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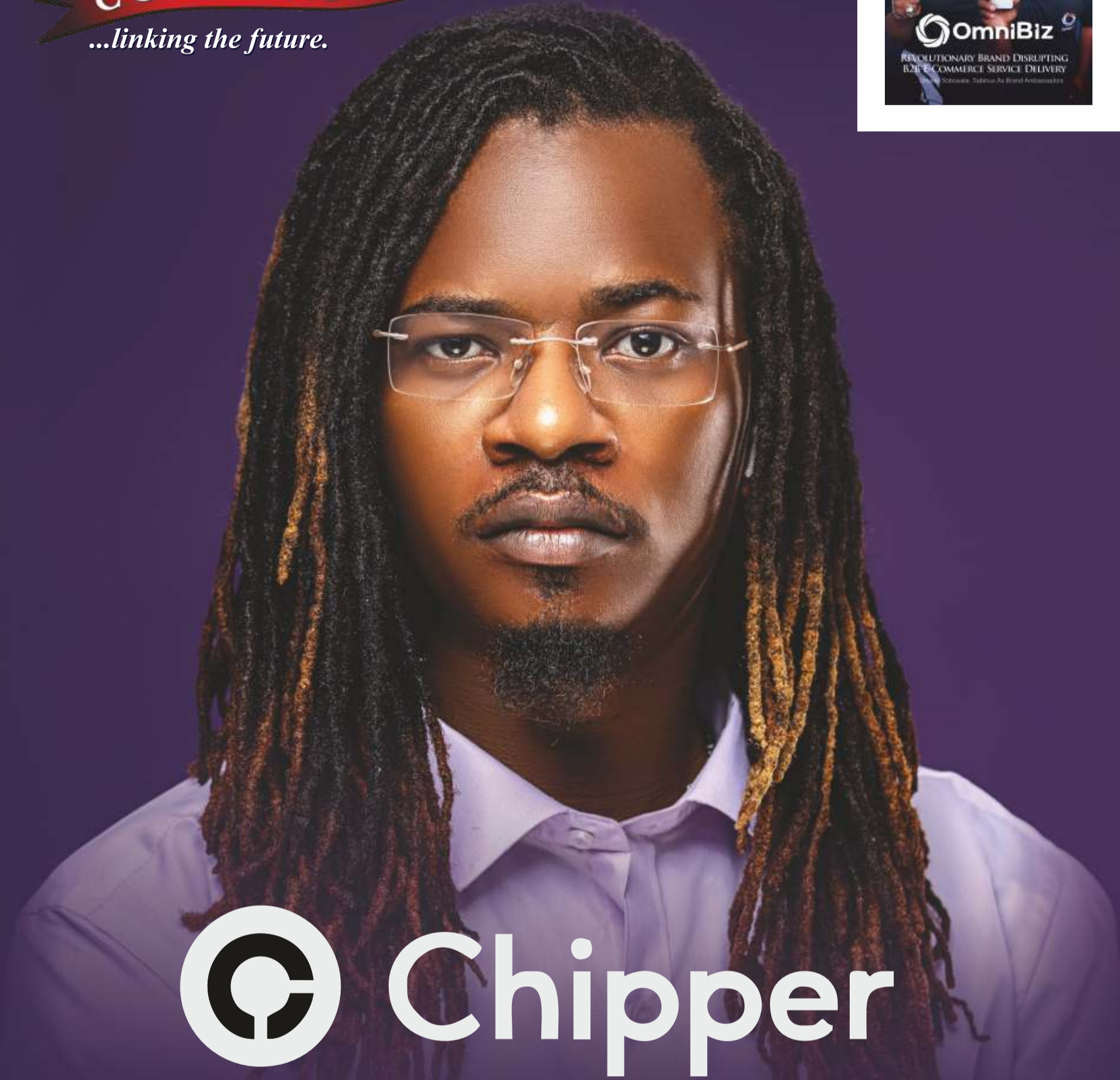
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Issue 80

SPECIAL FEATURE



Chipper

THE EVOLUTION OF AFRICA'S FINEST FINTECH DISRUPTOR



Phoebe Dami-Asolo
Marketing Amazon With Nifty Balancing Powers

ARCON Now Requires Minimum 75% Cumulative Local Content In Advertisements From Jan. 1st

EPL@ 30: The Success Story Of An Iconic Sports Entertainment Brand

AM ORIGINAL DRAMA SERIES

AM SHOWCASE



COVENANT

VENGEANCE IS A THREE-COURSE MEAL



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FOR THE 
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ARCON/ADVAN Faceoff: Dialogue Better Than War

Okwukogu is an Igbo name that packs a lot of meaning beyond the onomatopoeic connotations that follow it. It literally transliterates to “dialogue is better than warfare.” The aphorism comes to play in the face of recent developments in the Advertising industry that culminated into an obvious faceoff between the Advertising Regulatory Council of Nigeria (ARCON) and the Advertising Association of Nigeria (ADVAN) on AIT’s morning breakfast show, Kakaaki. So palpable was this tension that hosts of the show advised that both parties should find common grounds for agreement in the interest of the industry.

The reason is not so far-fetched. With the signing into law of the Advertising Regulatory Council of Nigeria (ARCON) Act which repeals the now erstwhile Advertising Practitioners Council of Nigeria (APCON) law, it is no gainsaying that things have not remained the same for the advertising industry.

As expected, industry stakeholders have reacted to this development variedly, especially as ARCON had hit the ground running with a ban on the use of foreign models in Television Commercials (TVCs), use of foreign voice-over artists, and their use on other related materials including billboards across the country.

Although the ARCON Director-General, Dr. Olalekan Fadolapo has reiterated that ARCON is here to regulate advertising practice not to strangle it, but some stakeholders have contrary views. Most vocal among these stakeholders are advertisers under the aegis of ADVAN. In a statement from its Executive Council on the ban, the advertisers had said, “It is ADVAN’s standpoint that the recent ban on foreign models was not well thought out. ADVAN feels it is a poorly researched attempt at seeking a solution for sustainable growth in the advertising industry.

Before now, the Advertising Industry Standard of Practice (AISOP) was the topic of contention between the industry’s apex regulator and the advertisers. Besides its disagreement with ARCON over the ban of foreign models and voice over artistes in Nigerian advertising, ADVAN is equally dissatisfied with how ARCON had handled Hayat Kimya and Mainsail Media Limited debt issue.

We do understand that there are indeed deep seated issues in the industry that need urgent interventions. Indeed, worth commending is the many strides of the ARCON Director-General, Dr. Olalekan Fadolapo in this direction since his appointment by President Muhammadu Buhari.

But while we agree that regulation is vital for the protection and growth of any industry, and while many industry stakeholders have said the new ARCON Act will deepen Nigeria’s marketing industry, we are of the opinion that for sustainable growth, the advertising industry needs the collaboration of advertisers, advertising agencies, and regulators. We advocate for more dialogues, consultations and involvement of all stakeholders in charting the best course for the industry

No doubt, the advertising industry in Nigeria is growing but the rate of that growth leaves so much to be desired. Like the CEO of ADVAN, Ediri –Ediale noted in a recent interview with Kakaaki on AIT, the advertising industry in Nigeria still lags behind Kenya and South Africa despite the sheer size of our market. Wrangling in the industry will not only slow down its growth, it could lead to a retrogression, considering the many challenges we have, including the loss of talents to the ‘japa’ syndrome among others.

We urge all parties to sheathe their swords and consider dialogue. All parties and stakeholders need to collaborate and not compete endlessly in the interest of the industry.

In this special edition, the focus of our cover story is on Chipper: The Evolution of Africa’s Finest Fintech Disruptor. This report will illuminate your understanding on the vitality behind the successes of Africa’s Fintech sector.

Also, on the lighter side, we bring you a popular Nigerian actress, content creator, and social media influencer, Osas Igodaro, on our ‘Celebrity Profile’ segment. We also serve you the juicy news making the headlines as far as entertainment is concerned on our Brandtainment page.

On our ‘People on the move’ page you get to find out who has moved from what organisation to the next. 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 memorable reading delight in this edition.

Happy reading!

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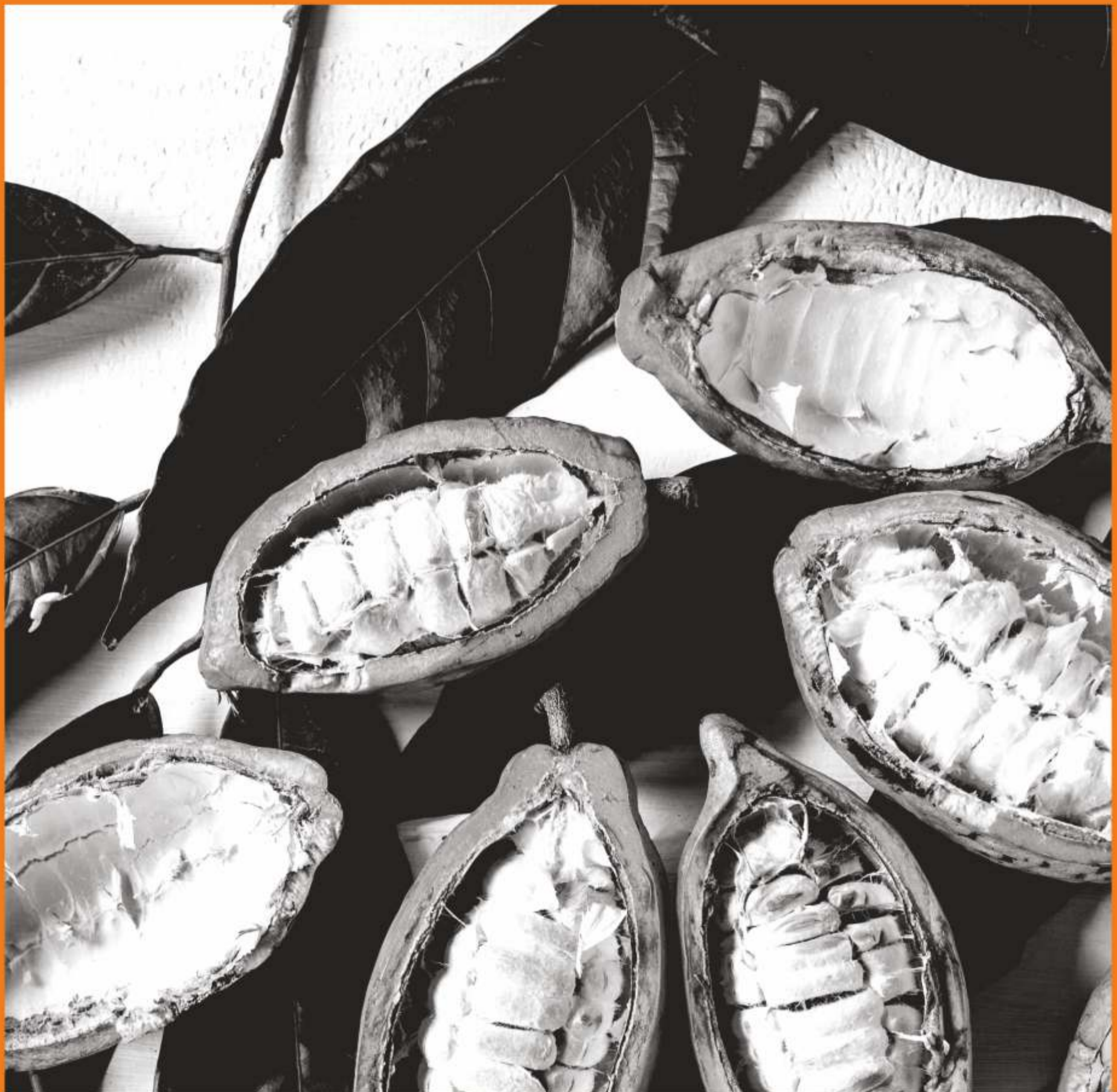
Brand Communicator is published monthly by **Awesome Communications**

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Creating and managing wealth through partnerships and investments built on sustainable relationships is a staple in our services to our customers.

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CBN Approves New Payment Service Subsidiary For Access Corporation

Access Holding Plc has received its final approval from the Central Bank of Nigeria, CBN, on a new payment subsidiary, Hydrogen Payment Services Company Limited, a company fully owned by Access Corporation.

The approval was disclosed in a letter signed by the Access Corporation's Secretary, Sunday Ekwochi.

The statement read; "Access Holdings Plc, trading as Access Corporation announces today that it has received the Central Bank of Nigeria's final approval for its wholly owned payment subsidiary, Hydrogen Payment Services Company Limited (Hydrogen)."

It noted that Hydrogen has the vision to be Africa's most powerful business network and will provide switching and payment processing services to financial service providers and other stakeholders.

Sunday Ekwochi said, the new company is a payment subsidiary of Access Corporation which is designed to provide a payment platform where switching and payment processing services would be rendered to both the financial service providers as well as other stakeholders in the industry.

Speaking on the new development, the Group Chief Executive officer, Access Corporation, Herbert Wigwe, said "The establishment of Hydrogen is a natural step in our aspiration to

create a globally connected community and ecosystem inspired by Africa for the world and aligns with our mission to build and sustain one global platform, open for anyone to join where people can be committed to exceptional opportunities."

He added, "Hydrogen will deploy cutting edge technology infrastructure, strong risk management, and government standards to provide secure, cost-efficient and convenient payment services to individuals and businesses across the African continent thereby supporting the attainment of the Central Bank of Nigeria's financial inclusion strategy."



PZ's Morning Fresh Unveils N30m Gang Promo To Reward Customers



As part of activities to commemorate its 30th anniversary, Morning Fresh, a dishwashing liquid brand from the stable of PZ Cussons, has commenced a new promotion tagged, "30 Million Naira Gang promo" to reward

customers and grow the number of millionaires in the country.

According to the company, the promo will run till December 14 with live draws beginning Friday, September 23, and is targeted at rewarding loyal consumers with prizes such as; kitchen makeovers, refrigerators, generators, microwaves, washing machines and to top it all, 30 millionaires will emerge at the end of the promo.

According to Daniel Gyefour, Regional Head of Marketing, Africa, PZ Cussons, the N30million Gang Promo is aligned with Morning Fresh new brand positioning of caring for those who care by softening the tough job of cleaning, and offering value add to its loyal consumers.

"The brand is one that cares for our Everyday

heroes" the well-centred woman who makes strong contributions to society through nurturing happy families. The brand exists to serve the hygiene-conscious woman, who prides on keeping her kitchen clean and ultimately taking good care of her family. Morning Fresh brand is definitely the best companion for caregivers in softening tough jobs and caring for those who care, bringing the home and family together with love," Gyefour said.

It has been over 3 decades since Morning Fresh launched into the branded dishwashing liquid (DWL) segment pivoting consumers from products like sand, ash, bar soap, and even detergent powder to a dedicated dishwashing product, making dishwashing a pleasant experience with astonishing results. The 30 Million Naira Gang Promo is Morning Fresh

saying thank you to its loyal consumers for joining the brand on a journey that began 30 years ago and trusting it to deliver on a solution that enhances dishwashing.

On the modalities of Morning Fresh 30th anniversary consumer activation, consumers can participate in the ongoing N30million Gang promo, by submitting any 2 labels of Morning Fresh 1 Ltr Original Fresh, Zesty/Lemon, or 700ml Antibacterial pack at any of the accredited redemption centres and qualify for the weekly draws. Consumers can follow @MorningFreshing on social media for more details on the promo and the full list of accredited redemption centres. Winners will be required to produce proof of name, valid ID card, and the phone number used in participation for authentication.

MultiChoice Announces New Programmes, Special World Cup Coverage

To offer extra value to its subscribers, MultiChoice Nigeria has announced a wide range of programmes, cutting across sports and entertainment.

The broadcasting outfit said this at a media showcase, where it gathered its partners, including journalists, to preview its programme offerings for the next few months and ahead of the Qatar 2022 World Cup.

The Managing Director of MultiChoice Nigeria, John Ugbe, noted that the company was intentional about creating local content for Africans.

Giving an insight into the packages lined up for the World Cup and its other programmes, Ugbe said DStv and GOtv customers can look forward to round-the-clock access to all 64 of the FIFA World Cup Qatar 2022 matches and the premiere of Big Brother South Africa and Nigeria.

Ugbe said, "MultiChoice is making FIFA World Cup Qatar 2022 more accessible to fans than ever before. The company is making all 64 World Cup matches available in different vernacular languages.



John Ugbe, MD, MultiChoice Nigeria

"GOtv SUPA and SuperSport are expanding their offering for football fans by adding more language options, including Pidgin, Yoruba, Igbo, Hausa, Twi, Swahili, Amharic, and more. Fans need to download the self-service DStv or GOtv apps to subscribe or upgrade their current package as soon as possible to catch all the football action coming this year."

He also announced that there will be a 'DStv Blue Chair activation', where customers get to

take pictures on the blue chair, add #HereForEveryFan to their social posts, and access all things FIFA-related via a QR link. This is in addition to 'DStv Football Buzz', a new podcast that covers everything World Cup-related, as shared by prominent sports influencers across Africa.

Speaking on the investment by MultiChoice in growing content offering for customers' pleasure, the Executive Head of Content,

MultiChoice Nigeria, Dr. Busola Tejumola, said customers will be pumped with different contents in the coming months, as the company will be unveiling a chain of new programmes on its Africa Magic channels.

Highlighting some of the new content customers can look out for; Dr. Tejumola said the popular comedy series, The Johnsons, will return for the new season which will honour the show's late cast, Ada Ameh.

Speaking further, she said customers should look out for a new 260-episode local series 'The Covenant', and another 260-episode local series titled 'Itura', starting from October 3.

She added that the popular Africa Magic series, 'Tinsel', and 'The Rishantes', will also make a return in a few weeks.

"For the holidays, our holiday channel will go live in November and will be showing some global events and carnivals. The Calabar Carnival in Cross River State will be live on this channel.

"Also, Crime and Justice Lagos will premiere on Showmax later this year. Customers can also look out for our first local animation series coming soon," she added.

Carbon Kicks-off Celebrations To Mark A Decade Of Doing Business In Nigeria



Carbon Finance, one of the leading players in the nation's Fintech industry, has kicked off celebrations to mark its 10th anniversary with a promise to transform the banking experience, making banking more accessible and flexible for consumers.

Originally set up as a lending company, Carbon has established itself as one of the continent's leading and fastest-growing digital banks, with over a million users across the

federation and operations in two African countries.

Having begun operations in 2012 as One Credit, a brick-and-mortar consumer lender focused on the Nigerian market, the company then pivoted in 2016 to become a digital lender via its Pay later App and was focused on providing access to consumer credit services. With a refreshed intention to develop into a fully-functioning digital financial service platform that

offers cost-effective bill payments, free fund transfers, and high-yield savings and investments options in addition to loans, the company in 2019 rebranded itself as Carbon and was granted a microfinance banking license by the Central Bank of Nigeria.

Speaking about the bank's offering and quest, the co-founder and CEO Chijioke Dozie noted that "At Carbon, we are very proud of what we have built, thanks to our customers and the humans at Carbon. When we look at the last ten years and the future ahead, we want to focus more on our customer's needs and ensure we are adapting to the market demands and changing the way Nigerians make payments".

Ngozi Dozie, who is also co-founder further adds that "with our newly launched buy now pay later product "Carbon Zero" which gives you the flexibility to shop what you want, when you want, without breaking the bank at a 0% interest rate. As humans, time is our most valuable asset and by using Carbon Zero, our customers can be more flexible with their funds and improve their quality

of life significantly."

A variety of rewards, including free data vouchers, movie tickets, discounts in select stores, and cash rewards, will be offered to customers as part of the Carbon Anniversary, which begins on September 12th, 2022.

"Carbon's 10th anniversary is a testament to the fact that 10 years is remarkable for a Neo-bank! Celebrating a decade of value and trust. Carbon has been expanding possibilities not only for its clients and partners but also empowering employees all through its commendable journey", he added.

Carbon is a credit-led, Pan-African digital bank. The company's headquarters are in Lagos, Nigeria, with operations in Nigeria and Ghana with over 150 employees.

Carbon aims to further its mission of providing modern financial products and building value-based relationships for customers. As a result, Carbon is uniquely positioned for significant growth and impact.

Peak Milk Brand Celebrates Nigerian Para Powerlifting Team

Peak brand, Official Partners of the Nigerian Para Powerlifting Federation, has reiterated its commitment to sustain its long-term support to the Federation's athletes as they continually strive to win medals for Nigeria in international competitions.

The Team, also known as "the Unstoppables", sustained their impeccable performance streak at their latest exploits at the 2022 Commonwealth Games in Birmingham, England; and the 22nd African Championships in Saint Pierre, Mauritius where they posted credible, medal-winning performances.

At a Peak Breakfast event recently in their honour at the National Stadium, Surulere, Lagos, the Managing Director, FrieslandCampina Sub-Saharan Africa Cluster, Ben Langat affirmed the continued backing of the Unstoppables by Nigeria's foremost milk brand.

The event also saw the Federation receiving new sets of top-of-the-line wheelchairs, in addition to nutritional support to nourish the athletes to even greater performances in upcoming competitions.

The Honourable Minister of Youth and Sports Development, Mr Sunday Akin Dare, represented by the Deputy Director and Liaison Officer, Mrs. Ekanam Mboru, was full of gratitude to the Peak brand for its support to the Para Powerlifting Federation and its athletes, as well as Nigerian sports in general.

In attendance at the ceremony were members of the newly inaugurated Board of the Nigeria Para-Power Lifting Federation (NPPF), led by the President, Mr. Charles Ezenwanne.

Langat outlined the support the brand



L-R: Marketing Director SSA – Chris Wulff-Caesar, Executive Corporate Affairs Director FCW - Ore Famurewa, President Nigerian Para Powerlifting Federation - Chiemeka Ezenwanne Charles, Managing Director FCSSA – Ben Langat, The Deputy Director and Liaison Officer, Lagos for the Federal Ministry of Youth and Sports Development - Mrs. Ekanam Mboru, Sales Director FCW – Adedeji Adesoga, The Secretary General NPPF - Mr. Ahmed Abdullahi Libata, Technical Director NPPF - Dr. Joy Mayaki, Senior Brand Manager Peak – Moninuola Kassim, Brand Manager Peak – Lilian Elue, Marketing Manager Peak – Omolara Banjoko, Innocent Nnamdi, Lucy Ejike, Lovely Obiji, Oluwafemiayo Folashade OON, Bose Omolayo, Latifat Tijani

extended to the team over the years which, in turn, inspired the athletes to unprecedented heights, making them rank high among the most successful Nigerian National Teams ever.

He also revealed that Peak fully funded "the Unstoppables" to two international meets in 2019 and 2020. The sponsorships, he said, were preceded by a complete refurbishment of the team's training facility at the National Stadium, Lagos which was also fitted with brand new International Paralympics Commission-approved equipment.

He further noted that the brand procured an

International Paralympic Committee (IPC) approved wheel-chair mobility bus specially customised for elite athletes. The bus, now fully reconditioned after four years in the service of the Federation, was re-presented to the athletes for their continued use.

According to Langat, "the company's decision to partner with the team is in line with the brand's promise to enable and empower its teeming consumers to reach their Peak, regardless of any limitations", while emphasising that, by these reach-outs, "Peak has again demonstrated that it is a brand that is committed to corporate

social responsibility ethos and one that is patriotic in orientation and outlook.

"At FrieslandCampina WAMCO, we are indeed very happy to be associated with 'the Unstoppables' because the team has inspired many people and we employ the team to continue in that same spirit.

"As the Official Partners of the Nigerian Para Powerlifting team, we remain committed to supporting the team and thus enable the athletes to continue to reach their Peak. It is the reason that we have always opened our doors of partnership to the Nigeria Para-Powerlifting Federation in its various activities many of which you will easily recall".

The Breakfast session also witnessed the presentation of 'Unstoppable Humans of Change', by Marketing Director, FrieslandCampina WAMCO, Chris Wulff-Caesar. It is designed to identify unsung heroes among Nigerians with the same unstoppable spirit, and who strive to impact the world around them despite challenges and limitations, and serve as cheerleaders and a launch pad to further enable their cause.

The President of NPPF, Ezenwanne expressed profound gratitude to Peak for the brand's various sponsorship support to the Federation and its various activities since 2016, describing the nation's number one milk brand as "indeed, the number one sponsors of sports in the land", to the applause of all present.

He expressed optimism that the new Board under his leadership would continue to give Peak satisfactory returns for its investment in "the Unstoppables".

MultiChoice Announces Entry Requirements For Big Brother Titans For Nigerians, South Africans

Africa's biggest reality TV franchise, Big Brother, has announced calls for entries for a new special season to hold next year, 2023.

According to the organisers, next year's season which is called 'Big Brother Titans' will be a mix of Big Brother Naija and Big Brother Mzansi which means auditions are open to Nigerians and South Africans, ages 21 and above.

Auditions for Big Brother Titans, commence from October 6 to October 22, 2022; however, all

interested and eligible people are to record a two-minute video of themselves stating why Big Brother should pick them to be a Big Brother Titan housemate.

The video must then be uploaded to <http://mnet.tv/bigbrothertitans> and then contestants must fill out the online registration form.

Big Brother Titans will feature brand new contestants who must be Nigerian or South African citizens with valid means of

identification.

Speaking on the mix of BBNaija and BBMzansi, Chief Executive Officer, MultiChoice Nigeria, John Ugbe, said, "The long history of rich culture and talent shared by both countries will be brought to life through the Titan housemates in one house. I can only imagine the explosion of drama and intrigue that will ensue. So, imagine 'Afrobeats' meeting 'Amapiano'; imagine the food and everything else that will be showcased; we think this will be quite exciting.



Sunlight Unveils New Packaging, Launches New TVC For Masterbrand



Sunlight, a leading household brand from Unilever Nigeria Plc has unveiled new refreshed packaging for its range of products, as a Masterbrand.

The brand also launched a new television commercial deeply rooted in its purpose to support Nigerian women entrepreneurs in their desire to contribute more to their households and society.

At the unveiling of the Masterbrand, which took place at Marriot Hotel, Lagos, the Category Manager, Homecare, Oladapo Oshuntoye, explained that the Sunlight Masterbrand is an initiative to unify all the brand's product offerings under one umbrella in terms of packaging, marketing communication, and brand purpose.

This relaunch also signifies the brand's

commitment to continue to deliver best-in-class quality products that provide a better washing experience, offer burst after bursts of uplifting fragrance, and come in a range of sizes to cater to everyone's washing needs.

Oshuntoye stated that the Sunlight brand, which started as a soap bar intended for general household use in the 19th century, has undergone a lot of transition, beginning with the launch of Sunlight powder which entered the Nigerian market in 2009.

He noted that the brand has subsequently evolved with innovations, particularly with the launch of dishwashing liquid in 2014, the relaunch of Sunlight powder in 2016, the launch of Sunlight laundry bars in 2017, and most recently, the launch of multipurpose washing

liquid in 2020.

He further explained that one of the critical reasons for the relaunch is to give so much more to the consumers that have stayed with them through the years.

Also speaking at the event, the Marketing Director, Home Care Unilever West Africa, Patrick Tognisso, said that the relaunch marks an essential milestone in the journey of the Sunlight brand, primarily as it consistently seeks ways to better its different offerings to consumers and society.

Tognisso said that Unilever Nigeria Plc would continue to convey its brand's distinctive character and transformative experience in a way that excites its customers and makes them incredibly proud.

FirstBank To Reward Verve Users In New Promo

FirstBank has launched a consumer promo to reward users of its FirstBank verve card with gifts and cash prizes to appreciate their patronage and use of the card to carry-out their electronic banking transactions.

According to the bank, the ongoing two-month promo would end by October and 20 customers (10 customers per month) with the highest transaction counts during the promo would win N1m each. Also, N20,000 would be won by 25 customers monthly.

Speaking on the promo, the Group Executive, e-Business & Retail Products, FirstBank, Chuma Ezirim, said "We appreciate our partnership with Verve Card through the

years; a partnership of empowerment and opportunities which include growing the economy, supporting new businesses, and preventing unemployment.

"FirstBank verve card holders are encouraged to keep using their cards as it is a card offering that promotes a safe, convenient, and rewarding digital banking experience with 20 customers standing a chance to be millionaires at the end of the promo."

The bank added that 2,620 First Bank verve cardholders double their transactions every week, and stood a chance to enjoy 10 per cent cashback capped at N2,000 per customer.

It said FirstBank in partnership with Verve



Galaxy Z Flip4 & Galaxy Z Fold4

SAMSUNG Next Generation Groundbreaking Foldable Smartphones

Innovation is taking a new shape as Samsung Nigeria announced the next generation of groundbreaking foldable smartphones: Galaxy Z Flip4 and Galaxy Z Fold4. Both devices feature customizable form factors, tailored experiences, and upgraded performance. Now in its fourth generation, Galaxy Z series continues to break from convention to deliver new, impactful interactions that enhance everyday life.

“Samsung Galaxy foldables are built on the foundation of our openness philosophy, enabling new possibilities with complete customization both inside and out. Created in collaboration with our world-class partners, the next foldable devices offer unparalleled mobile experiences that meet the needs of our most dynamic users,” said Charlie Lee, Managing Director, Samsung Nigeria. “Through our unwavering focus and industry leadership, excitement for the foldables continues to grow. We’ve successfully transformed this category from a radical project to a mainstream device lineup enjoyed by millions worldwide.”

Galaxy Z Flip4, the Ultimate Self-expression Tool Inside and Out

The Galaxy Z Flip4 enhances our users’ favorite features, making it the ultimate tool for self-expression. Its compact clamshell design offers unique experiences not available on any other smartphone.

Shoot hands-free video or capture full group selfies at various angles by partially folding Z Flip4 to activate FlexCam. FlexCam is optimized for the most popular social platforms, including Instagram, WhatsApp and Facebook.

You can do more than ever with Z Flip4 taking high-quality selfies right from the Cover Screen by leveraging the main camera with the upgraded Quick Shot. Seamlessly record high-quality video in Quick Shot mode then switch to Flex mode to continue recording hands-free without stopping the video – ideal for content creators and vloggers.

Users are now able to take selfies in Portrait Mode and see preview in actual photo ratio when using Quick Shot. With an upgraded camera powered by the Snapdragon 8+ Gen 1 Mobile Platform, photos and videos are crisper and more stable – day or night.

Do more with Z Flip 4 without ever opening the phone; Make calls, reply to texts, unlock the car and even control the SmartThings Scene widget, all from the Cover Screen.

With the expanded 3,700 mAh battery and Super-Fast Charging, now supported on Z Flip4, charge up to 50 percent in around 30 minutes, keeping users connected when they’re running low.

Galaxy Z Fold4, a Multi-tasking Powerhouse with Ultimate Performance

The Galaxy Z Fold4 is our most powerful smartphone yet. It is the first device to ship with Android 12L, a special version of Android created by Google for large-screen experiences.

The new Taskbar provides a layout similar to your PC, offering access to your favorite and recent apps. Multitasking is also more intuitive allowing you to get more done on the move. With the new swipe gestures, instantly switch full-screen apps to pop-up windows or split your screen in half for more ways to multitask.

Samsung’s partnerships with Google and Microsoft take multitasking to the next level. Google apps, including Chrome and Gmail now support drag-and-drop, allowing users to quickly copy and paste links, photos and more from one app to another. With Google Meet, users can now connect with more people while enjoying virtual co-activities, including co-watching videos on YouTube or playing games together on a video call. Microsoft’s full Office suite and Outlook take advantage of the foldable display, providing more information on the screen and faster ways to



interact with the content. The multitasking experience is complete with S Pen functionality, enabling on-the-go drawing and notetaking with streamlined storage inside the Standing Cover with Pen case.

Galaxy Z Fold4 takes stunning photos and videos with an upgraded 50MP wide lens and 30x Space Zoom lens. And with the larger pixel size, a 23 percent brighter sensor, and enhanced processing power, users can capture clear images even at night.

Popular social media apps like Facebook are optimized for the large-screen experience to make content more enjoyable. Or open your favorite streaming entertainment service apps like Netflix and watch hands-free with Flex mode. For non-optimized apps, users can even control the device without disrupting the content with the new Flex Mode Touchpad, offering accuracy while pausing, rewinding, and playing videos, or zooming in and out of content while the device is in Flex mode.

Games are snappier too thanks to the powerful Snapdragon 8+ Gen 1 Mobile Platform and hyper-fast 5G. With a slimmer hinge, lighter weight, and even narrower bezels, the wider screen enables easier one-handed interactions while using the Cover Screen.

Samsung continues its barrier-defying innovation journey to deliver the level of durability consumers expect, both in and out. With our Armor Aluminum frames and hinge cover along with exclusive Corning Gorilla Glass Victus+ on the Cover Screen and rear glass, Z Flip4 and Z Fold4 are our toughest foldables ever. Durability of the Main Screen panels is also enhanced thanks to the optimized layer structure, helping to reduce damage from external shock. In addition, both Z Flip4 and Z Fold4 are equipped with IPX8 water resistance, so users can worry less if they get caught in the rain.

Galaxy Buds2 Pro, Premium Design with the Ultimate Listening Experience

Joining the Galaxy Z series are Galaxy Buds2 Pro - Samsung’s new top-of-the-line earbuds that provide the most immersive wireless

audio experience with a new, compact design, and seamless connectivity that is perfect for any aspect of your everyday life. Appreciate every musical interlude with superior Hi-Fi 24bit Audio, which offers high-dynamic range helping you feel connected to the content you’re listening to with crystal-clear resolution. The new compact, ergonomic design is 15 percent smaller, with a secure fit that is engineered to prevent rotation, making it the perfect fitness companion. Take calls on-the-go with powerful ANC to eliminate outside noise. Escape into your own world and simultaneously stay connected to your life.

Whether you are quickly transitioning from a lunchtime walk outside to join a meeting on your PC or gaming on your tablet and need to answer a phone call, Galaxy Buds2 Pro are the perfect companion to seamlessly connect with a touch of a finger. The Galaxy Buds2 Pro now features TV Seamless Connection to provide effortless transition from your earbuds to the TV to go from your favorite song to the show you are watching. Samsung seamless codec enables quality music transfer without a pause, and the new coaxial 2-way speaker makes those sounds richer than ever.

Galaxy Buds2 Pro are Samsung’s smallest and lightest earbuds from the Buds Pro series yet and come in three all-new soft and neutral hues – Graphite, White, and Bora Purple for a distinctive look.

Availability

The Z Flip4 would be available in Bora Purple, Blue, Graphite and Pink Gold with memory size of 8/256GB while the Z Fold 4 would be available in Black, Beige and Gray Green with memory sizes of 12/256GB and 12/ 512 GB from the 9th of September, 2022. The recommended retail price for the Z Fold 4 is N1,055,000 for 12/256GB and 1,125,000 for 12/512GB.

Customers can however pre order any of the devices from 10th to 24th of August to get Amazing Gifts. Also, customers can get up to N80,000 discount on the Epackage Pre order which includes either of Z Flip4 or Fold 4, Buds2 Pro/Buds 2 and Watch 5 Pro/Watch 5.

Eat ‘N’Go Celebrates 10th Year Anniversary, Targets 200 Stores In Africa

Eat’N’Go Limited, the leading QSR operator and master franchisee for Domino’s Pizza, Cold Stone Creamery, and Pinkberry Gourmet Yoghurt has said it is targeting opening 200 outlets in Africa as its investment in Nigeria has hit N26 billion worth of assets.

The Group Managing Director and Chief Executive Officer, Mr. Patrick McMichael, said this at the 10th year anniversary of the global food brands operations in Nigeria.

McMichael said that since its entry into the Nigerian market in 2012, Eat’N’Go has recorded significant milestone across all aspects of its businesses with the delivery of high-quality services while stating that, the last ten years have seen the brand trajectory position to localise supply chains to survive the Nigerian market

economy.

“In 10 years of its existence, the brand has increased its outlets to 190 and grown across Nigeria, expanded into Kenya, and directly impacted over 4000 staff.

“We have scaled through the good and tough times, and we are celebrating our achievements while also learning new innovative ways to continuously satisfy our customers,” he said.

The CEO also announced the success of the organisation’s CSR projects, stating that Eat’N’Go is vested in the future of society and its human capital development.

“For this reason, we are committed to taking the desired steps in ensuring that we support the underprivileged especially those within communities that have limited access to quality education. For instance, our partnership with

Slum2School has provided education for over 3000 children who have been put in school.

“As Eat’N’Go alongside its flagship brands – Domino’s Pizza and ColdStone Creamery marks its 10th anniversary in Nigeria, we will continue to explore more innovative ways of doing business that will constantly affect the socio-economic livelihood of the country while offering premium satisfaction to our customers.” he added.

Eat’N’Go launched in Nigeria in 2012 as the master franchisee of Domino’s Pizza, Cold Stone Creamery, and Pinkberry Gourmet Frozen Yoghurt. Since then, the brand has extended its footprint to many cities in Nigeria and Kenya. With over 3000 employees, Eat’N’Go is fast becoming one of the fastest-growing franchising companies in Africa.



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Superior Grease Cutting Power.

OAAN Set To Replace Annual Poster Awards With Maiden Conference, Exhibition And Awards

The Outdoor Advertising Association of Nigeria (OAAN) has concluded plans to hold its maiden Conference, Exhibition, and Awards. The association announced that the event was set to reposition the industry and would also replace its annual Poster Awards, an erstwhile event through which the Association celebrated agencies for their creative endeavours.

The theme of the 2022 OAAN Conference, Exhibition, and Awards is "OOH At The Edge" while the sub-theme for the conference is "OOH Media Amidst Security, Political and Economic Uncertainties."

The Association's Publicity Secretary, Tunde Oyekan in a press statement said the event is a three-in-one event and is scheduled to hold on November 23, 2022, in Ikeja, Lagos.

The event is conceived to be more



Emmanuel Ajufo, President, OAAN

encompassing as it will also reward other stakeholders within the entire out-of-home advertising ecosystem.

The statement reads, "The OAAN Conference also includes an award designed to encourage and stimulate creativity, innovation, and overall high quality in planning, production, and execution in Nigeria's out-of-home advertising industry".

In addition, the three-in-one event will comprise the morning session, which is the OAAN conference with exhibition stands open to visitors and delegates while the afternoon session will be the launch of a pioneering advertising industry book by the Association with the title Out of Home Advertising Practice in Nigeria. Thereafter, the Awards Night would take place, as the climax of the day.

The OAAN's vision, the statement said, was to make the event the most credible Out-of-Home engagement in Nigeria.

"We cannot do less, being the only recognised sectoral group for professional and registered practitioners in advertising practicing Outdoor advertising in Nigeria, and duly recognised by the Advertising Regulatory Council of Nigeria."

The advertising sectoral groups such as the Advertising Regulatory Council of Nigeria, the Association of Advertising Agencies of Nigeria, the Experiential Marketers Association of Nigeria, and the Media Independent Practitioners Association of Nigeria have been given opportunities for full representation on the judging panel and Awards Decision Council.

ARCON Now Requires Minimum 75% Cumulative Local Content In Advertisements From Jan. 1st

Information reaching Brand Communicator has it that the apex advertising body in the country, Advertising Regulatory Council of Nigeria, ARCON, has declared that starting from the first day in January, next year, all advertising advertisement and marketing communication materials directed at the Nigerian market must have a minimum of 75% cumulative local content.

This was made known in a release made available to the media and signed by the Director-General of ARCON, Dr. Olalekan Fadolapo.

In giving the rationale for the move, ARCON stated that the directive is in line with the current efforts of the Federal Government aimed at job creation, inclusive growth and development of various sectors of the economy.

Lamenting that the Nigerian Advertising industry loses over N120bn annually to production of advertising, advertisement and marketing communication materials outside the country, ARCON revealed, "This has continuously led to loss of jobs in the industry, retarding the growth and development of the Nigerian advertising industry."

The regulatory body further revealed that if the trend is not regulated, will lead to continuous decimation of the Nigerian Advertising Industry.

It added, "in line with Section 8(1) of the Advertising Regulatory Council of Nigeria Act No. 23 of 2022 which empowered the Council to ensure the preservation of Nigerian local content and use of indigenous skills as an important element in advertising, advertisement and marketing communication materials and for such services directed at the Nigerian market, ARCON will commence implementation of a policy to ensure a minimum of 75% cumulative local content of all advertising advertisement and marketing communication materials with effect from January 1, 2023."

Giving a detailed advertising local content guideline, ARCON revealed, "models and voice-over artist shall be Nigerian citizens. Production of advertising, advertisement and marketing communication materials must be done in Nigeria and ambience should reflect Nigeria as much as possible.

"Production crew may include foreigners. However, Nigerian and Nigerian organizations



Dr. Lekan Fadolapo, DG, ARCON

must partake in the production. Post production may be done at any location (within or outside Nigeria)."

ARCON further explained that the new policy is to enable Nigerians and the Nigerian economy benefit from an industry that has benefitted tremendously from Nigerians as consumers and the Nigerian economy.

"Annually, this policy will create over 500,000 new job opportunities within the advertising industry with a positive multiplier effect on the

economy. Current job holders will be protected as the Nigerian advertising ecosystem will witness progressive growth. The new policy will also attract investment to the industry.

"The leakages and capital flight being experienced in the industry as a result of foreign production of advertising campaigns will be discouraged ARCON will continue to promote ethical advertising and marketing communications," ARCON revealed.

BON, NBC Condemns Shutdown Of Broadcast Stations By Zamfara Govt



The Broadcasting Organisation of Nigeria (BON) alongside the National Broadcasting Commission (NBC) had condemned the Zamfara State Government for shutting down the Nigerian Television Authority (NTA), Gusau, and the Federal Radio Corporation of Nigeria (FRCN)'s Pride FM for allegedly violating government order and journalism practice.

However, in a statement issued by the Zamfara State Commissioner for Information, Alhaji Ibrahim Dosara, in Gusau on Saturday, the government revealed that other media organisations sanctioned were Gamji TV, Gamji FM, and Al umma TV which is privately operated and the closure of the stations was approved by the State Security Council.

"The Commissioner of Police had been directed to arrest and prosecute personnel of the

affected stations caught violating the order," the statement said.

Reacting to the shutdown, the Executive Secretary of BON, Yemisi Bamgbose has said in a statement "The Broadcasting Organisations of Nigeria (BON) has received with total shock and disbelief the order made by the Governor of Zamfara State, Bello Matawalle to shutdown Federal and private broadcast media houses in Zamfara State."

"We hasten to state that the Governor not only lacks the constitutional power to issue such an order, the order is also an arbitrary and a naked abuse and misuse of executive power.

"The power to licence or withdraw the licence of a broadcast media is vested in the National Broadcasting Commission established by an Act of Parliament. Even at that, the Constitution and the Act did not give any room for arbitrariness in

the exercise of the power to impose sanctions talk less of closure of broadcast media on any agency or any level of government including the Federal Government, without following the laid down procedure and seeking an order from a court of competent jurisdiction. This position of the law has been upheld by the law courts at various times.

"The closure of the Federal and private broadcast media by the Governor is equally an affront against the Electoral Act 2022 which should be curbed immediately before it destroys our nascent democracy.

"Also, the NBC in a statement issued and signed by its Director-General, Balarabe Shehu Ilelah, urged the security agencies to ignore the call to restrict staff of the affected stations from conducting their legitimate duties.

The statement reads, "The National Broadcasting Commission has noted with serious

ARCON Announces Total Ban On Foreign Models, Voice Over Artists In Advertising Campaigns

The Advertising Regulatory Council of Nigeria, ARCON, has announced the ban on the use of foreign models in Television Commercials (TVCs) and other related materials including billboards that would run in the country. The Council equally banned the use of voice over artists in communication materials.

This was made known at the Press Briefing held recently on the new ARCON Law and the advertising framework in Nigeria organised by the regulatory body at the L Eola Hotel in Maryland Lagos.

Making the announcement, the Director-General of ARCON, Dr Olalekan Fadolapo revealed that the ban will take effect from the 1st October, 2022.

"In line with the Federal Government's policy of developing local talent, inclusive

economic growth and the need to take necessary steps and actions aimed at growing the Nigerian advertising industry, the Advertising Regulatory Council of Nigeria (ARCON), being the apex advertising, advertisement and marketing communications' regulatory agency of the Federal Government, has in accordance with its statutory mandates, responsibilities and powers as conveyed by the Advertising Regulatory Council of Nigeria Act No. 23 of 2022 bans the use of foreign models and voice-over artists on any advertisement targeted or exposed un the Nigerian advertising space with effect from 1st October 2022.

"All advertisements, advertising and marketing communications materials are to make use of only Nigerian model and voice-over artist. Ongoing campaigns are permitted to run out their terms, however, subsequent applications for



revalidation for continued exposure of such materials will not be granted by the Advertising Standards Panel (ASP).

"Advertisers, advertisement agencies, media houses, advertising community and the general public are hereby enjoined to take note," he said.



ADVAN Awards Entries Close October 30th

The Advertisers Association of Nigeria, ADVAN, has announced call for entries as deadline for entries for the 2022 Marketing Excellence Awards close October 30th.

The 11th edition of the awards has been scheduled to hold at Muson Centre, in Lagos on November 20th, 2022.

This was contained in a signed statement by the ADVAN CEO, Mrs. Ediri Ose-Ediale. According to her, the submission for all entries will close on the 31st of October, 2022.

She said, "The Awards that have opened for

entries from Monday 29th August, 2022 will close on Monday 31st October 2022.

"The most respected Awards for Marketing Excellence in Nigeria, the ADVAN Awards for Marketing Excellence is scheduled to hold on the 20th of November 2022 at the Muson Centre Onikan Lagos."

This year's event, according to her, promises to highlight the fundamental role of marketing to business success, while celebrating the teams and individuals behind the most successful marketing initiatives.

The event will host several new categories,

with the aim of ensuring all critical elements and stakeholders in the marketing ecosystem are recognized and celebrated.

The ADVAN Awards for Marketing Excellence are presented to organisations and individuals who have achieved extraordinary success from innovative and effective marketing practices.

According to ADVAN, the global annual event promises to have a truly global impact as its Judging panel will include Global CMOs and Senior Marketing Professionals.

AAAN Announces 17th Edition Of LAIF Awards, Festival Holds Nov. 21-26

The Association of Advertising Agencies of Nigeria (AAAN) has concluded plans to hold the 2022 edition of its Lagos Advertising and Ideas Festival (LAIF) Awards which is in its 17th edition with the theme 'All ideas are welcome'.

Specifically, the LAIF Awards will hold on 26th November 2022 while its long week event filled with activities tagged "LAIF Festival Week" will hold from 21st to 26th November.

The announcement was made recently at a press conference held at the AAAN secretariat in Lagos.

In his opening remark, the President, AAAN, and CEO, X3M Ideas, Steve Babaeko, stated that the LAIF Awards is a major milestone, each year, for AAAN, aimed at recognizing creative talents and challenging others to do better.

"The frontier of creativity is in a state of constant evolution. This year, the LAIF awards will reflect the award's commitment to advocating and rewarding creativity and its commitment to becoming a top-recognized awards platform in Africa.

"We are improving the skills and craftsmanship of creatives in the industry with this award. Those who do not emerge winners are challenged to try again next year," he said.

The Chairman, LAIF Awards, and CEO, Noah's Ark Communications Limited, Lanre Adisa, reiterated the focus behind the awards initiative, which is in its 17th edition, as one that encompasses all creativity which is the reason for this year's theme, 'All Ideas are welcome' and



L-R: Henry Akpede, Board member, Lagos Advertising and Ideas Festival (LAIF) Awards, Kemi Awonusi, Director, Association of Advertising Agencies of Nigeria (AAAN), Steve Babaeko, President, AAAN, Lanre Adisa, Chairman, LAIF Awards, Segun Akiyemiju, Project Manager, LAIF Awards at the LAIF Awards press conference on Thursday, 22nd September in Lagos

applauded the growth and reputation the awards has enjoyed so far.

"This year's LAIF Awards will be focused on diverse and inclusive creativity welcoming people from all walks of life.

"We are at a stage where companies looking to engage the service of a creative advertising company uses the LAIF awards as the benchmark for their selection on whom to invite for a pitch.

"With the LAIF Awards online portal, borne out of the challenges that came with the pandemic and our commitment to reward, regardless, we

have seen more submissions of entries. Last year, we had over 700 entries and we are hopeful there will be an increase in entries this year," he said.

In addition to what was earlier stated, this year, the LAIF awards will be a hybrid event and run from the 21st to the 26th of November, starting with the nominations party, followed by the Young LAIFERS, a 2-day LAIF seminar, and the awards event which will take place on the 26th of November.

The Young LAIFERS which is directed at encouraging under-30 years practitioners in the

industry will be open to youths in the tertiary institutions and the winner of the Authentic African Story Awards, a special award that was endowed by Lare Awokoya, Chairman TBWA Concept, will go home with 1 million naira. This year will also see the return of the Viewers' Choice Awards.

With ten categories and over 30 jurors, the organizers guarantee the credibility of the judging process as the jurors for the Awards will comprise stellar industry figures comprising of advertising practitioners as well as those behind the scenes such as photographers, cinematographers, content writers, independent professionals and clients who will infuse the process with the credibility they have earned over the years.

Recall that last year's award, X3M Marketing Ideas Limited emerge as the topmost ranked agency with 9 Gold, 16 Silver, and 8 Bronze. The Agency was also named the 2021 Agency of the Year.

Also, Dentsu MCGarryBowen came second on the medals table carting home 2 Gold, 14 Silver, and 12 Bronze while Insight Publicis and Noah's Ark emerged third and fourth respectively. Insight Publicis won 3 Gold, 5 Silver, and 4 Bronze while Noah's Ark Communications won 4 Gold, 6 Silver, and 6 Bronze.

The press conference to announce this year's event was attended by the Director of AAAN, Kemi Awonusi, President, Brand Journalist Association of Nigeria (BJAN) Clara Okoro, LAIF Awards Board member, Henry Akpede, and members of the press.

2022 Lagos NIPR Digital Public Relations Summit Holds October 26-27

The Lagos State Chapter of the Nigerian Institute of Public Relations (NIPR), has announced that the 7th Lagos Digital Public Relations Summit, themed: Digital Communities: New Frontier Building Relationships, will hold at the Leola Hotel, Maryland, Ikeja, Lagos from Wednesday 26th through Thursday 27th, October 2022.

The edition of the Summit is poised to x-ray the dynamic difference and impacts technology has introduced into human connections and interactions in the digital age without disregarding the way and manner social relations and human cordiality existed before now.

According to the institute, the summit will equip participants with skills to create better content that builds trust and engages a multi-

channel audience.

Public relations practitioners and digital communication enthusiasts are to register for the summit at a standard fee of N150,000 per participant. However, there is a discount of N30,000 for payments received before close of business on Friday, October 21, 2022. There is also a 10% discount for organisations sending more than three participants.

Interested marcomms professionals are to log-on to the Lagos Digital Public Relations Summit website at: <https://lagosdigitalprsummit.com/>, for the full details and register to take part in the Summit. A special QR Code has been created for ease of registration on mobile devices.

The Summit adopts the FLIPPED Learning

Approach where direct instruction moves from the group learning space to the individual learning space, ensuring a well-rounded model to knowledge acquisition and extension to drive positive changes in their organisations. Attendees will earn a Certificate of Participation and the honorary Lagos Digital PR Ambassadorship.

The Summit brings together senior marcomms professionals, Generation X, and Millennials managing communications for government, corporate, media and NGOs to equip and expose them to contemporary techniques and glean new insights into the fast-growing digital media space for modern-day strategic communication practice.



Re-elected MIPAN EXCO Will Focus Strongly On Audience Measurement – Adelusi



Femi Adelusi, President, MIPAN

Recently re-elected President of Media Independents Association of Nigeria (MIPAN), Femi Adelusi, has revealed that one key area that would be his focus and that of his teammates in the Executive Committee is the issue of audience measurement.

Speaking exclusively to Brand Communicator, Adelusi acknowledged that the confidence reposed in him and his colleague in the current EXCO will motivate him and all his colleagues to remain focused.

Adelusi who leads the technical committee of the ministerial task force on Audience Measurement set up by the minister for information, Lai Mohammed also explained that the project will make the industry more vibrant in the terms of media decisions, as MPS data among other needs would be provided on a regular basis.

"Considering that everything in Nigeria

wants to go digital, the idea is to also look at the most efficient way Audience measurement is being done, look at the tools and technology that is more in line with today's media proliferation and fast pace consumers to ensure deployment for results" he stressed.

He explained that "There is so much happening in the media space, there are so many TV stations, many radio stations, cables and satellites, newspapers and magazines across the country."

Speaking further, Adelusi dissected the scenario; "Budgets are reducing and decisions need to be more uptight because the brands are going through a more challenging period. So how do we achieve accuracy in the context of changing technology, dynamic consumer base, and proliferation of media platforms? How do we make media decisions that are in the best interest

of the client and brands? That's why we are so passionate about this project in the Industry".

Adelusi also explained that the issue of audience measurement will not just help the industry, but the nation's economy as a whole. He explained further, "if you look at Nigeria as a country and the volume of advertising in the country compared to other countries like South Africa and Kenya, we are not number one in advertising investment in Africa, we are in the neighbourhood of 3rd which is not good enough for us.

"It means that there are reasons why some advertisers are not investing well in their brands.

"The population of Nigeria is 200 million, while South Africa is about 40 – 45 million; If we must win even in Africa, we should also be looking at building the brands that aid the economy to grow and address the issues around unemployment and poverty.

NIMBUS @ 10: Celebrating A Decade Of Robust Partnership, Excellence in OOH



By Azeez Disu

Henry Ford, famous American industrialist and founder of Ford Motors, once said, “Coming together is a beginning, staying together is progress, and working together is success.” Another quote by the footballer Pelé, “No individual can win a game by himself”, affirms Ford’s position.

The above quotes underpin the power of collaboration and how it can help businesses and individuals achieve their goals. Over the years, brands and agencies have partnered with their stakeholders. In fact, no brand or business can survive without smooth collaboration and customer engagement. Invariably, the game of building brand loyalty cannot be won in isolation.

This understanding has led forward-thinking brands to engage in meaningful partnerships that have led to lasting customer engagements across different touchpoints. One of these is Out-of-Home media.

Nimbus Media Ltd is one of the leading African agencies in the out-of-home and outdoor advertising space, which

understands the need for the connection between brands and customers. For over a decade, Nimbus has served as a bridge, disrupting the OOH advertising industry by deploying technology, innovation, and excellent service delivery to build partnerships with stakeholders that help them reach their target markets and achieve a return on investment.

Taking the baton of leadership from the early agencies that started practising in the country are young and innovative OOH agencies that are changing the business landscape by operating in line with global standards. One such innovative new generation and trendy agencies are Nimbus.

Trajectory And Game-Changing Moves

Recalling, how the agency started, Managing Director/CEO, Nimbus Media Ltd, Wale Adegoke, said, “As a kid growing into an adult, I was enthralled by the ingenuity of various advertising companies I encountered during my travels, especially the contents in malls. I wanted to infuse elements of their work into the Nigerian market. This eventually gave birth to the idea of

starting an advertising business similar to the ones I had seen abroad.”

Big brands dominate advertising spending, while smaller businesses lag because of budget constraints. Also, accessibility and availability of data are other challenges the industry faces. However, Nimbus is making a difference and turning the challenges into OOH solutions that help brands grow, irrespective of their size leverage.

Adegoke said, “While advertising may seem expensive, our promise to clients is one central value proposition: affordability.”

On challenges around accessibility and availability of data, he said. “NIMBUS uses digital screens with state-of-the-art cameras that can monitor how many people view our ads. Through this, we can develop audience analysis which is invaluable to clients and assures them that their product is getting the much-needed visibility.”

Adegoke says that his company’s core values are excellence, integrity, innovation, and value creation. “Innovation dictates the way the world works. We constantly develop innovative solutions, creating value for our clients while guided by integrity and excellence,” he explained.

On what gives Nimbus a competitive edge in a saturated industry, he points out that “Nimbus has a sizeable interconnected screen network spread across several regions within Nigeria. With this, we provide our clients with a broader and more diverse audience. We also have a content management system that avails us the technology to remotely upload content on all our digital screens in real-time throughout several locations in Nigeria.

“With this strategic spread of digital assets, we can assure clients of measurable visibility for their products and services. Furthermore, we are a dynamic outfit providing more diverse advertising opportunities tailored to clients’ needs and requirements. Not to mention our cost-efficient and competitive pricing model that endears clients to our services.”

Clients who trust Nimbus for its service delivery include Samsung, Tecno Mobile, Friesland Campina (WAMCO), Jumia, YouTube and others.

Speaking on some recent campaigns the agency has run for clients, Adegoke disclosed, “Nimbus has executed various campaigns, but some of the most memorable are: The 100th Hennessy anniversary at Palms Mall Lekki, where a 100-year-old cognac cask was brought in for the occasion. We also executed a Samsung campaign at Jabi Lake Mall, Abuja, the Youtube Shorts campaign across multiple malls in Nigeria, and the unique Tecno pillar branding currently at Ikeja City Mall.”



“We not only intend to offer creativity, innovation, and consistency but also engagement, which has been an out-of-home difficulty in advertising. Also, to achieve the company’s goal of having a pan-African footprint and a marketplace to please clients, we plan to use partnerships outside of the country and create a staff of well-trained and exposed professionals in their many fields of competence to foster Nimbus’s worldwide dream.”

Leveraging Technology And Innovation For Industry Growth

Nimbus decided to update its logo into something more contemporary to project itself into the digital future. Aside from that, Adegoke revealed that “We are also developing several offerings that are digital-first and completely technologically enabled.

For example, we are building a marketplace for media owners and media buyers alike to ease the constraints of the traditional ways of trading within the advertising space. This would hugely benefit businesses as a wide array of advertising opportunities would be made readily available at the click of a button.

“As industry leaders, we are also developing a Nimbus Interactive product, which would allow audiences to engage with our digital in-mall screens. This is a first of its kind, and we are proud to be at the forefront of the technological advancement of the advertising industry in Nigeria and Africa.”

On innovation, he said, “Given that we live in a technologically advanced era. Nimbus strives to keep up with technological advancements and trends in the advertising space to provide our clients with high-quality service. Our recent rebranding, for instance, is intended to highlight Nimbus’ technological prowess.

Nimbus is a light radiating from the cloud, and by exploiting the cloud to its barest potential, we intend to have our solutions uploaded to the cloud. Incorporating a cloud-connected network of screens would aid solutions that provide clients with more cutting-edge data, such as infographics of their audience and the amount of time they spend viewing the material. In terms of embracing the internet, the new logo provides more versatility in the digital space.”

Despite these innovations and the vibrancy of the outdoor advertising industry, stakeholders point to the threat of online advertising as it continues to compete for clients’ funds.



Wale Adegoke, MD/CEO, Nimbus Media Ltd

In response, Adegoke says, “I don’t believe digital marketing possesses any threat to the existence of OOH. Great marketing is achieved when both mediums come together. Both channels are reinforced, and the efficient output is just better.

“For context, Nielsen’s 2019 OOH Advertising Study found that 66% of smartphone users took action after seeing an OOH advert. This includes online search and social activity. Advertisers have found time and time again that when they plan their mobile display ads in conjunction with the OOH campaign, their clicks skyrocket.

Essentially, the correlation between the OOH and the digital audiences drives better clicks. One builds real-world familiarity, and the other provides a point of conversion to learn more or take action.

“By utilising the advancements in technology, Nimbus leverages the incorporation of a cloud-connected network of screens that would aid solutions that provide clients with more cutting-edge data, such as infographics of their audience and the amount of time they spend viewing their material.”

Partnership And CSR

As Nimbus Media Ltd continues to make bold moves in the African advertising industry, the company is also focused on making an impact in communities. Over the years, it has engaged in social impact and social responsibility initiatives by providing advertising support to organisations making a difference in society.

Recently, Nimbus partnered with the Lagos State Employment Trust Fund (LSETF) and TechCabal to drive its Nimbus Aid Project, which seeks to provide advertising support to Nigerian SMEs.

Adegoke said the agency is expanding its scope in this year’s edition, which marks its 10th anniversary. It will provide over N2 million marketing support to 10 women-led SMEs and pre-seed start-ups across several sectors.

Launched in 2016, the project, formerly known as Nominate a Charity, has supported eligible organisations committed to educating, enabling, and empowering their communities by offering advertising support on its digital screens across the country.

Adegoke explained that beneficiaries would be selected through a public call for entries in collaboration with its partners. He added that Nimbus hopes to boost the advantages accruing to the eventual project beneficiaries through these collaborations.

He further explained that the project focused on SMEs and Tech start-ups this year to provide businesses with the requisite coverage and exposure to raise awareness for their company since they often cannot afford marketing expenses.

Commenting on the project’s impact on their businesses, a 2018 beneficiary of the Nimbus Aid Project, Siddiqah Foundation, affirmed, “We found that we got more brand awareness and visibility for our projects. The Nimbus Media Aid helped more people support us as they became more aware of our work.”

Also, another beneficiary, Strap and Safe Child Foundation, noted, “The support we got from Nimbus Media gave us exposure, a wider platform and informed the populace of what we do at Strap and Safe Child Foundation.”

Recall in 2021, as part of its effort to contribute to society and in fulfilment of its Corporate Social Responsibility (CSR); Nimbus Media partnered with the Morainbow Down Syndrome Foundation to publicise the World Down Syndrome Day (WDSD)-a global awareness day, which the United Nations have officially observed since 2012.

According to the company, is one of the ways it supports campaigns on Down syndrome using its network of digital advertising screens at shopping malls across Nigeria.

Future Plans

This year marks ten years since Nimbus Media Ltd opened its doors to clients. Speaking on the company’s plans for the future, as it looks forward to celebrating another decade of excellence, Adegoke said, “Essentially, we plan on achieving the company’s goal of having a pan-African footprint and a marketplace to please clients. Also, we plan to leverage international partnerships and continue to build a team of exceptional experts and professionals whilst scaling up our operations and providing the very best in advertising solutions.

“In the short term, we will be celebrating our 10th anniversary, where we will be appreciating our partners, staff and clients and awarding the beneficiaries of our annual Nimbus Aid Project. As I mentioned, we will also launch the Nimbus Interactive platform and Nimbus Marketplace.”

He added, “Since its inception, a lot has changed. The company began in one location and has since then expanded. The Nimbus team is definitely on the rise; the brand is increasing its capacity to link clients with a marketplace of more out-of-home possibilities.

“We not only intend to offer creativity, innovation, and consistency but also engagement, which has been an out-of-home difficulty in advertising. Also, to achieve the company’s goal of having a pan-African footprint and a marketplace to please clients, we plan to use partnerships outside of the country and create a staff of well-trained and exposed professionals in their many fields of competence to foster Nimbus’s worldwide dream.”



ValueJet Begins Commercial Operations, Introduces Promo

ValueJet, a Fly for Value Aviation Company and Nigeria's newest domestic airline is set to begin commercial operations in October 2022. This was announced recently, during the official launch of the Nigerian domestic airline at Providence Hotel, Ikeja, GRA, Lagos.

The event which had in attendance notable personalities, agencies, travel agents within the aviation sector, provided an opportunity to showcase the brand and its service offerings to the Nigerian public. The airline which was founded in July 2018 is offering a new and flexible air fare pricing scheme to make flying more affordable and accessible for every air traveler in the Nigerian domestic air travel market, while offering passengers free trips on their first flights.

According to the Chairman, ValueJet, Adegunle Soname, the company's business model is poised towards ensuring that Nigerian's have access to affordable flights through competitive pricing. "Our mission is to reinvent air travel with our unique value proposition of safety, comfort, convenience, experience, and high value for money. We are pleased to be able to make air travel more affordable to everyone, underlined by our payoff line, Wings for Everyone.

"Value Jet is hardly a stranger in the industry, and all operational insights from previous partnerships have been applied in building our business plan and propositions. These insights indeed have led us to launch the first hybrid carrier, the only airline providing both low-cost and legacy product options to the customer.

"We have identified a niche in the sector, the need for fair pricing amidst the rising cost of commercial aviation to the average customer compounded by tough economic realities for air operators. Tough times are for us to get tougher and not use current climate as a negative block but rather an energising spring board for new ideas for us in our new airline," he said.

He added that, Customers who book round trips between 4th and 9th of October have their first flight on ValueJet. However, this offer is only valid for flights between the 10th of October and 9th of November. At the moment, the airline operates to and from, Lagos, Abuja, Port Harcourt and Asaba airports.

"Our fleet of modern and efficient CRJ 900 aircraft is ready, we can boast of a resolute professional workforce which is among the best in the industry to deliver end-to-end customer experience backed by modern technology. Let me reiterate that one of our core values is Safety. We are committed to ensuring safe flight operations for both passengers and crew while delivering unmatched value.

"With a long-term vision and growth mindset, we have set our sights in the coming years to expand beyond the Nigerian airspace. We are in a privileged position despite existing headwinds. We are building a cost conscious business with an understanding of the sector and how Nigeria is poised to play a key role in developing Africa's aviation by joining the rest of the global players in regional and international markets," he concluded.

Chief Commercial Officer of ValueJet, Trevor Henry, added that the airline will commence flight operations on the 10th of October with a soft launch of six flights for the first week serving Lagos-Abuja-Lagos twice a day and Lagos-Port Harcourt-Lagos and Lagos-Asaba-Lagos on alternating days.

"Value Jet will add Lagos Jos Lagos on four days and increase Lagos-Port Harcourt Lagos to a daily operation from the 17th of October. Later in October, Lagos-Abuja-Kano, and Lagos-Abuja-Yola roundtrip flights via Abuja in both directions will operate on alternate days and in addition to adding Lagos-Benin Lagos flights. For the near future, the total number of daily flights will be fourteen each day," he said.

"Further flights will follow when the fourth and fifth CRJ900 aircraft join the ValueJet fleet in the next few months," revealed.

He adds, "The ValueJet business model positions the airline as a hybrid airline to provide a competitor edge vis-à-vis the other airlines operating in the Nigerian domestic market. By so doing, the low-cost model of unbundled fares without checked baggage and the traditional legacy model with checked baggage.

"To further enhance the ValueJet travel experience, the first three rows of designated seats are set aside for Premium economy passengers with an improved origin to destination ValueJet flying experience. Premium economy passengers enjoy priority check-in and boarding, airport lounge access, improved inflight services, and the first to disembark with priority checked baggage delivery at destination airports," he said.

"ValueJet was founded with a mission to make air travel affordable to everyone, and a vision to build a global airline, connecting people with places while using modern air travel. Offering end-to-end customer experience backed by up-to-date technology, the airline is made up of dedicated and passionate people who are committed to providing the best-in-class service to its customers", said Managing Director, ValueJet, Captain Omololu Majekodunmi.



"With a long-term vision and growth mindset, we have set our sights in the coming years to expand beyond the Nigerian airspace. We are in a privileged position despite existing headwinds."

"Customers can reach us through accredited IATA agents nationwide, our various outlets and digital touchpoints from the comfort of their homes, offices 24 hours a day", said Captain Majekodunmi.

Henry added, that the ValueJet pricing strategy provides the means to be competitive across all competitor airlines in alignment with revenue management principles by contributing positively to Value Jet's bottom line.

The intended favourable flown revenue yields and load factors on route-by-route, flight-by-flight, and point-to-point travel lean toward a hybrid airline approach to the Nigerian domestic market with two pricing fare ladders.

The first is the traditional seat with checked and unchecked baggage allowances, namely, 20kg checked baggage in economy class and 30kg in premium economy and 7kg carry-on cabin baggage in each case. On the opposite end, unbundling the seat and checked baggage by offering a seat only fare with only 7kg cabin baggage which translates to a saving of 10,000 Naira, which is evident by the fare range from 56000 to 92000 Naira with 20kg checked baggage, and conversely, 46000 to 82000 Naira without. Whereas Premium economy passengers will pay from 107000 to 115000 Naira with 30kg checked baggage and no penalty restrictions applied for date and flight change and refunds.

At the same time, ValueJet is finalising a codeshare sales agreement with Hahn Air for better sales distribution in most international markets.

ValueJet has airport ticketing sales points at Lagos, Abuja, Asaba, Benin, Jos, Kano, Port Harcourt, and Yola and two city ticketing offices in Lagos and Abuja.

Recently, the airline announced taken delivery of three CRJ900 jets, 5N-BXS, 5N-BXT and 5N-BXR, and that it had concluded all required demo flights and has received the Air

Operator Certificate (AOC), authorising the airline to carry out specified commercial air transport operations in Nigeria.

ValueJet's flight packages includes ValueLite, ValuePremium & their ancillary service ValueXtra. The frequent flyer program named ValueFlyer is aimed at rewarding frequent flyers with points as they fly. For every sign up on VALUEFLYER, customers earn 1000 points

For more information on updates on our fares, flight schedules, and other services, please visit www.flyvaluejet.com and follow @flyvaluejet on Instagram, @flyvaluejetofficial on Facebook, @flyvaluejet on Twitter.





Chipper

THE EVOLUTION OF AFRICA'S FINEST FINTECH DISRUPTOR

By Azeez Disu

“Fintech is Africa’s New Oil”

People say Africa is the new oil. Africa is the next big thing and there is no doubt. We have seen the rise of innovative brands, and the rise of capital investment companies being able to look into Africa. The next big thing is coming to Africa,” Abiodun Animashaun, Country Director/Head of Product, Chipper Nigeria in an exclusive chat told Brand Communicator.

The above quote emphasizes the enormous opportunities the continent is endowed with, and why many investors across the globe are now investing in African businesses while also expanding their presence on the continent. Fintech has benefited the most from such investments, in recent times.

Like the popular 'Black Panther' movie which x-rayed some of the technological advancement of a future Africa, the exploit of fintech brands have drawn the future closer as difficult

activities such as cross-border and domestic transactions have become as easy as a simple touch of a button, it has become so seamless, a fact the global business community can attest to. Big players in this space like Chipper Cash, a financial technology company, are bringing this dystopian reality to the present.

Indeed, before now, sending and receiving money, or making cross-border transactions was a nightmare. A customer recounted how he had to stay in the banking hall for almost the whole day before he could successfully make his transaction some years ago. Another customer recounts a payment transfer that took place days before it was received and with high charges!

But, the nightmare for Nigerian customers was not just cross-border transactions alone. Doing domestic transactions were also herculean tasks of gargantuan magnitude. Some of these factors till date have continued to be responsible for the high rate of the unbanked population recorded in Nigeria, Ghana, Uganda, and other African countries in those periods.

For example, statistics show that only 40% of Nigerian adults had an account with a financial institution or a mobile money provider according to The Global Findex Database 2017. The report — which is the world’s most comprehensive dataset on how adults save, borrow, make payments, and manage risk — further revealed that Nigeria and six other countries contribute nearly half of the globe’s unbanked adult population of 1.7 billion, and 56% of that figure are women.

The Bank of Ghana estimated that approximately 7.3 million of Ghana’s adult population were unbanked as of 2018. At the time of the report, mobile phone and internet penetration was very low with mobile penetration and mobile internet access reaching 45% and 24% respectively in Africa. Also, the number of registered mobile money accounts in Sub-Saharan Africa stood at 395.7 million as of 2018.

Although a lot of progress has been made between then and now, it is not yet Uhuru. A recent report by Forbes, an American business magazine, shows that only about 40% of Africa’s 1.4 billion people are considered “banked”—meaning

they have access to, and use, a bank—making the continent rich territory for fintech startups looking to bring financial access to hundreds of millions of African mobile phones.

But the story is definitely getting better, courtesy the innovative disruptions that players like Chipper Cash have brought into the system. These disruptions are changing the African ecosystem as bespoke financial services and products are brought in by these players who are leveraging the growing mobile phones and internet penetration across Africa.

Beyond deploying these technologies and innovation, Chipper Cash is taking the vanguard position in proffering solutions to challenges faced by the ever dynamic African customer.

The Chipper Cash app was created to make money transfers easy and efficient for Africans to increase access to financial services for the underbanked, and to digitising daily payments to ease the reliance on cash. It was also set up to provide endless solutions that bring opportunity and convenience to Africans, thereby facilitating free peer-to-peer (P2P) money transfers and instant cross-border payments with a mission to unlock global opportunities and connect Africa.

Remarkably, it is contributing to the global fintech market size 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.

From Africa to the world!

Chipper Cash is a truly African brand led by Ugandan and Ghanaian co-founders Ham Serunjogi and Majjid Moujaled. The company was founded in 2018 to revolutionise intra-Africa money transfers.

Currently, Chipper Cash has over a \$2-billion valuation and is considered a unicorn startup the world over with a presence outside Africa. Its fintech innovations were influenced by its African founders struggling to send money back home.

Chipper Cash is leveraging Highnote to meet that need for its customers in the US, which is home to over 2.1 million immigrants from sub-Saharan Africa and is the origin of almost 30% of international remittances to the region. Speaking on why it's expanded to the United States, Majjid Moujaled had in an interview explained that sheer necessity birthed the Chipper Cash 'invention'.

"I moved to the US from Ghana for school. My father back in Ghana could only send me cash through a system that was slow, frustrating, and expensive. This was the genesis of Chipper Cash: a dream to make cross-border remittances to Africa, the US, and the world easier and economical."

Forbes, in one of its reports revealed that after high school, Serunjogi followed his older brother to Grinnell, a small liberal arts college in Iowa known for its strong academics, where both swam for the varsity. "At Grinnell, he met Moujaled, a Ghanaian computer science major who had started a popular student coding group.

"Statistics show that only 40% of Nigerian adults had an account with a financial institution or a mobile money provider according to The Global Findex Database 2017. The report — which is the world's most comprehensive dataset on how adults save, borrow, make payments, and manage risk — further revealed that Nigeria and six other countries contribute nearly half of the globe's unbanked adult population of 1.7 billion, and 56% of that figure are women."



Abiodun Animashaun, Country Director/Head of Product, Chipper Nigeria

"Almost immediately, the two began talking about developing an African money transfer app. But first, they wanted real-world tech experience and needed work visas. So during his junior year, Serunjogi sent cold emails to Mark Zuckerberg and Sheryl Sandberg and snagged an internship with Facebook, which turned into a full-time job in Dublin after he graduated in 2016.

"In the spring of 2018, Serunjogi texted Moujaled, who was working as a software engineer in San Francisco, to say it was time to get going. Serunjogi quit his job and moved into Moujaled's studio apartment, sleeping on an air mattress in the kitchenette. The two used their combined savings of less than \$30,000 and Moujaled's ongoing salary as seed capital. They launched a test version of their app in July 2018, letting customers send money from Uganda to Ghana for free.

They took pitches to more than 50 VC firms until, in November 2018, 500 Startups agreed to invest \$150,000. Before the papers were signed, Mohnot wired \$40,000 to Chipper after Serunjogi told him he was about to miss rent. "I will be eternally grateful to him for that," Serunjogi says.

Chipper Cash's Antecedents In Blazing the Trail of Innovation

The Founding 'fathers' of the Chipper Cash brand's vision since 2018 to revolutionise intra-Africa money transfers became reality with the introduction of fee-free personal payments — providing a frictionless way to send and receive money cross-border — immediately offering financial inclusivity to millions!

Since then, Chipper Cash has increased its product suite, introducing services across personal investments and digital business transactions, and expanded its reach into the UK and US.

Animashaun captures this growth: "Chipper is currently

operating in seven African countries and UK and the US. That's nine in total. We have been able to contribute to the Fintech space massively not just in Nigeria but in Africa. Undisputedly, I can say that we are one of the biggest consumer payment apps in Nigeria with a huge number of users on the platform. When you think about this, you'll realise how much impact such kind of innovation is playing on the pocket of the users or on the mobile devices of the users who basically have to adopt Chipper for their financial payment."

Speaking on the company's core value and what makes it different from the numerous fintech brands on the continent, Animashaun said the company is bold to take opportunities by solving challenges faced by Africans, "I will just basically like to highlight that a couple of core values as a company start from the fact that we have been able to hold onto being bold. Being bold will basically push you to do a whole lot."

He added that "The sense of being an owner is one of the things that drives us as a company, we won't tell you there is a mapped-out plan but I can tell you that our core values are integral so being able to communicate is one of the things we look up to, being a leader and being able to lead with empathy as well as being able to hold unto as the owner. These are some of the core values we have held unto and that has sustained us not just in Nigeria but globally."

Created to make money transfers easy and efficient for Africans to increase access to financial services for the underbanked, and to digitise daily payments to ease the reliance on cash, Chipper Cash has not shirked in its 'duty' of helping formalise local and regional remittances that hitherto was sent through informal channels that are usually expensive, unsafe, and mostly unreliable.

Its other disruptive features are fast and safe P2P money transfers, discounted airtime and data, and investing in selected cryptocurrencies. Also, its users can send and receive cash, buy airtime, pay bills and invest in fractional stocks of publicly traded global companies like Netflix, Facebook, and Tesla.

Acceptance And Use

The COVID-19 pandemic has been variously credited with accelerating the growth of digital payment in Africa, making the continent account for half of the world's registered mobile money accounts and 72% of mobile money transactions in 2020, according to a 2021 report on fintech in Africa by ARTTHA.

But beyond COVID-19 propelling this growth, Chipper Cash is one of the players in this space that occupies a vantage position in the hearts of the millions of customers that the continent boasts of.

This acceptance is not unrelated to a number of factors including the fact that the company made using the app very easy, secure and fast! Upon downloading the app, new users will register a profile to get into the Chipper Cash ecosystem.

But, for security purposes, the app's services, however, are not accessible unless users are verified. This verification process is done through a simple and easy-to-follow compliance process commonly referred to as the know-you-customer process, where users submit an identity document, such as an ID or a valid passport.

After verification is complete, users can then connect their existing online bank account to their Chipper Cash profile and start transacting. All personal information and transaction data are stored under secure encryption to protect against any unauthorised access.

Speaking about some of the innovative and disruptive strides the brand has made in the ecosystem, Animashaun said, "we have built a couple of products here in Nigeria and I think it



Abiodun Animashaun, Country Director Chipper Nigeria, Tiwalola Olanubi Jnr, CEO DottsMediaHouse, Damini "Burnaboy" Ogulu, Global Ambassador ChipperCash, Bolaji, Marketing Manager ChipperCash Nigeria

“The Chipper Cash app was created to make money transfers easy and efficient for Africans to increase access to financial services for the underbanked, and to digitising daily payments to ease the reliance on cash. It was also set up to provide endless solutions that bring opportunity and convenience to Africans, thereby facilitating free peer-to-peer (P2P) money transfers and instant cross-border payments with a mission to unlock global opportunities and connect Africa.”

will be hard to choose the most innovative product. Nigeria happens to be our largest market with the largest number of users.

“Just in Nigeria alone, we are able to provide free transfers, being able to send and receive money with no fees, being able to buy airtime and data with no fee or discount fees. Aside from all of these, we have an investment product that allows you to trade fractional stocks. We have metro cards as well which is another product that allows you to generate the card and make payments globally.

Though the Nigerian government has placed a limitation on the trade of Cryptocurrency in Nigeria, Chipper Cash plays strongly in this space too, though in other markets. “Crypto was initially a product we have in 2021 before Central Bank of Nigeria (CBN) enforced a ban on it and ever since we have to comply with the regulations. So, it is not a product that is available to Nigerian users because we basically have to comply with what the regulators have said.”

What Customers Say about Chipper Cash

The brand has received positive reviews both online and offline, and some of the feedbacks are captured below.

One of the app users, Ifeanyi Ike said “The experience is satisfying. The UI is user-friendly and it is easy to learn and navigate! I think the developers followed the design principles very well. I also like your customer service, especially Christine who is my assistant anytime I need help! But make sure to perform perfective maintenance all the time as technology keeps evolving! Keep it up!”

Almustapha Musty on his part said “Chipper cash is good and easy to navigate. Nice interface and is not too stuffy. I give kudos to the fact that they’ve maintained a standard of updates and interface for years now. Don’t be pressured by the reviews into something worse. Take the criticism, learn from it, be idealistic but also realistic, you can become bigger than your expectations.”

Similarly, Chinelo Amaka stated “Very good app. Came in really handy when I could no longer receive online dollar payments to my bank debit card. I’m very impressed with the fast transactions, the no-fee transfers, the investment option, and the availability of both USD and Naira Visa cards at no cost, - in short, with everything about the app. Am definitely recommending it to everyone I know.”

Restating Chipper’s brand positioning strategy which industry watchers believe led to positive these feedback, Animashaun said “Chipper’s brand position itself as a lifestyle platform where people can basically do a lot with money. The seamless process to send money across borders. We have been able to innovate around our offerings to our customers. Being able to get metro cards used in making digital payments across the internet. So, think about when you want to pay for your Spotify subscription, Netflix, or send money across African countries. These are the innovations that we have built over the



Animashaun

years, it involves a lot of hard work.

He explained further, “There are options, Nigerians are able to carry out international transactions. Think about being able to send money within Nigeria or Africa, even getting discounts, being able to pay bills and utility at great pace. These are the innovative ways we have been able to connect with our users or consumers and we can say that we want to be the proprietor to want to make a digital payment or being able to send or receive money across Africa.”

Commenting on the growing consumers’ trust in the platform, he said “I think the fact is we are building with people in mind, and that has been the foundation of our trust. Chipper in Nigeria has been built over the last few years bearing in mind that our users had to be Nigeria in a way that, there’s a way Nigeria thinks and expects you to do something. So, we are not building something foreign for them, we are building something innovative. So, we put our users into consideration while building for them. That has been like the core fundamental of all that we have become in the last few years.

“While building, we are bearing in mind that we have



Chipper is available on all mobile devices

license to get for what we are doing and we have to partner innovative organisations to support us in what we do. That has been the best we do to build trust in the past few years.”

Campaigns

Chipper Cash recently launched the “Africa to the World” campaign to get football fans from official supporters’ clubs into the stadiums to cheer on their teams during the 2022 FIFA World Cup in Qatar.

Although Nigeria won’t be participating in the Mundial because it failed to qualify but some other African countries will be attending and raising their flags. The event kicks off in Qatar in November. More so, some Nigerians would be attending the festival as spectators and supporters of participating African nations live at the event venue while others will watch from the comfort of their homes.

The “Africa to the World” campaign aims to raise over USD 50,000 to provide fans travel, accommodation, and entry tickets to the matches of three qualifying African teams — Cameroon, Ghana, and Senegal — playing in the tournament. Chipper Cash has set the ball rolling with an injection of USD 30,000 into the fundraising campaign.

“As a brand deeply embedded in Africa, we are rooting for the success of African teams in this year’s competition. The “Africa to the World” initiative will make it possible for lucky fans to be there to experience the wonder of the World Cup and cheer their teams as they take on the rest of the world,” says Hasan Luongo, Vice President of Global Marketing at Chipper Cash.

It also partnered with Senegalese-born French football legend Patrice Evra as its Global Ambassador to rally support.

“We’re so proud that Patrice Evra, a celebrated football giant who has graced the World Cup twice, has joined the Chipper family,” adds Hasan. “We’re confident that, if everyone chips in, we’re sure to meet our goal in no time and can help fill the stadiums of Qatar with the legendary spirit of African supporters.”



Animashaun

Hasan notes that in the past two years, the pandemic, global conflicts, and inflation have brought socio-economic challenges to Africans as a whole, and the campaign presents an opportunity to bring fans together again through the power of sport.

Chipper Cash And BurnaBoy

To promote its brand, Chipper Cash signed Nigerian singer and rapper, Damini Ebunoluwa Ogulu, popularly Burna Boy, as its partner and brand ambassador. With it has changed the narrative and its out-of-home advertising has been a phenomenon which they used to further connect with young people and music lovers.

The company during the official unveiling of Burna Boy, described him as one of the biggest and most successful African artists. Burna Boy rose to prominence after he debuted his single "life to party". Since then, Burna Boy has become the first Nigerian to win back-to-back Grammy Awards.

Commenting on the partnership, Ham Serunjogi, CEO, Chipper said "Partnerships are meaningful and at the core of what we do. We need strong partners on our journey and it is my honour to announce Burna Boy as our latest partner and brand ambassador. He is someone who has raised the bar and broken it. His greatness is instilled in his humility and love for Africa. He has represented Africa at the highest levels and I am excited that the African giant is part of our journey."

"It was easy to connect with Chipper Cash because they bring the world to you. Whether you are in tech, business, entertainment, or finance, Chipper Cash is there for you. I am an African giant and so is Chipper Cash. Giants recognize giants because they rise above the ordinary," Burna Boy commented.

Investment And Going Global

On why African fintech brands are getting global attention and investment which his company is one of the beneficiaries, Animashaun pointed out that "Think about the population that resides in Africa, think about the fast-rising mobile phone penetration, internet penetration, these are opportunities that a lot of foreign investors doesn't want to miss out from. If you think about the biggest of things and where it can happen, then it's in Africa.



Chipper is currently available in several African countries

"The biggest of brands want to come to Africa because the opportunities here are enormous. Everything that's going to happen will happen in Africa. We haven't seen it yet, what we have seen today is like the big bean. We are still going to see a lot of funds coming here. We are going to see a lot of opportunities arise from Africa. I can tell you that Africa is the next big thing."

The company has expanded its footprint because of its strategic partnerships with other reputable brands. Noteworthy, it formed a strategic partnership with companies such as Twitter, Drive Wealth, and Visa. Its partnership with Twitter allows content creators to receive tips via Chipper cash through Twitter's Tip Jar function. Besides from this, it partnered with Drive Wealth to offer its users in-app investment in the U.S. equities market.

Commenting on the partnership with Highnote, Tefiro Serunjogi, Chipper Cash Cards Product Lead explained "We want to give our customers in the US the power to use the money they earn or have in their wallets to spend on things they need."

In addition, he said "This is why we are so excited to partner with the Highnote team. We believe we have found a partner that can future-proof us. Highnote offers great capabilities and platform flexibility, which will enable us to expand the Chipper Cash offering and find new ways to bring accessible financial services to people living in Africa and beyond."

John Macilwaine, Co-Founder and CEO of Highnote said "This partnership highlights our belief that innovative companies like Chipper Cash, paired with modern world-class payments infrastructure, open the floodgates for people to participate in so much of the digital payments revolution from which they have previously been excluded. We couldn't be more excited to partner with Chipper Cash in support of their mission to bring financial inclusivity to millions."

It also partnered with Visa to launch Chipper Card, a pre-paid digital card that allows holders to transact across the globe with ease.

It has team members cut across 20 countries with diverse cultures and beliefs and this is described as one of the factors fuelling its expansion to more countries within a short time of its existence. "So right now, we have a team that is present in like 20 countries, I can tell for the fact that one of the things that have helped us is diversity and being able to build a truly global organization," Animashaun disclosed.

For its contributions to the fintech ecosystem, Chipper Cash has won numerous awards and recognitions, recently it made the list of 2022 Edition of Forbes Fintech 50. It emerged as one of the two African-owned startups on the list.

Describing Chipper Cash, Forbes stated: "One new standout is Chipper Cash, a San Francisco-based startup launched by two twenty-somethings from Uganda and Ghana that helps Africans transfer money cheaply, buy U.S. stocks and invest in crypto. Founded in 2018, it already has more than five million users and a \$2.2 billion valuation."

Giving Back And Future Plans

Chipper Cash partnered with a non-profit organisation, Executives Initiative, to host a one-day community impact development project titled, 'Chipping away illiteracy through

football.'

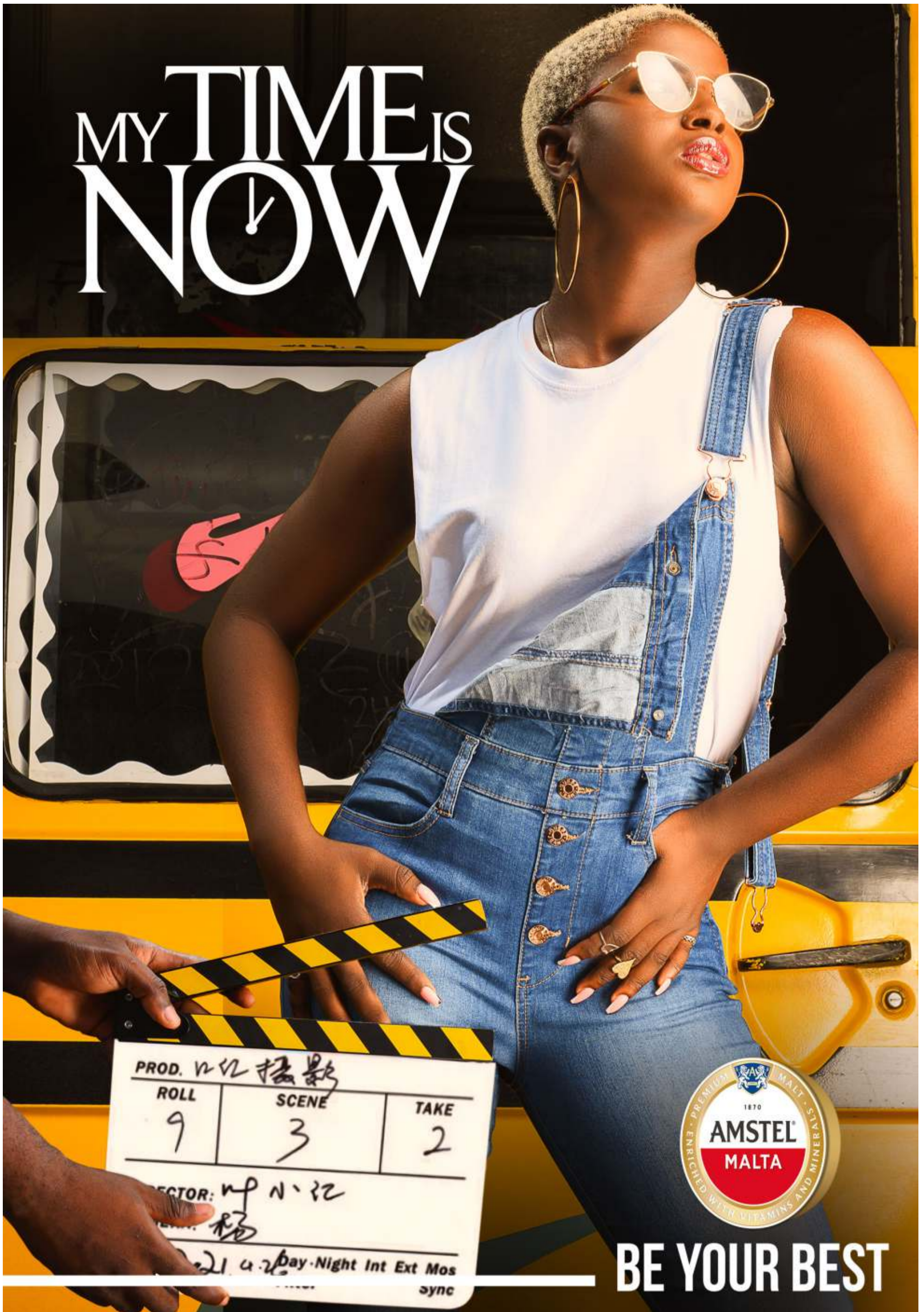
The beach football tournament had over 300 primary and secondary school children in the Tarkwa Bay community attended. The children were given scholarships and other learning materials.

Recall, Animashaun stated that the drive was met to combat illiteracy in the country led it to partner with other organisations to support social development and lifelong skills in indigent children across the continent and that the FinTech ecosystem must see the need to invest in good education and create room for the recruitment of young talents in Nigeria.

Speaking on what to expect from the brand in the next few years, Animashaun said "We are working on a lot of things in terms of product and expansion. Let's think of presence in more African countries and outside African countries, presence in South America and North America, presence in Europe, and a few other countries globally. It is not just a product drive; it is also an expansion drive for us."

"Chipper is currently operating in seven African countries and UK and the US. That's nine in total. We have been able to contribute to the Fintech space massively not just in Nigeria but in Africa. Undisputedly, I can say that we are one of the biggest consumer payment apps in Nigeria with a huge number of users on the platform. When you think about this, you'll realise how much impact such kind of innovation is playing on the pocket of the users or on the mobile devices of the users who basically have to adopt Chipper for their financial payment."

MY TIME IS NOW



PROD. 非凡摄影		
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BE YOUR BEST

2022 MIPAN AGM: Consolidating The Gains Of Adelusí's Action Years



By Azeez Disu

The media landscape in Nigeria is always evolving. A continuous evolution one online platform described as “Changing like a Climate”. An economy that is somersaults daily, inflation, pandemic, competitors, and others are factors rapidly changing the media space.

Despite these changes, the industry globally has managed to record some remarkable gains. According to a PwC report, the industry is one of the fastest growing and it is forecast to earn \$14.8bn in 2025, up from its current revenue of \$7.7bn, riding on an 85% growth of its internet access segment.

The success of today's media on the global stage also can be credited to the contributions of the Media Independent Practitioners Association of Nigeria (MIPAN), the umbrella body of all media agencies in Nigeria and its members. Noteworthy, MIPAN was established to develop and improve professional media services in Nigeria.

Interestingly, as part of the effort to upscale the advertising and marketing communications in the country using the media, yearly MIPAN organises its Annual General Meeting (AGM) where its members gather to chart a way forward for the association.

This year, the AGM was unique and memorable. Basically, the MIPAN 2022 AGM brought together members from the Advertising Industry and Media Planning and Buying agencies consisting of the existing members of the association and intending members who were inducted at the occasion.

The AGM was held on Wednesday the 10th of August 2022 at the Marriot Hotel Ikeja, Lagos. The AGM was packed with both business and fun. The theme was: “The Role of Data and Technology in Economic Growth” with Elo Umeh, Managing Director, Terragon Group as the keynote speaker, and the Special Guest was Dr. Olalekan Fadolapo, Registrar, Advertising Regulatory Council of Nigerian (ARCON).

The AGM was an opportunity for the executives to also give the account of their stewardship over the past two years before the members decided if they should be re-elected or not.

In a bid to ensure a successful election, the association set up a committee led by Kabiyesi Ayo Kopoluyi and supported by Brenda Nwagwu, CEO, QVT Media. Also, to ensure it delivered a successful AGM in totality, it had a committee led by Rotimi Bankole, Founder/CEO, SBI Media supported by Henry Ononiwu, Head, New Business and Partnerships, PHD Media, Yetunde Adegbite, Cluster Managing Director – Vizeum, iProspect, and Posterscope; Marian Ogaziechi, Media Fuse Densu; and Akam Enoch, Media Perspective.

MIPAN is the umbrella body of all media Independent agencies in Nigeria established to develop and improve the media advertising function in Nigeria by paying close attention to the discipline to offer quantitative value to the industry. The goal is to encourage the entrenchment of merit-based reward systems in the media advertising function to ensure continuous improvement as well as facilitate the advertising industry in Nigeria.

The Return of the EXCO

Femi Adelusí, CEO/MD of BrandEye Media was re-elected for a second term in office as President alongside his executives at the association's AGM.

The members of his Executives include Dozie Okafor, Vice President; Eki Adzufe, Executive Secretary; Yetunde Adegbite, Assistant Executive Secretary; Henry Ononiwu, Publicity Secretary; Akam Ekpo Enoch, Assistant Publicity Secretary; and Samson Oyebamire as Financial Secretary. They are set to continue the effort of repositioning the association as a body to be reckoned with.

Meanwhile, the re-elected Executives pledged to abide by the

code and conduct of MIPAN, and regulatory bodies and ultimately work together to lift the media advertising industry to a greater height.

Recall that Adelusí emerged as the President of MIPAN in 2020 after the expiration of Dr. Ken Onyeali Ikpe's tenure.

Adegbite said the re-election means a vote of confidence for the executive and they won't rest on the oars, “It feels inspiring and humbling too. I am grateful for the opportunity to serve. It means that the association is willing to put its vote of confidence behind us again. They see the vision backed up with action and a team of committed individuals who are ready to lift the game and leave an indelible mark of good work.”

Similarly, Enoch said, “It's an honour and we are all grateful for the opportunity to serve again.”

New Members

Also, at the AGM, new members were inducted into the association. They are Zenilla Media, Wavemaker Media, and Auxilia Media.

The induction was carried out by the President, Femi Adelusí who tasked the newly inducted members to abide by the laws and regulations of the profession and remain ethical in their operations.

Excited about the induction of his agency, Folahan Olulade, Business Lead, Zenilla Media said “We've started as far back as



2018, but incorporated in 2021. Joining a body like MIPAN feels good and, following recent industry reform on policy direction, it is necessary and timely for us to have this strategic partnership.”

Zenilla is a strategic media and communications solutions agency. It's part of MCG Network with strong links across emerging markets. Zenilla Media's vision is to become a global leader in media and marketing and a solution company by partnering with brands to deliver world-class media and brand solutions.

Auxilia Media is focused on developing & providing world-class media planning and buying services to leading local and international clients and has grown to become one of the media agencies to reckon with in Nigeria producing top-notch artistic work.

Wavemaker, a media agency, is the second-largest media agency network in the world. In Nigeria it is part of the networks of Algorithm Media, a WPP Group media agency in the country.

Leveraging On Technology

Asides from the AGM, the association had a summit where the theme of the event was dissected. It was an opportunity for stakeholders to learn from keynote speakers and panelists as well as an avenue to chart a way forward for the industry.

Keynote speaker for the event, Elo Umeh, Managing Director, Terragon Group while making his presentation on the theme “The Rise of Data and Technology in Economic Development” tasked marketers and businesses to rethink their business models, and partnerships.

According to him, “The first step to being smarter about why you use data and technology, and therefore who you hire to power it, is knowing what business problem you want to tackle and what type of business you want to become. What business model will drive the desired outcomes for your business?”

As regards Talent, he said “Who do I need to partner with? Or what do I need to acquire?” The glue in piecing all this together Talent needs to be talent.”

On Partnerships, he explained that “The sort of partnerships that will succeed are those where you have a core layer of product, which is effectively your web-based tool, but then have the service layer around that. – Complement Strengths.”

In essence, he advised marketers to invest in people through education and capacity building while he also called on brands to increase their MarTech Spend, improve the consumer experience, and ensure data privacy.

“Customer-centric marketing is now a key growth driver. Businesses need to improve their CX.” He said, adding that “Businesses are taking the challenge of ethical data collection very seriously.”

In addition, he stated that companies in every industry should be aware and understand that the software revolution is coming and they should all be ready for it.

Meanwhile, during a panel session moderated by Dozie Okafor, Vice-President of MIPAN, the experts agreed that contemporary agencies must go beyond competence by adopting a thorough, comprehensive approach to leverage technology in today's marketplace.

Speaking on the importance of data, Stanislaw Martins, Agency Partner Lead, Meta Facebook said “We need to ensure that the full power and access to data that we have in digital channels are well utilized. Right now, we are still at the very elementary stage when it comes to actually deliver on clients from a digital point of view. The data is there but that is not okay; there is still a lot of work to be done from the agency side. From the skills upgrade point of view, you need to know how to use the full gamut of technology; you can't just stay in your space when you think it is safe.

“Anybody can run a campaign and say I reached a certain number, but did it help the brand to achieve its result? One of the ways to ensure that clients' minds are at peace is by leveraging digital technology with available data to drive impact for your brand. Whatever campaign that you are doing now, you can take the insights from it immediately to influence your offline communication instead of waiting for weeks or months”

In another vein, Emeka Okeke, Founder, Managing Partner, and Group CEO Media Fuse Dentsu International (Nigeria) urged agencies to hire right to cover up their skill set and also invest in high-definition technology.

Feyisayo Alayande, Head of Product, Digital and Marketing, Letshego on his part tasked agencies to put themselves in the shoes of the clients by understanding their pain points, walking in their journey, and seeing how to give back to them.

Oti Ukubeyinje, Senior VP, Products, Terragon, and Ilonah Idoko, CEO Lona Group Limited, charged agencies to innovate, develop new trends and empower their team members with the required skills to be able to compete favourably in a changing media space.

Overall, the AGM has come and gone but what the executives and other stakeholders will do to advance the media landscape will be vital not just for brands or agencies but for the country at large, as well as the growing innovative population especially young people who are leveraging on various media to make a difference.



37th AGM

Setting A Sustainable Agenda For OOH Advertising In Nigeria

By Azeez Disu

Outdoor advertising remains one of the most vibrant forms of advertising in the world. Its impacts are enormous for return on investment for brands. The popular quote of Mark Twain, American writer, and entrepreneur, ready comes to mind and restates the importance of advertising which is of Out-of-Home (OOH) advertising is one of the key media, "Many a small thing has been made large by the right kind of advertising"

Remarkably, the global OOH market is expected to grow from \$25.61 billion in 2021 to \$28.48 billion in 2022 at a compound annual growth rate (CAGR) of 11.2%, according to The Business Research Company.

In Nigeria, 2018 to be specific, the sector accounted for 28% of the total media spend, behind only TV advertising according to GeoPoll.

Also, in the country, the Outdoor Advertising Association of Nigeria (OAAAN) is championing the growth of the OOH industry through advocacies, regulations, and control of the practice of Outdoor Advertising in conformity with statutory and Industry guidelines.

With its giant strides, OAAAN has advanced the course of responsible advertising and contributed to the business terrain and economic growth.

It recently hosted its 37th Annual General Meeting (AGM) in Lagos from 28th to 30th July 2022.

The AGM was held at Phantom Hotel, Lekki, Lagos with the theme, "OOH Business and Nigerian Regulatory Laws".

The event marks the first AGM of the second term tenure of the Emmanuel Ajufé-led Executive Council. Recall, OAAAN re-elected Emmanuel Ajufé as the president of the association at its 36th Annual General Meeting (AGM) held in Abeokuta, Ogun State. Other executive members re-elected are Femi Ogala, vice president, Sola Akinsiku, general secretary, Churchill Nwagwu, assistant general secretary, and Dupe Adewuyi, treasurer. Others are Babatunde Oyekan, publicity secretary, while George Onwujiciri, Babs Fagade, Omo Abumene, and Felix Ehinkhunen were elected ex-officio.

Survival and Sustainability

Ajufé said that the association will pursue the approval of billboards as collateral by the Central Bank of Nigeria (CBN).

According to him, financial institutions ask for houses and other properties as collateral from practitioners who want to access funds for business growth, but the association is canvassing for use of billboards as collateral.

In his words, "We are therefore going to pursue the recognition by Central Bank of Nigeria, CBN, to use our billboards as collaterals.

"As an association, we will continue to push for things that will bring sustainable growth to the industry and out-of-home advertising business."

At the AGM, the President said the AGM apart from being an opportunity to render accounts of their stewardship to members, also provides the opportunity for external stakeholders to exchange views with members and to share their thoughts as it concerns their business.

"Our engagements with our major stakeholders are beginning to yield fruits but it will seem that we still have a long way to go. We have enjoyed a good relationship with our Regulator, APCON.

"Similarly, our relationship with the critical stakeholders within the Advertising ecosystem



Emmanuel Ajufé, President, OAAAN

"The vetting which the Council does through the Standards Panel appears to be limited to the content of the advertisement. Outdoor advertising as I understand it does not involve content development or copywriting and so has nothing to be vetted by the Standards Panel. What appears on outdoor Billboards ought to have passed through the Standards Panel before getting to the outdoor advertising agency."

has been wonderful as their support in our struggles has been unprecedented. I am talking about the Heads of Sectoral Groups (HASG).

"We still count on your support as the challenges facing us can only be fully contained with a united HASG."

Ajufé further disclosed that a lot of progress seems to have been made with partnering with signage agencies but there is still a need to continue to engage them until they see outdoor advertising practitioners as partners in progress.

"While we do not have anything against the

signage agencies earning income from their services to us, we should not be seen as the State Government's major source of IGR after oil.

He continued: "We believe that Signage Agencies should rather focus their minds on how to ensure sustainable growth of our industry.

The president added that when LASAA came on board, one of the things promised was to elevate hoardings to the status of real estate where we can use our billboards as collaterals to source for the fund "but several years after the policy summonsaults which made this laudable initiative impossible to happen."

In his goodwill message, the Registrar, Advertising Practitioners Council of Nigeria (APCON), Dr. Olalekan Fadolapo assured OAAAN members of the support and the continuous efforts to develop a framework that will help the advertising business in the country.

"However, notwithstanding the challenges they are going through as a sector, they should keep pushing as the Council will continue to support them by involving policies that will sustain their growth as well as protect their investment.

On the onslaught by signage agencies, he said on the Kaduna issue, the State Signage agency has agreed to a meeting, "OAAAN leadership has agreed to a meeting and as the regulator, we are facilitating the meeting and I am sure if the three of us sit, we can look at the ways of ensuring that we resolve the issue without resorting to court."

Working Within The Law

OOH Practitioners were urged to understand the laws regulating the profession and work within their frameworks in a bid to grow the industry at the AGM.

Barr. CFC Chikwendu, in his presentation as the guest speaker, at the AGM urged OAAAN to ponder whether the Lagos State Structures for Signage and Advertisement Agency (LASAA) Law has not taken away the control and regulation of outdoor advertising function of the Local Government Council in the Fourth Schedule of the Constitution under Section 7 (and Section 36 of the Administration of Local Government Law) and vested it in the LASAA.

The guest speaker who spoke on the topic: "OOH Business and Nigerian Regulatory Laws" disclosed that in the Constitution of The Federal Republic of Nigeria, 1999, advertising is not one of the matters mentioned in the body of the Constitution.

"It is also not one of the matters mentioned in the Exclusive List on which only the Federal Legislature can legislate. It is also not one of the matters mentioned in the Concurrent List on

which both the Federal and State Legislatures can legislate.

"It is therefore one of the many matters called residual matters. The position is that State Legislatures may legislate on residual matters. The Constitution however places outdoor advertising and hoarding under the control and regulation of the Local Government Council."

Taking a cursory look at the functions of Local Government Councils, Barrister Chikwendu said the functions conferred upon the Local Government Council include those set out in the Fourth Schedule to the Constitution. "By item 1 (k) (i) of the Fourth Schedule, one of the main functions of the Local Government Council is the control and regulation of outdoor advertising and hoarding.

"Local Government Councils in all the States carried out this function of control and regulation of outdoor advertising and hoarding, albeit haphazardly, until 2006 when Lagos State introduced the Structures for Signage and Advertisement Agency Law.

He added: "Lagos State has seemingly succeeded in surmounting a legal challenge to this Law, many other States have copied and enacted similar Laws. The implication of this is that control and regulation of outdoor advertising in States have, at least for the present, been effectively removed from Local Government Councils and vested in State agencies in these States.

Aside from this, the law expert explained further that the Advertising Practitioners (Registration, Etc.) Act (APCON Act) which came into force on 27th December 1988, save from determining and registering outdoor advertising practitioners as advertising practitioners, the regulatory powers of the Council under the Act appear not to extend to outdoor advertising.

"The vetting which the Council does through the Standards Panel appears to be limited to the content of the advertisement. Outdoor advertising as I understand it does not involve content development or copywriting and so has nothing to be vetted by the Standards Panel. What appears on outdoor Billboards ought to have passed through the Standards Panel before getting to the outdoor advertising agency.

"It, therefore, appears that the outdoor advertising agency is the most exposed of all advertising agencies to external control and regulation by the Federal, State, and Local Government agencies and their challenges with government agencies, outdoor advertising practitioners may have to stand alone as there is no provision in the Advertising Practitioners Council of Nigeria (APCON) Act that requires the Council be of assistance to them," he explained.

English Premier League @ 30: The Success Story Of An Iconic Sports Entertainment Brand



By Usukuma Ntia

The 2022 season of the English Premier League started barely two weeks ago, however, the league had to take a time-out to celebrate its 30th anniversary on Monday, August 15, 2022. It has been three decades that have seen English club football transformed into one of the world's leading sports entertainment products.

The last three decades have been quite memorable looking back at various exciting activities on and off the pitch. Indeed, the fans have emerged as unsung heroes in this celebration.

In the last 30 seasons, 4,488 players from 120 different nations have featured in 11,646 fixtures. Of the EPL, fifty clubs have featured in the Premier League, with just seven of them winning the title in its 30 years of existence.

Manchester United dominated the early days with the first nine titles under Alex Ferguson while Arsene Wenger's Arsenal team won in 1998, 2002, and 2004.

Another London club, Chelsea, won back-to-back titles under Jose Mourinho in 2005 and 2006 before United returned to dominance with the likes of Wayne Rooney and Cristiano Ronaldo. Manchester City, under Pep Guardiola, has dominated in recent years, winning four of the last five titles, only interrupted by Liverpool in 2020.

The Premier League has become the most popular football league globally thanks to the world-class players and managers who have delivered captivating football as well as a multitude of addicted fans.

The EPL Package

The EPL is broadcast to 800million homes in 188 countries. Crowds attending matches last season were at an all-time high, with a total attendance of over 380 matches of 15.2million.

Teddy Sheringham who scored the first televised goal in the league for Nottingham Forest against Liverpool, exclaimed recently "I don't think we all realized quite what the Premier League was going to become 30 years ago."

There are over 90 broadcasters and more than 400 channels showing EPL games, thus the League and its clubs count almost a billion followers on social media.

For the first time, this 2022, the premier league will generate more revenue from foreign television deals than the established domestic market. When all deals are concluded, the league expects foreign rights sales to generate 5.3 billion pounds (\$6.40 billion) over the next three seasons with 5.1 billion raised from UK broadcasters.

The 30th-anniversary campaign activity kicked off on Monday 8 August in Manchester when the Premier League Trophy began a seven-week tour of England and Wales. The League's all-time leading scorer Alan Shearer will see the

Trophy off as it visits many people who have been a part of the Premier League's success and had a positive impact on the lives of people connected to their football club. The tour will also visit the studios of Sky, which has handled, for the last 30 years, all the live Premier League football broadcasts.

CSR Angle

The League will also be announcing new financial commitments to benefit fans and communities. This includes increased investment into the Premier League Fans' Fund, with £5m available to support fan engagement projects. The League is also investing £13.5million into the Football Foundation to create small-sided pitches in the heart of communities as well as a new Premier League investment into women's and girls' football, including the Emerging Talent Centres, announced earlier this year.

All Premier League fixtures between 13 and 22 August are dedicated to the 30th anniversary, giving clubs an opportunity to celebrate their history in the competition.

One fact stands out, the EPL is full of compelling characters and is constantly producing engaging storylines that capture the imagination of fans across the world.

The platform has created a brand, and marketed it properly to a global audience, although the brand equity of some of the individual teams and players within the league might actually be bigger.

Economic Gains in Sport Marketing

Biodun Shobanjo, Chairman of Troika Holdings, Nigeria's largest marketing communication services group in a paper he presented a few years ago in Lagos revealed that few forces in contemporary society influence massive numbers of people across the world more immediately than sport.

In his words, "In sport and everything it stands for, we find ourselves simply impassioned, in love, sad, excited! From football fans to golf enthusiasts, the sport continues to manifest itself for social cohesion, development, and leisure and is nowadays, used as a strategic tool for advancement in emerging economies."

Shobanjo explained further that sports marketing is synonymous with "sports entertainment". And must have two critical components- sports talents and the massive number of fans. The essence of sports marketing is to communicate between brands and their target audience by leveraging the emotional connection/bond between sports talents and their fans.

The force is in a strong passionate bond between these two groups of people. Creative marketing communications practitioners have become adept at using this emotional bond as

"In Nigeria, we have not treated football as entertainment which is why its perception index is so low. There is unbelievable quality in Nigerian football, skillful players but they are not reaching their full potential due to poor administrative and management structures at the clubs. You hardly can see a club with a decent clubhouse and welfare package."

a platform to build patronage and loyalty for consumers of brands when they are able to convince the producers of products or services to commit their funds to support sporting activities and personalities. This is what is termed sponsorship.

It is from here that the \$600 billion Sports tourism industry can build on for business and Investors' confidence can flourish.

Lessons for Developing Economies

Can leagues of developing economies like Nigeria learn from the EPL? Harry Iwuala, a respected sports marketing consultant in an online article explains that the required packaging is lacking in most African leagues except that of south Africa where remarkable efforts have been made to package it impressively.

In his word, "In Nigeria, we have not treated football as entertainment which is why its perception index is so low. There is unbelievable quality in Nigerian football, skillful players but they are not reaching their full potential due to poor administrative and management structures at the clubs.

"You hardly can see a club with a decent clubhouse and welfare package. The entertainment treatment must be applied to the Nigerian Premier League to make it attractive for empowered youths and adults to show interest. It is no longer hip to identify with the Nigerian Premier League as a result of the comparative exposure to the English Premier League and the role of the media here is very germane. SuperSport is doing a relatively good job but a whole lot of miles still needed to be covered in live television presentations of match days.

"We can still start by improving the number and position of cameras at the stadium, improving the directing of broadcasts and in the commentaries, which add to the excitement of watching the EPL. The pre-match analysis is vital as it helps to the hype and heightens expectations these are not done here and I am not even sure we have the right kind of personnel to handle that. Our facilities are not built for entertaining experiences They lack decent conveniences and these are the total package of match day experience.

We also have to employ competent persons to manage the administration of the league and these must be people with private sector competence and track performance at very high management positions."

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OmniBiz

REVOLUTIONARY BRAND DISRUPTING
B2B E-COMMERCE SERVICE DELIVERY

...Unveils Sobowale, Sabinus As Brand Ambassadors



L-R; Amber Yadav, Vice President, Demand, Toyin Adepegba, Head, Marketing, Sola Sobowale, Veteran Nollywood Actor, Deepankar Rustagi, Founder & Chief Executive Officer and Wale Adisa, Chief Operations Officer (all of Omnibiz Africa)



By Usukuma Ntia

In every industry, there are two types of players. We have those who dictate the pace of the game and those who simply flow with the disruptions created by the pacesetters.

Since Omnibiz stepped into the e-commerce market a few years ago, the brand has remained a disruptive achiever bestriding the B2B segment like a flamboyant tough bird. To consolidate its leadership position, and boost the company's business growth in Nigeria, Omnibiz Africa recently unveiled Sola Sobowale and Chukwuemeka Ejekwu, popularly known as Sabinus, as brand ambassadors at a colourful event that took place at Omnibiz Africa's Head Office in Surulere, Lagos.

Looking at their fan base and the imaginativeness of the two Brand Ambassadors, as well as their optimal experiences, one can envision the creative fire that guided the instinct of the Omnibiz team in making this choice that has turned out to become a perfect fusion of the sublime and the idyllic.

Although the brand is in the B2B segment that is usually saturated with latent players, Omnibiz has cleverly altered the age-long rules of the image-making game in this area with a freshness deeply steeped in the up-to-the-minute, appeal of its highly passionate audience.

Speaking during the unveiling ceremony, Founder/Chief Executive Officer of Omnibiz Africa, Deepankar Rustagi said, "We are delighted to partner with these two Nigerian celebrities to influence retailers still doing business the traditional way to adopt e-commerce and smarter ways of doing business. Omnibiz has always had "Retailer First" as its core value and digitizing the retail ecosystem. We value our retailers and we will continue to develop technological solutions to help grow their businesses."

Commenting on the unique choices of brand ambassadors, Head of Marketing at Omnibiz Africa, Toyin Adepegba said, "Sola Sobowale is a respected Nollywood Actor, who connects with retailers. Research has proven that retailers love to watch home video, hence our decision to pick a veteran actor, whom the older and younger retailers can relate to. On the other hand, Sabinus connects more with younger retailers, who are more active on social media. We believe a synergy of these two personalities will help us reach and connect stronger with our target audience."

Speaking on the brand's expectations from the two ambassadors, Adepegba said, "the duo will help us have exponential reach as we expand to more cities and position our brand to our target audience. That's what we intend to achieve with these partnerships."

At the colourful event, the veteran Nollywood

"Looking at their fan base and the imaginativeness of the two Brand Ambassadors, as well as their optimal experiences, one can envision the creative fire that guided the instinct of the Omnibiz team in making this choice that has turned out to become a perfect fusion of the sublime and the idyllic."

actor, Sola Sobowale expressed her excitement to go on the journey with Omnibiz Africa. In her remarks, she affirmed her interest in SME businesses and upscaling Nigerian businesswomen to their full potential. Similarly, award-winning skit maker, Sabinus thanked the Omnibiz Africa team for choosing to work with him on its growth journey.

New Corporate Identity

The brand ambassadors' announcement comes after Omnibiz Africa unveiled a new corporate identity that integrates its service offerings unto one platform. Under the new corporate identity, known as Omniretail, retailers have access to a bouquet of solutions that services the retail end-to-end. The available service offerings under the Omniretail are Omnibiz, Mplify and Omnistore. Shedding light on the services, Amber Yadav, Vice President, Demand at Omnibiz Africa explained that "Omnibiz is a unified consumer goods distribution platform that improves the inefficiencies of traditional trade by digitizing the supply chain stakeholders." He added that Omnibiz ensures retailers get better ROI and manufacturers grow volume and reach with access to a wider distribution network on the Omnibiz platform. Logistics providers are also able to optimize their fleet of vehicles more

efficiently on the Omnibiz platform.

"Mplify is a distributor inventory management tool, where distributors can upload their inventory, offer their inventory to a large retailer network and grow their sales and reach. On the platform, the inventory of the distributor can be viewed by retailers based on proximity and the retailer can place orders for as many SKUs as possible. The platform also has intelligence and machine learning that guides the retailer with relevant recommendations to make more profits".

Yadav also revealed that "the company's book-keeping solution, formerly known as Mystore has been replaced by Omnistore to fully integrate the corporate brand identity and brand promise. Overall, Omnistore is an all-in-all 360 degrees solution for inventory management, customer management, and sourcing of goods. Omnistore enables retailers to utilize incremental working capital and a larger variety of goods to grow their businesses. On the Omnistore platform, retailers are able to manage their inventory and customers efficiently while keeping track of their costs, sales, and margin. Retailers are also able to plug into the network of hundreds of manufacturers goods and receive promotions and valuable benefits from these manufacturers."

Trajectory and Expansion Drive

Omnibiz Africa launched operations in Nigeria in 2020 at the height of the coronavirus pandemic in the country to provide retailers with easy access to goods. The company provides a unified digital platform for manufacturers and distributors to reach a wide network of retailers with their goods, grow their coverage and volume faster, and ensure ROI. On the platform, third-party logistics companies are also able to optimize the use of their fleet of vehicles more efficiently for better ROI.

The company operates an asset-light business model that enables it to scale faster. In two years of

operations since its debut in Lagos, the company has grown to 12 cities in Nigeria, and recently, Ghana. Over 120,000 retailers are registered on the Omnibiz retail platform with access to over 200 fast-moving consumer goods and working capital loans via its Buy Now Pay Later Service.

In August 2022, the media reported Omnibiz Africa's \$15m pre-Series A funding as one of the top 5 disclosed deals in Africa out of 38 fully disclosed deals. The investment led by Timon Capital is structured as a \$5m equity and \$10m debt investment deal that saw participation from ventures Platform, Lofty Inc, Chapel Hill Denham, Chandaria Capital, and Musha Ventures. The company's CEO, Rustagi is confident that the investment will drive expansion into Nigeria and debt funding to its customers. According to him, "the company wants to expand to second-tier cities in Nigeria like Ilorin, Asaba, and Akure, where retail is growing". He also said that there is no support in these cities and so, they see huge potential there. Omnibiz wants to become the primary B2B operating system for informal retailers in these cities by helping with last-mile delivery, procurement, working capital, inventory management, and operational tools for tracking sales, cost, prices, and profit.

Prior to the recent pre-Series A funding, Omnibiz Africa had raised \$3 million in August 2021 to expand into the first cities within the country. The Omnibiz platform, which offers a mobile app, a WhatsApp channel, and a phone number that retailers can use to stock up their shops have since expanded its footprints into 12 cities across Nigeria while completing its first Pan-African move recently into Ghana.

"We have expanded in terms of the number of retailers," Rustagi told TechCrunch about the company's growth since its first seed raise. "We've expanded in cities, geographically, and we have improved the overall system; the retention of the retailer, even with growing competition, has been



L-R; Toyin Adepegba, Head, Marketing, Sunil Singh, National Sales Manager, Chukwuemeka Ejekwe (Sabinus), Award Winning Skit Maker, Amber Yadav, Vice President, Demand and Joshua Omotoso, Head, Human Resources (all of Omnibiz Africa)



Deepankar Rustagi, Founder/CEO Omnibiz Africa

phenomenal. And I think that's what equips us for the next race." Rustagi added that the new funding came about because the existing investors motivated the company to raise a pre-Series A.

Asked what makes it so easy for fintech firms to raise funds and what can other sectors learn from this, Rustagi explains, "If a business has a sound foundation, where all the business metrics are right in place; where there is a problem to solve, where the problem is being solved, where there is a market fit, and the team is built up to scale up the solutions, and all the metrics are checked, it becomes an investable business for an investor. This is what we are trying to do. So rather than having a category or sector identification we believe that it's more about the kind of business and the impact the business has in its market. Setting the right metrics will determine if the business can raise funds or not".

Still on the issue of funding, Nikos Katsaounis, a partner at Timon Capital that pulled funds for Omnibiz, said "We invested in Omnibiz because we believe that it is solving a much-needed problem. The FMCG supply chain is fragmented, inefficient, and opaque. Omnibiz tackles all these problems and addresses them with an efficient software layer that provides much-needed data on this otherwise obscure market and supply chain."

Overcoming Challenges

In business, great results sometimes come with challenges. In its two years of operation, Omnibiz has faced its own share of challenges. Vice President, Demand, Amber Yadav explains that "as a growing business, we have faced a lot of operational challenges. We are learning on a day-to-day basis and implementing the methodology on a day-to-day basis to become a better version of ourselves. Though we run an asset-light business model, our business involves a lot of collaborations from suppliers, manufacturers, distributors, and third-party logistics providers

"The Omnibiz platform, which offers a mobile app, a WhatsApp channel and a phone number that retailers can use to stock up their shops have since expanded its footprints into 12 cities across Nigeria, while completing its first Pan-African move recently into Ghana."

with whom we have to ensure that the retailers get the full value of the chain when they are ordering goods from us; by getting the goods right on time and getting the right assortment of goods ordered at competitive pricing.

"So, it's a very operational-intensive and collaborative business. We are building our tech start in a way that we scale in time to come, so these are the challenges we used to have earlier and now we have kind of gotten control of it and can scale it up to different markets".

No business can overcome different challenges to excel without a guiding philosophy that will ensure consistent growth in operations. Across the continent. According to Yadav, the philosophy is simple. "Customer First". "We put retailers at the forefront and we are solving their problems. We are solving genuine problems retailers have today, which are access to capital, spending a lot of time before they make the decision of buying goods from the market, experiencing traffic and transportation costs in accessing goods, out-of-stock situations, and closing their shops while buying goods, thereby losing walk-in customers while in the market. We are solving all these problems by providing easy access to working capital loans through our Buy Now Pay Later feature, free and fast delivery so they can focus on their business".

Speaking on the economic atmosphere across the continent, Rustagi also explained that "Africa is still at the stage, where a lot of problems need to be solved and as many players in the industry come into the market to solve the problems, be it financial aids space or retailing space or B2B space, we believe there is enough potential yet to be explored. This is just the beginning."

Expansion Plans

Rustagi explained further about the company's business operations across the continent and expansion plans. In his words: "We are already in Ghana and planning to go into 2 to 4 more countries. Each country comes with a different type of scenario and challenges; however, our core values remain the same. Omnibiz is a platform for serving retailers. Essentially, the problem for the retailer remains universal, however, the operational bits; sourcing the goods, having the right pricing, and the movement of the goods to their stores and the purchase behaviour changes but our tech start-up mission remains the same and we acclimatise based on what is the cultural or local nuances in each country be it East Africa or West Africa, which comes through in language, currency, time zone, loyalty points and cashback mechanisms that keeps on changing".

Buy Now Pay Later Service

Apart from the two new offerings that Omnibiz unveiled recently there are other services/features in the company's kitty. The BNPL which is the Buy Now Pay Later service is available on the Omnibiz platform for retailers to buy more products on credit and pay back after selling their goods. Unlike other BNPLs, this is a product loan, not a cash loan. This loan is accessible to any loyal customer that purchases products on the brand's platform regardless of the value of their purchase.

Other existing customer centric initiatives being implemented by the company include Omoni, a loyalty cashback reward to customers for good patronage. Customers are rewarded with Omoni points when they pass certain criteria while using the Omnibiz platform. These points are later converted to cash in their wallets, which they are able to use on their next purchase.

The company also launched an annual Retailer End of Year Party in December 2021 to recognise and reward customers for their patronage. There is also the Customer Shop Signage. The company is currently deploying shop signages to its customers' outlets to create visibility for their businesses at no cost to the customers.

Focusing On Customers

In harnessing this huge success, specific marketing strategies are deployed to help the company achieve its goals in the market. Toyin Adepegba reveals that for Omnibiz, "the retailer is always at the centre of our business; hence we deploy marketing strategies that connect with this target group. We listen to our customers and tap into their motivations, emotional triggers, habits, and purchase pattern to better connect with them and in turn, provide them with better service delivery.

"From time to time, we conduct qualitative research on our customers to understand their



L-R; Deepankar Rustagi, Founder & Chief Executive Officer, Sola Sobowale, Veteran Nollywood Actor, Amber Yadav, Vice President, Demand and Toyin Adepegba, Head, Marketing (all of Omnibiz Africa)



L-R; Sunil Singh, National Sales Manager, Omnibiz Africa, Chukwuemeka Ejekwe (Sabinus), Award Winning Skit Maker and Amber Yadav, Vice President, Demand, Omnibiz Africa



L-R; Wale Adisa, Chief Operations Officer, Deepankar Rustagi, Founder & Chief Executive Officer, Sola Sobowale, Veteran Nollywood Actor, Amber Yadav, Vice President, Demand, and Toyin Adepegba, Head, Marketing (all of Omnibiz Africa)



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challenges. We also reward their loyalty from time to time and provide them with business support."

"Additionally, we provide them with product guidance and resolve their complaints via our customer care line.

"We employ storytelling, direct marketing, events, promotions, and advertising for a wider audience reach".

To state the company's activity in very simple terms, Omnibiz operates an asset-light retail distribution model. When a retailer makes an order on the Omnibiz platform, it is requested from partner distributors who store goods on behalf of manufacturers and are traditionally known to help out with warehousing and transportation.

With Omnibiz, these distributors can focus solely on warehousing and pass on the responsibility of transporting goods to Omnibiz third-party logistics providers. The drivers of these logistics providers use Omnibiz to efficiently distribute the orders to the retailers

within 24 hours.

This is why Omnibiz is seen as a unifying platform for neighbourhood retailers, distributors, third-party logistics partners, and FMCG manufacturers who come under this single platform. Two, convenience provided ensures better ROI, volume growth, and reaching a wider audience through an effective distribution network. The company has grown remarkably by digitizing the retail space in Africa and providing retailers with ease and convenience. Retailers can place orders at their leisure and have goods delivered to their doorstep at no cost using the company's mobile apps, Whatsapp channel, or dedicated care number.

Omnibiz consistent growth has been attributed to two major factors. The first is its technological approach to digitizing the market, which provides retailers with variety, consistency, and convenience. And the second is its process of expanding distributors' reach rather than eliminating them.



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AAAN 49th AGM/ Congress: When Continuity And Creativity Collide



Steve Babaeko, President, AAAN

By Azeez Disu

Mere change is not growth. Growth is the synthesis of change and continuity, and where there is no continuity there is no growth," Clive Staples Lewis, a British writer once said.

In line with the above quote, continuity in an effort, innovation, and creativity accelerate growth irrespective of industries. It won't be wrong to say that the success recorded in Nigeria's advertising industry is a result of innovation, creativity, and continuous strive from advertising agencies, associations, advertisers, regulators, and other stakeholders.

Interesting to note is that the country remains one of the largest advertising markets in Africa: in 2017 Nigerian ad revenue reached 425 million U.S. dollars. The only two countries that generated more in ad revenues that year were South Africa and Morocco – 2.7 billion U.S. dollars and 820 million respectively according to a Statista report.

The leadership of the Association of Advertising Agencies of Nigeria (AAAN) and its members are key stakeholders in the advertising ecosystem contributing to the growth of the industry in a remarkable way.

The Annual General Meeting (AGM)/Congress which is one of the numerous programmes of the association has been a rallying point for all stakeholders to dissect issues and strengthen the industry.

Beyond its yearly ritual of gathering industry stakeholders and leaders in the advertising ecosystem, it has consistently championed new courses for the growth of the industry. This contribution has further contributed to the growth of the country's advertising agencies which are not just winning international awards and speaking on the global stage but are also expanding their frontal to other markets beyond the continent.

The AGM/Congress was held at the Jubilee Chalet and Resorts, Epe, Lagos State from Thursday 21st to Saturday 23rd July 2022. The theme of the event was "The New Order, Technology as a Game Changer?"

AGM Activities In A Jiffy

The AAAN 49th AGM kicked off on Thursday, July 21st with Career Fair at the Pan Atlantic University. The members and executives met with the Acting Dean and some senior officials of the school. They had discussions about collaboration and internships for students who want to know more about advertising practice or work in an advertising agency. Thereafter, the association proceeded to have career talks with the students who equally had networking opportunities with the advertising professionals.

On the evening of the same day, the association's board members, the event committee headed by Mr. Doyin Adewumi, and a few members paid a courtesy visit to the palace of Oba Alara of Ilana, a monarch in Epe who hosted the members to a sumptuous evening and spoke about the development and opportunities in Epe.

On Friday, the conference started with opening remarks from the president, and the session was declared open by the representative of the Lagos State Governor, Babajide Sanwo-Olu. The line up of speakers was David Okeme, Executive Director, System Specs; Olu Akanmu, President/Co-CEO, Opay Nigeria;

"Despite the daunting environment, I am very happy to say that there are some very important projects initiated and nearing completion that will further enhance and deliver Value, Respect, and enhanced Professionalism for all our members. Specifically, some of the administration's achievements are APCON Code Review, Standard Of Practice (SOP) for the Advertising Industry, AAAN Monitoring Unit, Advertising Academy, Professional Indemnity Insurance, AAAN Revised Constitution, AAAN Registration, Bonding & Social Events, and Advertising Industry Night."

and Niyi Yusuf, Managing Partner, Verraki Africa; among others who did justice to the topic, "The New World Order, Technology Has A Game Changer".

The night ended with a manifesto from nominees and a pool party hosted by one of its members

On Saturday, the conference started with the presentation of the Keynote Speaker, Minister for Information and Culture, Lai Mohammed, who presented a paper on the theme, "The New Order, Technology as a Game Changer?"

He called on Nigerian agencies to harness talents and competencies in digital technology as remarkable success now in advertising will be driven by technology.

The Minister stressed in his address that the opportunities that technology provides for the enhancement of advertising are vast. He also added that the federal government was committed to strengthening the Advertising Practitioners Council of Nigeria

(APCON) through the implementation of reform initiatives.

The Registrar of the Advertising Practitioners Council of Nigeria (APCON), Lekan Fadolapo, and the Director General of Nigerian Tourism Development Corporation (NTDC), Folorunsho Coker, who was in the company of the minister applauded the association for its giant stride.

The day ended with an award night with the Grand awards presented to Biodun Shobanjo, Sir Steve Omojofor, and Akin Odunsi. Also, the Oba Alara of Ilara was the chairman of the occasion and also received awards.

It was indeed a memorable AGM as all the outgoing excos were all returned to serve another tenure of two years

New ExcOs

The election which returned Babaeko unopposed witnessed overwhelming support for the new president in his bid to open a new vista for the 49-year-old corporate membership professional association, making him the 21st president.

Steve whose main campaign theme and manifesto revolve around "ADvancing together" will lead other eminent professionals elected into the new exco, in getting the association to members' desired lofty height.

Also returning as executives are; Jenkins Alumona, vice president; Tope Jemerigbe, publicity secretary, Tola Obi, assistant publicity secretary; and Kayode Ebatamehi, treasurer, who will remain in office for two additional years.

Others who received similar gestures are; Tunji Olugbodi, Onuora Molokwu, Lanre Adisa, and Biodun Adefila, who returned as ex-officio members.

The returning AAAN President started his advertising career with MC&A Saatchi & Saatchi in 1995 as a young writer. Later, he was in Prima Garnet for five years from where he was seconded to 141-Worldwide as a pioneer staff and head of Creative. He worked here for seven years and rose to the position of Creative /Business Director before moving to establish X3M ideas.

Achievement

AAAN President, Steve Babaeko while reporting his administration's achievement in the last two years said, "We came on board in the middle of the Covid-19 pandemic, one of the strangest times we have ever experienced as a people and despite that, we thrived.

Like the saying goes; 'When the going gets tough, the tough get going.

This report would be incomplete if I don't put on record the total support of the Board of Trustees under the leadership of the Chairman, BOT, Sir Steve Omojofor, and the never-say-die spirit of the members of our association. Thank you to each & every one of you."

He added, "Despite the daunting environment, I am very happy to say that there are some very important projects initiated and nearing completion that will further enhance and deliver Value, Respect, and enhanced Professionalism for all our members."

Specifically, some of his administration's achievements are APCON Code Review, Standard Of Practice (SOP) for the Advertising Industry, AAAN Monitoring Unit, Advertising Academy, Professional Indemnity Insurance, AAAN Revised Constitution, AAAN Registration, Bonding & Social Events, and Advertising Industry Night.

Remarkably, following the setup of the Advertising Industry Standard of Practice (AISOP) by APCON, the Executive Board of the association also set up a Monitoring/Compliance Unit within the association to monitor the AISOP guidelines.

Also, its Adcademy has had courses such as The Future of Advertising Masterclass, The Winning Strategy, and Business Approach to Marketing Communications.

Still, on training, the Association is in talks with Henley Business School on the need for the certification of AAAN training programmes. Recall, in the first quarter of this year, the course titled "Business Approach to Marketing Communication" was held on February 23rd and 24th February 2022.

The Professional Practices Committee took a detailed look at the current constitution of the Association and did several amendments and recommendations. Some of the recommendations include; Misconducts that did not have clear sanctions and penalties have been updated, Clear processes of determining misconduct and appropriate sanctions have now been included, and Reference to AISOP as a recognized document to guide members was also included, among others.

Recall, before the AGM, Babaeko at an industry event reeled out some of the achievements of his administration, he disclosed that "Beyond these great effects, we can look at the tangible ones. They include what we did with the recognition of some sectorial bodies, what we did by getting the academy off the ground, what we did by involving more women in key positions, and many others. So, there are a whole lot of other items we can begin to point to as the things we have achieved."

EXMAN: Eruption Of Splendor, Excitement At Asaba AGM

By Jeremiah Agada

It was indeed a magnificent platform for pageantry, and celebration of quality performance when of The Executive Committee of the Experiential Marketers Association of Nigeria (EXMAN) led by Executive Director of Connect Marketing, Tunji Adeyinka was returned for another year of service by members of the association.

This followed the vote of confidence passed on the Executive Committee by members at its ninth Annual General Meeting held over the 15th and 17th of July, 2022 in Asaba, the Delta State capital.

Tunji Adeyinka who is also the GMD of the Republicom Group was sworn in alongside other members of the executives who include Tolulope Medebem, Vice President (MD, Aster Integrated Marketing); Owolabi Mustapha, General Secretary (MD, Maxx Connection); Shola Antwi, Financial Secretary (Chief Operating Officer, Divergent MS) and Orunkoyi Adedeji, Publicity Secretary (Project General, iPanache Communications). A Former President of the association Dr. Rotimi Olaniyan also returned as member of EXMAN's Board of Trustees while Managing Director, Ideas House, Kehinde Salami joins him to fill the position left vacant by pioneer President of the association, Kayode Olagesin.

As part of its activities at the three-day event, new member agencies were inducted into the fold of EXMAN. The inducted agencies are Radar Brand Research, Watermark & Victoria, Livespot360, 360 Market Solutions, and iD8 - Innovation & Ideation Place Limited. The new inducted agencies joined over 50 other agencies as members of the association.

A day earlier, the association facilitated a session with undergraduates, geared towards bridging the widening gap between gown and town at the Dennis Osadebe University (DOU), Asaba. Mr. Olagesin, who is also the Managing Director of TownCriers Limited commenced the session, speaking on what he entitled, "Making a Career in Marketing Communications-Experiential Marketing" while Rosemary Akpo, Managing Director of EXP Nigeria and GA Productions delved deeper into what experiential agencies and professionals do with a topic that centred on "Consumer Experience & Experiential Marketing."

Additionally, Mr. Adeyinka led a delegation of EXMAN members to the Delta State House on a courtesy visit to the Executive Governor of the State, Dr. Ifeanyi Okowa who expressed optimism for the development their visit could facilitate. The governor who was represented by the Delta State Chief of Staff, Rt. Honourable Festus Ovie Agas welcomed the members of the association, commending them on the great works they do to promote the integrated marketing communications industry.

Also as parts of the visit to the State House, the association presented the award of the 'Business Friendly Governor Award of the Year' to Okowa for his efforts in creating an enabling environment for businesses to thrive.

Two keynote addresses were delivered to the members association. Bolale Austin-Peters, the enigmatic movie producer making waves globally presented the first address while members were given more enlightenment on "The Nigerian Code of Advertising Practice, Sale Promotion and other Rights/Restrictions on Practice."

The high point of the AGM was the relaunch and rebranding of the EXMAN's Certified Brand Ambassadors Program (ECBAP) which has been renamed Gateway To Experiential Marketing or GXMN for short. GXMN is a partnership between EXMAN and ExperientialNG built on the pillars of the ECBAP programme and intended to be the foundation of a more responsible and structured vocational development programme while serving as a gateway into the experiential marketing industry for prospective professionals. The programme is expected to fully kick-off on the 1st of August, 2022.

The publicity secretary of the association, Adedeji Orunkoyi reiterated that the programme is in line with the vision of the body which is to be the respected force for the growth of brands through meaningful experiences, and its mission to protect, promote and regulate the strategic interest of certified players within the Nigerian



Members of EXMAN and some top management of the Dennis Osadebe University (DOU), Asaba at a session facilitated by the association to bridge the town/gown divide

experiential Industry.

Still at Asaba, five experiential marketing agencies were inducted into The EXMAN fold. The new member agencies inducted are Radar Brand Research, Watermark & Victoria, Livespot360, 360 Market Solutions, and iD8 - Innovation & Ideation Place Limited.

Speaking on the induction of the agencies in his report, Chairman of the EXMAN Membership committee, Jiire Anifalaje said that in the year under review, applications were received from agencies who wished to join the

association.

Anifalaje who is also the Principal Consultant of Emporium Communications revealed that physical site visits were conducted to ascertain the worthiness of the agencies to be admitted into the EXMAN fold. "We had an audience with some of these agencies and these five have completed their registrations and met the requirements to be admitted into EXMAN."

Managing Director and Principal Consultant of ID8, Adetunji Adeniregun runs one of the newly inducted agencies. He says that

membership of an association such as EXMAN is expedient because, "in its almost ten years of existence, the association has filled gaps and addressed some of the challenges agencies face. I am optimistic this is just the beginning. Great things lay ahead."

The new inducted agencies joined over 50 other agencies as members of the association

Recall two years ago, EXMAN was officially recognized as a sectoral body in the nation's advertising business by the Advertising Practitioners Council of Nigeria (APCON).



Members of Executive Committee and Board of trustees of EXMAN at the association's AGM held in Asaba



The New ARCON Act Will Certainly Deepen Nigeria's Marketing Industry - Tunji Adeyinka, EXMAN President

By Usukuma Ntia

Since the former Executive Committee of the Experiential Marketers Association of Nigeria (EXMAN) led by Tade Adekunle on July 14, 2021, handed the baton of leadership to the current President, Tunji Adeyinka, the association has witnessed remarkable strides that have been commended by most members. A few weeks ago, when the association held its Annual General Meeting (AGM) in Asaba, Delta State, where the mandate of the association's Executive Committee led by Tunji Adeyinka, Executive Director of Connect Marketing, was renewed for another tenure, it was a great opportunity for the sector to review the impact of the EXCO's eight-pillar agenda captioned ELEVATED-Empathy, Lift, Entrenchment, Visibility, Attraction, Transformation, Enrichment, and Diversity. In this chat with Brand Communicator, EXMAN's President, Tunji Adeyinka shares the successes and challenges of moulding these pillars to build a top-notch and sustainable experiential sector for the Nigerian economy including his thought on the new ARCON Act.

Looking at your first tenure what are those things you can point out as remarkable results that must have led to your endorsement for a second tenure at the last AGM/Congress in Delta State?

Sincerely we all appreciate our members for giving us the honour and responsibility, to serve our great association and we are aggressively pushing things together as a team to raise the bar of performance. As you know we are working with some key methodologies, and certain standards have been established, and collectively we have built some respect for the practice of experiential marketing.

I can say it with every sense of responsibility because it is something we have been able to do as a collective body. Looking at the level of thought leadership that we have been able to institute and the rigour in terms of establishing standards for our practice, those are some of the key highlights of what we have been able to do together.

We have sustained the level of engagement with the industry regulator- Advertising Regulatory Council of Nigeria (ARCON) and other sectoral groups. They are plans for the next year to maximise this engagement to benefit the association.

The team has equally been working on the incubation of innovative start-ups in the marketing customer /trade engagement space and we have also done well in the area of training. Indeed, we are happy that our members appreciate these programmes.

In moving forward, what will be your focus in the new mandate?

With the new mandate, we have a lot of work to do. Immediately after the AGM, we launched the Certified Brand Ambassador's Programme which is our gateway experiential marketing programme. It is a vocational training certification and talent management programme. We have hundreds and thousands of brand promoters working with different agencies. We now have a clear programme where they can come in and learn every vital thing then they can be certified to work for any agency in the industry. The objective of the programme remains to uplift the practice of experiential marketing by providing a standard certification to brand promoters.

We also have started a programme on an asset exchange platform which allows agencies with extra capacity, and sound equipment to lease them out at a discounted rate. This plan will enable members to share the redundant cost and surplus assets exchange platforms.

Apart from that, we have also started work



Tunji Adeyinka, President, EXMAN

on some measurement methodologies. We want to put on the table clearly what our clients can get when they buy our services. So, these are some of the things we will work very hard to deliver going forward.

How successful have you been in drawing in those people operating outside the association?

I think we've had some level of success. In the last AGM, we brought in new members who were outside the pool. The benefits of being an EXMAN member are very many. One is that we have a body of knowledgeable people working out things together.

Secondly, we have very clear engagement protocols in terms of ethics and these things bind us together in terms of professionalism. Thirdly, we have certain values and benefits which we get from either suppliers or service providers based on being a member of EXMAN. Fourthly, as a member of EXMAN, once you pay your due in a year, you get free access to your professional indemnity insurance.

The five new members inducted at the Asaba AGM clearly saw the gains of joining a vibrant body of forward-looking experiential marketing communications agencies in Nigeria.

It is noticed that Experiential Marketing agencies focus on multinationals and mega companies virtually ignoring a huge market of small and medium-scale enterprises. What is your opinion on this and how can EXMAN members widen the value proposition of their trade through the exploration of opportunities in millions of SMEs?

The challenge here is an economic challenge; it is not a challenge of limiting the people we work with. Our members work with different organisations but if we look at marketing services companies in Nigeria, a lot of us tends to work with multinationals company, but we are also working in terms of educating SMEs, providing them with an understanding that the kind of benefits we offer to multinationals are also available to SMEs.

We have some of our members who work for Nigerian brands and they are trying to grow those brands because at the end of the day, the more brand that we have that are able to

“With the new mandate, we have a lot of work to do. Immediately after the AGM, we launched the Certified Brand Ambassador's Programme which is our gateway experiential marketing programme. It is a vocational training certification and talent management programme. We have hundreds and thousands of brand promoters working with different agencies.”

appreciate our marketing services and invest in our marketing services; the more the economy grows. We tend to even be more relevant to SMEs than a lot of other agencies or companies because our services go to different markets and areas where customers buy products.

This is the season of elections and campaigns. How is the Association trying to help its members draw from the over a trillion-naira advert and publicity budget that is expected to flow during the 2023 electoral campaigns in the country?

Over the years, our members have worked with different political parties. This time will not be different; we have some of our members who work for political organizations and that is expected to continue this season.

Many players in the industry are still talking about the new ARCON Act. How would this new law affect your sector?

From the onset before the law was passed; there was involvement from the different sectoral bodies. APCON which was the designation then brought EXMAN into the books with the other sectoral bodies.

Some of the input that came with the law actually came from the contribution of the various sectoral bodies. ARCON really did a good job in doing that. We also had presentations at the National Assembly to present some of the content.

We see a lot of positive development coming out of this new law. In terms of all the details, we are waiting for the gazetted copy of the law to be made available in full so that we can digest it extensively to make informed comments. But we all know this is positive in terms of what the new law is pushing. I believe the new ARCON act will certainly deepen Nigeria's marketing industry.

How are the agencies cooperating with the pitch fee enforcement and how are the brands reacting to it as well?

After the initial discussions we had as EXMAN, the Advertising Industry Standard of Practice (AISOP) regulations came late last year and further enshrined the pitch fee or rejection fee in our regulations as it was extensively treated in the AISOP document. The AISOP document took it higher. Our members have continued to work within the scope of AISOP regulations. We are regulated, and if any of our regulations will conflict in any way with that of the regulator, we have no option but to drop ours. It is even exciting that the regulator increased it from what we fixed initially.

Net Zero Emissions: Stanbic IBTC Explores Channels To Achieve 2050 Target

Stanbic IBTC Holdings, a member of Standard Bank Group has resolved to explore avenues to achieve net zero emissions by 2050, with the hope to create a more sustainable future for all.

According to the United Nations, organisations would attain 'net zero' when they had fulfilled their pledge to cut greenhouse gas emissions to as close as zero as possible, while any residual emissions are re-absorbed from the atmosphere.

However, in 2020, Stanbic IBTC deployed hybrid solar systems in some of its branches and off-site ATMs across the country, which reduced its total carbon emission by 1.67 tonnes.

In addition, the organization reduced its paper usage from printing and photocopies by 30 percent across branch locations on the Go-Green branch initiative. Reduction in paper usage

indirectly contributes to reduced tree-felling for paper production.

Also, the financial institution held a sustainability webinar in 2021 tagged: 'Working Towards Net Zero Emissions', as part of the Stanbic IBTC 2021 Sustainability Week event. The webinar aimed to promote public awareness of the impact of climate change and provide practical methods for carbon footprint reduction and net zero emissions achievement.

Speaking on the plan, Dr. Demola Sogunle, Chief Executive, Stanbic IBTC Holdings PLC said, "Stanbic IBTC remained committed to addressing issues that relate to climate change and creating an environment that is friendly and habitable for all Nigerians".

Demola noted that in line with the Paris Agreement adopted by 196 countries to reduce global warming and build resilience to climate

change, the financial institution had taken pragmatic steps aimed at reducing paper usage and carbon emission.

"We cannot ignore our responsibility in addressing current climate changes. Through small adjustments leading to a more conscientious and sustainable lifestyle, each of us can take part in the global climate protection project," Demola said.

"As reflected in one of our strategic value drivers SEE (Social, Environmental and Economic) Impact, Stanbic IBTC is focused on ensuring it does business responsibly whilst positively impacting the society and environment where we operate. Our value drivers serve as the anchor for Stanbic IBTC environmental footprint management, which includes the reduction of carbon emissions, and effective waste management."



Access Bank, Glow Initiative Lament Impact Of Climate Change In Nigeria



Access Bank Plc and Glow Initiative for Economic Empowerment have lamented the impacts of climate change on the socio-economic development of Nigeria.

To mitigate the effects, the Glow Initiative for Economic Empowerment has launched Climate Leadership Fellowship aimed at resolving issues associated with climate change, noting that it was ravaging the world.

According to the organisation, the impacts of climate change have led to severe cases of drought, desertification, flooding, and disruption in rainfall patterns.

The convener of the programme, Glory Oguebu, while speaking with journalists in Ibadan, the Oyo State Capital, said the impacts adversely affect human's health, wellbeing, and

the environment.

"One fast way to combat these is through education to make sure that people understand what is happening and take measured steps to combat it," she said.

Oguebu added that Glow Initiative for Economic Empowerment with support from Access Bank Plc have launched the third cohort of "The Climate Leadership Fellowship (Special edition for Energy Leaders) designed to provide expert training on four main areas of the climate change and energy for young Nigerians who were passionate and willing to make a difference in the sustainability, clean cooking, clean energy, electric vehicles, solar power and waste to energy sectors."

After training, she added that all fellows would adopt a school where they would teach

climate change and renewable energy, helping to groom young ones, who will promote a climate resilient nation.

"All fellows will receive a climate education toolkit for teaching in schools and a certificate of climate leadership."

"The fellowship currently ongoing received 400 applications from all states in Nigeria from which 30 fellows were specially and carefully selected".

Also speaking at the event, the head of sustainability at Access Bank Nigeria, Omobolanle Victor-Laniyan described climate change as the biggest threat facing humanity today.

Brands Optimal Boss, Otis Ojeikhoa, Launches Foundation To Mark Birthday

To provide succour for the depressed, the Managing Director and Chief Executive Officer of Brands Optimal Limited, Otis Ojeikhoa, has launched Arogi Trauma Care Foundation in commemoration of his 50th birthday anniversary.

Arogi Trauma Care Foundation, a Non profit organisation was established in April 2022 to provide free counselling and therapy to individuals experiencing emotional, and psychological traumas.

The event which had dignitaries from different walks of life in attendance was held at Marriot Hotel, GRA, Lagos State last Saturday.

Ojeikhoa said the vision to provide free succour to hurting people was borne out of his personal experience and he was able to come out of depression because he sought help at some point.

He said that statistics have shown that hundreds of people are traumatised by the day and

when the pains become unbearable and unable to get help, some resort to taking their lives.

Since Arogi began operations, it has granted free consultations to over 700 people within and outside Nigeria with 100 people in active therapy both physical and offline.

Speaking at the launch event, the President and Founder of Arogi, Otis Ojeikhoa said, "What we are doing today is to officially launch Arogi into the community as we continue on the path of helping people. Some months ago, myself, Joy Amaka Tim-Ayoola, and Anne Anyawu came together with the vision of putting together an organisation that will help people manage or deal with emotional trauma at no cost. Having been through an emotional phase, I felt that there was a need to have an organisation that will help people in such a difficult emotional period.

"The launch is to officially put our works out there and also to seek support, volunteers, and partnerships because the truth is that we can't do it



Otis Ojeikhoa, MD/CEO, Brand Optimal

all alone and a lot of people out there need our help. Fortunately, we are a bit constrained by resources, if we are able to raise more, we'll be able to help more people.

"At Arogi, we believe that people shouldn't suffer alone. Through our toll-free lines, people

can call us to help them manage their emotional difficulties and traumatic situations by providing mental health solutions and developing better coping mechanisms.

Ojeikhoa added that the foundation does not only offer therapy sessions for individuals but also helps people get a new life or fresh start by supporting them with job assistance, skill or training acquisition, and financial grants.

As part of activities at the event, there was a fundraising session where participants were urged to fill out their loyalty pledge cards to support the foundation.

Panelists at the launch event include; Andrea Oduobi-Teke, an award-winning media and communications expert, Professor Andrew Zamani, the Director, Institute of Governance and Development Studies, Keffi, and Dr. Charles Umeh, the Consultant Clinical Psychologist at the Lagos University Teaching Hospital, LUTH who spoke on different topics.

CBN Lauds Access Bank Over Sustainable Banking Principles



Roosevelt Ogbonna, MD, Access Bank

The Central Bank of Nigeria, CBN, has commended Access Bank Plc. over its commitment to the Sustainable Banking Principles as embodied in its Sustainability Standards Certification Initiative (SSCI).

This commendation was given at a round table in Abuja which was jointly hosted by the CBN and the European Organisation for Sustainable Development, recently.

The event was aimed at creating world-class sustainable banking and finance through embracing holistic sustainability standards for senior executives of commercial banks in Nigeria.

Speaking at the event, the Special Adviser to the CBN Governor on Sustainable Banking, Dr. Aisha Mahmood said that three Nigeria financial institutions namely Access Bank Plc, Development Bank of Nigeria, and Bank of

Industry have shown appreciable effort in driving the implementation of sustainable principles in the financial sector.

According to her, Access Bank is the first African commercial bank to be sustainability certified by the EOSD in 2020 while the Development Bank of Nigeria became the first Development Financial institution and the second in Africa to be sustainability certified.

She said, "I am positive that this workshop will motivate other financial institutions to adopt the SSCI to build resilient economies that work for the environment, businesses, and society.

"Since the adoption of the Nigerian sustainable banking principles, the Nigerian financial institutions have been integrating economic and social frameworks to manage risks and opportunities in their business processes and activities.

She noted that the CBN has been reviewing

the Nigerian Sustainable Banking Principle which has been implemented for over a decade to align with global best practices and also align it with global sustainability imperatives and Nigeria's national development priorities.

Also speaking, the Deputy Managing Director, Access Bank Plc, Chizoba Okoli said that the programme is extremely timely and presents an opportunity to discuss sustainability in line with global best practices.

She said the event provides a platform to further reflect on how the Nigerian financial sector has embedded sustainability and the subsequent actions required for a good performance.

She stated, "There have been conscious efforts to embrace partnership, develop initiatives, policies, and regulations to address issues such as climate change, inequality, human rights to mention a few.

LEAP Africa Climaxes 20th Anniversary Celebration With Awards/Gala Night



By Ganiyat Ganiyu

LEAP Africa, a youth-focused leadership development organisation has concluded its 20th-anniversary celebration with a gala and awards night.

The high profiled gala and awards night with the theme “Celebrating impact and redefining the future” took place at the prestigious Eko Hotel & Suites, on Thursday, September 8, 2022.

The event was the 10th edition of its yearly Social Innovators Programme & Awards (SIPA) as well as part of activities to mark the 20th anniversary, the not-for-profit organisation.

SIPA provides LEAP Africa with the opportunity to deepen further its engagement with social entrepreneurs and foster sectorial collaboration with the over 200 alumni social innovators on the continent.

The organisation has supported about 200 social entrepreneurs in Nigeria, Ghana, Kenya, Sierra Leone, Rwanda, Cameroon, Burundi, Uganda, and Tanzania through SIP in the past 10 years.

This year, the co-founder and partner, Sovereign’s Capital, Henry Kaestner, spoke alongside the co-founder, GirlTrek, Vanessa Garrison; Lead, Global Prosperity Research Group, Clayton

Christensen Institute for Disruptive Innovation, Efosa Ojomo, and CEO, CarePoint, Sangu Delle, on the theme “Reawaken, Redesign and Re-emerge – Africa Beyond Potential.”

The event also had dignitaries like the Head of Corporate Communications and Marketing, Union Bank, Ogochukwu Ekezie-Ekaidem; Head of Sahara Group Foundation, Pearl Uzokwe and Partner and West Africa Director, Impact Amplifier, Olusiji Aina, the Commissioner for Health in Lagos, Prof. Akin Abayomi, among a host of others.

The Executive Director, LEAP Africa, Femi Taiwo, expressed his delight to graduate a new set of change-makers from the programme.

He said, “I am proud of everyone we have impacted, who are impacting their communities, cities, states, and countries. I am privileged to have served these social entrepreneurs doing great things in their various endeavours to contribute positively to their communities”.

At the dinner, LEAP Africa celebrated with its partners, funders, board of directors, individuals, organisation, and government partners who have contributed to the organisation’s vision over the years.

The organisation also played host to the State Governors of

Lagos, Akwa-Ibom, Ogun, Edo, Taraba, Anambra, and the minister of the Federal Capital Territory, FCT.

Speaking at the event, Mr. Udeme Ufot, the Board Chair and the Group Managing Director of SO&U, thanked their partners, volunteers, and sponsors for the immeasurable support over the years as he reflected on the collective achievements and milestones that the organisation has recorded while sharing insights into the journey for the next two decades.

“The work of LEAP has manifested in so many diverse ways, not just within Nigeria but across the borders of this country. Over the years, the organisation has transformed from LEAP to LEAP Africa as it operates in over 12 countries on the continent. Today is an evening to say thank you and celebrate those people who have been on the journey with LEAP Africa over the last 20 years. Without your support, we wouldn’t have impacted these young innovators, entrepreneurs whom we have tried to mold into ethically and innovative leaders for tomorrow’s Africa”.

Commenting earlier, Udeme Ufot had revealed that “the LEAP Africa 20th Anniversary Gala & Awards Night marks the end of my six-year tenure as Chair of the LEAP Africa Board, as well as my ten-year tenure on the board. This has been a period of significant growth and impact by LEAP in its vision for developing transformational and ethical leaders amongst Africa’s youth. The period has witnessed LEAP’s activities transcend Nigeria’s borders and impacting over a dozen African countries, and developing tomorrow’s leaders in Africa.”

The founder and CEO of LEAP Africa, Mrs. Ndidi Okonkwo Nwuneli commended the partners for supporting the initiative and reiterated the need for impact investments for social entrepreneurs to scale sustainably.

She said, “LEAP Africa started in Lagos, Nigeria, and today, it has grown beyond our imagination. We recognise that youth leadership and inclusion are critical to wealth creation and development across the continent and we will continue to raise and empower a movement of young African social entrepreneurs and enterprises capable of transforming Africa into the Africa of our dreams.

“Our work is not done. We need to instill leadership, effectiveness, accountability, and professionalism in our young people, we need to give them the courage to believe that they can change the continent. We believe that young people are the leaders of tomorrow as they have the energy, creativity, drive, innovation, and ability to take risks unlike some older people like us. So, we have to give them the wings to fly by investing in their future.”

Those recognised at the event are the Lagos Commissioner for Health, Prof. Akin Abayomi, for his contributions during the heat of the ravaging COVID-19, Akwa Ibom state government, Sahara Foundation, Ford Foundation, Nigerian Breweries, British Council, Dow Chemicals, Union Bank, Sterling Bank Plc, among others.



Hard Legislations Like AISOP Threaten Brands' Survival

- Osamede Uwubanwmen, ADVAN President

By Usukuma Ntia

Osamede Uwubanwmen, the president of the Advertisers Association of Nigeria, (ADVAN) is a man that speaks with passion about the growth and development of Nigeria's Integrated Marketing Communications industry. But he strongly desires that such growth must be in the right direction. This is why he is disturbed that conversations with industry leaders since he became ADVAN President have not resolved lingering knotty industry issues like the Advertising Industry Standard of Practice (AISOP) and other related matters. Brand Communicator had earlier served snippets from the long chat. In this Interview, Osamede shares extensively his views on key industry issues and why they should be resolved collectively to avoid the possibility of litigations.

You have been in the office as President for some months now, what has ADVAN been up to?

When I was elected President of ADVAN the first thing that I did was to use my first month to meet with all the Presidents and the Excos of other industry associations because I felt we could reach a middle point, especially with the Heads of Advertising sectoral Groups (HASG). My thought was that we should lay down our arms.

The last time we met, it seemed some attendees were in a warlike mood as someone forcefully declared that AISOP has come to stay, and added that only the court order can stop AISOP. It was not conciliatory in any way.

To be honest, we have spent quality time trying to deal with issues in the industry but things are not really moving forward because some top players have been behaving as if they have the license to do anything they want. Why should we have an industry conversation that refuses to grow? Why are we always talking about wanting to save this industry? Who is killing the industry? I am even wondering, is this not the industry I have spent almost all my working years in.?"

The main thing now for us is that we should wait for the new law to be unveiled in full. When the law comes out and we study all the details; I will do another interview about it.

There are people in the industry you can always relate with on these issues, do you have a plan to find a middle point?

The energy I have spent trying to get the industry to understand how things work on the side of the advertisers has not yielded the expected response.

I told our industry players why they need to spend time with clients. You are just one vendor and there are many vendors in the system. How can one vendor try to change the entire system? Can you imagine the chaos if all vendors come up with their unique requirements? When you are a vendor, you need to study the payment system and its flow with it.

I am challenging the agencies to come and stay with the clients they are servicing to understand the system. Sometimes, it is one guy that will pay all the invoices in the marketing unit. It is either the marketing assistant or whatever they choose to call him or her. Every system has the amount of money you pay at any stage. If you are not close to the Financial Controller, you may not know. Some it is N500million or N300 million every week.

We need to ask ourselves, why do you think brands are paying the way they do? There is something in accounting that is called cash flow analysis. It shows you how many days it takes to collect from your debtors. And how many days you must ask from your creditors.

For example, when I was in Guinness, people are given drinks for four weeks, they don't pay. That is for a whole month. When they come back, they will still not pay all but will still pick up the goods. The company cannot just load up the warehouses. So, they will have to benchmark how much time their creditor should give them with what they can get from their debtors. That is how they arrive on those payment days. They do not just wake up and say payment will come after 45 days.

It seems you feel that industry leaders should look at different sectors before making regulations for advertisers, is that true?

That is the fact. All advertisers or brand owners are not the same. The telecoms sector can pay for things quickly because their financial turnover is fast and regular. A lot of things there are on pre-payment. So, their money can come in by the hour or daily. You cannot take the entire body of advertisers as one and give them a fiat payment term without being scientific about the terms.

Another thing we need to note in the industry is that the payment policy of any organization is a board policy. It does not originate from the accounts or marketing unit. The money you are



paid belongs to the owner of the business who is a member of the board. Is AISOP telling us to go and do a board resolution to pay agencies on a special level, instead of the one fixed by the organization?

When I was in Guinness, a marketing manager prepaid a vendor and that is what led to his sack. If they are paying us 50 days, they are paying others 50 days. We should know that brands are in a

“The energy I have spent trying to get the industry to understand how things work on the side of the advertisers has not yielded the expected response. I told our industry players why they need to spend time with clients. You are just one vendor and there are many vendors in the system. How can one vendor try to change the entire system? Can you imagine the chaos if all vendors come up with their unique requirements? When you are a vendor, you need to study the payment system and its flow with it.”

toxic environment now where nothing is moving. Payments these days are automated. When I was in Standard bank, they were seeing all payments from South Africa. If all vendors come out with this kind of payment term, brands will not exist.

Does it mean ADVAN is poised to stand its ground in this area?

I will forever bless God for the life of Niyi Babatunde who championed the creation of this body. Imagine, there was no ADVAN. I will now be talking as the Commercial Director of my company, and they will now tell me- who do you think you are? Now, I am ADVAN. I can talk on behalf of many people. If you are shaking, it is because I was given the mandate. You see why God will bless that man. Many people might not recall how ADVAN came into existence. In those days, they tried to get Daily Times to stop putting our adverts and brand messages next to the obituary pages. Daily Times was one of the most read papers then so the advertisers begged, wrote, we did everything but nothing changed. Then they called for a meeting. They now agreed they will not be putting ads in that paper again. That did the magic. They couldn't get something meaningful from the paper until they formed ADVAN. They now agreed that this body has come to stay. Now, you can see that the industry has been sweet. That is why we cannot allow any form of bitterness to grow now. Every sector must be happy.

Let us take a brief look at politics. It will soon heat up the system, how do you think it will affect brands and manufacturers?

Normally, the first thing is that when politics come, we just have to take some rest because politics will saturate the space. For a brand person, I am happy it is coming early next year, so we will still have a lot of space next year. Let us believe everything will proceed peacefully. Yes, it is going to really heat up in this last quarter. For a serious brand person, you cannot be seriously fighting for advert space at that time because politicians will set aside more money to drown other messages. Nigerians too are very political, so they will focus on politics. I think it is not going to be a good time to market.

Mr. President, let us return to the AISOP issue. With the AISOP, the new ARCON says they want to put the industry at par with global best practices. How do you react to that?

I am the Vice President of the World Federation of Advertisers (WFA). We relate with advertisers across the globe. When I took this issue to them, they said they don't have it anywhere in the world where they talk about contracts and agreements publicly. If there is any contract and agreement- on how you pay, it should always be a talk between party A and party B. If there are issues the two will now see how they can walk around it. The contract term is basically how much, when you will pay, how you will pay, and how you resolve the crisis.

Take a genuine contract and benchmark it with AISOP, how will the idea around it bring best global practices? How good are we in other areas of best global practices? If we want to pursue best practices, is it not reasonable to start with what we give out first and then move to what comes in? How good are we at making sure the agencies pay their staff well? How good are we at making sure that the agencies recruit and train the right brains? You can't get it through this shallowness in delivery.

Agencies will shout that clients are killing creativity but their creativity is in showing naked bodies and putting people into trouble. Look, if you have to explain your advert to people, that is not an advert, it is a lecture. When you bring out your advert, it should be so simple that your target audience can understand. It should be so direct and convincing. Even if it is an award-winning ad, it should not be difficult to understand. Even the laymen using the brand should understand it.

We also have cases that clients owe endlessly. What can you say about this?

We need to set up a high-powered committee that looks at that because most of those debts are neither here nor there. Are you sure they have not been paid to those who gave the Pay Order (PO)? It is the media buyer that gives out PO now.

The agencies need to sit down and find out where they are having problems. I was in a meeting with media buyers recently. They mentioned a debt. Can I tell you what that debt is all about? They had a panel and there was no ADVAN person there. Do you know what the media buyer was doing? The media buyer was doctoring the MMS reports. The person that blew the whistle used to work on the agency side but he had to back out because he was against what they were doing. Investigations are on to find out what was going on. Things like this can lead to delays in payment. That is why I said we should have an industry-wide committee. It is better for us to meet and talk instead of anyone thinking that they can do things through hard legislation.

It seems the entire system is about to boil over, what do you think can bring harmony across the Advertising industry?

The best solution is to get these things sorted out. It is best for us to work together as a team. ARCON cannot take out anybody from our side. But if they say because of this or that you cannot advertise again, we would be forced to take them to court. It's a fundamental human right to be heard and to communicate. You cannot hold my fundamental human right and expect me to keep my mouth shut. Will they tell agencies not to pick our PO? that cannot work, they will still come and work because they are not collecting subvention, they are in business. It will not work. The fact is if anything happens between you and the government, it's the court that settles it. Let me tell you where we are different. The first thing we did was to take this issue to our legal team and they are looking at it line-by-line. So, if we are talking, we are talking based on their legal advice that this thing will not work.

You have been very active in ADVAN before now and the DG of ARCON as well as other key players in other sectors are basically your contemporaries. You all functioned together for a long time. Why do you feel they are up against Advertisers, and why do you think they are not listening or looking at your areas of discomfort?

The ARCON DG, Dr. Lekan Fadolapo had been part of one side from the beginning; go find out what his former role was. Do you know that the DG was appointed by the Minister of Information whose tenure ends next year? Lekan is not having a position that is regulated by statute. All those positions that go to the Senate for confirmation are in the constitution. Every other position is subject to the minister.

The question now is why don't you join all of us together? So, we will all join and fight for you. That is where I want to go with the new rule. The new rule might have made our council political appointees. It is only people like us that were in the council.

You can dig into everything, there is not one thing that ADVAN sent to the former APCON that was included in AISOP. So, you cannot say we were part of the committees. We submitted many things, but not one was picked. So, who is making these laws? Who started it? It's AAAN that started APCON.

Even others have noticed the disadvantage. We invited the Special Adviser to the President on Ease of Doing Business in Nigeria, Dr. Jumoke Oduwole. At the industry event held at Marriot. What did she say as a closing remark? She said it is evident that there are three parties in this conversation and only one is aggrieved, and it is not right. Of all the people on the table, only regulators and agencies were happy. The third party is not happy. Is that how to regulate an industry?

If you want to standardize the industry as ARCON is claiming to, do you start with payment? Is it not work that leads to payment? Please, what is the qualification for agency ownership? Somebody will work for an agency after just three years, he opens his own agency. Where did you cut your teeth? Is this not a vital area to focus on? Please, is it standard first or payment first?

It seems you strongly feel brands are marginalised.

I said something to someone a few months ago. I said MTN was given a fine, and the President of South Africa came down to Nigeria and the fine was reduced. I told him brands can move presidents across borders. No other entity in any other segment of our industry can do it. When South Africa decided to host the world cup in 2010, it was the brands that said this must not fail. They all came together to make it a success.

So, there are ways in which a country wants to work to move forward, and the power of brands can never be underrated. It is news that brands are moving out of Russia, is anybody talking about agencies moving out of Russia? It is not about ego, it is about facts. We just want equity and understanding.

Issues of payment have always been on the front burner in this industry. If you feel ARCON is over-flogging it, how do you want agencies in Nigeria to survive?

One sectoral president said some time ago that brands are not paying well, that's why agencies do not have a voice, and they are going down. I replied that all over the world what agencies do to get money is classical. Advertising guru, Biodun Shobanjo had opened the eye of the industry but many are not looking. All over the world, agencies own other segments, they own other companies. They don't just sit down and be marketing agencies.

So, when they see how big they are in other climes, they assume it is just for brands' budgets. Meanwhile, they have not gone to check how those agencies are so big because they have other arms and lots of other things they do. Huge earnings will come in intermittently so you use it to expand to other areas. And again we keep quoting figures from Europe, SA, and others. when you quote figures for me, I keep wondering, is Nigeria, not Africa's largest economy because of the informal sector? That sector is not even within anybody's space. They don't use agencies in any way because they are not doing serious advertising. You cannot put this type of pressure on an average organized sector that is trying to survive. Hard legislation like AISOP will always threaten brands' Survival.

For a very long time, ADVAN had just kept quiet. As far as they are making money from ADVAN, it would be good if they don't talk. But now. We can see a different ADVAN. Before they will invite ADVAN for functions and events and nobody will go, but now, I will go and there must always be another voice on the table.

That is why we find certain things that were hidden before coming above board, everything that was done in the shadow before has to be done in form of law.

One fear we have is that we hope those who are behind the



“Agencies will shout that clients are killing creativity but their creativity is in showing naked bodies and putting people into trouble. Look, if you have to explain your advert to people, that is not an advert, it is a lecture. When you bring out your advert, it should be so simple that your target audience can understand. It should be so direct and convincing. Even if it is an award-winning ad, it should not be difficult to understand. Even the laymen using the brand should understand it.”

current ARCON leadership, those who put him there are not manipulating him because he does not have this type of antecedent. Because certain things that are happening do not add up. Look at the ban on foreign models. How can he just wake up and place a ban on non-Nigerian models just like that? They are Nigerians modeling abroad for companies that want to do adverts with black faces. By our law, foreign experts can still work in this country. Nigeria is a signatory to the International Labour Organization (ILO) law. We also have the ECOWAS agreement and Africa Continent Free Trade Area (AfCTA) agreement so you cannot just get up and just place a ban just like that.

One agency chief was asking me why he didn't ARCON put a fee on the use of foreign models. ARCON charges two hundred and fifty thousand naira to approve an ad. That is a quarter of a million just because an agency needs to say go ahead. If I tell you how rich ARCON is, you will not believe it.

They should come and tell us how many adverts they have even pushed away during the vetting process every year. The brands and the agencies handling them already know what to do with these

adverts. We are all professionals here, we just need a tick of go ahead. So, what are they using 250k to do? Obviously, ARCON is just a money-making venture.

You have been part of the ARCON council all these years, do you get across to them, your discomfiture in all these issues?

It is now that they talking about setting up the council. And they are saying the chairman will be a fellow, please note this, the chairman will be AAAN when announced. The Deputy Chairman, the Registrar will be an ex-AAAN person. AAAN itself has five people on the council that's seven on one side and if you add the agencies to it, that will be about ten on one side. Do you call that equal representation?

The founding fathers' intent for APCON or ARCON was never to use it to start drawing advertisers into line. It seems they went further to make it legal so that members would stick and be afraid of them. Now because they have government, they are moving beyond advertising regulations. They want to now control marketing and communications, forgetting that the institute of marketing is also a chartered body, which means it is also legal.

Probably they confused the lawmakers and government. You cannot be part and become bigger than the whole. Now those regulating public relations will have to submit themselves to ARCON just like that. APCON (now ARCON) was not touching them before but now they want to start controlling them with the new law. If you want to constitute a regulatory body for marketing, it cannot be ARCON, because ARCON is a part of marketing and communication. Marketing communications has many legs.

Their framework is really funny and I don't think it will pass the test of equity in the law court because the judges are very smart. You will need to define marketing and communications and then define advertising and then ask the judge, does this ARCON sit well to be regulating marketing and communications? The way they are pushing it I will not be shocked if they create a clause that ARCON must approve the appointment of CMOs (Chief Marketing Officers) of companies, very soon. We must not try to legalise these illegalities.

What are your views on the need for ARCON to scrutinize awards?

Let me explain something to you, for example, you are a football team, and the coach and management say they want to recognise the best footballer, the keeper would stand up to say you cannot do it till I approve. Does that make sense?

When we give awards, it is according to what our brands have done. So, I want to acknowledge my association for a good job. If people outside my members do not want to believe what I have told my members then they are on their own.

Why do I need to go and tell ARCON to come and see the process for my awards? I am duly registered by law as an association. An award is a recognition and there is no money attached to it in ADVAN.

Please note also that ARCON does not even license me, and they don't license the brands as well. The brands are licensed by different regulators in the different industries they belong to such as NCC licensing It/telecoms, and NAFDAC licensing food and drugs.

Advertising is what we do in the digital ecosystem, so you see how flat this law will fall. It is this push to overreach into everything, they are now reaching into awards. Does NUC ask the university why they give honorary awards to people?

In fact, we tell our brands that support us during the awards that they are not guaranteed to get any award by doing that. Everything is via merit. The thing is that ARCON cannot tell people not to give awards. Awards will come and awards will be done. If you see dubious things around any award confront it specifically and say it to those people, and the industry. You cannot wake up to tell everyone to line up and present how they organize their Awards.

NBC's 'Bandits' Fine: Killing Creativity With Analogue Mindset



By Usukuma Ntia

Last Wednesday, Consternation buzzed across all media platforms in the country when some media organisations revealed that they have received memos ordering each of them to pay N5 million fine for some nebulous reasons even the most creative mind would struggle to digest.

The Nigerian Government has imposed fines on media platforms that aired documentaries on bandits.

The memo that emanated from The National Broadcasting Commission (NBC) imposed a N5 million fine on MultiChoice Nigeria Limited, Trust Television, TelCom Satellite Limited, and StarTimes Limited for airing documentaries on banditry.

NBC also released a statement signed by its Director-General, Shehu Illelah, trying to explain its position; “The National Broadcasting Commission, today, August 3, 2022, imposed a Five Million Naira (N5,000,000.00) sanction, each, on Multichoice Nigeria Limited, owners of DSTV; TelCom Satellite Limited (TSTV); NTA Startimes Limited; for the carriage of the documentary by the BBC Africa Eye titled, ‘Bandit Warlords of Zamfara’ which glorified the activities of bandits and undermines national security in Nigeria.

“Trust TV Network Limited was also fined Five Million Naira (N5,000,000.00) for its documentary titled: ‘Nigeria’s Banditry-The Inside Story’.

“While appreciating the need of educating, informing, and enlightening the public on issues bordering on developments and happenings within and outside the country, the Commission wishes to seize this opportunity to advise broadcasters to be circumspect and deliberate in the choice and carriage of contents deleterious to Nigeria’s national security.

“Consequently, the airing and carriage of these documentaries contravened the provisions of the Nigeria Broadcasting Code, sixth edition.”

In the words of Illelah, the airing of the documentaries contravened section 3(1)(1) of the broadcast code which reads: “No broadcast shall encourage or incite to crime, lead to public disorder or hate, be repugnant to public feelings or contain an offensive reference to any person or organization, alive or dead or generally be disrespectful to human dignity”.

NBC also claimed the platforms violated section 3(12)(2), which bars any broadcast station from transmitting any programme “that incites or likely to incite to violence among the populace, causing mass panic, political and social upheaval, security breach and general social disorder”, as well as section 3(11)(2), which reads: “the Broadcaster shall ensure that law enforcement is upheld at all times in a manner depicting that law and order are socially superior to, or more desirable than crime or anarchy”.

“The imposed penalties on these broadcast media platforms and station is to be remitted not later than August 30, 2022. Failure to comply with this will lead to the imposition of a higher sanction as provided in the Code,” Illelah concluded.

Even a superficial examination of the trend building up to the government’s announcement will reveal several loopholes that should create some discomfiture in the minds of any savvy audience.

The initial comments from Nigeria’s Information Minister, Lai Mohammed revealed that the government had flagrantly violated the principles of natural justice as well as the code of NBC. These were the words of the minister before the fine. “Appropriate sanctions will be meted out to both the BBC and Trust TV. They

“Until the NBC and other related bodies created by the law are fully constituted, empowered, and allowed to function independently, press freedom might continue to elude Nigeria.”

will not get away with the naked glorification of terrorism and banditry”.

This means that government officials just sat in their comfort zone and picked some bogus amount before directing NBC to announce them as fines. How on earth can fairness be guaranteed when government players have deliberately constituted themselves as the judge, the accuser, and the jury in their own case?

The law setting up the NBC created it as an autonomous body. Provisions were made for a board and various standing and ad-hoc committees of eminent players that will guarantee a fair process that will involve hearing all parties before a final resolution is achieved.

Regrettably, the Nigerian government has refused to facilitate the establishment of these boards and committees just to ensure that NBC remains at its beck and call.

Executive Secretary of the Broadcasting Association of Nigeria (BON), Dr. Yemise Bamgbose, also pointed out other violations of NBC codes in this scenario.

In the letter From BON to NBC that he signed, he noted that “NBC, in the last few years, has violated its own laid down procedures of handling complaints from persons or groups of persons or institutions against Broadcaster(s). Section 14.3.1 says “The Commission shall, on receipt of complaint(s):

“(a) inform and require the Broadcaster to provide, within a specified period determined by the Commission, a response in writing and a recording of the relevant materials.

“(b) request for copies of the relevant correspondence from the complainant.

“In the current case, the NBC did not provide any written evidence from any complainant(s), nor did it issue any query to the said organisations that it claimed to have violated NBC codes.”

“We note that failure to follow the laid down procedure would seem to suggest that NBC acted in an arbitrary manner and in violation of its own regulation as provided in section 14.3.1 cited earlier. Section 14.3.2 made it clear that it is when the Broadcaster

fails to react or supply materials or make a response to the inquiries within a stipulated time limit that it shall be deemed as acceptance of the complaints.

“Furthermore, Section 14.2(1)(2) of the Code, stipulates a time limit for receiving complaints, and provides as follows; “Any person, group of persons or institutions aggressive, may lodge a complaint with the Commission within 14 days of the occurrence of the act or omission. A complaint received after 14 days specified in 14.2.1 shall not be entertained by the Commission”. In the case of Trust Television Network, the alleged offensive documentary was transmitted in March 2022.

“The alleged complaint was not brought to Trust Television Network until a letter of imposition of fines was delivered to Trust Television Network on Wednesday 3rd August 2022, four months after the transmission of the alleged offensive TV documentary produced...,” the letter read in part.

BON, therefore, urged NBC to withdraw the fines imposed on the organisation for lack of fair hearing and violation of the Codes of NBC as stipulated in Sections 14.2.(1) (2).

Until the NBC and other related bodies created by the law are fully constituted, empowered, and allowed to function independently, press freedom might continue to elude Nigeria. Virtually all democratic countries have well-constituted institutions that regulate their broadcast industry that Nigeria can learn from.

The British media regulator is Ofcom. The last issue between TV host, Piers Morgan, and the Duke and Duchess of Sussex provided an opportunity for the democratic world to see how a media regulatory world should function.

Over 40,000 petitions were received against Morgan and Ofcom had to set up an impartial panel to look into the petition. In the end, Piers Morgan was cleared after the organization investigated his comments about Meghan Markle, the Duchess of Sussex.

Ofcom stated clearly that, consistent with freedom of expression, Mr. Morgan was entitled to say he disbelieved the Duke and Duchess of Sussex’s allegations and to hold and express strong views that rigorously challenged their account. It did not matter that the issue involved the royal family. Fairness and equity were clearly upheld.

Another issue that is brought to the fore in this issue is the insensitivity shown towards organisations employing a good number of citizens and paying taxes to the government. Asking a media firm to bring out 5 million naira as a fine is equivalent to telling the workers there to go home without salary considering the precarious economic condition of Nigeria today.

In countries where foreign or local investments are appreciated, the government would have been more conciliatory and tactful knowing that one major role of government is to create job opportunities. What would any government gain in trying to drive underground those creative enough to put food on the tables of her citizens?

Already, tons of criticism of government action are pouring from all corners of the nation and the battle is on to compel the government to cancel this fine.

The documentaries were brave efforts by some media organisations to dissect the complex crisis of banditry and provide light on the many issues around it. No attempts were made in any way to glamorise banditry and terrorism as the Nigerian government accuses the media organisations.

Indeed, those media platforms deserve commendation for the investment in time, money, and effort they committed to this project in the face of enormous risk, all in a bid to enable Nigeria better understand the complexity of the banditry issue.

A media analyst and PR expert Callistus Okoruwa in his online column advised strongly that “Men and women of goodwill need to upbraid the Nigerian government for its short-sighted and self-serving act of attempting to intimidate and censor these media houses”.

“Media Trust should consider going to court for an interpretation of the clauses in the Nigerian Broadcasting Code under which the government purports to have imposed the sanctions” he stressed.

It seems a Nigerian non-government organization, the Socio-Economic Rights and Accountability Project responded to Okoruwa’s recommendations as the body has filed a lawsuit against President Muhammadu Buhari for imposing fines on media houses for allegedly glorifying terrorism.

SERAP said in a statement released on Sunday in Lagos that the suit, which was co-filed by the Centre for Journalism Innovation and Development (CJID) has the Minister of Information and Culture, Mr. Lai Mohammed, and the National Broadcasting Commission (NBC) joined as defendants.

It added that the suit also wants the court to “declare arbitrary and illegal the N5 million imposed on Trust TV, MultiChoice Nigeria Limited, NTA-Startimes Limited, and Telcom Satellite Limited, over their documentaries on terrorism in the country.”

Efforts by well-meaning Nigerians to condemn and resist all forms of media intimidation should be commended and emulated. After all, it takes just the silence of good people for evil to triumph.

Women **IN** Marketing

ISSUE 14

...celebrating the Nigerian marketing amazons.



PHOEBE DAMI-ASOLO

Marketing Amazon With Nifty Balancing Powers

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"Little wonder she had that intuition quite early that this was the career path that would offer her the highly-prized opportunity to grow the lovely brands in her country. So she threw in everything to grab the best in education the developed world could offer her."

By Usukuma Ntia

For Phoebe Dami-Asolo, who is leaving her current role as Senior Commercial Manager, Coca-Cola Company to resume as Director of Operations, India Franchise, coming into the world of brands and marketing was never an accident. Even as a child, she was always acting out popular TV commercials when she is either brushing her teeth, taking her shower, or eating with the family. She was always in her best element when it comes to FMCG brands and she watched their television commercials with great passion.

Little wonder she had that intuition quite early that this was the career path that would offer her the highly-prized opportunity to grow the lovely brands in her country.

So she threw in everything to grab the best in education the developed world could offer her, culminating in her 'grabbing' a BSc in Accounting and Finance from Manchester University in the UK, an MSc in Innovation, Entrepreneurship, and Management from the Imperial College Business School, London; a strategic marketing certification from Harvard University as well as a certification in Brand Management and Brand Leadership in a fierce economy from the Lagos Business School, Pan-Atlantic University, Nigeria.

So far, she has had an impressive decade-long career that spans managing the brands of multiple International companies across a wide range of categories including beverages, consumer packaged goods, personal and home care products among others.

In her incredible career journey, she has worked with the smartest of brains in the industry, especially line managers and mentors. Each of these individuals have single-handedly



Phoebe

moulded the young Phoebe to become the brand amazon she is today.

Phoebe started her career in Nigerian Breweries in 2012 as a management trainee. She worked in the organization for about 4 years managing key brands - Amstel Malta, Fayrouz, Maltina, and Strongbow Apple Cider.

She then moved to Reckitt where she served for about 3 years and managed key brands in the home and hygiene categories across West Africa- Nigeria, Ghana, Ivory Coast, and Cameroon during the time period.

In 2019, Phoebe joined The Coca-Cola Company (TCC) as Commercial Manager and got promoted to the position of channel execution senior manager. She also double-hatted as

acting Franchise Director for a period of time. Today, Phoebe is still with TCC leading the western region of the Indian Franchise as Director of Operations.

Brand Communicator's newly revitalized and reintroduced Women in Marketing caught up with the Amazon to x-ray the challenges she has faced along her career path in marketing communications. She reveals:

"I don't believe in challenges. What many will see as challenges, I see as opportunities because something great always comes out of tough times. I've mostly had a smooth ride so far as I've been blessed with the best managers and teammates. However, I can say the season when I was pregnant and just had my son was quite different from other seasons".

“Whether we like it or not, we, women have been blessed to be able to multitask. So, we must rely on our God-given abilities as well as help from trusted people, especially family and trusted domestic staff. We must also network, and have the right kind of people around us, especially a very mature circle of friends that share similar visions in life with us. Anything less is a recipe for ruin and crisis.”

A remarkable hiccup she has had was as a first-time mother. It took Phoebe a little while to learn how to balance being a mother while still being the best at her job. With time she successfully navigated that phase smoothly with the help of her family.

Today, Phoebe has risen into an amiable brand amazon with nifty balancing powers. “A lot of us mothers want to do everything ourselves, forgetting the fact that it really does take a village to raise a child.

“Young mothers should give their best to their kids and be as present as possible but never think you are the source and sustainer of the child’s life. God is and God has chosen mothers as vessels, but they need to be spiritually, mentally, and physically sound to effectively partner with God to be the best mother for the children and move ahead to be the best at your workplace”

Asked if she ever felt intimidated in male-dominated discipline, Phoebe exclaimed, “No! Never!”

“Sometimes when I’m in boardroom meetings with just men, I need to get reminded that I’m the only female in the room because I don’t look at teammates based on their gender, tribes, etc” Phoebe explained.

Dissecting the issue further she said, “We are one team working towards one common goal. Parents need to stop raising women just to be good wives. Womanhood doesn’t just start and end in the home. Society is beginning to curb women’s thinking in believing that getting married is the highest achievement a woman can ever have. We have the whole world as our oyster: getting married, maintaining our homes, leading in our marketplaces, offices, and in our nations. I grew up knowing I could achieve any and everything I wanted.

“Enough of telling a lady “this is how you should behave in your husband’s house,” in addition to “in your husband’s house as a wife”, let us also include “in the White House as the President, in the boardroom as the Managing Director, in church as the Lead Pastor and so on.” A woman can be everything she dares to be and she needs to be rightly groomed to be a 360-degree success”

Digging deep to analyse her balancing capabilities as a mother, a wife, office, and other activities without having one effect or the other, Phoebe Dami-Asolo heaped so much praise on her husband. “One of the greatest career decisions I made is the man I’m married to” she stressed. “My husband is the most supportive husband any woman can ask for. He has really allowed me to soar. He makes balancing work and life a lot



Phoebe

easier.”

In addition, Phoebe believes balancing work and life could be possible and easier if women adopt or rely on three basic things: God, help from trusted people, and a good network

Explaining further, she said, “Whether we like it or not, we, women have been blessed to be able to multitask. So, we must rely on our God-given abilities as well as help from trusted people, especially family and trusted domestic staff. We must also network, and have the right kind of people around us, especially a very mature circle of friends that share similar visions in life with us. Anything less is a recipe for ruin and crisis”.

She also emphasised that for young female professionals to excel at work, they need to show that they are up to the task and can deliver results.

She also has some words for leaders in the industry. “Decision makers in the industry need to denounce the preconceived notion that women are weak, too emotional, etc. A recent publication by Forbes.com revealed that a more diverse, gender-equal team could increase productivity by up to 41%.”

Further emphasizing the role leaders can play in this regard, she recounts: “I remain most grateful to my line manager, Mr. Alfred Olajide who gave me the opportunity to lead the South West area of the Nigerian Franchise of TCC. He trusted and supported me throughout the process. The business results in that same period were tremendous. That opportunity also opened the door to my current role as Franchise Operations Director, India.



“Now think for a minute: if my Line manager never trusted that mandate in my hands or even assume that I will mess up the opportunity given to me, these remarkable strides would never come into existence. So, it’s really two parties playing their parts.

“Our Leaders should present enough opportunities for women to learn outside of existing job functions on projects, training etc. And to our female professionals, you should ask for these opportunities, seek for them and take on new projects beyond your job function and take your jobs extremely seriously,” she advised.

Phoebe believes having a personal brand that has been undiluted in the past 10 years is one remarkable achievement she has recorded in the course of her career as a marketing communication professional. She also added, “there’s also been a couple more including the fact that every single brand I have managed has experienced growth in the period of me working with great teams while managing these brands. I’ve also been recognized for several awards including the Top 50 women in IMC 2018 by Brand Communicator”.

Phoebe Dami-Asolo also feels one of her most remarkable achievements has been the impact she was able to make in the life of young professionals under her. She also is quick to reveal that she stood on the sturdy shoulders of some great persons to get to her current position: “I have a number of female mentees in the industry and have also had short-term mentorship sessions to help young female professionals navigate through the highs and lows of working in this industry and every growth I see remains really indelible in my heart”.



With ARCON Accreditation, We Have Our Task Cut Out For Us - Ozone



Recently, exciting news hitting the industry has it that Oxygen Academy, O2 Academy for short, has been accredited by the Advertising Regulatory Council of Nigeria, ARCON (formerly APCON-Advertising Practitioners Council of Nigeria), as an examination centre for the wave-making regulatory body in Nigeria for awarding the prestigious Professional Diploma in Advertising (PDA). This development has lifted the advertising school amongst its contemporaries in the world, placing it at par with the frontline advertising schools with pedigree, in the world. Again, this development makes O2 Academy the only advertising/marketing school in Nigeria with such powers and one of the only two institutions in Nigeria with that capacity. Brand Communicator caught up with the Provost of the institution, Ozomena 'Ozone' Mbanefo who discussed the implication of this development for the wider integrated marketing communications ecosystem as well as how prospective and current students, as well as alumni of O2 Academy, can benefit from this. He also spoke on the recent wave made by ARCON- the new face of regulation.

On becoming ARCON accredited

I must commend the leadership of the Advertising Regulatory Council of Nigeria led by the enigmatic Dr. Olalekan Fadolapo, for his ingenuity and for seeing the great works we have been doing with the academy over the years. We are proud to have become a certified ARCON examination centre. This means that we have the authorisation to act as a centre for anyone who wants to sit in for ARCON exam in O2 Academy, even our alumni and stand the chance to be earn the Professional Diploma in Advertising from ARCON.

When we were notified by ARCON about our certification and when the MOU came to us, I couldn't be prouder of my country, knowing that some organisations and bodies are working diligently to improve the polity. Give it to ARCON...it boasts a leadership that understands what this industry needs. One of these needs is the necessity to empower a school that is empowering young people and helping them get into the advertising industry.

How it affects O2 Academy, its alumni and the industry

The entire marketing communications ecosystem is better for it with this collaboration

“In its fourteen years of operations, O2 academy has graduated over 6000 professionals with around top 50 agencies benefitting in one way or the other.”

with ARCON. It is only effective leadership that recognises effective institutions that they can collaborate with to make things easier and better for people.

For us at O2 Academy, we understand that this means we will be getting more attention and attracting more young people into the industry through our training. More people will be getting interested in advertising and they will be venturing into that through the gateway ARCON has created through the academy.

We are not oblivious to the fact that our alumni will want to know their place following this development. Many will want to upgrade their certification without wanting to go through the rigorous process of doing the first, second and third exams you ideally have to go through in getting the certification from ARCON. But because ARCON has recognised that we do have the best quality training-as evidenced from the work our alumni do in different agencies over the years- they decided that we can go ahead and train people for them while they test them through exams and certify them.

For our alumni who already have the TBE (Total Brand Experiential Certification), they can have their certificate upgraded to PDA if they come and take the PDA exam in O2 Academy. They will go through a refresher course before this exam. The PDA exam comes with a fee

though it will be like 50% off for them. Once they write the exam and pass, they get their certification on the day of induction from ARCON.

This is a marriage made in Heaven because ARCON has acted smart in recognizing what the industry needs. ARCON has shown interest and commitment in getting more talents into the advertising industry, especially in the face of the scarcity of talents in the industry.

“We will do our very best in continuing in our tradition of upping the ante and raising the bar for excellence.”

For us as an academy, this foists more responsibilities on us. We will do our very best in continuing in our tradition of upping the ante and raising the bar for excellence. I personally understand that to whom much is given, much more is expected. So, we will do everything within our power to upgrade the standard of our courses such that ARCON will be proud of the opportunity they have given us. We will not fail APCON, we will do everything to maintain the quality that the academy has come to be known for over the years.

Impact on the curriculum and fees

The accreditation is coming at a time when we as an organization decided to broaden our courses. Suffice to say, it couldn't have come at a better time. This also signifies a new vista for our curriculum as we will now have to collaborate

with ARCON in terms of enriching it and making it broader.

We were already expanding our courses before ARCON tasked us to collaborate in this direction. In fact, if you go to our website, you will see packages on experiential marketing and media strategy among others. In the coming days, we will be launching those different courses for the next session.

On fees, I will like us to consider what the certification and accreditation entail. The certification we are talking about here is PDA (Professional Diploma in Advertising). If you consider that we are the only advertising academy that is getting this accreditation for PDA, it tells you that what we have now is nothing below standard anywhere in the world in terms of certification.

For that, there has to be an increase in fees because though these exams will be conducted in O2 Academy they are powered by ARCON.

O2 Academy- Fourteen Years of Oxygenising Advertising in Nigeria

In its fourteen years of operations, O2 academy has graduated over 6000 professionals with around top 50 agencies benefitting in one way or the other. O2 Academy like Miami Ad School and its likes across the world is a hands-on creative training school designed to bring the everyday workplace experience of an advertising agency to every fresh graduate and talented individual with a passion for advertising. It is certified by ARCON and acts as its accredited centre as well as the Association of Advertising Agencies of Nigeria (AAAN)-the creative advertising subsector's umbrella for the purpose of offering training and human capital development for the industry.

Coming at a time the creative advertising industry was finding it hard to get 'ready' professionals into their ranks, O2 came up as an initiative by a team of seasoned Advertising professionals to revolutionize the ad world and to write the name of the country on the world map of advertising. "Taking a peep into the future, we discovered that the present scarcity of creatives would definitely jeopardize the Nigerian ad industry in the near future. Hence, we decided to come together with one simple goal, "to grow new creative ad men and duplicate ourselves in them" Ozone had said a few years ago in an interview.

O2 Academy is structured in a way that goes beyond growing ad men, it shows them why they need that growth. The academy is a 23-week hands-on creative training that has the School of Advertising, marketing and media. At the school of Art Direction, students learn Copy-writing, /Content writing, Strategic Planning and Concept Origination, while at the school of marketing, their skills in Sales training, Marketing Strategy and Digital Marketing is fine-tuned. For the school of media, students get hands-on practical sessions learning cinematography, video production and photography.



Cross section of students at O2 Academy undergoing training

BUA Foods Holds Inaugural AGM, Declares N63 billion Dividend For FY2021

BUA Foods Plc., one of Sub-Saharan Africa's most valuable companies based on market capitalization and a leading manufacturer of high-quality Foods, held its first Annual General Meeting (AGM) in Abuja at the Transcorp Hilton Hotel, recently.

At the AGM, the Company declared a dividend with a total value of N63 billion for the fiscal year 2021 following approvals by the shareholders translating to N3.50 per one ordinary share of 50 Kobo- subject to the deduction of withholding tax- for all shareholders on the Company's register at the close of business on 13 July 2022. This was driven by the positive growth recorded in the financial year ended 31 December 2021, making BUA Foods a listed company on the NGX, with the highest dividend payout in Nigeria's Food and FMCG industry.

The period under review showed impressive results across the Company's three revenue-generating divisions- Sugar, Flour and Pasta. Operating profits grew by 56% to N79.9 billion, while Profit Before Tax (PBT) increased by 63.96% to N77.5 billion. The total profit at the end of the year was N69.8 billion (+97% y-o-y).

According to the company, payment of dividends will commence on 4 August 2022, upon shareholders' approval at the meeting.

Addressing shareholders at the meeting, the



Chairman of BUA Foods, Abdulsamad Rabiu, said: "2021 was a pivotal year in our corporate history. It charted a new path for us to fulfil our vision to meet Africa's growing demand for food by promoting food security and nourishing lives. Our bold decision to consolidate and restructure our business strengthened our productivity and improved our efficiency as a food value chain

company.

Our business has remained resilient despite global economic challenges and plays a significant role in the FMCG industry. This was evidenced by the positive financial results recorded for the fiscal year ended 31 December 2021."

Speaking further on growth ambitions, Rabiu said, "Our expansion plans have positioned us to provide a more diversified revenue stream in the years ahead, with a positive and demonstrable impact to create value for the business and shareholders. We are expanding our plant capacities across the entire business and investing in a backward integration program for sugar with farmers in host communities. We plan to recommence our rice division by the end of 2022 and edible oils in 2024 to further accelerate revenue generation. Also, our ongoing investments in export infrastructure, supported by strategically located ultramodern plants, will improve our capacity to serve Africa and other markets."

"We will continue to invest in the future with a clarity of purpose for shareholders and make a difference through our sustainable business model driven by a committed team executing well-thought strategies for growth and value creation as we continue to lead with purpose."

Also commenting, the Managing Director

BUA Foods, Engr. Ayodele Abioye said: "2021 was an exciting year for us at BUA Foods. The restructuring of our business improved our position as a leading player producing and distributing high-quality products."

... accessible, competitively priced and innovative food products. It strengthened our vision to lead confidently even as we expand our footprint across West Africa and provide end-to-end supply chain efficiency while leveraging the strategic location of our ultramodern plants."

"Our focus is on driving sustainable growth from our strong portfolio to create good investment returns for shareholders. This aligns with our plan to create liquidity, enhance visibility, and expand access to capital for future growth. We worked with some of the best advisers in the industry to achieve these milestones, and I thank them all for their support."

Also speaking, the National President of Starlite Shareholders Association of Nigeria, Mr Tunji Bamidele, who represented professional investors, commended the company on its exceptional performance for the fiscal year 2021. He added that despite global security challenges, the company grew profits from 39 billion in the previous year to 69 billion in 2021, indicating a strong commitment to alleviating food security challenges.

Lafarge's 2021 Sustainability Report Indicates 69% Reduction In Emissions, Others

Lafarge Africa's recently released 2021 Sustainability Report has indicated a whopping 69 percent reduction in the company's emissions as well as a 25 percent increase in its waste processing.

The report is an annual account of how Lafarge, a member of Holcim, the world's leader in innovative and sustainable building solutions, is building progress for people and the planet in its Nigeria operations while also delivering profit to its shareholders.

A breakdown of the report shows that specific carbon emissions stood at 598kg/tonnes of cementitious material. Thermal Substitution Rate from 17.45 to 20.86 in Ewekoro and reduction of emissions to 156g/tonne of cement material representing a 69% reduction, following an intensive equipment investment in Ewekoro in between 2020 and 2021.



Relatively, over 89,000 tonnes of waste were co-processed compared to over 71,000 tonnes in 2020 representing a 25% increase. Through its Circular Economy model, the company created about 3,000 jobs.

Also, it used 157.7t/tonnes in cement production compared to 201t/ton in 2020. In addition 100% of its cement plants are ISO 40001 certified. 100% of its sites also have quarry rehabilitation plans in place and about 600 hectares of land were rehabilitated in 2021.

On social investments and business inclusive projects, Lafarge increased its spend from 1.3b in 2020 to 2.3b in 2021.

Making this breaking down on her LinkedIn handle, Head, Sustainable Development and Corporate Brand for Lafarge Africa, Titilope Oguntuga revealed that publishing the 2021 Sustainability Report is a reinforcement of

Lafarge's commitment to ESG and the strategic efforts that it is making in line with its corporate purpose and the investments in its team and resources to strengthen its ESG Disclosures.

She added, "the theme 'Delivering Sustainable Solutions for a Green Future' enabled us highlight some of our innovative projects such as the introduction of LNG Trucks for our green logistics initiative that supports even a greener supply chain, the eco manufacturing projects and other investments that enable us do business more sustainably."

"In line with our 'Accelerating Green Growth' Strategy, we are poised to deliver on the ambitious targets we set while committing to our net zero goals. Our corporate purpose remains 'Building Progress for People and the Planet'," she revealed.

Nigerians Consume Beverages Worth Over \$1 Billion In 6 Months – Report



Nigerian consumers spent over a billion dollars on the consumption of beverages such as alcoholic and non-alcoholic drinks in the first half of 2022.

This is according to data mined from financial statements of the largest beverage-making companies in the country listed on the NGX.

According to NairaMetric report; Brewery giants, Nigerian Breweries, Guinness, and International Breweries all reported double-digit growth in their revenues as Nigerians guzzled their products despite a dip in purchasing power and galloping inflation. Non-alcoholic beverage makers such as Nestle, Cadbury and Friesland Campina also reported similar revenue growth as

Nigerians drank more chocolate drinks.

These companies between them sell some of the biggest beverage brands consumed by Nigerians. For example, Nigeria Breweries sells Star and Maltina, while Guinness sells Guinness Stout, Orijin and Malta Guinness. Nestle sells Milo Nescafe, and Golden Mourn. FrieslandCampina is the maker of Peak Milk and Three Crowns.

A cursory analysis of the results of the companies under review shows total revenue generated from beverages alone stood at N763.9 billion as against N587.5 billion reported a year earlier.

The report further revealed that the 28.5%

growth in beverage revenue over the last one year indicates how strong demand still is for beverages despite cost pressures arising from taxes and price increases.

At N593.2 billion for the first half of the year alone, the companies are on track to top a trillion in beverage sales this year alone.

This result excludes over a dozen larger beverage makers who are not quoted on the Nigerian Exchange.

This suggests the actual revenue in the first half of this year will be much higher when added to the revenue generated by the 5 beverage giants.

NB Plc Records N274.03 Billion Revenue, Declares N19.08b Profit For H1, 2022

The Board of Directors, Nigerian Breweries Plc-Nigeria's foremost brewing company, has announced a total sum of N274.03 billion as revenue for the first half of the 2022 financial year, which ended on June 30, 2022. The company also recorded a Profit After Tax (PAT) of N19.08 billion during the period.

According to the unaudited report and provisional results filed with The Nigerian Exchange Limited, the company experienced a 31% growth in revenue compared to the N209.22 billion recorded in the corresponding period in 2021. The results also revealed Profit After Tax for the six-month period under review rose by 142.8%, from N7.86 billion to N19.08 billion. Similarly, basic earnings per share in H1 2022 was 237 kobo as against 97 kobo that was recorded in H1 last year.

According to a statement signed by the company secretary/Legal Director, Uaboi Agbebaku, the company's increase in profit was driven mainly by top line growth resulting from its pricing strategy and better mix. Further analysis of the results revealed that the Cost of Sales increased by 18.3%, from N131.34 billion in H1, 2021 to N155.35 billion in 2022 in the same corresponding period.

... expenses also rose by 44.6%, from N58.42 billion in H1, 2021 to N84.45 billion in H1, 2022, driven by the increase in commercial activities post-COVID, rising diesel prices and higher wages arising from collective labour agreements Uaboi also noted that although interest expenses were lower, the net finance cost was higher due to foreign exchange losses arising from a higher cost of meeting foreign obligations to overseas partners.

"Despite these challenges, our business continues to build momentum and deliver consistent profitable growth even in the context of a very challenging operating environment. Our best-in-class portfolio of brands provides a unique platform that positions us well to lead and grow the beer and malt category and drive superior long-term value creation," the statement added. The company, therefore, assured its stakeholders that it would continuously evaluate its financial position and business performance to ensure a strong balance sheet, while remaining dynamic in its response to operational challenges vis-à-vis the economy.

In line with its certification and status as a Great Place to Work company, it would also continue to prioritize the health, safety, and welfare of its employees and partners, Agbebaku added.



Needed! A Grand Industry Reception For The New ARCON Act

By Nonso Ofili

Since the announcement of the new ARCON Act, varied reactions across quarters have greeted the development. In this opinion piece, Nonso Ofili, an industry observer, takes a look at this Act, its implication for the industry among other related issues

Mixed reactions have continued to trail the signing into law of the now famous Advertising Regulatory Council of Nigeria (ARCON) Act by the Muhammadu Buhari led-administration. While there are jubilation in some quarters, barely concealed dissatisfaction bordering on disguised trepidation has been exhibited in some quarters...albeit behind the cloak of anonymity.

Finding expression on some media platforms, they have referred to the signing of the new Act as “raping advertisers” and “recoiling” growth.” Strongly tying the new ARCON to the Advertising Industry Standard of Practice (AISOP) introduced by the ARCON in October 2021. They question its legitimacy while calling it legal attrition. They are also vocal about how it may lead to restrictions on business, stifle and contract industry growth and kill competition among others.

Recall, a similar reaction had trailed the release of details of the advertising practice which ARCON had insisted is a business framework that seeks to improve mutual respect, eradicate unfair advantage, unethical competition, and unequitable policies among relevant stakeholders in the advertising and marketing communications industry in Nigeria.

But beyond these concerns, news of the new ARCON Act has been met with deafening silence in some other quarters. While the general reason for this may be presumed to be the ‘Siddon-look-and-see-how-it-goes’ approach adopted by many stakeholders, it may not be wrong to assume that the import of the development is lost on some others.

Are these fears justified? The answer may be more complicated than it appears. But first, a brief highlight on what the act is will suffice. Essentially the Act repeals the Advertising Practitioners Council of Nigeria (Registration, etc.) Act, Cap. A7, Laws of the Federation of Nigeria, 2004 and enacts the Advertising Regulatory Council of Nigeria (ARCON) Act, 2022.

This means that ARCON is now explicitly recognised as the apex authority for the Nigerian advertising industry, in all its entirety, it also means that the regulatory body has been given more teeth, more power to bark and bite. By the new law, it is now ARCON’s statutory responsibility to make provisions for the regulation and control of advertising in all its ramifications.

The change of name of the regulatory agency from the Advertising Practitioners Council of Nigeria to the Advertising Regulatory Council of Nigeria gives it a bigger regulatory framework to act within as it is not just regulating practitioners but regulating both the practice and the business of advertising, covering advertising and marketing communication agencies and activities of advertisers both within and outside the government as well as both the public sector and the private sector. This is even more so as they are now required by law to use only ARCON licensed agencies for advertising.

The new Act also creates room for the Advertising Offences Tribunal. This is indeed a big one for the advertising industry. We now have a court dedicated to our business and practice. Indeed, the impact of this on compliance says a lot about the new dawn of regulation the ARCON Act has brought.

With all the apparently inherent gains of the new Act as seen above, the reaction in some quarters to it begs the question: “who is scared of ARCON?” A marketing expert with one of the foremost FMCG companies in this market who will remain anonymous for the sake of this article says it is understandable that some advertisers will feel the new act places them at the mercy of ARCON.

But considering that ARCON is a government regulatory agency saddled with the responsibility to regulate advertising, that fear may be ill-placed as this is nothing outside the norm as there are agencies that regulate activities in other sectors. For instance, the Medical and Dental Council of Nigeria (MDCN) regulates medical practice, COREN regulates engineering in Nigeria, and The CBN regulates banking and monetary matters among others.

Outside this clime, in the United States, for instance, the government has the National Advertising Review Council (NARC) supported by other numerous agencies whose mandates include regulating advertising and other marketing activities. These include the Federal Trade Commission, the



Dr. Olalekan Fadolapo, DG, ARCON

Federal Communications Commission, the Food and Drug Administration, the Securities and Exchange Commission, the Environmental Protection Agency, and the Department of Agriculture. These are no different from our regular NAFDAC, FCCP, NSE among others.

To discourage the need for the government to pass additional legislation that would restrict its activities, advertising agencies over there vigorously police themselves to minimize abuses. This group is a strategic alliance among four major trade organizations: the AAAA (American Association of Advertising Agencies), the ANA (Association of National Advertisers), the AAF (American Advertising Federation), and the Council of Better Business Bureaus Inc. Again, this is no different from what our own AAAN, MIPAN, EXMAN, and OAAAN do.

With these comparisons, it is obvious that the advertising space has made progress that has been long overdue. Indeed, if ARCON will continue to play the unbiased umpire, all critical stakeholders must see it as that and not as a weapon to be brandished and wielded according to the whims and caprices of those with the regulatory handle at any time.

There is need for everyone to understand that the government being the moderator must moderate the industry to promote ethical practices. So, if you see anybody complain of the act, let all stakeholders educate such players on the essence of the law and make them see that government is not going to budge.

Justifying its action, the presidency through the Minister of Information and Culture, Alhaji Lai Mohammed had explained that the signing of ARCON into law by President Muhammadu Buhari was informed by the resolve to strengthen the nation’s integrated marketing communications space.

Feelers from the industry show that many people were not even aware that such a bill was before the national assembly for many years spanning the entirety of the eleven years of former APCON Registrar, Alhaji Garba Kankarofi and Mrs. Ijedi Iyoha who was acting Registrar for a period of about two years.

But coming on board and working as Registrar and now Director General in less than two years, Dr. Olalekan Fadolapo will be a delightful example for Robert Greene. In his controversial 1998 non-fiction best-seller, 48 Laws of Power, Greene, an American author laid down some ground rules with historical backings, observations, and transgressions to guide people in the game of power play. Among the laws that stand out in Greene’s book is the 28th Law, “Enter Action with Boldness.” The lessons of this law are boundless. Following the many strides, reforms, initiatives, and proactive measures Fadolapo has put in place, Greene could have used him as a practical example of this law, had he not written the book decades ago.

Entering action with boldness on this bill, he jumped on it, seeing it scale the first reading, public hearing, second hearing,

third reading from House of Representatives to Senate, and finally the signing into law by the Presidency.

Though signed into law, the gazette on this bill is eagerly been awaited by the industry, especially as it is set to change the dynamics of doing business in the industry. But while we wait, what will this new act portend for the industry? Lai Mohammed Mohammed said that it is the belief of the Federal Government that if properly carried out, the reforms would enable the regulatory body sanitise the advertising regulatory environment, encourage inclusive growth, attract investments to the sector, and enhance the operating environment for practitioners.

No doubt, from snippets and hints of what the new act portends, there is no doubt that the advertising industry is headed for a new course, changing the direction of its sail as it ploughs through the uncertain waters of the Nigerian economy. But, can the captain of the ship sail alone without alignment with critical stakeholders? The answer is a no.

There is urgent need therefore for the captain here, ARCON to liaise with all critical stakeholders, keep the door for dialogue open, and continuously engage with everyone. This is of utmost importance. The industry is a growing one and cannot afford to subject itself to distracting litigations or degenerate to a level where issues that can be settled on a round table would linger in the courts for decades.

“No doubt, from snippets and hints of what the new act portends, there is no doubt that the advertising industry is headed for a new course, changing the direction of its sail as it ploughs through the uncertain waters of the Nigerian economy. But, can the captain of the ship sail alone without alignment with critical stakeholders? The answer is a no. There is urgent need therefore for the captain here, ARCON to liaise with all critical stakeholders, keep the door for dialogue open, and continuously engage with everyone. This is of utmost importance.”

Supreme

JÖY! IN EVERY SCOOP



Elizabeth II: Seven Successful Decades Of An Iconic Brand



By Toyosi Olajide

Queen Elizabeth II became queen of Great Britain and Northern Ireland on 6 February 1952 after the death of her father, King George VI 1952. She was not just the Queen of England, she was also the symbol of an enduring monarchy, that succeeded in uniting the past, present, and future without losing relevance.

The Queen was an embodiment, and stoic representation of stability and continuity, bridging the old and new. She was also a figure of great respect and admiration to many globally.

Apart from being a monarch, Queen Elizabeth II was also a global brand that extensively defined and promoted the British nation around the world for the past seven decades.

Scrutinising the British monarchy through a branding lens can add meaningful perspective to why it has endured and remains meaningful and important to so many people.

The monarchy consists of various strands of branding such as the crown which is referred to as the institution, the commonwealth realms including Australia and Canada, among others, the royal family and its members. At the peak anytime is The King or The Queen.

Queen Elizabeth brought all of these strands into one global package that projected a corporate brand in several ways.

According to John M.T. Balmer, Professor of Corporate Marketing, Brunel University London, “To maintain brand success, a modern-day constitutional monarch must meet five criteria – the “five Rs” of the royal branding mix”.

The erudite Professor opines that “the monarch needs to be: royal (having a special status, as defined by the state), regal (behaving in a

“In brand valuation, The Royal Family is regarded as the fifth biggest corporate brand in the world, beating the likes of Nike, Coca-Cola, Disney, and Microsoft. The Queen herself is deemed much more powerful as a brand than Oprah Winfrey who conducted the infamous and explosive tell-all interview with Prince Harry and Meghan Markle — Beyoncé, Kim Kardashian, and even Bill Gates.”

manner befitting a monarch, including the use of royal ceremonies), relevant (being meaningful to country), respected (having the approval of the people) and responsive (accommodating change).

The symbols of monarchy: the crown, the royal cypher, or the monogram of the reigning royal, which for Queen Elizabeth II was “EIIR” (Elizabeth II Regina), and the royal coat of arms are all powerful brand symbols that are akin to trademarks.

It should be noted that the monarchy even lends out its brand prestige to endorse companies and brands by granting Royal Warrants of Appointment.

According to theconversation.com. at present, some 800 entities – from fishmongers to well-known products such as Heinz ketchup – have the right to mark their products with the Royal Arms and “By appointment to Her Majesty the Queen” (now His Majesty the King, of course), which implies the product is fit for a monarch. Other organisations are granted the use of the royal prefix such as the Royal Opera House in London. For permission to use “Royal” in a name, organisations must apply to the Cabinet Office in England and Northern Ireland or the government in Wales and Scotland.

The royal brand is also associated with considerable financial value, with some estimates putting the capital value of the UK monarchy as a business at £67.5 billion.

Indeed, the UK was known to be one of the world’s last grand monarchies and this, along with its antiquity, attracts considerable global interest. The geographic reach of the British monarchy is also significant.

The king or queen’s position as head of state of 15 Commonwealth realms, covers about 100 million people. The Queen or King also heads of the Commonwealth, which grew from seven to 54 countries consisting of 2.5 billion people during Queen Elizabeth’s reign as lots of countries of the former British Empire gained their independence.

In brand valuation, The Royal Family is regarded as the fifth biggest corporate brand in the world, beating the likes of Nike, Coca-Cola, Disney, and Microsoft. The Queen herself is deemed much more powerful as a brand than Oprah Winfrey who conducted the infamous and explosive tell-all interview with Prince Harry and Meghan Markle — Beyoncé, Kim Kardashian, and even Bill Gates.

Also, the Queen’s “personal brand” value is said to be 16 times bigger than Beyoncé’s, six times the size of Kim Kardashian and Bill Gates, three times bigger than Oprah’s, and 23 times bigger than that of the Beckhams.

During her exceptional tenure, she led the UK through its recovery from World War II, the end of colonial rule in Africa, economic crises, and a pandemic. She worked with 15 prime ministers, from Winston Churchill to Liz Truss, whom the Queen appointed two days before her death.

The monarchy survived a world war, the spread of democracy, the end of colonialism, the

rise of individualism, and the unprecedented influence of technology.

However, in all these changes the Queen, the symbol of the monarchy, continued to be seen and admired as a symbol of stability, continuity, and responsibility, uniting the proud legacies of the British empire of old and the aspiration of modern Britons.

A successful brand must connote some sets of expectations—often called a brand promise. Such a promise needs to be authentic, consistent and valued by consumers and other stakeholders. Traditionally, monarchs have made promises when making accession declarations and taking coronation oaths.

A speech made in South Africa in 1947 by the then Princess Elizabeth emphasised “a life of service”, and this became the key tenor of her reign. In one passage she said:

I declare before you all that my whole life whether it be long or short shall be devoted to your service and the service of our great imperial family to which we all belong.

Queen Elizabeth II clearly understood the marketing concept that “the customer is king”. She seemed to have seen that, as the head of a constitutional monarchy, it was more appropriate to speak of “a people with a Queen” rather than “a Queen with a people”.

Moreover, while legal ownership of a monarchy resides in the monarchy, its emotional ownership is vested in the people. Whenever emotional ownership does not exist anymore, the monarchy anywhere disintegrates with time as seen in many other climes. This explains why the Queen, in her jubilee letter penned earlier this year, ended with the words “Your Servant, Elizabeth R”.

All of this has enabled the British monarchy, which has roots dating back over a thousand years, to become an excellent example of a corporate heritage brand. This is a brand whose core characteristics have endured, spanning generations.

Pomp and pageantry are factors that elevate any monarchy. Queen Elizabeth II celebrated her 50th year on the throne in 2002, as part of her golden jubilee celebration. Events were held throughout the commonwealth, including several days of festivities in London.

Also in June 2022, Britain celebrated her 70 years on the throne with the Platinum Jubilee. It was a four-day national holiday that included a thanksgiving ceremony at St. Paul’s Cathedral, a pop music concert at Buckingham Palace, and a pageant that employed street art, music, carnivals, and others to honour the queen’s reign. Due to health issues, Elizabeth was limited from participating.

In September, she appointed Liz Truss in replacement of Boris Johnson as the prime minister at Balmoral rather than at Buckingham Palace where she had formally appointed more than a dozen prime ministers.

The Queen’s death was not shocking but it came as a surprise as she was quite active a few days earlier when she received the new Prime Minister. Over 4,000 billion audiences, virtually and physically, including world leaders gathered in Westminster Abbey for her funeral to bid her farewell.

In a colourful ceremony never seen by the world in the last 70 years, the coffin was then taken to Wellington Arch in a procession featuring members of the armed forces and their bands, family members, the Queen’s children, including King Charles III.

The Queen’s coffin was later driven to Windsor Castle as the service of committal was held at St George’s chapel where the Queen’s coffin was lowered into the royal vault and her instruments of rule were placed on the altar as she was buried alongside her late husband, Prince Philip.

The 70 years of her reign on the British throne was the longest serving monarch in the history of Britain and she was termed the most travelled, politically experienced, and one of the most recognized figures in the world.



The Ceremonial Procession of the coffin of Queen Elizabeth II travels down the Long Walk as it arrives at Windsor Castle for the Committal Service at St George’s Chapel. Picture date: Monday September 19, 2022.



Showmax Appoints Opeoluwa Filani As GM To Handle Nigerian Operations

African video streaming service, Showmax, has announced the appointment of Opeoluwa Filani as General Manager for its Nigeria operations.

The appointment is a pivotal one as it makes Filani the first ever General Manager in Nigeria for the streaming app which has continued to expand its presence and investment in the country.

Announcing Filani's appointment, Yolisa Phahle, the CEO of MultiChoice Connected Video, said, "We've witnessed unprecedented growth in our paying subscriber base over the past year, and it's become even more important to have a dedicated team at the helm of affairs of Showmax in one of our most important markets. Opeoluwa brings many years of relevant experience and a refreshing perspective to business development. His appointment couldn't have come at a better time as this is a defining period for our business in Nigeria. I am confident that with his experience and vision, Opeoluwa will drive Showmax Nigeria to even greater heights."

Filani has over 16 years of senior management experience, working in various roles in Sales and Marketing. Before joining Showmax, he was the Country Sales Director at JCDeaux – a multinational Out-of-Home advertising company, where he led the Sales and Marketing department.

"These are exciting times for the SVoD industry in Africa and Showmax is right at the centre of this emerging sector. Showmax's commitment to developing a local Nigerian strategy I believe is right for this fast-changing environment and I am happy to be a part of it. I look forward to working with the team and building on the amazing work that has been done over the past couple of years," said Filani.

Onyemelukwe Appointed SVP, Global Business Development For TRACE



Trace, the global Afro-urban broadcast and digital media company has recently appointed Sam "Samo" Onyemelukwe as the Senior Vice President of Global Business Development.

This new role is to evangelize about the unique Trace media network as well as the entertainment brand's outstanding music business, content production, e-learning and digital services.

The company, which has 30 TV channels, 100+ FM & Digital radio and over 350 Million active users and viewers with presence in 180 countries, is on a mission to entertain and empower our people through Afro-urban influences.

Mr. Onyemelukwe is an media and entertainment expert and was previously the Managing Director of the West African (Nigeria and Ghana) offices of the Trace organization before his recent appointment. He will now be working across the organization's 12 regional offices while overseeing the global business vision of Trace.

According to Samo, "My role offers me the resources and access to connect accomplished people, brands, foundations and development organizations with the trendy, youthful African audiences to educate, entertain and empower with important messages. Trace has always led the way in bringing African and Afrobeats music and culture to the world, and now we're giving access to that vibrant audience".

Joan Odafe-Ejimedia Becomes Brand Manager, Gum & Candy Mondelez West Africa



Marketing communications professional, Joan Odafe-Ejimedia has become the Brand Manager for Gum & Candy Mondelez West Africa.

In her new role, Joan will be managing brand value delivery to consumers and stakeholders.

She joined the company in 2021 as the Perfect Store & Hot Zone Manager. She announced her new role in a post via LinkedIn.

Joan wrote, "Growth Alert! A journey of 10 years of active study, learning, executing, and serving has climaxed into an amazing opportunity!"

"I am ecstatic and humbled to announce that I am assuming the role of Brand Manager, Gum, and Candy, West Africa for Mondelez International (Cadbury Nigeria and Ghana Plc.)"

"It's an incredibly humbling experience to note that I will be handling a brand that has transcended through years and is still thriving and actively a part of our consumer lives."

"I am also glad that I have successfully completed the BMA Advanced Brand Management Marketing and Business Leadership course!! Here's to being more and doing more."

Visa Appoints Andrew Uaboi As Head For West Africa



Experienced business leader, Andrew Uaboi, has been appointed as the new head of Visa, West Africa region. In his new role, Andrew will be responsible for the development and implementation of Visa's growth strategy in the region and will be part of the Sub-Saharan Africa leadership team at Visa.

Andrew's appointment is in line with Visa's vision to continue to build a solid regional team by matching unique strengths and talents with critical business opportunities.

Speaking on the new appointment, Senior Vice President at Visa and Head of Sub-Saharan Africa, Aida Diarra said, "Andrew's appointment reflects the importance we place on the West Africa markets and in supporting our clients and partners. The depth of experience that he brings will enable him to make immediate contributions to our strategy and growth within the region and Sub-Saharan Africa."

"We look forward to Andrew's leadership in building on our continued efforts to help accelerate digitizing commerce in West Africa".

Prior to this new role, Andrew Uaboi held various positions in Visa including Country Manager for Nigeria and more recently as interim lead of the West Africa cluster. In that time, he has driven the continuous growth of the business with key accomplishments.

He possesses 18 years of professional work experience spanning the telecommunications, banking & payments industries with specialization in sales, customer relationship management, project management, and product management.



Wura Tunde-Anjous Joins Mastercard Foundation As Programs Communication Lead, Nigeria

Seasoned marketing communication expert, Wura Tunde-Anjous has joined Mastercard Foundation as the Programs Communication Lead, Nigeria.

Until her appointment, Wura worked with ITAD Limited, the United Kingdom as the Insights Lead, responsible for the overall management of capturing, codifying, and disseminating of relevant knowledge and learnings for Mastercard Foundation's activities.

Her foray into the marketing communication industry started in the United Kingdom where she held the role of strategic analyst for Europe, the Middle East, and Africa for Tyco International, and later moved back to Nigeria to continue her career journey as a Senior Strategist working with Yellow Brick Road.

Wura pivoted to focus on social impact communications and became the brand advisor of Purple under FCDO's flagship gender equality campaign in Nigeria.



Adedeji Adeleke Exits Noah's Ark, Pitches Tent With AKQA London

Advertising professional, Adedeji Adeleke has pitched tent with AKQA, a digital design and communications agency owned by WPP with headquarters in London.

The creative strategist, brand planner, and culture observer joined the Strategy and Planning team at AKQA London, having left Noah's Ark Communications where he was the Head of Planning and Strategy. While at the agency, he was charged with group-wide strategic leadership, helping creatives tell better stories via relevant channels, furthering their research capacity, and sharpening their innovation teeth among other functions.

He started his career in 2015 with Cerebre Digital where he worked as the Market Research Analyst before he was appointed Team Lead, Digital Strategy, and Analytics. He left in 2017 to join Noah's Ark as an Assistant Manager, Planning and Strategy, rising through the ranks to the position of Head Planning and Strategy in 2022.

Taking to his LinkedIn page to announce the new role, Adedeji penned an emotional message to fellow 'Arkimals': "I write this with my heart at the tip of my pen – open, vulnerable and teary."

Today I disembark the ARK- my creative sanctuary for the past 4 years, a place where like ruthlessly instinctive animals, we all live and die by the idea, going wherever the idea took us, no matter what."

"Here, I met the most amazing set of people one could ever meet in a lifetime, and bounced thoughts with the coolest planning and creative team ever. You all made being an ARKimal one of the greatest honour of my life, and for this, I am eternally grateful. This chapter has been my best yet, but I hope it is bested by the next"

"Here is to new challenges, new people, new culture...and a renewed sense of ignorance that I plan to milk with the power of questions. And While my journey in the Ark has come to an end, my sojourn as an ARKimal never will," he concluded.

Adedeji is an alumnus of Obafemi Awolowo University where he bagged a Bachelor's degree in Sociology and Anthropology.



Rihanna To Headline Super Bowl Half-Time Show

Superstar Rihanna has been billed to headline the Super Bowl halftime show in February. The move marks a long-awaited return to performing for the singer, who had previously turned down the gig in protest to support Colin Kaepernick.

The NFL blackballed Kaepernick after taking a knee peacefully protesting the police brutality applied to minorities.

"IT'S ON. @rihanna will take the stage for the first-ever Apple Music Super Bowl Halftime Show on 2.12.23," Apple Music said in a tweet featuring a photo of the musician's raised hand holding a football.

Rihanna, 34, and the NFL tweeted the same image.

Among those looking forward to witnessing Rihanna's Halftime takeover is Dr. Dre, who gave an award-winning performance at the Super Bowl this year alongside Snoop Dogg, Mary J. Blige, Eminem, Kendrick Lamar, and 50 Cent.

"Oh, my God. Let me tell you something, man. I actually just got the news that Rihanna's going to do [the Halftime Show] and I'm a super fan of Rihanna," he said during an interview with Ebro Darden on Apple Music 1. "I can't wait to see what she's going to do."

Global Citizen Festival generates \$2.4 billion in pledges



The 10th anniversary of the Global Citizen Festival, which included performances from Tems, Oxlade, Mariah Carey, Usher, and others generated more than \$2.4 billion in commitments to fight extreme poverty and disease.

European Commission President Ursula von der Leyen, U.S. House Speaker Nancy Pelosi, Barbados Prime Minister Mia Mottley, and others addressed the crowds gathered in New York's Central Park and Black Star Square in Accra, Ghana, for nine hours.

"Amidst all the doomsday messages we hear today, hope lies in the fact that millions of citizens are rising up to take action, more than any other point in history," Global Citizen CEO Hugh Evans said in a prepared statement. "Ending extreme poverty is not a partisan issue, and those most in need cannot be treated like political pawns. Our job is to not let our leaders forget that."

Global Citizen Festival was different from other fundraisers because tickets for the event were not sold. To attend, supporters only pledged to volunteer time to take various actions – from signing petitions and calling or messaging world leaders on social media to address certain issues – during a six-week campaign. This year's campaign generated more than two million actions, more than doubling the previous record for the advocacy nonprofit.

Aki and Paw Paw, Anikulapo, Collision Course, Other Local Contents Hit Netflix



Online streaming giant, Netflix has rolled out schedules of indigenous content on its platform. The contents, including Anikulapo, Finding Hubby 2, Collision Course, and Aki and Paw Paw, debut on its platform in September.

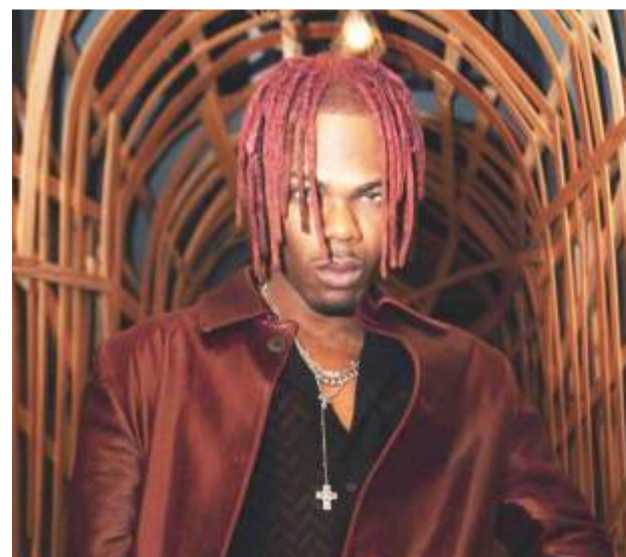
Collision Course tells the story of a law enforcement officer ending up in a tense run-in with a wealthy young musician that changes his life forever.

Finding Hubby 2 comes closely behind, showing viewers a take on crossroads as fan favourite Oyin Clegg grapples with her new reality after discovering her fiancé's secrets. It debuts on 16 September.

Aki and Paw Paw also make their way to Netflix on 30 September. The comedy tells the story of two troublesome brothers searching for social media fame after relocating to Lagos.

Kunle Afolayan's 'Anikulapo' making its grand entrance into the streaming platform tells the vivid story of an eager traveller who encounters a mystical bird with the power to give him another life after an affair with a queen leads to his demise.

Netflix released the movie trailer in August starring Kunle Remi and Sola Sobowale and Bimbo Adimoye in lead roles.



CKay Drops Debut Album 'Sad Romance'

Nigerian singer, Chukwuka Ekwuani, popularly known as CKay, has dropped his highly anticipated debut album titled 'Sad Romance'.

The singer dropped the 12-track list with a body of work that include 'You', 'Mmadu', 'Leave me Alone', 'You Cheated, I Cheated Too', 'Come Close', 'Watawi', and 'Soja'.

Other bonus tracks include 'Samson & Delilah', 'Emiliana', 'By Now', 'Lose You', and 'Love Nwantiti'.

CKay featured music stars such as Ayra Starr, Davido, Focalistic, and Cape Verdean singer Mayra Andrade and Ronisia in his debut album.

The singer is currently signed to Warner Music South Africa. He was formerly with Chocolate City, a member of Warner Music Group's independent label services ADA.

The singer got into the limelight in 2019 after the release of his hit song titled 'Love Nwantiti'. In March 2022, the song debuted at number one following the launch of the Billboard Afrobeats chart.

The singer has three extended plays (EPs) to his credit which are 'Who the F**k Is CKay?' (2017), 'CKay the First' (2019), and 'Boyfriend' (2021) respectively.



Oxlade's 'Ku Lo Sa' Becomes Most Shazamed Song In France

Nigerian musician and entertainer, Ikuforiji Olaitan Abdulrahman, better known as Oxlade has attained a new global milestone with his recent song, Ku Lo Sa. 'Ku Lo Sa' became the most-shamed song in France with a whopping one million and three hundred shazams.

The renowned Nigerian recording and performing artiste, Oxlade in collaboration with German-owned music performance platform, Colors Studio served the music community with an amazing piece of music labeled; 'Ku Lo Sa' earlier in June.

The masterpiece serves as Oxlade's third major single for the year, a follow-up to the previously released tune, 'Want You'.

The beautifully crafted single has become a Tik-Tok challenge.

Wizkid Becomes First African Headlining At Rolling Loud Festival



Wizkid has historically become the first African artist to perform as the headline act at Rolling Loud Festival. Wizkid celebrated the historic night by thrilling the crowd with an electrifying selection of his timeless hits. The audience sang along when Wizkid gave his most recent rendition of Chris Brown's "Call Me Everyday" its first ever performance that same night.

The festival's third day's headlining performer was the singer.

Additionally, he created history by becoming the first musician from Africa to receive \$1 million for the event.

2019 American musicians Future and Travis Scott each got \$1 million for their performance.



Osas Ighodaro

Osariemen Martha Elizabeth Ighodaro, popularly known as Osas Ighodaro is a Nigerian American actress, producer, host, and humanitarian. Osas was born on the 26th of October in Bronx, New York City, United States, to Nigerian parents from Edo state.

She has a Bachelor of Arts in Broadcast Journalism and also secured dual minors in entrepreneurship and theatre studies. She later attended Pace University Actor Studio Drama School, where she earned a Master's degree in Fine Arts.

Back in school, she played volleyball, track, and basketball. Her first job was a receptionist at a modeling school where she made 15 dollar an hour. Her dream profession growing up was to be an actress and here she is fulfilling her dream. Her best Nigeria musicians are Fela Anikulapo Kuti, Wizkid, and Yemi Alade

Osas is best known for her work in Rattlesnake, Smart Money Woman, Fela and the Kalakuta Queens, The Man of God, Mama Drama, Ratnik, Cadillac Records, and Tyler

Perry's meet the browns, among her many projects. She founded a production company, Joy of Art Media and entertainment. She aims to produce projects that both entertain and create a positive impact.

She was named the highest grossing box office actress in Nollywood in 2018 and amongst the top three highest grossing actresses in 2020 respectively. Osas was ranked amongst the top 3 National finalist in the American Black Film Festival NMC universal Star project monologue competition.

She won the Miss Black USA Pageant in 2010 a competition for young women that was founded in 1986 by Karen Arrington a non-profit corporation in the state of Maryland, recognized under the 501©3 code of the Internal Revenue Service. She also won the award for Best TV actress at the 2014 edition of Exquisite Lady of the Year Awards.

In 2014, she co-hosted the Africa Magic viewer's Choice Awards that was held on March 8, at the Eko Hotel and Suites, Victoria Island,

Lagos, Nigeria alongside Ik Osakioduwa and Vimbai Mutinhiri organized by Multichoice Africa.

In 2010, Osas Ighodaro started a modelling career in the United States. She represented Connecticut in the Miss Black USA pageant and won. She then returned to Nigeria in 2012 intending to spend just 6-month before returning to the US. However, there was a twist of fate as she got opportunities in the Nollywood Industry. She has remained in Nigeria since then. One of the opportunities is the Maltina Dance All reality TV show where she served as the host.

She won the Best Television Actress of the year at the 2014 ELOY Award, Winner of Brand Ambassador of the Eloy Awards, 2015. In the American Black film festival/NBC Universal Star Project, Osas was among the top three national finalists in the Monologue Competition. She won the Best Supporting Actress in 2018, emerging as the highest-grossing Nollywood Actress.

Osas founded THE JOYFUL JOY FOUNDATION a nonprofit organization

whose goal is to eliminate malaria by providing medical intervention, training, support, awareness, campaigns, making safe water and food more accessible to people in need, and also a commitment to delivery sound financial and social service to alleviate poverty and support sustainable economic growth. This vision arose after the loss of her dear sister to Malaria in 2006. Since then, she has been on a mission to end Malaria.

She married a co-actor, model, and producer, Gbenro Ajibade. They met on the set of Tinsel, a TV series, got engaged in 2014 in New York during a vacation, and married on July 4, 2015. This marriage lasted till 2019, alongside a beautiful daughter.

She won Best Actress in a drama and Best dressed at the 8th edition of the AMVCA (AFRICA MAGIC VIEWERS' CHOICE AWARDS) that took place on the 15th of May 2022.

Wimbledon: The Strength Of Brand Heritage



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Just a couple of weeks ago, the excitement of the 2022 Wimbledon came to its climax when No. 1 seed and world No. 3, Novak Djokovic earned his seventh Wimbledon title after defeating Nick Kyrgios 4-6, 6-3, 6-4, 7-6 (7-3).

The day before the men's final, No. 17 seed Elena Rybakina defeated Ons Jabeur, in the women's final, to win her first Grand Slam championship. Jabeur is the first Arab woman and African-born player to reach a Grand Slam final.

Although there were so many talking points at this year's Wimbledon, one major highlight was the first-round exit of comeback queen, Serena Williams in her match against Harmony Tan.

Top sporting events like Wimbledon have that unique ability to collectively drive global attention to a fever-pitch level. Spectators will gather in parks to watch on huge screens, and squeeze into whichever bars showing the latest games. High points in major games would become the topic of most discussions, ultimately commanding the attention of millions of consumers thus creating a massive opportunity for brands to exploit.

Organisers of events of this magnitude are always eager to see dramatic face-offs that will add to their year-round devotees, while the athletes themselves — whether individuals or teams — also have a chance to earn many new fans.

While events like the Olympics and various world cups roam around the world, Wimbledon is a uniquely English affair — with a legacy and heritage concentrated in one destination and consolidated on yearly basis.

As a concept in marketing, brand heritage reveals that the historical status of older companies, brands, institutions and festivals are often explicitly linked to their brand identity and consumer appeal which is understandably unique.

In an era characterized by high dynamics, uncertainty and massive consumer disorientation, researchers have shown that consumers tend to prefer brands with heritage because these brands are perceived to be more credible, trustworthy and reliable.

The heritage aspect of a brand adds the association of depth, authenticity and credibility to the brand's perceived value. With reference to consumers to whom heritage is meaningful, the heritage of a brand can result in intensified brand loyalty and the willingness to accept higher prices.

In this world of constant flux, brands that want to become evergreen must act as signposts in a busy marketplace, standing for something more than superficial product or service attributes.

A popular philosopher, Heraclitus, ages ago once exclaimed that "stability is an illusion because brands are no more stable than the very unstable world in which they exist and play".

This means that a brand needs to have values that do not change over time, and which stand behind the superficial characteristics of the brand. The Philosophy of Branding not only provides a historical perspective of brands and branding but also presents a uniquely grounded basis for its points about reaching consumers and affecting the ways people experience modern life through brands.

Why Wimbledon Is A heritage brand

While in recent times the African Cup of Nations Soccer Championship, The World Cup holding in Qatar and a few other tournaments may be grabbing the headlines in different parts of the world, one event that has consistently held the world spellbound for over a hundred years is the grand slam tennis championships –

the Wimbledon. This annual unique global event which started in 1877 – is one of the most enduring sports tournaments, and arguably, the most popular of all tennis tournaments in the world. By virtue of its 145-year-old history and heritage, it is the oldest tennis tournament and grand slam in the world, and is widely considered the most prestigious. The other three grand slams are the Australian Open, the French Open and the US Open. It is the only major still played on grass following the shift to hardcourt by the Australian Open in 1988.

The beauty of Wimbledon is that it stands for something: tradition, heritage, prestige and an image of excellence. Over the years, brands have tried to test the tournament boundaries, but the "All England Club," – a private club founded on 23 July 1868 which oversees the tournament – has refused to shift grounds to ensure brands and manufacturers adhere to the traditional "all white" rule and to ensure the values that the All England Club stands for remain.

Being associated with Wimbledon is something really special and unique and provides brands with an exclusive opportunity to immerse themselves within the traditions that have made the Championship so successful over the past century.

Official partnerships aren't just handed out freely by the All England Club. While clinching one can be an extremely lucrative move that allows brands to draw from Wimbledon's deep sense of heritage — a quick look at the official partners list suggests that brands must already require a particular heritage of their own if they're going to grace the lawns of Centre Court.

Just consider some of Wimbledon's partners — there's Lanson (official champagne), Ralph Lauren (official outfitter), Jaguar (official car), Sipsmith (official Gin), and, Pimms (no official designation provided).

There's also HSBC, Vodaphone, and Oppo to balance things out a little — the sponsors ultimately appear to be handpicked to help cultivate Wimbledon's own heritage-driven, aspirational brand identity. There are broadcast sponsors as well as sponsors for different segments.

With its roots proudly steeped in aristocracy, tradition and heritage, it ensures it remains so with an "arrogant" stickler to rigid rules and regulations. While other sporting events of this scale and repute have turned into lucrative vehicles of advertising, brand endorsements and associations, Wimbledon chooses to be highly selective and minimalistic.

According to Wimbledon, "The Club has always sought to retain the unique image and character of The Championships and has successfully achieved this over many years by developing long-term mutually beneficial Official Supplier agreements with a range of blue-chip brands, as well as specifically not commercialising the Grounds overtly."

The Wimbledon Championships have strong roots in tradition, which means they forgo conventional sponsorship and advertising models in favour of genuine brand partnerships that add value to the event, and for consumers. Official sponsors must be genuinely consumer-centric, use a spot of creativity, and get into the spirit of the tournament in order to win marketing moments at the event."

The Importance of Colours and Uniforms

As a heritage brand, colours are an integral part of Wimbledon. Dark green and purple are the traditional colours. However, the players, the best of tennis, are to this day required to sport an all-

white tennis uniform – breaking away from the brand-leaden uniforms of the other sports. Other colours are allowed to be worn beneath the all-white uniform.

Sponsorship messages are low-key and strictly product-driven, while in-stadium branding is almost non-existent. This exclusivity however puts the very brands that do share the Wimbledon name enjoy a certain place of pride as a brand.

The 'White Clothing and Equipment Rule' specifies clothing and shoes, including the soles, must be "almost entirely white," with large manufacturers' logos "not encouraged." Any undergarments or accessories that either are or can be seen during play must also be completely white, except for a single trim of colour no wider than one centimetre.

Obtaining Entry Tickets

Obtaining tickets for matches is also unique. The tickets sold to the general public have since 1924 been made available by a public ballot that "The Club" holds at the start of the year. The ballot has always been substantially oversubscribed. Successful applicants are selected at random by a computer. A 2011 figure suggested there were four applicants to every ballot ticket. Applications must be posted to the club by mid-December, the year prior to the tournament.

Seats and days are allocated randomly and ballot tickets are not transferable.

The Club, through its subsidiary, The All England Lawn Tennis Ground plc, also issues Debentures to tennis fans every five years to raise funds for capital expenditure. Fans who invest thus in the club receive a pair of tickets for every day of the Wimbledon Championships for the five years the investment lasts.

Only debenture holders are permitted to sell their tickets to third parties and demand for debentures has increased in recent years, to such an extent that they are even traded on the London Stock Exchange.

How Does Wimbledon retain its Identity and Unique Appeal?

Wimbledon is an exceptional example of a well-conceived and managed brand identity. With a unique appearance and character, the Wimbledon brand achieves stand-out with clarity in the world of sport.

Probably because of this, Wimbledon's brand capital has become ever more valuable, whilst commercial partners queue up to secure an association. This in turn allows the club to secure revenues to help fund The Championships and support British tennis.

Contrast this with other Grand Slam tennis tournaments in Paris, New York and Melbourne where brand clutter bombards the viewer and distracts from the sporting spectacle. No wonder Wimbledon is widely regarded by the players as the pre-eminent tournament and the one they would all love to win. Tennis itself remains the main focus.

Wimbledon is instantly recognisable, partly down to the inherent features of grass-court tennis and a strong visual identity led by their roundel logo and colour scheme of white, purple and green. This is supported in a very practical way by the Club's rule of white-only attire for players.

Typography and imagery are also clearly defined and applied. The brand standards are expertly managed, aided by comprehensive guideline documents to ensure the brand identity is implemented correctly and consistently. Their values and personality inform all expressions of the brand earning its global recognition.

Commercial Strategy and Branding.

In the words of Agbo Agbo, a prolific brand analyst, "Because of its 'clean courts', for brands, Wimbledon is to tennis what The Masters is to golf". At Wimbledon, the commercial strategy adopted is that brand exposure is kept to a minimum. This means that even when a brand is seen, there is much more clear air for the tournament to achieve greater penetration because the brand-Wimbledon- enjoys a much bigger share of voice during the tournament.

Brands are struggling to be part of the Wimbledon heritage. One area they benefit from is TV viewership. Wimbledon generates high levels of interest across the globe. For instance, about seven years ago, 17.3m Britons tuned in to watch Andy Murray overcome Novak Djokovic and became the first British male Wimbledon Champion in 77 years.

In a survey, globally, 52% of the world sports-loving population claim to be interested in tennis whilst 64% of Europeans are interested in The Championship, Wimbledon itself.

Today, social media is increasingly affording more creative opportunities for brands to engage with fans, particularly if they can leverage players who actively engage with their followers socially in unique and authentic ways. Even in 2013, there were 6.6 million Wimbledon-related tweets during the two weeks of the tournament, and Murray's Wimbledon victory was the UK's third most tweeted-about-moment of the year. You can just imagine the mileage this 2022 whenever the data is released!



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