well as design and execute, from scratch, the telecommunication company's below-the-line market penetration strategy.

From Econet, he moved to Globacom to become principal manager in the brand communications department, a position that saw him manage the Globacom Premier League and the company's other sponsorship assets and events, including the 2003 All Africa Games (COJA).

It was therefore in recognition of his professionalism and dedication to the marketing communications space that Alumona alongside 62 other distinguished Advertising practitioners were inducted as Fellows (FRPA) of the advertising profession by the Advertising Practitioners Council of Nigeria (APCON) at a special occasion held on Wednesday, 19th January, 2022, at Radisson Blu Hotel, Ikeja, Lagos.

The significance of this may be lost on the uninformed but for those who are in the marketing advertising space in Nigeria, APCON Fellowship is the advertising industry's own highest recognition for any individual in advertising practice in Nigeria—more like the Grammy's Lifetime Achievement Award for music or even our own 'SAN'—Senior Advocate of Nigeria—in the legal profession.

The recognition of these individuals comes more than a decade after it was last conferred on anyone in Nigeria.

The significance therefore is that APCON had to go back and look at the individuals who have impacted Advertising in the last 10 years to come up with a 63-man list, which includes the biggest movers and shakers of the Advertising industry.

Alumona was educated at the Anambra State University (now Enugu State University), where he bagged a first degree in Mass Communication; and University of Lagos, where he earned an M.Sc in Marketing. He is a 2006 Fellow of Bucerius Summer School, Hamburg, Germany; and a graduate of both the Lagos Business School (OMP7) and the prestigious (OPM43) of the Harvard Business School. Alumona is a Fellow of the Advertising Practitioners' Council of Nigeria (APCON) and the Nigeria Institute of Direct Marketing as well as a member of the Nigeria Institute of Marketing (NIMARK).

Asides his personal achievements in the industry, one cannot talk about this industry veteran without the mention of the accomplishments of SOL Group. The SOL Group has continued to play a key role in fronting the marketing and communications mandate of many brands in the country. In 15 years, the SOL Group has built a reputation for running engaging high-profile campaigns that help shift public opinion in clients' favour and develop supportive relationships through bespoke communications support and advice to clients, based on clients' needs and objectives. These have seen the group become a big hitter in Advertising, strategy development/execution, media management, crisis management, research, lobbying, event planning/execution, stakeholder management and political communication.

The SOL Group can claim, licitly, to be the top tax communication consultants in the country. Its work with the Lagos State Inland Revenue Service (LIRS) in the area of tax education and enlightenment has been widely credited with raising tax consciousness in the state and positioning the LIRS as the premier sub-national tax authority in the country. For years, the revenue collected was grossly disproportionate to vast economic activities taking place in the state. This was largely due to low levels of tax education, a development that robbed the government of much needed revenue for development and required urgent remediation, which was effectively provided by SOL via a range of initiatives. The outcome was a jump in revenue collection from a monthly average of N4 billion in 2006 to a monthly average of N25 billion in 2015.



At the national level, SOL Group achieved a similar feat with the Federal Inland Revenue Service (FIRS)—the government agency responsible for the administration, assessment, collection and accounting for federal taxes in Nigeria. SOL began working on behalf of the FIRS in 2015, assisting the Service, through a series of enlightenment campaigns, to enthrone a culture of voluntary compliance. These have yielded considerable dividends, as evidenced by a leap in revenue collection from N4.57 trillion in 2015 to a record collection of N5.32 trillion in 2018.

Having recorded enormous successes in tax education campaigns, it was hardly a surprise that SOL was appointed as the communication consultant to the Federal Ministry of Ministry of Finance on the Voluntary Assets and Income Declaration Scheme (VAIDS). The tax amnesty scheme was designed to encourage voluntary compliance by every taxable Nigerian, but in particular among individual and corporate taxpayers with years of unpaid or underpaid taxes. Considering the widespread indifference to tax payment, only a few gave the scheme any

“His over 30 years’ experience has seen him work with top flight Nigerian companies, including The Guardian, The NEWS Magazine—which he edited during the last military era; The Quadrant Company—where he managed the Pepsi Football League and the Seven-Up Basketball League in addition to other blue-chip accounts like Econet Wireless, DHL, Benson and Hedges and Smithkline Beecham. He also worked with the defunct Econet—now Airtel Nigeria—as Manager, Events, Sponsorships and Marketing, a role that saw him manage the nationwide media launch of the network as well as design and execute, from scratch, the telecommunication company’s below-the-line market penetration strategy.”

chance of success. But through the deployment of various initiatives to sensitize the public and tax debtors, the programme yielded a bumper harvest of N30 billion in taxes owed to federal and state governments within 11 months. In addition, the campaign attracted five million new taxpayers, taking the tax roll from 14 million to 19 million. SOL has also worked with other public sector players such as Economic and Financial Crimes Commission (EFCC) and the National Films and Video Censors’ Board in addition to being strategy consultants to big-time political actors.

As strategy consultants to MultiChoice Nigeria, leading video entertainment company in the country, SOL has assisted ensuring greater public understanding of the pay television industry ecosystem, positioning the company as a world class operator, highlighting its numerous Corporate Social Investment initiatives and curtailing adversarial public reactions to its operations.

In addition, SOL has positioned MultiChoice as the biggest investor in the African creative content industry through initiatives that have sparked public consciousness of the MultiChoice Talent Factory Project, which is aimed at upskilling young and talented Africans in film and television production; and the Africa Magic Viewers’ Choice Awards (AMVCAs), which holds yearly in Lagos since debuting in 2013. SOL’s involvement with MultiChoice has seen its DStv platform positioned as the premier pay television service provider in the country, leaving competitors needing binoculars to see it atop the industry pyramid. Similarly, its involvement in the popular television reality show, Big Brother Naija, elevated it to a lifestyle choice.

The Group also works for GOtv, MultiChoice’s Direct-to-Home (DTH) television service platform. The leapfrogged its biggest competitor within two years of debuting on the DTH landscape and continues to retain its position. This is on account of it being positioned as offering the best value for money packages in the sector as well as continuously offering superior technology.

It is perhaps unsurprising that the SOL Group has sport as a strong suit, given that Alumona once edited a football publication and was a popular face on television in the 90s, when he presented Master Sports on NTA. The passion for sports led to the conception of GOtv Boxing Night in 2014. Conceived and managed by SOL on behalf of the client, the show, primarily targeted at reviving Nigerian boxing, has grown to become Africa’s premier event. Each edition attracts over 10 million viewers around the continent, as it is backed by live broadcast via SuperSport in 47 countries. Locally, every edition attracts capacity crowd, with figures higher than those recorded at 80 per cent of Nigeria Professional Football League matches.

In addition to reviving interest in the sport, GOtv Boxing Night also generates considerable publicity for the sponsors across all media platforms and has translated into the association of the brand with boxing.

SOL similarly initiated and manage GOtv Boxing NextGen Search, a talent hunt programme with the objective of unearthing young and gifted boxers on the verge of turning professional. This has met its sporting objective, providing a conveyor belt of gifted ring artists in addition to engendering a favourable climate of opinion for the brand.

Alumona is a keen golfer and was a presenter of Mastersports, the 90s hit sports show on Nigerian Television Authority.



New Data-Driven Marketing Platform For SMEs Debuts

By Azeez Disu

Small and Medium Enterprises (SMEs) are major contributors to global economic growth. Despite their contributions, they are faced with challenges of growing their businesses due to the absence of adequate data and consumer insight.

Experts have pointed out that data analytics can help SMEs eliminate non-essential expenses, help improve service delivery, boost diversification and globalization, enable a better understanding of customer base, help for more efficient business processes, and help in improving the management of business risks. With the benefit of data in mind, more SMEs are gradually tilting towards becoming data-centric than ever.

The deployment of more data-driven innovations and solutions is giving rise to the emergence of more Marketing technology (martech) companies offering outstanding services for brands and agencies globally. Basically, they understand that only companies that deploy martech in their operations whether big or small are able to engage their consumers effectively and capture more market share.

Noteworthy, the global martech market was estimated at nearly 345 billion U.S. dollars in 2021 according to Statista. The sector's growth has helped the world's businesses including SMEs who have benefitted from martech companies' various innovations. Today, marketing budgets are more dedicated to martech than before and more businesses are planning to dramatically increase Martech spending.

Consumer Data

Gathering consumer data is key for the growth of any business even amidst the concern of consumers on data privacy. Meanwhile, Merkle in its Q1 2022 Customer Engagement Report, released recently, stated that most consumers will share their data in return for relevant offers.

Of those polled, 86% of consumers are likely to trade their data to receive personalized offers based on their interests and browsing or purchase history.

In addition, 90% of consumers will share more data if they have a positive experience with a brand. But 70% expect something in return.

"Our study shows that consumers are increasingly aware of what personal data they are sharing with brands and have a heightened sense of the value exchange that they receive," Michael Komarsinski, global CEO at Merkle said.

He added that "Brands need to continue to up their game on the customer experiences that they create and be strategic with how data drives value for consumers in both to known and unknown interactions along a customer journey."

In another vein, in a study conducted by McKinsey, half of the consumer respondents are also more likely to trust companies that react quickly to hacks and breaches or actively disclose such incidents to the public.

These practices have become increasingly important both for companies and consumers as the impact of breaches grows and more regulations govern the timeline for data-breach disclosures.

Data-Driven Marketing Platform- TerragonPrime

Terragon, Data, and Marketing Technology Company has launched a data-driven marketing platform, TerragonPrime, into the Nigerian market to help accelerate the growth of Small and Medium Scale Enterprises (SMEs) in Africa.

The company, at the unveiling of the new platform at its Lagos office, told Journalists that TerragonPrime will help businesses make the best use of their marketing spend and increase their performance by at least 50 percent.

Oti Ukubeyinje, Vice President, Product Marketing & Growth, Terragon said as part of the launch offer, the company will give 5,000 free message credits to the first 500 businesses to sign up including Zero licence fees.

Emphasizing the importance of the new cloud-based platform, he disclosed that "Terragon Prime is an end-to-end marketing platform that helps organisations to aggregate, enrich and activate consumer data to drive targeted and personalised experiences for cost-effective customer acquisition and retention.

"Terragon Prime combines the power of an enterprise-grade customer data platform powered by a wide range of data supply partners including telcos and AI and ML solutions, with mobile-first customer activation channels to enhance your data-driven marketing programs in Africa."

In another vein, the company said the new platform will transform businesses, stating that it is out to contribute to the



growth of the business landscape while focusing on SMEs considering their contributions to the country's GDP.

SME Landscape

According to a World Bank report, SMEs account for the majority of businesses worldwide and are important contributors to job creation and global economic development. They represent about 90% of businesses and more than 50% of employment worldwide. Formal SMEs contribute up to 40% of national income (GDP) in emerging economies. These numbers are significantly higher when informal SMEs are included.

"According to our estimates, 600 million jobs will be needed by 2030 to absorb the growing global workforce, which makes SME development a high priority for many governments around the world. In emerging markets, most formal jobs are generated by SMEs, which create 7 out of 10 jobs."

In another report, the apex financial institution, also stated, "SMEs contribute about 50% of Africa's GDP. They are the largest contributors to the African Economy, in the areas of jobs, GDP, etc. In Nigeria, SMEs contribute 48% of GDP, account for 96% of businesses and 84% of employment."

Above all, Terragon believes that empowering Small and Medium businesses will transform the Continent!

Breaking The Norm

Ukubeyinje added that the platform improves marketing efficiency and campaign performance. Also, offers lower customer acquisition costs.

Other benefits and opportunities are Access to 115 million profiles; the opportunity to create custom audiences based on various criteria like age, gender, location, interest, etc; Understanding customers better through insights provided; ability to segment audience; and Reach consumers online and offline through direct messaging on WhatsApp and SMS.

Businesses also have the opportunity to identify ideal customers and target similar profiles, adding that they can also target such as sports enthusiasts, salary earners, fashion lovers, digital-savvy consumers, and others.

Ukubeyinje explained further the benefits of the product said, "Our products drive Brands' 'mobile-first' marketing strategy through robust consumer intelligence powered by telcos and other data providers to deliver an expansive view of the African consumer.

"We work with SMBs, large enterprises, and marketing agencies, who require a multi-channel marketing technology solution that intelligently leverages data to reach, acquire and retain customers cost-effectively, and want the availability of expert advice and support that helps them understand and connect with consumers better."

Terragon currently works with Telco, big tech, and web supply partners on the project. It also has certification from local and international data regulatory bodies like Mobile Marketing Association, National Information Technology Development Agency (NITDA), among others.

Terragon is Africa's leading Data and Marketing Technology Company. It helps organisations execute highly targeted campaigns by aggregating, enriching, and activating consumer data for personalized experiences.

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Thrills, Frills & Ruffles As Nigeria's Most Creative Agencies Emerge

By Jeremiah Agada

Last year's edition of the Lagos Advertising and Ideas Festival (LAIF) Awards themed 'We Made It' will go down the annals of the history of the Association of Advertising Agencies of Nigeria (AAAN)'s history as one of the most glamorous the association has ever organised through its LAIF Management Board Chaired by Noah's Ark Generalissimo, Lanre Adisa.

Perhaps in internalising and practising the 'sermon' of cocreation and collaboration as preached by the Executive Editor of Businessnewscorp, Philip Isakpa, at the association's 45th AGM in Abeokuta in 2018, AAAN/LAIF's collaboration with the entertainment industry-Mavins Records precisely saw to it that the 16th edition of West Africa's biggest creative Mundial lived up to the thrills and frills that award ceremonies of LAIF's magnitude are known for in other markets. Life performances by the sensational Ladipoe and Crayon both of Mavins Records and other performances ensured that it was an evening never to be forgotten in a hurry.

The award ceremony held on November 20, 2021, at the Landmark Event Centre, Victoria Island, Lagos, had a new award category that recognized "Authentic African Stories" amongst the entries. This is a special category that identified and celebrated authentic African stories that break the mould in brand building. For the first time also, a Viewers' Choice category was introduced where viewers had the chance to vote for their favourite commercial.

Just like the previous edition, activities of the awards were carried out on the online portal of LAIF. Advertising agencies submitted entries through this portal and jurors worked remotely to judge each category through their profiles. But unlike the previous year's edition where the rampaging COVID-19 Pandemic reduced LAIF to a purely virtual experience, the 2021 edition was a hybrid affair where people could go to a physical location for the event while there was virtual streaming for the online audience.

The makeup of the jury this year is also a lot more diverse with Femi Odugbemi, accomplished Filmmaker and Former Academy Director for Multichoice Talent Factory joining Omowunmi Owodunni, Chairperson, APCON Advertising Standards Panel; Micheal Gbolade, Creative Director of BBDO West Africa; Adesola Kosoko Nduka Kade, Maurice Ugwonoh, Creative Director, Noah's Ark; Bolanle Akintomide, Head of Production, UpInTheSky and Mike Miller, Executive Creative Director, X3M Ideas to judge creative works across agencies.

In what has been described by many analysts as an electric and irresistible run, Steve Babaeko-led X3M Marketing Ideas Limited emerged as the topmost ranked agency in Nigeria in 2021 with 9 Gold, 16 Silver, and 8 Bronze.

The agency was joined on the top of the medals' table by Dentsu MCGarryBowen Limited, a relatively young agency that is having a scintillating run in the creative industry with its

globally acclaimed works. The agency took home 2 Gold, 14 Silver, and 12 Bronze while Insight Publicis and Noah's Ark arguably one of LAIF's most awarded agencies came in the third and fourth respectively. Insight Publicis won 3 Gold, 5 Silver, and 4 Bronze while Noah's Ark Communications won 4 Gold, 6 Silver, and 6 Bronze.

Coming in on fifth place is Adeptus Advertising Limited, followed closely by TBWA Concept, OneWildCard Limited, Nitro 121, 7even Interactive, DDB Lagos, Ogilvy Nigeria, DKK & Associates, Imaginarium, Bluebird Communications and Culture Communications. Others, following the same ranking, include Isobar Communications, BBDO West Africa, Yellow Brick Road and Streams Media.

The 'We Made It' edition of LAIF also goes down the annals of history as one that enjoyed the support, attention and attendance of the Governor of Lagos State, Mr Babajide Sanwo-Olu, though he was represented. In his remarks at the event, Sanwo-Olu, the Special Guest of Honour, represented by the Commissioner for Establishment, Training, and Pensions, Lagos State, Mrs Ajibola Ponle, assured AAAN of his administration's commitment and support toward the success of the industry. Gov Sanwo-Olu also noted that the advertising industry, by their creative works, has contributed immensely in putting not only Lagos state on the global map, but our country, Nigeria as a whole.

At an earlier platform, the Governor had reiterated his administration's commitment towards promoting the creative advertising industry noting that his administration was not unaware of the greater impact which a flourishing creative sector and advanced technology would have on the growth of brands, stressing that his government was currently supporting

thousands of youths in the creative sector in order to boost capacity and knowledge.

He added that 3,000 metro fibre optics being rolled out across the state would also boost the quality of the output in the Brand and Marketing industry when the fast Internet infrastructure is launched.

"All of these are to let you know that my administration is a part of the marketing and marketing communications family. I know the importance of the industry and I am committed to its continued growth. That is the reason we are building a resilient and livable city that you and your clients will someday be proud of," Sanwo-Olu said.

The governor said Lagos had benefited immensely from the ingenuity and knowledge of the brand and advertising practitioners, recalling some of the strategic counsel he received from industry professionals during the trying days of his administration.

In his welcome remarks, The President of the Association of Advertising Agencies of Nigeria (AAAN), Mr. Steve Babaeko had acknowledged that LAIF Awards remain the biggest platform to recognize and reward creativity in Nigeria.

Also speaking at the occasion, the Chairman of the LAIF Awards Management Board, Mr Lanre Adisa, explained that the 2021 edition of the award which is the 16th edition of the Festival received over 350 entries from a total of 21 Agencies. He disclosed that the entries submitted are creative works of the Agencies on 40 brands while about 28 jurors worked on the entries to determine the best works for the honours.

Adisa noted that despite the challenging period occasioned by the impact of the COVID-19 virus, many creative agencies demonstrated a great spirit of resilience by churning out works that could compete favourably with works from their counterparts in other countries or continents.

Speaking to the media prior to the event, he had added, "The LAIF Awards is an international status award that has continuously promoted Nigeria's creative potential in the international circle as well as recognised outstanding creativity and created an avenue for the celebration of world-class ideas. This year, we will be celebrating ideas and creativity that not only gave us great marketing outcomes but also changed and transformed how we engage and are entertained. LAIF Awards will extend its recognition to other creative sectors that have trailblazed through content creation and also transformed lives in our society."

The high point of the event was the induction of a renowned and celebrated amazon in the advertising industry, Julia Oku-Jacks, into the Lagos Advertising and Ideas Festival (LAIF) Awards Hall of Fame.

Your darling Brand Communicator is beaming the spotlight on some of the award-winning agencies and works that were the toast of the 'We Made It' edition of LAIF. Kindly flip over to the next pages to read about these creative agencies and their outstanding works that won at LAIF.

AGENCY	FINALIST	GOLD	SILVER	BRONZE	VIEWERS' CHOICE	TOTAL
1. X3M MARKETING IDEAS LIMITED	42	9	16	8	228	278
2. DENTSUMCGARRYBOWEN LIMITED	20	2	14	12	144	164
3. INSIGHT PUBLICIS LIMITED	46	3	5	4	78	124
4. NOAH'S ARK COMMUNICATIONS LIMITED	7	4	6	6	102	109
5. ADEPTUS ADVERTISING LIMITED	10	3	3	3	60	79
6. TBWA/CONCEPT LIMITED	21	4	0	2	38	65
7. SO & U LIMITED	30	0	2	3	27	57
8. ONEWILDCARD LIMITED	3	2	3	1	31	54
9. NITRO 121 LIMITED	34	0	0	4	12	46
10. 7EVEN INTERACTIVE LIMITED	8	1	2	4	36	44
11. DDB LAGOS	14	2	1	2	20	34
12. OGILVY NIGERIA COMPANY LIMITED	9	0	1	1	21	30
13. DKK & ASSOCIATES LIMITED	3	1	2	0	24	27
14. IMAGINARIUM MARKETING COMMUNICATIONS	23	0	0	1	1	26
15. BLUEBIRD COMMUNICATIONS LIMITED	9	0	1	1	15	24
16. CULTURE COMMUNICATIONS LIMITED	16	0	1	0	6	23
17. ISOBAR COMMUNICATIONS LIMITED	4	0	1	1	9	12
18. BBDO WEST AFRICA	8	0	0	1	3	11
19. YELLOW BRICK ROAD	0	2	0	0	8	8
20. STREAMS MEDIA & COMMS NETWORK LTD	2	0	0	1	1	5



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LAIF 2021: Again, X3M Ideas Tops The Pack, Emerges Nigeria's Numero Uno

By Jeremiah Agada

Matshona Dhlwayo is a Canadian-based Philosopher, Entrepreneur, and author of the following books: The Little Book of Inspiration, Creativity, The Book, 50 Lessons Every Wise Mother Teaches Her Son, 100 Lessons Every Great Man Wants You to Know, and Lalibela's Wise Man. Not much may be known about this man besides from the quickly researched results Google was magnanimous to cough up, but his words of wisdom are sure to resonate with champions: "To be a champion, compete; to be a great champion, compete with the best; but to be the greatest champion, compete with yourself."

On the night when the gladiators of creative advertising in West Africa clashed, when the biggest and the best creative works were pitched against each other and when creatives and other stakeholders in the creative advertising value chain came together in what can be best described as 'battle Royale', X3M Ideas emerged Nigeria's best creative advertising agency—putting a vast distance between itself and the agency that came second on the Lagos Advertising and Ideas Festival Awards (LAIF) medals' table. The agency, as Matshona Dhlwayo's words had opined, appeared to be competing with itself, perhaps to outdo its 2019 feat when it also won at LAIF.

X3M Ideas was awarded Creative Agency of the Year at the 16th edition of LAIF following a win of nine Gold, sixteen Silver and eight Bronze medals in total at a grand ball held on Saturday, November 20, 2021, at the Landmark Event Center in Victoria Island.

Indeed, the jury which had Femi Odugbemi, accomplished Filmmaker and Former Academy Director for Multichoice Talent Factory; Omowunmi Owodunni, Chairperson, APCON Advertising Standards Panel; Micheal Gbolade, Creative Director of BBDO West Africa; Adesola Kosoko Nduka Kade, Maurice Ugwonoh, Creative Director, Noah's Ark; Bolanle Akintomide, Head of Production, Up In The Sky and Mike Miller, Executive Creative Director, X3M Ideas, had no hard time bestowing X3M Ideas with its well-deserved position in Africa's busiest creative advertising market.

The Lagos Advertising & Ideas Festival (LAIF) is the brainchild of the Association of Advertising Agencies of Nigeria (AAAN). The award ceremony seeks to recognize creative excellence, improve the quality of the creative craft and promote the spirit of healthy competition and the application of global best practices.

Speaking on the award, CEO X3M Ideas and President of the AAAN, Steve Babaeko, expressed his profound gratitude for the honor, "This year has been an incredible year for me and the team. There are numerous accomplishments to be grateful for. We are glad to see that our work continues to make such a great impact in Nigeria and are thankful to the LAIF Jury and the Board for this recognition."

Also awarded at the event were two viral content creators and a non-governmental organization namely, Ikorodu Bois, Josh2Funny, and Slum2School. They were each given special honours and recognition for their contribution to creativity.

In the last three years, X3M Ideas has won the Lagos Advertising & Ideas Festival Awards (LAIF) two times for its creativity and innovation. In December 2020, the X3M Idea received one gold, eight silver, and ten bronze medals.

This was preceded by X3M Ideas getting the gold prize for its work on Suicide Notes, a campaign designed to help people dealing with mental health issues, at the Luum Awards in Geneva, Switzerland. The Luum Awards is a global festival dedicated to creativity, exclusively rewarding messages that seek to awaken a social, civic, or environmental consciousness to make the world a better place.

The campaign was executed for the Mentally Aware Nigeria Initiative (MANI), a youth-focused mental health organization that is championing the fight against mental health-related stigma and creating an environment that makes it possible for people to seek care for their mental health without fear of discrimination.

Speaking on the award, Steve Babaeko, had said, "We are very delighted to have won the Luum Award for our work on The Suicide Note. The Suicide Note campaign is very dear to our hearts because of the importance of the message it communicates. We are glad to see the campaign continue to make such a great impact across the world and are thankful to the Luum Awards jury for this recognition."

In 2020, X3M Ideas won bronze at the Lisbon Advertising



Steve Babaeko, CEO/CCO, X3M Ideas

Festival for its International Women's Day press campaign, 'Make History Equal for Women'. The company was the only African agency to win an award at the festival and was one of the 17 bronze winners in the international competition. In December 2019, X3M Ideas emerged the "Best creative agency and Agency of the Year" in Nigeria at the Lagos Advertising and Ideas Festival which was held at Landmark, Victoria Island, Lagos.

The agency's win at LAIF at the 16th edition is reminiscent of X3M Ideas win at the 14th LAIF which coincided with the agency's 7th anniversary of the X3M Ideas' presence in the Association of Advertising Agencies of Nigeria (AAAN) fold, it equally shows the agency's steady rise to the pinnacle of the creative industry in Nigeria as an undisputable creative powerhouse in a record time of fewer than eight years of existence.

The edition featured Gbemi Sagay as the head of the Jury panel saw the agency clinch what is dubbed the "mother of all awards" of the night, courtesy of its work for DStv Multichoice "DStv step up and boost" in the Film craft – Best use of tv animation category. X3M Ideas also won 3 Gold, 2 Silver, and 4 Bronze carting home a total of 10 medals to emerge as the Number 1 creative agency in Nigeria.

The Gold medals were delivered courtesy the agency's following entries – Multichoice DStv Film craft category – "Best use of tv animation – Dstv step up and boost; FrieslandCampina WAMCO Peak Milk's "Peak independence" in the Press – food and consumables category; and Kwikmoney – "Mom not ATM" in the Digital and mobile – banking and investment category, among others.

Over the years, working up the ladder, X3M Ideas' CEO/CCO has consistently maintained "we are not set up or founded to play second fiddle". Hence, the agency has always had its nose to the grindstone resulting in consistent growth over the years which sets the agency apart in the industry thanks to exemplary drive, uncommon proficiency at pushing the frontiers on behalf of its discerning clients, cutting through the clutter to give the clients' brands vantage positioning in the markets and in the consumer's mind as these are the hallmarks of the agency, Steve explained.

"I am really proud of the team since we started participating in LAIF in 2013, we've consistently been in the top 3 or 4 brackets. I am super grateful to the universe and the team while I also feel so proud of the clients we work with, for giving us opportunities to push for something new, exceptional and beyond the norm, the overall "Grand Prix" of the LAIF award is a good testament for a partnership that set the take the industry to its pinnacle", he declared.

Over the years, X3M Ideas has contributed tremendously to the educational sector in Lagos state. On its first anniversary in 2013, X3M Ideas renovated a block of five classrooms at Opebi Senior High School, Opebi where the agency's office is based. In 2014, the company donated Computers, UPS devices, and air-conditioners for use in the Tech Labs in two schools within Ikeja. Toilet and bath facilities and a complete lighting system were also donated to the Lagos State Boys Reform Home In 2015. This year, the agency unveiled a newly revamped science laboratory at the Oregun Junior High School in Lagos in celebration of its

ninth anniversary.

Founded in August 2012, X3M Ideas has demonstrated exemplary consistency in the creative space both locally and internationally and maintained its enviable position as one of the most valuable creative agencies in Africa.

"The agency has always had its nose to the grindstone resulting in consistent growth over the years which sets the agency apart in the industry thanks to exemplary drive, uncommon proficiency at pushing the frontiers on behalf of its discerning clients."





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LAIF 2021: For Dentsu McGarryBowen, It Is Veni, Vidi, Vici!



By Jeremiah Agada

After a decisively swift victory in a military campaign against Pharnaces II, king of Pontus at the Battle of Zela in 47 BC, Caesar in a letter to the Roman Senate summed up the campaign by stating, “veni, vidi, vici” a Latin phrase which literally transliterates to “I came, I saw, I conquered.” The expression has been used frequently ever since and is probably the best known, and most often quoted phrase used to refer to a swift, conclusive victory. Jan III of Poland alluded to it after the 17th-century Battle of Vienna, saying Venimus, Vidimus, Deus vicit (“We came, we saw, God conquered”). In 2011, then US Secretary of State, Hillary Clinton referred to the death of Muammar Gaddafi with a similar phrase when she said, “We came, we saw, he died”.

For Lagos-based creative powerhouse with global tentacles, Dentsu McGarryBowen-DMB for short, the phrase is an apt description for its performance at the 16th edition of the prestigious Lagos Advertising and Ideas Festival, LAIF 2021 which held at the Landmark Event Centre, Victoria Island, Lagos, late last year.

Against all expectations and pitched against agencies who in their own rights are movers and shakers of the creative space in the African market, DMB beat all comers to emerge Nigeria’s second most creative agency, just behind X3M Ideas which occupied the first position. Considering the agency’s antecedents and years of operation in Nigeria, this is a feat comparable to the biblical victory of David in the field of battle against the mammoth Goliath, only this time, the ‘Goliaths’ were not wielding swords but creative works that will give any Jury around the world a tough time.

Indeed, the jury which had Femi Odugbemi, accomplished filmmaker and former Academy Director for Multichoice Talent Factory; Omowunmi Owodunni, Chairperson, APCON Advertising Standards Panel; Micheal Gbolade, Creative Director of BBDO West Africa; Adesola Kosoko Nduka Kade, Maurice Ugwono, Creative Director, Noah’s Ark; Bolanle Akintomide, Head of Production, UpInTheSky and Mike Miller, Executive Creative Director, X3M Ideas, had no hard time bestowing the DMB with its well-deserved position in Africa’s busiest creative advertising market.

This is coming after a fantastic performance at 25th edition of LAIF the previous year, probably its debut, where it performed incredibly well also, to emerge Nigeria’s fifth most creative agency in 2020.

The borderless creative agency which has built a reputation for crafting brands through storytelling, design, and strategic prowess to build quality customer experiences for its teeming clients, took home 2 Gold, 14 Silver, and 12 Bronze medals to establish its position. An affiliate of the multinational behemoth of media and digital marketing communications-Dentsu International, the young agency is one of the creative powerhouses from the Media Fuse-Dentsu International Group which has been making ground-breaking statements in the world of creative advertising globally.

A little over two years old, DMB has proven itself capable of competing at the highest level with the biggest and best in the

game. Now a serial winner at LAIF Awards, the Crystal Awards, and so on, DMB services clients in a wide variety of industries, including alcoholic and non-alcoholic beverages, FMCG, entertainment streaming services, cab-hailing services, to mention a few. Some of the winning works at the Mundial for clients include works for Netflix’s King of Boys and Orijin’s ‘Talk To Nigeria’-a thought-provoking innovative campaign to mark Nigeria’s Independence Day Celebration which was deployed across integrated media platforms.

Fielding questions recently on the impressive run of the agency in the African market since it commenced operations, Funke Adekola, Business Director for Dentsu McGarryBowen speaks on the agency and its trajectory and what has brought it this far in a relatively short time:

“DMB started in 2019, we are currently a few months short of 3 years in existence. From my experience, trust is usually one of the major challenges a new agency encounters. Convincing clients to entrust you with their business portfolio is difficult. Because when you are new, the risk is considered high. However, hiring thoroughbred, experienced advertising professionals was one of the things we got right, coupled with an aligned vision and culture helped us to quickly overcome the obstacle.

Assessing the agency’s performance in the last two to three years considering the effect of Covid-19 on the general business landscape, Adekola noted, “Covid-19 has had a massive impact on the advertising industry no doubt. However, an understanding and a willingness to adapt to the new normal as well as continually adding value to our clients proved integral to survival and ultimately bouncing back.” She added, “the journey has been quite adventurous; a mix of challenges, failures, and successes, as is usual with any growing entity. But with each experience, we keep learning and keep seeking to better ourselves as a team.”

On the agency’s feat at LAIF in two consecutive years, she explained that DMB worked collaboratively to attain its position and recognition within the Nigerian market: “A big chunk of the credit must go to our clients. Their open-mindedness and support from ideation to execution has proved crucial in our success at LAIF. Without their collaboration, we could only achieve very little. Then there is also our focus and keep-things-simple approach. We also enjoy leadership support from local and regional network leadership teams which provides critical engine power for our ambitions.”

Adekola also attributed the success of the agency in recent times to the core values and driving operational philosophies guiding the processes at DMB in Nigeria and globally. “The global philosophy of Dentsu MCGARRYBOWEN is that we exist because clients deserve better. We are a creative agency built on this very premise, our clients deserve better... better partnerships, better expertise, better ideas, better results.”

This, according to her has given the agency a competitive advantage over other long-established agencies in the market, adding, “at DMB, we have extensive global and local agency network support with presence in over 145 markets, giving us access to tools and resources that deliver insight for effective campaign generation and delivery. As a creative mantra that underpins, integrating all communication touchpoints by design for the meaningful outcome is something we will continue to push the limits to expand.”

In an earlier interview, she had also explained that the agency deploys creative capabilities with its in-house strategy, creative, and production teams to deliver a fully integrated campaign of any size for clients. “From gathering data to strategy formulation, execution through designs and storytelling, as well as measurements. We delight in helping our clients build and maintain a successful image through effective and targeted communication that impacts their bottom line.

“The same ingredients, but never the same recipe; our approach adapts to our clients’ needs. Together with our clients, we’ve been able to turn effective strategies into ground-breaking creative campaigns. We service clients in a variety of industries namely; alcoholic and non-alcoholic beverage, FMCG, entertainment streaming services, cab-hailing services to mention a few,” she said.

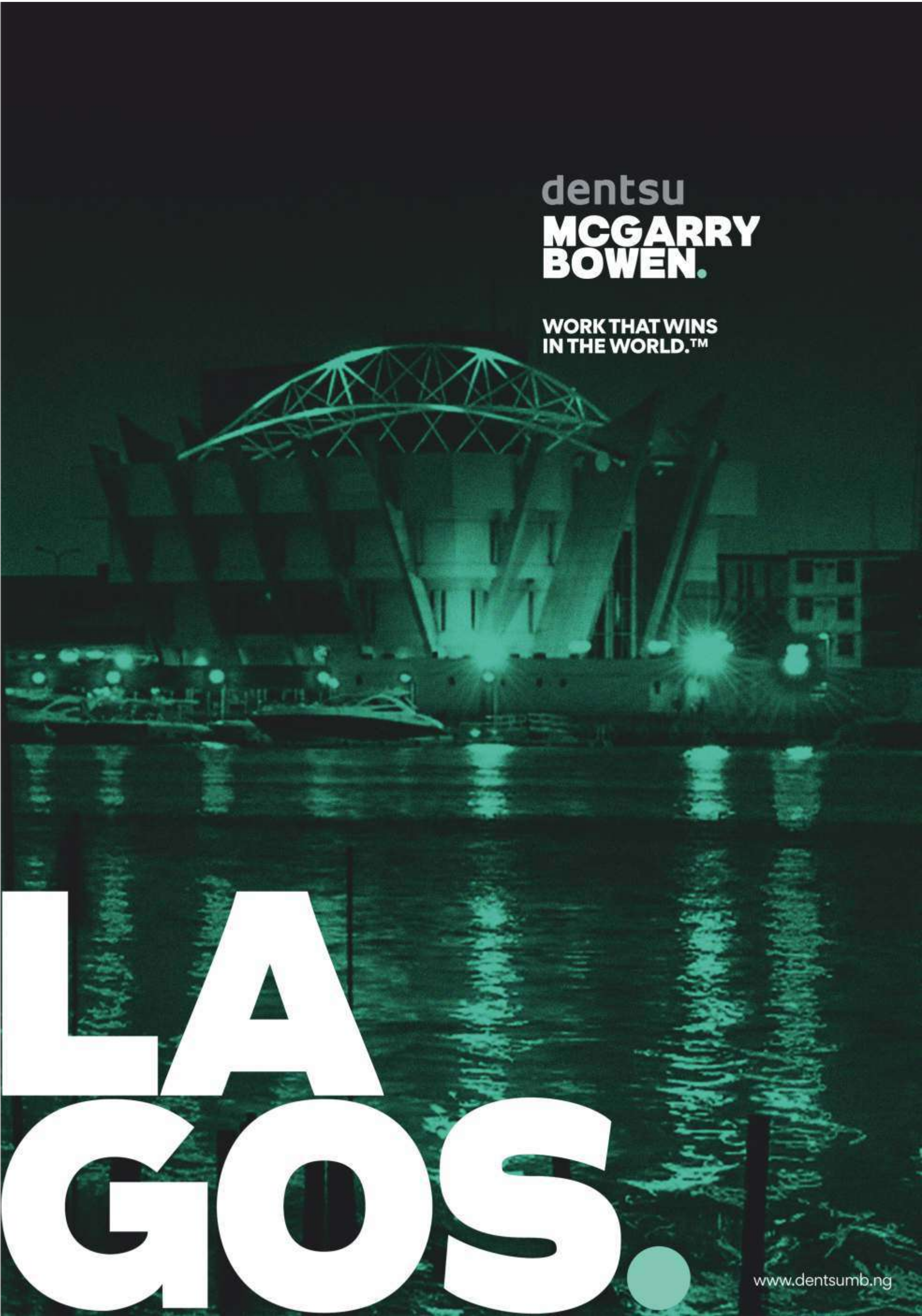
Just like Caesar whose tenacity, consistency, and strength in the art of waging war and fighting had said he will not rest on his laurels as captured in Suetonius’s ‘The Life of Caesar,’ DMB is also not looking at doing that. For Adekola, “we certainly won’t be resting on our laurels. Cliched as it may sound, we have continually approached every milestone with the singular vision of ‘bettering our best and we aren’t getting off that best anytime soon.”

Certainly, the sky for this young agency appears to be the beginning as industry observers are quick to opine that DMB’s emergence in the creative space and its unprecedented ranking as Nigeria’s second most creative agency in 2020 at the Lagos Advertising and Ideas Festival portends a positively disruptive force for the industry.



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Isobar @ LAIF 2021: Moving Ahead With Innovation And Creativity

By Azceez Disu

Winning doesn't always mean being first. Winning means you're doing better than you've ever done before," Bonnie Blair, one of America's most decorated Olympic gold medalists once said.

Winning in life is precious and remarkable. In line with the above quote, every success means an individual or a corporate entity is moving a step higher.

The story is not different for innovative agencies, every new brief and award-winning campaign shows the great works and commitment of its dedicated team.

It is a known fact that only innovative brands and agencies can survive in a competitive market environment like the creative advertising sector. To be listed among top players in a sector is an achievement and it is on its own a landmark worth celebrating.

Like the importance of winning in life, so also is winning in LAIF- Lagos Advertising and Ideas Festival (LAIF) Awards- a glamorous affair and with great prestige for players within the creative circle.

In 2021, Isobar Nigeria clinched the prestigious awards and recorded its name in the LAIF table of winners.

Basically, Isobar Nigeria provides full-scope creative agency services. It is Dentsu's global creative agency focusing on building a differentiated offering around Strategy and Innovation, Product and Experience, Brand Design & Systems, and Communications & Content.

"We are digital by nature and we work to create solid links between virtual and physical spaces. We believe in creating impactful campaigns with ideas that have no limits or borders.

"We deliver market-leading campaigns and experiences for Beiersdorf, Friesland Campina, AB InBev, Coca Cola, Leadway Assurance, and Sterling Bank. As one of Isobar's fastest-growing teams, Isobar Nigeria has expanded to deliver Strategy, Branding, Creative Experiences, and Digital Marketing solutions for local and global clients," The agency in a statement disclosed.

The agency crafts distinctive brands and innovative experiences for a connected future. It solves complex business challenges through digital marketing, ecosystems, and products, driving digital strength and brand loyalty.

It won silver and Bronze at the advertising Oscar clinching the 17th position on the LAIF Awards table which comprises the top 20 most creative agencies in Nigeria.

Winning Campaigns At LAIF

"Winning once or twice is encouraging, but winning continuously is empowering," Rosabeth Moss Kanter once said.

The agency has continuously remained on the LAIF Awards winning table in recent times. It won Silver and Bronze for the entry "Kings of Football Season 2" in the Film Craft and Media LAIF category respectively.

In another vein, its Radio Ad remains one of its laudable campaigns applauded by many. The Smooth Kings Remix radio takes audiences back to the throwback jams of times gone by, and calls for the listeners to remember those songs, in anticipation of a weekly remix session, held by today's artistes, giving the old tunes a modern spin, thus making the Classics... hip again.

A look back at LAIF, in 2020, Coca-Cola launched the Banter Better with Coca-Cola Campaign. This campaign handled by Isobar, went on to win at Pitcher Awards, winning Silver in the Social Media Campaigns category and Silver in the Use of Media category.

Also, the campaign won at LAIF Awards, clinching Silver in the Digital Craft - Best use of Digital & Social Media Content category and Bronze in the Press - Non-Alcoholic Beverages category.

In 2020, it also won other medals at the LAIF Awards making it one of the most consistent agencies on the medal table.



Marie Awolaja, Client Service Director



Lola Akinyele, Associate Director, Strategy

For the innovative launch of Brewed for Naija Kings Campaign for Budweiser, it also won Silver in the Film Craft - Best Film Editing category.

Other medals won at 2020 edition of the awards are: Silver: Radio - Alcoholic Beverages, Silver: Radio Craft- Best Casting & Performance, Bronze - Film Craft - Best use of TV Animation, Bronze - Radio-Craft- Best Use of Music, and Bronze - Radio Craft- Best Use of Copy.

Other innovative Campaigns

According to Isobar, "We employ a brand-led approach to product and experience design. Our teams and capabilities are configured around client requirements and we apply a design-led approach with a collaborative mindset to craft products and experiences that create brands for a connected future.

"Our Invent Make Change framework captures our methodologies across the full end-to-end project journey, all the way from innovation & ideation, to execution & delivery and optimisation & growth. We

invent and incubate new possibilities for our clients, communities, and society to develop new products, services and design the change management programmes needed to ensure they grow and thrive.

Remarkably, in 2020, the campaign it ran for NIVEA went on to win big at Pitcher Awards.

Noteworthy, NIVEA Nigeria launched an integrated campaign to tackle body odour using humour with its range of Dry Deodorant. For the campaign, it won Bronze for the Integrated Campaigns category and also won Bronze for Use of Media category.

Another laudable campaign for Budweiser tagged "King of Beers Campaign" landed as an instant hit. Budweiser launched into the Nigerian market and entrenched itself as the King of Beers in a category saturated with long-standing/multiple award-winning beer brands.

To differentiate them and launch the brand, it leveraged popular culture to reach its audience distinctly and all KPIs set for the launch campaign were surpassed. The campaign not only built equity for the brand it also made Budweiser not just a beer, but a lifestyle in Nigeria.

"Taking a cue from Game of Thrones, (one of the most-watched TV series by our TA), we created a King's hand character who heralded the arrival of the King in Nigeria. Using disruptive videos for the first time in Nigeria, the King's Hand directed people to the King's website, kingishere.com, to take a King's test that would prove their worthiness to attend the King's event (the Budweiser launch event).

"Few days before the launch, we had a Royal cavalcade with vintage American cars tour major streets in Lagos to announce the King's arrival in Nigeria. We also took over two popular radio stations and renamed them, King FM, in the days preceding the launch. All this culminated to Bud Hotel, the event itself where the arrival of the King was celebrated with 800 guests," the



Joshua Riebell, Deputy Creative Director, Art



Sandra Ebulu, Deputy Creative Director, Copy

agency disclosed.

On another note, through the "Banter Better with Coca-Cola campaign", the Coca-Cola Nigeria brand, was able to further disrupt the carbonated soft drink (CSD) market and help the brand achieve bespoke consumer engagement.

Essentially, Coca-Cola tasked Isobar with a unique challenge which is to activate its Premier League sponsorship package in a way that was different from others of its kind.

On how it was able to achieve the top-of-the-mind awareness for the brand, the agency revealed that "For a sport affiliated with beer, how could we turn EPL viewing occasions into Coca-Cola consumption moments? To achieve this, we tapped actively into fans' culture of using banter to navigate their clubs' high and low moments. We invited Nigeria to Banter Better with Coca-Cola.

"We introduced the campaign by posting creatives that teased the highs and lows of iconic up Premier League clubs to engage their fans. Core fans rushed to the defense of their clubs while tagging opposing fans to join in the banter. Next, we took to the streets to capture organic fan insight to the question: "what does banter mean to you?". The result was a serialized Vox pop that earned over 1.5 million views.

"And as they prepped for the next week's games, we targeted sports sites that hosted pre-game squad lists and used them to deliver our message reminding fans to "stock-up" their fridges with a bottle of ice-cold Coca-Cola."

As a product, Coca-Cola has strong intrinsic credibility of providing upliftment and refreshment to millions. And as a brand, it has served as an enabler of social connections. By bringing these two together for this campaign, we were able to invite Nigeria to Banter Better with Coca-Cola.

In another vein, an outstanding campaign was also deployed for Nivea Nigeria. The title of the campaign is "Clear the Air".

Noteworthy, in 2020, NIVEA Nigeria launched an integrated campaign for its range of Dry Deodorant.

The campaign kicked off with the announcement of the brand's partnership with popular Nigerian artist, Skiibii known for his hit, Daz How Stars Do, and multi-talented actress, Beverly Naya. The campaign which ran for 4 months drove conversations around body odor across different touchpoints.

It also partnered with 3rd party media platforms to engage the brand's audience and hit the streets to educate consumers about body odor, this was amplified online and generated a lot of buzzes. It also launched a video series online featuring two of the hottest Instagram Comedy influencers to highlight different relatable scenarios you can encounter someone with body odor. In less than a month, it had hit 1.8m organic reach on one of the online video series.

According to the statement from the agency, reeling that other data and the milestone achieved for the brand within the short period, it said, "We were able to keep the NIVEA Dry products as top of mind when it comes to tackling body odor throughout the campaign. With the #ClearTheAir campaign, we were able to reach 2,300,253 + people organically, drive over 2,272,026 social engagements, and generated over 25,000 new social followers."

Creatively Bridging the gap between brands and a **Connected World**

At Isobar, we know that today's world—a connected digital landscape that is ever evolving at a rapid pace—is one that is focused on fulfilling consumer experiences, across emotional, functional and tangible pillars. To hit all three requires a creative mix of strategy, innovation, product, experience, brand design and systems, all of which we employ to put our clients, at the forefront of the minds of the consumers they seek.



Emamoke Ogoro Now General Manager, Brands & Communication At MTN Nigeria

Telecommunication giant, MTN Nigeria has elevated one of Nigeria's foremost marketing professional Emamoke Ogoro to the position of General Manager, Brands and Communication.

Emamoke was elevated by the telecommunication brand from her position as Senior Manager, Brand Management. She joined the company in 2008 as Brand Manager, High Value Segment, rising through the ranks to become Senior Manager, Brands and Communication; Senior Manager, Segment Marketing and Senior Manager, Brand Management.

Emamoke is a passionate marketing and strategy expert with over a decade of experience spanning Business Strategy, Strategic Planning, Go-To-Market strategy, Consumer marketing, Corporate – Brand Strategy, Brand Management, Communication, Public Relations, and Stakeholder Engagement.

She has demonstrated abilities in translating corporate strategy into pivotal business/marketing initiatives that deliver on brand leadership, revenue, and market share growth. She is adept in Strategic planning, Critical thinking, Leadership, People Management, Conflict resolution, Budget planning, and Change management.

Olubayo Adekanmbi Joins Airtel Africa UK Limited As Chief Strategy, Partnership And Sustainability Officer



Olubayo Adekanmbi has joined Airtel Africa, headquartered in London, United Kingdom, to lead its strategy, partnership and sustainability roadmap.

Prior to his appointment, Adekanmbi previously worked for MTN in South Africa and Nigeria as Chief Transformation and Strategy Officer, Chief Marketing and Strategy Officer, General Manager, Business Intelligence and Head of Strategy and Analytics. He has about 21 years cognate industry experience.

According to Airtel Africa's website, Adekanmbi will be "responsible for leading strategic business-wide initiatives, including innovation, strategic investment, operational efficiencies, and partnerships. In addition to this, he is also responsible for delivering Airtel Africa's Group Sustainability. He is part of our Executive Committee and reports directly to Segun Ogunsanya, CEO."

Olubayo (Bayo) is known for his innovative contribution to strategic innovation and analytics practice in telecommunication. His work on the use of machine learning algorithms in customer value and risk management earned him global recognition by the U.S. based Corinium Intelligence as one of the Top 100 global innovators in data and analytics. This solution also earned him a Yello Star award in 2013 for enabling billions of naira in revenue growth.

Toni Kan Assumes New Position As Head, Public Relations For Glo



Multiple award-winning PR practitioner, writer and journalist, Anthony Kanayo Onwordi popularly known by his pen name, Toni Kan, has pitched tent with telecommunication giant, Glo, as Head, Public Relations.

In his new position Toni Kan is expected to lead Glo PR department and take on full responsibility for the strategy, collaboration, execution and measurement of PR & Media Relations campaigns, with the goal of building and enhancing a favorable image for the telco brand with employees, potential candidates, clients, potential customers, influencers and the public, among other functions.

Information gathered has it that his appointment took effect recently, as he resumed duties at the Lagos headquarters of the company.

Toni has over 20 years of experience and proven knowledge of corporate public and external relations, government relations and communications, business strategy, advocacy & development, crisis management & thought leadership.

His multi-disciplinary experience spans banking and finance, media and publishing, development & telecoms, consulting & pharmaceuticals, oil & gas.



Emeka Oparah Elevated To Vice President, Airtel Africa Position

Veteran Public Relations and Marketing Communications professional, Emeka Oparah has been appointed Vice President, Corporate Communications & CSR for Airtel Africa Plc.

Oparah, who disclosed his new appointment in a Facebook post today, has spent 19 and a half years working in Airtel Nigeria.

"Today, after 19 and a half years in Airtel Nigeria, I formally resumed a new position in Dubai, UAE, as the Vice President Corporate Communications & CSR, Airtel Africa Plc, with responsibility for 14 countries," Mr Oparah said in the Facebook post.

"To all who supported me along the way as I journeyed in my career, I will forever be in debt of gratitude.

"All the glory goes to The Great Architect of the Universe," he added.

Oparah joined Airtel Nigeria as Director, Corporate Communications in 2002 and was appointed Vice President, Corporate Communications & CSR for the telecommunication company in June 2011.

Before joining Airtel Nigeria, he worked at various times in the corporate affairs department of other telecoms – Econet Wireless, VMobile, Celtel Nigeria Limited, and Zain Nigeria.



Grand Oak Appoints Olanisimi Oluwatobi As Brand Manager

Grand Oak Limited, the Marketing and Sales arm of Lexcel Group, a company focused on the marketing and distribution of alcoholic and non-alcoholic beverages Pan-Nigeria, with futurist footprint Pan-Africa has appointed Olanisimi Oluwatobi as Brand Manager for its Regal Dry Gin brand.

He joined the Business after spending some years working across reputable agencies like Dijo and GDM before moving to CWAY Foods and Beverages where he was a Brand Manager for Nutri-Milk and Fruit drink.

He is a seasoned brand manager who has worked on brands like Malta Guinness, Regal, Mainstream spirit of Diageo, GSK, Darling among other brands at the agency level while he directly Managed the Nutri-Milk brand, Nutri-Milk Superkids and CWAY peach fruit drink. Through his short stay of one year as a Brand Manager, the brands both Nutri-Milk and Superkid have won a couple of awards which can be attributed to an improvement the brands enjoyed while he was managing them.

Meksley Nwagboh Joins Fidelity Bank Plc As Chief Marketing Officer



Renowned marketing professional, Meksley Nwagboh has joined the services of Fidelity Bank Plc as the company's new Chief Marketing Officer.

He left the services of Coronation Merchant Bank as Head, Corporate Communications, Events, Branding & Digital Marketing to join Fidelity Bank. In his new role, he will be responsible for the entire gamut of marketing and communications activities across the financial services group; providing strategic direction, overseeing the execution of initiatives covering digital marketing, reputation management, brand management and corporate communications.

He will also be responsible for leading the function of translating and positioning the organizations' corporate identity and messaging, developing and administering a comprehensive communication strategy to a multifaceted audience of investors, regulators, the media, corporate and retail clients.

Nwagboh is an accomplished, results-driven marketing and communications manager offering successful experience in driving market share, experiential marketing, brand recognition, and revenue improvements through strategic marketing initiatives and effective digital marketing plans.

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Broadband Penetration Dips As Telecom Sector Loses Five Million Consumers In 2021



According to the latest subscription statistics released by the Nigerian Communications Commission (NCC) recently, the December statistics, which completed the data for last year, showed that Nigeria ended 2021 with 195.5 million active telephone lines. The country began the year 2021 with 200.2 million telephone users.

This reveals that by the end of 2021, over 4.75 million telecommunications consumers were cut off from their networks. It could be recalled that at the end of the preceding year, over eight million telephone lines were also disconnected from their networks in 2020.

Factors behind this trend have been identified to include the policy of enrolment, linking and verification of the National Identification Number (NIN) to Subscriber

Identity Module (SIM) cards imposed by the Federal Government, weak consumer purchasing power, and deteriorating Average Revenue Per User (ARPU). These challenges, combined with COVID-19, remarkably slackened subscribers' capabilities in the last two years.

Tracking it month by month, the 200.2 million subscribers in January 2021 dropped to 196 million in February and further slide to 192.4 million in March 2021.

In April, the figure dropped further to 188.7 million and 187 million in May. By June, the figure rose slightly to 187.6 million. In July 2021, NCC statistics revealed the number rose to 187.8 million and 189.3 million in August.

By the last quarter of 2021, the subscriptions experienced a twist, as more SIMs became activated. By September 2021, Nigeria had 190.8

million users. It moved to 191.9 million in October and by November, operators gained over two million users to peak at 193.2 million and 195.5 million by the end of the year.

Nigeria's teledensity, which stood at 104.8 percent at the beginning of the year, dropped to 102.4 percent by December 2021. Tele-density is the number of telephone connections for every hundred individuals living within an area. It varies widely across the nations and also between urban and rural areas within a country.

Within the 12 months, both broadband and narrowband Internet services also went down. In 2021, Internet subscriptions via the narrowband dropped from 150.8 million in January to 141.6 million by December 2021. Broadband subscriptions also dropped from 81.9 million to 78 million within the same period.

FG Officially Hands Over 5G Spectrum Allocation To NCC

Barely a week before the deadline set by the NCC for the payment of the spectrum fees by the winners of the 3.5GHz spectrum auction, the Federal Government has officially handed over the spectrum allocation for Fifth Generation (5G) deployment in the country to the Nigerian Communications Commission.

Minister of Communications and Digital Economy, Prof. Isa Ali Ibrahim Pantami, who also wears the hat of the Chairman, National Frequency Management Council (NFMC), presented the official document on the 3.5GHz spectrum allocation to the Commission at a public event held recently in Abuja.

The 5G spectrum allocation document was received by the Chairman, NCC Board of Commissioners, Prof. Adeolu Akande, and the Commission's Executive Vice Chairman/CEO, Prof. Umar Garba Danbatta, on behalf of the Commission.

Speaking at the event, which also witnessed the public presentation of the National Policy on 5G Networks, a document earlier launched by President Muhammadu Buhari on January 25, 2022, the Minister commended the NCC leadership for 'a transparent, fair and credible 3.5GHz spectrum auction' conducted on December 13, 2021.

Pantami stated that the NFMC, which he chairs, has the responsibility for managing the



allocation of commercial and non-commercial spectrum resources in the country while the NCC is facilitating the deployment of spectrum in the country. Hence, the Council decided to allocate the assigned spectrum for the 5G network to the NCC to enable it to assign the same to the

winners of the 3.5GHz spectrum auction.

Pantami also stated that the 5G network, when deployed, will bring a lot of benefits and opportunities that will engender accelerated growth and smart living in the country. He asserted that the technology will bring substantial

network improvements, including higher connection speed, mobility, and capacity, as well as low-latency capabilities.

Earlier in his remarks, Akande appreciated the Minister for his efforts in ensuring that every clog that could hinder the successful deployment of 5G services are addressed, thus paving the way for mutual understanding and trust among all stakeholders to ensure that the derivable benefits of the new technology are harnessed timely for the nation's socio-economic development.

He said the effective implementation of the National Policy on 5G, which the Commission is driving, will help in the actualization of the national targets in the Nigerian National Broadband Plan (NNBP) 2020-2025, the National Digital Economy Policy and Strategy 2020-2030, as well as other sectoral policies designed to enhance Nigeria's digital culture.

The EVC of NCC, Danbatta, while expressing appreciation to the Minister and all stakeholders for the role played in the emerging 5G network policy implementation initiatives, said the collective efforts of the private sector and government support will make deployment of 5G network transform every aspect of the nation's economy. He was optimistic that the expected transformation will be greater than what the nation witnessed with the 1G, 2G, 3G, and 4G.

ALAT Flags Off Hackaholics 3.0 Tech Competition

ALAT by Wema, one of Nigeria's leading digital banks has announced the 2022 edition of its Hackathon programme tagged #Hackaholics 3.0—Building The Future.

The programme which is aimed at helping tech enthusiasts and innovators scale and gain entrance into the market is targeted at young Nigerians who will put their coding, product curation, and pitching skills to work.

Hackaholics 3.0 is aimed at solving some specific challenges across multiple sectors, with a broad focus on the limitless possibilities in the

future of technology, like NFTs, Web 3.0, Metaverse, Blockchain, AR, VR, AI, IoT.

Most importantly, giving young Nigerians the enabling environment in solving societal issues across Financial Inclusion, Health, Entertainment, lending, MSME, while they stand the chance to win a total prize of five million Naira.

According to ALAT, the programme will hold across identified University communities.is to discover and nurture at least 50 tech-hirable talents across Solutions Engineering, Data

Science, Product Management, Product Design Speaking on the initiative, the Head of Innovation, Wema Bank, Solomon Ayodele, said: "The tech space is filled with emerging technological advances that hold so many possibilities and we want to key into that by raising the next generation of tech giants who will use their creativity and talent to change the course of society. We truly believe our aspirations as an organisation aligns with the desires of a lot of young Nigerians in creating and implementing a disruptive technology solution."



Mastercard Expands Data Platform To Nigeria, Others



Mastercard has expanded its new interactive business intelligence platform Mastercard Market Trends to Nigeria, the rest of Africa, and the Middle East.

According to the company, the new platform provides a comprehensive view of payments insights, competitive intelligence, and industry trends for banks and financial institutions across the world and will now be available in the Middle East and Africa.

In a statement, the President, Eastern Europe, Middle East, and Africa, Mastercard, Dimitrios Dosis, was quoted as saying, "Access to relevant insights, data, and analytics to inform

smart decisions is critical to business success.

"Mastercard Market Trends offers a one-stop-shop for financial institutions to access key information, which will allow for better decision-making and results. The platform brings together the latest market, industry, and consumer insights, enabling financial institutions to really understand their customers and confidently embrace the constant evolution in how people shop and pay."

The company added that the platform would enable a comparison of over 300 cards from five key markets, access to market reports, analysis of global and regional leading fintechs and

thought leadership on key payment industry and technology trends, such as Open Banking and Blockchain in Africa and the Middle East.

It said that MMT would afford access to easy-to-access reports providing insights into socio-economic, payment, and digital KPI data curated at the local level by Mastercard teams with five key MEA markets (Egypt, Nigeria, Saudi Arabia, South Africa, and the United Arab Emirates); card comparison of more than 6,000 cards from 62 countries across the world, amongst other things.



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The Voice Nigeria Unveils Season 4 With First Bank Returning As Lead Sponsor

The Voice Nigeria has announced recently that the fourth season of the reality music show will soon hit the screens. This season of the show is still sponsored by First Bank and Airtel with full production in Nigeria and assurance of authenticity with a thrilling experience for viewers and participants at large.

This year's episodes would be fully produced by UNITY 1 Limited in collaboration with FAME TV while also partnering with ITV and YouTube.

This announcement has been generating great excitement among aspiring musicians and fans of the reality singing competition, even as Nigerian musical talent continues to gain international global recognition and collaborations.

Speaking regarding the sponsorship, Ms. Folake Ani-Mumuney, the Group Head, Marketing and Corporate Communications, First Bank of Nigeria Limited, said: "We are delighted about the return of The Voice Nigeria. We are particularly excited that this current Season 4 promises to be more thrilling than the previous editions, given all the extras packed in".

Ani-Mumuney was represented at the inauguration of "The Voice Nigeria Season 4 Musical Contest" by Ms. Abimbola Meshinoye, Head, Sponsorship, Partnership, Events, and Collaboration.



Fela, Onyeka Onwenu, Others Inducted into Afrobeats Hall of Fame

Notable names in the entertainment industry both living and dead legends like Fela Anikulapo Kuti, Onyeka Onwenu, and others were inducted into the Afrobeats Hall of Fame. The honour is for the artistry and the contributions made by the inductees in the dissemination and creation of the art of African music.

The event held recently at The Amore Garden, Lekki, Lagos aims to inspire and engage Africans through the power of African music, while building a serious level of credibility, respect, and acceptance across Africa and the world to celebrate the historic and cultural significance of African music.

For its inaugural class, there were three categories. The first category known as The Early Influencers include musicians like Tunde King, Onitsha Native Orchestra, E.C Arinze, Victor Olaiya, Mamman Chata, and Bobby Benson.

It is followed by The Mid-Influencer category. This group comprises musicians from the 60s and 70s. Such music influencers include Chief Osita Osadebe, Fela Anikulapo Kuti, Rex Lawson, Sikiru Ayinde Barrister, King Sunny Ade, Dan Maraya Jos, Peacock Guitar Band International, and Bala Miller.

The last category known as The Modern Influencer looked at musicians from the 90s to 2000s period. Unlike the previous categories, this category allowed the public to vote. Musicians included in this category are Innocent '2Baba' Idibia, Onyeka Onwenu, Femi Kuti, Daddy Showkey, among others.

BBNaija, Riona, Ghana Jollof, My Flatmates Make Top 10 Most-Watched Shows



Africa's top video streaming platform, Showmax, recently released its top ten most-watched shows of 2021. According to Showmax, BBNaija, Ghana Jollof, My Flatmates, and seven other shows were among the top ten most-watched titles on Showmax in 2021 in Nigeria. These latest viewing statistics demonstrate that Nigerians' appetite for local content grew remarkably in 2021.

It came as no surprise that Showmax's first original comedy series, Ghana Jollof, made it to the overall list of most-watched in 2021, seeing as it claimed the top spot for 13 weeks straight after launching in October last year.

The comedy series centred around the lives of two friends, Jasper (Funnybone) and Romanus (AkanhNnani), who left Nigeria for Ghana in search of greener pastures.

The popular reality TV show, Big Brother Naija, also featured on the list. The sixth season of the show generated a lot of conversation among fans and viewers on social media for the 72 days duration.

Also, on the slate of most-watched in 2021 is the hilarious comedy series, My Flatmates, produced by Basketmouth.

Other shows that topped the chart include 'A Thousand Way to Break a Cheating Man', 'BBNaija: The Buzz', 'I Am Laycon', 'Night Bus to Lagos', 'Riona', 'The Cleaner' and 'Unmarried.'

Showmax is an on-demand video streaming service that offers a wide variety of TV shows, movies, documentaries, originals, kids shows, sports, and more.

ECOWAS Appoints Tayo Sobola As Brand Ambassador



The leadership of the West Africa (ECOWAS) Youth council has appointed Nigerian actress Tayo Sobola as its new brand ambassador.

Speaking on the selection, the President of the Youth Council, Amb (Dr.) Williams Oluwafemi disclosed that Sobola's appointment was not a coincidence as past track records have shown that she supported any cause that will uplift the youth as well as whatever will accelerate the pace of economic and educational transformation of Nigeria.

"Amb. Sobola Tayo Anthonia is a distinguished woman who has given succor to the vast majority of people in different capacities and different spheres of life and we believe this partnership will further extend our yarning, especially towards the girl-child development amongst others," Oluwafemi said.

Tayo Sobola however joins other prominent Nigerians that include, Showemimo Abiodun, HRM Halimat Tejuosho, Dr. Odion Osagie, who are youth ambassadors propagating the change that we deserve.



Funke Akindele's 'Omo Ghetto The Saga' Ranked Most Watched Naija Title on Netflix

After 98 days of showing on Netflix, Funke Akindele Bello and JJC Skillz's 'Omo Ghetto the Saga' became the most-watched Naija title on Netflix.

According to Flix Patrol, the comedy sequel has stayed on Netflix's top 10 list as the longest-running title for a Nollywood picture.

Following its successful cinema run, the film won Africa's highest-grossing film of 2020/21 award at the META Cinema Conference in the United Arab Emirates in 2021.

Released in 2020, the comedy sequel starring Akindele in the dual role as twin sisters.

'Omo Ghetto' grossed over N500 million making it the highest-grossing film in the Nigerian box office.

Starring Chioma Akpota, Nancy Isime, Eniola Badmus, Tina Mba, Bimbo Thomas, Deyemi Okanlawon, and Mercy Aigbe, among others, the film follows the story of twin sisters leading separate lives but are reunited by a series of dramatic events.



FG Warns Film Makers To Stop Promoting Money Ritual Contents

The federal government has warned filmmakers in the country to stop promoting money ritual content in their movies. The Minister of Information and Culture, Lai Mohammed gave the directive recently, during a media visit to the Daily Trust office in Abuja.

According to him, the directive to filmmakers is premised on the confession of some money ritual suspects who claimed they learned the heinous act from movies and on social media.

This, he said, has boosted the resolve of the Federal Government to sanitise social media.

He said, "Many have also blamed Nollywood for featuring money rituals in some of its movies, saying this has negatively influenced the vulnerable youth. To mitigate this, I have directed the National Film and Video Censors Board, the body set up to regulate the film and video industry in Nigeria, to take this issue into consideration while performing its role of censoring and classifying films and videos.

"I have also directed NFVCB to engage with stakeholders in the film industry in order to express the concerns of the government and Nigerians on the need to eschew money ritual content in their movies."

He added, "For those who may still be in doubt, ritual killings have assumed a worrisome dimension in recent years. Recently, in Ogun State, four young men, one of whom is 18 years old, murdered their 20-year-old female friend for money rituals.

"One of them said they learned about using human parts for money rituals from social media. Of course, you are also aware of a case involving a female student of the University of Jos who was allegedly killed by her boyfriend for ritual purposes. These killings have been widely reported by the media."



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Reach for your Peak

The Meticulous mecoyo



Meticulous is definitely not a word used to describe a comedian, especially not one of Nigerian origin and of Delta-Warri extraction. But when a comedian is very deliberate in showing great attention to detail; very careful and precise in his delivery, then meticulous is just the right word to describe him.

Again, if you want to enjoy 'clean' jokes devoid of the raunchiness that is now a characteristic part of today's comedy, you can be sure that Mecoyo has mastered the art and science of doing comedy fit for the entire family.

Prolific, ethical, and humorous, he is a compere's compère, a radio host par excellence, a comic actor-with poise, one may add- and an event consultant. Call him an all-round entertainment businessman and you will not be wrong. One thing you can always be sure of is the fact that Mecoyo is a determined young man who is passionate about impacting the world through his craft.

He is a trained accountant but a born comedian. That was why prior to leaving school, he had purposed in his heart that rather than join the throng of graduates looking to eke a living working for the government or any private establishment, he will fall back on his God-given talent to create value and impact society.

Born Enubianozor Collins to the family of Mr. and Mrs. Enubianozor Francis of Ukwani LGA Delta state, Mecoyo is a past winner of the prestigious 'AY Open Mic Challenge.' He was also one of the Finalists of the maiden edition of the Next Naija Comedy Star talent reality show which berthed in the thick of the Coronavirus pandemic in 2020.

He has graced and shared the stage with virtually all the big names in the entertainment industry, performing alongside these A-list Comedians at such big shows as AY Live, Alibaba January 1st Concert, Stand up Nigeria, Seyilaw fast and funny, Oxymoron of KennyBlaq, Funnybone Untamed, Akpororo vs Akpororo among others.

As a compère, Mecoyo has hosted very high profile events notable of which are the prestigious Brandcom Awards, Nigerian Agriculture Awards, Broadcasting Organizations of Nigeria AGM and Award Dinner, Medview Airlines 10th Anniversary dinner, investiture ceremony of the 54th president institute chartered accountants of Nigeria (ICAN) and a host of other events which include various companies' End-of-the-year parties and dinner, high class society weddings, birthdays, anniversaries, among others.

Mecoyo's unique style bespoke for corporate and high-profile events have made him the toast for events. His uncanny ability to flow eloquently in English language and switch immediately to street lingua as well as his proficiency in Hausa, Igbo and Yoruba makes his comedy style uniquely different and refreshing.

Mecoyo Collins has bagged several nominations and Awards from from comedy since he went professional in 2014. His contents ranging from Stand-up comedy, hilarious skits, short films etc., are all available on his social media channels. You can follow him on all social media platforms @mecoyodacomix and @mecoyo_events.diary. On YouTube, you can find his contents via MECOYO TV <https://www.youtube.com/user/holymecoyo>



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