

NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE

# Brand

COMMUNICATOR

N2,000



Issue 79

...linking the future.

SPECIAL FEATURE



# MarkHack 1.0

## THE MAKING OF NIGERIA'S FIRST MARKETING & MEDIA HACKATHON

BRI Survey

Pepsi, Others Emerge  
Most Vibrant  
Brands Using Influencers



2022 NIMN Conference:  
Technology, Data Identified  
As The Future Of Marketing



Regulating Online  
Advertising In Nigeria:  
A Wild Goose Chase?

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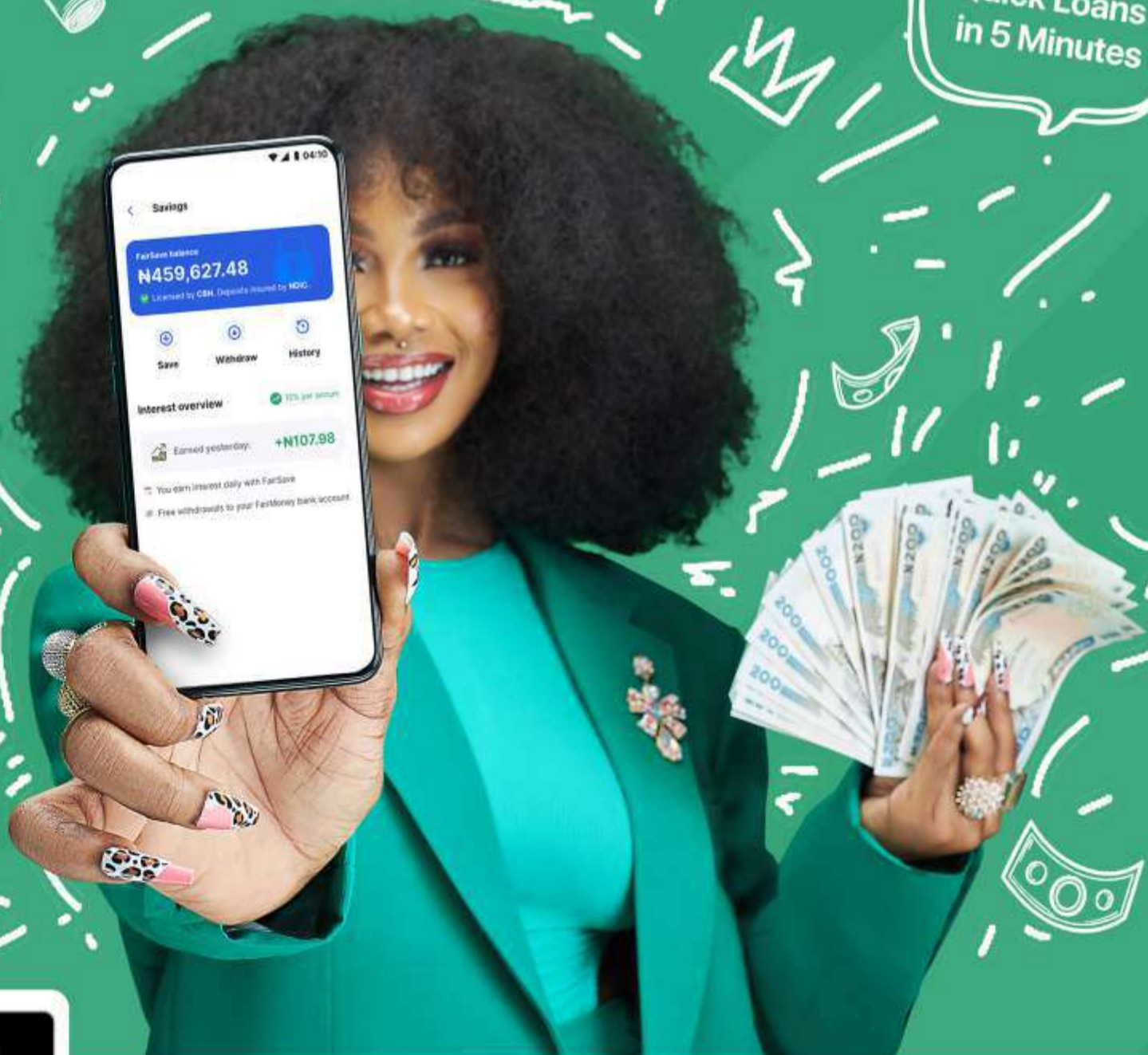
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# Peak Nourishes Nigerians to Uphold the Order of Breakfast



Reach for your Peak

## Tech Train: Hop In Or You're Left Behind

For those eager to make progress in the world of business, it is important to be up to speed with current realities or you risk missing the train of success.. Yes, you just have to "Innovate or die."

Moving with trends and reaching the consumers wherever they are today is massively leveraged by technologies such as Artificial Intelligence, Machine Learning, Robotic Process Automation, Virtual Reality and AR, Blockchain, Internet of Things, and Cybersecurity. These listed areas are very critical in virtually all business sectors of today's world.

We believe that players in Nigeria's media and marketing industry need to borrow a leap from other markets of the world that are currently evolving by leveraging data and technology to change their world. Although a few are already following this line, more should join the train to grow the marketing ecosystem.

The industry also needs to rethink and overhaul its structures, culture, business models, and route to markets among others to remain relevant in a fast changing world by deliberately leveraging technology as a core strategy.

In this special edition with the cover titled, "MarkHack 1.0: The Making of Nigeria's First Marketing and Media Hackathon" we beam the spotlight on the maiden edition of Nigeria's first Media and Marketing organised by Eko Innovation Centre and GDM Group. Most industry players believe this is a welcome idea, and a major part of what the industry needs to move to the next level.

The event left an indelible mark on the sands of time, as insight and solutions to real-life marketing challenges were developed by young, creative innovators and techpreneurs. The whole process, and some behind-the-scene mechanisations that led to the successful conclusion of this epoch-making event are well captured for your reading pleasure in this special edition.

In this edition we are also celebrating the remarkable growth of Africa's creativity at the 2022 Pitcher Festival that took place recently. This annual festival that is in its fifth edition is a highly- respected awards programme that promotes creativity in marketing, advertising, media, PR, digital, entertainment, and related fields across Africa.

Just like the last two years of the awards, programmes for the event this year were virtual and were streamed online.

With the quality in organisation and expert assessment of entries in this year's festival, it is quite understandable why winners of Pitchers celebrate their success with so much pride.

Dentsu Africa team including Dentsu Kenya, Dentsu McGarryBowen Lagos, Isobar Lagos and a few others captured 51 awards in a very inspiring performance. Other outstanding achievers include Noah's Ark with 31 awards and X3M Ideas that captured 16 awards in total including 1 Grand Prix.

The performance of the top achievers as well as other agencies on the winning list like; mediaReachOMD, All Seasons Zenith, PHD Nigeria Limited, Posterscope Nigeria, Up In The Sky limited, among others are x-rayed in this edition

On the lighter side, we bring you popular Nigerian comedian, actor, content creator, and social media influencer, Oga Sabinus, as our 'Celebrity Profile'. We also serve you the juicy news making the headlines as far as entertainment is concerned, on our Brandtainment page.

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

We bring you all these and more packaged for your reading delight in this unique edition. It's a loaded package. Please enjoy.

Happy reading!

**Joshua Ajayi**

*Publisher/Editor-in-Chief*



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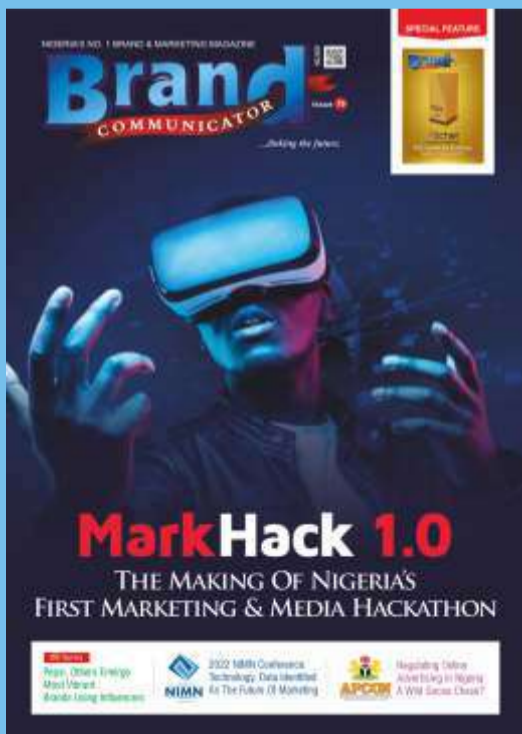
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# FUTURE THINKING AT THE CORE OF MARKETING

SYSTEM  
ROI  
REND  
CREATE  
CLOUD WORK  
DATA  
EXPERIENTAL  
TOOL  
RESEARCH  
SUCCESS  
SECURITY RESEARCH  
THINK  
MACHINE LEARNING  
MARKETS CONCEPT  
VISION SOLUTION

**MARKETING**  
AND  
**MEDIA TECH**

BUSINESS INNOVATION  
TECH CREATIVE FUTURE  
DESIGN ADVERTISING  
BIG DATA BASE  
CUSTOMER BUSINESS  
TEAMWORK NETWORK  
DATA AUTOMATION  
ADVERTISING  
VISION  
SYSTEM ROI CLOUD  
TEAMWORK CREATE  
MACHINE ADVERTISING  
RESEARCH EXPERIENTAL  
SUCCESS  
CONCEPT  
TOOL



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## MultiChoice Drops Prices Of DStv, GOtv Decoders In Nigeria



Africa's leading entertainment provider, MultiChoice has dropped its DStv and GOtv price in Nigeria to last for a limited time in an effort to lessen economic impacts on consumers.

The price drop now sees the DStv decoder, and dish kit with a one-month Compact subscription dropped from N18,600 to N12,000 while the GOtv decoder, GOtenna with a one-month Max subscription will go from N9,500 to N6,900. The DStv and GOtv are on the newly introduced Ghen Ghen Reloaded offer which is specially designed for the Nigerian family with over 135 channels.

However, DStv Compact offers the best

family time with international entertainment, kids, news, and sports boasting of a range of channels, including SuperSport Premier League, Africa Magic Urban, Honey, WWE, Universal, and KIX amongst others while GOtv customers get to enjoy a broad selection of over 75 local and international channels on GOtv Max when they get on the offer train.

Some of the channels available on GOtv Max include BET, ROK, Africa Magic Family, M-Net Movies 4, SuperSport La Liga, Starlife, Cartoon Network, and a host of others.

Speaking on the price drop, the Chief Executive Officer, MultiChoice Nigeria, John Ugbe explained "The price drop is part of

MultiChoice's long line of efforts, to lessen the economic impact of today's business realities on customers.

It is also a reflection of our commitment to making quality entertainment more accessible to Nigerians.

"With this discount, we are proactively lowering the entry requirements for new customers to get a GOtv or DStv decoder.

"This ensures they stay connected to credible information and other quality programmes, which can be comforting and entertaining for many families, especially the BBNaija 'Shine Ya Eye' Reunion, and UEFA Nations League competition starting in June."

## Fashion Brands Account For 37% Of E-Commerce Revenue In Nigeria

The Executive Director, Nigeria Export Promotion Council (NEPC), Dr. Ezra Yakusak has revealed that the fashion sector presently accounts for 37 percent of e-commerce revenues in Nigeria's economy.

Yakusak said some records available also show that the fashion including textile and footwear sub-sector remains the second-largest contribution to Nigeria's Gross Domestic Products (GDP) after food, beverages, and tobacco according to the latest Statista 2020 figures.

The NEPC Chief Executive Officer [CEO], said given the present circumstances, the country has no option but to support the growth of its non-oil revenue sector for her economy to recover fast.

Yakusak revealed this recently at the official launch of Agogo Africa in Abuja, a private organization established to expose the African fashion and textile industry to the global market while providing an opportunity for sourcing raw materials and the fashion industry player's needs in production processes.

He explained that the launch aims to create an innovative e-commerce platform that will connect the creative industry to the International market especially now that more emphasis is being placed on e-commerce around the world.

However, it is no longer in doubt that sectors such as the apparel, garment, arts and craft, cosmetics, and the beauty industry have continued to make tremendous contributions to the growth of the nation's GDP.

He also said "Available statistics from ecommercedb.com indicates that e-commerce transactions in 2020 were over \$5 billion, presently, it is ranked 35th largest market for e-commerce globally with yearly record growth of 42 percent.

"As of today, e-commerce is one of the fastest-growing industries in the global economy, with yearly estimated growth of 23 percent and it is projected to be a \$27 trillion industry by the end of this decade".

In furtherance of the launch, Yakusak stressed that NEPC is willing to render support to individuals and organizations that present viable services of various sectors all of which forms the basis of its partnership with Agogo Africa to launch a credible platform to onboard fashion and



related sectors for trading.

Meanwhile, the Chief Executive Officer of Agogo Africa, Lexy Mojo-Eyes said the launch of Agogo Africa will not only expose Nigeria and Africa's fashion and textile industry to the global market.

Mojo-Eyes said "We are collaborating with NEPC, DHL, African Union, and other organizations to come out in full to promote and expose Africa fashion to the outside world that will further increase Foreign Exchange for the people of Africa and create massive jobs for the people".

## Mercedes-Benz Recalls One Million Cars

Mercedes-Benz announced a global recall of nearly one million cars built between 2004 and 2015 due to a potential problem with the braking system.

Mercedes Benz confirmed the recall in a statement stating the move was based on "analysis of isolated reports for certain vehicles".

It said, "In rare cases of very severe corrosion, it might be possible for a particularly strong or hard braking manoeuvre to cause mechanical damage to the brake booster, whereby the connection between the brake pedal and brake system would fail.

"In such a very rare case, it would not be possible to decelerate the vehicle via the service brake. Thus, the risk of a crash or injury would be increased."

The company said it would "start with the recall immediately" and contact the owners of the "potentially affected vehicles".

"The recall process will involve inspecting potentially affected vehicles and, depending on the results of the inspection, replacing the parts where necessary.

"Until the inspection takes place, we ask our customers not to drive their vehicles."

Germany's federal transport authority (KBA) said that the recall affected cars like the SUV series ML and GL, and the R-Class luxury minivan all built between 2004 and 2015.

993,407 vehicles were being recalled worldwide, including about 70,000 in Germany, the KBA added.

"Corrosion on the brake booster can in the worst case lead to the connection between the brake pedal and the braking system being interrupted.

"As a consequence, the service brake can stop functioning," the KBA said.



## Domino's Launches Affordable Range Of Pizzas

Domino's pizza Nigeria has redefined "Affordable Enjoyment" with the launch of the Everyday Value Range Pizzas for customers to afford their weekly pizza fix.

This was made known in a statement by the Marketing Director of Eat n Go Limited, Ilyas Kazeem who said customers can now get their beloved pizza in seven new flavours for just N2,500.

According to him "Customers can now get

Pizza in seven new flavours. This is pure enjoyment, at a super affordable price, but it is also unsurprising as we know that Domino's Pizza, the number one pizza chain in the country that loves to innovate and gives its customers value for their money, from local to international flavours, to different range of pizzas and multiple offerings.

"We just recently launched the 20mins delivery time guarantee, we have redefined affordable enjoyment with the launch of their new everyday pizza range.

"This new pizza range is specially created for all following the increase of costs in the country and also to better enjoy their wonderful pizza moments. It is a new size of pizzas in 7 exciting flavors which include; Cheese, Fiery Chic, Chickenpie, Fiery Beef, Meatball, Plantain Suya, and Smokey Sausage. You can enjoy any of these new flavors across any Domino's outlet today!"

## Brand Nigeria: Foreign Investment Drops Again By \$1.6bn

Nigeria's brand value continues to slide downwards as the total value of foreign investment or capital importation into the country dropped by \$1.6 billion in the first quarter of 2022.

According to the data, capital importation dropped by 17.5 percent from \$1.9 billion recorded in Q1 2022.

Lagos State remained the top destination for investments in Q1 2022 with \$1.1 billion accounting for 71.16% of total capital investment into Nigeria. This was followed by investment in Abuja (FCT), valued at \$446.81 million (28.40%).

"The largest amount of capital importation by type was received through Portfolio Investment, which accounted for 60.9 percent (\$957.6 million). This was followed by Other Investment with 29.3 percent (\$460.6 million) and Foreign Direct Investment accounted for 9.9 percent (\$154.9 million) of total capital imported in Q1 2022," the report stated.

The report also highlighted that in terms of Sectors, capital importation into banking had the highest inflow of \$818.8 million amounting to 52.1 percent of total capital imported in the first quarter of 2022.

This was followed by capital imported into the production sector, valued at \$223.7 million (14.2 percent), and the financing sector with \$199.37 million (12.7 percent).

In terms of country of origin, the United Kingdom ranked top as the source of capital imported into Nigeria in Q1 2022 with a value of \$1,021.2 million, accounting for 64.9 percent.

This was followed by the Republic of South Africa and the United States of America valued at \$117.5 million (7.5 percent) and \$82.1 million (5.2 percent) respectively.





## First Bank Partners ELOY Foundation To Promote Female-Owned Businesses

in their journey to building sustainable businesses.

The support from First Bank will be carried out through the First Gem loan scheme designed for female-owned or partnered MSMEs and its SME Connect initiative.

The Business Shower will offer businesses a platform to pitch their ideas to win seed grants and join the ELOY Foundation Sustainable Empowerment Programme 2022. Participants will also access the FirstGem single-digit loan, where eligible.

However, the partnership focuses on key sectors of the economy and is designed to have female entrepreneurs exposed to essential business skills like training, networking, and the ELOY Foundation Business Toolkit, a compilation of business survival skills nuggets.

Speaking on the partnership, Group Head, Marketing & Corporate Communications, FirstBank, Folake An-Mumuney expressed

happiness in partnership with ELOY Foundation on its Business Shower, "together, we will drive the entrepreneurial viability of participants and expose them to business nuggets that will take their business to the next level."

"We commend ELOY Foundation for their efforts on this initiative as the continued strengthening and inclusiveness of female-driven business endeavors is essential to the growth of the national economy," An-Mumuney said.

According to Tewa Onasanya, founder of the ELOY Awards Foundation, "It is not just enough to talk about empowering business owners, it is very important to sustain empowerment by providing guidance towards their business progress and giving them access to different resources to help them continue to thrive, MSMEs are the backbone of any nation and there is a great need to sustain this chain of the economy. It is on this common ground that FirstBank has partnered with the ELOY Team to

contribute meaningfully in empowering women to achieve fulfillment in their chosen business endeavours."

Female business owners are encouraged to send in their business pitch video and business plan for a spot on the ELOY Foundation Sustainable Empowerment Program and a chance to win a grant for their business.

The programme will hold in five locations across the country. Kicking off in Lagos on June 23, 2022, the train moves to Port Harcourt on June 25, 2022, Abuja on June 30, 2022, while Kano and Abia will host female business owners on July 2 and July 7 respectively.

The ELOY Awards Foundation Business Showers will offer an avenue to sustain women's empowerment by providing entrepreneurial training and mentorship from experienced businessmen and women, arming participants with tools and information to help them grow their businesses.

**T**o underline its commitment to empowering female business owners across the country, First Bank, in partnership with The ELOY Foundation has introduced the ELOY Foundation Business Shower programme to support female entrepreneurs

## GOtv Service Launch Excites Lokoja Residents

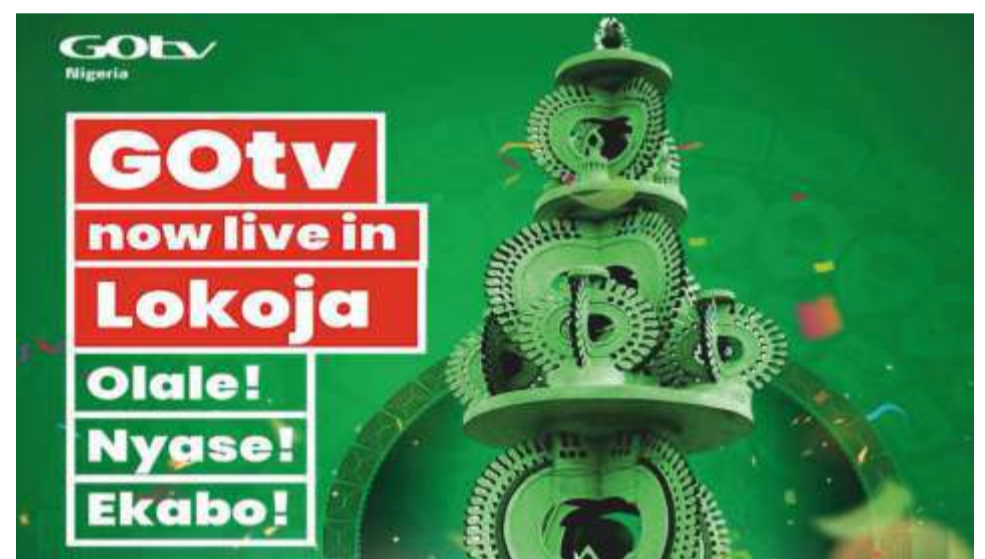
**R**esidents of Lokoja, Kogi State, have expressed excitement as GOtv, Nigeria's leading Digital Terrestrial Television (DTT) service provider, beamed its service live in Lokoja on June 1.

According to a resident who identified himself as Hamed, said, "GOtv service in Lokoja is a welcome development for competition in the market. We have StarTimes and Kwese TV here. It's good that we now have a very good competitor in GOtv. We've been hearing how good and affordable GOtv is, especially for sports. Not everyone can afford DSTv. I heard some of the top DSTv channels are also available on GOtv. So

that's a very good one for us."

Another resident, Rasak Idris, said GOtv coming to Lokoja was long overdue. "I still don't know why it took GOtv this long to come to Lokoja. But it's still a welcome development because the more options you have on pay TV, the better for customers. And indirectly, it's more business and employment for residents."

In a bid to make it easier for prospective consumers to jump on the train of GOtv, the DTT giant slashed the price of its decoder and GoTenna from N9, 500 to N6, 900, making it more affordable for residents.



## Access Bank Restates Commitment To Boost SMEs Funds



**O**ne of Nigeria's leading financial institutions, Access Bank Plc has restated its commitment to empower SMEs to boost their access to funds, markets, and knowledge.

The assurance was given by the bank's Deputy Managing Director, Mr. Victor Etuokwu in Abuja at an evening meeting tagged "Conversation with the DMD", which was designed for the bank's SME customers in the North.

He stressed that the bank remained customer-centric and always willing to listen to their concerns with a view to walking them through their difficulties.

During the business conversation with the

SME customers in the North, he said that because of its loyal and committed customers the bank had continued to exist and had assured them of increased financial guidance.

He said, "We intend to be more present and relevant in the lives of our customers than ever, and we want to ensure business owners have easy access to funds to sustain and expand their businesses.

"The bank remains resolute in its drive to engage and empower SMEs by providing access to funds, markets, and knowledge adding that this remained at the heart of the business engagement sessions in key cities across the nation."

In furtherance of the funding, he also pointed out that the engagement had become

necessary so as to provide the bank an opportunity to meet one on one with its SME customers in Abuja as well as provide them with a platform to ask questions, get answers and solutions that help them take their businesses to the next level.

He said, "We are committed to being a bank that gives more to our customers and that includes- more listening and more engagement and this forum allows us to meet up to that promise.

"We are committed to providing excellent services both online and offline to meet the varied needs of all our customers and create impact in the lives of both individual, MSME, and SME customers alike."

## EAN Aviation Becomes Airbus Helicopters Distributor In West Africa

**A**irbus Helicopters and Nigerian-based, Helicopter company EAN Aviation Limited (EAN) have signed a partnership making EAN a distributor for Airbus Helicopters in West Africa.

The strategic partnership between EAN Aviation Limited and Airbus Helicopters focuses on the West African civilian market, excluding the Military. In essence, civil customers in Nigeria can now contract directly with EAN Aviation Limited who will be offering sales, servicing, and support for helicopters in the West African region.

The strategic partnership with Airbus & EAN is the 7th of its kind globally. Nigeria, with the largest population in Africa and the largest GDP, offers substantial growth potential in domestic travel for Airbus Helicopters with EAN firmly positioned, as seasoned experts in the Nigerian & West African region to drive value creation.

Segun Demuren, CEO EAN Aviation Limited said, "EAN has been at the forefront of

Business Aviation development in Nigeria for over a decade. "We look forward to leveraging our impressive network, in-depth market understanding to grow the helicopter services industry and to add value to Airbus Helicopters activity in the West African region by deepening connectivity and operational efficiency. Take Nigeria for example, we have 32 airports but 774 local governments that helicopters can access".

He also added, "We are glad to be affiliated with a brand that has gained the trust of millions of people, based on their decades of experience and millions of flight hours. At Airbus, safety is at the heart of everything they do, the team strives to meet the highest safety levels, and will provide servicing and support to ensure the safe operation of all their aircraft and products in the West African region, which we know is very important to our clients".

Also speaking, Arnaud Montalvo, H/O Sales Middle East, and Africa said, "We are thrilled to have EAN as our first independent distributor in

the West African region. Their knowledge of the market is second to none. We are confident in their expert team to ensure the success of this partnership and excited about the opportunity to expand our footprint in West Africa by growing the civilian market for helicopters, which is well suited to the regions aviation needs, providing operational flexibility to develop the current transportation architecture".

According to Airbus Helicopters' Ethics & Compliance requirements, EAN has been selected in consideration of their local commercial structure, capacity to further develop local & ancillary markets, ability to support Airbus customers, and contribute to customer satisfaction

EAN Aviation operates the first fully integrated FBO and maintenance facility in Lagos. The EAN hangar jet center is strategically located at the Murtala Muhammed International Airport, offering business aviation services, aircraft maintenance, and a luxury VIP terminal.





# Collaborates With Lagos State On Open Defecation Free Campaign; Introduces New Product Size



L-R: Head of Legal, Reckitt, Sub-Saharan Africa, Madonna Okpaleke (2nd from left); General Manager, Reckitt Sub-Saharan Africa, Mr Akbar Ali Shah; Harpic Brand Ambassadors, Dr. Helen Paul and Mr Ali Nuhu; Human Resources Director, Reckitt, Sub-Saharan Africa, Abel Idonije and Senior Brand Manager, Hygiene, Reckitt, Sub-Saharan Africa, Mrs Chioma Sylva-Ifedigbo at the Open Defecation Free Campaign and Harpic Sachet Launch in collaboration with Lagos State MOEWR in Lagos.

**H**arpic, Nigeria's leading toilet cleaning brand manufactured by Reckitt, has launched an Open Defecation Free (ODF) campaign in collaboration with Lagos State Ministry of Environment and Water Resources and introduced a pocket-friendly sachet.

The new Harpic pack, which comes at an affordable Thirty Naira ( 30) price point is designed to enable the mass-market consumers who could not afford the bigger packs to also experience the premium quality of Harpic, bridging the access gap to toilet hygiene in the country.

Speaking on the partnership, the Marketing Director, Reckitt Sub-Saharan Africa, Tanzim Rezwan, said, "At Reckitt, we live by our purpose, which is to protect, heal and nurture in the relentless pursuit of a cleaner healthier world. With Harpic toilet cleaner which provides superior cleaning and kills 99.9% of illness-causing germs in toilets, our purpose is to provide safe, hygienically clean toilets, which we have been doing for the last 100 years. Across the world, we know poor hygiene and sanitation are linked to the transmission of diseases, which is why Harpic has reached almost 90 million people globally through educational communications around health and hygiene. We enable and empower

***"Harpic has been at the forefront of leading the conversations to stop open defecation and providing access to hygienically clean toilets for Nigerians. We have partnered with the Federal Government through the Clean Nigeria campaign, to drive awareness on the ills of open defecation, and the importance of toilet hygiene."***

consumers to embrace improved sanitation for better health."

Tanzim continued, "Today, in continuation of our commitment in the fight to end open defecation and play our part in the achievement of the 'Clean Nigeria, Use the Toilet' campaign goal of an open defecation free Nigeria by 2025. Harpic is today launching a new Harpic Sachet at an affordable cost of N30 to assist Nigerian consumers maintain hygienically clean toilets and be an enabler for change in the fight for improved sanitation for all Nigerians.

"In Nigeria, Harpic has been at the forefront of leading the conversations to stop open defecation and providing access to hygienically clean toilets for Nigerians. We have partnered with the Federal Government through the Clean Nigeria campaign, to drive awareness on the ills of open defecation, and the importance of toilet hygiene. We have also, partnered with our host - Lagos State on the refurbishment and maintenance of over 150 public toilets. Currently, we have adopted digital technology and innovation in our house-to-house toilet hygiene education program where we are visiting about 500,000 households in Lagos state." He concluded.

In his keynote address at the launch, the Lagos State Commissioner for the Environment and Water Resources, Mr. Tunji

Bello, represented by the Permanent Secretary, Office of Environmental Services, Dr. Gaji, Omobolaji Tajudeen, commended the long-standing relationship between Reckitt, and Lagos State Government through the Ministry of Environment & Water Resources. According to him, "Reckitt has a long-standing partnership with Lagos State Government through the Ministry of the Environment & Water Resources on various environmental initiatives and projects with special focus on Water, Sanitation, and Hygiene (WASH). This partnership has birthed activities such as Sensitization/Awareness campaign and developmental projects."

"The launch of the pocket-friendly Harpic Toilet Cleaner sachet, together with sensitization campaign on open defecation at the local level are welcome strategies toward achieving a cleaner and safer toilet facilities for home, schools, and other public places in tandem with the theme for the Year 2022 World Toilet Summit, "Sanitation Innovations for Economic Development," he added.

Harpic is the leading toilet cleaning brand in Nigeria and continues to play an important role in the sensitization of citizens on the dangers of open defecation while ensuring hygienically and germ-free toilets for Nigerians.



L-R: Marketing Director, Reckitt Sub-Saharan Africa, Mr Tanzim Rezwan; Director, Sanitation Services, Lagos State Ministry of Environment and Water Resources Dr. Hassan Sanuth; Permanent Secretary, Office of Environmental Services, Lagos State Ministry of Environment and Water Resources, Dr Gaji Omobolaji Tajudeen; Dr. Paul, Mr. Nuhu and Mr Ali Shah



# World Milk Day: Nigerians Laud Peak Milk Campaign, Pledge Not To Skip Breakfast



Thousands of Nigerians took the Peak breakfast pledge on World Milk Day - June 1 as Nigeria's foremost dairy brand, Peak Milk, from the stables of FrieslandCampina WAMCO drove massive engagement with its consumers across the country through a disruptive digital experiential campaign tagged 'Missing Breakfast is a Crime.'

Peak Milk started the week leading to June 1 with National Breakfast activities, especially the #PeakBreakfastPolice rally, where a fictional character of authority dramatized the 'Missing Breakfast is a Crime' concept with consumers and created a mass arrest of breakfast defaulters across different locations. The arrested defaulters got bailed with nourishing packs of Peak Breakfast and took a

pledge to never miss breakfast again.

The brand also provided dairy nutrition knowledge, communicated the importance of breakfast for optimal body performance and offered breakfast solutions to consumers with different morning lifestyles.

On World Milk Day, FrieslandCampina WAMCO took to the streets of Lagos, Enugu and Kano and served nourishing Peak breakfast to over 10,000 Nigerians. Peak Breakfast cafes were set up at bus parks, traffic stops and marketplaces. In attendance were celebrity guests, including popular Nollywood actor, Kunle Remi and ex-BBNaija housemate, Adeoluwa Okusaga (Saga) whose presence added fun and elegance to the celebration with consumers.

During the activation, the brand

encouraged consumers to be breakfast abiding citizens and emphasized the benefit of proper nourishment at the start of each day.

When queried over her breakfast attitude, a Lagos consumer, Mrs. Biola Fayemi, said "I pledge to never let anything get in between me and my breakfast. So help me Peak."

At the end of the campaign, over 10,000 consumers reached online, in stores and at activation points took pledges to enjoy dairy with a Peak breakfast.

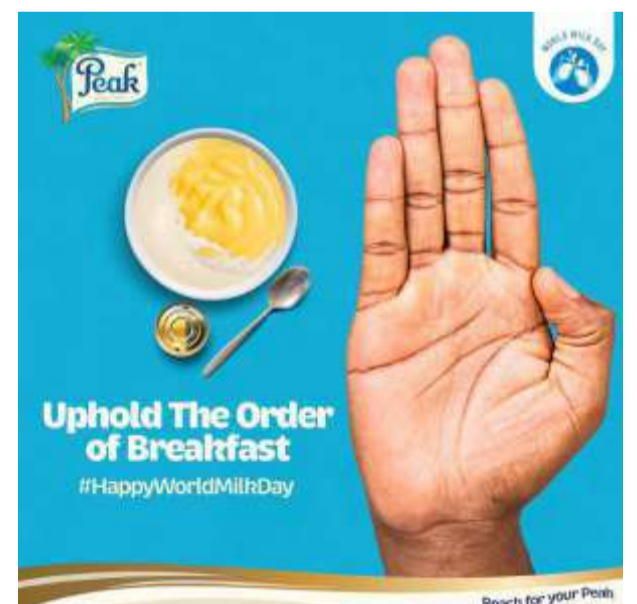
In a statement to the media, Omolara Banjoko, Marketing Manager, Peak Milk said that the World Milk Day provides an annual opportunity to raise awareness about the benefits of dairy in healthy diets.

She said, "As a socially responsible corporate organisation, we are spreading the

message of having a nourishing breakfast that includes milk to optimize our physical and mental potentials throughout the day. Have a Peak breakfast today; take a pledge never to skip breakfast and your body will thank you for it.

"Breakfast still remains the most important meal of the day and Peak, being committed to quality dairy nutrition since 1954, aims to constantly and consistently revive the waning breakfast culture in Nigeria," Banjoko concluded.

World Milk Day was first launched in 2001 by the Food and Agriculture Organization of the United Nations (FAO) to celebrate and increase public awareness about the nutritional and economic importance of milk and milk products around the globe.





# 2022 World Malaria Day: Mortein Pushes Prevention As Cost-Effective Way Against Malaria



**M**ortein insecticide has identified prevention as one of the major cost-effective ways against the spread of malaria in Nigeria. In line with this year's world malaria day theme, "Advance Equity. Build Resilience. End Malaria", Mortein partnered with the Federal Ministry of Health through National Malaria Elimination Programme (NMEP) and other stakeholders to upscale awareness, action, and sustain the commitment for the elimination of malaria in Nigeria.

World Malaria Day is an international annual event commemorated by Mortein and the Reckitt team in the quest to eradicate malaria from Nigeria, and Africa.

Speaking at the press briefing in Abuja to commemorate the 2022 World Malaria Day,

Marketing Director, Reckitt Sub-Saharan Africa, Mr. Tanzim Rezwan, said community

engagement and collaborations are part of numerous consumer engagement activities by the company to stem the prevalence of malaria scourge in Nigeria with the Mortein's Fight to End Malaria campaign. He said the partnership with the Federal Government, which has been ongoing for years, demonstrates the company's commitment to malaria prevention in the country toward a healthier Nigeria.

According to him, "The fight against malaria over the years has recorded many casualties with the 2021 World Malaria Report stating that 1 of 4 global malaria cases occur in Nigeria, almost 65 million malaria cases occur in Nigeria annually, and an estimated 23 persons die from malaria-related issues every hour in Nigeria."

"With Mortein, our message is on prevention, seeing as the economic implication of prevention is better than treatment, especially for the high

number of low-income citizens in the country. We have over the years partnered with Federal and State governments, as well as key opinion leaders and healthcare officials in a bid to drive awareness and sensitize the public on various ways to eliminate the malaria vector. We do this through several platforms: on-ground community engagement activities, mass media education through TV adverts, and education on digital media platforms," he said.

Tanzim continued, "This among others is the motivation behind Mortein, a brand from the stables of Reckitt Nigeria, who is also championing the fight against malaria. At Reckitt, we are driven by our purpose to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. Mortein, as a leading global insecticide brand, initiated its "Fight to End Malaria" campaign to empower our consumers

with knowledge and provide access to expert solutions to rid themselves of vector-causing malaria, the mosquito."

In his address at the event, the Minister of Health, Dr. Osagie Ehanire, reinforced the need for increased investments in malaria programmes by governments, the private sector, and individuals towards achieving full coverage of malaria services that ensures that all in need have access to malaria preventive and treatment services towards achieving a malaria-free country. He said, "for a malaria-free Nigeria let each of us play our parts because every effort counts."

Earlier in the year, Mortein unveiled top Nollywood Celebrity Kate Henshaw as its Brand Ambassador to drive the conversation on malaria prevention amongst Nigerians.



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# Jumia Nigeria Kicks Off 10th Anniversary Celebration With Sales Campaign

Jumia, a leading pan-African e-commerce platform, on Tuesday, announced the start of its anniversary sales campaign, providing millions of consumers in Nigeria exciting offers on a wide range of products.

The campaign tagged ‘10 Years Together’, which runs from June 14–July 3, 2022, aims to celebrate consumers for shopping on Jumia over the past decade. Consumers will have the opportunity to get the best deals from a wide selection through its partnership with brands such as Adidas, Xiaomi, Diageo, Oramo, Nivea, DeFacto, Samsung, Umidigi, Itel, and Coca-Cola.

“We are delighted and humbled by the support from our consumers and vendors over the past decade. Through their support, we have been able to positively impact the lives of millions of Nigerians and change the way of shopping in Nigeria. We will continue to support our vendors and partners to grow their businesses while

offering convenience and affordability to our consumers. Our Anniversary Sales Campaign is an opportunity for us to say thank you to all our consumers for the trust they have placed in the Jumia brand,” said Massimiliano Spalazzi, CEO, Jumia Nigeria.

Commenting on the partnership with Jumia for the anniversary sale, Adidas Head of e-commerce, Nawel Chachi, said “At Adidas, we are delighted to be deepening our partnership with Jumia through events such as Jumia Anniversary as we continue to bring new and exciting products to Nigerian consumers. Our collaboration with Jumia helps us reach consumers on the full territory and offer a carefully curated selection to the market. Consumers will be at the heart of this exciting partnership and will be able to experience the Adidas brand and its key products.”

“It’s the fourth year for Xiaomi to collaborate with

Jumia on its Anniversary Sales Campaign in Nigeria. Xiaomi together with our amazing partner Jumia has created lots of joyful shopping memories for consumers over the years. With this in mind, we look forward to giving our consumers access to the best deals on innovative Xiaomi smartphones and accessories during the 2022 anniversary sale,” said Xingyu Yang, Sales Manager, Xiaomi.

She added that smartphone adoption has played a key role in e-commerce penetration in Nigeria by enabling sellers to engage with consumers over mobile phones.

Consumers can take advantage of the amazing offers during the Anniversary Sale by simply downloading the Jumia App.

The campaign will feature Explosion days, Daily Check-In, Brand days, Flash Sale, Treasure Hunt, where consumers can win exciting prizes and get further discounts on a number of products.





# Regulating Online Advertising In Nigeria: A Wild Goose Chase?



By Azeez Disu

Advertisers, marketers, and content providers are turning to the digital space to connect with consumers because of the rising population of users.

According to a Statista report, as of April 2022, there were five billion internet users worldwide, which is 63 percent of the global population. Of this total, 4.65 billion were social media users.

In line with this, digital advertising is rising and generating revenue for digital marketers and agencies. Some brands now simply embark only on online advertising as a mean of reaching their customers while others put it as one of the important media in their advertising and marketing communication strategy. Today, big tech companies such as Meta, Twitter, TikTok, and LinkedIn rake in a lot of revenue.

Remarkably, the global internet advertising market size was valued at \$319 billion in 2019 and is projected to reach \$1,089 billion by 2027, registering a CAGR of 17.2% from 2020 to 2027 according to Allied Market Research.

Since the outbreak of the COVID-19 pandemic to date, the online space has been enjoying a lot of attention compared to other media platforms. More people, both young and old are becoming digital natives and expressing themselves more freely, while also connecting with loved ones and friends on Facebook, Instagram, Twitter, LinkedIn, and other social media platforms.

Today, the online space is the centre of all-of-sort advertising messages because of its affordable advertising packages for both small and big advertisers. However, unverified claims, offensive, and unethical advertising messages find their way into the space.

The traditional media; Television, radio, print (Newspaper and Magazine), and outdoor advertising are well regulated in Nigeria by the Advertising Practitioners Council of Nigeria (APCON). Their creative content must be sent for vetting before they are exposed. However, it is not the case online, as most advertising has never been vetted by the council.

Recall, that a recent online advert of a bank triggered a national outburst that many including the Christian Association of Nigeria (CAN) described as offensive. The advert compared the resurrection of Jesus with 'Agege Bread'. The advertisement reads, "Like Agege Bread, He Rose!" Since then the call for sanitising the online space has become more intense than ever.

Dr. Olalekan Fadolapo, Registrar/Chief Executive, APCON in response to the disturbing trend said, "Sadly, we have had complaints and petitions from the general public to call online media platform owners to order because of some reprehensible advertisements such as those promoting rituals, patronage of private parts enlargement, breast enlargement, love potions, money charms, concoctions to provide political powers, and other many unimaginable things not worthy to be mentioned in the public media. Some others have claimed the ability to cure all manner of ailments with one particular product without scientific proof. A particular advertisement has offered an ultimate solution with one product for getting rid of piles, HIV, diabetes, COVID, Stroke, Cancer, etc."

## Government Directives

In a bid to sanitise the online space, the lower chambers of the National Assembly, House of Representatives 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 APCON to liaise with online advertising companies, such as Google, Facebook, Twitter, etc., to effectively monitor, control, and enforce advertising standards



*"All the giant tech and primary digital media platforms owners such as Google, Facebook, Twitter, YouTube, etc have been exploring the Nigeria digital media space with all sorts of advertisements some of which violate the Nigerian Code of Advertising Practice, pre-exposure vetting, and ethical requirements of an advertisement."*

against online drug advertisers and unethical vendors.

In addition, they also 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 toward protecting consumers of online drugs.

## Regulator Intervention

In a bid to sanitise the advertising industry and curb insensitive and provocative advertising messages, APCON at a press briefing held recently told Journalists it is poised to regulate online advertising in the country.

Fadolapo said APCON will clamp down on individuals and organisations that engage in advertising without being first licensed by APCON. He added that the council is ready to ensure compliance of online advertisement with the provisions of the Nigerian code of advertising practice, sales promotions, and other rights/restrictions on the practice. He, therefore, urged brands, marketing communications professionals, and other stakeholders to ensure their online adverts are vetted by Advertising Standards Panel (ASP) before they are run.

Similarly, he urged elective political office aspirants to ensure that their political advertisements are vetted and approved by the ASP before exposure on any medium to avoid unethical and offensive advertising content, "With the electioneering season at hand, elective political office aspirants are also implored to ensure that their political advertisements are vetted and approved by the ASP before exposure on any medium. This will diminish the repugnant influence of hate speech and unethical political communication in the country."

Furthermore, Fadolapo revealed that the council has been inundated with petitions over unethical advertisements exposed on the online media platforms targeting the Nigerian market by both the primary and secondary digital media platform owners.

Fadolapo explained that a lot of advertising pops up on blogs and social media which are not met for children or against the belief of some of the people in the country among others without passing APCON vetting.

He noted that APCON's regulation of online advertisement extends to all advertisements broadcast, published, or expose on any

of the digital platforms directed or accessible within Nigeria.

"With the increase of digital media activities in Nigeria and accessibility of online media platforms, we have been faced with a new threat of unethical and provocative advertising and marketing communication materials which have every potential of inflaming religious crisis, moral decadence, and misleading information when allowed to thrive with attendant negative effect on the country, its economy and value system.

"The advent of the internet and new media, characterised by social networking sites such as Blogs, Facebook, Twitter, Instagram, WhatsApp, etc., has revolutionized communication globally. All the giant tech and primary digital media platforms owners such as Google, Facebook, Twitter, YouTube, etc have been exploring the Nigeria digital media space with all sorts of advertisements some of which violate the Nigerian Code of Advertising Practice, pre-exposure vetting, and ethical requirements of an advertisement.

"These days, many people are bloggers and influencers offering themselves, their services, blogs, and media handles as platforms for products and services to be advertised on without recourse to accepted principles and ethics of the advertising practice. The sharp increase in violation and infraction of the Nigerian Code of Advertising is not only worrisome but also portends danger."

Fadolapo emphasised that "APCON will like to reiterate that advertising is a distinguished profession like medicine, law, accounting, etc. the practice of advertising is governed by APCON law as stated in sections 1 and 17 of the acts. it is illegal and criminal for anyone to practice advertising without being first registered by APCON. APCON will clamp down on all individuals and organisation that engage in advertising without being first licensed by APCON.

"APCON is committed to ensuring that the advertising ecosystem is sanitised and shall not shy away from pursuing all lawful means, including causing the prosecution of violators of the Act and the Code of Advertising Practice when a violation occurs."

## Online Ad In Other Markets

To address the potential harm arising from indiscriminate online advertising, the UK government launched a consultation on proposed reforms to the regulatory framework governing digital advertising in the context of its Online Advertising Programme (OAP). This also follows the Call for Evidence undertaken by the Government in 2020 which resulted in the majority of stakeholders calling for significant regulatory reform, on the basis that the current regulatory system is insufficient.

Experts are also of the view that digital advertising is in the crossfire of upcoming European Union (EU) regulations. Luca Bertuzzi, Journalist, and Non-member Contributor said EU institutions have recently reached a political agreement on the Digital Markets Act and Digital Services Act. These regulations are set to have far-reaching consequences for the digital economy, particularly on how data is collected and processed for online advertising.

## How Possible Is It To Regulate?

Banwo & Ighodalo on its website said NAFDAC can't manage the number of adverts released online without impeding the progress of businesses due to bureaucracy. "The Regulations prescribe 20 (twenty) working days as the timeline for obtaining an approval; however, it is not feasible to expect approval of the millions of adverts released each day on social media platforms within such a timeframe.

"The penalty for failure to comply with NAFDAC's Guidelines is a meagre sum of not less than N100,000 or imprisonment. Sadly, this penalty is not commensurate with the damage that could result from false advertising or the financial gains accruable therefrom."

Steve Babaeko, Association of Advertising Agencies of Nigeria (AAAN) president at the just concluded MarkHack 1.0 told Journalist, "The burden of regulating advertising falls on APCON, and of course, the difficult thing is the ubiquitous nature of social media itself and its usage, is it a difficult thing to police. However, there is an opportunity to regulate. My greatest fear is that we must protect the consumers who are daily bombarded with by-products that have probably not undergone NAFDAC registration."

Osamede Uwubanmwen, President, Advertisers Association of Nigeria (ADVAN) while speaking at the Marketing Conclave held recently said the association believes in self-regulation and believes that the online space should be regulated but the interest of advertisers should also be protected as they want their advert vetted on time.

Similarly, Agbons Igiwe, General Manager, Ziza Digital said regulators such as APCON needs to partner with the social media giants and have a separate framework for online regulation which is different from other traditional media considering the peculiarities of the platform and its audiences.

Industry watchers pinpoint that all hands must be on the desk to sanitize the digital space. They also called for constant consumer education by government agencies and regulators. Others include the development of a simple yet impactful framework that does not affect the livelihood of digital marketers and advertisers.

# 2022 Loeries To Hold In Cape Town October 5

Popular brand communications awards across Africa and the Middle East has announced that it will be live in Cape Town this October but at a different venue with a sea view.

The announcement was made by Loeries CEO, Preetesh Sewraj at a brunch with industry friends at Rockets in Bryanston that “Loeries will be a new experience this year, so start preparing.”

He added that following his recent visits to Turkey and countries in the Middle East, representatives from these countries would be present at this year’s awards event which will run from 5 to 7 October.

Taking to its Twitter page, it stated that the closing date for the entries this year was extended from the beginning of the month to the 15 of June. “We’ve heard your cries and we know a little extra time can make a big difference. This is why we are extending the entry deadline to the 15th of June 2022.”

However, Judging will also be live as it will take place at a venue in the Mother City and the awards are internationally recognised and included in the Warc Report.

Loeries is Africa and the Middle East’s premier award that has been recognising, rewarding inspiring, and fostering creative

excellence in the advertising and brand communication industry and also rewarding creativity for over 40 years.

The Loeries is the only award endorsed by the Association for Communication and Advertising (ACA), the Brand Council South Africa (BCSA), the Creative Circle (CC), the Commercial Producers Association (CPA), IAB South Africa, the Exhibition Association of Southern Africa (EXSA), the South African Institute of Architects (SAIA) and the South African Institute of the Interior Design Professions (IIUIDC).



Preetesh Sewraj, CEO, Loeries

# Arik Air Partners NIPR For 2022 AGM, Citizens Summit



Nigeria’s airline, Arik Air, is partnering with the Nigerian Institute of Public Relations (NIPR) for the 2022 Annual General Meeting (AGM)/Citizens Summit on National Integration as it’s official Airline for the event.

The event will be held in Abuja from August 22 – 25, 2022 at the International Conference Centre, Abuja with the tag ‘Abuja 2022’.

Arik Air, as the Official Airline for the AGM/Citizens Summit, is expected to fly members of the institute and other delegates to and fro Abuja at a special discounted fare.

According to Arik Air’s Director of Flight Operations, Captain Adetokunbo Adekunbi said: “We are pleased to partner with NIPR, the professional and regulatory body for Public Relations practitioners in Nigeria.

“Arik Air is proud of its association with this institute and assures its Members of our commitment to the highest operational safety standards and customer experience. We wish the NIPR a successful AGM and Citizens Summit.”

# CMC Connect Kicks Off Activities To Mark 30th Anniversary

One of Nigeria’s premier perception management firms, CMC Connect Limited last Saturday, 28th May 2022, kicked off activities for the celebration of its 30th anniversary at its corporate headquarters in Lagos. The top strategic communication and public affairs firm gathered clients, media, former and present board members as well as well-wishers to its GRA Ikeja office to relive its 30 years of sustainable progress. The event was flagged off with a media conference that had a cross-section of the Nigerian media. Others in attendance were its pioneer board members, investors, management, and staff of the company.

Addressing the media, the founder and Group Managing Director of the company, Mr. Yomi Badejo – Okusanya (YBO) took the guest through the historic trajectory and the many phases and hurdles the firm has had to cross in the past three decades.

Themed ‘We are still flying’, Badejo-Okusanya expressed gratitude to God, his wife, staff, and those that have supported his dream from its inception. He identified some iconic personalities whom he described as his mentors and who invested in his dreams right from 1997. These individuals include; Sir Steve Bamidele Omojafor; Chairman of STB McCain; Mr

Biodun Shobanjo, Chairman of Troyka Groups; Mr. Billy Lawson, founder LTC Advertising.

Badejo-Okusanya who has been a two-term President, of the African Public Relations Association (APRA), gave the historical background of CMC Connect and noted that the dream was birth in a 3-bedroom flat around Toyin Street, Ikeja, Lagos in the early 1990s.

“It all started with a dream in a 3-bedroom flat off Toyin Street, Ikeja in the in 1992”. His dream was to build a public relations practice that will offer incisive solutions-driven services to a growing clientele in the then-emerging Integrated Marketing Communication (IMC) sector.

“And barely five years into our existence, Capital Marketing Communication (CMC) had to make hard-strategic decisions when the opportunity came to be a part of the Lawson Thomas and Colleagues (LTC) Group which held the J. Walter Thompson affiliation in Nigeria at the time.”

According to Badejo-Okusanya who is popularly known across Africa as YBO, while many advised against this move, he saw a great opportunity to be mentored by one of the firsts in Nigeria’s fast-growing marketing communication industry. Not just that, LTC had



such an enviable global partnership with JWT.

“It was indeed a great period of mentoring, management, development, accountability, and corporate governance.

“This worked so well that the local affiliate of McCain Erikson, STB McCain also bought into the business, further diluting the initial

ownership.”

Following the partnership, the firm which was known at that time as Capital Marketing Communication (CMC) was renamed CMC Connect to reflect the capital investment of STB McCain; a relationship that lasted till the year 2014 when they parted ways amicably.

# NBC Cannot Regulate Advertising In Nigeria, Court Rules

The Nigerian Broadcasting Commission (NBC) acted beyond its powers in seeking to regulate the practice of advertising in Nigeria contrary to the provisions of the extant Advertising Practitioners (Regulation) Act of 2004.

This was the ruling of a Federal High Court sitting in Lagos, recently following a suit filed by a Lagos-based journalist, Mr Femi Davies who had approached the court contending among other things that the amendment sought by the defendant to the 6th edition of the Nigerian Broadcasting Code is in violation of his rights to own intellectual property in Nigeria over which he can exercise exclusive rights.

The court also declared that the NBC lacks the power to prohibit exclusivity on privately acquired intellectual property right in programme contents of a right holder viz a viz the salient provisions of the constitution and the copyright act.

Justice Ambrose Lewis-Allagoa also set aside the proposed amendment to the 6th Edition of the

NBC Code for being ultra vires, incompetent null and void, and perpetually restrained the Commission from implementing it.

He had also argued that the amendment if allowed will greatly affect business and the development of the country as a whole as it will frustrate tonnes of investment and hard work of many years.

The NBC on its part had submitted that the amendment to the 6th broadcasting code was done to protect local operators, promote creativity and maximize local contents due to the anti trust provisions contained in the amendment.

It also claimed that the amendment was intended to among other things stimulate growth in the industry and attract foreign investment which would benefit the media industry generally.

But the plaintiff, Mr Davies argued amongst other things, that if allowed, the amendment would greatly violate his right to a fair hearing.

He asked the court to uphold his six reliefs as set out in his originating summons.



The plaintiff’s reliefs include “a declaration that the NBC lacks the requisite vires to prohibit exclusivity on privately acquired intellectual property right in program content of a right-holder viz-a-viz the salient provisions of the constitution and the Copyright Act.

“A declaration that the commission acted ultra-vires in so far as it sought to regulate the practice of advertising in Nigeria contrary to the

provisions of the extant Advertising Practitioners (Registration, etc) Act, 2004.

“A declaration that the commission acted ultra vires when it sought to retroactively compel right holders of programme content to compulsorily share extant right acquired under existing licence under the proposed amendment to the 6th Edition of the NBC Code.

# APCON Set To Regulate Digital Media Advertising In Nigeria

The Advertising Practitioners Council of Nigeria (APCON) is poised to regulate online advertising in the country in a bid to sanitize the industry and curb insensitive and provocative advertising messages.

Dr. Olalekan Fadolapo, Registrar/Chief Executive, APCON made this known to journalists at the press conference held at Sheraton Hotel, Lagos today.

He said APCON will clamp down on individuals and organisations that engage in advertising without being first licensed by APCON. He added that the council is ready to ensure compliance of online advertisement with the provisions of the Nigerian code of advertising practice, sales promotions, and other rights/restrictions on the practice. He, therefore, urged brands, marketing communications professionals, and other stakeholders to ensure their online adverts are vetted by Advertising Standards Panel (ASP) before they are run.

Similarly, he urged elective political office

aspirants to ensure that their political advertisements are vetted and approved by the ASP before exposure on any medium. "With the electioneering season at hand, elective political office aspirants are also implored to ensure that their political advertisements are vetted and approved by the ASP before exposure on any medium. This will diminish the repugnant influence of hate speech and unethical political communication in the country."

Furthermore, Fadolapo revealed that the council has been inundated with petitions over unethical advertisements exposed on the online media platforms targeting the Nigerian market by both the primary and secondary digital media platform owners.

Recall, that a recent online advert by a bank triggered a national outburst that many described as offensive. The advert compared the resurrection of Jesus Christ with "Agege Bread". The advertisement reads, "Like Agege Bread, He Rose!" Since then the call for sanitising the online



space has become more intense than ever.

Fadolapo explained that a lot of advertising pops up on blogs and social media which are not

met for children or against the belief of some of the people in the country among others without passing APCON vetting.

## First Katalyst @10: Chris Ogbechie, Other Speakers Urge Marketers To Rethink Strategy At The Marketing Conclave



Marketing and marketing communications experts have urged marketers to rethink and put the customer at the centre of their strategy, and think beyond the four Ps of marketing if they want to remain relevant.

They made this charge at the maiden edition of The Marketing Conclave, a thought-leadership conference organised by First Katalyst Marketing, a leading Below-the-line agency, to commemorate its 10th anniversary in Nigeria.

The event had all the crème de la crème in the marketing industry who gathered to celebrate with First Katalyst Marketing as well as shared insight, forecast and proffered solutions on some of the challenges facing the industry.

The Managing Director of the agency, Soji Odedina, said the story of the agency started from a humble beginning and has evolved into a household name having offices in other African markets. He added that The Marketing Conclave

is its agency's gift to the industry and would become an annual event.

The Marketing Conclave is our 10th-anniversary gift to the marketing community in Africa. As a platform, it is designed to bring practitioners together to discuss matters arising concerning theory and practice.

He thanked all the stakeholders that stood behind the agency since it commenced operations a decade ago and used the occasion to introduce the company's new Chairman, Tsola Barrow to the audience.

Professor Chris Ogbechie, Dean of Lagos Business School and keynote speaker of the event while speaking on the theme, Marketing for the Future said marketing drives every economy of the world, and Covid has forced many businesses to change their business model, adding that if businesses don't innovate, they will cease to exist.

He added that today consumers and other stakeholders expect companies to do more.

## Marq Sikyor Set To Help Brands Fight Counterfeiting, Infringement In Africa

Marq Sikyor Africa, a pioneer Brand Protection and Anti-Counterfeiting firm providing services to local, international and global companies, institutions, and organisations, is set to help brands fight off counterfeiters and other forms of infringement in Africa.

The firm's operations cover key markets in the continent. Its Eastern Africa market is covered through its Nairobi operations in Kenya; in West Africa, it is covered through its Lagos office in Nigeria; and Southern Africa, through its Johannesburg operations in South Africa.

The company during a media presentation to journalists at Radisson Hotel, Ikeja, Lagos, reiterated the need for brands to protect their

intellectual properties and trademarks.

The event attracted dignitaries including business owners, business executives, marketing directors, brand custodians, corporate affairs directors, regulatory agencies, security operatives, and the brand marketing and technology media community.

The Founder and Group Evangelist of the company, Mr. Joko Okupe, while speaking at the event said since the company began operation in 2013, it has built a track record of success in helping clients protect their brands through the combined experience of skilled investigators, specialized legal support framework and strong working relationship with regulatory authorities.

"The repertoire of expertise and experience

available to Marq Sikyor Africa, its in-depth understanding of the market terrains, and a good grasp of the workings of Law Enforcement and Regulatory Agencies make us surefooted to deliver results in infringement investigations and enforcement matters. Our brand protection investigations cover Anti-Counterfeiting, Anti-Piracy, Parallel Imports, Product Diversion, Trademark Infringement, and Product Tampering/Adulteration among others."

Okupe stressed the firm's 'massive capacity to fight against all forms of infringements, and safeguard all brand assets and intellectual property in its kitty.



From L-R: Mark Williams, Chief Evangelist Southern Africa, Bamijoko Okupe, Group Chief Evangelist, and David Malonza, Chief Evangelist, East Africa; all of Marq Sikyor Africa during the media Presentation of Marq Sikyor Africa in Lagos. Photo Akeem Salau.

## BON, APCON Unveil New Award Platform, Logo For Broadcasters

The Broadcasting Organisation of Nigeria (BON) has in collaboration with the Advertising Practitioners Council of Nigeria (APCON) unveiled a new platform for recognizing and rewarding excellence in the broadcast media industry.

The unveiling of the new platform, the Nigeria Broadcasting Awards (TNBA) as well as the logo for it took place at a regional parley in Abeokuta that attracted broadcast stations from the South-West.

Speaking at the event, The Chairman of the Broadcasting Organisation of Nigeria (BON), John Ugbe who is also the Chief Executive Officer of MultiChoice Nigeria explained that the gathering was part of the template designed by the organisation leadership to engage various stakeholders on matters that have a direct bearing on broadcasting.



He added that the awards would hold in October and it was introduced to formally celebrate excellence among broadcast media professionals, especially those providing daily information, public enlightenment, and entertainment to Nigerians.

Ugbe said the decision to introduce the TNBA was taken at the BON 76th General Assembly, which approved the composition of the Awards Steering Committee drawn from public and private broadcast media houses under the chairmanship of Mr. Guy Murray-Bruce, who is the President, of Silverbird Group.

He also disclosed that the awards this year will have 13 categories and would be contested by BON and non-BON members. The awards will include Radio Station/ Best Television Station of the Year; Best Radio Station/ Best Television-News in English and more.

# 2022 NIMN Conference: Technology, Data Identified As The Future Of Marketing

*- 17 Fellows Inducted, Two Officers Elected At AGM*



By Jeremiah Agada

Seasoned experts and professionals have called on Business owners, industry captains, and brand custodians as well as stakeholders operating in the marketing and communications ecosystem to be in sync with data and technology if they want to remain relevant, and at the top of their marketing game.

They made this call recently at the 2022 Annual Marketing Conference organized by the National Institute of Marketing of Nigeria (NIMN) while making presentations on the theme, “Driving Business Sustainability in the Age of Data and Technology” at the prestigious Eko Hotels & Suites, Victoria Island, Lagos.

Setting the pace for the conference, Keynote Speaker, Mr. Kola Oyeyemi, stated that contrary to the traditional belief that the advent of technology would improve the lives of many at the expense of ‘a smaller few’, tech advancements have continued to take its toll on many businesses, due to the failure of those businesses to take advantage of the benefits inherent in such techs.

He, therefore, argued that with the explosion in data and very aggressively disruptive technologies, it has become imperative for business sustainability to be discussed from the perspective of performance fundamentals.

Describing as ‘unsettling’ the issue of disruptive technologies, the chief executive of Axiom Intel Limited noted that while technology can enhance operational and financial efficiencies, it can also accelerate a business’ decline and extinction, if not handled adequately.

“This is like riding a wild tiger. Any error can be very fatal. Technology can help you drive operational and financial efficiencies. It can make you leaner, fitter, smarter and more profitable. It can make you more innovative and enable faster access to market. However, technology can also accelerate your extinction,” he stated.

Oyeyemi also cautioned that such disruption might have a negative impact on businesses, though it might not necessarily be through intra-business competition, but as “a barbarian from outside” the industry.

Using the advent of smartphone technology as an example, he argued that the introduction of the first smartphone device by IBM in 1992 and the advent of the internet had permanently made smartphones to change the face of business and personal interactions.

“This is one of the most visible examples of Creative Destruction. The smartphone took mobility of life and business to a whole new level and created a convergence of industries into this

***“Contrary to the traditional belief that the advent of technology would improve the lives of many at the expense of ‘a smaller few’, tech advancements have continued to take its toll on many businesses, due to the failure of those businesses to take advantage of the benefits inherent in such techs.”***

powerful device,” he added.

According to the former President of the Advertisers’ Association of Nigeria (ADVAN), the convergence had led to the premature death or mutation of a lot of industries, with over 14 classic industries changed or being changed just by the emergence of the smartphone.

Some of the industries affected, he added, included music production and distribution, video production and distribution, banking, insurance, watch, print production, broadcast, gaming, retail brick and mortar channels, maps, credit, cinema, advertising, photography, hospitality, transportation, logistics, education and medical practice.

Oyeyemi attributed such disruption to the fact that technologies have no regard for extant rules of engagement or the old factors of competitive advantage.

“These technologies have no regard for extant rules of engagement or the old factors of competitive advantage. They are barbarians who have pulled down old structures and systems and created a whole new frame for competitiveness beyond industries,” he stated.

“The need to drive sustainability in business in the environment painted thus far has been a

global discourse that has engaged thought leaders in the last couple of years. A school of thought believes that the age of Sustainable competitive advantage is gone forever. That school postulated the new age of Transient Competitive advantage.”

Citing Rita Gunter McGrath’s “The End of Competitive Advantage”, the former ‘MTN man’ challenged the age-long foundational assumptions in the Strategy field. These assumptions, he said, are that industries are made up of relatively enduring and stable competitive forces; that once an organization achieves certain advantages, they are sustainable and that industry-focused sustainable advantage creates a bias toward stability.

“In a VUCA environment, this is most

dangerous. It creates wrong reflexes. The incentive to build up on the existing business model is tempting. People generally and conveniently fall into habits and routines. Organizational rigidity festers and innovation is impaired. In a volatile environment, this is certain death!” he declared.

He, therefore, citing Gunter, submitted that organizations need to move away from industry-focused competitive benchmarking and competitive analysis. “Industry competitiveness is still important. However, a higher level of analysis beyond the industry is required for survival and sustainable success.”

The keynote speaker, therefore, charged business owners to be wary of organizational



**“Not fewer than 17 prominent practitioners, with some drawn from sister professional bodies were inducted into the institute's Fellowship. According to Enang, the action was a way of further enhancing the practice and collaborating with sister professional bodies, with the aim of bringing more benefits to its members.”**

rigidity since such strategy impairs innovation and ecosystem thinking and could therefore lead to the extinction of such businesses.

Oyeyemi's Keynote address was immediately followed by the first panel session which featured a robust discussion on the topic, "Disruptive Marketing". Segun Ogunleye, GM, Marketing, Seven-Up Bottling Company; Otome Oyo, GM, EXP Africa and Joyce Ibukun-Aiyemo, Marketing Coordinator, Allied Foods (Burger King) facilitated this session. Angela Makinwa, Client Engagement Director, EXP Nigeria moderated the session.

Using relevant practical examples, Ogunleye spoke about how Brand Pepsi as well as other LRP brands in the SBC portfolio are reinventing the wheels in consumer engagement and disruption using technology as well as data analytics.

In her contribution, Joyce Ibukun-Aiyemo harped on the need for marketing practitioners in the country to take disruptive marketing seriously. "This is because it helps you freshen your products in the eye of your customer, and creatively give you a competitive advantage," she stated.

Their session was followed by the one on "The Future of Marketing In A Tech-Driven World". Dr. Uchenna Uzo, Faculty Director, Marketing, Lagos Business School; Ladi Ogunseye, CMO, Canary Point Corporate Services; Omobolanle Akingbala, CMO, HireFoster and Uzed Uanikhehi,

CEO/Cofounder, Zedi Africa facilitated this session while Nsima Ogedi-Alakwe moderated the session.

Also speaking at the event, the institute's president and chairman of Council, Mr. Idorenyen Enang, described the conference as a way of creating a platform for stakeholders in the nation's marketing space to exchange ideas.

In a related development, not fewer than 17 prominent practitioners, with some drawn from sister professional bodies were inducted into the institutes Fellowship. According to Enang, the action was a way of further enhancing the practice and collaborating with sister professional bodies, with the aim of bringing more benefits to its members.

Some of the inductees include AAAN President and X3M Ideas boss, Steve Babaeko, Managing Director of Rites Foods Ltd., Saleem Adegunwa; GM, Marketing (LifeCare Division, SBC), Charity Ilevbare-Adeniji and Executive Director, Corporate Affairs, FrieslandCampina WAMPCO Nigeria, Ore Famurewa.

Others include Olusegun Ayoola, MD/CEO, Expose Marketing Solutions, Prof. Aliyu Mamman, Pioneer Rector, Federal Polytechnic, Daura; Oyeronle Adebayo, Head, Travel Insurance Unit, AIICO Insurance; Benita Adelere, General Manager, Leventis Motors, Chukwuemeka Augustine, Managing Director, Vinecrest Nigeria; Adebowale Sangosanya, Consultant, Blue Teal and Tolu Ojo, MD/CEO,

Tamy Consulting Nigeria.

Relatedly, the institute has elected Prof. Michael Kupolati and Mrs Ebisan Onyema, as its first and second vice-presidents, respectively.

Announcing this at the institute's Annual General Meeting (AGM) held on the second day of the marketing conference, the President of the institute, Enang, stated that the newly-elected officers, would replace the duo of Dr. Kasuwar Gambo and Mr. Chuka Eborah, the erstwhile first and second vice-presidents, respectively, who had served out their terms on the institute's council.

Congratulating the duo, Enang expressed the belief that the newly-elected officers would bring to bear the vast experiences they had garnered over the decades on the marketing field.

He also expressed the institute's gratitude to the erstwhile first and second vice-presidents for their contributions to the growth and development of the institute in the past few years.

Responding on behalf of the new officers, Kupolati assured them of the duo's commitment to contributing their own quota to the development of the marketing institute.

Kupolati and Ebisan emerged victorious after the online manifesto night and voting exercise, conducted by the Electoral Committee of the institute, between June 8 and 17.

While Kupolati was elected unopposed with 293 votes out of 450 registered votes, Ebisan defeated Ayoade Adeyemi with 241 votes to the latter's 180.





# Great Expectations With Seven Years Of Creative Impact

By Azeez Disu

The advertising industry is a shopping gallery of creative minds and agencies where brands key to the industry to look for creative and innovative solutions to their marketing communications challenges. Invariably, the industry has been contributing to the economy besides putting the country on the global map with some of its key players and works clinching international awards.

For seven years, an agency has been impacting the creative landscape with award-winning marketing communication campaigns which have, in no small measure, helped brands connect with their target market to boost sales and grow returns on investment.

Specifically, 7even Interactive, a brand name with the number '7' that recently marked 7 years of operations, has been helping brands actualise their marketing communications objectives and turning local brands into international brands. With its resonating marketing campaigns. The agency owes its current success to its creative workforce and the clients that have consistently believed in it.

Its story started with managing one brand and now it manages different brands that are leaders in their various sectors.

Its success story and trajectory align with one of the popular quotes of former American President, Abraham Lincoln, "The best way to predict the future is to create it." Today, the team has created a full-service global marketing communications agency with a specialty in advertising, digital services, media strategy, and implementation.

It specialises in developing communications and designs that connect brands with their consumers. Also, for its digital campaign, it uses applications and sites that reach mobile, banner ads, and digital outdoor advertising.

In addition, it uses data to identify the most consumed media platforms. It also provides services such as Audio Visual, Radio and TV production, Print Production, OOH materials, brand stationery, and BTL materials among others for clients.

Led by veteran advertising practitioner, Taiwo Agboola, as CEO, the agency is disrupting the marketing communications industry with creative and original content that many generations would be excited about.

Speaking on the milestone, Taiwo said, "7even Interactive has come a long 7years to position as one of the creative powerhouses in the marketing communications industry and that is owed to the people that have helped build it, the clients that have trusted us with their brands and businesses over the years to be able to deliver value to their bottom lines."

He added that the agency approaches each problem from a design thinking approach, and it is repositioning the agency as part of an effort to celebrate the milestone. "7 years is a milestone worth celebrating, so repositioning the 7even Interactive brand is one of the ways we intend to celebrate it. We also have some programmes under our sleeves which will be revealed at the right time to be on the lookout," he explained.

As part of its repositioning strategies, it outlined seven goals which are, "We have one goal; to be innovative at all times. We intend to move only in two directions: upward or forward. We have three focal points: data, ideas, and technology."

It added that it has four departments: Strategy/Brand Management, Innovative, Finance, and HR/Admin and it is "Delivering experiences that awake any of the client's five senses: sight, smell, touch, taste, and sound. Using the 6th sense: Design thinking and the most important thing that matters and makes us seven: The people."



Taiwo Agboola, CEO, 7EVEN Interactive

## Trajectory

The agency was established to extend the advertising frontier in Nigeria by creating very distinct voices for brands in a noisy marketplace.

Despite the effect of the COVID-19 occasioned by lockdown and other economic challenges which also led some businesses to shut down operations, 7even Interactive remained steadfast and waxed stronger during that period.

"7even Interactive weathered the storm because of the strong will of its people and its leaders. COVID-19 disrupted many systems and ours was not left out. It gave us the opportunity to re-evaluate ourselves. In as much as marketing spend were affected, and we witnessed the emergence of new marketing platforms, we had to respond to the challenges by cutting costs to retain our people, going lean, building an agile team that is collaborative and innovative to build a new culture that can deliver great value to our clients in this new post COVID era," Olalekan Akinleye, the agency Creative Director revealed.

Meanwhile, its core values and operational philosophies are integrity, openness, continuous self-improvement, and mutual respect.

Today it has numerous clients, "We enable growth through impactful engagements. From the inception of 7even Interactive through impactful campaigns crested for Fidelity Bank, Hero Beer, Total PLC, GOL and Uber, we have not shied away from doing the needful," Taiwo disclosed.

He emphasized that the agency's success stories are driven by its people, "The driving force of 7even Interactive is the people. We do not intend to take the people for granted. We start solving every problem starting with the people (internally and externally) from a design thinking point of view."

## Innovative Marketing Strategies

"Our vision is to be the best innovative solutions - providing company that builds successful businesses," the agency in a statement disclosed.

In line with its vision, it leverages data, creativity, design thinking, and technology to create award-winning marketing strategies.

One of its laudable campaigns for a client recently is the "Aha G! Efula: May Your Name Never Be Forgotten" Campaign done between 2020 and 2021.

As part of the brief, the agency was told to deliver a 360 thematic campaign to entrench Hero Lager as the most loved beer brand within the South East and South-South parts of Nigeria. This led it to tap into very distinct insight into the importance of one's name. It had at the back of its mind that at the heart of every Igbo man's daily effort is the strong desire to leave his name in the sands of time, to build a legacy.

As part of the strategy, to kick off, Hero's social media handles went nameless. All Hero brand marks were taken off the accounts for 24 hours creating a frenzy and widespread conversations about the brand and its nameless pages.

After 24hours all handles returned to ignite conversations amongst consumers nationwide with the question "What is in a name?" distributed as a digital video ad and as a radio commercial.

In 2 days, Hero Lager generated earned media value of \$85,000 with over 2,500 editorial mentions. Hero Lager and the hashtag #MyNameMyHero trended top 5 nationwide, sitting at #1, #3, and #5.

"Next, we set up a microsite requesting consumers to celebrate their names and take the name pledge. Over 15,000 name signatures were generated with an engagement rate of >10% on digital.

"Many Igbos travel back to the East to celebrate the festivity. We seized the opportunity to reinforce the campaign by activating the 2 biggest bus stations en route to the East. Hero created pitstops where consumers could sign the name pledges in person on billboards. In two (2) days, we received over 1000 signatures from consumers," the agency disclosed.

Similarly, in furtherance of celebrating its legacy and name, it unveiled a new brand ambassador – one of the biggest Hip-hop Names out of Nigeria (Rudeboy of the famed P-Square duo). This name reveal was a hit, generating earned media estimated at over \$300,000. Then came the launch of the My Name, My Legacy TV commercial, which positively received over 7 million video views.

The campaign results from Aha Gi Efula speak for themselves. Brand power regained growth with over 1.3 points and brand share grew by 1.0 points versus the previous year. Brand Volume growth of 14% versus the previous year. Estimated Earned media of over \$500,000 from the campaign.

Hero Lager continues to live up to its name and purpose by inspiring its consumers to be the Heroes. Aha Gi Efula! (May Your Name Never Be Forgotten).

These innovative strategies have also been implemented for brands like Wild Turkey Bourbon, a global whiskey brand which wanted to entrench itself seamlessly into the Nigerian market without losing its global brand essence. The agency creatively took the global campaign themed "Trust Your Spirit" and created a toolkit for the Nigerian Launch.

Another global brand the agency has launched into the Nigerian market, is FastFast, a quick service e-commerce grocery delivery platform. One can say that, whatever the brand's need, 7even Interactive always has an innovative solution to meet these needs.

## Achievements

"With your entire focus on your goal, you will reach levels of achievement that you never thought possible," Catherine Pulsifer, a popular author once said.

For its creativity and originality, it has won several laurels both locally and internationally. Recall, in 2017, the agency recorded an unprecedented feat as the only agency in West Africa to win the Loeries award. Since then, the agency has amassed several other awards for amazing creative advertising.

Recently, the Agency participated in the prestigious Lagos Advertising and Ideas Festival (LAIF) Awards and recorded its name in the LAIF table of winners. 7i poetically carted away 7 awards, putting the total toll of awards won by the agency at a solid 29 awards, both home and abroad. Based on the agency's latest outing at the LAIF Awards, 7i has solidified her standing as one of the top 10 agencies in Nigeria with 1 Gold, 2 Silver and 4 Bronze.

## The Future

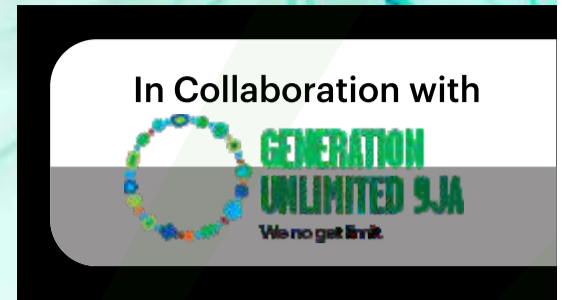
Speaking on the agency's plans, Olalekan said, "If we call ourselves a creative powerhouse, it will only make sense that we begin to create opportunities ourselves. We need to leverage technology and make it a major enabler to many of the solutions we are already used to creating.

"This means we need to start training our people to acquire new skills that can prepare and position us to be able to deliver such value. We are harnessing the power of data to fuel ideas, whilst at the same time expressing those ideas with the aid of technology."

He added that more should be expected from the stables of the agency in 2022 and the next few years, especially "A more design thinking approach to how we create solutions and campaigns."



L-R: The Team - Akinyele Olalekan, Taiwo Agboola and Adebisi Ajayi



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# Inaugural Eko Climathon Officially Kicks Off July 8

The stage is set for the maiden edition of Eko Climathon, a hackathon competition organized by the Eko Innovation Centre in collaboration with Generation Unlimited 9ja, and Eko Carbon, CommodityXchange and Hazon Capital.

According to the organizers, the entire contest is scheduled to run from May till August 2022. The official launch of the hackathon which will take place on the 8th of July, 2022, was preceded by free registration of contestants from

30th May to 1st July, 2022.

Organisers also revealed that all contestants would thereafter participate in a pitch event on 12th August, 2022.

Subsequently, shortlisted finalists would compete for the grand prize of \$9,000 on 19th August, 2022. They would also benefit from Eko Innovation Centre's accelerator program with up to \$50,000 equity investment, and 3-months mentorship with industry experts.

According to the organisers, the hackathon

was curated by the organizers to address the global threat of climate change, by exploring technological innovations which would bring the world closer to the goal of net-zero emission by year 2050. Contestants are to develop new ideas or improve upon existing products or solutions based on the following focus areas: agriculture, food and waste; circular economy; energy; industry challenge; nature-based solutions challenge; and transportation challenge.



# NBC Drives Women's Economic Inclusion With Recycling Bank

The Nigeria Bottling Company (NBC) Limited has set up a recycling bank to drive the economic inclusion of women in the country.

The initiative is to bring recycling closer to coastal communities and raise awareness on responsible disposal of waste, especially plastics while empowering vulnerable women in the community.

NBC's Corporate Affairs and Sustainability Director, Ekuma Eze while speaking at the launch of the Recycling Bank at Elegushi Beach said the launch was in line with the company's



commitment to bring recycling closer to the communities. He added that the project was also in commemoration of the 2022 World Environment Day.

Eze reaffirmed the company's commitment to environmental stewardship by organising beach cleaning and tree planting activities to create awareness on the importance of safeguarding the earth's finite resources.

The Recycling Bank at Elegushi Beach is one of the seven recently constructed by NBC in partnership with MEDIC. This brings the total number of Recycling Banks built by the Coca-

Cola System to 22 in Lagos and Abuja.

Managing Director of Lagos State Waste Management Authority (LAWMA) Ibrahim Odumboni hailed NBC for its efforts, saying the initiatives will help to reduce environmental hazards plaguing the coastal community.

He said: "I appreciate the remarkable role of NBC in supporting the Food and Beverage Recycling Alliance (FBRA) to press for progress. It has also allowed us at LAWMA to create a value chain with the support of LASEPA, Ministry of Environment and other partners."

# Access Bank, ACI Clean-Up Alpha Beach On World Ocean Day



In commemorating the 2022 World Ocean Day, leading financial giant, Access Bank recently partnered with the African Clean-up Initiative (ACI) to clean up Alpha Beach in Lagos.

The World Ocean Day which is celebrated every June 8 globally is to create more awareness of the impact of human actions on the ocean and to establish a worldwide movement of citizens for the oceans.

The clean-up for the beach on this year's World Ocean Day which is themed "Revitalization: Collective Action for the Ocean," saw volunteers in their tens defy heavy rain to clean up the beach and advocate for environmental sustainability.

This was made known in a statement

signed by Dr. Alex Akhigbe, Chief Executive Officer, ACI, on Monday in Lagos.

In his address, Akhigbe expressed appreciation to stakeholders and Access Bank for working together to ensure that projects like the clean-up exercise reach the most vulnerable communities.

He said: "Rural communities contribute less to environmental pollution but are most at risk of the devastation it causes as it is an unfair reality that is why the work we do with partners like Access Bank is important.

"Local communities need to be enabled to fight this crisis.

"This World Oceans Day is significant in this pursuit; we remain committed to the people, volunteers, and community we

serve."

The CEO expressed gratitude to all partners whose support has proved invaluable to the success of the project such as the Recyclers Association of Nigeria, Lagos Recyclers Association, and Lagos Waste Management Authority.

He also thanked the Alpha Beach community and especially volunteers, who have remained dedicated to environmental sustainability.

A "Green Certificate" was presented to the volunteers for their dedication to contributing to a healthy environment.

The cleanup of the shorelines yielded a total of 384kg of solid waste and 60.2kg of recyclable waste at the end of the exercise.

# Microsoft Partners Flapmax To Empower 12 Startups

Global Tech Company, Microsoft in partnership with Flapmax has empowered about 12 Startups in its FAST Acceleration Program.

The program was organized to boost sustainability and also create an avenue for SMEs to be introduced to a plethora of opportunities for business growth and market visibility.

However, Flapmax is part of Microsoft's strategic partners across Africa and beyond to support the enablement of over 10,000 Small and Medium Scale Enterprises and Startups to grow and develop their businesses for economic growth and the creation of opportunities for young people.

Speaking at the event, the CEO of Flapmax, Dave Ojika, assured the Startups that Flapmax in partnership with Microsoft would continue to

provide the needed support for growth.

He explained that "In partnership with the Microsoft team, we are bringing together a unique mix of technology business and innovative entrepreneurs to build and scale societally impactful solutions that enable digital transformation across industries, as well as an introduction to cloud and AI-integration tools designed to unlock new value for their businesses."

According to Gerald Maithya, Startups Lead, Microsoft Africa Transformation Office stated that "Microsoft believes that African startups are well-placed to become a cornerstone of the African digital economy, with relevant solutions to local societal challenges. Participation in the FAST startup accelerator program will help these entrepreneurs capture available funding

opportunities and plan for growth and future market expansion."

FAST applicants had to be based in Africa, ready to scale or expand within the continent, and have an established product-market fit while addressing one or more Sustainable Development Goals (SDG).

The FAST accelerator program features the following startups: An online platform to buy and sell invoices for businesses in Africa, Africa's most advanced proptech platform in real estate and technology, Building Africa's biggest vehicle data service, Comprehensive precision agriculture platform powered by AI & earth observation, Partner with your doctor; Leverage your data; Pay less; Automated HR for all African businesses.



# Stanbic IBTC Commits N10.2billion To Health Sector

Stanbic IBTC Bank PLC, a subsidiary of Stanbic IBTC Holdings PLC, has continued to partner with stakeholders in the health sector by contributing over N10.2 billion to boost the sector in fulfilment of its corporate social investment initiative pillars in Education, Economic Empowerment, and Health.

According to the Chief Executive, Stanbic IBTC Bank PLC, Wole Adeniyi, said aside from taking part in various strategic partnerships with healthcare providers; the organisation has contributed over N10.2 billion to boost the sector in several ways including through the CBN Healthcare Sector Loan to offer quality healthcare service.

He added that, out of the N10.2 billion, the

bank offered an N6.7 billion loan for the construction of Baze University Private Teaching Hospital in Abuja, and created an N2 billion Special Fund for health care providers to buy equipment and improve health care delivery.

He stressed that through collaborations with various stakeholders in the health sector, Nigerians would continue to have easy access to quality healthcare.

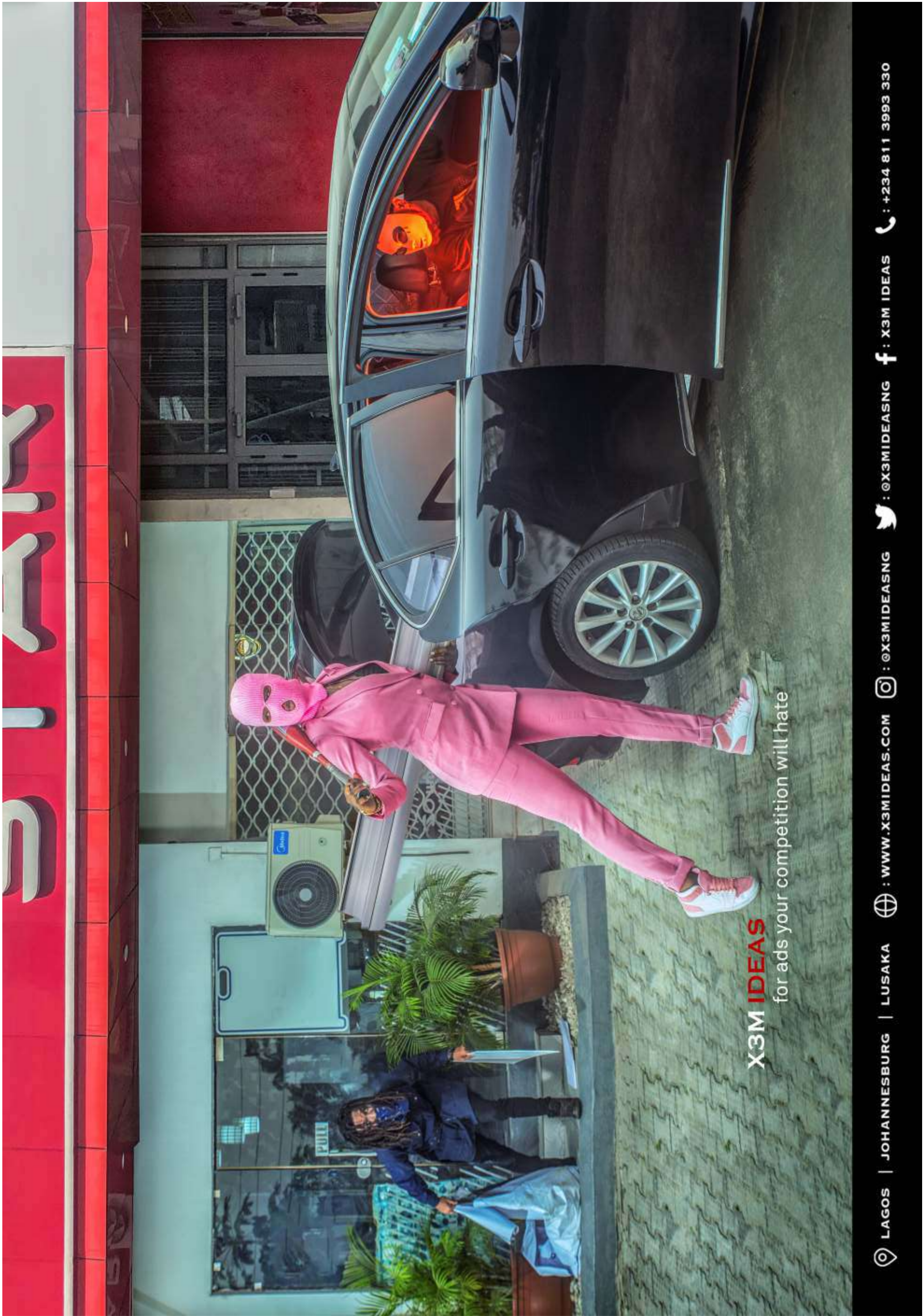
The Chief Executive noted that Stanbic IBTC Bank recently partnered with ISN Medical to offer interest-free loans of up to N1.5 billion to clinics, medical laboratories, diagnostic centres, and other healthcare providers for the procurement of medical diagnostic and healthcare products.

Speaking on the recent ISN partnership,

Adeniyi said: "We are happy to be part of this partnership. We believe that there are several benefits that both parties can derive from this collaboration. The loan facilities will go a long way in enabling healthcare providers to have access to up to N1.5 billion in medical equipment finance. We believe that our goal of enabling healthcare providers' easy access to finance is achievable, especially through ISN Medical, a foremost supplier of medical diagnostic products and services in the country."

He further emphasized that Stanbic IBTC Bank would continue to engage in strategic partnerships that would be of great benefit to Nigerians seeking to access affordable and quality healthcare in addition to growing the health sector of the country.





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## Leading Financial Inclusion In Emerging Markets With Revolutionary Financial Solutions

By Azeez Disu

*“Our strategy has always been to focus deeply on our customers; what their needs are, and where the gap exists within the market. Our purpose as a business is to drive financial inclusion and access to credit, and our Credit-led model, which we consider our unique proposition, has enabled us to grow, attract and retain our over 10 million customers, thereby staying relevant and operational, despite the challenges faced within the business environment”.*

These were the words of Nengi Akinola, Head of Marketing & Branding; FairMoney Microfinance Bank encapsulating the drive behind the great exploits of her organisation during an exclusive chat with Brand Communicator.

The above quote emphasises that customers are ‘kings and queens’ of any business and every strategy must be around them. This is the reason brands go all out looking for innovative ways to engage them to meet or even surpass their expectations.

In the face of a challenging business environment, the Nigerian Fintech ecosystem is gaining momentum, penetration, local acceptance, and interest from global players, and it is significantly contributing to economic growth. Players like FairMoney, a credit-led digital bank, and others are contributing to this growth.

Noteworthy, in the first quarter of 2021, the Nigerian fintech industry generated about \$293.2 million in revenue (with over 70% of the said revenue realised from foreign direct investments) according to a report on the Private Equity And Venture Capital Association, Nigeria website. Meanwhile, the global fintech market size is valued at \$110.57 billion in 2020 and is projected to reach \$698.48 billion by 2030, growing at a CAGR of 20.3% from 2021 to 2030, according to Allied Market Research.

Despite the growth of Fintech and its importance, there is still a huge financial inclusion gap waiting to be filled, considering that many are still unbanked. The value of the unbanked population in Nigeria was estimated at N26.17 Trillion in 2021 according to a dataphyte.com report. FairMoney has been focused on bridging this huge gap with its innovative customer-centric financial products, services, and campaigns since its inception. Basically, it is driven by a single purpose and vision which is bringing financial inclusion to underbanked people in emerging markets.

Understanding that the majority of the population is financially underserved, FairMoney MFB for over its five years of operations has continued to provide top-notch financial services ranging from banking, savings, lending, and investments by leveraging on technology.

It is also democratising financial services in emerging markets and making them available to everyone irrespective of their status. The launch of the “Fair Banking For All” campaign late last year also attested to the giant stride of the company. It is also helping to solve issues of poor access to credit, limited access to top-notch financial services, and driving financial inclusion in the country.

### Revolutionary Savings Product - FairSave

Staying afloat in the face of economic challenges and competition is challenging for most businesses and it is only resistant companies that survive the time. For FairMoney, it sees challenges as opportunities and it remains focused on its target market, the reason it recently launched its innovative product ‘FairSave’.

FairSave is a revolutionary savings product that rewards customers with more money for saving their money. FairSave offers users the opportunity to earn 10% interest per annum on their savings. The flexibility of withdrawal of both principal and interest countless times without penalty or charges, secure platform, and high yields stands FairSave out and puts it ahead of competitors.



Nengi Akinola, Head of Marketing & Branding, FairMoney Microfinance Bank

Akinola explains further, “FairSave is one of the newest additions to FairMoney’s line of innovative financial solutions. FairSave is simply a savings product on the FairMoney MFB app that allows users to save money securely while gaining 10% interest per annum on their savings. FairSave rewards users with daily interest and gives them the flexibility to access their money at any time without a withdrawal penalty or transfer charges. This is revolutionary because it’s an all-in-one savings suite that puts the power right back in the hands of the customers, and money in their pocket; daily, I might add.”

She explained further that the innovative financial solution is for all classes of people, “FairSave is for all classes of people; the financially and not so financially savvy Nigerian. FairSave was made for the upwardly mobile young Nigerian with a fresh outlook to life, who wants to save and grow their finances automatically while chasing their hustle. It’s for the student or Corps Member just starting their savings journey, with long-term plans and financial goals; the worker who wants to save and secure a portion of their monthly earnings, watching it grow as they go about their daily engagements. It’s for the parents who want to manage their finances properly and ensure that after the unending expenses they have to sort out, they have money not only kept safe but growing daily.”

Stating some of the features of FairSave and what distinguishes it from other products in FairMoney’s portfolio, Akinola said “FairSave is our first savings product within the FairMoney MFB product portfolio, and it stands out as the only product in our portfolio that helps customers save money, earn daily and gives the flexibility to access.

“FairSave’s competitive advantage is its high-interest rate of 10% p.a, daily interest alerts that helps you monitor the growth of your savings, the flexibility to access your savings daily without penalties, and its user-friendliness.”

### Using An Ambassador To Connect

In a bid to further push awareness and adoption of FairSave as well as other tech-led but highly needed financial solutions, FairMoney unveiled reality star and entrepreneur, Anita Natacha Akide, fondly known as Tacha, as its ambassador and partner. Tacha has, on the other hand, expressed her excitement in working with the brand, because of their drive for financial empowerment, which is helping businesses grow.

“We decided to partner with Tacha as a brand ambassador because she connects with our target audience; young,

confident, and talented Nigerians who are not afraid to get more out of life.

“Tacha has a strong personality, a positive outlook and she is resilient. She is also stylish, relevant within the tech & Web3 space, future-forward and influential among her community. These are some of the traits that syncs her with the FairMoney Microfinance bank brand.

“Through the FairMoney Microfinance bank and Tacha partnership, we have begun reaching out to a broad class of younger Nigerians - those that need access to credit, carry out day-to-day transactions on their phones, have the need to grow their finances through savings, while unapologetically going for their goals,” Akinola explained.

Tacha also took to social media to announce the partnership, reassuring her fans about the jaw-dropping perks of not only banking with FairMoney but more so saving with the innovative digital bank.

In one of her Instagram posts she wrote, “You guys, come and see! I put some money in FairSave and I actually woke up to some interest!

“See, if you want your money to increase without locking it somewhere then FairSave is for you”

### The Goal of FairSave And Looking On To The Future

Akinola explained further that “The goal for FairSave is simply to help Nigerians develop a healthy savings culture while becoming Nigeria’s go-to brand for flexible savings, high-interest yields, and daily rewards. With FairSave we want to change how people see savings, helping them have access to their funds readily for both short- and long-term needs. We want our customers not only to come to us when they need credit but also to save their earnings with us and watch it grow.

“Our FairSave marketing approach has been a human-led approach. We have noticed that our biggest growth driver has been via Word of Mouth (WOM), and we have leveraged that strategy by launching the FairSave product across various two-way media channels, especially online, to drive positive user experience conversations. We rely on these conversations to drive product trials which then lead to referrals and word of mouth to inspire more people to use the product.

“We have also launched an integrated marketing campaign to drive awareness and reach for this new product across key offline channels. This is to make sure our bigger audience segment is not left out of the opportunity to “Earn Daily” via FairSave.

Explaining some of the innovations that the company has embarked on since she joined them, she said, “My role at FairMoney Microfinance bank as the Head of Marketing and Branding requires me to oversee the marketing efforts of the business, build a differentiated brand identity within the competitive fintech industry, and steer the brand towards a direction best suited to achieve our marketing as well as overall corporate goals. Working with a great team, and being a person that is result driven and fueled by creativity, I have been able to introduce a more creative and fresh approach to our marketing communications, ensuring our ideas are insight-driven and impactful, so far these have resonated perfectly with our target audience.

“I joined the company at a great time when the business was looking to transition from a lending-only platform to a credit-led digital banking platform, and I believe my experience in brand positioning, building brands from scratch, and a thorough understanding of the mass market Nigerian consumer has been very helpful in achieving the rebranding progress we have seen in the last 2 quarters.”

In addition, commenting on where she sees the FairMoney brand in a couple of years, Akinola said, “Going by our current trajectory and considering our innovative products such as FairSave and other revolutionary products in the pipeline, we are confident that FairMoney Microfinance bank will become the preferred hub of all financial transactions in emerging markets.”





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# The World Is Evolving, And So Are We

## – Fikayo Ogundairo, CEO, Webcoupers Consulting

**W**ebcoupers Consultancy appoints Fikayo Ogundairo to the role of Chief Executive Officer. Prior to his appointment, Fikayo was the Director of Brand Management and Strategy at X3M Ideas, bringing over 17 years of experience to his new role. We sat with him to discuss his thoughts on the move, and plans for the future as he works towards driving innovation and growth at Webcoupers.

### The journey so far

Webcoupers is a technology and integrated marketing communication consultancy that has been in operation for over 9 years, focused on driving innovation and growth for forward-thinking brands. Our work fundamentally changes the way businesses and industries operate, creating measurable value for our clients, end-users and community.

Over the last 7 years, Webcoupers has fulfilled its mission to grow businesses with locally relevant solutions. Since then, we've managed over 50+ clients and projects in Nigeria, delivered successful campaigns, built digital products and grown our revenue.

My move to Webcoupers was inevitable as I was sold on what the organization is trying to achieve. More importantly, I saw the opportunity to further leverage the tech space where Webcoupers has proven itself as a key player and also use this opportunity to expand Webcoupers Consulting into a full-scale Integrated Marketing Communications Agency, bringing the best of both worlds to tech and integrated marketing communications, developing strategies and building products that will help businesses grow and make people's lives better – helping them unlock new levels of growth and value.

### Access Sidebar

Aside from our transitioning into full IMC, I would like to see Webcoupers continually at the forefront of innovation, while we have seen how quickly things can change and how unpredictable the future can be. Rather than chasing the next trend we strive to be the pioneers leading new innovation in advertising and technology.

### The switch

Webcoupers has always referred to itself as a solutions-oriented company. We see ourselves, not just as an agency, but as a company that partners with brands to create solutions with humans at the core and brand growth as the outcome. So this pivot to a full IMC agency comes from the same ethos of providing solutions that can grow brands.

Over the years, we found that we could provide the distinct results that our clients needed in sectors that were not necessarily what we were known for. As a result, while we may have started out as a tech company, we leveraged opportunities to provide solutions which led to our expansion into marketing (digital, content, strategy etc.) and now, into a full-on tech and IMC agency.

The next wave of innovation is upon us and the future of IMC is in our ability to usher in norm-changing strategies that align with our client's needs and produce results. I believe the future of advertising will be driven by Agencies that can offer more. In order to succeed, Agencies will inevitably have to become a one-stop-shop with a variety of services that are not only efficient but can help brands and service providers achieve their business objectives no matter the size of the business.



Fikayo Ogundairo, CEO, Webcoupers Consulting

### Development of marketing communications in Nigeria

While marketing communication has come a long way, with the development of new technologies, the pandemic is perhaps the biggest factor that has accelerated and affected development in the sector. This has forced most companies to rethink their business strategy and even work structure. Therefore, it is important to leverage available data that properly represent and give insights into consumers, as they are ever-evolving. This then pushes the need for IMC agencies to evolve along with these consumers and use these data and insights to provide real solutions to address real issues, as opposed to the way things were done in the past.

### The world is evolving, and so are we

The innovation of technology has changed the way we work, play, connect and live. We believe the predictors of the future are those that build it. So much has been built in the last two decades and as we are approaching the new age, we believe the winners of the next decade will be innovators that figure out how to make people's lives better and help businesses leverage their core objectives, target the right audience with relevant content.

### Challenges and what to expect

The challenges in the sector are not specific to Africa alone, businesses are looking for better justification for advertising spend and as the pandemic has shown, things can change rather quickly. So I would say the major challenge for the sector is showing how much more we can impact the bottom line for business which is often revenue. Also, the region has such diverse cultures and socioeconomic realities that it is difficult to paint the African advertising sector in broad strokes. However, if I had to generalise it would be that digital marketing is still in its infancy in the region yet and for agencies in the

### What sets us apart

We are a team of brilliant, vibrant and passionate digital natives combining creativity and tech to drive measurable growth for businesses – small and large. Despite our diverse backgrounds, we all have a common love for tinkering and creating. Our work fundamentally changes the way businesses and industries operate and more importantly improves the lives of its diverse end-users and community. We are also very nimble, young and daring with diverse experience from multiple fields of expertise.

### Expertise

In our zeal to grow businesses with culturally relevant world-class solutions our expertise cuts across Strategy, Digital Transformation, Product/Service Design (Software Development), Marketing, Radio/TV production and Activation. In recent times, Webcoupers has made a move into the integrated marketing space, with plans to further create innovative human-centred solutions for brands across Nigeria and Africa. We have worked with brands across various sectors, including; tech, telecommunications, finance, e-commerce, FMCG, Aviation and more.

Webcoupers as I mentioned earlier, is a technology and IMC agency, as a result, we have diverse talents, products and platforms that enable us take on projects that cut across software development, website development, app building and more, we also have our marketing arm that cuts across strategy, digital, creative, content, radio & TV Production to name a few.

We have a sister company called Sprout LMS, formerly Haptics, which recently transitioned from an offline/hybrid learning platform to a cloud-based e-learning management solution that makes it easy for educators, training academies and universities to create, deliver and manage online courses. Furthermore, Using cloud technology and scalable infrastructure, we've built a lightweight mobile compatible online learning platform so educators can focus on what matters the most whilst delivering quality education.

As a company we pride ourselves on being able to deliver quality and meaningful innovative tools that will leave an impact on our society, hence our drive to create more digital products and services that can help businesses become more competitive, drive deeper connections, grow their business and achieve their objectives.

In line with this, our latest product currently in development aims to do just that. I won't say too much on it right now, but be sure to watch out and check it out when we launch later this year.

### Our core values and operational philosophies

At Webcoupers, we value innovation, creativity and results – We have a keen interest in what it takes to be an innovative company, so lately we have observed what are the game-changers for brands. The insight from this is that legacy brands are finding it hard to navigate the digital space in an agile way and also lack the resources to make use of their marketing data in an effective way.

This is why we are hugely invested in marketing technology and data analytics. We have built a multi-disciplinary team of strategists, engineers, designers, and data scientists that can help brands make sense of a dynamic market and help them go to market the right way. This kind of introspection about how we can do things differently and constantly stay at the forefront of innovation is at the core of our operations..

### Regulatory compliance

In line with the laws of our distinguished profession as mandated by the Association of Advertising Agencies of Nigeria (AAAN), plans have commenced in essence to ensure we are duly registered (as an entity and practitioners) with the relevant bodies as we make this transition.

*“The next wave of innovation is upon us and the future of IMC is in our ability to usher in norm-changing strategies that align with our client's needs and produce results. I believe the future of advertising will be driven by Agencies that can offer more. In order to succeed, Agencies will inevitably have to become a one-stop-shop with a variety of services that are not only efficient but can help brands and service providers achieve their business objectives.”*

sector, there is still the challenge of getting clear messaging and clearly defining their target audience because of how diverse cultures and even languages are across different countries. It's never one size fits all.



# MarkHack 1.0

## THE MAKING OF NIGERIA'S FIRST MARKETING & MEDIA HACKATHON

By Azeez Disu & Ganiyat Ganiyu

Innovation is the unrelenting drive to break the status quo and develop a new where few have dared to go," Steven Jeffes, Marketing & Business Expert once said.

Today, technology is giving birth to innovations disrupting the business landscape, and changing the status quo in line with Jeffes' quote. Innovators are also coming up with solutions capable of changing the world, and techpreneurs are taking full advantage of them.

For example, in Nigeria, there are many stories of young innovators developing new tools that can change the quality of life in society. We have heard of the smart meter, the Smart Bra device that detects breast cancer faster, and the creativity of a photographer who took photographs of an old drummer identified as 'Baba Onilu', and sold the pictures online as NFT, and was humane enough to give the drummer 50% of the proceeds.

These success stories of techpreneurs are also attracting investors across the world to the country and helping to position the country as a tech innovation hub in Africa. To help the ecosystem further flourish, more hackathons are springing up as rallying points for innovators to come up with bespoke tech solutions with deep insights that can take their business to the next level.

Technology and the quest to change the status quo have brought about the emergence of hackathons. From a definition point of view, a hackathon, according to Wikipedia, is a sprint-like event in which computer programmers and others involved in software development, including graphic designers, interface designers, product managers, project managers, domain experts,

*"We have never had any hackathon in marketing, we have never had people challenging the frontiers, and we have never had people trying to bring in technology to the very heart of how we intend to engage. Yes, it was tasking and demanding, but it was a rewarding three-month journey. We were quite excited about the maiden edition and the kind of support and encouragement that we got from the ecosystem as a whole."*

and others, can collaborate and compete intensely to create tech-driven solutions. Across the globe, it is one of the rallying points for innovators to come up with bespoke tech solutions that players look forward to getting insights that can take their businesses to the next level.

Remarkably, John Lorinc, a Toronto journalist, in one of his articles titled "Stop wasting your time at job fairs and head to a hackathon," said hackathons have become the tech crowd's version of job fairs and have also become a widely accepted way for companies and other organisations to crowdsource new problem-solving apps. He added that they have evolved into essential networking venues where tech talent and potential employers can interact regularly.

The modern hackathon was coined by Niels Provos and dates back to when OpenBSD hosted a cryptographic development. Since the initial hackathon on June 4, 1999, other hackathons have sprung up around the world in a variety of industries, with tremendous results. For example, Eko Innovation Centre created the Smart Meter Hackathon to address a problem in Nigeria's power sector, and many others are springing up to address problems in other industries.

Prior to 2022, the country didn't have any industry-driven hackathon that assemble innovators to proffer solutions to challenges in the media and marketing segment.

With its goal of creating lasting solutions to real-life marketing challenges, Eko Innovation Centre, in collaboration with GDM Group, recently debuted the maiden edition of its Media and Marketing Hackathon tagged "MarkHack 1.0", which is regarded as the first of its kind in Nigeria. Both companies belong to the same holding company, Hazon Holdings.



L-R: Hakeem Popoola Fahm, Lagos State Commissioner for Science and Technology; Debola Williams, Group CEO, Red for Africa; Tolulope Tomori Adedeji, Marketing Director, Anheuser-Busch InBev; Victor Afolabi, Founder of Eko Innovation Centre and Curator of MarkHack 1.0; LiveBic, Winner of MarkHack 1.0, Ernest Ogbanefe and Shadrach Akao; and Tubosun Alake, Special Adviser to the Lagos State Governor on Innovation and Technology at the closing ceremony and Gala-night of the maiden edition of the media and marketing Hackathon tagged "MarkHack 1.0" organized by Eko Innovation Centre and GDM Group which was held in Lagos recently.

### Breaking The Ice

Like a Guinness record-breaking event, Eko Innovation Centre and GDM Group launched MarkHack, an event that has picked up the mantle to change the marketing and media landscape permanently with tech solutions that will disrupt and tackle the challenges faced by the industry.

The Eko Innovation Centre is one of the country's most influential tech hubs, and GDM Group, Nigeria's leading marketing and innovation company, has risen up as another key player whose previous collaborations with like-minded individuals have brought about events like the Art of Technology Conferences and the Lagos Smart Meter Hackathon. So, the launch of Nigeria's first-ever media and marketing hackathon called MarkHack 1.0 by the two organisations didn't come as a surprise to many stakeholders considering their pedigree.

Two formal activities encapsulated the arrival of Nigeria's first hackathon. The official launch of the hackathon and the grand finale They were held on April 8 and May 18, 2022, respectively, at the D'Podium Event Centre, Lagos. The events were well attended by innovators, entrepreneurs, policymakers, marketing, and media professionals, while many others across the world joined the event virtually. Prior to that, it had a call for registration from participants across the world between February 27th and March 20th while the Pitch Event was held between 27th and 29th April where each teams pitched their ideas and the top ten teams were selected to pitch at the Grand finale.

The teams competed for the \$20,000 prize pool and an acceleration programme with up to \$50K equity investment to get their products ready for the market among other benefits.

### From Ideation to Realisation

Afolabi Victor Olugbenga, Founder of Eko Innovation Centre and Curator of MarkHack 1.0 explained that the hackathon is "A gathering of innovators, entrepreneurs, Policymakers, and Marketing Professionals, to create solutions to real-life Marketing challenges in an intense period of time. Using creativity, technology, and mentoring, resulting in prototypes, fresh new concepts, and innovative usages of tech for Marketing and Media."

Describing the journey of MarkHack 1.0 from ideation down to the grand finale, Victor Afolabi said: "It was a three-

***"The team was trimmed down to 30 teams of 5 people each, and they were subjected to the pre-selection jurors. The job of the pre-selection jurors was to select the best out of the 30 so we can pick the strongest 10 of them. From there the process moved to the mentors who had another 10 sessions of mentoring."***

month journey and it was quite intense."

It was a very tiring and very demanding journey because for an initiative like this, you need to keep everybody's eyes on the ball for the long duration it will last. Getting everybody's commitment was not just about an organization's initiative but bringing together people in the ecosystem. Bringing the best of minds who are already saddled with their daily operational issues and challenges and getting people to understand the purpose behind it. It was a difficult and time-consuming journey, requiring numerous phone calls and engagements to be able to curate.

He added that the event had professionals who were jurors and mentors. "We had 65 professionals across marketing and media that were part of the whole journey." They served as pre-selection jurors to mentors and final jurors. We also had input from other advisers and experts. We had marketing minds, about 70-75 of them. Getting these teams, volunteers, co-curators, or co-sojourners together was not a very easy task, especially when it was not something that had been done before," he said.

Victor Afolabi also declared that the debut of the event this year marked a new beginning in the industry: "We have never had any hackathon in marketing, we have never had people challenging the frontiers, and we have never had people trying to bring in technology to the very heart of how we intend to engage. Yes, it was tasking and demanding, but it was a rewarding three-

month journey. We were quite excited about the maiden edition and the kind of support and encouragement that we got from the ecosystem as a whole."

He said the purpose of the event is to disrupt the industry before the industry is disrupted, "Of course, we will continue to refine and make it a bit more focused as we move into the future but the beauty of it is that we felt we should be the one, together with the eco-system, championing our disruption."

The whole three months process from the call for application, to pre-selections, to selections by the Jurors who are the best of minds in marketing, to the mentorship, helped the innovators to achieve some improvement in product marketing. We made them understand the concepts in marketing and media. That is just the first phase of the journey."

"The second stage of the journey is the start of the acceleration program with Eko Innovation centre. The acceleration programme is a three-month journey of the 10 winners with experts, professionals, and mentors. Guidance and mentorship were provided to help the contestants bring out solid solutions that will really grow the marketing and media industry."

He explained further that "The biggest objective was to be sure we could see revolutionary products." With over 500 entries, narrowed down to 100 teams, and then 10 out of that finally made it to the final, which is just 10 percent coming to pitch at the finale, and the top 5 emerging, I think the objective was met. We like what we saw and we'll be working with them in the next three months along with some brilliant minds in the ecosystem to move their products from ideation to visible product. Testing and getting those products commercialised, we'll be adding to the portfolio of solutions that are available to media and marketing experts on how we can further engage and improve the experience in the ecosystem. To a large extent, the maiden edition is the beginning of the journey and we are excited about what the output will be.

### The Process

The Markhack 1.0 process began with over 500 individuals who registered to participate in the hackathon from 72 locations; 5 countries (which include Nigeria, California, USA, Kenya, Pakistan, and London); and 3 continents (Africa, Europe, and North America).

The participants were split into teams of 5 and were required to work together for 3 weeks, brainstorm, and come up with new concepts based on their areas of focus. They were also sub-grouped into 8 focus areas, which include consumer experience, media consumption, consumer recruitment & interaction, trade & retail engagement, analytics and metrics, events marketing, media monetization, and content creation.

Each team pitched their ideas to a respected jury of experts in the subject matter, and the best 10 teams were picked by the jurors before only five emerged as winners at the grand finale. Overall, the hackathon had 21 mentors, 30 selection jurors, 8 speakers, and 8 final jurors who participated in the event and are the industry's best with decades of experience in marketing, media, technology, business management, and others.

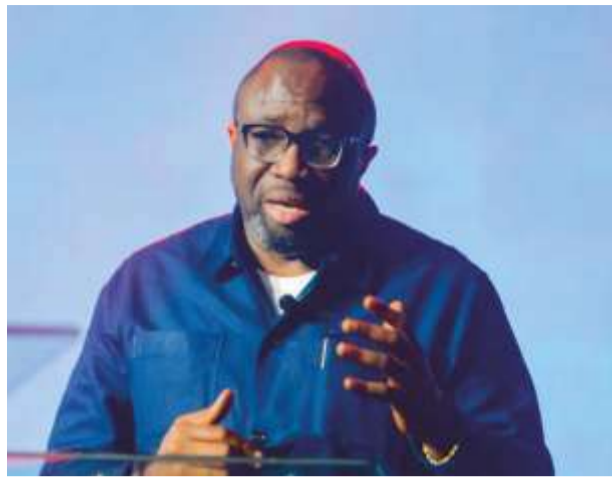
The 100 teams were then split into 8 focused areas listed



MarkHack registration



Tunji Adeyinka, President, EXMAN



Dr. Idoreyen Enang, President, NIMN



L-R: Edwin Ajogun, Country Director, Eko Innovation Centre; Seyi Tinubu, CEO/Chairman, Loatsad Promomedia; Franklin Ozekhome, CEO & Head of Growth, Identiture Africa; and Muyiwa Aleshinloye, Head of Marketing, Wakanow at the closing ceremony and Gala-night of the maiden edition of the media and marketing Hackathon tagged "MarkHack 1.0" organized by Eko Innovation Centre and GDM Group which was held in Lagos recently.

below, which include: Consumer Experience, Media Consumption, Consumer Recruitment & Interaction, Trade & Retail Engagement, Analytics and Metrics, Events Marketing, Media Monetization, and Content Creation.

He further revealed that, "The team was trimmed down to 30 teams of 5 people each, and they were subjected to the pre-selection jurors. The job of the pre-selection jurors was to select the best out of the 30 so we can pick the strongest 10 of them. From there the process moved to the mentors who had another 10 sessions of mentoring.

"The mentors helped them to coach them for the final pitch. At the grand finale, they pitched to the final jurors, eight of them from diverse walks of life. We had agency people, PR, Brands, and Marketing. They finally picked the final selection of five winners supported with cash gifts from the rank of top 10. Of course, the top ten will be going for acceleration which started on June 1st and will last for the next three months, to see how we can launch them as organization or as a company that can now begin to create value for clients.

This project was totally owned by the industry experts and the jurors, they decided everything. They were impartial, they had no biases, and they had no preferences, based on their wealth of experiences within the marketing and media space they built consensus before their final decisions" he stated.

### The Jurors

The winners were judged by highly respected industry professionals, which included Steve Babaeko, CEO/Chief Creative Officer, X3M Ideas & President, Association of Advertising Agencies of Nigeria; Iquo Ukoh, Director, Board of Directors, Letshego Microfinance Bank Ltd; Uwem Uwemakpan, Cofounder of Ingressive Capital; and Tolulope Tomori Adedeji, Marketing Director, Anheuser-Busch InBev; Debola Williams, Group CEO at Red Africa.

Others are Joseph Agunbiade, Cofounder, BudgIt; Kayode Oladapo, Assistant Regional Manager for Zone AOA (Africa, Oceania, and Asia), Nestle; and Jide Sipe, Head of Marketing and Corporate Communication, Ecobank Nigeria.

Victor Afolabi said, "The jurors made the difference." Remember, it is not about us as I never saw any of the ideas. I was not in any of the pitches. However, the jurors made the difference, and for us, it was just to get a multi-generational team of jurors with diverse experiences across the board. So, we had a mixture of timeless marketing experts and young marketing experts.

"We had people who are digital natives and people who had done marketing when there was practically nothing to use. We were looking for the best of minds that would be able to

appreciate and teach what they see as a trend that will shape the future of marketing and media and, of course, the availability of some of the businessmen. They make the difference. We went after the best minds who were seen as doing great things and had diverse experience that they could bring to the table. For us, they ultimately were the ones who decided, and they are the final decider of the output, so all the kudos go to them."

Recounting her experiences and her role in the hackathon, one of the jurors, Tolulope Adedeji said "It was a unique experience. Just within weeks of commencement, there were hundreds of entries, and that shows there are several young people out there with ideas that can potentially change the world. It was great to see that Mack hack had a well-organised process and mentors that brought out the top 10. Then, I was brought in as a lead juror at the finale. Alongside, other leaders of the industry, we listened to the top 10 pitches and selected our top 5 winners."

Describing the quality of innovation churned out at the hackathon and their relevance to the marketing and media landscape, she stated "It was relevant. I especially watched out for how scaleable the solutions are. The winner had that going for them. It is a season to think global and Nigeria is as much part of global trends and should contribute to global solutions, not only local ones."

Commenting on where she sees MarkHack in the next few years considering the level of innovation showcased that the maiden edition, she said "I really believe the GDM group and Eko Innovation centre outdid themselves on this. The level of awareness, quantity, and quality of entries, quality of mentors, and jurors, collectively this was top-notch. They can only soar higher from here and we will be here as usual supporting."

### Winners And Emergence of Disruptors

Winners emerged at the grand finale of the maiden edition of Nigeria's first marketing and media hackathon, tagged "MarkHack 1.0".

LiveBic, which comprised Shadrach Akao and Ernest Ogbanefe, emerged as the overall winners from a list of 10 finalists involved in the pitch at the finals. LiveBic won the grand prize of \$10,000 for developing a new platform for content creators to market and deliver their content. Sprayme clinched the second position and \$4,000 prize money for innovating a new way for social gifting and content monetization; Reelbuzz emerged the winner of the third position with \$3,000 for creating an intuitive platform that helps brands connect and command higher brand loyalty; Innovatoras took the fourth position as well as \$2,000 prize money for directing the leads for businesses and turning them to paying customers and Monify

***"We had over 100 participating organisations. We had support from media houses, outdoor agencies, and brands. Many of them made their products available. We were refreshed, for example, by LaCasera, JW, Orijin, Guinness FES, Captain Morgan, Gordons, Smirnoff Ice, Dubic, Lipton, Close Up, Premier Cool, Carex, McVities, Nescafe, and Nestle Water."***

Cookies, fifth position with \$1,000 for developing a browser tool that provides its users the ability to block all unsolicited ads and earn money from allowed ads.

The winners and runners-up will also get working space at the Eko Innovation Centre, while all ten (10) finalists will get mentorship opportunities, among other consolation prizes.

Recall, that the best 10 teams with the most viable concepts went head-to-head at the finale for the \$20,000 prize pool and an acceleration programme with up to \$50K equity investment to get their products ready for the market among other benefits.

Afolabi explains, "proper confidence- building on these newly invented products and service is what they will go through in the next three months, and once they are done, they will become full-fledged companies and we will be available to offer the needed assistance, which we think will help drive the disruption that we anticipate and we expect that they will be better and improve tractions and engagements between marketing media experts and their consumers ultimately."

### Collaboration

"Collaboration is important not just because it's a better way to learn. The spirit of collaboration is penetrating every institution and all of our lives. So, learning to collaborate is part of equipping yourself for effectiveness, problem-solving, innovation, and life-long learning in an ever-changing networked economy," Don Tapscott, Canadian Business Executive, in one of his popular quotes, once said."

In line with the above quote, the organisers of the event collaborated with the stakeholders in the marketing and media industry such as the National Institute of Marketing of Nigeria (NIMN), Outdoor Advertising Association of Nigeria (OAAN), Media Independent Practitioners Association of Nigeria (MIPAN), Experiential Marketers' Association of Nigeria (EXMAN), Advertising Practitioners Council of Nigeria (APCON), among others, to make the event outstanding.

While commenting on the source of funds for the project, Afolabi disclosed that "100% of the funding that was used for this event was sourced internally by the collaborating organisations, which are GDM and Eko Innovation Centre." It's because we are living true to our vision. We are trying to put our money where our mouth is. We believe in innovation, in shaping the future, and we have invested in what we believe in."

"We also had tremendous support from partners," he added. We had over 100 participating organisations. We had support from media houses, outdoor agencies, and brands. Many of them made their products available. We were refreshed, for example, by LaCasera, JW, Orijin, Guinness FES, Captain Morgan, Gordons, Smirnoff Ice, Dubic, Lipton, Close Up, Premier Cool, Carex, McVities, Nescafe, and Nestle Water. When you quantify all these, it brings some value to the table because there is nothing free. It also costs these brands money, and we say a big thank you to them.



The Cohorts

## THE MARKHACK PROCESS



The MarkHack Process

## 8 focus areas:



Focus Areas

Much more than the cash, we appreciate that a lot of people invested their time. That's where we think that's a lot of investment because no matter how much we had to put on the table or behind this idea, we think the investment of the time of the 65 marketing and media experts who were part of this for us, it's also commensurate with their having raised funds.

He added, "We got quite a lot of support in kind, in the investment of time and ideation. A lot of people spent time brainstorming to co-create this. We also enjoyed some level of mileage support from our technical partners—the Lagos State Government office of innovation and technology—and the reason basically is that we believe anything you want to do, you must bring policy makers to the table. One of the frustrations that I think was first encountered in the tech space was that people thought they could always create things outside of policymakers' control. The problem is that you'll find out that policy is always largely behind innovations, and when there is no synergy, it frustrates innovations.

"I'm sure you realized that APCON was also represented." We made sure policymakers were seated, ecosystem people were seated, and then we could all co-create together. For them, they provided support in terms of mentions and mileage. In terms of offering us their time to mentor and encourage the teams, Overall, we were quite satisfied with the kind of support we got from all the stakeholders."

## Thought Leadership Sessions

Thought leadership sessions were input into the whole programme at both the official launch and the grand finale, giving the opportunity for marketing professionals to share insights on trends and proffer solutions to some of the challenges facing the industry.

Delivering his keynote address on the topic, "Tech Disruption in Marketing: The Key to Redefining Consumer Recruitment and Interaction", at the official launch of the hackathon, David M. Raab, Founder/CEO, Customer Data Platform Institute, United State, urged marketers to be innovative, understand the concept of disruption and be deliberate about it, stating "Change is everywhere. Usable disruption is hard to find. Look for strong benefits and good defense. Support disruption with innovative solutions for business success."

The Zone AOA Asst. Regional Manager (Sub Saharan Africa), Nestlé, Kayode Oladapo, and the Principal Partner, Apex

Marketing UK, Dr. Rotimi Olaniyan also spoke on the topics "Experiences in the Marketing Ecosystem, Responding to Modern Consumer and Retail Audiences" and "Rapid Brand Innovation Playbooks" respectively. They cited the importance of data-inspired insights, marketing innovation, disruptive marketing strategies, and technology-driven initiatives among others.

Also, at the grand finale of the hackathon, the President of the National Institute of Marketing of Nigeria (NIMN), Idorenyen Enang, while delivering his keynote address at the grand finale urged marketers to continue to innovate, and know how to use their channels effectively, besides understanding that marketing is not only about integrated marketing communication, adding that they should follow all laid down principles.

Similarly, in a fireside chat, Franklin Ozekhome, CEO & Head of Growth, Identiture Africa; Seyi Tinubu, CEO/Chairman, Loatsad Promomedia; Muyiwa Aleshinloye, Head of Marketing, Wakanow and Edwin Ajogun, Country Director, Eko Innovation Centre called on marketers to take advantage of technology to grow their brands as Metaverse, Artificial Intelligence, and others are being deployed to ease business operations.

## From IMC Leaders

The event was well supported by the stakeholders in the marketing and media industry. It also had government officials in attendance who throw their weight behind it and applauded it for the impact it would make in putting Nigeria on the global map of innovators.

Steve Babaeko, AAAN President and one of the Jurors commended the organisers for coming up with the initiative, especially at this time when marketing and media companies are looking for innovative ways to do business, and pointed out that the innovations displayed at the hackathon are some of the things the industry needs.

In his words, "Have seen brilliant ideas, have seen innovative ideas, and have seen ideas that are capable of changing the marketing ecosystem in Nigeria and far beyond."

In the same vein, Tunji Adeyinka, EXMAN President also

***"We look forward to more partnerships and collaboration in the future, especially seeing how Hackathon will solve treatable systems as they are now better than when we started three months ago."***

commended the organisers for the initiative, thereafter, stated that the innovations at the hackathon will help transform the marketing space and the association is willing to invest in the top innovations at the hackathon.

"Two to three of the ideas that come top, EXMAN is willing to invest, not just by sharing experience but also, we will be looking at the cost. The reason for us is because this is one of the ways to create value for our industry and to move that industry into a space where there is more measurement and where there is more appreciation for the kind of services we offer.

Also, NIMN President applauded the organisers for organising the hackathon as it would help grow the industry and lead to the emergence of martech experts who will be valuable to the industry, urging marketers to innovate before being disrupted by technological innovations.

Some of the government officials at the official launch of the hackathon include Segun Fafare, The Executive Assistant to the Lagos State Governor on New Media, and Olatubosun Alake, Special Adviser to the Lagos State Governor on Innovation and Technology. They applauded the initiative and restated the government's commitment to a technology-driven economy which is in line with the smart city agenda of the current Lagos State government.

On his part, Hakeem Popoola Fahm, Commissioner of Science and Technology, Lagos State at the grand finale applauded the organisers for the laudable initiative and stated that it is a testament to the success of Governor, Babajide Sanwo-Olu's commitment to making Lagos a smart city by digitalizing its operations and providing an enabling environment for technology innovations to be given birth to. He added that MarkHack has shown that Marketers and media practitioners can digitalize operations and the state government would continue to support the ecosystem.

## Challenges

Afolabi explained that they faced some challenges in the course of organising the event but were able to surmount them because of their innovation. "It was that we needed to engage people." The concept of Hackathon is not very popular in this part of the world and is far from being popular in the marketing space, so the greatest problem was people asking about it. I was getting several messages, calls, and SMS from people asking me what the Hackathon concept means and what is going to be the outcome of it. People wanted to understand what our intentions were. I think for us, the biggest part was educating the people to get them to understand the concept, what the outcome will be, and how it is going to have an impact on the eco-system. But we were excited at the end as we know we have helped to improve the awareness and knowledge acceptability of what hackathons can do in the industry.

## Sustaining MarkHack

Speaking on plans to sustain the event and make it an annual showcase of the best of the best innovations from the country and Africa, Victor Afolabi said, "With everything we launch out, we launch them out with 100% determination to keep it sustained." It will be sustained because we are persuaded that we are bringing in value, and if we had not gotten the type of value we look for or the kind of participation we look for, maybe we would have been in doubt. Looking at the way it was fully embraced by the ecosystem, industry, and stakeholders, we think it is something we are more than willing to sustain and put our investments into.

"We look forward to more partnerships and collaboration in the future, especially seeing how Hackathon will solve treatable systems as they are now better than when we started three months ago. We look forward to better collaborations next year. We look forward to kicking up early next year as it is always going to be May every year. This year we started around March, but next year we look forward to starting all conversations by February so that the brands, partners, and collaborators will not have an excuse to collaborate with us.

"As I said earlier, it is not just about the organisers, it is a cooperation of the eco-system, it is a cooperation of the best of minds to see how we can create the future we anticipate. We look forward to greater partnerships with people in the future. Do remember that we also have a similar curation in 2019, Art of Technology Lagos, which was also curated by us. The Art of Technology Lagos has done three editions, always getting bigger every year. The fourth edition will be happening on the 8th of December this year. "MarkHack is 1.0 and for AOT we are doing 4.0 and so we think that it is the same approach and mindset that is behind that creation that will be behind this."

He added that in the next few years, he sees the event expanding to other African countries. He said, "We just needed to grow bigger and better." The ultimate plan is that we intend to run marketing across Africa. Our ultimate goal is to begin to run marketing hackathons across Africa because many of our marketing executives have a scope of coverage beyond just Nigeria and many of them cover South Africa and other African countries. We think that we have a platform that can help to uncover solutions that cut across Africa and our dream is to make it a Pan-African platform.



LAUNCH



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Issue 79

*...linking the future.*



**Pitcher**  
FESTIVAL OF CREATIVITY

# TOP AGENCIES LEADING WITH CREATIVITY

# Pitcher Awards 2022: Top Agencies Leading With Creativity



By Usukuma Ntia

Looking back these last five years of the existence of the Pitcher Festival of Creativity, and its activities so far, it is not in error to decipher that the main goal of the organisers is to rewrite the history of the marketing communications industry in Africa for the better.

In the words of the CEO of CHINI Africa, and Chairman of the festival, Nnamdi Ndu, growth has been steady and consistent: 'we see progress yearly in terms of quality of entries. It was quite heartwarming to hear the jurors this year say repeatedly, 'the standards have gone up this year'. We hope this will be sustained and that African creativity will begin to get the respect it deserves on the world stage".

The Pitcher Festival is a highly- respected annual event, and awards programme that promotes creativity in marketing, advertising, media, PR, digital, entertainment, and related fields across Africa.

Just like the last two years of the awards, programmes for the event this year were virtual and were streamed online. The organizers say the in-person event will return in 2023, The virtual Awards ranged from Gold, Silver, and Bronze, to Grand Prix.

The six categories this year included Channel, Craft, Digital, Entertainment, Good, and Heritage. The Craft category was introduced this year, 2022. Interestingly, according to the organizers, the category has performed well in its first year, competing favourably with other categories in terms of the number of entries.

Still listed for this year are the regulars like The Heritage category which includes entries in Film, Audio, Print, Design, and Outdoor and Activations. The Channel category, was also on the card this year, and it covered entries in Use of Media, Use of Data, Use of Insights and Strategy, PR and Reputation Management, and Integrated Campaigns; while the Digital category covers works in Social Media, Messaging, Apps, Websites, Novel and devices as well as the Integrated Digital campaign that was also newly introduced this year.

The Good category includes subcategories for work done by or for Nonprofit Organizations, a second subcategory includes works done by For-Profit Organizations. Entries in Entertainment were submitted under Entertainment Film, Live Events, Sports, Comic Skits, Use of Music, and Music Video.

The Pitcher Awards entries were judged by six independent juries. Speaking during a virtual interactive session with top journalists recently, Mr. Nnamdi Ndu, expressed satisfaction with the award jurors who did better justice to the entries. He attributed the decision to go for a crack team of industry practitioners as Awards jurors, to the wealth of industry knowledge those practitioners brought to bear while screening award entries.

"We picked the team from different parts of Africa since they are conversant with happenings, trends, and developments in the industry. They did not fail or disappoint us at any stage," he revealed

He expressed his delight that the creativity award which started on a very humble note, five years ago, has continued to attract the attention of agencies and businesses, within the African continent and beyond. This, he attributed to the impact such award has had on their businesses since its commencement.

His word: "We started with few entries from agencies in

***“As Cannes Lions official representative, we are passionate campaigners for creativity. We strongly believe that creativity is a force for business, for good, and for change. We have become a rallying point for Africa’s creative community and a chance for the rest of the world to learn.”***

Nigeria and Ghana, now we attract entries from other major markets beyond Africa, including Singapore and UAE.

"We are excited at the interest the award has continued to garner in the past five years. While we recorded a 30 % increase last year, this year's 60% increase in the number of entries represents a vast improvement on the figure recorded last year.

"As Cannes Lions official representative, we are passionate campaigners for creativity. We strongly believe that creativity is a force for business, for good, and for change. We have become a rallying point for Africa's creative community and a chance for the rest of the world to learn."

With such strength, organisation, quality, and vitality, little wonder the recognition packages from Pitchers stable are so valuable.

The excitement bottled up in Dawn Rowlands, CEO for Dentsu Africa and keynote speaker at the last Women in Marketing and Communications Conference (WIMCA), after winning 51 awards at the last Pitchers could not be contained as she thundered: "In 2010 we saw the possibility of a truly African network. With one client and a vision, we charted a journey, that today we can all be proud of.

"These wins are a result of the radical collaboration between us regionally, and our clients. Having teams that understand what it takes to create African solutions for African challenges, has paid dividends far beyond what we imagined when we began this journey in 2010. But this is just the beginning."

Winning 51 awards at the prestigious Pitcher Awards is no mean feat so Dentsu Africa must have been exceptionally thrilled. entertainment sector.

Dentsu Kenya led the pack by winning the coveted Agency of the Year Award as they received the highest aggregate points across all categories of the awards.

They also won three grand Prix awards and the Digital Agency of the Year Award after picking the highest aggregated points in the Digital, Mobile and Social Craft categories.

When asked about his team's success, Chris Madison, CEO of Dentsu Kenya, said, "Being recognised as one of Africa's truly pan-African awards shows for creative excellence is a testament to our team's commitment to creating authentic African stories that

resonate with the African consumer."

The Dentsu teams' inspiring performance was not limited to Kenya. Dentsu McGarryBowen, Lagos, and Isobar, Lagos all based in Nigeria won gold awards.

Apart from eight Golds and three Grand Prix awards, Dentsu also walked away with 17 Silvers and 20 bronze awards to fill their awards cabinet

Coming to Nigeria Noah's Ark Communications and X3M Ideas led the pack of Nigerian agencies that made outstanding impact at 2022 Pitchers Festival. Noah's Ark captured 31 awards ranging from 19 Bronzes, 10 Silvers, 1 Gold, and 1 Grand Prix. The company also emerged as the Entertainment Company of the year.

X3M Ideas took the second position with 16 awards in total. The awards include 5 Bronzes, 10 Silvers, and 1 Grand Prix.

Other Nigerian based agencies on the winning list are; DentsuMcGarrybowen Nigeria, Isobar, Carat, mediaReachOMD, All Seasons Zenith, Plus Acuity, iProspect, PHD Nigeria Limited, Posterscope Nigeria, Up In The Sky limited, Accelerate TV, Dotts Media House, and Adeptus Advertising.

The growth of Nigeria's advertising sector is quite remarkable. Until the last few years, the narrative was about how Nigerian agencies could compete and win global laurels. Today, the story is changing to what the laurels are doing to the country and the continent, in terms of positioning and marketing.

As one of Nigeria's sectors that have been performing well in global competitions, the creative advertising industry has become a platform for showcasing Nigeria's creativity, projecting Africa to the world, and connecting Nigerians with the rest of the African continent.

**Pitcher Awards - Nigerian Agencies On The Table**

S/N	NIGERIAN AGENCIES	GRAND PRIX	GOLD	SILVER	BRONZE	TOTAL
1	Noahs Ark Communications	1	1	10	19	31
2	X3M Ideas	1	-	10	5	16
3	dentsuMcGarrybowen Nigeria	-	1	-	5	6
4	Isobar	-	1	3	-	4
5	Carat	-	-	5	6	11
6	mediaReachOMD	-	1	4	7	12
7	All Seasons Zenith	-	-	-	2	2
8	Plus Acuity	-	-	-	1	1
9	iProspect	-	-	-	1	1
10	PHD Nigeria Limited	-	-	-	4	4
11	Posterscope Nigeria	-	-	-	1	1
12	Up in the sky limited	-	-	1	2	3
13	Accelerate TV	-	-	1	-	1
14	Dotts Media House	-	-	1	-	1
15	Adeptus Advertising	-	-	-	3	3



Noah's Ark sails through again as one of Africa's top agencies with its dominant Entertainment Company of The Year at the just concluded Pitchers Awards 2022. Noah's Ark hauled in 18 Bronze, 9 Silver, 1 Gold and 1 Grand Prix.



**HYPO WORLD TOILET DAY**

**GRAND PRIX**

**INDEPENDENCE CANDLE**

**3 SILVER**  
**9 BRONZE**

**AIRTEL - GHOST**

**1 SILVER**  
**1 BRONZE**

**AIRTEL RAINMAKER**

**1 GOLD**  
**1 SILVER**  
**1 BRONZE**

**AIRTEL - FAMILY PLAN**

**1 BRONZE**

**HYPO - DETTY DECEMBER**

**3 SILVER**  
**3 BRONZE**

**HACEY FOUNDATION - STAINED STEEL**

**1 BRONZE**

**NOAH'S ARK TERRIBLE TEENS**

**3 BRONZE**

**NOAH'S ARK 10 AD COMMANDMENTS**

**1 SILVER**  
**1 BRONZE**



My Kitchen



Headlines of Innocence



Bad Market



Pounding



Independence Pack



Escape 2020



One Language



To dance with love



## A PITCHER FULL OF AWARDS

1 Grand Prix, 10 Silvers and 5 bronze.  
We call that the real sweet 16.  
Cheers to our brave and collaborative clients.

**X3M IDEAS**

dentsu  
MCGARRYBOWEN.

A NETFLIX SERIES

# KING OF BOYS

THE RETURN OF THE KING

**1 GOLD - 4 BRONZE**  
PITCHERS AWARDS 2022

27 AUGUST | NETFLIX

**THE CHALLENGE:** How do we take a hit cinema movie out of the cinemas and get the audience excited for the sequel's release on the small screen?

**OUR STRATEGY:** We invoked FOMO across the nation by spinning our narrative around the key character of the movie, setting up stunts, events, digital challenges while strategically using the talents and director as macro influencers.

## NETFLIX NOLLYWOOD IS HOME

**2 BRONZE**  
PITCHERS AWARDS 2022

**THE CHALLENGE:** Despite a successful launch in Nigeria, Netflix was not regarded as a great platform for indigenous "Nollywood" content.

**OUR STRATEGY:** Our Campaign tapped into the insight of Nigerians in diaspora coming home at the end of the year and the fact that Nollywood titles are now home on Netflix. We told the story of a homecoming, using Nollywood talents to showcase our culture and lifestyle as they journeyed from various parts of the country to the National Theatre -The home of Arts & Culture.

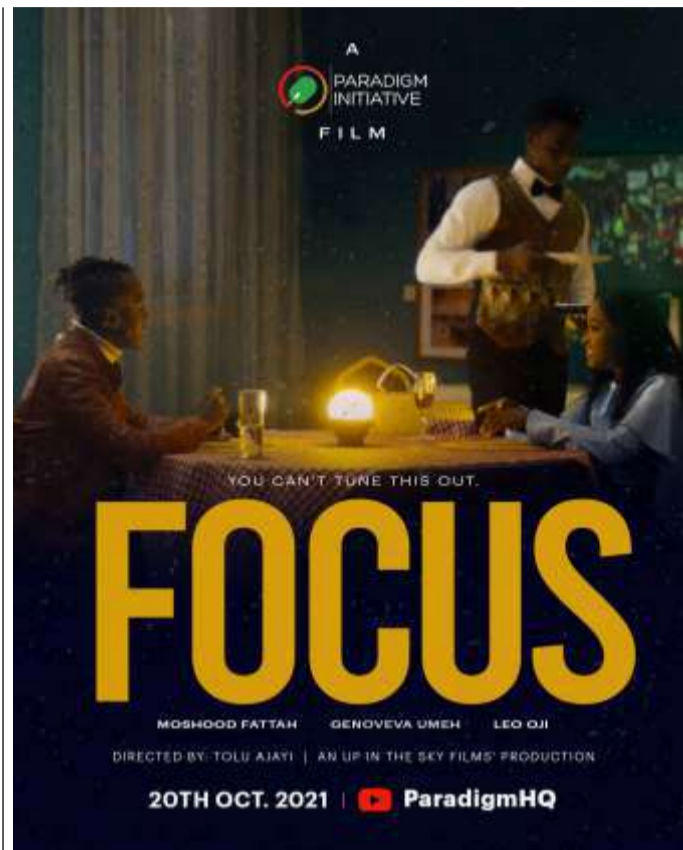
# Celeb rating our wins

4 Awards + 8 Shortlists  
Pitcher Festival of  
Awards 2022

phd

UpInTheSky

# Takes Storytelling For Brands To The Next Level With 'Focus'



By Jeremiah Agada & Ganiyat Ganiyu

On the continent and indeed across the globe, Up the Sky's dominance and strength in Film Craft as well as in storytelling has earned it a reputation that precedes it everywhere it is mentioned. From the creative shop that gave us multi-award-winning short films like 'Closed', 'Oga John,' among others, and from the very first Nigerian creative shop to host a full workshop on film craft at the Cannes Lions Film Festival (From Crap Script to Crazy Film), industry observers say that the agency has earned every laurel and recognition it has received for its strength in that category.

It, therefore, did not come as a surprise to many when the agency's short film, 'Focus' garnered three awards at the recently held Pitchers Festival of Creativity in the Film, Entertainment, and Good categories. The short film which depicts the state of digital rights and inclusion in twenty African countries has also won the 'Award of Merit' in the prestigious Best Shorts Competition in the Liberation / Social Justice / Protest category of the film platform. 'Focus' also won big in the Top Shorts Film festival clinching a 'Best Drama' win and 'Best Director' in the United States.

The film, created for its client, Paradigm Initiative - a digital rights NGO that publishes an annual report on the state of digital rights violations across Africa, is drawn from the client's 2020 Londa report.

The short film creatively explores in a cinematic form this report which depicts the state of digital rights and inclusion in 20 African countries. The short film harnessed the power of storytelling in raising awareness of its research findings and spurring citizen-led actions on the protection of digital rights and government accountability.

## Storytelling For Brands

All over the world, consumers are demonstrating a preference for

content that engages over advertising that just sells. This lends a greater urgency on creative firms and their clients to cut through the noise. Beyond the 60 second ad, the world is fast embracing film as a potent vessel for strong storytelling. This is where 'Focus' shines as a work done for a brand to cut through and pass on a strong message.

The short film documents the series of youth-led civil agitations, protests for absolute online freedom, and violation of rights like the enacting repressive laws, Police brutality, illegal arrest and killings of bloggers and citizens, internet disruptions, and illegal surveillance.

Set in a fictitious African country, the short film advocates for respect for digital rights, and legal frameworks that promote individuals' online privacy and data protection. It clamps down on the threat posed by total surveillance and calls for legislation that forbids data intrusion.

Speaking to this, Oje Ojeaga who founded the agency alongside his co-founder, Idiare Atimomo - both of who marshal operations at the disruptive agency - explains that the whole point around 'Focus' is summed up in one word, vigilance. "The whole point of 'Focus' is to use powerful storytelling to make the audience, look around, draw the line or connect the dots with what is happening around them, as the case may be. Ignorance is no longer tenable. When you are more informed, you can combat misinformation and manipulation more easily."

## The Brief

Paradigm Initiative's 2021 consolidated Londa report examined violations and gaps, investigated the use and application of policy and legislation, highlighted milestones, and proffered recommendations for improving the digital landscape in Africa.

With specific reports from 20 African countries, this report running into almost 100 pages was given to Up In The Sky was to turn into an engaging short film that would hook audiences'

interest across Africa in a way that formal text could not.

This, of course, was nothing the small but dynamic and nimble team of diverse professionals at Up In The Sky could not do. As a team that earnestly believes in the efficacy of storytelling, the multiple awards won locally and internationally in Film, Advertising, and Marketing Effectiveness for clients speaks to that conviction.

## The Work

So how does an agency create a film out of a report? Ojeaga who also wears the hat of the Chief Creative Officer for Up In The Sky gives an insight: "We went to town to write and produce 'Focus', telling two stories at once...one immediately in front of the audience and the other just at the periphery, reflecting how young people need to pay attention to digital rights which inevitably affect everyone. The film was also delivered with French and Swahili sub-titles.

"We then built a campaign to introduce the film to young people using an engaging trailer, theme visuals, visuals from the short film and animated videos to drive anticipation and awareness. The campaign was driven by the hashtag #DontLoseFocus."

Leveraging strongly on the power of entertainment for engagement, the agency was able to put together a tight storyline that is easily relatable to Nigerians and other Africans who didn't need to follow the plot too closely before they grasp what the short film was addressing.

As Atimomo notes, "I have always believed that storytelling is an effective tool in marketing communication and even though everybody sells it, you'll find out that not a lot of people practice it. They are still putting out the regular ads and 30-second spots.

"When your consumers go online, what they want to engage are things that entertain them. It's a no-brainer to create content that is entertaining for them and passes a message. Now, this could be for any type of product or a service or a product where you are telling a story and embedding your communication in that story. So, we have always looked for clients who think differently, clients who are willing to try something new and unique and that is the story of 'Focus.' Focus is storytelling on a different level that has worth," he says.

## Impact

Launched with a digital-first campaign, supported by OOH, bus branding, and a network of social media influencers across Africa, 'Focus' was released on Youtube on the 20th of October 2021 to rave reviews.

With 65K views and 3.9m+ impressions across social media, the film, and the issues of protection of citizens digital rights trended under the hashtag #DontLoseFocus within two days of launch. The film has also garnered recognition, worn awards and nominations as mentioned earlier.

Idiare reveals that the objectives set by the client for the short film have also been met. "One of the core objectives the client wanted was for people to download the report, as the short film is also to stimulate people's interest in downloading the report. This was achieved as there have been more downloads of the report after the film was released than ever before" He adds that the recognition and the awards received so far from reputable international platforms in the advertising and film industry is a validation of the client's goals.



The Co-Founder and COO at Up In The Sky NG, Idiare Atimomo, with the Founder/CEO, Oje Ojeaga



# Growing Africa's Video-On-Demand Giant With Quality Content Creation



By Jeremiah Agada

While a streaming platform like Netflix in its subscriber reports a few weeks ago says that it has lost 200,000 subscribers with a projection of losing further two million subscribers in three months, Africa's Video-On-Demand giant, Showmax is recording massive gains in subscription.

With recent reports from Stears putting Showmax ahead of other stiff competitors in the market Netflix and Amazon Prime in terms of market share in Nigeria, it is no surprise that the subscriber base of the streaming platform has been growing exponentially since it first entered Nigeria. The MultiChoice-backed platform boasts an impressive 31.6 percent share of the market ahead of Netflix with 29.7 percent, according to the report.

Though many industry analysts have said the platform's growth is hinged on the success of the hugely disruptive Big Brother Naija shows that it streams exclusively every year, other findings have shown that Showmax's is equally ramping up huge investment from new content with fresh entertaining shows. This, some analysts believe, is also hugely responsible for the remarkable growth of the platform.

For instance, 'The Real Housewives of Lagos' (RHOLagos), which premiered exclusively on Showmax on April 8, is one such content. The show has broken the record for the most first-day views on Showmax Nigeria.

The Showmax Original reality series trended on Twitter at No.1 in Nigeria and South Africa, and also featured on the trend list in the UK. The cast also trended individually in Nigeria, supported by an official Twitter Event page that sat on top of the trends list for the entire 24 hours. A Twitter Space hosted to recap the launch was retweeted to an even larger

*“Though many industry analysts have said the platform's growth is hinged on the success of the hugely disruptive Big Brother Naija shows that it streams exclusively every year, other findings have shown that Showmax's is equally ramping up huge investment from new content with fresh entertaining shows.”*

international audience of RHOLagos superfans by the official Twitter TV account.

Candice Fanguero, Head of Content at Showmax Africa while speaking on this, said: “The reception of the first episode of RHOLagos across Africa and the UK was beyond amazing; we knew we had a trend-setter on our hands and we're not surprised that RHOLagos is breaking records. Just wait until you see the rest of the season; fans are going to love it.”

RHOLagos follows the lives of six wealthy women in Lagos; Carolyn Hutchings, Laura Ikeji-Kanu, Chioma Ikokwu, Toyin Lawani-Adebayo, Iyabo Ojo, and Mariam Timmer. The show gives an insight into their lives and how they navigate

businesses, family, and friendships.

RHOLagos is the first Nigerian episode of the award-winning franchise, which is distributed internationally by NBCUniversal Formats, part of Universal International Studios, a division of Universal Studio Group. It also marks the 16th international version of The Real Housewives format and the third African adaptation, following the success of The Real Housewives of Johannesburg and Durban on Showmax.

Beyond reality shows like RHOLagos and BBNaija, Showmax brings the best of series for the viewing pleasure of its ever-growing list of subscribers. It recently debuted one of Rotten Tomatoes' most anticipated 2022 series, The Suicide Squad spin-off series, Peacemaker. The highly-anticipated eight-part series picks up where The Suicide Squad movie left off, with Peacemaker returning home after recovering from his encounter with Bloodsport - only to discover that his freedom comes at a price.

The Superhero Series is the first TV show in the DC Extended Universe and the first from creator, writer-director, and showrunner James Gunn (Guardians of the Galaxy 1, 2, and Suicide Squad).

Speaking about the film, Gunn says the spark for the series arose out of one specific moment on the Suicide Squad set. “It's the moment in The Suicide Squad where Peacemaker is holding his gun on Ratcatcher 2, and he's about to kill her; I went into this tight closeup of his eyes... and I see his eyes switch. I see him go to this incredibly sad, vulnerable place. We realise this character is a guy who's doing something he doesn't want to do at all, but that he's going to do anyway, which is shoot a young girl.”

In the series, Christopher Smith, a.k.a. Peacemaker, is played by 16-time former WWE world champion wrestler-turned-actor, John Cena. Of course, it isn't all on Cena. The series has a formidable support cast, including Emmy nominee Danielle Brooks, Nigerian-British actor Chukwudi Iwuji, and Freddie Stroma.

Oscar-winner, Viola Davis also reprised her Suicide Squad role as Amanda Waller, and you should keep your eyes peeled for some 'super' cameos. Peacemaker's fan-favourite hero sidekick, Eagly (voiced by Emmy-nominated voice legend Dee Bradley Baker), also steals the show with a penchant for hugs.

Interestingly enough, Showmax is not always only about the series, movies, reality shows-content alone. Showmax is also about growing the film craft in Nigeria, recognising excellence, and encouraging talents. In March this year, for instance, the streaming brand joined in the celebration of women by honouring 30 women who have made and are making iconic contributions to Nigeria's movie industry, Nollywood.



Showmax boasts of responsive and trendy android and iOS apps

During the month, Showmax published a profile each day about a different woman who has contributed to the industry's growth, from fast-rising stars to A-list actresses and producers. Some of these women included Bimbo Ademoye, Uzoamaka Aniunoh, Genevieve Nnaji, Kate Henshaw, Chineylove Eze, Biodun Stephen, and Tope Oshin.

Showmax also beamed the light on many of the women behind the scenes, without whom Nollywood will not be able to function. This means that Showmax highlighted several Nollywood directors, costumers, set designers, writers, and makeup artists doing exploits. They include award-winning makeup artist Lola Maja, costume designer Yolanda Okereke-Fubara, popular screenwriter Dami Elebe, award-winning set designer and makeup artist Uche Nancy, and many more.

Speaking on why Showmax spotlighted these women, Candice Fanguero had said, "As a platform created by Africans for Africans to showcase and tell original stories that resonate, it is important to recognise everyone that contributes to telling these stories, and particularly the women who have played a remarkable part in the growth of what is one of the biggest film industries in the world. These women, some of who work behind the scenes, have continued to invest their time and talent towards pushing the African narrative, and this is a cause that is very dear to us at Showmax."

In promoting African content and also in Commemoration of Africa Day spotlighted content from each part of the continent, the West, South, North, and East Africa. The 25th of May is tagged Africa Day and it is a day set aside annually to commemorate the founding of the Organisation of African Unity which was created on the day in 1963.

The four titles spotlighted were *The Real Housewives of Lagos*, *This is not a Burial, it's a Resurrection*, *Africa and I* and *Softie*. The first from West Africa is 'The Real Housewives of Lagos.' As earlier mentioned, it is the latest edition of the hit reality TV show franchise and it follows the lives of six of the most glamorous women in Africa's largest megacity; Real Estate Entrepreneur Carolyn Hutchings, lawyer and luxury hair brand owner Chioma Ikoku, Nollywood actress Iyabo Ojo, influencer Laura Ikeji-Kanu, PR expert Mariam Timmer, and celebrity stylist Toyin Lawani-Adebayo. Other interesting West African content includes; *Ghana Jollof*, *Eno*, *The 'Rishantes'*, *'Ghana Jollof'*, *'Movement Japa'*, *'My Flatmates'*, *'The Johnsons'*, and many more.

The second one is from Southern Africa, Produced by Uruclu. Titled *'This Is Not A Burial, It's A Resurrection'*. The movie stars the late, great Mary Twala Mhlongo (*Black Is King*) in her final film role as an 80-year-old widow in Lesotho who finds a new will to live and ignite a collective spirit of defiance within her community when her village is threatened with forced removals due to the construction of a reservoir. The film has won over 33 international awards, including the Visionary Filmmaking Prize at Sundance 2020. Another interesting South African content in Malawi's 2022 Oscar entry, *'Fastani: A Tale of Survival'*.

The third from North Africa is, *'Africa and I'*, a 90-minute documentary about how 20-year-old Othmane Zolati walked, hitchhiked, cycled, and skateboarded over 30,000 km across Africa, through 24 countries. The documentary won the Jury Award for Best Feature Documentary at the Pan African Film and Art Festival earlier this month. Other notable North African contents include *'Cairo Station'* and *'Alexandria Why?'*

Directed by Sam Soko, *Softie* is an Eastern Africa content that follows Kenyan activist Boniface Mwangi as he tried his

***“Interestingly enough, Showmax is not always only about the series, movies, reality shows-content alone. Showmax is also about growing the film craft in Nigeria, recognising excellence, and encouraging talents. In March this year, for instance, the streaming brand joined in the celebration of women by honouring 30 women who have made and are making iconic contributions to Nigeria’s movie industry, Nollywood.”***

hands at politics for the first time in the 2017 elections and finds himself torn between his duty to his country and his family. *Softie* has won five international awards so far. Other notable East African Content include Showmax Original, *'Crime and Justice'* and *'Njoro Wa Uba.'*

All these have contributed in no small way to making Showmax the African King of streaming content. With its resolve to steadfastly remain committed to telling African stories and promoting local talent across the continent, its growth projections by industry watchers are projected to grow even more speedily.

What sets Showmax apart is a unique combination of hit



The Real Housewives of Lagos, a very interesting reality show streaming exclusively on Showmax



Zero to Zero: One of the very educating documentaries on the Covid-19 pandemic streaming on Showmax

African content, first and exclusive international series, premium documentaries, and the best kids' shows. Showmax Pro adds music, news, and live sport from SuperSport.

Subscribers can stream Showmax using apps for smart TVs, smartphones, tablets, computers, media players, and gaming consoles. They can also manage data consumption using the bandwidth capping feature. No internet? No problem - download shows to smartphones and tablets to watch later offline.

Showmax came into existence in 2015. By the December of 2015 when it formally launched, Showmax had expanded its reach to audiences in Europe, Australia, New Zealand, North America and Canada. In May 2016, Showmax expanded to 36 countries in Africa, taking the total number of countries in which Showmax is available to 65. In July 2016, Showmax had passed the 10 million views milestone.

In August 2016, the Showmax logo was changed from framed black and white logotype using camel case to an all lower-case logotype with added dark magenta and teal stripes. Also in August 2016, Showmax launched a bandwidth-capping tool that allows users to choose different quality levels. Subscribers can select either a low bandwidth cap of 0.3 GB/hr, a medium cap of 0.7 GB/hr, or leave usage uncapped. In addition, Showmax added a multiple profile feature including the ability to set up child-friendly profiles with four age settings. By October 2016, Showmax launched Showmax Select and Showmax Premium in Kenya. In January 2017, Showmax partnered with SEACOM to put caching servers in Nairobi, Kenya.

ShowMax is supported by a wide range of devices among which are Personal Computers (using web browsers), Apple iPhones and iPads running iOS 9.3 or higher, Apple TV (4th Generation), Android phones and tablets running Android 4.1 or higher, Android media and TV devices running Android 4.1 or higher and Samsung Smart TVs (2012 and later).

Others are Samsung Tizen Smart TVs (2015 and later), LG NetCast Smart TVs (2012 to 2014), LG WebOS Smart TVs (2014 and later), Hisense Vidaalite 2.0, Vidaa U2 Smart TVs (2016 and later, Africa only), DStv Explora (South Africa, Kenya, Nigeria only), Apple AirPlay, Google Cast (casting from the Showmax app for Android or iOS), Xbox One and PlayStation 4 (South Africa only).

Currently, Showmax Pro is available in Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comores, Republic of Congo, Cote D'Ivoire, DRC, Djibouti, Equatorial Guinea, Eritrea, Eswatini, Ethiopia, Gabon, Gambia, Guinea, Guinea-Bissau, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Réunion, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Saint Helena, Ascension and Tristan da Cunha, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

Outside of Africa, it is available in Andorra, Australia, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Indonesia, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, New Zealand, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, and United Kingdom.



Showmax Pro adds music, news, and live sport from SuperSport



# Promoting The Pride Of Africa At The Adire Lagos Experience

By Ganiyat Ganiyu

The Ecobank Pan African Centre, EPAC, Victoria Island, Lagos, was transformed into an Adire mall as thousands of Adire enthusiasts, dignitaries, and fun-seekers stormed the building for the three-day Adire Lagos Experience.

The Adire Lagos Experience, an initiative of Ecobank Nigeria, was created to promote culture, boost tourism, and the creative industry using Adire as a key driver.

The exhibition was held at the Ecobank Pan African Centre for 3 days, starting from Friday, June 10 till Sunday, June 12, 2022. The event had different music genres of Yoruba origin; an infusion of local food; and a mild atmospheric branding infusion of a wide variety of Adire.



Ibukun Oyedeji with His Imperial Majesty, Ooni of Ife, Oba Adeyeye Enitan Ogunwusi, Ojaja II and Patrick Akinwuntan



Adebukola Ademiluyi, Princess (Dr.) Toyin Kolade (First Iyalaje Oodua of Yoruba Race) and Princess Aderonke Ademiluyi



Patrick Akinwuntan (former MD of Ecobank Nigeria Ltd) & Bolaji Lawal (MD/Regional Executive Ecobank Nigeria Ltd)



Diran Olajoyegba, Ola Ogunlana, Moyo Ogunseinde (MD, Aga Culture & Upbeat Centre)



Princess Aderonke Ademiluyi facilitating a master class during the exhibition



Biya Olagbami, Executive Director & Chief Risk Officer, Ecobank Nigeria Ltd. Kunle Adewuyi, Head HR, Ecobank Nigeria



Moyo Ogunseinde, Ibukun Oyedeji and Bolaji Lawal



Bolaji Lawal, Simi Esiri and Jide Sipe



Daniel Etim-Effiong, Bolaji Lawal and Deyemi Okanlawon



Korede Demola-Adeniyi (Head, Consumer Banking, Ecobank) & Mrs. Sarah Sosan (fmr Dep. Governor, Lagos State)



Caro Oyedeji, ED, Commercial Banking, Ecobank Tokunbo Uko, Regional Treasurer, Ecobank



Biya Olagbami, Eddy Ogbogu (MD, MIH Partners Ltd), Carol Oyedeji, Benson Ogundeji (ED, Greenwich Merchant Bank), Bolaji Lawal, Segun Anjorin and Daniel Ette



Bolaji Lawal with Ofadaboy



Caro Oyedeji, ED, Commercial Banking, Ecobank Tokunbo Uko, Regional Treasurer, Ecobank



Dr. Yinka Sobamowo, Ms. Prisca Soares and Justice Funlayo Atilade



Debola & Kehinde Williams Clarion Chukwurah, actress



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- Understanding Business Finance
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# BRI Survey: Pepsi, Airtel, Glo Emerge Most Vibrant Brands Using Influencers

As brands seek ways to establish deeper, more personalized connections with consumers, and as marketers are tasked with engaging consumers across a growing abundance of channels and platforms, it can be challenging to establish relationships that are genuine and personal.

With a focus on brand building, brands and marketers are continually looking for ways to stay top-of-mind with potential buyers. To do this, many are turning to social media—and influencers—to make more personal (and profitable) connections with consumers. Global marketers plan to increase their social media spend by 53% in the next year, more than any other channel. And social media remains global marketers' most bankable channel, as 64% of the global marketers surveyed for this year's Annual Marketing Report say it's their most effective paid channel.

In recent times, these brands and marketers are engaging social media influencers more heavily than in previous years. This increased focus speaks to both fragmenting media consumption and the significant engagement that many influencers boast across channels like YouTube, Twitter, LinkedIn, Instagram and TikTok.

While influencer marketing was not born out of the pandemic, social circumstances over the past 18-plus months have fostered a stronger need for interpersonal connection among consumers, and social media has delivered. On Instagram, for example, data from Nielsen InfluenceScope, a solution suite that measures social media influencers, shows that the top 10 influencers by engagement rate have a combined 110 million global followers. The top 10 total interactions with those influencers commanded an engagement rate of 28%.

The massive follower bases and engagement rates across social media platforms have not gone unnoticed by brands. The 2021 Nielsen Annual Marketing Report, for example, noted that marketers planned to increase their social media spend more than any other channel, including growing options like online video and podcasts.

Of particular interest in this regard is a comprehensive research report by Market Research Future (MRF) which says the valuation of the vibrant space is poised to reach USD 2.85 Billion by 2025, registering an 8% CAGR throughout the forecast period (2020–2025).

And it's easy to see why marketers are putting so much spend behind social media and influencer marketing. Nielsen Scarborough found that 42% of Americans seek the advice of others for purchase decisions, and they want that advice to come from reliable sources. And when it comes to being reliable, influencers can forge more relevant connections with consumers than many other sources. According to the 2021 Nielsen Trust in Advertising study, 71% of consumers trust advertising, opinions and product placements from influencers.

Armed with this background, the Brandcomm Research & Intelligence (BRI) Unit beamed its research focus on consumers' perception on the use of Brand influencers and the influence these influencers have on their purchasing habits.

The focus on this is key especially in this market where consumers' preferences are changing rapidly due to several factors, which vary across industries. In the previous edition of Brand Communicator Intelligence Report, for instance, it was discovered that despite the importance of advertisement, it has minimal effect on consumers' choice of toothpaste products. Now the spotlight shifts on social



media influencers, whose digital media platforms are "billboards" upon which several brands are promoted.

These influencers have also become opinion shapers of some sort who can influence public decision making, as their recommendations are usually seen as genuine, inspirational, and resonating well with people. Generally, they are presumed to help to increase brand awareness, thus generating leads, and increasing sales and revenue.

BIU's survey was carried out on a random cross-section of Nigerian youths within the Millennial and GenZ bracket to ascertain the effects of social media influencers on their purchase decisions as well as their perception on brands that most appeal to them using influencers. Just as with the last survey, these respondents were specifically chosen because statistics show that social media use among young adults is on a steady rise. Majority (76.5%) of the respondents who participated in the survey were female, while only 23.5 percent were male. Also, majority (70.6%) of the sampled respondents were Millennials, within the age range of 26 and 41 years, while few (29.4%) were between 10 and 24 years (Gen Zs).

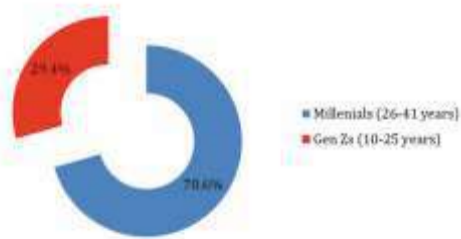


Figure 1: Age range of sampled respondents

One of the most interesting and remarkable findings of the report is about the brands these respondents feel are getting closer to them through these influencers. This is no surprise as major brands in the Nigerian are leveraging the favourable shift in consumer behaviour towards social media, by commissioning micro and macro influencers and ambassadors for brand endorsement. From the polls conducted, it is obvious that Pepsi Naija's penchant for projecting the intrinsic value and building emotive connections with consumers across diverse entertainment platforms including Big Brother Naija, among others, has not gone

*“These influencers have also become opinion shapers of some sort who can influence public decision making, as their recommendations are usually seen as genuine, inspirational, and resonating well with people. Generally, they are presumed to help to increase brand awareness, thus generating leads, and increasing sales and revenue.”*

unnoticed as 56.3 percent of the respondents indicated that Pepsi connects more with them than any other brand through their influencers and ambassadors.

This is followed closely by Airtel Nigeria—a brand that has single-handedly built an 'advert series' with some of the biggest names in Nollywood. This is as 50 percent of respondents equally say they readily connect

with the telecommunication brand through engagements with their influencers in the past four months (see Figure 4).

Unsurprisingly, the much-touted 'Grandmasters of Data', Glo also makes up the top three most engaging brands using influencers. Their intentional use of these influencers in their ATL materials as well as on other BTL-led campaigns has not gone unnoticed as 37.5 percent of respondents equally recognized the telecommunication giant's strides in this regard.

Other brands identified include Tecno (37.5%), Bigi (31.3%), Oppo (31.3%), MTN (18.8%), Infinix (18.8%), Coca Cola (18.8%), Samsung (6.3%) and other uninvestigated brands (12.5%).

As social media adoption surges across all age groups, one finding of this survey is to help in understanding how different generations use social media. This survey looks at two generations' time spent on social media also. Though the report is at variance with some



Adekola Odunlade, a member of Glo family

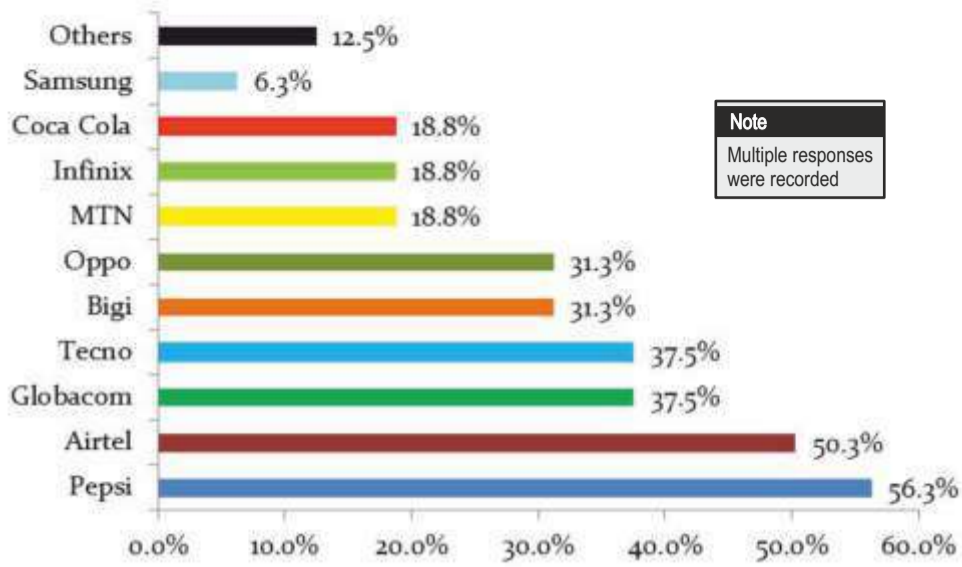


Figure 2: Some brands that have engaged consumers through social media influencers in the past four months.

**“Upon analysis, results (in Table 1) reveal that almost half (47.1%) of the respondents have made occasional purchases based on recommendations from a social media influencer, while 41.2 percent have never suffered a bad purchase experience by following a social media influencer’s recommendation.”**

other global surveys, this study’s is nuanced based on the peculiarity of the Nigerian demography.

For instance, according to Global Web Index, Gen Zs spend an average of 2 hours 43 minutes a day on social media while Millennials spend an average of 2 hours and 38 minutes on social media per day. But this report which combines both generations pegs the

average time respondents spend daily on social media at 6hours 45 minutes, with the lowest and highest duration as 1 hour and 16 hours, respectively.

It was also discovered that Instagram (58.8%) and Facebook (58.8%) are the highest-ranking platforms for engagements with social media influencers.

Additionally, the survey also considered respondents preferences for the kind of content they consume. It was found out that respondents had the highest preference for images (76.5%), written posts (70.6%), video stories (58.8%), and blog articles (47.1%). Others include testimonials and reviews (35.3%), infographics (23.5%), GIFs and memes (23.5%), and live videos (17.6%).

This clearly indicates that audio-visual materials are the most popular content options used by influencers for promoting brands. Thus, with the growing popularity of platforms such as Instagram, Facebook Live, IGTV, YouTube, and TikTok, there is no telling what the next big trend in influencer marketing will be.

In a bid to ascertain the effect of social media influencers on purchase decisions, the respondents of this survey took a perception assessment, with the use of both positive and negative statements for bias reduction. All statements were measured on an ordinal scale; positive statements, as Never – 1, Rarely – 2, Occasionally – 3, and Always – 4, while negative statements as Always = 1, Occasionally = 2, Rarely = 3, Never = 4.

Upon analysis, results (in Table 1) reveal that almost half (47.1%) of the respondents have made occasional purchases based on recommendations from a social media influencer, while 41.2 percent have never suffered a bad purchase experience by following a social media influencer’s recommendation. Also, on rare occasions, 35.3 percent of the respondents do not trust product or service reviews by social media influencers. This lends credence to the fact that influencer marketing helps to provide strong validation and trust in brands, thus creating great brand experiences for consumers. On the other hand, instead of social media influencers, it was discovered that traditional advertising

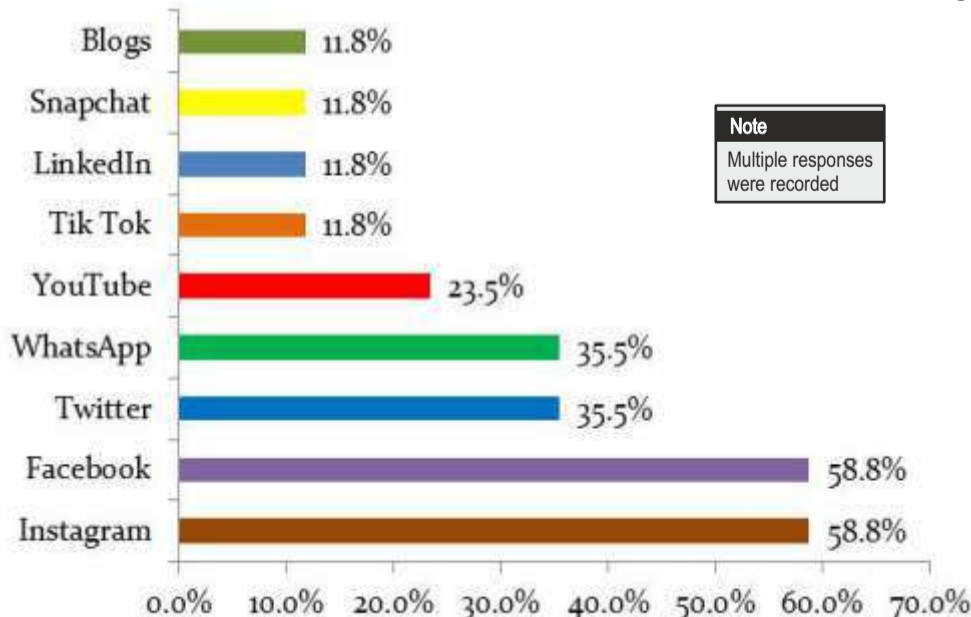


Figure 3: Social media platforms with the highest engagement with consumers through influencers



Pepsi DJ ambassadors

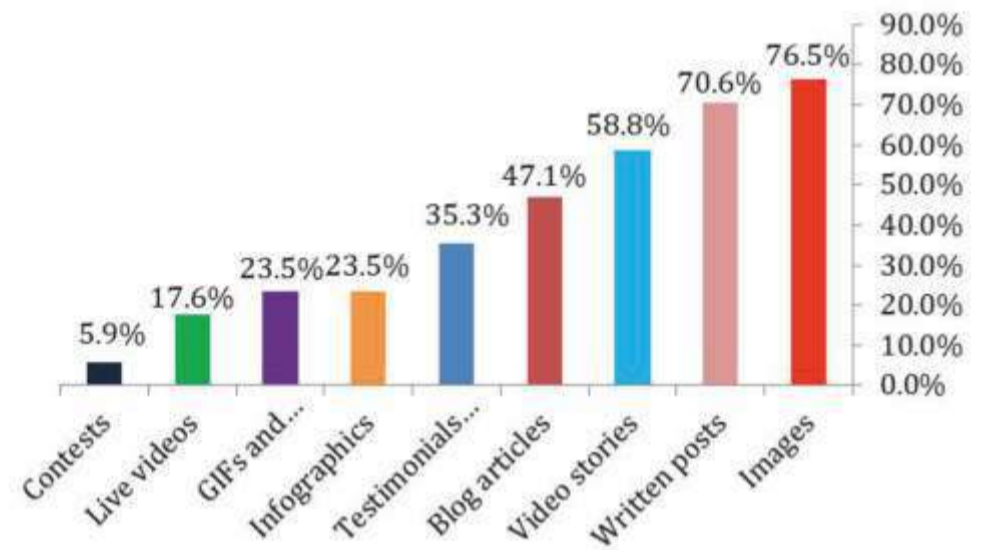


Figure 4: Social media content options for influencer marketing

Perceptual statements ascertaining effect of social media influencers on purchase decisions	Extent of effect (%)			
	Always	Occasionally	Rarely	Never
I purchase products/services based on recommendations from a social media influencer	0.0	47.1	23.5	5.9
I do not trust product or service reviews by social media influencers	11.8	23.5	35.3	5.9
Advertisements (TV, Radio, or Print) make me more aware of a particular product or service than social media influencers	29.4	41.2	5.9	5.9
I have suffered bad purchase experiences after following recommendations by social media influencers	5.9	29.4	0.0	41.2

Table 1: Effect of social media influencers on purchase decisions among youths

(through TV, Radio, or Print) create more awareness about a product/service for 41.2 percent of the respondents. This clearly shows that traditional advertising is still very relevant in Nigeria’s brand and marketing industry, and may be irreplaceable.

Some statements captured from respondents also corroborated their confidence about an influencer’s product/service review. Elizabeth, 27 years, said: I feel confident and I didn’t regret the recommendation. Lekan, 26 years, also stated: I believe in reviews. If the comment section of the influencers has good reviews, it is a plus. Although these evidences validate the positive effect of influencer marketing on the consumers’ decision to purchase a product/service, some respondents expressed their reservations. Atinuke, 31 years, said: Social media influencers are mainly commissioned by brands to give positive reviews of their products/services. Hence, their opinions may not always be trusted. Yet another respondent (Gloria, 30 years) opined: Some of them advertise products on their page without verifying if the product is good or not. This shows that influencer marketing may lose its appeal among consumers if brand promotion is void of transparency and

credibility.

In Nigeria, there is an upsurge in the quantity and quality of contents churned out regularly by social media influencers, who are mostly skit makers, bloggers/vloggers, music artists, actors, work professionals, industrialists, and even work-from-home moms. According to this survey, the most popular influencers in Nigeria include Sisi Yemie, Adegoke Pamilerin, Nancy Isime, Mr. Macaroni, Broda Shaggi, Sabinus, Taoma, Aproko Doctor, Linda Ikeji, Doctor Olufunmilayo, and a host of others.

Conclusively, influencer marketing can be a powerful tool to increase brand awareness for marketers capable of hitting the right combination of persona, content and engagement. A brand which aligns itself with the right influencers can become a trusted source for consumers—and the brand they remember when they want to make a purchase.

Indeed, this survey has confirmed that influencer marketing has a positive effect on consumers’ decision to purchase any product/service. However, it may lose its effectiveness in increasing brand awareness, sales and revenue, if credibility and trust are compromised by social media influencers and the brands they represent.

# Is The Metaverse Actually Safe For Brands And Consumers?



By Tim Glomb, VP Content and Data, Cheetah Digital

The metaverse is all the rage right now and everyone, including brands, is starting to map out what their experience may look like in the brave new world of virtual reality. It has the potential to change life as we know it over the next few years, but there are some serious considerations marketers need to keep top of mind, alongside their excitement, for what lies ahead.

## Social platforms aren't "built to code"

First and foremost, let's understand how any existing ubiquitous social media platform has been erected to date. No matter which one you pick as an example, they were architected by a private company to eventually monetize people's data. The end game has always been about attracting people as core users and then harnessing their data to drive interaction and ultimately provide some value to an entity willing to pay to reach the user base. Pretty simple concept.

But what these platforms have benefited from is a lack of regulation on how they are constructed and, to a large degree, how they operate. Unlike a public building in any major downtown city in the world, social media platforms could build

as they like, with little-to-no safeguards for their user base. Currently, there is no building inspector for the metaverse, and that should be very frightening to all of us.

## The safety issues inherent to the metaverse

There's a reason why we don't flinch when entering physical buildings or boarding an airplane or hopping on a train. Society has adopted safety standards and regulatory bodies that require private and public companies to erect things safely, according to an International Building Code, the FAA air worthiness standards or the Department of Transportation, for example.

Why would we accept anything less than this for the metaverse, which has the potential to see billions of people pass through its virtual halls?

Putting aside the safe engineering and actual construction of the metaverse landscape, there will be significantly more user data acquired and manipulated to shape experiences in the virtual world. Biometric data, along with psychographic data, that can be used to augment the reality you explore. Will racists be able to see only users with the skin color they desire? Like the image-enhancing filters flooding Snapchat, TikTok and Instagram, will the metaverse allow users to change their own appearance, detach their real-world identity to form a new one and

potentially create a new paradigm of human interaction disconnected from the truth?

The potential for the spread of misinformation is incredibly high, be it as simple as a change to someone's individual appearance or an entire movement of bullying, hate speech or political lies. If the existing platforms can't quell these issues now, how will they address it in the metaverse?

## Will the metaverse stand or fall on consumer privacy?

Finally, let's look at consumer privacy in the metaverse. With VR glasses tracking eye movement, cameras and sensors collecting body movement and potentially users' weights or physical abilities, who will govern what is and isn't shared? And to and from whom?

Do the chief architects of the metaverse want us to keep squabbling over cookie data to serve better ads and stay ignorant to the potential data troves that traversing the metaverse will bring?

After all, being able to serve more relevant ads seems far less dangerous than the potential for augmenting reality in the metaverse. Are the legislators, marketers and ad-tech/mar-tech platforms worried about the wrong issues right now? Should we be looking at the bigger picture and start demanding regulation, safety standards and sound software development practices so we don't need to react to the pitfalls after construction is well underway? The answer is yes.

Brands—who typically feed the revenue models of these beasts—need to stand up and protect their customers. This is an opportunity to change the way we interact with consumer audiences and hold accountable the engineers who are focused on building a better revenue engine at the expense of its user base.

If you think Zuckerberg and other metaverse architects are putting human health and safety at the forefront of their engineering efforts, just take a moment to reflect on all the unrest and sad stories of self-harm and hate that have permeated their platforms in the past 12 months. Couple that with their profits in the same period.

So, I pose the question: Do you trust these engineers to build an environment that is safe and secure for your brand and your customer base? Your career may very well depend on it someday soon.

*Tim Glomb is the VP of content and data at Cheetah Digital where he leads the development of multimedia content to enable sales and marketing along with client success.*

# 5 Ways to Meet Gen Z Consumers Where They Are

By Jessica Hawthorne-Castro

Generational marketing isn't easy. Getting it right requires expert knowledge, consistent monitoring of trends and a willingness to make unexpected pivots. With five generations of consumers now in the marketplace, and with Gen Z on track to become the largest cohort of consumers in the near future—performance marketers must sharpen their pencils now or risk getting left behind the generational marketing curve.

That's because each generation has its own set of beliefs, preferences and shared experiences, all of which influence the way they think and act.

These factors also impact how they buy, interact with brands and consume products and services. Attitudes and habits for Gen Z specifically are different and influenced by social impact. Whether they're watching videos or BuzzFeed reviews to see the latest tech gadgets, looking for recipes online that they can make at home or using interactive technology to color their own hair, younger consumers expect a similar experience online and offline.

## Where to watch

In late 2021, YPulse surveyed about 1,200 weekly social media users aged 13-24 in the U.S. and produced the 2022 Instagram Trend Report. "We tapped into the minds of Gen Z to learn more about the rising Instagram trends across categories including music, fashion, creators, beauty, social justice and so much more," YPulse states.

Here are five top trends that all performance marketers should consider when developing campaigns and strategies that meet younger consumers where they are:

PJs are being replaced with "real" clothing again as consumers get back out into the world. After spending two years



in athleisure, young people are making bold moves with their style choices, using fashion as a vehicle for joy, optimism and self-expression, YPulse reports. "Expect to see alt-fashion (think Goth, Dark Academic, Goblincore, etc.) reach its peak as people spend more time together."

Natural beauty is in. YPulse's survey found that 33% of young people are interested in learning more about and buying "clean" makeup and skincare in 2022. This includes plant-based skincare, vegan makeup, using less products on their skin in general (i.e., skin minimalism) or more manufactured from "clean" ingredients.

Games are the new malls. Quarantine fueled a boom in video games, and this isn't slowing down anytime soon. "More young people are spending more time inside playing games,

especially in those that also double as social spaces," reports YPulse, which says 40% of teens and young adults expect to see more video game trends in 2022, and that 3 in 10 expect to livestream others playing video games.

*Performance Marketing contributor Jessica Hawthorne-Castro is the CEO of Hawthorne Advertising, an award winning technology-based advertising agency specializing in analytics and accountable brand campaigns. Jessica's role principally involves fostering long-standing client relationships with the company's expansive base of Fortune 500 brands to develop highly strategic and measurable advertising campaigns, designed to ignite immediate consumer response.*

## Orojimi Olumide Joins FMDQ Group As VP, Marketing Comms



One of Nigeria's leading corporate communication and marketing communications professionals, Orojimi Olumide has been appointed by FMDQ Group as its Vice President/Divisional Head, Marketing Communications. Prior to this, he was the Head, Retail Investor Coverage at the Nigerian Exchange Group (NGX Group) where he was formerly the Head, of Corporate Communications.

He would be overseeing the marketing communications activities of the company. Noteworthy, FMDQ is Africa's first vertically integrated financial market infrastructure (FMI) group, strategically positioned to provide seamless execution, clearing, and settlement of financial market transactions. The group's areas of activities cover the debt capital, foreign exchange, and derivatives markets, through the FMDQ Entities – FMDQ Securities Exchange Limited, FMDQ Clear Limited, iQx Consult Limited and FMDQ Depository Limited. The operations are also geared towards transforming the Nigerian financial markets through its "GOLD" (Global Competitiveness, Operational Excellence, Liquidity and Diversity) Agenda.

## Titilope Akanmu Moves To TikTok As Strategy & Insights Manager, West Africa



Fast-rising Marketing Strategist, Titilope Akanmu, has joined TikTok as a Strategy and Insights Manager for West Africa. Before her appointment, Titilope was a Strategy Manager at Yellow Brick Road Lagos where she was responsible for research and identifying new business opportunities – including new markets, growth areas, trends, customers, partnerships, products, and services – or new ways of reaching existing markets for the agency.

In her new role at TikTok, Titilope will, among other duties, be responsible for researching, reporting, and sharing actionable insights for the West African market.

Taking to her LinkedIn handle to make the announcement, she wrote: "I have some exciting news to share... I'm proud to announce that I will be joining TikTok as the Strategy and Insights Manager for West Africa. I find that I'm still pinching myself to make sure this is not a dream! Working for a product, now company that I am obsessed with is only something made out of dreams!"

"...So, if you have any thoughts or opinions on how we can make TikTok better for West Africans, share I would love to know," she wrote.

Over the years, Titilope's expertise has grown to include such core competencies as marketing communication strategy, brand building, strategic marketing management consumer research and behaviour, and consumer profiling.

She built these competencies while developing brand communications campaigns across several industries such as Banking, Telecoms, and FMCG for some of the biggest brands in Nigeria including Etisalat (Now 9 mobile), Nigerian Breweries (Heineken, Star, Tiger, and Gulder) PepsiCo (Quaker Oats), FCMB, and Keystone, among others.

## MultiChoice Appoints Ayo Ajala As COO



MultiChoice Nigeria has announced the appointment of Ayo Ajala as its Chief Operating Officer. In his new role, Ajala will oversee customer functions and the business operations of the Nigerian business and ensure that processes and systems are sufficiently robust to support the company's growth.

Prior to his appointment, he worked in the human resources department of the company from 2004 and became the head of the department in 2012, where he championed the robust transformation of the finance, customer value management, and sales divisions, amongst others, and built a strong talent bench in MultiChoice Nigeria.

Ajala rose to become the regional HR Business Partner, HRBP (Nigeria, West & Central Africa) in 2016. In 2018, he became the HR Director, MultiChoice Nigeria. By 2019, he had demonstrated an extensive track record in leading and moulding people and consequently, rose to become the group executive head, HR, MultiChoice Africa Holdings.

He holds a bachelor's degree in Engineering from the Ladoké Akintola University of Technology, LAUTECH, an MBA from the University of Sunderland, and a certificate in Human Resources Development from the Edinburgh Business School.

Ajala also completed the Vision Achievement Program with the Pacific Institute and the Harvard Business Program with Naspers Group.

He also recently completed the Senior Leadership Program at the Duke Business School (Fuqua School of Business).

## Yosola Nwachukwu Appointed Nestlé Nigeria's Category Development Manager, Beverages



Fast-rising marketing communications professional, Yosola Nwachukwu has been appointed Nestlé Nigeria's Category Development Manager for Beverages.

In her new position, Yosola is expectedly saddled with the responsibility of providing consumer and customer-focused category management strategies, tactics, insights, and category solutions for the beverage brands under the Nestlé Nigeria portfolio.

It is also expected that Yosola will bring in her decade-long experience and her result-oriented approaches to work, to bear on the brands she will be working on at the company.

Until her appointment, Yosola was the Brand Manager – Culinary Category at Olam, a food and agri-business supplying company.

Yosola started her career at PZ Cussons in 2012 as a Personal Assistant to the Marketing Director of the company, rising meteorically through the position of Brand Development and Activation Manager, Personal Care.



## Odebunmi Oluwaseye Appointed Guinness Nigeria's Media & Partnerships Manager

Integrated Marketing Communication Strategist, Odebunmi Oluwaseye has been appointed the Media and Partnerships Manager for Guinness Nigeria Plc.

Oluwaseye joins Guinness Nigeria Plc from mediaReach OMD where he spent five years as the Strategy and Connections Planning lead.

Before joining mediaReach OMD, Oluwaseye also led Planning, Buying, and Control for Great Measures Media (Verdant Zeal group).

Prior, Oluwaseye was a Data Assistant at Universal Mccann. In his new role, Oluwaseye will oversee media and partnerships deals for Guinness Nigeria Plc.

Over the years, Oluwaseye has demonstrated core professionalism working in the marketing and advertising industry and customer service.

Oluwaseye bagged a B.Sc. in Mass Communication and Media Studies from Babcock University, Ogun State, in 2011.



## Uduak Akpan Joins Anakle Limited As Creative Director

Fast Rising Creative Director, Uduak Akpan has announced his new position as a Creative Director at Anakle Limited. Anakle Limited is a digital agency, building experiences for online and offline audiences. They develop strategies, execute campaigns for clients and agencies and also optimize user experience projects for top brands across Africa.

Before this, Uduak was the Group head of Yellow Brick Road Lagos where he was saddled with the responsibility of managing, coordinating, supervising, and training groups and also providing clear written and verbal instructions to group members promptly addressing any questions or concerns.

Taking to his LinkedIn handle to announce his new position, Uduak wrote "I'm happy to share that I'm starting a new position as the sleepless/friend of the client/bullet chesting/bullet giving/defender of a great work/promoter of pop culture/builder of design mercenaries aka Creative director at Anakle Limited."

Uduak started his career as an Illustrator/2d Animator at Genesis Studios Nigeria before he moved to Etu Odi Design as an Illustrator/Visualiser.

He later joined X3M Ideas as Deputy Manager where he was responsible for planning, developing, and executing various programs and activities before he then move to Yellow Brick Road Lagos.

Uduak holds a Higher National Diploma (HND) in Fine/Studio Arts, General from the Yaba College of Technology School of Art, Design, and Printing and also has a certificate from the Fashion Institute of Technology.

He emerged the winner in the Ribena Bold Refreshment contest which was powered by Eyeka, in association with Yellow Brick Road.

# Why Marketers Are Returning To Traditional Advertising

By Christine Moorman, Megan Ryan, and Nader Tavassoli

Digital marketing technologies and their ecosystems have dominated growth in marketing budgets for over a decade. As consumers have shifted their attention from stationary media to perpetual media on the go, traditional advertising lost some of its appeal. In turn, marketers pivoted investments from television, radio, newspaper, events, and outdoor advertising to digital channels, from TikTok to TechTarget.

For the last decade, marketers have consistently predicted that their traditional advertising spending would decline. According to data from the 28th Edition of The CMO Survey, on average, marketers reported an annual decrease in traditional advertising spending of -1.4% between February 2012 and 2022, compared to an annual increase of 7.8% for overall marketing budgets during this same period.

However, recent evidence suggests that a shift is underway. In contrast to the historical trend, in August 2021 and February 2022, marketers predicted that traditional advertising spending would increase by 1.4% and 2.9%, respectively.

Consumer-facing companies are leading the shift, with B2C service companies predicting the largest increase in traditional advertising spending (+10.2%), followed by B2C product companies (+4.9%). Further, and somewhat ironically, companies that earn 100% of their sales through the internet are leading this inflection — predicting an 11.7% increase in traditional advertising spending over the next 12 months.

So, why is traditional advertising on the rise, and will the trend continue? We see seven drivers behind the shift.

## 1. Breaking through the digital clutter.

As consumers are spending most of their waking hours online, it seems they are becoming increasingly numb to conventional digital advertising and engagement. They report frustration and negative brand association with digital advertising clutter that prevents them from reading an article, watching a video, or browsing a website. For example, a HubSpot survey found that 57% of participants disliked ads that played before a video and 43% didn't even watch them. As a result, marketers are looking for a way to cut through the noise.

Traditional ads, on the other hand, are experiencing increased engagement. MarketingSherpa reports that more than half of consumers often or always watch traditional television advertisements and read print advertisements that they receive in the mail from companies they are satisfied with. Indeed, research by Ebiquity suggests that traditional media channels — led by TV, radio, and print — outperform digital channels in terms of reach, attention, and engagement relative to costs. This performance differential is amplified as costs of online advertising have increased, especially when accounting for impression, click, and conversion fraud — whereas the costs of traditional media have fallen. It simply makes good economic sense to rebalance spending away from digital clutter.

## 2. Capitalizing on consumers' trust in traditional advertising.

The same MarketingSherpa survey found that the top five most trusted advertising formats are all traditional, with customers trusting most print advertising (82%), television advertising (80%), direct mail advertising (76%), and radio advertising (71%) to make purchasing decisions. Similarly, it found that British and American consumers trust traditional advertising such as television, radio, and print more than social media advertising. As a result, marketers can use traditional advertising to build brand credibility and trust with jaded buyers.

## 3. Preparing for the decline of third-party cookies.

For years, marketers have relied on third-party cookies to track website visitors, using detailed data on their search preferences to improve the user experience and target consumers with personalized ad experiences. However, with Google phasing out the third-party cookie on Chrome browsers by late 2023 and Apple implementing changes to its iOS14 operating system, the death of third-party cookies is imminent. The CMO Survey found that 19.8% of companies invested more in traditional advertising (outside of online approaches) as a result.

Because of this inevitable change to the advertising landscape, marketers will be forced to rely on segmentation methods that hew closer to traditional advertising models. Without advanced data-driven targeting, marketers will need to refocus on extending their reach.



*“Marketing is an art and a science of contingencies and context. This means that sometimes traditional advertising is a perfect fit for some brands, markets, and messages. For example, broadcast TV continues to offer an ideal platform for emotional storytelling ads, such as the clever “Welcome Back” Guinness ad that marked the reopening of pubs and restaurants following the Covid-19 lockdown.”*

## 4. Tapping the growing medium of podcasting.

Podcasts are a form of digital media. However, unlike banner, display, and other social advertisements that often appear within consumers' everyday browsing, podcasts use an on-demand approach that is more similar to traditional radio. And this is one reason advertising succeeds. According to Ads Wizz, “Podcasts saw a 51% increase in available inventory, a 53% increase in new podcasts, and an 81% increase in podcast ad impressions.”

In addition to reaching over 100 million monthly listeners, podcast ads are effective because listeners trust their podcast hosts and are genuinely influenced by their endorsements. In fact, Edison Research's Super Listeners 2020 study found that 45% of podcast listeners believe the hosts of their favorite podcasts actually use the brands mentioned on their shows. According to the same study, almost half of podcast listeners pay more attention to podcast advertisements than those of any other format. Given the match of target market to podcast content, podcasting has proven to be an effective way to get a company's brand in front of a well-suited and attentive audience.

## 5. Exploiting the digital lift of traditional media.

Digital technology can leverage traditional tools in powerful

and surprising ways. For example, who would have thought that direct mail would be resurrected? That's exactly what happened when mailers are paired with a QR code that consumers can scan to learn more. Furthermore, as Madison Taylor Marketing shares, unique URLs and QR codes allow marketers to gather extremely granular data, permitting them to develop robust marketing analytics regarding ROI and attribution, and eroding the advantage of digital channels.

## 6. Fine-tuning brand and market fit.

Marketing is an art and a science of contingencies and context. This means that sometimes traditional advertising is a perfect fit for some brands, markets, and messages. For example, broadcast TV continues to offer an ideal platform for emotional storytelling ads, such as the clever “Welcome Back” Guinness ad that marked the reopening of pubs and restaurants following the Covid-19 lockdown. New addressable TV solutions, such as by Finecast, now enable advertisers to precision target viewer segments across on-demand and live-streamed TV, thereby eroding the targeting advantage of online channels.

## 7. Revisiting digital effectiveness.

The CMO Survey showed that 54.8% of marketers track digital marketing performance in real time, with an additional 35.2% doing so quarterly or weekly. At the same time, marketers are also becoming skeptical of the hyped returns of digital media, because the platforms control both the advertising inventory and its effectiveness measurement. This has raised credibility concerns related to ad fraud and the worry that digital advertising may be far less effective than reported.

The digital promise of hyper-targeting and personalization is also under scrutiny. For example, recent academic research by Jing Li and colleagues published in the Journal of Marketing shows that retargeting can actually backfire if done too early. And research in computer science has shown that personalization can lead to consumer reactance, especially when consumers are unfamiliar with the brand. In short, marketers are learning that the advantages of digital media can be a double-edged sword and are becoming more cautious about blindly embracing it.

Pundits have long predicted the demise of traditional advertising. However, it is alive and well and headed for growth for the first time in a decade. When used together, traditional and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out marketing messages.

## NITDA Wins 2022 African PR Award For Excellence



The National Information Technology Development Agency, NITDA, has won the 2022 African Public Relations Awards Certificate of Excellence.

The award was presented at an event in Dar es Salaam, Tanzania on Wednesday 25th May 2022.

The annual African PR award, which recognizes Superior Achievements in Branding, Reputation, and Engagement (SABRE), with a focus on engagement, credibility, and relationship building, was hosted by Provoke Media in collaboration with the African Public Relations Association (APRA).

Before winning the 2022 African PR award,

NITDA was recently conferred with the prestigious “National Productivity Order of Merit (NPOM) Award” in recognition of the Agency’s high productivity, hard work, and excellence in service delivery.

NITDA, with the support of the Ministry of Communications and Digital Economy, clinched the APRA Certificate of Excellence in the Public Affairs/Government Relations category for its campaign on Digital Innovation for Economic Prosperity in Nigeria with a book of the same title authored by Inyene Ibanga.

The campaign, Digital Innovation for Economic Prosperity in Nigeria examined the

roles of regulatory bodies in promoting the use of Information Technology (IT) in all spheres and explored ways in which the country is not left behind in the deployment of tools of technology in providing solutions to economic challenges.

The campaign was undertaken by NITDA in partnership with Abuja-based multi-award-winning PR agency, Image Merchants Promotion Limited (IMPR), the publishers of PRNigeria and Economic Confidential, and earned the approval of the 14-member jury comprising globally acclaimed African Communications and PR experts from different parts of the continent to win the award for excellence.

## NIN-SIM Linkage: Airtel Loses Revenue

Telecommunications operator, Airtel Nigeria, has lamented revenue loss over the non-compliance by its customers to the NIN-SIM linkage directive by the Federal Government.

The company said 8.5 million among its 44.4 million active customers have yet to comply with the directive, thereby resulting in revenue loss.

The parent body of the company, Airtel Africa revealed this in its financial report for the year-end March 2022.

The report read, “As of the end of April

2022, we have collated NIN information for 35.9 million active customers. Outgoing voice revenues for those active subscribers who have not yet linked their NIN with their SIM amount to around 7 percent of total revenues from Nigeria, and around 3 percent of total revenues for the Group.

“However, our experience of adopting similar procedures in other countries suggests that SIM registration is accelerated, and some SIM consolidation is likely to occur in response to implementation, potentially reducing any financial impact.

“As of the end of the year, Airtel Nigeria had an active customer base of 44.4 million and posted revenue of \$1.878 million. We continue to work closely with the regulator and impacted customers to help them to comply with the registration requirements, making every effort to minimise disruption and ensure affected customers can continue to benefit from full-service connectivity as soon as possible; in line with our aim to drive increased connectivity and digital inclusion across Nigeria.”



## NCC’s Internet Service License For Starlink Excites Elon Musk



The Nigerian Communication Commission, (NCC) has approved for Elon Musk’s Starlink, a satellite internet constellation operated by SpaceX, providing satellite Internet access coverage to 32 countries where its use has been licensed.

Musk, the World’s richest man, was so excited that he had to gleefully share the information via his Twitter handle.

Starlink, a satellite internet constellation operated by SpaceX, provides high-speed, low-latency broadband internet across the globe. So far, they are providing satellite Internet access coverage to 32 countries.

This licensing followed a visit to Nigeria by

the company’s team in May last year.

“The company received two licenses, which include the International Gateway license and Internet Service Provider (ISP) license, and will be trading as Starlink Internet Services Nigeria Ltd.

According to NCC, the International Gateway license has a 10-year tenure while the ISP license is to last for five years. Both licenses take effect from May 2022 and may be renewed after the expiration.”

With a pocket-friendly cost, Starlink will enable video calls, online gaming, streaming, and other high data rate activities that historically have not been possible with available satellite internet.

Prospective users will have the option to take Starlink with them via the Portability feature or Starlink.

In May last year, Starlink’s Market Access Director for Africa, Ryan Goodnight along with SpaceX consultant, Levin Born had paid a visit to the NCC where they expressed interest to obtain a license to operate the satellite internet in the country.

Prior to the visit, the regulator and the space company have been discussing the issue virtually before approval for a physical meeting was granted by the NCC.

## ITU Appoints Pantami As Chairman Of WSIS Forum 2022

The Minister of Communications and Digital Economy, Professor Isa Pantami has been appointed by the International Telecommunication Union (ITU) as the Chairman of the World Summit on Information Society (WSIS) forum 2022.

A statement signed by the Technical Assistant, Research and Development to the Minister, Dr. Femi Adeluyi disclosed that the appointment was conveyed to the Minister through a letter from the Secretary-General of the ITU, Houlin Zhao.

The event will take place at ITU Headquarters in Geneva, Switzerland.

Zhao noted that Pantami was appointed “in light of his overall commitment to Information and Knowledge Societies and the active role he has played in the WSIS Process” and it followed consultations with various stakeholders as the forum is to be attended by several high stakeholders, including Cabinet Ministers from

ITU countries.

According to the statement, “The appointment of Professor Pantami has given Nigeria, and indeed the African continent, the unique role of coordinating the activities of the WSIS in its 20th year; following the WSIS Phase I meeting that took place in 2003.

“It is apparent that the world has taken notice of the giant strides of Nigeria’s digital economy under the supervision of the Minister.

“Pantami extends his immense gratitude to President Muhammadu Buhari for the constant support he has given the sector.

“The WSIS Forum 2022 serves as a key forum for discussing the role of ICTs as a means of implementation of the Sustainable Development Goals and targets, with due regard to the global mechanism for follow-up and review of the implementation of the 2030 Agenda for Sustainable Development (UNGA Resolution



A/70/1).

“The WSIS Forum also provides a platform to track the achievements of WSIS Action Lines in collaboration with the UN Agencies involved and provides information and analysis of the implementation of WSIS Action Lines since 2005.

“The WSIS Forum is co-organized by ITU,

UNESCO, UNDP, and UNCTAD with the engagement of 24 other United Nations Agencies, including FAO, ILO, ITC, UNDESA, UNICEF, UNIDO, UNITAR, UNHCR, UNODC, UNEP, UPU, UN Tech Bank, WMO, WIPO, WHO, WFP, UN Women and UN Regional Commissions.

“In a follow-up to the UN General Assembly outcomes in 2015 on the Overall Review of the implementation of the WSIS Outcomes that called for a close alignment between the WSIS Process and the 2030 Agenda for Sustainable Development, the overall theme for this year is ICTs for Well-Being, Inclusion, and Resilience: WSIS Cooperation for Accelerating Progress on the SDGs.

“The Forum aims at enhancing cooperation, partnership, innovation, exchange of experiences and good practices in ICTs for sustainable development.”

## Microsoft Retires Internet Explorer

Microsoft on Wednesday officially retired its iconic web browser, Internet Explorer. The tech giant had in May last year announced it will discontinue the browser beginning from June 15, 2022, and encouraged users to switch to Microsoft Edge.

“After 25+ years of helping people use and experience the web, Internet Explorer (IE) is officially retired and out of support as of today, June 15, 2022. To many millions of you, thank you for

using Internet Explorer as your gateway to the internet,” the company said in a blogpost.

Internet Explorer, also known as IE or MSIE, was first released in 1995 as part of an add-on package for Windows 95 – the first Windows with the infamous “start” button.

From 1995 to 2013, the multibillion-dollar software company released 11 versions of its web-browsing software – for many in the world it was the first introduction to the world wide

web.

At its peak in the early 2000s, Internet Explorer controlled 95 per cent of the web browsing market, according to BBC.

Internet Explorer later witnessed a major downfall as it failed to keep up with the other browsers. Its usage share has since declined with the launch of Firefox (2002) and Google Chrome (2008).

Its last version was Internet Explorer 11, released in 2013 before being replaced by Microsoft Edge.



## Sprite Debuts First-Ever Unified Global Marketing Campaign

Coca-Cola is unveiling its first consistent, global ad platform for its \$20bn Sprite brand. The campaign, 'Heat Happens' will roll out across 200 markets, along with a new Sprite logo and visual identity. The historic campaign is the first created from scratch by WPP's OpenX team.

Speaking on the 'Heat Happens' campaign, Sprite's Global Brand Director, Shrenik Dasani, told The Drum, "No matter where you are in the world, you'll soon hear that a cold Sprite is the antidote for when 'heat happens.'"

Sprite's new campaign, which debuts in the

US and India this month, says the world is more heated than ever – in both the physical and mental sense. The best way to stay cool is to crack open a Sprite, per the new campaign, which will hit all 200 markets and regions where the soft drink is available.

This historic effort is the first global brand platform for Coca-Cola's second-largest trademark brand. It is also the first effort created entirely by WPP's new network Open X team. Coke's \$4bn piece of business was the most hotly contested account win of 2021. WPP was named the winner in November.

Sprite's packaging is also receiving a worldwide facelift. This includes a new logo, simplified graphics and an increased focus on sustainability. Notably, Sprite is phasing out its recognizable green plastic bottles in favor of clear bottles, which are easier to recycle. The bottles will also feature a call-to-action that says: 'Recycle me.'

This new approach to marketing and packaging "is going to go a long way in creating that consistency of consumer experience across the world – which Sprite has never had," Dasani added.



## Google Begins Rolling Out Ads In YouTube Shorts Globally

Google has announced the gradual roll out of ads in YouTube Shorts. The company made the announcement at its Marketing Live event in May. The official launch comes as the company has been experimenting with ads in YouTube Shorts since last year. Starting this week, video action campaigns and app campaigns will automatically scale to YouTube Shorts.

The company says later this year, advertisers will be able to connect their product feed to their campaigns and make their video ads on YouTube Shorts more shoppable.

Shoppable video ads are already available in YouTube Shorts' rival TikTok, which allows users to view products in the short-form video app without having to switch to a browser.

Google Ads Vice President and General Manager, Jerry Dischler said in a blog post that the

ads roll out is an exciting milestone for advertisers and also a key step in the company's road to developing a long-term YouTube Shorts monetization solution for creators.

YouTube launched its \$100 million creator fund for Shorts last year. As part of the program, YouTube invites thousands of eligible creators to claim a payment ranging anywhere from \$100 to \$10,000 based on viewership and engagement with their Shorts videos.

To qualify, creators must produce original content — not videos that were re-uploaded from other channels or those with watermarks from other social services. Creators also need to be 13 or older in the U.S., or the age of majority in other countries and regions to qualify for the fund.

The company says thousands of creators have already been paid from the fund and that

over 40% of creators who received payment from the fund last year weren't previously monetizing their content on YouTube. It also says it has paid more than \$30 billion to creators, artists and media companies in the three years prior to November 2020. YouTube says it's "deeply committed to supporting the next generation of mobile creators with Shorts" and will have more to share in the coming months.

YouTube Shorts is generating 30 billion views per day, which is four times more than last year, the company says. Now that the platform isn't totally brand new and racks up a significant amount of views, the new advertising initiative will help YouTube get its ad revenue up while also eventually competing with the monetization opportunities offered by other platforms, like TikTok.

## WPP Appoints Michael Houston As First President Of US Subsidiary

WPP has named Grey Global CEO Michael Houston its first US president. He will oversee about 20K staffers in the US and \$6B in annual revenues.

WPP plc is a British multinational communications, advertising, public relations, technology, and commerce holding company headquartered in London, England.

In making the announcement, CEO Mark Read noted that the US is the UK-based ad/PR combine's biggest market and home to many of its most important clients.

He said Houston "is admired and respected across the industry and has made an exceptional

contribution during his 15 years at Grey."

Mark Read said, "The United States is our largest market and home to many of our most important clients. Michael is admired and respected across the industry and has made an exceptional contribution during his 15 years at Grey. I am delighted that he is taking on this important new role for WPP, supporting our people and agencies and bringing the best of WPP to our clients."

Houston took the Grey CEO title in 2017, after serving as New York managing director and North America CEO. Earlier, he worked at KB+P, Landon and Y&R.

As WPP US president, Houston will promote WPP offerings and collective capabilities, support agency heads, shape its campus strategy and attract/retain talent.

He also will serve as WPP's executive sponsor for its substantial P&G account.

Houston sits on the board of Concern Worldwide, a global humanitarian group dedicated to tackling poverty and suffering in the world's poorest countries. He also serves on the boards of the Institute of International Education, Effie Worldwide and the AdCouncil.



Michael Houston, President, WPP US

## Global Ad Market To Grow 8% In 2022 – Report



Global advertising expenditure is forecast to grow 8% in 2022, according to Zenith's latest Advertising Expenditure Forecasts report.

This represents a minor downgrade from the 9.1% growth rate Zenith published in December 2021. Growth will be supported by the Winter Olympics, mid-term US elections and soccer World Cup, which for the first time will take place in the most advertising-intensive period of the year in the run-up to Christmas. Faced with this tough comparison, growth will slow to 5.4% in 2023, before the Summer Olympics and US presidential elections help boost it to 7.6% in

2024.

Zenith's forecasts for North America, MENA and Western Europe this year are unchanged at 12%, 7% and 6% growth respectively. Latin America was downgraded slightly from 9% to 8%, but Asia Pacific was upgraded from 6% to 7%, thanks to a very strong performance from India. Severe disruption in Russia and its closest trading partners after the invasion of Ukraine will lead to a 26% decline in adspend in Central & Eastern Europe, even though most other markets in the region will continue to grow.

The report further says ad spend has

remained on track despite the macroeconomic headwinds that emerged this year. High inflation, concentrated in essentials like heating, petrol, and food, is forcing consumers to reprioritise their spending, particularly the less well-off, and has led to a drop in consumer confidence. But for now, consumer spending continues to grow, as consumers demonstrate their strong appetite for the travel and entertainment experiences that were denied to them over the pandemic. Business confidence is generally high, and corporate investment is rising, and there is little evidence of widespread cost-cutting.

## Metaverse Spending To Reach \$5 Trillion In 2030, McKinsey Predicts

Businesses' and consumers' annual global spending related to the metaverse could reach \$5 trillion by 2030, according to a new report from consulting firm McKinsey & Co.

E-commerce in the metaverse will comprise some \$2 trillion to \$2.6 trillion of the total, while virtual advertising endeavors will make up another \$144 billion to \$206 billion, McKinsey said.

By comparison, spending on artificial intelligence totaled \$93 billion last year, McKinsey said.

McKinsey released its new estimates for the metaverse in a study on the subject that also

included the results of a survey of 3,104 consumers in 11 countries and a poll of C-level executives at 448 companies in 15 industries and 10 countries.

Some notions of the metaverse envision not only immersive digital platforms where visitors can interact, shop, and play but interoperability between those worlds, meaning consumers can bring their avatars more or less intact from one platform to another.

For the purposes of its study, however, McKinsey defined the metaverse as primarily online platforms and experiences that don't solely occur in virtual reality or require interoperability between virtual worlds.

The metaverse will encompass five types of daily activities, McKinsey's report predicts: gaming, socializing, fitness, commerce, and remote learning. "People are signaling that connection is probably their number one interest," said Lareina Yee, senior partner at McKinsey.

Seventy-nine percent of respondents said they have already made a purchase in the metaverse as it exists today, with 47% of those people saying they had made in-game purchases, 37% reporting buying virtual cosmetic items, and 33% saying they purchased real-world items that were offered through virtual platforms.



# Facebook To Change Feeds To Mimic Tiktok

While Meta has seen positive results from incorporating the TikTok-like Reels short-form video feature in Facebook, the company is now planning to ramp up its counteroffensive by also changing Facebook's main feed to mimic TikTok's.

Specifically, instead of prioritizing posts based on the accounts that users follow, Facebook's Feed algorithm will, like TikTok's, begin recommending posts regardless of where they originate, based on passive viewing habit data, according to a report by The Verge, based on an internal Meta memo.

Among other things, TikTok's "fire hose" approach to recommending videos makes it easier for videos from creators without large followings to go viral.

In an April memo to employees, Tom Alison, head of Facebook, also laid out plans to bring the Messenger app back into Facebook in order to "unlock

messaged-based sharing." The two apps were separated eight years ago.

Earlier in June, Meta revealed other changes to Facebook Reels and Instagram, including new audio-editing options, interactive stickers, and longer video clips.

Meta is also developing "basic," lower-cost ads for Facebook that eschew the use of personal data for targeting, hoping to attract more brand advertising from smaller advertisers.

Meta's slowed advertising growth — reflecting mounting competition from TikTok, as well as the impacts of Apple's iOS privacy changes — has forced the company to slow the pace of its investments in the metaverse, the linchpin of its strategy for the future.

Hoping to reassure investors, CEO Mark Zuckerberg announced intentions to trim metaverse investments during the company's first quarter earnings call.



## LinkedIn Launches New 'Business Manager' Platform, New B2B-Aligned Marketing Consultancy

LinkedIn is adding some new tools to help marketers maximize their lead generation and brand building efforts, including a new Business Manager dashboard, a new B2B aligned, LinkedIn-native consultancy, and updated CRM and API integrations.

The biggest update is its new Business Manager platform, which provides a central dashboard to manage 'people, accounts, Pages', and their associated marketing processes.

Business Manager provides a simplified management platform for all of your LinkedIn business activities.

The new platform includes dedicated tabs for managing People, Partners, Ad Accounts and

Company Pages, along with Matched Audiences.

LinkedIn is also launching a new consultancy, called 'B2B Edge', which will provide dedicated marketing and brand building advice based on academic research and first-party data.

"This new service will provide resources and intelligence to improve segmentation, targeting and market position, as well as optimize creative and media investments. From Oracle to SAS to Workhuman, we're helping some of the most respected enterprise brands in B2B think about how brand and performance advertising, together, produce the most impactful marketing campaigns," LinkedIn wrote.

The professional platform is also expanding access to its updated new content and Marketing APIs, while it's also launching a new CRM data validation feature and an integration with Gong.

"Powered by our more than 830 million members, Sales Navigator provides real-time information about prospects and accounts. With our latest CRM features, your sales teams can easily validate that the data in their CRM (often viewed as the single-source-of-truth) is up-to-date. And when the time comes to get on the phone with a buyer, our new integration with Gong is there to make the feedback loop as easy as possible so your sales team can be the trusted advisor that buyers want."

## Apple Rated Most Valuable Brand In The World

Apple has been rated No. 1 in the Kantar BrandZ Most Valuable Global Brands 2022 ranking. Kantar BrandZ is the global currency when assessing brand value, quantifying the contribution of brands to a business's financial performance. Kantar's annual global and local brand valuation rankings combine rigorously analysed financial data, with extensive brand equity research.

Recent data and analytics from Kantar rated Apple as the No. 1 brand in the published list of the 100 most valuable brands in the world based on current market data. The list includes all kinds of brands, ranging from FMCG, multinational fast-food chains, and big tech companies to apparel and automobile brands.

Amongst all the brands in the world, Apple stood out and retained the No. 1 position with a

total market value of \$947 billion. The company grew by 55% from last year to become the most valuable brand.

Following Apple, Google came the second position on the list as it was able to garner a market value of \$819 billion, growing 79% from last year. After Google, the third and fourth positions were captured by Amazon (\$705 billion) and Microsoft (\$611 billion), respectively. While the Chinese tech giant Tencent (\$214 billion) remained in the fifth position.

The combined value of the world's Top 100 most valuable brands has increased by 23% to \$8.7tn over the past year, highlighting the importance of brand strength in navigating an unsettled global economy.

Thirty-seven brands improved their ranking this year. In 2022, over three-quarters of brand



value originated from US companies. Media & Entertainment, Business Solutions & Technology

Providers, and Retail categories account for over half of the total value of the Top 100 ranking.

## Australian Advertising Industry Commits To Global Ad Net Zero Initiative

Advertising Council Australia (ACA), the Australian Association of National Advertisers (AANA), and the Media Federation of Australia (MFA) have announced their commitment to supporting Ad Net Zero in Australia - a global initiative to drive advertising's response to the climate crisis.

Ad Net Zero was launched in the UK in 2020 and is spearheaded globally by the World Federation of Advertisers and the Advertising Association, IPA, and ISBA in the UK, with a collective vision to address climate change and reduce carbon emissions across the industry.

At the 2022 Cannes Lions Festival, leaders from some of the largest companies and associations in the world's advertising industry announced their intentions to apply learnings

from the UK and roll out Ad Net Zero internationally to major markets, including Dentsu International, Havas, Interpublic Group, Omnicom, Publicis Group, and WPP.

The three Australian associations will meet in the next month to discuss an industry-wide commitment to the principles of Ad Net Zero and an appropriate action plan, working in partnership with ad sector associations globally.

AANA CEO Julie Flynn said: "The only way to address climate change is through collaboration and a shared vision, and that's why we're supporting Ad Net Zero in Australia."

"In line with the new Australian Government's commitment to increase Australia's 2030 emission reduction targets, our industry is ready to play its part."



ACA CEO Tony Hale said: "Agencies across the industry have already taken steps to work more sustainably and we welcome their efforts. "The Advertising Association in the UK has

done a brilliant job in mapping the path forward - I am confident the industry will work together to apply the principles to the Australian marketing, media and advertising landscape."



# Vibes As Trendupp Rewards Influencers, Content Creators



**T**rendupp Awards – Nigeria’s pioneer awards platform for influencers and content creators returned for the second year amid glitz and glamour. The awards took place on Sunday, June 12, at The Monarch Event Centre, Lagos, Nigeria.

Hosted by the multi-talented influencer, and TV host Bukunmi Adeaga Ilori better known as KieKie, the night was full of glitz and glamour. This year’s edition was aimed at recognizing and applauding the outstanding work of influencers, content creators, brands, and organisations in

Nigeria for their immense contribution to the social media space.

All the winners across each category were not only presented with their gold statuettes but also received cash prizes of \$1000 each, while the winner of the Emerging Force category (the only voting category), ShankComics received a cash prize of \$1,500 all courtesy of the event’s headline sponsor Chipper Cash App.

The most coveted award of the night, the “Force of Influence” was clinched by Mr. Macaroni.



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## Kizz Daniel Drops Hit Single 'Buga' Visuals



The much-anticipated visuals for the chart-topping music track by sensational Nigerian singer, Kizz Daniel, Buga, has finally been released, much to the delight of the singer's fans and lovers of the music.

Produced by Nigerian singer-songwriter, Tekno, Buga has been topping charts since its release in early May this year.

The hit track reported to be the third most-streamed song of 2022 garnered 3.6 million visuals in barely two days of release.

The colourful visuals for the groovy track had a cameo appearance from popular Nigerian comedian, Sabinus. The music video was directed by talented filmmaker, TG Omori.

With vixens donning colourful festival costumes and professional dancers using their energy to add more life to the video.

Following the release of the visuals, Kizz Daniel said he would like to perform the song alongside a mass choir at this year's world cup in Qatar, which is scheduled to commence in November this year.

"God I want to perform BUGA for World Cup with a mass choir," he wrote.



## Squid Game To Return For Season 2

Netflix's most-watched series of all time, "Squid Game" will return for its season 2. The show's director, writer and executive producer, Hwang Dong-hyuk confirmed its return in a letter to fans globally.

"And now, Gi-hun returns. The Front Man returns. Season 2 is coming," the letter read in part.

Dong-hyuk also hinted about some new developments on the show. He noted that the mysterious salesman who recruits desperate players to the game show might return.

"The man in the suit with ddakji might be back."

The letter also said viewers will be introduced to Cheol-su, the "boyfriend" of the show's infamous animatronic doll, Young-hee.

Dong-hyuk that the "Squid Game" deserved a second season following the global attention it received.

"It took 12 years to bring the first season of 'Squid Game' to life last year. But it took 12 days for 'Squid Game' to become the most popular Netflix series ever.

"As the writer, director, and producer of 'Squid Game,' a huge shout out to fans around the world. Thank you for watching and loving our show... Join us once more for a whole new round," the letter read.



## Khaby Lama Becomes Most Followed TikTok Video Creator

Social media personality, Khaby Lama has emerged as the most followed Tik Tok video creator. He emerged as the number 1 after achieving a new record of garnering 142.8 million followers on the short-form video hosting service.

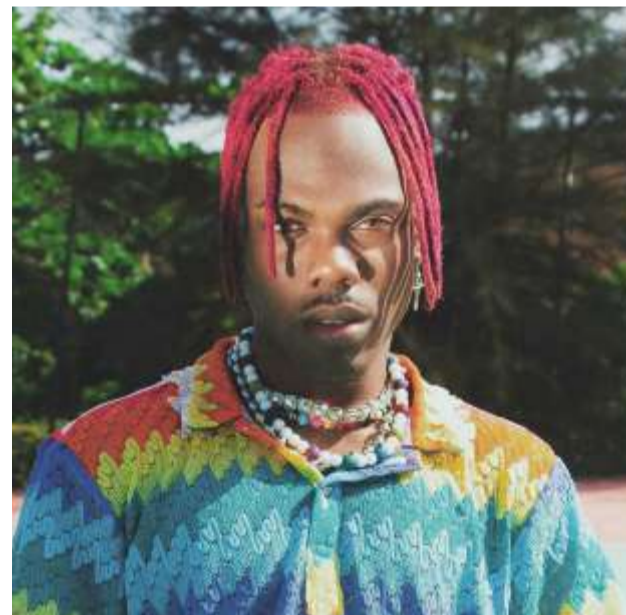
Lama surged past popular Tik Tok video creator, Charli D'Amelio who currently has 142.3 million followers.

The 22-year-old's video content includes reacting to absurd life-hack videos and recreating the video himself to show an, even more, easier and more logical hack.

Known for performing several comedic bits, Lama's videos do not have any dialogue. However, his straight-faced iconic expressions and body language have made him one of the most widely loved and acknowledged Tik Tok creators globally.

In an official statement released in 2021, Lama had expressed he was 'passionate about entertaining people and making them laugh'.

"I am passionate about entertaining and making people laugh since childhood, and I am thankful to TikTok for offering me a global stage to share my passion with the rest of the world. I will continue to work towards my dreams, knowing I can count on a beautiful community ready to cheer me on. Thank you and I love you all!" read the statement as quoted by Lama.



## CKay's 'Emiliana' Goes Platinum In France

Nigerian singer, Chukwuka Ekwani, better known as CKay has received another international recognition as his single 'Emiliana' has been declared platinum in France.

The Syndicat National de l'Édition Phonographique (National Syndicate of Phonographic Publishing), the professional organisation in charge of French records, made the announcement via their official Instagram page.

According to the announcement, CKay's song got the certification after getting an equivalent of 30 million streams in France.

CKay achieved wide global success when his single 'Love Nwrititi' became a Tik Tok hit. The single topped charts in several countries thereby exposing CKay to an international audience and acclaim which is evident in his 19 million monthly listeners on Spotify.

The song has also charted on six continents, hitting No. 1 in India, Norway, and Switzerland.

## Tems Postpones Shows After Diagnosis With Reflux Laryngitis



Nigerian singer, Temilade Openiyi, popularly known as Tems has been forced to postpone her upcoming shows after being diagnosed with Reflux Laryngitis.

Reflux laryngitis is an irritation in the back of the throat due to acid or other chemicals that come up from the stomach.

Announcing the medical condition, Tems wrote, "It breaks my heart to say this but there has been no other option for me. I'm not feeling too good at the moment. After my last performance, I was diagnosed with Reflux Laryngitis and I have to take some time off to protect what's left of my voice," she wrote.

"On doctor's order, I have to postpone the two shows this week. The new dates for both shows will be announced tomorrow."

Meanwhile, the singer has been nominated in three categories for the 2022 edition of Black Entertainment Television, BET Awards.

## Real Housewives Of Lagos Reunion Show Premieres July



The reunion show for the Nigerian reality television series, The Real Housewives of Lagos will premiere on Showmax in July.

The Reunion show which will be hosted by Nollywood actor, and media personality, Uti Nwachukwu, will air on the streaming platform exclusively on July 1 and 8.

Announcing the new job, Uti Nwachukwu said, "The Real Housewives of Lagos has been a huge part of my Fridays since it premiered and I'm so excited to be able to sit down with the amazing cast to talk about the show."

The trailer which unveils the celebrities in stunning Nigerian looks also teased a near-cat fight between Chioma and celebrity stylist Toyin Lawani.

The hit series wrapped up in June after 12 thrilling episodes. The season finale ended with former besties Chioma and Caroline going for each other's jugular over an argument about a previous fight between the latter and Iyabo Ojo.

Season one followed the lives and relationships of celebs Caroline Danjuma, Iyabo Ojo, Laura Ikeji, Toyin Lawani, Chioma Goodhair, and Mariam Timmer.

Mr. Funny

# Sabinus

By Ganiyat Ganiyu

Barely three years after he rose into the limelight in the Nigerian entertainment industry, Emmanuel Chukwuemeka Ejekwu, better known as Mr. Funny or Sabinus, has won different awards to his name. Sabinus is a popular stand-up comedian and skit-maker. He is unarguably one of the funniest and most sought-after skit-makers in the industry at the moment.

Sabinus is popular for his skits which revolve around getting into trouble. His character, Sabinus also answers the name Mumu Man, Investor, The Blue Chief, and the last epithet being a reference to the sole long-sleeved and ill-fitted blue shirt that he wears in his skits.

He is also known for crying at the end of his comedy videos, an act that got him the name "Mr. Mumu man."

The comedian was born on January 30, 1995, in Port Harcourt, Rivers State. He had his early education in Rivers States and has a degree in Linguistics and Communication Studies from the University of Port Harcourt.

During his undergraduate days at the University of Port Harcourt, Sabinus seized every opportunity to showcase his talent. He auditioned at his department's talent show and also performed stand-up comedy during the institution's Student Union Week.

## Career

Sabinus did not rise to the limelight until 2019 when he relocated to Lagos from Port Harcourt, where he was born and raised.

He kicked started his skit-making career by sharing short videos on his social media platforms. However, he gained further recognition after Instagram blogs began to repost his creative videos.

In an interview shared on his Instagram page, Sabinus said he never knew he could make a living out of comedy as his father wanted him to become a lawyer.

"I was doing it for fun; there wasn't any driving force. I was doing stand-up comedy, but the stand-up comedy industry in Port Harcourt then was really tight, you need to know somebody before you can perform and all that. So, I had to just push all my energy into skit-making in 2016, and in 2019, I moved to Lagos, and ever since then, it has been a good story.

"My father wanted me to be a Lawyer, not even that Linguistics and Communication that I studied. He told me nothing but law. So, from school shows, we found our way here."

For Sabinus, comedy has been a highly rewarding art. There are many ways he makes money as an entertainer. Having started as a stand-up comedian, performing at shows for little or nothing just enough to get by, Sabinus now combines this with the pay accruing to his rich viewership numbers on YouTube, Instagram, and Facebook.

He also has Instagram adverts that have proven to be a steady source of cash coupled with his dealings with actual brands ready to pay a fortune in timed deals to have him as an ambassador or influencer.

Then come fame and the privileges that accompany it; the occasional Nollywood roles for which he gets paid. He has starred in a good number of movies.

Sabinus featured in Zubby Michael's 'Man of war', 'Billionaire's bride' with Regina Daniels, and many more.

He received The Creative Social Media category award in 2021 from De Elite Nigerian Star Awards, DENSA.

In February 2022, Sabinus held a stand-up comedy show, "Sabinus live in Ghana" at



Westville Event, Accra, Ghana. The show was headlined by Shatta Bundle, Brain Jotter, MC Lively, Mc Monivca, Mc Okokobioko, among host of others.

Also, in March 2022, Sabinus' distinct skits got him a nomination in the 2022 Africa Magic Viewers' Choice Awards newly introduced 'Best Online Social Content Creator'. He was nominated in the category alongside Mr. Macaroni for Multi Personality Disorder, Tee Kuro for Nollywood epic Love Story 1& 2 (parody), Bukunmi Adeaga-Ilori for Kayamata. Other nominees are Taaooma for Road Rage, Jacqueline Suowari for OfLine and Layers, Edem Victor for First Date – Mummy's Boy and Elozonam Ogbolu for Affiah-DeJa Vu.

"Honoured to be nominated alongside other awesome content creators!! Thank you AMVCA!! Sabinwa," he wrote on Twitter.

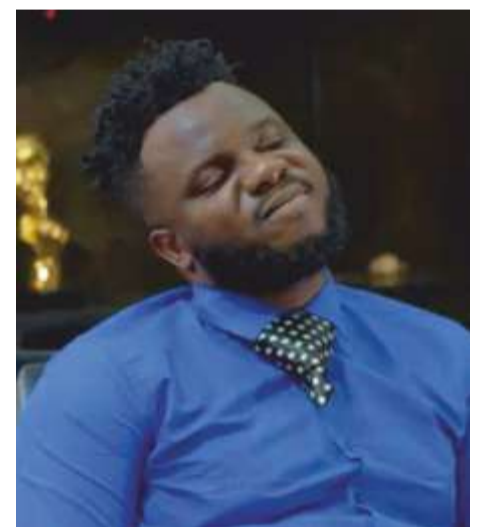
The newly created category was won by Sabinus during the grand finale of the eight-day long AMVCA festival on May 8th. He won the category for his popular skit "Something Hoooge".

In an interview, Sabinus said that he has no mentor in the comedy industry. According to him, he looks only to "God Almighty" for inspiration.

## Family

Celebrities find it difficult to keep their families away from the public due to the nature of their work, but Sabinus is strict on privacy protection. Sabinus who was born to the family of Mr. and Mrs. Ejekwu in Port Harcourt is the first son of a family of six. He is currently not in a relationship.

In 2021, Sabinu took to his Instagram page to share photos and videos of a well-furnished



mansion he built for his parents in his Ikwere hometown in Rivers State.

Sharing the news with his over 1 million followers on Instagram, Sabinus wrote: "my little gift to my parents- mummy and daddy, oya manage this small gift from your handsome son (Sabinus)."

Sabinus' skit is precisely the kind of comedy that most Nigerians will find funny regardless of their social status and level of education and it will be interesting to see how his craft evolves in the years to come.

"My main goal as a skit-maker is to make everybody happy and to pass sensitive messages. To make a skit that the father, mother, and the whole family can sit down and watch. No nudity, no nakedness, clean and classy comedy. That is my goal," Sabinus said.

# Fadolapo's APCON: Can They Sustain The Fire From Four Cylinders?



Usukuma Ntia  
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About 17 months ago, Dr. Olalekan Olumuyiwa Fadolapo took over as the fourth registrar/CEO of the Advertising Practitioners Council of Nigeria (APCON). Those who are familiar with his vibrant disposition during his days at AAAN noted readily that the new registrar will promptly propel the apex advertising regulatory body to new heights.

## Plans And Promises

Reeling out his major plans after a few weeks in office, at an IMC Industry Grand Reception organised by your frontline brand and marketing publication, Brand Communicator, in collaboration with the Association of Advertising Agencies of Nigeria (AAAN), Fadolapo outlined them to include industry reform, solving multiple tax and copyright issues, facilitating pitching for government communications jobs, among others. He clearly promised to reform the industry.

In his words, "the industry reform has been a major challenge. The industry reform can create jobs, the industry reform will improve the Internal Generated Revenue (IGR) of APCON and the government, and it will help stabilize our industry. "APCON is here to regulate and not to kill the industry. We are not regulating to strangle, and we are regulating to bring the best out of every one of us"

On plans to resolve taxation challenges, the registrar promised to finalise talks with the Federal Inland Revenue Service (FIRS) for an exclusive help desk that will ensure that issues like double taxation; application of withholding tax, and others that relate to the industry are resolved. Another problem Fadolapo pointed out when he came in was the issue of copyright the industry is facing. He mentioned that the DG of the Nigerian Copyright Commission (NCC) informed him that most of the issues of copyright in court can be resolved at the industry level. Within that period, he also revealed that "APCON is talking to NCC on setting up a help desk for agencies that need advice on ownership of copyright and other copyright issues. We will be organising a webinar soon and the DG has agreed to speak on this issue."

In another vein, Fadolapo spoke on the digital switchover by the government and revealed that APCON is pushing to manage the audience measurement aspect of the digital switchover. On plans to ensure that more industry players get government jobs, he promised to open talks with the Bureau of Public Service Reforms and ensure that APCON certification among others is listed as a qualification requirement for hiring professionals for government jobs. Promoting local content and driving industry growth to ensure that local elements play key roles was another agenda Dr. Fadolapo, promised to consistently place on the front burner.

His words, "If you look back at the industry, how many local production houses do we have? We believe strongly that promoting the localisation policy by APCON will encourage all the service providers and content creators within that ecosystem of advertising. "Our local elements must play a role in advertising by conquering or by conquest; it must resonate with the community. It must promote our culture, and recognize our uniqueness as a people. "We are still getting to the point of imported advertisements. In other climes, for example, modeling and voice-over are huge businesses, but what happens to our own modeling industry?"

Now, with almost two years into Fadolapo's tenure as registrar/ CEO, to what extent has APCON facilitated the harnessing of various opportunities and local endowments that abound within the advertising industry?

## Enters AISOP

The biggest salvo so far, fired by Fadolapo's APCON was On October 6, 2021, when the Advertising Industry Standard of Practice (AISOP) was introduced. Consternation buzzed across the industry when details of the new law were released, and how it would guide and regulate the business of advertising in Nigeria. Despite the eruptions, APCON insisted that AISOP is a business framework that must be allowed to work because it seeks to improve mutual respect, eradicate unfair advantage, unethical competition, and un-equitable policies among relevant stakeholders in the advertising and marketing communications industry in Nigeria. Within the industry, AISOP clearly regulates engagement policy, payment terms, and method, media rates and commission, remuneration model, disengagement protocol, returns on advertising investment and measurements, dispute resolution, and other related business procedures.

One area of the new legislation that generated a lot of controversies was the rule on payment terms. Advertisers felt compelled to seek an urgent review because they believe AISOP should not dictate the terms of any contract, rather it should allow parties to agree on their terms.

Many observers noted that before now, contract rules were hardly obeyed. The clients dictate the pace and call the shots. With



Dr. Olalekan Fadolapo, Registrar/CEO, APCON

***"Reeling out his major plans after a few weeks in office, at an IMC Industry Grand Reception organised by your frontline brand and marketing publication, Brand Communicator, in collaboration with the AAAN, Fadolapo outlined them to include industry reforms, solving multiple tax and copyright issues, facilitating pitching for government communications jobs, among others."***

the new law, the tide is poised to change. APCON is insisting that previous practices made it difficult for media organisations and agencies to survive. It is true that APCON has the statutory duty to regulate the sector, but how easy has it been, enforcing this rule so far when the current economic situation might make it very difficult for most struggling agencies and media houses to stand their grounds?

With recent rapport and rubbing of minds between the body of advertisers and APCON, will there be room for the shifting of grounds? We will definitely know the details with time.

## New fellows Inducted

Even with the passion to aggressively push AISOP to a logical end, APCON did not forget some urgent issues that have been fallow for about 10 years. Early this year, APCON inducted into the fellowship cadre of the advertising profession, 63 long-serving practitioners who have attained the highest level in the advertising practice in Nigeria. The induction ceremony that took place at the Radisson Blu Hotel in Lagos was graced by several dignitaries in the advertising industry. Congratulating the new inductees in his opening address at the Fellowship Induction ceremony, APCON Registrar, Dr. Lekan Fadolapo disclosed that the inductees met all the stipulated requirements by law and have attained the highest and distinguished class in the profession.

## The Sterling Debacle

Besides taking good care of the home front, APCON under Lekan Fadolapo did not forget its role as a vital watchdog within the industry. During the last Easter season when Sterling Bank shared an embarrassing Easter goodwill message which compared the resurrection of Jesus Christ to locally made bread in Nigeria

called "Agege Bread", the fight in APCON the watchdog came alive. A statement signed by APCON Chief Executive, Olalekan Fadolapo, said it observed with displeasure the insensitive and provocative Easter celebration advertisement by Sterling Bank Plc, and the council will take necessary action to ensure that Sterling Bank is sanctioned for the exposure of such an offensive advertisement.

Regrettably, APCON is yet to work out appropriate sanctions against Sterling Bank months after they exposed what most industry players see as an insensitive and provocative easter advertisement. APCON claims they are still "Studying" and "investigating" the infraction by Sterling Bank. Probably they might need to send it to a forensic lab for extra-analysis before decisions are finally taken.

It seems APCON's code, exempts goodwill messages from vetting, but in this case, the council is trying to stand on the strength that the Sterling Bank message was offensive and it generated a lot of public uproars. However, APCON's subsequent lethargy after the initial "gra-gra" creates room for that embarrassing stamp of a "toothless bulldog" to stick on the regulatory body despite the high level of vitality exhibited by the new APCON.

## Osa's Exposed Cleavage

The same slow-motion seem to be brewing after APCON flagged down one of Globacom's NIN ad featuring a female model, Osas Ighodaro. APCON feels the model was exposing her cleavage beyond what is normal. APCON also claimed the TVC was neither submitted nor approved for exposure by the Advertising Standards Panels (ASP), the statutory body charged with the responsibility of ensuring that advertisements conform with the prevailing laws code of ethics of advertising in Nigeria. Pronto, APCON ordered the advert to be brought down from all media platforms-broadcast and social media. The brouhaha generated propelled everything around the ad to move to the front burner of all conversations in the media space. By accident or by design, Glo was achieving quality mileage ahead of others in the keenly contested telco space where all the advertising big boys are trying to pull their muscles. At least this tilts the balance of argument in favour of those who assert that sex will always sell in advertising.

Just like many others, I had to look out specifically for this controversial ad - to study (Just like APCON will always do) the scene so that I get a personal conviction on the level of that exposure. I wanted to be on the same page with my dear APCON. However, after my "investigations", I discovered that I had to disagree slightly with APCON.

After watching the last BBNaija Reunion and some musicals on our stations, some aired within the children's time-belt, the scene that drew complaints from APCON looked like a child's play. I saw that the exposure on the controversial ad was just slightly above normal. Probably APCON would need to link up with BON, the films and censors board, and others if the issue must be tackled from the root. It might look somewhat illogical for APCON to spend valuable energy on things that are quite dominant and taken for granted in regular programmes. APCON would only be stretching itself too thin to be effective.

## Regulating Online/Digital Ads

I also share the same view about plans to regulate or license digital advertisers. A few weeks ago, Dr. Olalekan Fadolapo revealed the intention to drastically reduce unethical digital advert practices in Nigeria. APCON, he explained, will be cultivating the support of the Nigerian Police Force and the National Assembly to regulate the digital media space.

Fadolapo, identified some distasteful online advertisements as those promoting strange rituals, private parts enlargements, breast enlargement, love potion, and concoctions to provide political powers. Other unwholesome advertisements, he said, claim the ability to cure all manner of ailments with one particular product without scientific proof. It is quite commendable that APCON is planning to monitor and regulate Online ads but how prepared is APCON today to effectively take on this task even if they double their workforce? There is so much going on in the digital media space. Sometimes you will find a group or an organisation putting up a promotional post just to "catch cruise". And this can add up to thousands within minutes?

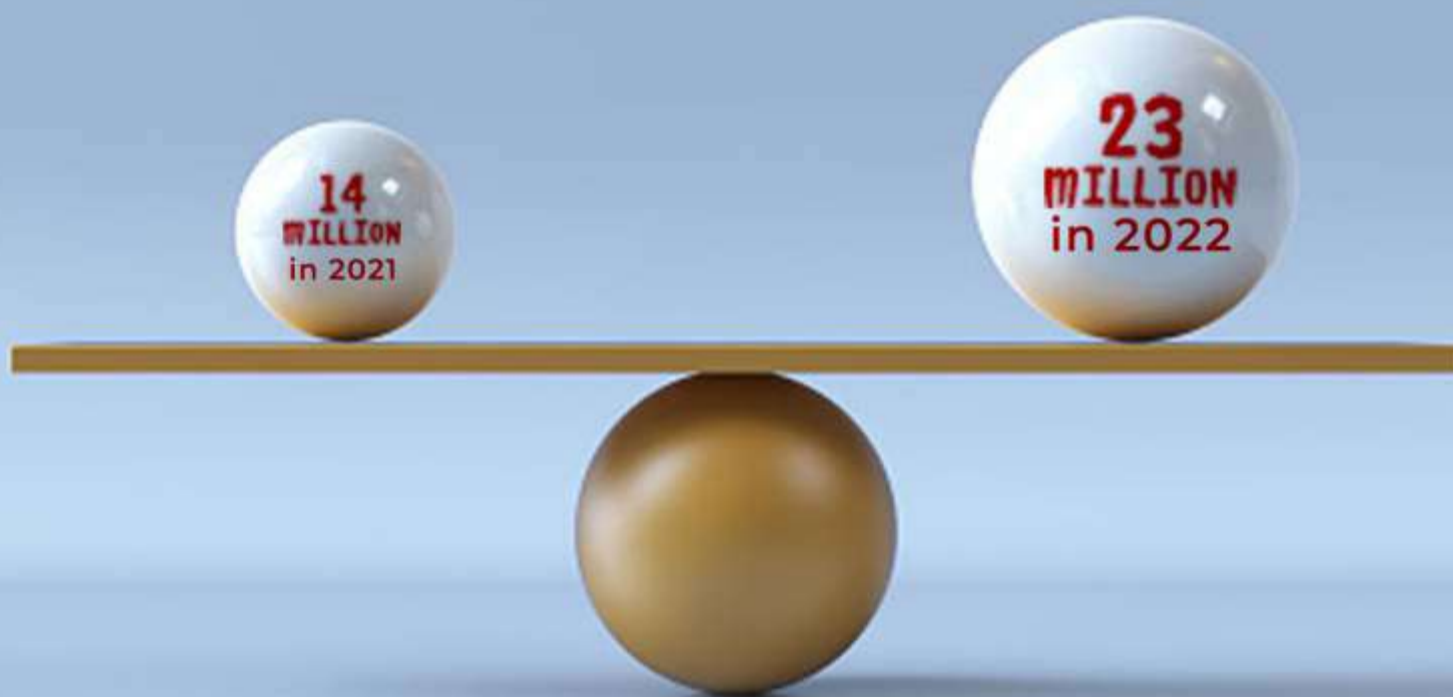
The honest advice is that there are so many vital things for APCON to focus on than spend time looking for any needle in a giant haystack. As Fadolapo prepares to mark his second year at the driver's seat at APCON this September, let me commend his speed and passion so far. I hope to use my column in August to x-ray the impact of the last two action years on stakeholders.

If APCON really wants to sustain the fire from all cylinders, it must focus on vital issues and avoid battles from too many fronts, no matter how appealing. As we all know, a rolling stone gathers no moss.

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