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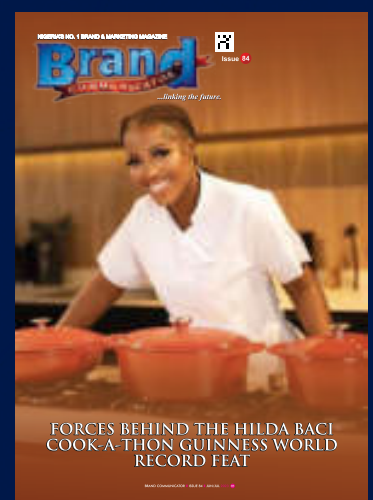


X3M Ideas Makes History,
Brings Home Nigeria's
First-Ever
Cannes Lions Medal



NARRATIVES FROM NIGERIA'S BIGGEST RETAIL PARTNERSHIP

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FROM THE EDITOR-IN-CHIEF

Signals Of Great Prospects As The Second Half Of 2023 Begins

It is barely two months since President Bola Ahmed Tinubu, and other recently elected and re-elected governors, senators, members of the federal House of Representatives, and state houses of assembly were sworn in across the federation.

As a non-partisan team passionate about Nigeria's success, we collectively rise to congratulate the President and all elected officials embarking on this journey that will hopefully guide Nigeria to better days.

Indeed, Nigeria is in the quest for viable leadership- a desire that calls for great sacrifice. While it might not be wrong to desire the "Cinderella" called good governance, we need to take the bull by the horn to do the needful.

Since democracy is the government of the people by the people and for the people, it is vital for the people to embrace the fairest means of governance without perfidy and apathy. We all must show interest and get involved at all levels for quality governance to emerge.

As the largest concentration of black people with the appellation "GIANT OF AFRICA", Nigeria must lead by example. We must always join hands to salvage things together irrespective of our differences and orientations.

Many observers have seen some positive signals already but we must all persevere in our commitment to a new Nigeria that will usher in world-class development in all facets of life.

In the first half of the year, there were many positive developments in the world of brands and marketing. We are poised to serve you a huge dose of those developments in this edition.

The return of Pitchers Festival as an in-person event in 2023, was quite heart-warming to industry players. The Pitcher Festival has, in the last six years, grown into a highly- respected annual event, and platform that promotes creativity in marketing, advertising, media, PR, digital, entertainment, and related fields across Africa.

The festivals of the last three years were virtual no thanks to COVID-19. This year, the festival returned in full swing we would serve you details on the winners and other frontline issues with a bang.

In June, major global players in advertising also gathered for this year's Cannes Lions International Festival of Creativity. The week-long event ended on Friday, 23 June.

Many respected brands left the festival with high shoulders. Nigeria won her first-ever Cannes Lions under the Health & Wellness category won by X3M Ideas. Many other countries had different reasons to celebrate. A report on Cannes Lion is served in the edition for your reading pleasure

Our cover story is on the fusion of excellence that unite two industry leaders. It is titled, "SBC & Eat 'N' Go's Confam Collabo: Narratives From Nigeria's Biggest Retail Partnership"

Seven-Up Bottling Company and Eat 'N' Go embarked on a remarkable retail partnership that promises to reshape the landscape of the Nigerian food and beverage industry. This collaboration brings together two industry leaders, each renowned for their commitment to excellence, customer-centric approach, and unyielding pursuit of delivering unforgettable experiences.

This partnership seeks to redefine the boundaries of consumer engagement. Details on this seamless partnership served in this edition will elevate your insight into marketing.

Hilda Baci's Fairy-tale Cook-a-thon was another event that pushed the boundaries of creativity and innovation. In this edition, we have for our readers an extensive focus on Hilda 'Baci' Bassey's Cook-a-thon Guinness World Record success. Agencies, and individuals, that orchestrated this epic project that left indelible footprints on the industry's landscape, are showcased in detail.

We are set to take you on a captivating journey through the triumphs, challenges, and lasting impact of this historic production as well as some scenes of the unforgettable cook-a-thon.

We still have all our regular segments including Viewpoint, the news pages, and incisive special features. Indeed, this edition is loaded, extremely exciting, and excellently packaged. It will earnestly aid you in your relentless pursuit of excellence in this industry. Happy Reading.



Joshua Ajayi
Publisher/Editor-In-Chief



04	EDITOR'S NOTE
06 - 08	BRAND NEWS
10 - 12	INDUSTRY WATCH
14	SUSTAINABILITY/CSR NEWS
16 - 20	TECHIE BRANDS
22	INTERVIEW
23 - 26	COVER
28 - 36	BRAND FEATURE
37 - 49	SPECIAL FOCUS
50 - 52	SPOTLIGHT
54	AGENCY FEATURE
55 - 59	SPOTLIGHT
60	INDUSTRY FEATURE
62 - 64	SPOTLIGHT
66 - 68	BRAND FEATURE
69 - 90	SPECIAL FOCUS
91	OPINION
92 - 98	BRAND FEATURE
99	PEOPLE ON THE MOVE
100	IT/TELECOM NEWS
102	HEALTHCARE BRANDS
103 - 104	OPINION
106 - 107	GLOBAL AD NEWS
108	GLOBAL FEATURE
109	BRANDTAINMENT
112 - 115	TRIBUTE
116	CELEBRITY PROFILE
118	VIEW POINT

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Financial Times Names FMN As Africa's Fastest Growing Company In 2023

Four Mills of Nigeria (FMN) has been honoured with the prestigious recognition of being one of Africa's Fastest-Growing Companies in 2023 by the Financial Times.

According to Financial Times, "African Companies were ranked by growth in revenue, compiled with data company, Statista. Plus: digitising informal trade and agriculture; success stories invite investment; banking on the unbanked; solar power shines," etc.

With a remarkable track record spanning

over six decades, FMN has consistently invested in the advancement of local content and the nurturing of human capacities. Their unwavering commitment to sustainably feeding the nation has played a pivotal role in their success.

Furthermore, FMN has continuously strived to provide exceptional value to its customers through a diverse range of products. This commitment to meeting the needs and preferences of their customers has helped solidify FMN's position as a leading player in

the industry.

The recognition from the Financial Times not only highlights FMN's outstanding growth trajectory but also underscores its commitment to long-term sustainability and their pivotal role in the African market. As FMN continues its journey of progress, it aims to further strengthen its position and contribute to the economic development of Nigeria and the wider African continent.



ADIDAS Opens Flagship Store In Lagos

Global sports brand, ADIDAS has opened a Flagship store in the heart of Victoria Island in Lagos, Nigeria, revealing the brand's commitment to local culture, community, and innovation.

The ADIDAS Lagos Flagship is the fourth Adidas store to open in partnership with BrandCo in Nigeria but is the largest and first of its kind in West Africa, providing an immersive and community-driven shopping experience for exclusive Adidas collections.

Renowned Nigerian architect, creative entrepreneur, and founder of cmDesign Atelier Tosin Oshinowo, conceptualised the ADIDAS Lagos Flagship. Oshinowo is known for designs that prioritise sustainability, resilience, and poise, having won numerous awards both locally and internationally. The building's façade draws inspiration from iconic Lagos'

Makoko corrugated roofing, and the design incorporates innovative building materials and energy-efficient systems.

The launch itself was a mix of sports, culture, and creativity. The store was alive with energy as guests explored the many exciting features of the new location and exclusive ADIDAS collections on offer. To elevate the authentic stories and voices of the community, ADIDAS collaborated with local creatives, sports enthusiasts, and artists. Guests were treated to thrilling performances by local sports freestylers and experienced immersive creative installations by local artists Osa-7, Chinelo Ezewudo, Gbolahan Ayoola, and Dennis Osadebe.

The ADIDAS Lagos Flagship store has something for everyone. It features a wide selection of sport and lifestyle footwear,



apparel, and accessories for men, women, and children, and includes sought-after collab collections. Built with inclusivity in mind, the ADIDAS Lagos Flagship is a shopping

destination and a community hub featuring a sports café and basketball court to merge sport and fashion in one location.

Nigerian Breweries Sees Business Growth Despite Forex Scarcity, Insecurity, Other Challenges



The Nigerian economy has been plagued by various challenges, including forex scarcity, insecurity, and inflation. Despite these challenges, Nigerian

Breweries Plc, one of the largest beer companies in Nigeria, has seen growth in its operations.

This is as the company reaffirmed its

commitment to investing in Nigeria despite the lingering challenges. The company in its financial results for the year ended 31 December 2022 reported a net revenue growth of 26% to N550.838 billion in 2022, up from N276.872 billion in 2021 while profit after tax grew by 4% to N13.187 billion from N12.672 billion in 2021.

Cost of sales rose to 22% to N33.7310 billion in 2022 from N276.872 billion in 2021 while profit after tax grew by 4% to N13.187 billion from N12.672 billion in 2021.

The Managing Director and Chief Executive Officer, Nigerian Breweries Plc, Mr. Hans Essaadi, while speaking to Journalists at the Pre-Annual General Meeting held in Lagos on Wednesday said he is optimistic that sales would bounce back despite the harsh business terrain, adding that the company's long-term

view and commitment to Nigeria remain the same.

"For over 77 years, we have built a strong legacy weathering so many storms. We have been faced and are still being faced by storms, especially with the Russia-Ukraine crisis that has made the price of diesel skyrocket. We are optimistic that we would sail through like we have always done over the past 77 years," he said.

In his outlook for 2023, the Nigerian Breweries boss said with the benefit of an enabling environment, the Nigerian beer market fundamentals remain positive with growth potentials, but bemoaned that Nigeria's macro-economic indicators, security, and infrastructure however continue to remain high-risk.

Airtel Unveils 'A Reason To Imagine' Campaign To Inspire Creativity Among Young People In Africa



A leading provider of telecommunications and mobile money services, Airtel Africa has launched a new Africa-wide campaign to build

a deeper emotional connection with young people, including Nigeria's globally acclaimed productive generation.

The campaign which is tagged 'A Reason to

Imagine' is driven by the insight that in Africa, imagination is the only qualification that matters and showcases Airtel Africa's role in harnessing this potential by delivering relevant solutions to consumers that enhance digital and financial inclusion.

Speaking at the launch, Airtel Nigeria's chief executive officer, Carl Cruz, noted that "Africa's young people are now, more than ever, owning their passions boldly, chasing their dreams with all their heart, and living life on their terms. At Airtel, we see this growth as a beautiful thing.

"This is why our new brand purpose represents our commitment to the future. It is about youth, about excitement, about fun, and most of all, about imagination," he added. This new campaign highlights the status of Airtel as

an enabler of young people's dreams and ambitions, whatever these might be. To this end, the campaign seeks to celebrate the energy, creativity, and innovation of Nigerian youth.

In addition to the aim of the campaign, Airtel Africa's Group Chief Commercial Officer, Anthony Shiner, added "It's a well-understood fact that youth are central to achieving Africa's potential. More than 60 per cent of Africa's population is under the age of 25, and empowering this new generation is transformative for the future of the continent."

The campaign is Airtel Africa's most ambitious yet which comprises a series of television commercials and a combination of market-specific print, online, outdoor, and mobile creative executions.

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MultiChoice Adds N1.7m Active Subscribers – Report

Despite the liquidity constraints, MultiChoice group has added 1.7 million 90-day subscribers representing 8% year-on-year (YoY) growth to close the year at 23.5 million subscribers.

Revealing this through its consolidated yearly financial statement for the year ended March 31, 2023, MultiChoice Group said it has continued to ramp up its overall subscriber base, primarily through a strong performance in the rest of Africa.

MultiChoice said the 90-day subscriber base comprised 14.2 million households (60 per cent) in the Rest of Africa and 9.3 million households (40 per cent) in South Africa.

The strong performance in the Rest of Africa, which added 1.4 million subscribers, was underpinned by the decoder subsidy and marketing investments for the FIFA World

Cup, which will be fully paid back by the end of 1H FY24.

It said this together with yearly price increases resulted in the Rest of Africa delivering positive trading profit for the first time since the group listed in 2019. Indeed, in Nigeria, MultiChoice announced an upward review of the costs of its DStv and GOtv packages by 17 per cent, in text messages sent to subscribers.

Commenting on the report, the Chief Executive Officer of MultiChoice Africa, Phulufhelo Badugela, said: “Our industry has faced numerous challenges in recent times. However, we have risen above these challenges, leveraging our strengths to overcome them, and that is something we take great pride in.”

However, the firm had hinged the tariff hike on the rising costs of business operations

in the country which took effect from May 1, 2023. The 2023 hike came barely a year when the prices were reviewed upward by the firm.

Still on the report, MultiChoice described it as an exceptional performance from the Rest of Africa team as it was achieved despite absorbing more than ZAR2.9 billion in currency losses in the last four financial years. In contrast, the South African consumer environment

weakened sharply, especially in the second half of the financial year.

MultiChoice explained that permanent high stages of load shedding, interest rate hikes



and elevated inflation levels have left a large portion of the group's customer base unable to watch or afford video entertainment services.

Wema Bank SME Business School Trains 250 SMEs

A total of 250 participants comprising Small and medium enterprise, SME, customers and non-customers alike attended the 5th edition of the Wema Bank SME Business School designed to impart business management skills, entrepreneurial knowledge, and financial and marketing management skills to boost the success of SMEs in Benin City, Edo State.

The Wema Bank SME Business School 5.0 took place at the Uyi Grand Event Centre, Benin City from May 22nd -26th 2023. The initiative was launched in Lagos in 2021 to boost the capacity and skills of SMEs to help them achieve their business objectives. The second edition took place virtually, while the



third and fourth edition happened in Abuja and Port Harcourt respectively. The fifth edition

has further helped to equip SMEs in Edo State and various other parts of the South South

region with the requisite business management knowledge and skills to effectively run their enterprises and respond to the ever-evolving challenges of today's business world.

A participant, Edith Igabali, commended Wema Bank for the knowledge-laden seminar which has broadened her perspective on SME management. “Wema Bank is trying for me; they have made me what I am today. The session was power packed, fun, and educative.”, she said.

Another participant and SME owner, Love Onobrakpor, expressed gratitude to the bank for the highly impactful programme, adding that she had no regrets taking time off work to attend the one-week session.

FrieslandCampina Achieves Successful Crossbreeding, Births 25 Crossbreed Girolando Calves In Nigeria

FrieslandCampina WAMCO, a leading dairy company, proudly announces a significant milestone in the Nigerian dairy sector with the successful crossbreeding and birth of 25 Crossbreed Girolando calves.

This achievement was accomplished locally across various farms in Oyo, Ogun, and Kwara states, signifying a momentous step forward in the country's dairy production.

The Girolando breed, a composite of Milking Gir from Brazil and Holstein Friesian from the Netherlands has a proven track record of exceptional performance in dairy production. Originating in Brazil, the breed's combination has propelled the country to become a global powerhouse in dairy farming. With a reputation for high milk yield, heat

tolerance, resistance to tick-borne diseases, and other advantageous characteristics for tropical climates like Nigeria, the Girolando breed holds great promise for the local dairy industry.

In 2022, FrieslandCampina WAMCO, in collaboration with partners of the Value4Dairy Consortium, produced 1400 Girolando semen straws and achieved 610 successful artificial inseminations. As a result, 25 healthy Crossbreed Girolando calves have been born to date, representing the first generation of a new high milk-producing breed in Nigeria.

The introduction of the Crossbreed Girolando calves marks a significant advancement for the Nigerian dairy sector, as it paves the way for increased milk production and improved productivity. FrieslandCampina WAMCO, alongside its partners in the

Value4Dairy Consortium, remains dedicated to providing scalable solutions to address agricultural challenges in the Nigerian dairy industry.

Through this successful crossbreeding initiative, FrieslandCampina WAMCO aims to enhance the genetic potential of local dairy herds, enabling farmers to attain higher milk yields and bolstering the overall sustainability of the sector.

“In addition to having a high milk yield, the Girolando breed is heat-tolerant, tick-borne disease resistant and possesses other characteristics ideal for production in tropical countries like Nigeria,” Famurewa said.



GAC Motor Nigeria Launches Car Swap Programme



GAC Motor Nigeria, the trailblazer in the automotive industry, on Thursday made history with the announcement of its highly-anticipated Car Swap Programme.

This groundbreaking initiative, unveiled during a momentous ceremony revolutionises

the Nigerian automotive landscape by allowing GAC Motor owners to exchange their old vehicles for new ones, ushering in a new era of luxury, performance, and innovation.

The event brought together an esteemed line-up of notable guests, including Jubril Arogundade, GM Commercial of CIG Motors; and the renowned Nollywood actress, Ms Bisola Aiyeola.

Mr Jubril Arogundade, GM Commercial of CIG Motors, the sole distributor of GAC Motor vehicles in Nigeria, expressed his excitement and emphasized the programme's benefits about the Car Swap Program: “Today, we are revolutionizing the Nigerian automotive industry with our Car Swap Programme. This initiative showcases our commitment to delivering cutting-edge technology and unparalleled customer

experiences. We believe in empowering our customers to embrace the future of mobility with confidence and style.

“The Car Swap Programme is a game-changer for Nigerian car users. It allows them to effortlessly upgrade to the latest GAC Motor vehicles, ensuring they always have access to the pinnacle of luxury and innovation. We are proud to offer this exceptional opportunity to our valued customers.”

Bisola Aiyeola, Nollywood actress and GAC Motor owner, shared her enthusiasm for the program. She said, “I am excited to participate in the GAC team's swap Programme, where I will be upgrading my old GS to a new and improved model. Reflecting on my experience with the old GS4, I must say it was truly remarkable. For individuals seeking a vehicle that offers excellent financial

management, long-lasting durability, and fuel efficiency, I highly recommend the GAC GS4. Speaking from personal experience, it is the epitome of automotive excellence. Thank you sincerely for this opportunity.”

The Car Swap Programme represents GAC Motor Nigeria's unwavering dedication to transforming the driving landscape in Nigeria. By enabling customers to effortlessly exchange their old vehicles for new ones, GAC Motor Nigeria is rewriting the rules of luxury and redefining what it means to drive in style.

As the event concluded, attendees were left in awe of GAC Motor Nigeria's vision, commitment to innovation, and unwavering dedication to providing Nigerian car users with a truly world-class automotive experience.



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EXMAN Has Capacity To Handle Logistics For National Elections In Nigeria- Olagesin



Kayode Olagesin

Following recent presentations by international observers, and other INEC Accredited Observers groups that issues like logistics and security, among others were hindrances to a successful exercise, Kayode Olagesin, pioneer President of the Experiential Marketing Association of Nigeria, EXMAN, has revealed that the association could have handled logistics for the elections flawlessly.

Olagesin who is also the Managing Director of TownCriers Limited noted that having considered the logistics nightmare that has perennially prevented the Independent National Electoral Commission (INEC) from efficiently managing the elections, he has come to realise that the national elections are not

much of a complex project.

Taking to his social media to reveal this, he wrote, "I strongly believe my professional association, EXMAN will flawlessly handle the logistics of this election at half the price and deliver a memorable experience to voters."

Taking to his social media to reveal this, he wrote, "I strongly believe my professional association, EXMAN will flawlessly handle the logistics of this election at half the price and deliver a memorable experience to voters."

"Not only will they vote stress free, but we will also even give them election kits containing refreshments! We will create a special space for elders (those above 60), physically challenged, and pregnant or nursing mothers."

"Let me break it down for you. Going by the

numbers declared, less than 30m Nigerians participated in this election. If we assume 300 voters per polling unit with 130 PUs per LGA x 774, we will have 30,186,000 voters. From an execution perspective, you only need about 40 agencies with each one managing roughly 20 LGAs. There is nothing taxing here, at all.

"It is high time government seriously consider contracting ALL the non-security sensitive aspects of the elections to private organisations so they can focus only on the balloting itself and the reporting. It is a huge embarrassment that we keep talking about the same flaws every election cycle. It is time to seriously begin to look at contracting significant logistics aspects of the elections to private companies that can be held accountable."

ADVAN Set to Explore Legal Option On Controversial Advertising Regulations



ADVAN President, Osamede Uwubanmwen

For The Advertisers Association of Nigeria (ADVAN), action time is now as the body has given the notice to institute Legal action against the Advertising Regulatory Council of Nigeria (ARCON) and the following as parties to the suit: the Attorney-General Of The Federation, the Senate, Federal Republic Of Nigeria, the House Of Representatives, the Federal Republic Of Nigeria, Minister-Federal Ministry Of Information And Culture, Minister, Federal Ministry Of Industry, Trade And Investment and National Institute Of Marketing Of Nigeria (NIMN), over some Controversial Advertising Regulations.

Displaying to select journalists the letter the

association authorized its attorney to issue to the individuals and institutions involved, ADVAN President, Osamede Uwubanmwen, revealed that the association has already drafted 50 questions challenging the legitimacy of the new advertising law, and would seek the interpretation of the court on most of the controversial provisions of rules set by ARCON, the regulatory body.

Specifically, ADVAN pointed out that the legal action is instituted to tackle the breach of the constitution and legal rights of advertisers and their members by the provisions and operations of the enacted ARCON Act, No. 23 of 2022 published in the Federal Republic of Nigeria Gazette No 120 of 5th July 2022, Vol.

109, Government Notice No. 87 with the commencement date of 27th day of June 2022.

Pointing out some illegalities involved in what it described as "the dictatorial tendencies of the Minister of Information and the DG of ARCON," the statement said, "As you may be aware, in the last eight years, APCON/ARCON has not had a constituted governing Council."

In the absence of a constituted Council, the Hon. Minister of Information and the Director-General of APCON/ARCON have, between them, been running the body, more or less as "sole administrators".

X3M Ideas Emerges Biggest Winner At Pitcher Awards With 3 Grand Prix, 15 Laurels

One of Africa's foremost creative advertising powerhouses, X3M Ideas, has emerged the biggest winner at the Pitcher Awards 2023. With an impressive 19 of its 21 entries shortlisted, the agency won a total of 18 awards, including three Grand Prix and five Gold awards.

The award ceremony, which took place recently at the Muson Centre in Lagos, saw X3M Ideas receive Gold awards in the categories of Use of Insights, PR and Reputation Management, Use of Data, and Use of Media for clients like The Extra Step Initiative, Neusroom and the LPM

Foundation.

The agency also won two Grand Prix awards for the Soot Life Expectancy campaign, which used a clever algorithm on the website SootCity.com to determine life expectancy based on exposure to soot in Rivers State. Another Grand Prix award was won in the Package Design category for Pernod Ricard's blended Irish whiskey, Jameson.

X3M Ideas, in addition, received the most significant award of the night, "Advertising Agency of the Year", based on the total number of points accumulated from all entries. The agency beat out competitors like Dentsu,



Mediareach OMD, Hill + Knowlton Strategies, Noah's Ark, PHD Media, Insight Publicis and TBWA Concept, from countries

across the African continent, including Nigeria, Kenya, Ghana, Cape Verde, Ivory Coast, South Africa, and Mauritius.

2023 NIMN Conference: APCON DG Wants Enforceable Standard Of Practice To Grow Nigeria's Marketing Economy



The Director-General of the Advertising Practitioners Council of Nigeria (APCON), Dr. Olalekan Fadolapo has highlighted various strategies needed in strengthening Nigeria's marketing economy.

He stated this at the just concluded 2023 National Institute of Marketing of Nigeria (NIMN) annual marketing conference held at Fraser Suites, Abuja. He stressed that an enforceable standard of practice needs to be established to provide an acceptable industry-wide rule of engagement which will cut across the interests of several sectors in the industry, especially where it is understood that a flop in one sector of the marketing ecosystem is a potential catastrophe for the other.

According to him, legality and decency in marketing are vital elements that the industry cannot manage to compromise adding that the Nigerian marketing industry is encouraged to support series of reforms aimed at ensuring responsible marketing practices.

Speaking on the theme of the conference, 'The Role of Marketing and Ethics in Nation Building', he said the theme is coming at a time the Federal Government is re-jigging and strengthening the economic variables for a stronger economy.

Olalekan further stated NIMN has formidably and consistently shaped the quality of marketing in Nigeria by every productive and pragmatic programmes beneficially structured to enhance and increase activities in the industry and has also immensely contributed to and advanced the growth of Nigeria's economy in her own way.

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Saskay

X3M Ideas Makes History, Brings Home Nigeria's First-Ever Cannes Lions Medal

In what can be described as the biggest achievement of the creative advertising industry in Nigeria, X3M Ideas, has made history as the first Nigerian creative advertising agency to win the highly coveted Cannes Lions laurel at the ongoing prestigious Cannes Lions Festival in France.

With this feat, X3M Ideas holds the coveted title of first creative powerhouse from Nigeria to win any medal from the prestigious Cannes Lions, the touted "World Cup of advertising." This is considering that this distinguished award has remained elusive for generations of advertising agencies in Nigeria, since its inception. Excitedly announcing the big win, Steve Babaeko, GCEO and CCO of X3M Ideas

wrote, "It's official guys we won! @x3mideasng won Nigerian first #canneslions! This is for #team3m for our clients and our beloved country! "Like they say in Nollywood movies: To God be the Glory!"

Babaeko had earlier in the day, taken to his handle to announce the shortlist while also commending the dedicated team at X3M Ideas for their hardwork members, giving them a special shout-out for continuously pushing boundaries and elevating Nigeria's global presence. He added, "Now, wish us luck because we are determined to bring home Nigeria's first lion. We can practically hear the roar of over 200 million Nigerians cheering us on. It is high time we claim this lion!"

X3M Ideas' remarkable feat represents a significant breakthrough for the Nigerian advertising industry, highlighting the talent, innovation, and creativity that exist within the country. As the agency vies for the coveted Cannes Lion, the entire nation eagerly anticipates the outcome, united in their support for X3M Ideas and their pursuit of excellence on the global stage.

Now in its 70th edition, the Cannes Lion International Festival of Creativity, ended on 23rd, June, 2023. It serves as a platform to acknowledge exceptional creative endeavors spanning various domains, including entertainment, marketing, communication, and branding.



Steve Babaeko, GCEO, X3M Ideas

Re-Elected NIMN President, Enang Seeks Exclusive Appointment Of Brand Specialists, Professionals As Image Makers



Idorenyen Enang, President, NIMN

The president of the National Institute of Marketing of Nigeria (NIMN), Idorenyen Enang, who was also re-elected at this year's NIMN annual marketing conference held at Fraser Suites, Abuja is calling on governments at all levels to pick Professional Communicators, Brand Specialists As Image makers.

Speaking at the conference, Enang said, "As marketers, we just hope this will be a great opportunity for us to let the world know that we can do it, one thing I will say, I will echo the keynote speaker's words that a time will come when the president, governors will not just be carrying journalist as spokespersons because

they need professional brand communicators and specialist because people are brands, you need people that would not just sell the country, or the brand but understand the ethics of it.

"We need professionals to sit down and craft a strategy to be able to work in the entire system and then implement it using the vehicle of the media to drive it."

Enang, who was visibly thrilled to wrap up the NIMN Annual Marketing Conference said the event was an absolute blast, filled with excitement, packed sessions, and inspiring industry leaders as panelists.

"The discussions revolved around the crucial role of marketing in Nation Building,

and sparking new ideas and strategies for driving positive change. But it wasn't all business—networking opportunities were abundant, fostering connections that will shape the future of marketing" he explained.

He also promised that the conference will continue to reinforce its role as a gathering of professionals with the purpose of providing thought leadership into how the nation can be stirred and built using marketing and ethics as essential catalysts.

The electoral committee also conducted the elections at the Annual General Meeting (AGM) of the Institute held at the same venue of the conference.

Africa PR & Communications Report Unveils Continental Threat Of Brain Drain

The first Africa PR & Communications Report has identified brain drain as a critical challenge threatening the advancement of PR and communications practice in Africa.

In the report, concerns over the emigration of African PR practitioners dominated issues relating to talent recruitment, development, and retention in the continent.

The report was released two days ago. It was developed by the Research Intelligence arm of BHM, a Lagos-based agency, in partnership with industry bodies. Findings were based on focus group discussions, interviews, surveys, and essay contributions from over 500 industry practitioners in 29 different countries across

North, Southern, East, Central, and West Africa.

Nearly all PR practitioners (90%) believe that more professionals are willing to leave the African country in which they operate while 80% are convinced that even entry-level staff are already considering their exit from their countries. A lack of access to tools and resources, training and development, and poor compensation are cited as critical factors driving the exodus of professionals and young talent in the industry.

BHM founder and Africa PR & Communications Report committee chair Ayeni Adekunle said a report on the challenges facing the industry on the continent was "long

overdue" and added: "It is not particularly strange that more young African talents are seeking relocation to countries with advanced economies, but it is a wake-up call for the PR industry to reflect on how it provides talents with the necessary tools and environment to thrive."

Committee advisor and BHM director Stephen Waddington, the MD of consultancy Wadds Inc, said: "Respondents have pointed us in the directions we must take to fill the skills gap regarding capacity building, training and welfare support. Unsurprisingly, practitioners highlighted the opportunity to increase their salary by at least half by moving to a similar position in any country of their choice."



Adekunle Ayeni, CEO, BHM

ARCON DG, Fadolapo Inducted As NIMN Fellow



The Director-General of the Advertising Regulatory Council of Nigeria, ARCON, Dr. Lekan Fadolapo, has been inducted as a Fellow of the National Institute of Marketing of Nigeria, NIMN.

Dr. Fadolapo was inducted at the annual marketing conference of the body on Thursday, June 22nd, in Abuja, the Federal Capital Territory. The conference, themed "The Role of Marketing and Ethics in Nation Building," emphasized the vital role of marketing professionals in shaping a prosperous and ethical society.

He was inducted alongside other distinguished marketing professionals who have made substantial strides and their contributions to the Integrated Marketing

Communication (IMC) industry.

Dr. Olalekan Fadolapo who hails from Esie in Irepodun Local Government Area of Kwara State was born in Lagos.

He attended Birch Freeman High School, Surulere, Lagos for his O'Levels. He proceeded to Ogun State University for his first degree in Economics. Dr. Fadolapo holds three Master degrees, MSc in Marketing, Master in Business Administration (MBA), and Master in Legal Studies (MILS) from Babcock University, Ilisan, Ogun State, the Federal University of Technology, Akure, Ondo State and Lagos State University, Ojo, Lagos State respectively. He also holds a PhD Degree in Marketing with specialisation in Marketing Communications from Babcock University, Illisan Remo, Ogun State.

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BUA Signs \$500m Financing Deal With IFC

BUA Cement Plc has acquired a monumental \$500 million financing package from the International Finance Corporation (IFC) to help facilitate its part-finance and develop two new, energy-efficient cement production lines that will create up to 12,000 direct and indirect jobs.

This partnership marks the largest-ever investment by IFC in northern Nigeria and represents a significant step towards green infrastructure and job creation in the region.

The financing package which was announced during the Africa CEO Forum in Abidjan, Cote d'Ivoire, comprises a \$160.5 million loan from IFC's own account, a \$94.5 million loan through the managed Co-Lending Portfolio Program (MCP), and \$245 million in parallel loans from syndication partners.

The African Development Bank (AfDB)

contributes \$100 million, the Africa Finance Corporation (AFC) provides \$100 million, and the German Investment Corporation, Deutsche Investitions-und Entwicklungsgesellschaft (DEG), offers \$45 million in parallel loans. BUA Cement, Nigeria's second-largest cement producer, will utilize these funds to develop new cement production lines in Sokoto State, Northern Nigeria.

These cutting-edge plants will integrate alternative fuel sources derived from waste and solar power, making them environmentally friendly and reducing carbon emissions.

Once completed, each production line is expected to manufacture approximately three million tons of cement annually, catering to the markets in Nigeria, Niger, and Burkina Faso.

In his remarks, BUA Group's Chairman and Founder, Abdul Samad Rabiu, expressed

delight in partnering with IFC and esteemed institutions in securing the \$500 million facility.

He said, "BUA is delighted to partner with IFC and other esteemed institutions in securing this \$500 million facility to develop energy-efficient cement production capacity and strengthen our equipment and logistics capabilities in northern Nigeria. In line with our commitment to sustainability and ESG principles, this investment will create jobs and contribute to economic and infrastructural development within Nigeria and the greater Sahel region."

Speaking on the partnership, IFC's Managing Director, Makhtar Diop, echoed these sentiments, highlighting the partnership's potential to drive industrialization, job creation, and economic growth in northern Nigeria.



Abdul Samad Rabiu, Chairman/Founder, BUA Cement Plc.

Oando, LAMATA Formally Commence Mass Transit Operations With Electric Vehicles



Oando Clean Energy Limited, the renewable energy subsidiary of Oando, and the Lagos Metropolitan Area Transport Authority (LAMATA) have

partnered to mark the formal commencement of operations of Oando's electric mass transit buses at the Lagos Bus Services Limited Head Office, Ilupeju, Lagos on Tuesday.

In a statement, Oando stated that the initiative aimed at transitioning the Lagos State public transport system through the development of a pathway to a carbon-free mobility ecosystem within the state.

Highlighting the importance of public-private-partnerships, the Managing Director, LAMATA, Abimbola Akinajo said "this initiative is a major aspect of our vision for transportation

in Lagos State, we are desirous of having a clean and efficient transportation system.

"From LAMATA's perspective we are open to do business with the private sector while ensuring that these partners are aligned with the vision of Lagos state.

I am elated that in just over a year that Oando Clean Energy came to us to discuss the possibility of working with us in the deployment of electric buses we have signed an MoU with a key deliverable being the implementation of a PoC that would allow us finally include electric buses in our ecosystem."

In recognition of the urgent need for electric vehicles to address transportation's 62 per cent contribution to Nigeria's Green House Gas emissions, the President, OCEL, Dr. Ainojie Irune, said,

"This is an opportunity for us to revolutionise mobility in our country as well as

build local capacity for the renewable and clean energy ecosystem.

"While today these buses have come from across the world, in the very near future they will be produced here in Nigeria. In the very near future, we will have a multitude of locally trained engineers who are capable of operating, maintaining, and servicing these buses and other renewable energy assets. We see these buses as a first step."

The Governor of Lagos State, Babajide Sanwo-olu who was represented by the Commissioner of Transport, Lagos State, Dr. Frederic Oladeinde said, "We are here today to write the script for a new future. Today, there is abundant evidence that shows that human activities have been the main drivers of climate change primarily due to the burning of fossil fuels like coal, oil and gas."

NBC Unveils Green Area To Boost Sustainability



Nigerian Bottling Company Ltd RC 902
(A member of Coca-Cola Hellenic Group)

One of Nigeria's foremost consumer packaged goods companies, Nigerian Bottling Company (NBC) Ltd., has unveiled a Green Area at its Abuja

plant located in the Idu Industrial layout to align its commitment to sustainable practices and its aim to impact the environment positively.

The unveiling ceremony which was held recently showcased NBC's unwavering commitment to a greener future and its relentless pursuit of sustainable operations.

The Green Area visualises the company's dedication to minimising its environmental impact and reinforces NBC's position as a frontrunner in integrating sustainable practices.

Speaking on the initiative, the Managing director of NBC, Matthieu Seguin, said

"Investing in this space shows our proactive approach to incorporating sustainable practices into our operations. This aligns with our goal of achieving net-zero emissions throughout our value chain by 2040 while positively impacting the environment.

The Green Area symbolises our unwavering commitment to sustainability and underlines our determination to reduce our environmental footprint, and we will continue to remain resolute in our dedication to investing in the communities we serve, with the ultimate aim of making Nigeria a better place for all," he added.

Former minister of the Federal Capital Territory, Muhammad Musa Bello, had also praised NBC for its commitment to

environmental sustainability. He stated, "NBC's Green Area represents a significant milestone and demonstrates its dedication to creating a better future for our nation. By prioritising green spaces, NBC sets a commendable example for other organisations to follow."

Over the years, NBC has consistently served its consumers, focusing on education, women and youth empowerment, water stewardship, environmental sustainability, and waste management. The company has made significant strides in transitioning its manufacturing plants to hybrid renewable energy sources, successfully integrating solar power installations.

NSBP Leads Campaign On Clean Seas To Promote Healthy Environment

In order to reduce the rate at which plastic and dirt are dumped in the ocean, the Nigerian Sustainable Banking Principles (NSBP) champion group, Trash Users, and Green Ambassadors have carried out a clean-up exercise at the Lafaji beach, Ajah-Lagos during the last weekend.

The activity was to commemorate World Environment Day (WED) held globally on June 5, 2023, to integrate environmental and social policies into decision-making processes in commercial banks. NSBPs are primarily designed to align banking practices in Nigeria with the sustainable development agenda of the country in a way that does not hamper the competitiveness of the banks.

According to the NSBP group, "Clean

Seas Campaign renews its global efforts to tackle marine litter and plastic pollution, now with a focus on how individuals can use both national and international laws to push for change. The campaign aims to break humanity's addiction to unnecessary and avoidable plastic, pollution."

NSBP called for the protection of marine life, and waste management that would engender a cleaner and healthier environment, as part of its guidelines aimed at integrating environmental and social policies.

The group recommended the need for more advocacy and education to sensitize the people, publicity, recycling, and cycling are other channels that can effectively curb plastic pollution in Nigeria.





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SAMSUNG Launches Galaxy A14 5G In Partnership With The Airtel 5G Launch



Nathan Lee Business Manager, Samsung Nigeria; Joy Tim-Ayoola Head of MX division, Samsung Nigeria; Carl Cruz, Country Manager, Airtel Nigeria; Chika, Head of Marketing, Samsung Nigeria and Femi Oshinlaja, Chief Commercial Officer, Airtel Nigeria, during Airtel-Samsung partnership for Galaxy A14 5G device

By Toyosi Olajide

Samsung, Nigeria's consumer electronics brand in partnership with Airtel Nigeria has announced the launch of Galaxy A14 5G. This latest addition to the popular Galaxy A series is aimed at offering a complete package of the latest Galaxy innovations at an affordable price, making awesome technology accessible to everyone, especially to Airtel Nigeria customers.

The device was unveiled on Monday, June 19 2023 during the latter's 5G service launch in Lagos.

Speaking on the launch, Charles Lee, the Managing Director, Samsung Nigeria, said that Samsung has been driving 5G adoption globally with its widest portfolio of 5G devices and it is ready to replicate the feat in Nigeria.

He said that with the launch of Galaxy A14 5G, Samsung will now have the widest distribution of 5G devices in the country.

According to the Samsung MD, the Galaxy A14 5G showcases Samsung's premium design and this comes with industry-leading features like 16GB RAM with RAM Plus and 5000mAh battery.

"Starting at a net effective price of just N122,000, the device will be instrumental in driving Airtel's mission of 're-imagining with 5G' and accessible to everyone," said Lee.

Earlier in this speech, Carl Cruz, the Chief Executive Officer of Airtel Nigeria, thanked Samsung for partnering with the network to democratize 5G accessibility and affordability in the country. However, he said the 5G is not meant to be out of reach to the masses.

"We are here to democratize 5G. Our research entails customers with a 10x faster speed network with low latency and no lag; to connect more users, 8K streaming, available to iOS and Android devices. So, we are offering the most affordable 5G router with N30,000 offer, and partnership with Samsung A14 5G model to deliver most affordable 5G handset in the country," he said.

Also speaking, Chika Nnadozie, Head Marketing PR, Samsung Nigeria, said that Galaxy A14 5G showcases Galaxy's signature design philosophy for a premium feel in mid-segment products. The laser pattern back cover enhances the stunning design and the flat linear camera housing creates a seamless unibody silhouette.

"Galaxy A14 5G will come in three new colours – Dark Red, Light Green, and Black. Nigerians can start to preorder the device now and be assured of massive gifts", Nnadozie said.

Solomon Osibeluwo, Master Trainer MX, Samsung Nigeria, said Galaxy A14 5G comes with a 6.6" HD+ display with a 90Hz refresh rate for real smooth scrolling. The edge-to-edge Infinity-V display offers a large screen experience to

consumers to explore and create content.

On the battery life, he said, Galaxy A14 5G comes with a massive 5000mAh battery, with up to two days of power. The sleeping app management feature puts apps to sleep and prevents them from running in the background so you can focus on the apps you use most often.

"For the camera, Galaxy A14 5G features 50MP triple-lens rear camera set-up with depth and macro lens for high-quality shots and a 13MP selfie camera. The high-resolution camera allows users to capture the finest details and ensure social media-ready pictures every time".

"Galaxy A14 5G's Private Share feature allows users to securely share photos and videos using blockchain technology with other Galaxy users. It comes with four years of security updates and two OS upgrades, making it a future-ready smartphone.

Galaxy A14 5G is powered by Exynos 1330 Octa-core processor for smooth performance and enhanced multitasking and is protected by Knox Security

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of Smartphones, wearable devices, tablets, TVs, cameras, digital appliances, printers, medical equipment, network systems, and

visit the Samsung Newsroom at https://news.samsung.com/africa_en/

"For the camera, Galaxy A14 5G features 50MP triple-lens rear camera set-up with depth and macro lens for high-quality shots and a 13MP selfie camera. The high-resolution camera allows users to capture the finest details and ensure social media-ready pictures every time".



ROCKSTAR
PREMIUM ENERGY DRINK

A promotional advertisement for Rockstar Premium Energy Drink. The image features three prominent figures: a man on the left with a beard and large black sunglasses, a woman in the center with short blonde hair and a gold chain necklace, and a man on the right wearing a brown fedora and aviator sunglasses. They are all looking directly at the camera. The background is dark with a large, glowing yellow star graphic. In the bottom right corner, there is a bottle of Rockstar Original Energy Drink, which is condensation-covered and features the Rockstar logo. The text 'LIFE IS YOUR STAGE' is written in large, bold, white and yellow letters across the bottom left.

**LIFE IS YOUR
STAGE**

TECNO

Tecno Introduces The Newest Magic Skin Innovation In Africa For Smartphones



Global innovative technology brand TECNO just unveiled its latest breakthrough in material innovation in smartphone design - the "Magic Skin" in Africa, making it the first to bring this innovative material to African consumers. It is a brand-new material technology that promises to create phone backs that are skin-friendly, stylish, and easy to clean. This new material will be integrated into the body of TECNO's phones and applied to CAMON, SPARK, and POP series, ensuring African consumers stay abreast of the global trends on smartphone design innovations.

Stylish Design with Skin-friendly Touch

Magic Skin boasts a sleek and stylish design with a delicate texture, a softer touch, and a better color effect. The phone's back covers vivid colors and vibrant patterns, making it chic. TECNO has meticulously tailored Magic Skin to suit the distinctive positioning of each product line, giving each product its unique style.

The design is the outcome of extensive user research. TECNO designers surveyed thousands of African consumers to obtain insights into their aesthetic preferences and functional demands. The team then refined every aspect of the process, from perfecting the color implementation to scrutinizing the quality of the patterns.

Moreover, Magic Skin has been engineered to reduce the

weight and thickness of the back cover while maintaining durability and practicality. This creates a more seamless integration with the phone, resulting in a comfortable grip.

A dense Molecular Structure Provides Stain Resistance

The benefits of Magic Skin extend far beyond its aesthetic appeal. It is not only visually pleasing but also easy to clean. To achieve optimal performance, a variety of materials were tested and evaluated. The final launch of Magic Skin is a unique blend of polymers and micro-particles that create a very dense molecular structure.

This dense molecular structure makes the material resistant to stains and spills, making it perfect for everyday use. Whether you spill coffee or wine on your phone case, Magic Skin can be effortlessly wiped clean without leaving any residual marks or stains.

Furthermore, the advanced manufacturing process ensures that Magic Skin can withstand extreme conditions. The material is waterproof and resistant to abrasion and can maintain its stability in extreme temperatures ranging from -40°C to 70°C. In laboratory tests, Magic Skin has demonstrated its superiority in various aspects, such as resistance to denim fabric abrasion, prevention of lipstick and perfume stains, and protection against UV light exposure.

Don't Stop Creating for Consumers

TECNO again demonstrates its unwavering commitment to delivering stylish and innovative designs incorporating the latest technologies by introducing Magic Skin. This launch is just one of the many milestones on TECNO's journey toward materials and designs innovation as it continues to push the boundaries and create new possibilities for the future.

For any related media queries, please contact pr.tecno@tecno-mobile.com.



(A piece of black Magic Skin. Photo Credit: TECNO)



(Magic Skin under waterproof test. Photo Credit: TECNO)



(Magic Skin under freezing test. Photo Credit: TECNO)



“TECNO becomes the first to launch “Magic Skin” in Africa, one of the industry's newest and most innovative materials in smartphone design.”



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SAMSUNG S23 Ultra: Cutting-Edge Technology Meets Professional Excellence



By Jeremiah Agada

Technology has the power to elevate our capabilities, enabling us to conquer new horizons with utmost finesse. In the realm of smartphones, one device has emerged as the veritable titan, encapsulating the desires and needs of entrepreneurs, business owners, and government executives alike. The Samsung S23 Ultra stands as a testament to the relentless pursuit of perfection, combining unrivaled power, unyielding security, and a myriad of groundbreaking features that propel professionals to new heights of productivity.

As the late visionary Steve Jobs once proclaimed, 'Innovation distinguishes between a leader and a follower.' Today, we witness the embodiment of this profound statement within the Samsung S23 Ultra, a phone that transcends conventional boundaries and emerges as the ultimate companion for those charting their paths to success. With every feature meticulously designed to cater to the unique demands of professionals, it is no exaggeration to declare that the S23 Ultra is a Blackberry on steroids, revolutionizing the very essence of what a smartphone can accomplish.

Your darling Brand Communicator delves into the awe-inspiring attributes that define the S23 Ultra, encapsulating its powerful performance, enduring battery life, sleek design, unrivaled camera capabilities, robust data security, seamless connectivity, and unparalleled entertainment value. Join us on this transformative journey, as we unravel the tapestry of innovation woven by Samsung, paving the way for a new era of professional excellence. Brace yourself for a revelation that will leave you captivated, inspired, and undoubtedly convinced that the Samsung S23 Ultra is the definitive choice for those who refuse to settle for anything less than extraordinary.

Unleashing Power and Performance

The Samsung S23 Ultra stands as the pinnacle of smartphone technology, specifically tailored to meet the needs of entrepreneurs, business owners, and government executives. Boasting remarkable power, robust security features, an elegant design, and an advanced camera system, the S23 Ultra redefines what a phone can accomplish in the professional realm. This comprehensive review aims to showcase the myriad reasons why this device outshines its competition, all while maintaining the essence of a Blackberry on steroids.

The S23 Ultra's Snapdragon 8 Gen 2 Mobile Platform is a formidable force, ensuring powerful performance that rivals any other mobile processor on the market. From resource-intensive applications to demanding games, this device handles every task with seamless efficiency. Users will revel in its exceptional multitasking capabilities, as the S23 Ultra effortlessly manages an astonishing number of open tabs and

applications. Whether you're an entrepreneur handling countless responsibilities or a government executive orchestrating critical operations, the S23 Ultra delivers unparalleled performance.

Aesthetic Excellence and Form

Crafted with premium materials, the S23 Ultra exhibits a sleek and modern design that reflects professionalism and sophistication. Its aesthetic appeal is comparable to that of a graceful figure-8, emanating an aura of elegance and finesse. Possessing an irresistible allure, the S23 Ultra captures attention while emanating an air of professionalism. This device is undoubtedly the "Ferrari of Phones," seamlessly blending style with substance.

Enduring Battery Life

The S23 Ultra incorporates a high-capacity 5000mAh battery, guaranteeing an extended lifespan that caters to the needs of professionals. A single charge easily sustains the device throughout an entire

workday, even under heavy usage. Gone are the days of relying on multiple power banks; the S23 Ultra eliminates the need for frequent recharging. Its dual battery configuration ensures ample power for entrepreneurs and government executives, allowing them to focus on their tasks without interruption.

Capturing Brilliance with the Camera

The S23 Ultra's camera system sets a new standard for smartphone photography, delivering breathtaking images and videos under any lighting condition. Sporting a four-lens rear camera system, this device empowers users to capture memorable moments with remarkable clarity and precision.

The integration of an S Pen stylus elevates the camera's functionality, allowing users to take notes, create sketches, and annotate screenshots. Whether pursuing a photography course or documenting important events, the S23 Ultra surpasses expectations with its unrivaled photographic capabilities.

Ensuring Uncompromising Data Security

Data security is paramount for professionals, and the S23 Ultra leaves no room for compromise. Equipped with robust security features, such as fingerprint sensors, facial recognition, and Knox security, this device ensures the utmost protection for sensitive information. The S23 Ultra's commitment to data

security is exemplified by an incident involving an Indian politician who went to extraordinary lengths to recover the phone from a dam, underscoring its unmatched reputation in the realm of mobile telephony.

Seamless Connectivity and Durability

The S23 Ultra's support for 5G connectivity ensures professionals remain connected regardless of their location. Its seamless transition between 5G and 4G networks ensures uninterrupted communication and lightning-fast data transfers.

Moreover, the device's durability is guaranteed by its Corning Gorilla Glass Victus+ display and IP68 water and dust resistance, providing peace of mind to users in any environment.

Unparalleled Entertainment

In addition to its professional prowess, the S23 Ultra offers an immersive entertainment experience. Its expansive 6.8-inch AMOLED display, complemented by a 120Hz refresh rate, delivers fluid visuals when consuming media or engaging in gaming sessions. Powered by the Snapdragon 8 Gen 2 processor, this device effortlessly handles resource-intensive tasks, ensuring a seamless entertainment experience. However, it's worth noting that the S23 Ultra does not support Netflix, a curious omission that might be worth inquiring about.

Additional Features for Business Users

The S23 Ultra caters to business users with its built-in stylus, facilitating note-taking, document signing, and creative endeavors. Furthermore, the device's DeX mode empowers users to transform it into a fully functional desktop computer, reducing reliance on traditional laptops. Pre-installed productivity apps enhance security and confidentiality, catering to the unique demands of professionals in various fields.

An Unwavering Commitment To Excellence

With its unwavering commitment to power, security, and innovation, the S23 Ultra stands as a testament to the enduring pursuit of excellence. It seamlessly merges cutting-edge technology with the refined needs of professionals, creating a harmonious symphony of productivity, connectivity, and sophistication.

It stands tall as the definitive phone for entrepreneurs, business owners, and government executives. Its remarkable blend of power, security, and innovative features redefine the boundaries of what a smartphone can achieve in the professional sphere. From powerful performance to enduring battery life, sleek design, unrivaled camera capabilities, and robust data security, the S23 Ultra is the epitome of excellence.

The S23 Ultra is not simply a phone; it is an embodiment of ambition, propelling users forward on their professional endeavors with unwavering momentum.

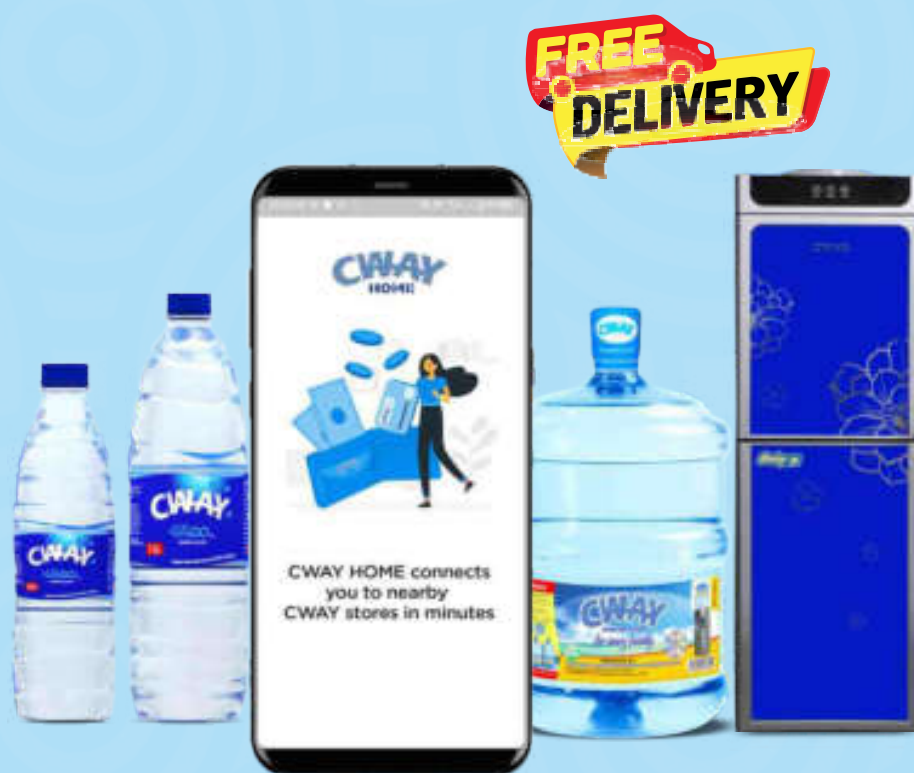


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I Don't Believe In Brain Drain, But Brain Gain - Idy Enang



Idorennya Enang, President, NIMN Nigeria

Idorennya Enang, current President of the National Institute of Marketing of Nigeria (NIMN) is a man passionate about building people to fully realize their God-given potential. His organization, Corporate Shepherds, was established by him to serve as a social enterprise to develop and enhance people and organizational capability.

Over the course of his long illustrious career, Enang has held key positions at Executive Management levels across Africa; in Guinness (a subsidiary of Diageo), Coca-Cola, and Cadbury as well as L'Oreal where he served as Managing Director for Central/West Africa. He is also a former President of the Advertisers Association of Nigeria and a former member of the Council at APCON (now ARCON) which regulates the practice of Advertising in Nigeria.

Recently IDY (as he is fondly called) spoke with The Editor, Usukuma Ntia on various issues- the 2023 NIMN Conference, the challenges facing the industry, and how to tackle the issue of brain drain. It was deep and incisive. Excerpts.

The 2023 NIMN Annual Conference

Really, a unique opportunity for all stakeholders to converge and brainstorm on a new order that will deepen the marketing industry and offer a sustainable framework for Brand Nigeria. If you recall last year, we dug into the area of technology and business sustainability. This year, we had as the theme of the conference – ‘The Role Of Marketing And Ethics In Nation Building’. The topic is quite interesting because it will be leading us into the state of affairs across businesses, entities, and people.

Plans for Government and The Public Sector In our Programmes.

The public sector is always actively involved in our programmes, For the conference, we reached out to the parastatals and different ministries, and we sent out letters of invitation to ensure that we all effectively contribute our quota

to nation-building. Our desire is always to attract to our conference quality entrepreneurs, government functionaries, and thought leaders in all areas as deep insights and knowledge are always extensively discussed.

More light on the presentation at the last ARCON Annual Advertising Industry Colloquium

The theme of the colloquium was centred around ‘changing trends in advertising education and practice’, basically forward-looking. My point was to get the industry to come back to where it should be. As you well know, the marketing profession is quite fragmented with several areas of specialization. One group will say they are into integrated marketing communications, some will say they are specialists in experiential, while others would say they are specialists in channel marketing. So, what I did was to bring the industry to the point of a red alert.

The red alert for me is that we are not producing well-rounded professionals; we are processing half-baked marketers, so I made them understand the importance of embedding the fundamentals of marketing which is very crucial before deep diving into specialisations.

Today, we have client folks and those in agencies that don't know have a full grasp of the fundamentals of marketing. The concept of the 4Ps positioning and the segmentation amongst others are lost on a few practitioners. So, I said anyone trying to build a curriculum without having those fundamentals will ultimately come out half-baked.

To the glory of God, I have over three decades as a professional, I did not start by sitting down and saying I am an advertising specialist or experiential marketing expert, but I daresay I can fit into any of those roles if the need arises, a throwback to over 25 years ago when I was a brand manager, I played all of those roles.

Today, when you look at some brand managers, they are not as equipped as they should be, they can't talk about, strategy, or finance, they can't get into the deep site of research and so many others and this is because the foundation has been eroded.

So my challenge to the industry is that let's make sure we

line up the basics well and I used the analogy of the medical profession asking if it's possible as a doctor to be a surgeon without going through the basics as a general practitioner? The foundation of the house and the profession is marketing, the rooms can be digital, experiential, and whatever name but if you don't have a strong foundation, you will falter.

How Are The Regulators, Stakeholders Responding To This Alert?

Over the years, there has been so much of fireworks even as we are coming together. I am saying this with humility because I have been a player in this industry and I have had the privilege of serving in different capacities I was once the ADVAN president, and the head of the sectoral group in 2009, and I was there for two years and at that time the AAAN president was Lolu Akinwunmi in part and Funmi Onabolu. As regards the development of the people part, it was an area of focus that we were doing together; we consciously came together as an industry to promote collaboration.

The current DG of ARCON, in the person Dr. Lekan Fadolapo, alongside the sectoral group heads is geared towards moving forward. We don't have a problem in terms of our commitment, it is about the content, not the container that would make everything work and now that's where some good collaboration is taking place. I can say to you that ARCON and NIMN have the pact to do stuff together as a joint industry initiative.

The Issue Of Book Writing And Documentation Of Experiences By Industry Players

I can't sit here and throw stones at people, I have to look at myself first. But writing or documenting things has nothing to do with being a Nigerian or Togolese or whatever, it has to do with passion. I think one of the things we take for granted is the influence of culture on the reasoning and the drive of people.

If we have a culture of documentation, it shouldn't be fused around the civilized world or the military, democracy, and all. We never really had a strong culture of documentation and that is the failing of us as a people.

As Nigerians, I think we are not too passionate about writing ; we are more of dramatists, go back to the good old days, we grew up seeing top-rate drama such as the village headmaster and all. Nollywood is thriving because of our strong oral tradition. Writing is not very deep in our nature, in my opinion.

“So my challenge to the industry is that let's make sure we line up the basics well and I used the analogy of the medical profession asking if it's possible as a doctor to be a surgeon without going through the basics as a general practitioner? The foundation of the house and the profession is marketing, the rooms can be digital, experiential, and whatever name but if you don't have a strong foundation, you will falter.”



NARRATIVES FROM NIGERIA'S BIGGEST RETAIL PARTNERSHIP

Ganiyat Ganiyu & Jeremiah Agada

A Fusion of Excellence: Uniting Two Industry Leaders

It is no gainsaying that the power of collaboration and shared vision knows no bounds. Indeed, when two brands join forces, remarkable things happen. As the African proverb goes, "If you want to go fast, go alone. If you want to go far, go together." This timeless wisdom captures the essence of the transformative potential that lies within partnerships. In the realm of business, collaborations between like-minded entities can create a ripple effect, revolutionizing industries and captivating the hearts of consumers.

In this spirit of unity and innovation, Seven-Up Bottling Company and Eat 'N' Go have embarked on a remarkable retail partnership that promises to reshape the landscape of the Nigerian food and beverage industry. This collaboration brings together two industry leaders, each renowned for their commitment to excellence, customer-centric approach, and unyielding pursuit of delivering unforgettable experiences.

With a shared vision to provide unparalleled quality and satisfaction, Seven-Up Bottling Company and Eat 'N' Go have come together to create a synergy that transcends traditional boundaries. This partnership seeks to redefine the possibilities of consumer engagement, delivering a fusion of tantalizing flavours and refreshing beverages that will leave a lasting imprint on the palates and memories of Nigerians.

Drawing inspiration from the words of a renowned business leader, the power of collaboration becomes evident. It is through the alignment of purpose, innovation, and a relentless drive for customer satisfaction that true magic happens. This retail partnership represents a new chapter in the journeys of both Seven-Up Bottling Company and Eat 'N' Go, as they combine their strengths and expertise to create an extraordinary offering that surpasses expectations.

As the African quote reminds us, together, they are poised to go far. Through this partnership, they envision an elevated culinary experience, where the delectable offerings from Eat 'N' Go perfectly harmonize with the refreshing beverages from Seven-Up Bottling Company. The result is a symphony of flavours that will ignite taste buds, inspire conversations, and create cherished moments for individuals and families across Nigeria.

Pepsi x Dominos Equals Confam Collabo!

In the vibrant landscape of Nigeria's consumer engagement initiatives, one word has captured the hearts and minds of millions: Confam. Coined by SBC's Pepsi Naija, Confam derives from a fusion of "confirm" and Nigerian pidgin, signifying authenticity, greatness, and wonder. With an unwavering commitment to delivering extraordinary experiences across various touchpoints, Pepsi Naija has become synonymous with creating Confam moments for Nigerians.

At the forefront of Pepsi Naija's Confam initiatives lies the highly anticipated Pepsi Confam Disemba, a music extravaganza, an annual concert held every December.

Renowned for its scale and grandeur, this ground-breaking event stands as the continent's most significant music showcase that sees such big acts like Davido, Burna Boy, Wizkid, Ayarr Starr, Tiwa Savage, Rema, and others perform to a throng of fans. Building on its success in the music realm, Pepsi Naija continues to expand the Confam experience to encompass diverse consumer interests. Enter Confam Gbedu, a celebration of the pulsating beats that define Nigerian culture. With infectious rhythms and infectious energy, this initiative brings together the nation's top musical talents to create a euphoric atmosphere that resonates with Nigerians from all walks of life.

However, Confam is not just about the music—it's about offering refreshment that goes beyond expectations. Pepsi Naija has transformed the concept of enjoying a beverage into an unforgettable moment of pure satisfaction. By delivering confam refreshment, Pepsi Naija has become a trusted companion during moments of joy, celebration, and relaxation for countless Nigerians.

Now, taking Confam to even greater heights, Pepsi Naija's ground-breaking collaboration with Eat 'N' Go brings together two industry giants to create an unrivalled fusion of flavours, convenience, and joy. Drawing on their respective expertise, Pepsi Naija and Eat 'N' Go have joined forces to establish the



'Confam Collabo', an unparalleled culinary journey that tantalizes taste buds and leaves a lasting impression. This exciting collaboration brings together two industry titans, paving the way for a fusion of flavours, convenience, and pure joy.

Dominos Pizza, with its mouth-watering array of pizzas and savoury offerings, brings a flavourful twist to the Confam Collabo. Renowned for its commitment to exceptional quality and taste, Dominos Pizza perfectly complements Pepsi Naija's mission to curate Confam experiences. With each bite, customers can indulge in the scrumptious flavors while immersing themselves in the overarching Confam sensation.

Coldstone Ice Cream, on the other hand, injects a delightful element of indulgence into this innovative collaboration. Famous for its rich and creamy creations, Coldstone Ice Cream invites consumers to savour the sweetness of life while fully embracing the Confam spirit. From classic favourites to innovative combinations, the brand's delectable offerings align seamlessly with Pepsi Naija's dedication to delivering authentic and wonderful experiences.

The Confam Collabo represents a coming together of like-minded brands that prioritize customer satisfaction and the creation of moments that transcend the ordinary. By merging their respective strengths, Pepsi Naija, Dominos Pizza, and Coldstone Ice Cream create a synergy that promises to elevate enjoyment to new heights.

As the Confam Collabo takes shape, consumers across Nigeria can look forward to an unparalleled retail experience. This partnership showcases the commitment of these industry leaders to delivering excellence in taste, convenience, and overall satisfaction. With each visit to an Eat 'N' Go outlet, customers will be immersed in a world where the Confam sensation thrives, leaving an indelible mark on their palates and hearts.

The Confam Collabo represents a bold step forward in redefining the boundaries of consumer engagement in Nigeria. As Pepsi Naija and Eat 'N' Go intertwine their strengths, they set the stage for an extraordinary journey of flavours, authentic experiences, and unbridled joy. Brace yourself for an adventure where every bite and scoop transports you to a realm of greatness and wonder, an experience that will forever be etched in the memories of Nigerians who seek nothing less than the Confam magic in their lives.

Masters of the Game of Engagement

In the era of social media dominance, businesses have recognized the immense power of these platforms to connect with customers and create captivating experiences. A recent exemplification of this trend is the #confamcollabo campaign initiated by Pepsi Naija and Eat 'N' Go. The campaign was carefully crafted, employing top-notch social media engagement strategies to embed its message, build anticipation, and generate buzz leading up to its highly anticipated unveiling last week. The impact was immediate, with #ConfamCollabo swiftly soaring to the top of Twitter trends, garnering thousands of mentions within a few hours of its launch.

Before the official announcement, Pepsi Naija and Eat 'N' Go strategically collaborated with influencers, social blogs, web blogs, and their brand ambassadors, who boast substantial followings across various social platforms such as Twitter, Instagram, and Facebook. These partnerships were

instrumental in creating and driving conversations that highlighted the forthcoming collaboration. To generate excitement and encourage participation, consumers were invited to share their favourite meal combinations using the #confamcollabo hashtag on social media. By involving the audience directly, the brands fostered a sense of inclusivity and anticipation, making consumers feel like an integral part of the upcoming collaboration.

While the campaign flourished on social media, Pepsi Naija and Eat 'N' Go also utilized out-of-home (OOH) channels to tease the partnership. Eye-catching teaser materials were strategically placed on billboards in high-traffic locations, sparking curiosity and capturing the attention of passersby and commuters. This multidimensional approach ensured that the campaign reached consumers both in the digital realm and in their physical surroundings, maximizing the overall impact.

To amplify the conversation and extend the reach across social media platforms, influential voices within the Nigerian social media landscape jumped on the #confamcollabo trend. Esteemed platforms like Instablog9ja, Kraks TV, and Pulse capitalized on the campaign's momentum by sharing aggregated tweets from their millions-strong audiences. They also posed an intriguing question to their followers: "You think you have heard it all when it comes to food collabs?" This call to action encouraged users to share their own #ConfamCollabo meal combinations in the comment section, resulting in thousands of impressions and over 1200 comments on the Instablog9ja post alone. The cumulative effect of these engagements allowed the brands to creatively reach and captivate an estimated audience of over 20 million people.

By harnessing the power of social media, influencers, OOH hannels, and engaging content, Pepsi Naija and Eat 'N' Go orchestrated a masterful campaign rollout for their collaborative effort. Through meticulous planning and strategic execution, they generated significant buzz, cultivated excitement, and ensured that the #confamcollabo partnership announcement resonated with a broad and enthusiastic audience. As a result, both brands successfully captured the attention and anticipation of consumers, setting the stage for a remarkable collaboration that promises to delight taste buds and create unforgettable experiences.

Excitement Unleashed: Reactions and Interactions on Twitter

The online pre-launch activation of the #confamcollabo campaign sparked a flurry of reactions and excitement across



social media platforms. Influential figures and brand accounts took to Twitter to express their enthusiasm and anticipation for the collaboration, generating a significant buzz.

To kickstart the climax of the pre-launch activation, popular influencer BOD Republic tweeted, "A Hot, Cheesy and Delicious Domino's Chicken Suya Pizza and IceCold Refreshing Pepsi with all the Fizz. Now that's a #ConfamCollabo." This statement perfectly encapsulated the mouth-watering combination of flavours and set the stage for the upcoming collaboration.

In response to BOD Republic's tweet, a short video featuring a virtual collaboration between Domino's Pizza and Pepsi was shared by a product designer named Immanuel Pison.

Quoting BOD Republic's tweet, the video showcased the designer's creation inspired by the description, highlighting the visual appeal of the collaboration. The caption read, "When I saw this vivid description, I knew I just had to design this for the love of Domino's & Pepsi. And guess what I found out? Domino's + Pepsi is actually DOPE. Show love. Please RT aggressively till @Pepsi_Naija and @dominosng see this #ConfamCollabo." This creative contribution added another layer of excitement and anticipation to the conversation.

Reacting to the design shared by Immanuel Pison, the official handle of @Dominosng exclaimed, "OMG! Seen this? @Pepsi_Naija. This is really DOPE! Can we CONFAM this? #ConfamCollabo." The response from Domino's Pizza showcased their genuine enthusiasm for the collaboration and expressed their desire to confirm and solidify the partnership.

In a seamless exchange, Pepsi Naija replied to Domino's tweet, stating, "This is definitely DOPE collabo. Let's confam it! #ConfamCollabo." This response from Pepsi Naija reaffirmed their commitment and excitement for the collaboration, indicating that the partnership was ready to be officially unveiled.





The EAT'N'GO Team

The exchanges between BOD Republic, Immanuel Pison, Domino's Pizza, and Pepsi Naija marked the beginning of the official unveiling of the partnership. These interactions on social media not only created a sense of anticipation but also served as a testament to the level of enthusiasm and excitement generated by the #confamcollabo campaign. With each tweet and response, the online community eagerly awaited the official announcement, eager to experience the fusion of flavors and the authentic moments that Pepsi Naija and Eat 'N' Go were set to deliver through their partnership.

The Official Announcement: Unveiling the 'ConfamCollabo' Partnership

After generating significant buzz on social media, both Pepsi Naija and Eat 'N' Go took the next step in their collaboration by hosting a special event in Ikoyi, Lagos. This gathering held the day after the online frenzy, served as the official announcement of the highly anticipated 'ConfamCollabo' partnership. The event brought together members of the press, stakeholders, and friends of the brands to commemorate this exciting union.

During the official announcement, it was revealed that the partnership between Pepsi Naija and Eat 'N' Go officially commenced on Thursday, April 6, 2023. As part of this collaboration, Seven-Up Bottling Company (SBC) would exclusively supply a range of its iconic brands, including Pepsi, Mirinda, Lipton Ice Tea, 7Up, Mountain Dew, Teem, Supa Komando Energy Drink, Rockstar Energy Drink, H2O, and Aquafina premium drinking water, to customers at Eat 'N' Go restaurants across Nigeria. This strategic alliance aimed to provide customers with the best beverage options to complement their meals, reflecting SBC's commitment to delivering high-quality, refreshing beverages that enhance the overall dining experience for consumers.

Segun Ogunleye, the General Manager-Marketing of SBC, expressed his excitement about the collaboration, emphasizing how SBC's signature drinks would perfectly complement the delicious menu offerings at Eat 'N' Go outlets, offering customers better value and a wider range of refreshing flavour choices. Ogunleye further explained that discussions regarding the partnership had been ongoing for approximately three years, highlighting the careful planning and consideration that went into ensuring a successful collaboration. He emphasized that

"In the vibrant landscape of Nigeria's consumer engagement initiatives, one word has captured the hearts and minds of millions: Confam. Coined by SBC's Pepsi Naija, Confam derives from a fusion of 'confirm' and Nigerian pidgin, signifying authenticity, greatness, and wonder. With an unwavering commitment to delivering extraordinary experiences across various touchpoints, Pepsi Naija has become synonymous with creating Confam moments for Nigerians."

this partnership would not only provide customers with a delightful combination of Domino's Pizza and Pepsi but would also offer refreshing food, drink, and treat combinations with Coldstone and Pinkberry. Ogunleye concluded by stating, "This collaboration between these renowned consumer-centric brands will give Nigerians value, more refreshments, and nutrition. This is indeed the Confam Collabo we have all been waiting for."

The Chief Executive Officer of Eat 'N' Go Africa, Patrick McMichael, also expressed his thoughts on the collaboration, emphasizing how the partnership solidifies the company's position in the Quick-Service Restaurant (QSR) market and

enhances the overall customer experience at its outlets nationwide.

McMichael highlighted the shared values of innovation and customer focus between the two companies, stating, "This is a collaboration of two companies that are innovative and customer-focused. As an organization, Eat 'N' Go is driven by the passion to give customers the best flavour choices and best products. Hence, we continuously explore innovative ways to keep improving our menu offerings. This Confam Collabo is a testament to our appetite to continue to focus on our customers."

The official announcement event served as a platform for both brands to showcase their shared vision and commitment to providing an exceptional culinary experience to their customers. With Seven-Up Bottling Company's renowned beverage brands perfectly harmonizing with the delicious offerings from Eat 'N' Go, this partnership promises to elevate the dining experience and provide Nigerians with a wide array of refreshing options. The event further solidified the excitement surrounding the ConfamCollabo partnership and set the stage for a successful collaboration that would deliver unmatched value, taste, and satisfaction to consumers across the nation.

At the event launch, Seven-Up Bottling Company's (SBC) Brand Ambassadors, representing a diverse range of influential individuals across various social media platforms, were present to actively engage with the audience and create captivating real-time content. These Brand Ambassadors utilized their platforms to share exciting videos and photos, capturing the essence of the event and showcasing the vibrant atmosphere to their followers.

The presence of SBC's Brand Ambassadors added an extra layer of authenticity and connection to the partnership, as their active participation contributed to the creation of a compelling narrative surrounding the ConfamCollabo collaboration. By leveraging their influence and engaging with their followers, these Brand Ambassadors helped to generate even more buzz and excitement for the partnership, ensuring that the event and its key messages reached a wider audience.

Amplifying the Buzz for the ConfamCollabo Partnership

Following the event, both Seven-Up Bottling Company (SBC) and Eat 'N' Go Restaurant employed various strategies to amplify the impact of their partnership. These strategies included utilizing influencers, billboards, media outlets, and Instagram to create a lasting impression and ensure that the #ConfamCollabo message reached a wide audience.

Influencers played a significant role in extending the reach of the partnership. By collaborating with influential individuals who had a strong presence on social media platforms, both brands were able to tap into their followers' networks and amplify the buzz generated from the event. These influencers shared their experiences and excitement about the ConfamCollabo partnership, leveraging their influence to create additional engagement and interest among their respective audiences.

Furthermore, out-of-home (OOH) billboards strategically placed in high-traffic locations became visual teasers that sparked curiosity and caught the attention of passers-by. These billboards showcased the partnership's branding elements and created a sense of intrigue, further piquing the interest of consumers. The combination of social media buzz and OOH advertising worked together synergistically, ensuring that the ConfamCollabo message was disseminated through various channels and reached a diverse audience.





The SevenUp Bottling Company Team

Media outlets also played a crucial role in spreading the news about the partnership. Press releases and media coverage highlighted the significance of the collaboration between SBC and Eat 'N' Go, emphasizing the value it would bring to customers in terms of enhanced dining experiences and a wider range of beverage options. These media channels helped to reinforce the messaging and build anticipation among their readership, further solidifying the ConfamCollabo partnership's prominence within the industry.

Additionally, Instagram served as a key platform for visual storytelling and engagement. Through carefully crafted posts and captivating imagery, both brands shared updates, behind-the-scenes moments, and exclusive offers related to the ConfamCollabo partnership. By leveraging the power of visual content, they effectively conveyed the essence and excitement surrounding the collaboration, capturing the attention of their followers and creating a sense of anticipation for the upcoming offers and promotions.

The partnership between Seven-Up Bottling Company and Eat 'N' Go Restaurant stands as a remarkable example of how collaborations between companies in different industries can generate buzz and reinforce their messages among their target audience. By utilizing a combination of influencers, billboards, media outlets, and Instagram, the brands successfully extended the reach of the event and connected with a wider audience. As the partnership evolves, consumers can eagerly anticipate the excellent offers and promotions that are sure to come from these two dynamic and customer-centric brands.

Pepsi Naija: Elevating Entertainment and Driving Consumer Engagement Initiatives

Throughout the years, Seven-Up Bottling Company (SBC) has demonstrated a remarkable commitment to promoting entertainment and engaging with consumers on a massive scale. Recording the massive buzz online and offline did not come as a surprise to many, considering SBC's efforts in this regards. Not only has the company solidified their position as a leading beverage, homecare and personal care business but have also shaped the landscape of consumer engagement initiatives in Nigeria. Under the brand name Pepsi Naija, SBC has continuously pushed boundaries and created memorable experiences for millions of Nigerians.

With its Pepsi Confam Disemba concert, the company has consistently unlocked the power of music, leveraging Nigerians' love for it.

In elevating the Nigerian music, it has played a pivotal role in championing Nigerian music and supporting local artists. Through initiatives like the Pepsi Rhythm Unplugged and the Pepsi Music Ambassadors programme of yesteryears and more contemporary initiatives, it has provided a platform for emerging talents and contributed to the growth of the Nigerian music industry.

In harnessing social media's power Pepsi Naija has leveraged social media platforms like Twitter, Instagram, and Facebook to connect with their audience. That is why it has always outshone other sponsors, according to industry watchers, every year on the biggest reality TV show on the continent, Big Brother Naija. SBC's dedication to promoting entertainment and engaging consumers in innovative ways has set the brand apart in a highly competitive market. The company's immersive consumer touchpoints and strategic utilization of social media and influencers have made a lasting impact. Through its initiatives, SBC through Pepsi Naija has not only created memorable

moments but has also fostered a deep connection with millions of Nigerians, solidifying its position as a brand that truly understands and celebrates the power of entertainment and consumer engagement.

Expanding Horizons and Innovative Pizza Offerings: Eat 'N' Go's Journey to Success

Eat 'N' Go has emerged as a prominent player in the Nigerian quick-service restaurant (QSR) industry, driven by its ambitious expansionist drive and innovative pizza offerings. The brand has successfully carved a niche for itself by introducing unique flavours and delivering exceptional dining experiences to customers across Nigeria.

Right from when it set sail in Nigeria, Eat 'N' Go adopted a robust expansion strategy, opening outlets in various cities and towns across Nigeria. Their determination to reach a wider customer base has allowed them to establish a strong presence in the country, beyond any brand that plays in the pizza and ice cream ecosystem.

The company's extensive network of outlets, including Domino's Pizza and Cold Stone Creamery locations, enables them to cater to diverse customer preferences and provide convenient access to their offerings. This widespread presence has played a significant role in driving their success and attracting a loyal customer base.

Eat 'N' Go's relentless pursuit of expansion, coupled with its innovative pizza offerings, has positioned the brand as a frontrunner in the Nigerian QSR industry. By expanding its footprint across the nation and introducing flavours that resonate with the local palate, Eat 'N' Go has captured the hearts of customers. Their customer-centric approach and commitment to delivering a memorable dining experience further solidify their position as a brand that continues to redefine the pizza landscape in Nigeria.

The Power of Collaboration: A Blueprint for Successful Retail Partnerships

The retail partnership between Seven-Up Bottling Company (SBC) and Eat 'N' Go Restaurant marks a significant milestone in the Nigerian food and beverage industry. This collaboration exemplifies the power of creative alliances between brands from different sectors and serves as an inspiration for businesses across the African continent. As we conclude our exploration of this partnership, it is crucial to consider the future prospects and the valuable lessons that can be gleaned from the success of SBC and Eat 'N' Go.

Looking ahead, the future of the SBC and Eat 'N' Go



“The retail partnership between Seven-Up Bottling Company (SBC) and Eat 'N' Go Restaurant marks a significant milestone in the Nigerian food and beverage industry. This collaboration exemplifies the power of creative alliances between brands from different sectors and serves as an inspiration for businesses across the African continent.”

partnership appears promising. With a shared commitment to customer-centricity and innovation, these two companies are poised to revolutionize the dining experience for consumers in Nigeria. By offering an extensive range of high-quality beverages from SBC's portfolio to complement the delicious menu offerings at Eat 'N' Go outlets, the partnership ensures that customers will enjoy a holistic and refreshing experience. This synergy between food and beverage options is expected to drive customer satisfaction, loyalty, and ultimately, business growth for both companies.

Furthermore, the collaboration between SBC and Eat 'N' Go sets an exemplary precedent for other businesses on the African continent. By strategically leveraging social media, influencers, out-of-home advertising, and media channels, they successfully created a buzz and captured the attention of a wide audience. This demonstrates the importance of embracing digital platforms and innovative marketing techniques to connect with customers in today's competitive marketplace.

Businesses in Africa can learn several valuable lessons from SBC and Eat 'N' Go's partnership. First and foremost, collaboration is key. By combining their expertise and resources, these companies have unlocked new possibilities and enhanced their respective offerings. Collaborative partnerships allow businesses to tap into each other's strengths, expand their customer base, and drive mutual growth.

Secondly, customer-centricity should be at the core of every business strategy. SBC and Eat 'N' Go's partnership revolves around meeting the evolving needs and preferences of their customers. This customer-centric approach enables them to create unique experiences, deliver value, and foster long-term relationships with their target audience.

Lastly, innovation and creativity are crucial for staying relevant and differentiating oneself in a crowded marketplace. SBC and Eat 'N' Go's use of social media, influencers, and out-of-home advertising showcases their ability to think outside the box and capture customers' attention. Businesses should continuously explore innovative ways to engage with their customers, tell compelling stories, and offer unique experiences that resonate with their target audience.

The retail partnership between Seven-Up Bottling Company and Eat 'N' Go presents a powerful case study of successful collaboration and customer-centricity. As the partnership progresses, we can expect further innovation, growth, and a strengthened dining experience for consumers. The lessons derived from this collaboration offer valuable insights for businesses across the African continent, encouraging them to embrace collaboration, prioritize customer-centric strategies, and harness the power of innovation to thrive in today's dynamic business landscape. By following in the footsteps of SBC and Eat 'N' Go, African businesses can pave the way for impactful partnerships and shape the future of their respective industries.





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Africa's Story Telling Monarch Unveils First-Ever Nigerian Masterbrand Campaign



By Usukuma Ntia

There was an era in Africa when children spent long periods passively staring at the television because they had limited options. Today, viewing habits have fundamentally changed.

The days when you would see the whole family slouched on the couch, tuned in to watch the latest episode of a popular comedy, are very much in the past. As technology progresses, the broadcast basket has expanded to see a plethora of new streaming players enter the market.

Thanks to the advent of tech, there has been a massive shift and most Africans have become sophisticated digital citizens, which entails a change in how they consume broadcast content.

At some point, Africa moved briskly to appointment viewing, where a viewer would tune in to watch a certain show, on a certain night, at a certain time. Viewers have now become accustomed to the convenience and freedom that on-demand viewing entails, and even after the pandemic, these behaviours remain.

As the proliferation of streaming services continued, competition for eyeballs grew speedily. The emergence of Showmax, in 2015, was indeed the game-changer in Africa's world of streaming.

Showmax, a streaming service offering a wide variety of award-winning TV shows, movies, documentaries, sports, and more, was constantly having something new to discover, with new shows and movies added almost every week.

The brand speedily grew to become the largest subscription video-on-demand platform with a rapidly growing number of subscribers. Even with this remarkable success, the brand has refused to rest on its oars.

Showmax's passion to maximize impact in its various markets is motivating the brand today to stake a major claim on the rapidly growing streaming industry. In Nigeria, the brand flagged-off its first-ever Nigerian Masterbrand campaign with the tagline "No one tells a story as we do".

The campaign officially launched a few weeks ago is anchored on a super crisp and relatable television commercial featuring Nigerian star actress, Sharon Ooja, who exemplifies the larger-than-life storytelling streak of Nigerians.

Explaining the idea behind the Nigerian Masterbrand campaign and the tagline, "No one tells the story as we do", Ope Filani, GM of Showmax Nigeria revealed that "When it comes

to storytelling, Nigerians are a unique set of people. We are very expressive; we show a full range of emotions when narrating or listening to stories. So, in conceptualizing this campaign we wanted to show storytellers talking about our content in a way that is very relatable. We want people to watch these commercials and think: That's a brand that understands Nigerians.

"When it comes to storytelling, Nigerians are a unique set of people. We are very expressive; we show a full range of emotions when narrating or listening to stories. So, in conceptualizing this campaign we wanted to show storytellers talking about our content in a way that is very relatable. We want people to watch these commercials and think: That's a brand that understands Nigerians. As a brand, we believe we must tell these stories and tell them in their most original and purest form."

"With this campaign, we are establishing ourselves in the hearts and minds of Nigerians as Africa's original streaming platform. Our goal is to be the go-to streaming platform for Nigerian and African content. Our key initiative in the Nigerian market is to continue to invest in original stories; expanding our library of Nigerian Original films, series, TV shows, and documentaries. And we are doing this by working with talents and capabilities here in Nigeria, using the highest possible production values that we are known for"

The teasers Showmax used to flag off the campaign were displays of some of the most popular Nigerian slang such as Just Dey Play, Woto Woto, Eweee, and Pressure Ti Wa on billboards across major cities in Nigeria. Conversations about these billboards were amplified on social media with many users taking them on and giving their unique spins.

Still on the campaign, Filani restated that the campaign is a celebration of the wealth of stories that abound in Nigeria, and Showmax's commitment to telling them as a truly Nigerian brand.

"As a brand, we believe we must tell these stories and tell them in their most original and purest form. And this is even more important to us because we're Africa's original streaming platform and we truly believe that no one can tell our stories better than we do," Filani stressed.

Are there visible impacts of the campaign since its launch last month? Filani confirms that the impact has been great. In his words "We saw a good number of engagements on social media when we first teased the campaign. What we are seeing now is an increase in brand awareness and affinity, and an overall increase in conversations about our originals"

Africa's streaming king, Showmax officially set up shop in Nigeria last year with the appointment of Filani as General Manager and other key hires for its Nigerian operations as part of efforts to solidify its presence and investment in the country. At the time, Yolisa Phahle, the CEO of Showmax, had said in a statement that the platform has witnessed unprecedented growth in its paying subscriber base and it "has become even more important to have a dedicated team at the helm of affairs of Showmax in one of our most important markets."

Making the decision to deepen its presence in Nigeria is paying good dividends. With 22 nominations at the biggest TV and film awards in Africa, the AMVCAs, in nine categories. The list continues with a growing slate of critically acclaimed originals including a record charting kids' show, Jay Jay: The



Chosen One, mirrored after the reimagined childhood of Nigerian football legend, Jay Jay Okocha, the James Omokwe-produced *Diiche*, *Flawsome*, *Crime*, and *Justice Lagos*, *The Real Housewives of Lagos* and *Abuja*, and *Wura*, as well as an extensive collection of TV shows and series from Africa Magic – such as *Itura*, *Covenant*, *My Beautiful Life*, and *Ricordi*.

Speaking on the impact of the brand's strides, Dr. Busola Tejumola, Executive Head Content, and West Africa Channels, MultiChoice Nigeria puts it in clear context, "A bulk of our impact lies in our continuous investment in local content production. Our rate of commissioning doubled this year and will triple in the coming year. We are championing local storytelling like no one else.

We've released eight Nigerian originals over the past year in partnership with production houses here in Nigeria. For example, our first original telenovela, *WURA*, shot in the Iperindo community of Osun state provides employment directly and indirectly to an entire ecosystem of creatives, close to 500 people: from cast and crew to specialists, artisans for set builds and gear hires. And that's just one title".

In addition to the brand's Originals and other African content, it has an extensive catalogue of international shows, movies, and series from leading studios around the world. Showmax is the home of HBO and HBO Max in Africa. HBO and HBO Max combined were the most awarded studios at the 2022 Emmys. Some of the HBO shows only available to stream on Showmax include- *House of the Dragon*, *The White Lotus*, *Succession*, *Barry* and *Euphoria*.

Showmax Pro is another strong differentiator. Subscribers can stream live sports on Showmax Pro courtesy of SuperSport, which includes international football titles such as FIFA World Cup, English Premier League, La Liga, Serie A, UEFA Europa, and the UEFA Conference leagues.

Speaking in a recent interview on what stirs innovation in the brand, Barry Dubovsky, Chief Operating Officer, Showmax said, "We want to be the logical choice for entertainment across the continent going forward. With that in mind, we have done a lot of things like being the first service to launch a mobile-only plan, we also got a sports product that sits on top of all of our general entertainment offerings, and we presented the World Cup in 4k last year"

This does not mean that it was always rosy when Showmax started. The brand faced numerous challenges since its launch. The streaming firm basically had to build its content distribution network in order to tackle some video streaming issues. Customers are understandably not forgiving if the video quality isn't up to their expectations, so they had to move fast.

On what should be expected from the stables of Showmax in the coming year, Ope Filani, GM of Showmax Nigeria promised that "We will continue to prioritize investments in local productions and collaborating with talents, both established and upcoming. Our local content slate is expanding; we will be launching more originals in the coming months which include a documentary, reality TV shows, and more drama series. This is an investment that will ensure our film industry keeps thriving and more creatives will have access to funding to bring their creative expressions to life.

"We understand entertainment and technology are evolving, as are consumption habits. As such, we continuously invest in product and service innovations and improved customer service. And with a local team on ground to drive this strategy, we are excited to be expanding our presence and investment in-country"

Another great thing to look forward to is an emerging new Showmax. In the words of Yolisa Phahle, CEO of Showmax, "We're very excited about the pending relaunch of Showmax, in partnership with Comcast's NBCUniversal and Sky, who will provide ongoing support through the licensing of both content and Peacock's globally scaled technology"

The brand aims to "create the leading streaming service in Africa" which will be populated by a pipeline of content from NBCUniversal and Sky, third-party content from HBO, Warner Brothers International, Sony, and others, as well as live English Premier League football.

The partnership also provides access to African content including Showmax Originals and local content from MultiChoice's proprietary channels including *Mzansi Magic*, *Africa Magic*, and *Maisha Magic*.

The streamer is powered by the same tech behind NBCUniversal's Peacock platform, with NBCUniversal and Sky providing ongoing support to Showmax through the licensing of both technology and content.

What sets Showmax apart is a unique combination of hit African content, first and exclusive international series, premium documentaries, and the best kids' shows. Showmax Pro adds music, news, and live sport from SuperSport.

Subscribers can stream Showmax using apps for smart TVs, smartphones, tablets, computers, media players, and gaming consoles. They can also manage data consumption using the bandwidth capping feature. No internet? No problem - download shows to smartphones and tablets to watch later offline. With such interesting features, Showmax is poised to consolidate its stronghold on the African continent.

"With this campaign, we are establishing ourselves in the hearts and minds of Nigerians as Africa's original streaming platform. Our goal is to be the go-to streaming platform for Nigerian and African content. Our key initiative in the Nigerian market is to continue to invest in original stories; expanding our library of Nigerian Original films, series, TV shows, and documentaries."





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A sheroe is someone who has given her life to something bigger than herself." – Joseph Campbell

Women are regarded as the backbone of families and communities. They serve a variety of responsibilities associated with care, including hands-on health providers, house managers, friends, confidantes, companions, surrogate decision-makers, and advocates. They offer the bulk of informal care to their spouses, parents, in-laws, friends, neighbors, and society at large.

Because roles are necessary for a society to function, women embrace these responsibilities as nurturers. They carry out the demanding duties that come with these roles without hesitation, censure—not because it comes naturally to them, but because they care.

It is worthy to note that care is essential to building happy and thriving communities. It literally takes a village to nurture our communities and women often do this single handedly with no acknowledgement of how difficult a job it is and how it contributes to the building of a productive society. The role women play frequently goes unnoticed, is undervalued, and ignored as it is perceived to be natural, thus, care is considered as passive.

In line with the International Women's Day celebration and as part of its Brand Purpose of 'caring for those who care', Morning Fresh deemed it essential to give back to those who care, whom the brand refers to as 'everyday sheroes'.

The need to appreciate our Sheroes for this act of service which seemingly is unnoticed, gave birth to the Morning Fresh Take-A-Pause campaign.

The campaign theme drew its inspiration from the meaning of the word 'pause' which is an action word that defies action. It means 'to cease or suspend an action temporarily'. That is, to take a break from their regular tasks to relax and be taken care of instead.

Morning Fresh identified this pain point and strategically curated this campaign to recognize women for their role in the society whilst positioning Morning Fresh brand as a supporter, friend, and admirer of those who care. It encouraged women all over Nigeria to stop, relax and take out time to rejuvenate by offering an all-expense paid pampering staycation and pamper boxes.

Consumers were asked to nominate women in and around their lives who have depicted care, impacted lives and needed the much-deserved pampering by sharing authentic stories of how these individuals show care. The nomination ranged from mothers, to sisters, friends, community leaders, boardroom go-getters, etc. Winners were selected from the pool of entries based on authenticity and creativity of the stories.

The winners were indulged in an all-expense paid trip to Lakowe Lakes and Resorts for a moment of tranquility, relaxation, and self-indulgence whilst also enjoying the company of some of Nigeria's finest influencers such as @diaryofakitchenlover (ChefT)– Morning Fresh's Brand

ambassador, @Jbums, @Nancyumeh, @Oby_o @Kiekie, @Uriel.

Here's how it went down

After the nomination and the selection was made, the winners were transported in luxury vehicles from their residences and the airport to the Lakowe Lakes and Resorts. Those who were not based in Lagos where also flown in to join the two-day fun activity.

On arrival, they were welcomed by the Morning Fresh Team and guest host, Bukunmi Ilori-Adedagba (KieKie).

After lunch and settling, the activities kicked off. Several rest-themed activities spanned over the weekend. They included Sip and Paint, bird watching, fishing, spa and massage session, boat cruise, movie under the stars, yoga sessions, exercises, and more.

The Sip and Paint session tapped into the inner Picasso of the guests. They harnessed their creativity swishing paint brushes on canvases and admiring art over finger foods and cocktail drinks. The view and atmosphere were ethereal.

You'd think fishing would be the unattended sport, but if the resort was offering, the guests were willing to try. In a paid pamper trip, there's only two thoughts: do it big or don't do it at all – and these winners were doing it massive.

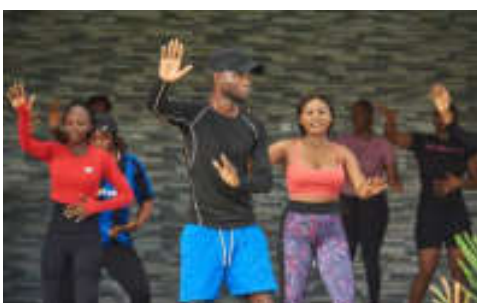
In the end and with a surprise Hawaiian-themed evening, the ladies witnessed the launch of the Morning Fresh Anti-Bacterial Dishwashing Liquid.

Abimbola Odimayo-Olabode, the Category Head, Homecare Category, PZ Cussons, said, "it has been a great pleasure to see our consumers treated to a time of their lives. Morning Fresh remains grateful for the participation of all our consumers in the Take-A-Pause campaign, and in light of celebrating our everyday sheroes, we relaunched the Morning Fresh Anti-Bacterial variant which kills 99.9% of germs, giving you a germ-free kitchen which is safe for you and your family, has Superior Grease cutting power and amazingly, it comes in Apple Blossom flowery fragrance which makes dishwashing fun and enjoyable".

Also speaking at the event, Kemi Longe, the Head of Marketing PZ Cussons commented that Morning Fresh is committed to delivering on its promise to consumers of providing superior products and will continue to innovate to support women in softening the tough job of home hygiene as they care for those they love.

The sky lit with fireworks. Music came on. There was dancing and games and great food – a celebration of care and products for care.

The trip ended with a movie under the skies. It was a perfect ending to a thought-driven campaign that serves as a reminder that to whom care is expected, care should be given – and Morning Fresh will continue to champion that message.





Mortein Takes Fight Against Malaria To Communities On World Malaria Day



L-R: Head, External Communications & Partnerships, Reckitt Sub Saharan Africa, Mrs Cassandra Uzo- Ogbugh; Senior Special Assistant to the Lagos State Governor on Sustainable Developmental Goals & Investment, Mr Lekan Fatodu and Mortein Brand Ambassador, Ms Kate Henshaw, at the commemoration of the 2023 World Malaria Day by Mortein in Lagos.

Mortein insecticide, a brand of Reckitt, a leading global health and hygiene company, commemorated this year's World Malaria Day with an awareness and sensitization programme held at the Obalende/Ikoyi LCDA area of Lagos, as well as donated Mortein insecticides in a bid to help in the fight to end malaria within the country.

The event which held on Tuesday, April 25 in collaboration with the Lagos State office of Sustainable Developmental Goals and Investment, was geared towards enlightening members of the community on key malaria prevention habits following this year's theme: "Time to deliver zero malaria: Invest, Innovate, Implement".

Speaking during the programme, Head External Communications & Partnership, Reckitt Sub-Saharan Africa, Cassandra Uzo-Ogbugh, said "According to the World Malaria Report 2022, at 31.3%, Nigeria is one of the four African countries that account for over half of all malaria deaths globally. Nigeria also accounts for an estimated 38.4% of global malaria deaths in children aged under five. At Reckitt, we are driven by our purpose to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world."

"Mortein, as a leading global insecticide brand, initiated its "Fight to End Malaria" campaign to empower our consumers with knowledge and provide access to expert solutions like Mortein Insecticide to rid themselves of vector-causing malaria, the mosquito. By investing in malaria interventions like we are

doing today, fostering innovation with various prevention methods, and implementing effective strategies, we can make significant progress towards ending this deadly disease and saving millions of lives." She concluded.

As part of its commitment to global health, Reckitt is partnering with organizations and governments in Nigeria to tackle the issue of malaria. Some of the government representatives at the event are Lekan Fatodu, Senior Special Assistant, to the Lagos State Governor on Sustainable Developmental Goals & Investment, and the host of the event, Honorable Fuad Atanda-Lawal, Executive Chairman, Ikoyi-Obalende Local Council Development Area (LCDA).

According to the Lagos State Government, represented by SSA Fatodu, "The responsibility of nation building and capacity development does not lie in the hands of government alone in fact we need the support of corporate entities like Reckitt and brands like Mortein to move forward. The Lagos State Government is committed to driving the agenda for human capacity development (HCD) but how do we achieve the HCD for a state like Lagos with a large population that is being challenged with the scourge of malaria, hence, the state needs support from brands like Mortein."

Mortein brand ambassador, Kate Henshaw was also present at the event, leading a gathering of residents and malaria-prevention advocates on a sensitization walk through the community that saw many people receive educative materials on how to prevent malaria. The event also featured popular

social media influencers: Consultant Paediatrician, Dr Ayodele Renner; Culinary Expert, Ifeyinwa Mogekwu, known as Ify's Kitchen, and Content Creator, Yemisi Odusanya, known as Sisi Yemie.

Mortein has been at the forefront of the fight against Malaria in Nigeria. Last year, the brand signed Nollywood thespian, Kate Henshaw as a brand ambassador to propagate its message. They have also partnered with the Federal Ministry of Health through the National Malaria Elimination Program, and other state agencies of health to foster education on malaria prevention through TV and radio infomercials, digital education, and community engagement activities.

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Mega Millionaire Promo: Rewarding Consumer Loyalty, Strengthening Brand Affinity



By Jeremiah Agada

A loyal customer," it is said, "is worth ten times their weight in gold." In today's competitive global marketplace, brands are increasingly realizing the importance of cultivating strong relationships with their customers. Recognizing the value of consumer loyalty, businesses worldwide are embracing the power of rewarding their customers as a way to strengthen brand affinity, foster lasting connections, and drive long-term success.

As the quote suggests, a loyal customer is a precious asset, worth their weight in gold. Their unwavering support, trust, and repeat business serve as the foundation upon which successful brands are built. Understanding this, visionary leaders and renowned figures have emphasized the significance of acknowledging and appreciating customer loyalty.

Richard Branson, an iconic entrepreneur and founder of the Virgin Group, encapsulates this sentiment in his powerful quote: "Your customers are the lifeblood of your business. Their loyalty should be recognized and rewarded." He highlights that customers are the lifeblood of any business, and their loyalty should be acknowledged and rewarded. This philosophy resonates with businesses globally, driving them to develop innovative strategies that go beyond mere transactions and focus on building lasting relationships.

At the forefront of this movement is PZ Wilmar, Nigeria's foremost household manufacturer. It recently concluded an electrifying pan-Nigerian multi-million-naira promotional campaign under its renowned brand, Devon King's. The campaign, known as the Devon King's Mega Millionaire Promo, aimed at rewarding loyal consumers with airtime and cash prizes, leaving a trail of excitement and satisfaction among participants.

With the campaign, Devon Kings has exemplified the power of recognizing and appreciating its customers' unwavering support. By offering enticing rewards, such as airtime and cash prizes, Devon Kings not only strengthens its bond with consumers but also enhances brand loyalty and affinity.

In this era of interconnectedness, where consumers have numerous choices at their fingertips, the ability to foster loyalty through recognition and rewards is a vital competitive

advantage. Brands that prioritize consumer appreciation and loyalty are poised to thrive in the global marketplace, cultivating a community of devoted customers who become brand ambassadors and advocates.

Over a period of six weeks, from April 11 to May 26, 2023, the Devon King's Mega Millionaire promo captivated consumers nationwide with its engaging activities and enticing rewards. Participants had the opportunity to enter the promo multiple times and stand a chance to win generous amounts of airtime and incredible cash prizes. Instant airtime could be earned by sending unique PINs to the designated code 8011, and weekly draws held every Friday during the campaign added an element of anticipation through electronic raffle draws.

Chioma Mbanugo, Head of Marketing at PZ Wilmar, expressed her excitement about the resounding success of the Devon King's Mega Millionaire promo. She stated, "We launched this campaign as a heartfelt gesture of appreciation to our consumers for their unwavering support and loyalty. We understand the challenges they face, and we wanted to make their lives a little easier by rewarding them for their continuous support of Devon King's Cooking Oil."

Participants eagerly participated in the promo by purchasing the specially labeled 1-litre or 2-litre promo bottles of Devon King's Cooking oil. They scratched off the panel to reveal unique PINs, which they sent to 8011 using the format: **KINGS <space> PIN**. The promotion also encouraged participants to retain the cooking oil bottles, as a short video sent to the WhatsApp number 09062903329 was required to be eligible for the cash prize.

Devon King's, with its rich heritage of over five decades in Nigeria, celebrated its consumers and further strengthened brand affinity through the Mega Millionaire Promo. The campaign successfully delivered on the brand's promise of creating social connections through meals, known as the "Taste That Binds." Lucky consumers were rewarded with amazing cash prizes and instant airtime. Each week, 30 fortunate participants were selected through live draws to receive various cash prizes, while one lucky individual won the grand prize of N1,000,000.

The Devon King's Mega Millionaire Promo resonated across Nigeria, attracting participants from all corners of the

nation. The campaign emphasized that the more Devon King's Cooking Oil promo bottles participants purchased, the greater their chances of winning, and individuals had the opportunity to participate and win multiple times.

The success of the Devon King's Mega Millionaire Promo demonstrated PZ Wilmar's commitment to expressing gratitude to its loyal consumers and fostering a sense of belonging within the Devon King's community. The concluded campaign showcased the company's dedication to providing exceptional rewards and experiences to its consumers.

Devon King's stands as a trusted and renowned brand that has continuously rewarded consumer loyalty on a global scale. With a history spanning over half a century, Devon King's cooking oil has established itself as a quality product imported into Nigeria. However, PZ Wilmar, the parent company, has taken it a step further by locally producing Devon King's cooking oil, ensuring freshness, affordability, and a wide range of options to meet consumers' needs.

The commitment to freshness sets Devon King's apart from imported cooking oils that may spend months at sea. Locally produced in a world-class refinery, Devon King's offers NAFDAC-approved, CODEX standard cooking oils that guarantee a fresh and enjoyable cooking experience. The tamper-proof packaging reinforces the brand's dedication to quality, ensuring that consumers receive pure and unadulterated cooking oil. Moreover, Devon King's cooking oil is designed to be affordable and accessible to all consumers. With a variety of pack sizes, from small pillow packs to larger jerry cans, Devon King's caters to individuals with different budgets and family sizes. The brand's affordability and value proposition eliminate the need to purchase loose or unguaranteed cooking oil from the market, providing a trustworthy and convenient option for consumers.

Behind Devon King's success and commitment to consumer loyalty is PZ Wilmar Limited, a joint venture between PZ Cussons Plc and Wilmar International Ltd. This partnership aims to revitalize the palm oil industry in Nigeria, benefitting the country, the community, and the consumers. PZ Wilmar Limited's vision aligns with Devon King's brand promise of delivering high-quality products from the plantation to consumers' homes.





Marks Fifth Anniversary With Children's Day Carnival

Jeremiah Agada

Nutri-Yo, the consumers' choice yoghurt drink in Nigeria, celebrated its fifth anniversary in grand style with the Nutri-Yo Children's Day Carnival, held on May 27, 2023. This special event also commemorated World Children's Day and took place at the Ndubuisi Kanu Park, Mobolaji Johnson Avenue, Oregun, Ikeja, Lagos. The carnival was filled with fun, adventure, and amazing prizes for the children who attended.

Children at the Nutri-Yo Children's Day Carnival had a day full of excitement as they participated in various games and had the opportunity to win incredible prizes. Among the prizes were bicycles, bags, tablets, shopping vouchers, and many others. The event was a resounding success, leaving the children and their families with lasting memories.

In her welcome address, Brand Manager for Nutri-Yo, Jennifer Egbuonu, expressed her gratitude to all the parents for bringing their children to celebrate the milestone anniversary. She highlighted the body nourishment benefits of the Nutri-Yo brand, which contributed to the impressive turnout of children at the carnival.

"Nutri-Yo is a consumer friendly brand and that is why we are able to gather this impressive number of children. That is also the reason why we felt that Children's Day is a very important day and we took it upon ourselves to host children to a large party to celebrate with us," she said.

Egbuonu also acknowledged the schools that participated in the event through the school activation program, despite the early drizzling.

In her keynote address, Proprietress of Binta International Schools, Pastor (Mrs) Ehimwenma Enoma Adenuga, extended her appreciation to Nutri-Yo for organizing such a remarkable event. She emphasized the significance of Children's Day in promoting the rights and welfare of children. Adenuga discussed the importance of education and urged parents to instil moral values in their children while encouraging the children to honour their parents.

Taking a holistic view of the day in focus, she revealed that Children's Day was first celebrated on the 20th September, 1956; it was to promote the right of Children by the United Nations. "In Nigeria, we celebrate it on May 27. What is the importance? We pay special attention to children and focus on their lives, rights, to mention but few. The theme for this year's children's day is "Generating more money for primary and secondary education in Nigeria."

Vishal Patil, Nutri-Yo Business Unit General Manager, thanked the attendees for their presence despite the rain. He took the audience through the journey of the Nutri-Yo brand, starting from its inception in 2018 to its growth and resilience during the challenges brought about by the COVID-19 pandemic. Patil expressed his gratitude to the consumers for their support, which has been instrumental to the brand's success.

"Nutri-Yo has had an incredible journey over the past five years, and we are proud to celebrate this milestone with the Nutri-Yo Children's Day Carnival. We remain dedicated to providing Nigerian consumers with a yoghurt drink that not only satisfies their taste buds but also nourishes their bodies. We look forward to many more years of delivering excellence and delight to our esteemed customers," he said.



Samuel Akinrimisi, Deputy Marketing Director, CWAY Group, also reiterated the growing acceptance of the Nutri-Yo in Nigeria and sustained promise of the brand to provide consumers the requisite body nourishment to keep them going. He urged consumers to continue to make Nutri-Yo their preferred yoghurt drink while onboarding those that are yet to have a taste of it. Samuel emphasized, "the brand serves and associates with various segments of the consumer landscape and will continue innovate to gain more consumer satisfaction".

While fielding questions from members of the press, Rohit Prakash Gupta, Marketing Director, CWAY Group, highlighted the widespread acceptance of the Nutri-Yo brand among Nigerians. He emphasized the brand's commitment to its target audience, children, and announced that the Nutri-Yo Children's Day Carnival would become an annual event, expanding to different parts of the country.

Gupta also mentioned the brand's focus on corporate social responsibility, particularly in recycling and waste management in collaboration with the Lagos State Waste Management Agency (LAWMA). Patil adds that CWAY has also undertaken several CSR projects across its host communities to promote education among others.

Industry watchers tout the carnival as one of the biggest children's Day carnival organised by any brand in this market and certainly the biggest for this year. This, they believe, serves as a testament to Nutri Yo's commitment to providing a delightful and nourishing experience for its consumers. The brand's success can be attributed to its exceptional taste, nutritional benefits, and innovative approach, which have met the desires of yoghurt drink lovers across Nigeria. Nutri Yo's strong distribution network ensures that consumers can easily access the brand throughout the country.

About Nutri-Yo

Nutri-Yo is a leading yoghurt drink brand in Nigeria,

known for its superior taste and nutritional benefits. Produced by CWAY FOOD and BEVERAGES, a subsidiary of CWAY

Group, Nutri-Yo has become the go-to choice for yoghurt lovers across the country. With its wide distribution network and commitment to innovation and quality, Nutri-Yo continues to captivate consumers with its irresistible flavour and nourishing properties. Nutri-Yo, offers an improved formulation and is available in three sizes: 500ml, 400ml, and 125ml. The brand comes in two delicious variants, namely Plain Sweetened yoghurt and Strawberry Flavoured yoghurt. CWAY Group is known for producing famous brands such as Nutri Milk, Maca Energy Drink, Peach Fruit Drink, CFresh, Darjeeling Ice Tea, and Nutri Choco. With over two decades of operation in the Nigerian FMCG industry, CWAY has consistently delivered high-quality products that have gained tremendous acceptance from Nigerian consumers.

"Nutri-Yo has had an incredible journey over the past five years, and we are proud to celebrate this milestone with the Nutri-Yo Children's Day Carnival. We remain dedicated to providing Nigerian consumers with a yoghurt drink that not only satisfies their taste buds but also nourishes their bodies."





Inspiring Cultural Exploration With Contemporary Style



By Jeremiah Agada

From the moment the revolving doors at the enigmatic Ecobank Pan African Center (EPAC) let attendees into its bowels, they could not but feel a vibrant energy-filled atmosphere, signaling the commencement of the Adire Lagos Experience, an extraordinary event meticulously crafted by Ecobank Nigeria.

An invisible thread of anticipation wove its way through attendees, both eager and curious, as they stepped into a world where culture, heritage, art, tradition, and fashion converged in a stunning display.

The scene unfolded before their eyes, revealing a tapestry of colors, patterns, and textures that reflected the very essence of Nigeria's rich cultural heritage. Adire, the radiant star of the

event, stood tall, exuding a sense of pride and time-honored tradition. Each fabric told a story, interlacing threads of history, creativity, and the spirit of the Nigerian people.

A symphony of voices filled the space as experts, artisans, and industry leaders shared their wisdom and secrets of the Adire trade. Curious minds soaked up knowledge, eagerly immersing themselves in the intricate techniques and cultural significance embedded within each stitch. Connections were forged, collaborations were born, and the ripple of inspiration spread, lighting a fire within the hearts of all those present.

Throughout the event, a palpable sense of gratitude and reverence for the cultural heritage of Adire permeated the atmosphere. Attendees marveled at the craftsmanship and ingenuity that adorned every stall, every corner, a testament to the timeless allure of Nigerian fashion. Adire, with its

kaleidoscope of colors and patterns, effortlessly bridged the gap between tradition and contemporary style, capturing the hearts of both young and old.

Ecobank, the visionary behind this grand affair, stood as a guardian of change, redefining the landscape of corporate social responsibility. The bank's commitment to Nigeria's economic prosperity shone brightly, as it provided a platform for SMEs to flourish and thrive. It was a testament to its belief in the power of creativity and entrepreneurship to shape a brighter future.

Originating from Abeokuta in Southwestern Nigeria, Adire textiles are indigo-dyed fabrics crafted using various wax-resistant methods to create stunning designs. The exhibition attracted a diverse array of attendees, including esteemed exhibitors, government officials, culture enthusiasts, social media influencers, artists, both local and international tourists, traditional rulers, diplomats, and members of the National Union of Textile Garment Tailoring Workers of Nigeria (Adire Sector).

Bolaji Lawal, the Managing Director/Regional Executive of Ecobank Nigeria, expressed the bank's commitment to supporting the growth of MSMEs in Nigeria through its endorsement of Adire textiles. He emphasized the immense potential of Adire clothing and likened its potential impact to that of Kente in Ghana and jeans in America. According to him, Ecobank aspired to promote Adire as a Nigerian clothing brand on a global scale, motivated by the resounding success of the inaugural edition held the previous year.

Kola Adeleke, the Executive Director of Commercial Banking, echoed the sentiment of connecting SMEs to the world and positioning them within the AfCFTA framework. With Ecobank's extensive presence across 33 countries in Africa and a unified payment system, he revealed that the bank was well-equipped to elevate Adire Textiles to the international stage. Adeleke emphasized the bank's dedication to supporting Adire producers not only through exhibitions but also by facilitating their entry into the international market. Ecobank's single market app provided a platform for Nigerian entrepreneurs to showcase and advertise their products to potential customers across Africa.

Mrs. Korede Demola-Adeniyi, the Head of Consumer





Banking, highlighted the exhibition as a means of boosting Nigeria's tourism, culture, and creative industry, with Adire serving as a pivotal driver.

The impressive turnout of high-profile exhibitors, vendors, and dignitaries from around the world spoke to the success of the maiden edition and the bank's commitment to promoting culture and tourism on the continent.

The three-day event offered not only an exhibition but also a series of masterclasses and networking opportunities, catering to entrepreneurs, shoppers, and anyone interested in the art and trade of Adire.

Masters of Strategic Consumer Engagement

In today's rapidly evolving business landscape, strategic customer engagement has become a crucial aspect of a company's overall marketing strategy. It is no longer enough to simply capture a sale; businesses must focus on creating lasting relationships that foster long-term loyalty and advocacy. Rohit Bhargava, a renowned marketing strategist, and author, aptly stated, "Strategic customer engagement is not just about capturing a sale; it's about creating a relationship that will result in long-term loyalty and advocacy." This quote perfectly encapsulates

the significance of building strong connections with customers.

Ecobank's strategic consumer engagement initiatives, such as the Adire Lagos Experience and the Photography Art and Design Exhibition (PADE) among others, exemplify the bank's commitment to building long-term relationships with its customers. These initiatives go beyond mere sales and aim to create meaningful connections and foster loyalty among the bank's customer base.

The Bank's recognition as the Most Outstanding Bank in Strategic Consumer Engagement at the Brandcom Awards further solidifies its position as a leader in customer engagement. Ecobank emerged as the clear winner, impressing the assessors with its unparalleled strategic consumer engagement initiatives.

Notable among these initiatives were the Future Face of Africa Partnership, Ellevate By Ecobank Exhibition, Adire Market Week in Abeokuta, the Adire Lagos Experience, The African Fashion Week in London, the Fintech Breakfast Series, and the Photography Art and Design Exhibition (PADE), among others.

In addition to PADE, Ecobank's

"Ecobank's strategic consumer engagement initiatives, such as the Adire Lagos Experience and the Photography Art and Design Exhibition (PADE) among others, exemplify the bank's commitment to building long-term relationships with its customers."

commitment to the creative industry is evident in its partnerships with various influential figures and events. The bank has collaborated with Bolanle Austen Peter (BAP), Legends of Nollywood, Linda Ikeji's Self Made Woman Conference, and the popular Papa Benji show by Basketmouth, among others.

These collaborations have generated significant visibility, with the Papa Benji show alone amassing over 10 million views on YouTube and creating numerous conversations and engagements.

Ecobank's strategic consumer engagement extends beyond the creative industry. The bank initiated the MX Online series during International Youth Day, partnering with micro-influencers, students, and associations to promote youth products and actively participate in the youth space.

Additionally, Ecobank partnered with Future Face Africa, a model scouting initiative that spanned over 10 African countries, providing young people with opportunities for global stardom. These initiatives further solidified the bank's presence within the





TomTom Unveils Breathe Academy: A Game-Changing Platform For Music Creatives



L-R: Marketing Lead West Africa, Cadbury Nigeria plc, Motsamai Pule; Category Lead, Gum and Candy west Africa, Cadbury Nigeria plc, Morolake Emokpaire; Managing Director, Cadbury Nigeria plc, Yimika Adeboye; and Head, Corporate Communications and Government affairs, Cadbury Nigeria plc, Frederick Mordi; during the official unveiling of Breathe Academy, a TomTom Initiative to discover, nurture and showcase budding music artistes in Lagos, Nigeria.



Managing Director, Cadbury Nigeria plc, Yimika Adeboye, giving a speech during the official unveiling of Breathe Academy, a TomTom Initiative to discover, nurture and showcase budding music artistes in Lagos, Nigeria

TomTom Candy, Nigeria's favourite menthol brand, under Cadbury Nigeria Plc (a subsidiary of Mondelez International), has officially launched Breathe Academy, a learning management platform for music creatives and enthusiasts.

The launch event, which took place at Terra Kulture, Victoria Island, featured music performances from up-and-coming artistes, a live demo of the web platform, and a Q&A session. The platform was officially launched by the Managing Director, Cadbury West Africa, Oyeyimika Adeboye. In attendance were representatives from Cadbury West Africa, experts from the music and entertainment sector, and young music enthusiasts.

Oyeyimika Adeboye affirmed the company's commitment to supporting young people in making a success of their creative inclinations. "TomTom is not just a refreshing mint candy, but a brand that recognises its social responsibility, with visible impact. Breathe Academy is an investment by Cadbury Nigeria Plc as our commitment to nurturing the next generation of music-industry trailblazers. We are ecstatic to provide a platform that not only imparts knowledge, but also fosters creativity, community, and success."

Breathe Academy, which has been designed for music creatives between the ages of 18 and 34, provides access to real-time online learning and a comprehensive curriculum covering various facets of the music business. Students will delve into the art of songwriting; master the intricacies of music production; unlock the secrets of effective artist management; and discover the latest trends in music marketing.

Speaking on TomTom's investment in music creatives and young talent, Category Lead, Gum and Candy, Cadbury West

Africa, Morolake Emokpaire, said, "It is beautiful to see TomTom's relevance through generations as the only black-and-white striped candy in Nigeria. Whether you are a professional giving a presentation or a music lover needing to clear your throat in the studio, TomTom is right there in your pocket. But it is more than that; it is also about our social mission. For every TomTom we sell, we want to give more value to the youth. We are invested in discovering young creatives and giving them one step up to shine. After sitting with young people to understand the pain-points, we realised this was a burden we could easily address. That's why we are really glad we are here today – because the platform is one of the pillars through which we can nurture young talent. We will do more, but we want our users and fans to spread the word in getting more young creatives on board."

A major highlight of the event was the demo presentation by the web development team. The presentation highlighted the user-centric approach to development, creating an intuitive and immersive learning environment for students, and ensuring they have the tools they need to thrive.

In addition to its online offering, Breathe Academy will partner with music stakeholders across the value chain, including record labels and creative management firms, to provide added value to its users, including exclusive access to experienced music executives and stakeholders, depending on defined selection criteria.

Breathe Academy was borne out of TomTom's commitment to discovering, nurturing, and showcasing music talent through its 'Breathe for It' platform. Some notable winners and beneficiaries of its activities include Mani Lapush and Hayzee who participated in its 2021 Verse Challenge.

TomTom continues to support the growth of music talent through Breathe Academy, strategic partnerships, and sponsorship of events, such as the Clout Talk Concert, Ric Hassani Live, Pulse Fiesta, Vector's Album Listening Party, DJ Consequence's 'Vibe of the Year' party, and the 2022 MTV Base Cypher.

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L-R: Marketing Lead West Africa, Cadbury Nigeria plc, Motsamai Pule; Member of the Academy board, David Williams; Former Brand Manager for Gum & Candy Mondelez West Africa, Joan Odufe; Category Lead, Gum and Candy west Africa, Cadbury Nigeria plc, Morolake Emokpaire; Managing Director, Cadbury Nigeria plc, Yimika Adeboye; Head, Corporate Communications and Government affairs, Cadbury Nigeria plc, Frederick Mordi; Entertainment Lawyer, Akinyemi Ayinoluwa, and Host, Consultant and Global Marketing Manager Mavin Records, Femi Aribisala; during the official unveiling of Breathe Academy, a TomTom Initiative to discover, nurture and showcase budding music artistes in Lagos, Nigeria.



L-R: Host, Consultant and Global Marketing Manager Mavin Records, Femi Aribisala; Creative Consultant / Talent Manager / Podcaster / A&R Consultant, Excel Joab; Music producer/Mix engineer, Focus Ramon; Member of the Academy board, David Williams and Website Designer, Developer and Mentor, Keno Alordia; during the official unveiling of Breathe Academy, a TomTom Initiative to discover, nurture and showcase budding music artistes in Lagos, Nigeria.



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John Ugbe, Chief Executive Officer, Multichoice Nigeria (Left) with Busola Tejumola, Executive Head Of Content & West Africa Channels, Multichoice (Right) at the AMVCA Awards Night

By Usukuma Ntia

Unlike other forms of art, involvement in movies/drama, or performances on stage involve stepping into the limelight, exposing oneself to the scrutiny of an audience, and sacrificing one's own sense of identity for the sake of a character or story. The capacity of any personality to clearly interpret and reflect the character he/she is "wearing" to push the boundaries between reality and fiction are the areas that Africa Magic Viewers' Choice Awards (AMCVA) seek to distinguish every year.

The 2023 Africa Magic Viewers' Choice Awards (AMCVA) and which coincided with the celebration of Africa Magic at 20 was not different. The focus, as usual, was on the entertainers and other stakeholders who vied for recognition as the best in the industry, in the period under review. From seasoned veterans to emerging talents, the competition remained fierce. Clearly in line with the popular saying that the road to greatness is not an easy one.

Line-Up Of Activities

The 2023 Africa Magic Viewers' Choice Awards was held between 18 and 20 May 2023. The event included a series of pre-show activities with the actual award show held on 20 May 2023. This year's event which witnessed a 40 percent surge in entry

submissions, was put in the hands of a panel led by illustrious filmmaker Femi Odugbemi. Only ten of the thirty-four categories were open to the public for voting.

Celebrations for this year's event began on Thursday, May 18, 2023, with a series of activities lined up for the three-day occasion. First, there was an Opening Night and Cultural Day event at the Federal Palace Hotel and Casino, Lagos on Thursday, May 18, 2023. This was followed by the Runway Show and Nominee Gala on Friday, May 19, 2023.

The celebrations peaked on Saturday, May 20, 2023, with the award night held at the Eko Convention Centre, Eko Hotels and Suites, Victoria Island, Lagos, and aired live across all Africa Magic channels on DSTV and GOtv, beginning from 4 pm WAT. The ceremony was hosted by South African model Zozibini Tunzi and Nigerian TV star IK Osakioduwa.

These thousands of people were joined by millions across cable and terrestrial TV across the globe to witness the drama, intrigues, pomp, pageantry, and emotional rollercoaster that only the AMVCA could bring.

Indeed the AMVCA lived up to its reputation. But the ultimate nite was beyond an awards ceremony: it was the grand finale of a three-day long fiesta that showcased the best of Africa's film, fashion, entertainment, music, and other events built in to make the AMVCA a truly spectacular continental event that can rival the biggest and the best across the globe.

The build-up to this great event had started over a month before the event when nominees were revealed by actors Bisola Aiyeola, Adjetey Anang, Jasmine Olarotimi, and Nifemi Lawal on Sunday, 16 April 2023. A total of 12 categories were open to public voting, while the other 21 categories were decided by a panel of judges headed by Femi Odugbemi. The most nominations were earned by Kunle Afolayan's epic film, *Anikulapo*.

The Opening Night

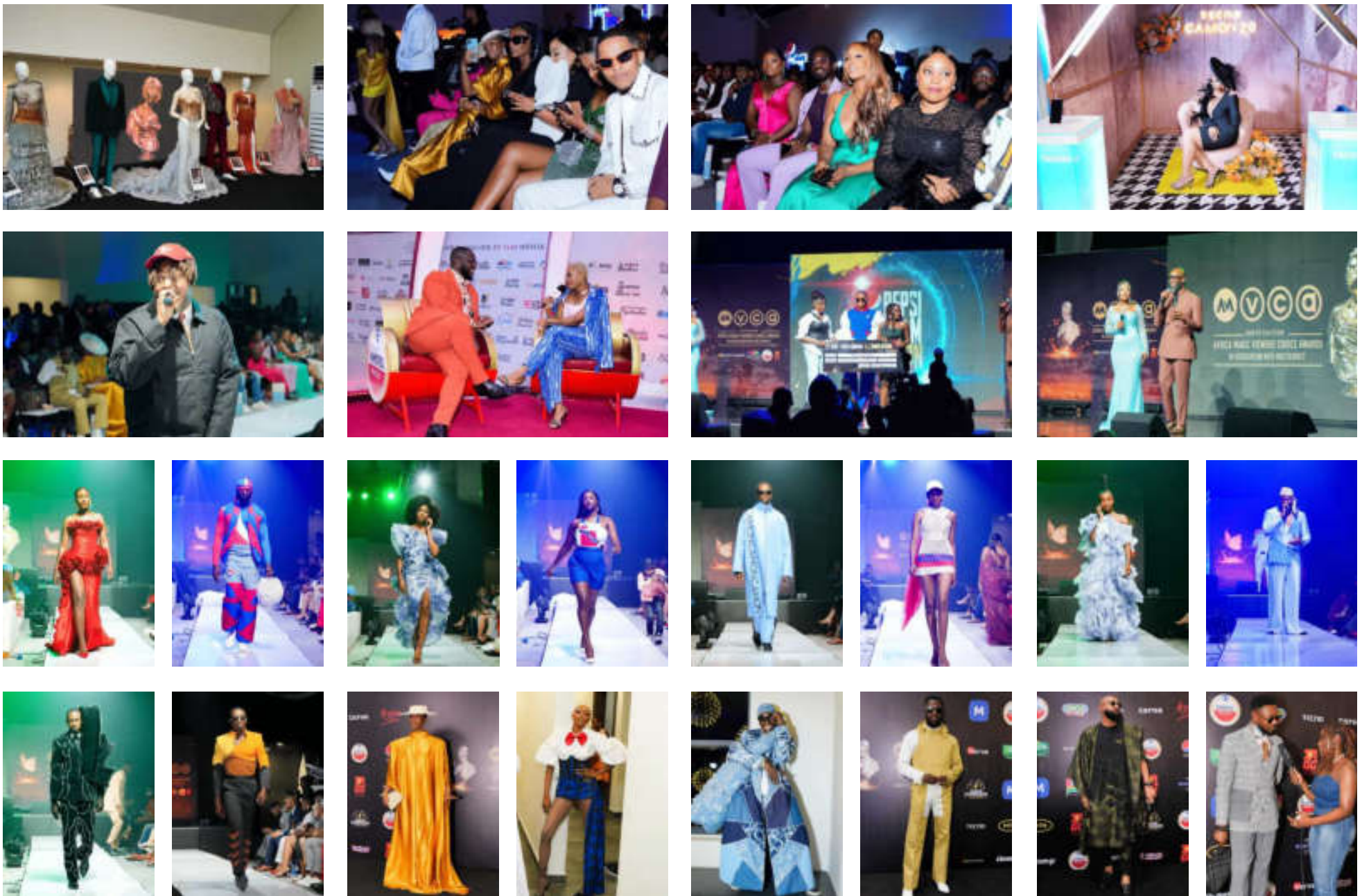
It was indeed a dazzling display of African talent, cultural splendor, style, glamour, and a rich exhibition of arts, culture, and brilliant fashion masterpieces as celebrities like Thabang, Mercy Aigbe, Sir Uti, Yemi Cregx, Venita, and many more, pushed boundaries with their impeccable style choices at the opening night of AMVCA 2023.

Nollywood and entertainment personalities also stormed the opening night of AMVCA 2023 in different traditional tweaks to attract attention and magnificently stand them out as they strutted the red carpet.

Opening the event with an awe-inspiring cultural extravaganza, the stage was set for an unforgettable evening filled with anticipation and celebration.

Attendees graced the occasion, bedazzling the venue with their resplendent traditional attire, presenting a stunning fusion

RUNWAY SHOW



of African heritage and the glamour of the film awards.

The various personalities and celebrities, mostly actors adorned the event with their exquisite cultural outfits, showcasing the rich diversity of African traditions.

Videos and pictures sighted on social media show that popular figures such as Mercy Aigbe, Yemi Cregx of BBTitans, the enchanting Juicy Jay and Thabang, BBNaija stars Liqourose, Elozonam, and Saga, the iconic Ramsey Nouah, Uti Nwachukwu, and the esteemed John Ugbe, CEO of Multichoice Nigeria.

The evening commenced with a soul-stirring recitation of the Nigerian national anthem by a choral group, captivating the audience and earning them resounding applause.

The stage was then set for an extraordinary showcase of performances by various cultural groups, captivating the audience with captivating songs, pulsating drumbeats, enchanting chants, and mesmerizing dance moves.

Speaking at the event, Dr. Busola Tejumola, the Executive Head of Content and West Africa Channels at MultiChoice Nigeria emphasised that this year's edition of the AMVCAs is aimed at elevating the standard of recognition and reward for talents in the diverse realms of the African film and television industry. He painted a clear picture of what everyone should expect during the runway show of the next day and the awards nite itself.

The Runway show

The Runway Show was sponsored by Pepsi Naija to celebrate and promote ingenuity among African fashion creatives. It was tagged -AMVCA Nominees Gala / Runway show. Attendees saw inspiring fashion statements being made with the colours of Pepsi with social media going agog with comments, posts, and reactions that have never been generated at that massive scale at any Nigerian fashion show.

Ten talented young fashion designers who participated in the show each designed a Pepsi-inspired collection. Their designs incorporated the brand colours, logo, and other elements that represent the brand – authenticity, passion, and youth.

The keenly contested show saw Sophie Nwabunike and Obinna Omeruo emerge as winners, each taking home, a million naira cash prize to the delight of fashion designers, influencers, and content creators in attendance.

Guests were sent into an absolute frenzy with the runway presence of four celebrity influencers, Beauty Tukura, Saskay, Hermes Iyale, and Daala Oruwari all dressed in Pepsi Confam

Fashion.

The Awards Night

Anchored by media host presenter Ik Osakioduwa and South Africa's Zozi Tunzi, Miss Universe 2019, the 9th edition of the Africa Magic Viewers Choice Awards (AMVCA) saw the display of glamour and glitz from talents within the entertainment industry.

The event was to honour some of the finest in the African film industry. The award showcased thrilling performances from top acts in the Nigerian music industry such as Tiwa Savage, Spyro, and Iyanya who excited the audience with some of their hit songs.

The red-carpet session kicked off at 4 pm, with Toke Makinwa (Nigeria), VJ Adams (Nigeria), Uti Nwachukwu (Nigeria), and Sika Osei (Ghana) serving as hosts. With the exquisite black carpet session predating the series of events for the night, the occasion was graced by African entertainers.

Major highlights of the event included the recognition of veteran Nollywood actress Patience Ozokwo (Mama G) who walked away with the AMVCA Industry Merit Award for her outstanding contributions to the movie industry. Overwhelmed with surprise and joy, the actress expressed gratitude to fans: "I will die for your love. Your love has given me strength. All of you who watch my movies worldwide, the ones that appreciate me and the ones that don't appreciate me... you took me by surprise, thank you".

Talented actress Bimbo Ademoye clinched the Best Actress in a Comedy award for the first time. Another rising actress Efe Irele, with less than a decade of involvement in the movie industry, bagged the Best Supporting Actress in a Drama prize,

Osas Ighodaro, who starred in the Bolanle Asten-Peters' Movie Man of God, won Best Actress for the second time; while Tobi Bakre took away the Best Actor prize for his sterling delivery in the action-packed movie Brotherhood.

Despite having the most nominations for a TV series, Shanty Town won only one award in the Best Makeup Category, with Maryam Ndukwe and Hakeem Effects Onilogbo as collective beneficiaries. The Best Costume Designer award went to Adeola Art-Alade, wife of prominent singer Dare Art-Alade, for her efforts in an episode of the series The Real Housewives of Lagos.

There was a moment of recognition for young actress Angel Unigwe who won the Trailblazer award, as the Best Dressed Male and Female were given to social media personality Eniola Adeoluwa and Big Brother Naija ex-housemate Beauty Tukura

respectively.

In line with the tradition of the occasion, tributes were paid to deceased creative talents and entertainers such as Saint Obi, Ada Ameh, and others.

Other winners were: Broda Shaggi as Best Actor in a Comedy (Movie/Series); Abdisattar Ahmed as Best Supporting Actor (Movie/Series); Elozonam and Kie Kie as Best Online Social Content Creator for efforts in Back From The Future; Mpali as Best Original Telenovela; King Bugar as Best Unscripted Original; Njoro Wa Uba as Best Original Comedy Series; Ricordi as Best Original Drama Series; Yinka Edward's Crime & Justice as Best Television Series; Nora Awolowo's Nigeria—The Debut as Best Documentary; and Leaked as Multichoice Talent Factory Film.

Outstanding Performance

Special recognition for the night should go to the movie Anikulapo, by Kunle Afolayan. The movie went home with five awards at the 2023 AMVCA, emerging as the biggest winner.

Out of the 16, it was nominated for, Anikulapo won the Best Indigenous Language' (Yoruba); Best Overall Movie; Best Sound Editor (movie/TV series); Best Writer (Movie/TV series); and Best Sound Track (movie/TV series).

'Best Picture Editor' went to the Crime and Justice television series, while 'Best Art Director' went to Wale Adeleke for the Yoruba epic movie 'Ageshinkole'.

Patience Ozokwo won the 2023 Industry Merit Award, for her journey and dedication to the movie industry.

The award was presented by Femi Odugbemi, the head of judges for the award.

Exploits Of The MULTICHOICE talent factory

Apart from the exciting achievement of the movie, Leaked, graduates of entertainment-industry training and talent-development initiative the MultiChoice Talent Factory (MTF) made a major impact at this year's Africa Magic Viewers' Choice Awards (AMVCA), with five alumni securing nominations across three categories.

Mvamizi, produced by MTF alumni Wilson Nkya and Philipo Ngonyani, and Frida, produced by Nkya and Jane Moshi, were nominated in the Best Indigenous Language: Swahili and Best Movie East Africa categories at AMVCA 9.

Meanwhile, fellow alumni Orire Nwani was nominated for Best Short Film/Online Video for Love Language at the AMVCAs, and Emmanuel Mwape was nominated for Best Movie Southern Africa for Silver Lining.

The nominations highlight the success of the MTF Academies in educating the next generation of African storytellers and multiplying the impact of entertainment talent on the continent.

Now in its fourth year, MTF has honed the skills of more than 120 emerging TV and Film production professionals in 13 countries across Africa. In turn, the initiative has created an MTF Alumni Network of skilled graduates that now occupy significant roles across the industry.

Directors, producers, sound designers, camera operators, art directors, scriptwriters, and editors are all part of this network, using their newfound knowledge to bring African stories to the world.

MTF Director for Africa, Nwabisa Matyumza, has acknowledged the accomplishments of the MTF graduates at the AMVCAs and commended the programme for the reverberations it is causing across industry and across national economies.

"Well done to all our MTF nominees at the AMVCAs," she says. "Their success proves how our alumni are part of a continent-wide move to inspire narratives; multiplying the power of African storytelling and keeping viewers and communities informed, entertained, and connected."

MTF East Africa Academy Director Victoria Goro has extended warm congratulations to Wilson Nkya, Philipo Ngonyani, and Jane Moshi for their nominations.

"Those two productions – Frida and Mvumizi are both powerful pieces of work," she says. "It makes us proud to know that they are the work of MTF Alumni. We wish them well for the next stage of the competition."

The impact of the MTF Academy in the awards and across the industry underscores the Africa-wide power of the programme, delivering well-trained professionals to production houses and TV stations in their respective home countries. Graduates of the programme have also launched documentary series and created award-winning feature films.

"We're proud to see our people making waves at the AMVCAs," says MTF Academy West Africa Director Atinuke Babatunde. "It's more proof of how their work contributes to the creative space and also helps to grow the economy of their countries."

With MTF alumni now firmly embedded across the African broadcasting industry, an exciting future for television and film production on the continent is assured.

Nwabisa has also congratulated the MTF teams for their role in the successes of MTF programme graduates.

"Our Academy Directors are the heartbeat of our academies and ensure that the quality of our graduates is of a high standard," she says. "We are extremely proud of the achievements of all our MTF nominees, and how far they have come because of everyone's hard work in the MTF programme over the years. MTF is making a powerful impact, shaping the future of our industry, and having a multiplier effect across the economies of many African countries. We are proud to see the unique stories they are telling."

In 2018, it also launched the MultiChoice Talent Factory, a 12-month fully-funded Corporate Social Value programme to boost the quality of the local film and create great stories. These initiatives, the company says, are targeted at helping Africa's creative industries grow into vibrant, economic powerhouses. Since the launch of the AMVCA, African storytellers – writers, filmmakers, directors, and actors – have been handed more incentives to tell better stories and produce world-class content.

Our Commitment- John Ugbe

In his speech at the awards nite, Chief Executive Officer, of MultiChoice Nigeria, John Ugbe said the evening was dedicated to rewarding the finest achievements in talents in the film world across Africa as well as celebrating the African culture and stories.

"As Africa's biggest entertainment company, Multichoice is proud to be at the heart of this award", Ugbe stressed, adding that, it was very important to tell African stories, hence the theme of cultural diversity was adopted for the 9th edition of the prestigious movie awards.

Ugbe reinforced the company's dedication toward the appreciation of artists in the creative industry, adding, "We aim at rewarding the finest in the continent, inspiring filmmakers for bringing first-class entertainment into the homes of our viewers".

He also said this year's AMVCA is significant to African Magic as it celebrates 20 years of telling authentic African stories, portraying African culture and consistently serving as a hub for entertainment for the entire continent.

"We started this journey 20 years ago and the vision was very clear. We will continue to bring first-class entertainment into the homes of our viewers", he added.

The After Party

At the end of the presentation ceremony, a new energy level was unlocked with unique and scintillating performances at the official AMVCA After party. The Energy Gad and the Lightenings led the charge which was effectively sustained by the Afro-EDM duo of Maze x Mxtreme as well as the electrifying presence of Brand Ambassadors like Cross and Saskay.

Sponsoring brands deployed their disruptive influence aggressively to audaciously establish themselves in the heart of consumers.

Brands like Pepsi, Supa Komando, Zagg, and Amstel Malta among others, provided premium refreshment, great vibes, and unmatched fun to show their alignment with MultiChoice's Nigeria's mission of inspiring thousands of African storytellers

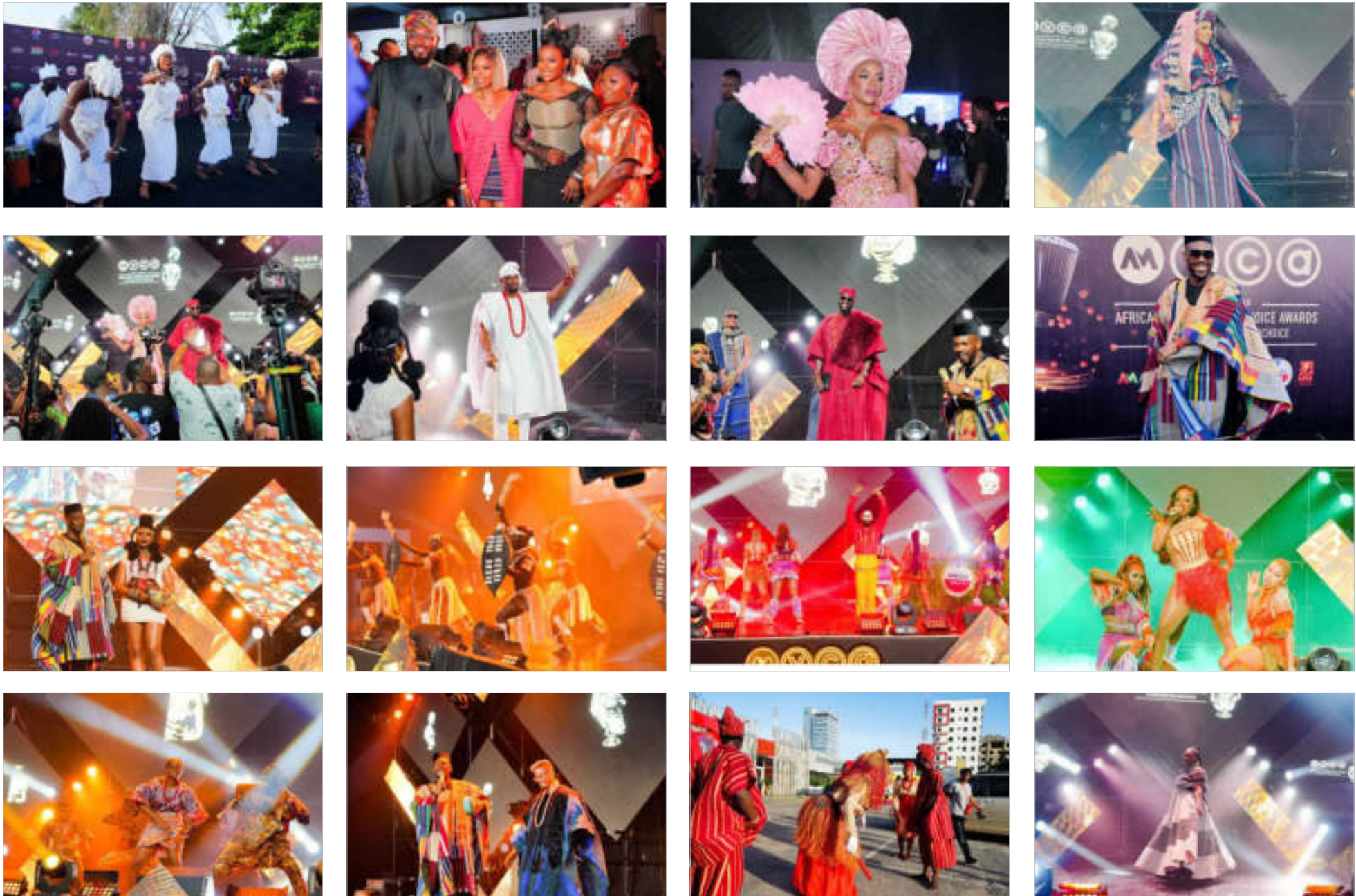
The Trajectory of MultiChoice

The impact of AMVCA over the years encapsulates the spirit behind the arrival of MultiChoice in the continental entertainment scene. When it launched nearly three decades ago in 1993, the brand sought to deliver matchless content rich in exceptional storytelling to millions of homes in Africa. Now, through its multiple channels and huge broadcast network, the pay-TV company broadcasts unequaled programme content to 50 countries in sub-Saharan Africa, with much of its content available in diverse languages from around the continent.

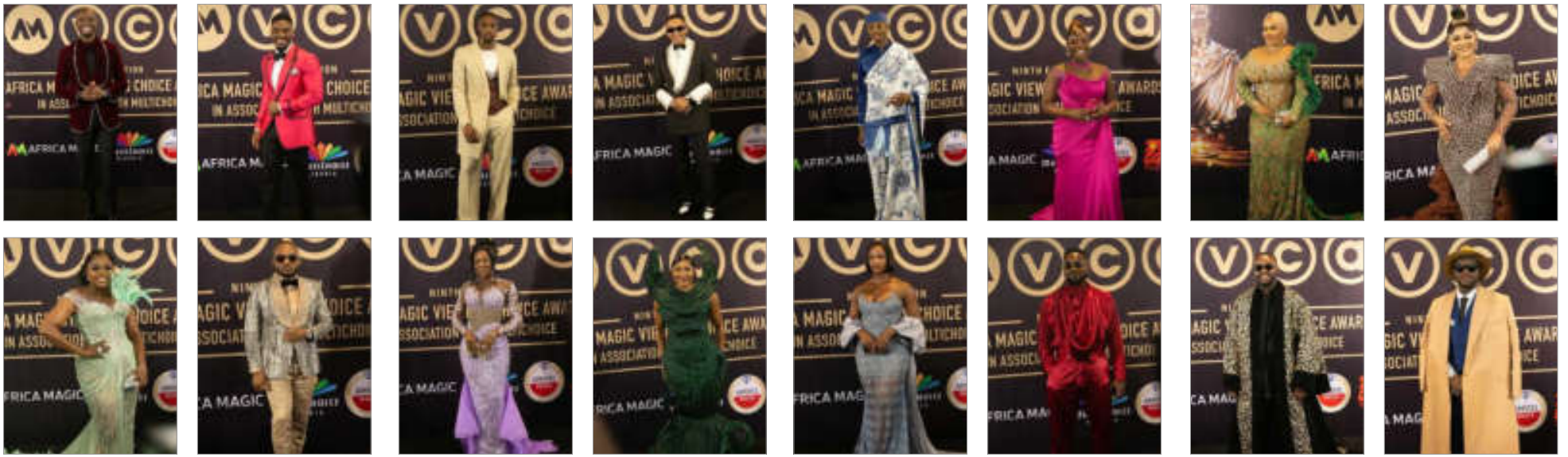
By providing premium entertainment to millions of people across the continent through its channels, especially Africa Magic, MultiChoice is providing talented African storytellers with a platform to thrive and shine. Storytellers are reaching an unprecedented audience with their works on Africa Magic, which has been expanded to several channels with a focus on African programmes including movies, television shows, and general entertainment.

As a need to further demonstrate its commitment to recognising and celebrating the best talents, as well as keeping with its core values of enriching lives in Africa, the pay-TV company went further to launch this first-class awards ceremony named Africa Magic Viewers' Choice Awards (AMVCA) in 2013. There are many others including the irrepressible Big Brother Naija Show. It has become quite obvious that when it comes to entertainment in Africa, MultiChoice is second to none.

CULTURAL DAY



RED CARPET LOOKS



Winners Of 2023 AMVCA Awards In Each Category:

BEST ACTOR IN A COMEDY – (MOVIE/TV SERIES) – Samuel Perry (Broda Shaggi)

BEST ACTOR IN A DRAMA (MOVIE/TV SERIES) – Tobi Bakre – Brotherhood

BEST ACTRESS IN A COMEDY- (MOVIE/TV SERIES) – Bimbo Ademoye – Selina

BEST MAKEUP (MOVIE/TV SERIES) – Maryam Ndukwe, Shanty Town

THE MULTICHOICE TALENT FACTORY FILM – Leaked

BEST INDIGENOUS LANGUAGE – SWAHILI – Philip Karanja Njenga – Click Click Bang

BEST INDIGENOUS LANGUAGE YORUBA (MOVIE/TV SERIES) – Kunle Afolayan – Anikulapo

BEST INDIGENOUS LANGUAGE – HAUSA – (MOVIE/TV SERIES) – Abubakar Bashir Maishadda – Aisha

BEST INDIGENOUS LANGUAGE – IGBO – (MOVIE/TV SERIES) – Victor Iyke – Uhuruchi

BEST SUPPORTING ACTOR – (MOVIE/TV SERIES) – Abdisattar Ahmed – Gacal

BEST ACTRESS IN A DRAMA -(MOVIE/TV SERIES) – Osas Ighodaro – Man of God

BEST PICTURE EDITOR – Holmes Awa and Daniel

BEST SOUND EDITOR – Anu Afolayan, Anikulapo

BEST LIGHTING DESIGNER – Mathew Yusuf, Brotherhood

BEST COSTUME DESIGNER (MOVIE/ TV SERIES) – Adeola Art Alade, The Real Housewives Of Lagos

BEST ART DIRECTOR – Loukman Ali (Brotherhood)

BEST ORIGINAL DRAMA SERIES – Ricordi

BEST ORIGINAL COMEDY SERIES – Njoro Wa Uba

BEST UNSCRIPTED ORIGINAL – King Bugar

BEST ORIGINAL TELENOVELA – Mpali

BEST ONLINE SOCIAL CONTENT CREATOR – Elozonam, Kie Kie – Back From The Future

BEST SHORT FILM – Adeoye Adetunji – Pa Aromire

BEST SUPPORTING ACTRESS – (MOVIE/TV SERIES) – Efe Irele – Four Four Forty-Four

– Efe Irele – Four Four Forty-Four

BEST DIRECTOR – Loukman Ali – Brotherhoods

BEST WRITER (MOVIE/TV SERIES) – Shola Dada

BEST SOUNDTRACK (MOVIE/TV SERIES) – Kent Edunjobi – Anikulapo

BEST DOCUMENTARY – Nora Awolowo, The Debut

BEST TELEVISION SERIES – Crime & Justice

BEST CINEMATOGRAPHER – (MOVIE/TV SERIES) – Loukman Ali, Brotherhood

BEST MOVIE EAST AFRICA – Philip Karanja Njenga

BEST MOVIE WEST AFRICA – Jade Osiberu

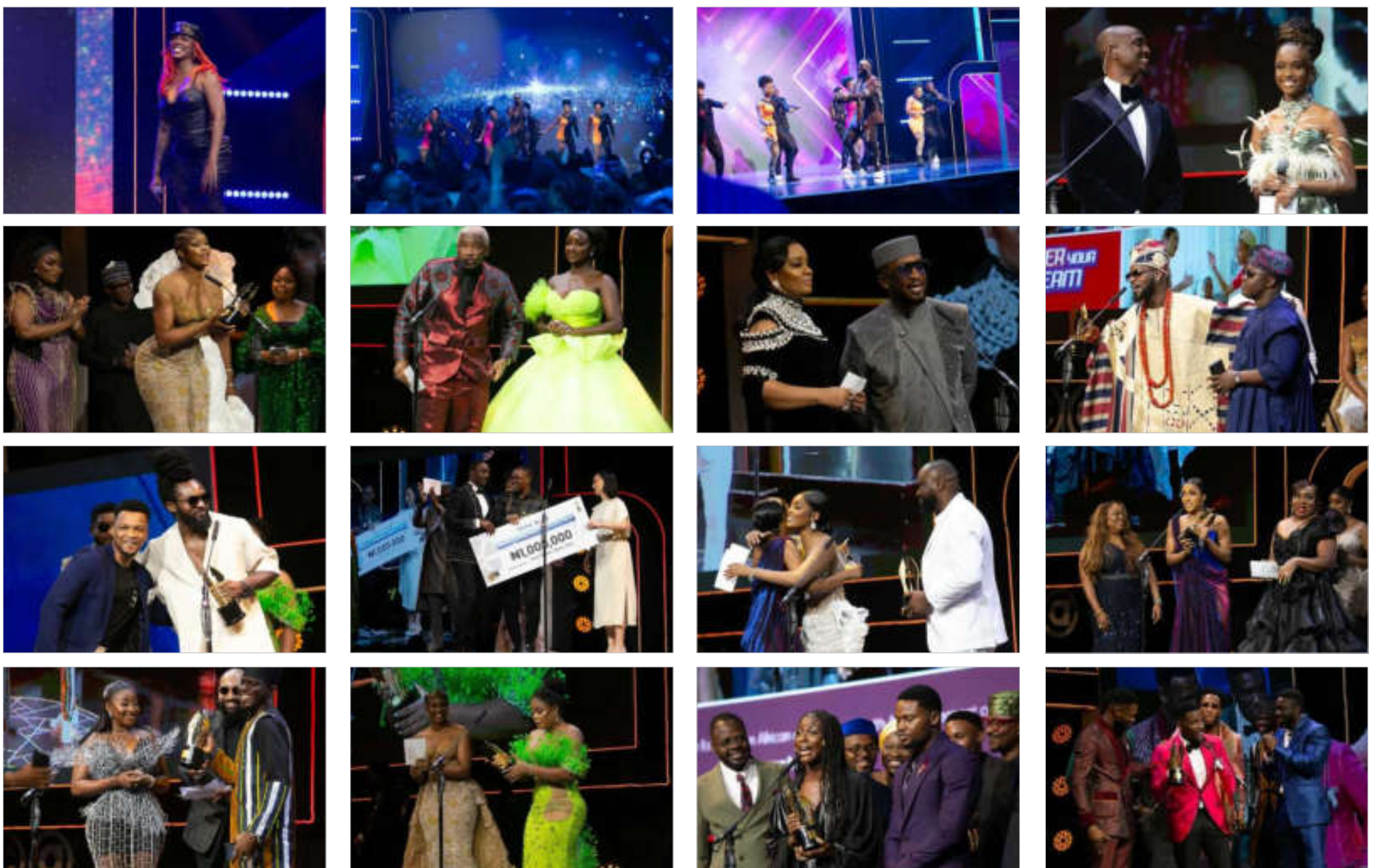
BEST MOVIE SOUTHERN AFRICA – Elvis Chucks – Jewel

2023 INDUSTRY MERIT AWARD – Patience Ozokwo

TRAILBLAZER AWARDS – Angel Unigwe

BEST OVERALL MOVIE – AFRICA – Kunle Afolayan – Anikulapo X

AWARD NIGHT





Elevates Africa's Pop Culture With Glitz And Glamour @ AMVCA 2023

Wherever Pepsi is involved, consumers must be spoilt for choice. The brand will always ensure that it delivers everything, gulp after gulp with satisfactory smiles. When the elites of Africa's television and movie world gathered recently at the ninth edition of the Africa Magic Viewers' Choice Awards (AMVCA9), Pepsi literally shut down the show for the three days of the event. This year's AMVCAs was a three-day event that lasted from May 18th to May 20th, 2023.

On the first day of the event which was the Opening Ceremony/Cultural Night, many of Africa's favourite celebrities and AMVCA nominees graced the occasion in colourful cultural regalia. Pepsi took the event to a major high point with the Pepsi DJ Ambassador Crowd Kontroller on deck serving top-notch entertainment. It was clear that the celebrities had an awesome time.

The second day was dedicated to the runway. It was tagged - AMVCA Nominees Gala / Runway show. This year attendees enjoyed a grand showcase of Pepsi-inspired collection at the AMVCA Runway show.

Ten talented young fashion designers who participated in the show each designed a Pepsi-inspired collection. Their designs incorporated the brand colours, logo, and other elements that represent the brand – authenticity, passion, and youth.

The keenly contested show saw Sophie Nwabunike and Obinna Omeruo emerge as winners, each taking home, a million naira cash prize to the delight of fashion designers, influencers, content creators in attendance, and Nigeria's ace designer, Mai Atafo, who was the host of the event.

Guests were sent into an absolute frenzy when Pepsi pulled out its big surprise. Four celebrity influencers, Beauty Tukur, Saskay, Hermes Iyale and Daala Oruwari pulled up to the runway in Pepsi Confam Fashion. Pepsi awarded the winning designer on the night, Statement By Bami with 1.5 million naira.

AMVCA Runway Show was sponsored by Pepsi as part of its contribution to drive pop culture in Nigeria and promote ingenuity among African fashion creatives. Pepsi Naija is renowned for its age-long affiliation with Nigerian music and growing pop culture. Going by the colourful delivery of the Runway Show, the initiative is surely one that will further endear the brand to various audiences across the country.

The third day of AMVCA was the Main Event witnessed live across the continent. In the midst of all the glitz, and splendour, Pepsi stole the show with a mesmerizing delivery by Pepsi Ambassadors like Tiwa Savage, Spyro, Majeed and the award-winning band, Alternate Sound.

The award for the most fiercely competitive award category of the night, the prestigious Best Actress in Movie or TV series Category was presented by Pepsi. Osas Ighodaro walked home with the prize. At the presentation, Segun Ogunleye, reiterated Pepsi's dedication to supporting and recognizing the outstanding individuals in the Nigerian entertainment industry.

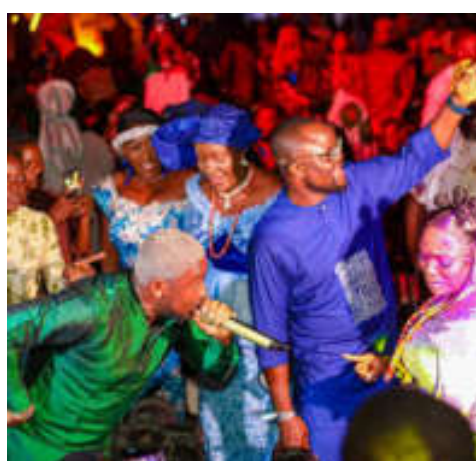
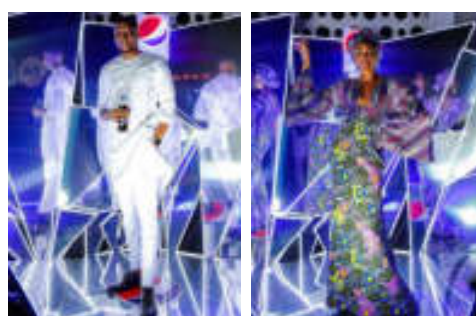
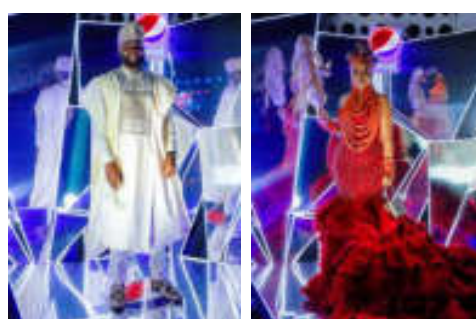
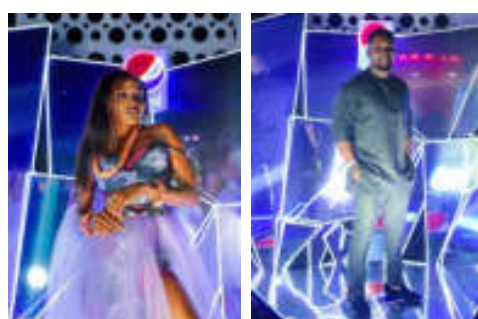
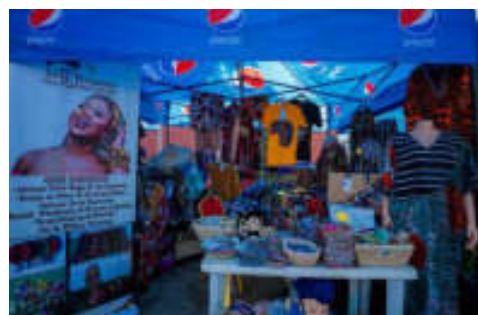
The After Party that came after the awards was indeed an unforgettable night. Pepsi DJ Ambassadors DJ Obi, DJ Xclusive and Crowd kontroller served the hits. Shody the Turn Up King supplied the energy. The energy level in the hall was unmatched with Shody the Turn Up King supplying the hype to the very end. The vibes were on point, and the party was legendary!

Guests, Celebrities and social media guests could not

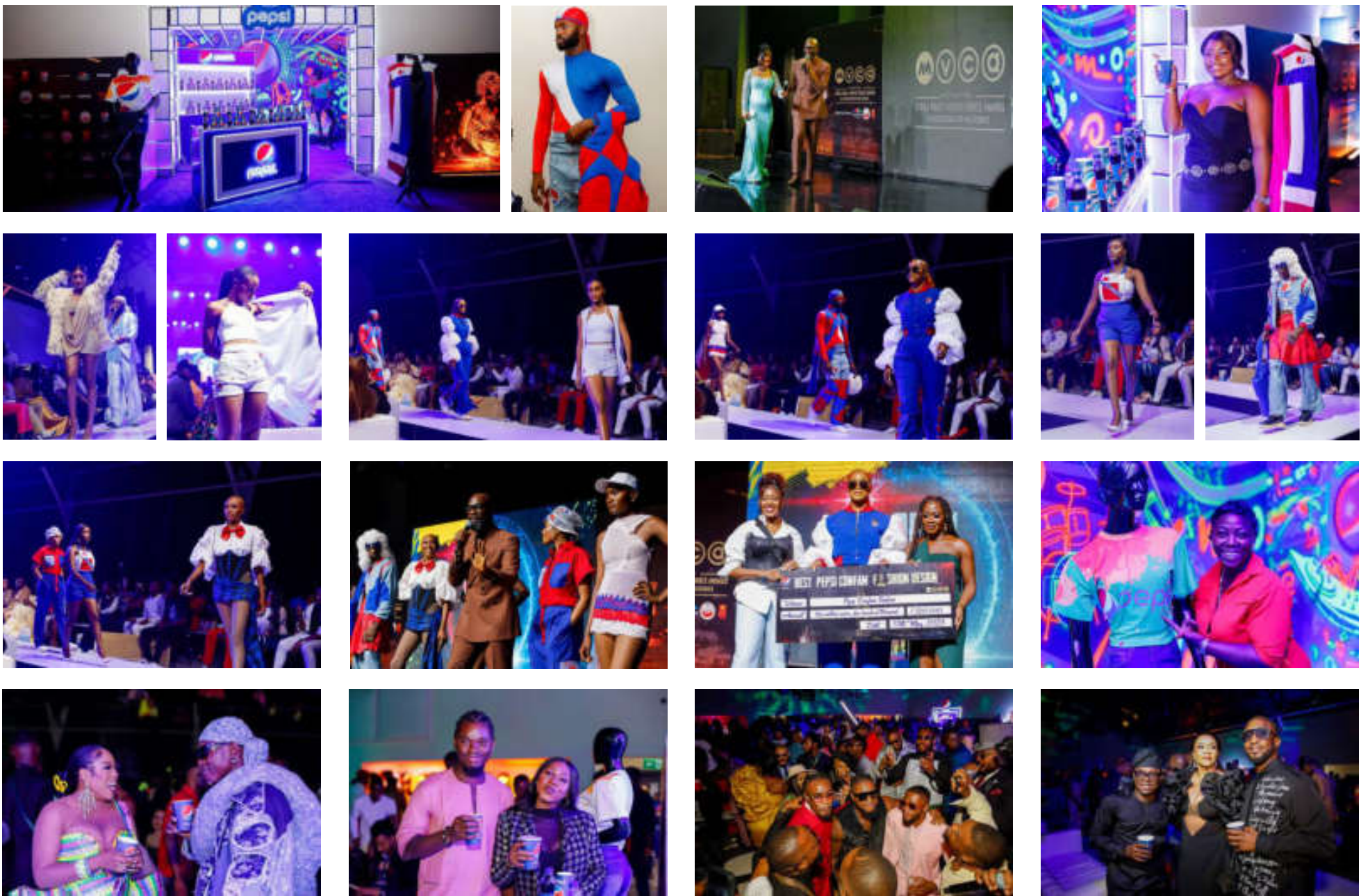
contain their excitement with Pepsi for consistently delivering maximum entertainment to Nigerians. With its long-standing commitment to the Nigerian entertainment industry, Pepsi Naija has been a rock-solid supporter, with the brand's unwavering support for Nigeria's thriving pop culture.

“AMVCA Runway Show was sponsored by Pepsi as part of its contribution to drive pop culture in Nigeria and promote ingenuity among African fashion creatives. Pepsi Naija is renowned for its age-long affiliation with Nigerian music and growing pop culture. Going by the colourful delivery of the Runway Show, the initiative is surely one that will further endear the brand to various audiences across the country.”

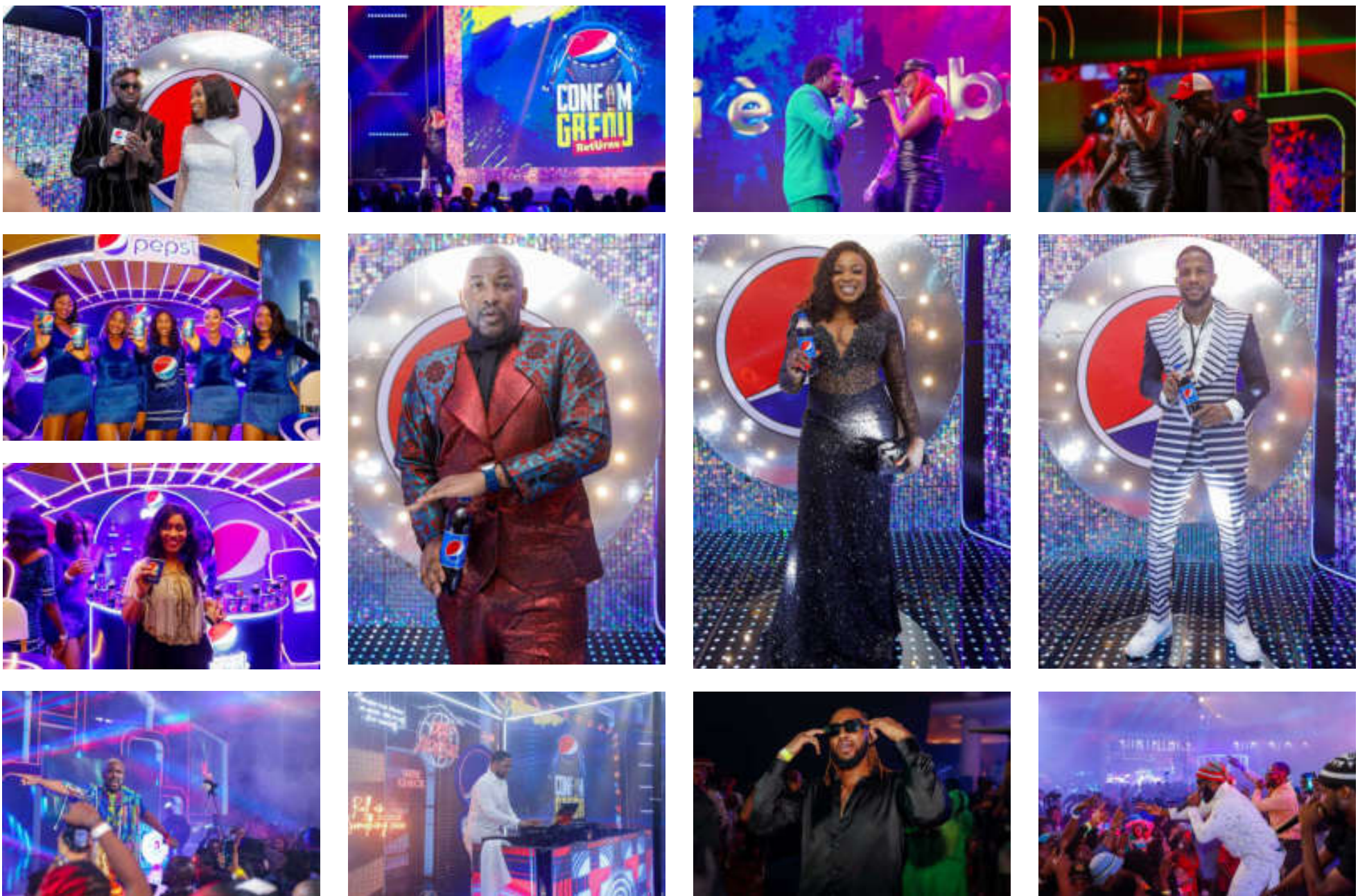
CULTURAL DAY



FASHION DAY



AWARD NIGHT / AFTER PARTY





Super-Charged Energy Unleashed @ AMVCA 2023

The ninth edition of the Africa Magic Viewer's choice awards (AMVCA) took place from May 18th to 20th, 2023. It was an unforgettable experience for all attendees, thanks to the super-charged impact of Supa Komando Energy Drink. From the Opening Gala/Cultural night to the official AMVCA After party, Supa Komando took the whole atmosphere by storm, bringing on 100% energy to all present.

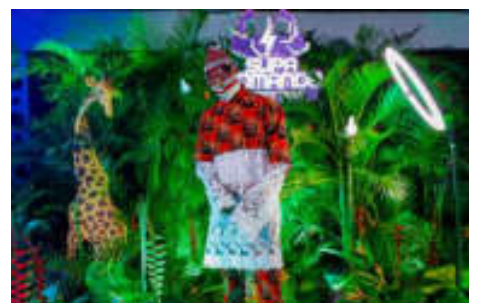
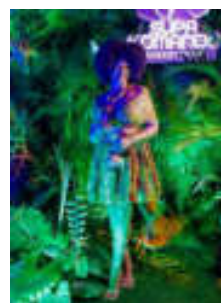
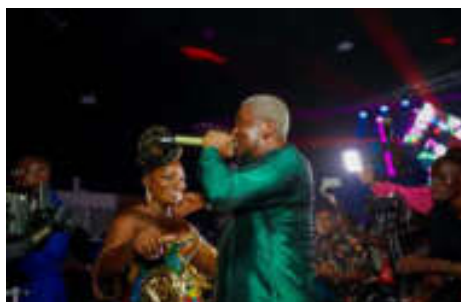
Starting from the first day, the opening gala/cultural night was energized by Supa Komando as Brand Ambassador Do2tun, the Energy Gad and The Karkarkey dancers gave an electrifying performance, spicing up great expectations from everyone.

The jaw-dropping runway show of the next day revealed the latest trends in fashion and beauty, bold and daring designs, vibrant presentations, and innovative uses of colours. #The infectious energy and passion created by Supa Komando Energy Drink could be identified as a key factor that raised the inspiration and excitement of all the participants.

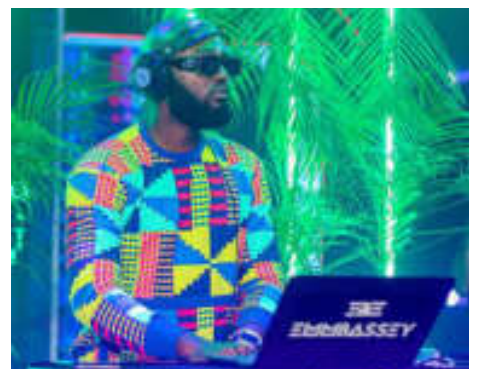
At the official AMVCA After party, a new energy level was unlocked with unique and scintillating performances by The Energy Gad and the Lightenings This was effectively sustained by Afro-EDM duo of Maze x Mxtreme as well as the electrifying presence of Brand Ambassadors like Cross and Saskay.

It was obvious that Supa Komando's disruptive nature is what the brand deployed generously at the recently concluded AMVCA, as the super-charged brand continues to astonish observers by blazing new trails to audaciously establish itself in the heart of consumers.

CULTURAL DAY



AFTER PARTY





AMVCA
2023

Reinforcing The Brand's Footprint On The Sands Of Africa's Creativity



Amstel Malta's footprint of support for the Creative Industry

The 2023 African Magic Viewers Choice Awards (AMVCA) lived up to its reputation. Indeed it was beyond an awards ceremony: it was the grand finale of a three-day-long fiesta that showcased the best of Africa's films, videos, fashion, and music.

Through the duration of these three days, Amstel Malta, a brand that has positioned itself as the King of Sponsorship ensured that it was a conspicuous part of the journey from the onset till the very last day at the after-party. Amstel Malta derives this rightful title of King of Sponsorship not just from the length of time it has supported the project or the value of its sponsorship, but also from the way it maximizes any opportunity it has to engage the consumer via any entertainment platform.

Staying on board as a lasting partner of AMVCA, the brand has shown its versatility in expanding its frontiers as a contemporary company at the forefront of driving modern Nigerian entertainment as well. From the run-up activities leading to the event to the strategic branding of all venues the Gala Night, the brand was poised to deliberately deliver an authentic and memorable experience at the 2023 AMVCA. And that they did, delivering a world-class experience as never seen before in previous editions of the ceremony.

The outcome was a collaborative mix of excitement and nostalgia that saw millions of people on the edge of their seats at the venue, and almost totally glued to their TV screens.

Obviously, Amstel Malta stands tall against the test of time as an emblem of unwavering quality while prioritising the satisfaction, dreams, and aspiration of their consumers. For over two decades, the brand has garnered the affection of countless Nigerians, prioritising consumer satisfaction and kindling dreams and aspirations. In the spirit of Nigeria's adventurous and tenacious nature, Amstel Malta's consistent delivery of unparalleled products has made them the preferred malt drink of the masses.

Apart from AMVCA, there are other remarkable initiatives and campaigns like AMBO (Amstel Malta Box Office), and the sponsorship of engaging stage plays during festive seasons, through which the brand has crafted creative platforms that ignite imagination and serve as outlets for expression. Meanwhile, as a trusted companion, Amstel Malta remains the go-to beverage for every occasion, adding delight to countless

“Amstel Malta's consistent delivery of unparalleled products has made them the preferred malt drink of the masses. Amstel Malta remains the go-to beverage for every occasion, adding delight to countless gatherings and celebrations.”





gatherings and celebrations.

In their pursuit of nurturing talents, Amstel Malta introduced the Amstel Malta Box Office (AMBO) 18 years ago, a television reality show centred around grooming young filmmakers with the potential of becoming the next big thing in the Nollywood industry. Thousands of aspiring individuals applied, vying to be a part of something extraordinary. While competing for the big prize in the house, they became masters of their craft.

Beyond tending budding stars, the malt brand also extended its reach to those who seem to have found their feet in the entertainment industry and need their outstanding achievement spotlighted. This is where African Magic Viewers Choice Awards (AMVCA) comes in. The success story of AMVCA from inception would be incomplete without acknowledging the constant support of Amstel Malta, as the brand has been the headline sponsor for nine years. From the inaugural steps to the present, the esteemed brand has sponsored an array of captivating events at different times, including the Opening Night, the Multichoice Talent Factory Screening Day, the Cultural Exhibition, the Digital Content Day, the Nominees Gala, the Runway Show, and, of course, the pinnacle awards ceremony.

Elohor Olumide-Awe, Portfolio Manager, Non-alcoholic Brands, Nigerian Breweries, expressed that this year's edition of the AMVCA is set to remain in the spotlight for a significant

“In the journey towards artistic excellence, Amstel Malta remains a steadfast ally, empowering individuals, igniting dreams, and spotlighting the extraordinary. With Amstel Malta leading the charge, the entertainment industry continues to evolve, gaining recognition both locally and internationally.”

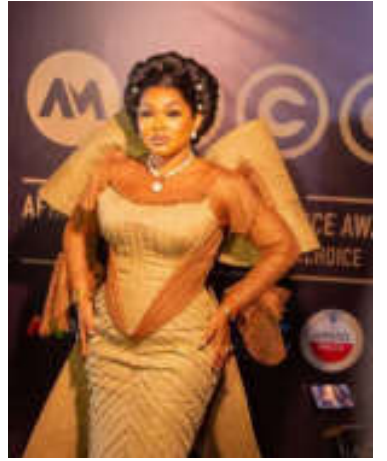
duration, as it aims to celebrate brilliant minds in the industry. The three-day-long event garnered tremendous attention and comments from people within and outside Africa. This year, Amstel Malta proudly sponsored five admirable specific categories of awards: Best overall movie, The Multichoice

Talent Factory Film, Best Dressed, Best Soundtrack, and Best Indigenous Igbo Movie. The movie "Anikulapo" emerged as the best overall movie of the night. While actors, directors, and producers were being acknowledged for their outstanding performances, fans were also given a platform to kick-start their careers as well through the Amstel Malta reporter initiative that was launched in 2020.

In addition to their support for the Nollywood industry, Amstel Malta has breathed life into the world of theatre and arts through their sponsorship of captivating stage plays. Noteworthy productions like Titilope Shonuga's musical, "Ada The Country," and William Benson's "Ogiamere Erejuwa – A Legacy Sustained", amongst others, have all benefited from Amstel Malta's involvement.

Over the years, Amstel Malta has remained a steadfast ally, empowering individuals, igniting dreams, and spotlighting the extraordinary. With Amstel Malta leading the charge, the entertainment industry continues to evolve, gaining recognition both locally and internationally. The brand's commitment to recognising and uplifting talents paves the way for a future where Nigerian artists can shine brightly on the global stage.

Living up to its reputation as the brand that provides premium refreshment, great vibes, and unmatched fun, Amstel Malta is definitely on a unique mission to inspire millions of African storytellers.





Unleashing The Power Of Sponsorship Through Innovation @ 2023

Brand sponsorship has emerged as a powerful marketing strategy, allowing companies to align their products or services with high-profile events and connect with their target audience in a meaningful way. One such example is Zagg Energy Drink, a relatively new brand that has made waves in the market with its innovative blend of malt and energy drinks.

The energy and malt drink from the stables of Nigerian Breweries made a remarkable impact as one of the headline sponsors of the 9th edition of the Africa Magic Viewers' Choice Awards (AMVCA). The event, held from May 18th-20th, captivated the African entertainment industry with its perfect blend of entertainment and energy, perfectly aligning with Zagg's brand purpose. Indeed, the AMVCA, a celebration of excellence in African film and television, provided the perfect stage for Zagg to also showcase its unique qualities.

By leveraging its sponsorship of the prestigious AMVCA, Zagg seized the opportunity to engage with the esteemed crowd of Nollywood actors, actresses, producers, directors, and other stakeholders in the movie industry, as well as the millions of viewers across Africa Magic Channels, other television stations, and digital platforms.

The brand grasped the chance to go beyond mere presence and create a lasting impact by aligning its brand values with the glamour, creativity, and talent associated with the AMVCA. It also communicated its unwavering dedication to energizing and empowering individuals in their pursuit of entertainment and excellence.

Known as the continent's most prestigious film and television awards show, the AMVCA commenced with a grand Opening Night Gala at the exquisite Balmoral Convention Centre in Victoria Island. This event set the stage for a thrilling lineup of activities that showcased the fusion of fashion, technology, food, and African culture. The presence of distinguished guests and the vibrant atmosphere created a sense of awe and anticipation for the events that followed.

The second day of the AMVCA commenced with Digital Content Creators' Day, hosted by the MultiChoice Talent Factory. This event provided a platform for digital content creators to showcase their skills, engage in discussions about industry trends and challenges, and celebrate their



achievements. With 120 guests in attendance, this day highlighted the significant impact of online content creators in the African entertainment industry.

The excitement continued to soar as the Runway Show took place at The Jewel Aaida in Lekki. The evening began with an exquisite cocktail session, where guests mingled and enjoyed their drinks in the breathtaking venue. The fashion show that followed was nothing short of mesmerizing, featuring talented and creative designers from across the continent. The models graced the runway with confidence, showcasing designs that perfectly embodied the essence of Zagg. The evening was a true celebration of high fashion and dazzling entertainment.

The nominees' gala, a glamorous affair complete with a sumptuous dinner, networking opportunities, and a star-studded guest list, added a new hue to the Africa Magic Viewers' Choice Award. The anticipation reached its peak at the Award Night, held at the Eko Convention Centre, where 5000 guests gathered to cheer on the deserving awardees in various categories. Zagg proudly sponsored significant awards, including Best Online Social Content Creator, Trailblazer Award, Best Dressed Male, and Best Costume Design.

The celebration continued at the AMVCA after-party, which featured a lively atmosphere where guests enjoyed themselves into the early hours of the morning. Zagg, as the official sponsor, ensured that everyone stayed energized throughout the night with their refreshing drinks. From the opening night to the after-party, Zagg's presence added an extra level of excitement and enjoyment to the entire AMVCA experience.

As a renowned proverb suggests, "He who sponsors the feast dictates the menu." Zagg took full advantage of its sponsorship to curate an unforgettable experience for event attendees and viewers alike. Through captivating commercials, engaging social media campaigns, and interactive digital content, Zagg ignited conversations, generated brand awareness, and instilled a sense of excitement around its innovative energy drink. By strategically offering its beverages throughout the event, including the glamorous after-party, Zagg associated its brand

with moments of celebration, joy, and vitality, leaving an indelible impression on consumers.

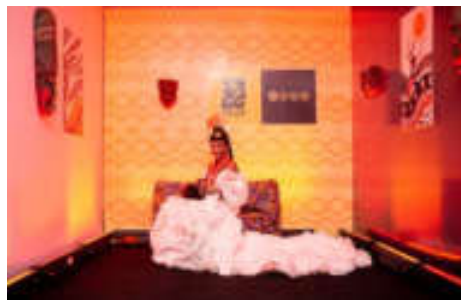
Moreover, the reach of the AMVCA extended beyond the physical event, encompassing television broadcasts, online streaming platforms, and digital engagement. Zagg strategically leveraged this multi-channel exposure to connect with a wider audience and reinforce its brand messaging. Through captivating commercials, engaging social media campaigns, and interactive digital content, Zagg aimed to ignite conversations, generate brand awareness, and foster a sense of excitement around its unique energy drink.

Indeed, the sponsorship of AMVCA allowed Zagg to transcend the traditional boundaries of advertising to create an immersive brand experience. This experiential marketing approach not only fostered positive brand associations but also provided an opportunity for consumers to personally engage with the product and experience its benefits firsthand.

Success in brand sponsorship lies not only in being present but in making an impact when given the opportunity. Zagg Energy Drink exemplified this notion by leveraging its sponsorship of AMVCA to establish itself as a dynamic and innovative player in the beverage industry. Through this partnership, Zagg proved its understanding of the diverse preferences and lifestyles of its target audience, solidifying its position as a brand that resonates with consumers across Africa.

What more? Zagg Energy Drink's sponsorship of the AMVCA served as a strategic platform for the brand to establish itself as a dynamic and innovative player in the beverage industry.

By capitalizing on the distinguished crowd of Nollywood icons, the wide viewership across Africa Magic Channels and other television stations, as well as the online and digital platforms, Zagg effectively positioned itself as a brand that understands and caters to the diverse preferences and lifestyles of its target audience. Through this sponsorship, Zagg successfully showcased the perfect blend of entertainment and energy, leaving a lasting impression on the minds and taste buds of consumers across Africa.





Unwavering Dedication To Nourishing Big Dreams Shines Through @AMVCA 2023



Lights, camera, action! Twisco, the brand that believes in nourishing big dreams, recently took center stage at the prestigious AMVCA (African Magic Viewers' Choice Awards), and what a night it was! With their captivating campaign theme, "Nourish Your Big Dreams," Twisco left no stone unturned in celebrating talent, spreading joy, and delighting distinguished guests with irresistible chocolatey treats.

The glitz and glamour of the event reached new heights as Twisco proudly sponsored the Best Actor in Comedy (Drama and TV Series) category. Laughter echoed through the hall as comedic geniuses vied for the coveted award. But there could only be one winner, and that was none other than the incredible Samuel Perry, better known as the comic sensation, Broda Shaggi! Twisco's support for comedy talent at the AMVCA underscores their commitment to empowering dreams of all sizes and genres.

Amidst the dazzling performances and suspenseful award announcements, Twisco took the opportunity to sprinkle magic across the event. Their delectable, chocolatey treats had everyone's taste buds dancing with joy. From celebs to fans, no one could resist the allure of Twisco's delectable delights. After all, what's a star-studded night without some indulgent sweetness to complement the celebration?

Twisco's unwavering dedication to "nourishing big dreams" shines through in every aspect of their presence at the AMVCA. As a brand that believes in the power of dreams, they strive to inspire, uplift, and support talents across all spheres of life. Their message is clear: no dream is too big, and no goal is too ambitious.

This unforgettable night marked another chapter in Twisco's journey of making dreams come true. Their passion for excellence, and unwavering support for creative talent sets them apart as more than just a brand; they are a guiding light for aspiring dreamers.

Obviously, at the AMVCA 2023 award night, Twisco was not just a sponsor. The brand was an active participant in the grand celebration. Twisco was on the ground to provide delicious chocolatey nourishment to attendees, adding color and flavor to the prestigious event.

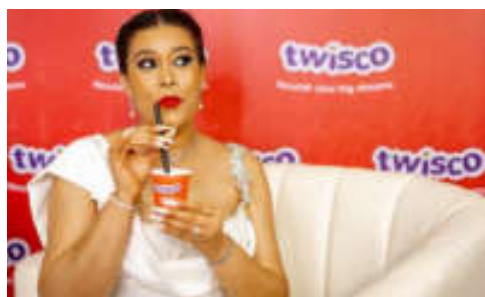
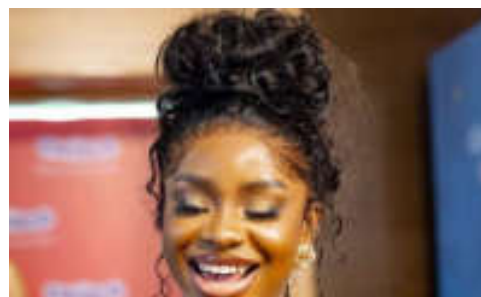
Twisco's journey as a premium chocolate food drink powder began on the 1st of October, 2020, when Promasidor Nigeria unveiled the product to the public. Promasidor Nigeria's managing director, Mr. Anders Einarsson, reiterated the company's commitment to the growth and development of the Nigerian economy, especially in the fast-moving consumer goods segment (FMCG), where Promasidor has been a major player and market leader for over three decades.

Twisco is not just a delicious chocolate drink; it is fortified with a branded active ingredient called ENERFORT, a blend of 10 essential micronutrients (Vitamin B2, B6, B12, C, D3, Niacin, Calcium, Phosphorus, Iron & Zinc). Twisco's nourishing mix of cocoa, malt, and milk can be enjoyed cold or hot at any time of the day, providing a delightful and energizing experience. This unique blend ensures an energy-enriched experience, providing optimal nutrition and power for individuals to pursue their dreams relentlessly.

It is available in attractive packaging options, including 25g sachets, 500g refill packs, and 500g tins, making it convenient for consumers to enjoy the delicious taste and nourishment it offers.

As Twisco continues to provide its nourishing mix of cocoa, malt, and milk in convenient packaging options, it stands as a symbol of unwavering support and a reminder that dreams, when nourished, can be transformed into extraordinary realities.

Twisco's journey is one of dreams, hope, and delicious goodness, and they invite everyone to join them on this thrilling adventure of "nourishing big dreams"! So, here's to Twisco, the brand that believes in the magic of dreams, and to all the dreamers out there – remember, with Twisco, your dreams are always within reach!





Unmatched Great Taste And Great Aroma @ AMVCA 2023



Star Actress Osas Ighodaro with Adebola Williams, Marketing Director, Promasidor



In the realm of culinary prowess, where every dish tells a story, one brand has emerged as a true champion of seasoning flavour—ONGA. For years, ONGA has been at the forefront of revolutionizing the culinary landscape, elevating the cooking expertise of our womenfolk, and igniting a passionate pursuit of culinary excellence across Africa. With strategic activities that push boundaries and elevate taste to new heights, ONGA has become synonymous with exceptional flavours that captivate the senses and redefine the art of cooking.

This year's Africa Magic Viewers' Choice Awards (AMVCA) 2023, the 9th edition of the prestigious event, presented yet another opportunity for the brand to do that, as it transcended the realms of an ordinary awards ceremony. AMVCA transformed this year's event into a captivating three-day affair, exuding the richness of African culture, celebrating talent, and showcasing the strength and dedication to excellence within the African film industry.

Among the illustrious sponsors, ONGA, the premium seasoning powder and cubes brand from Promasidor Nigeria, took centre stage, leveraging its sponsorship opportunity to create unparalleled experiences for the attendees.

The AMVCA's opening night and culture day on May 18 unfolded as a mesmerizing celebration of African culture and diversity. ONGA, as a sponsor, seized this momentous occasion to captivate the attendees with a culinary experience that would leave a lasting impression. Stepping into the role of an enchanter of taste buds, ONGA prepared and served sumptuous African dishes, skillfully seasoned with their signature brands.

Drawing inspiration from the nostalgic memories of home-cooked meals, ONGA utilized the traditional 'Adogan' pot to prepare delectable dishes such as Abula for attendees. Other meals include Ofada, Rice, Nkwobi, Miyan Kuka, OngaLicious jollof, and Tuwo shinkafa, among others. These meals elicited

rave reviews, captivating the palates of the attendees. The great taste and aroma of these tantalizing delicacies wafted through the air, enveloping the venue at the Federal Palace Hotel, Victoria Island, in an atmosphere reminiscent of the flavours of Africa. The guests embarked on a culinary journey that transcended time and space, immersing themselves in the soulful essence of African cuisine.

Adding an extra layer of magic to the Cultural Day event, the acclaimed actress and TV host, Bisola Aiyeola, shared a heartwarming moment with her daughter, Leyla, as co-hosts of ONGA's segment of the cultural day. Leyla's remarkable hosting skills charmed the audience, embodying the spirit of Africanism and the unbreakable bond between mothers and daughters. Their presence on stage exemplified the dynamic synergy between generations and served as a testament to the enduring traditions of African culture.

Bisola, in an expression of gratitude, took to her social media platforms, declaring her pride as a mother and extending her appreciation to ONGA for the unforgettable experience: "This is an @onga_nigeria and Leyla appreciation post. I had a super swell time hosting with my daughter yesterday. She was so nervous but she learned really fast and did an amazing job. I rate her 100/100. I'm definitely a super proud mum. Once again, thank you @onga_nigeria, the meals were too sweeeetttt. People kept going on and on about alllll the meals from the OngaLicious jollof to The Nkwobi to the Ofada to the Tuwo shinkafa, everything was a hit back to back."

Beyond the Cultural Day event, ONGA continued its remarkable journey as the category sponsor of the highly contested 'Best Actress In A Comedy/TV Series.' The category boasted a lineup of exceptional nominees, including the likes of Mercy Johnson, Funke Akindele, Roselyn Ngissah, and more. The award night brimming with anticipation and excitement as

the winners were announced. Bimbo Ademoye emerged as the victorious queen, solidifying her place among the industry's most talented stars.

For close to two decades, ONGA has been a trusted companion for food lovers seeking to elevate their meals with extraordinary flavors. Since its inception, ONGA has embarked on a transformative journey, driven by a vision to empower home cooks and food enthusiasts to create remarkable meals that leave an indelible mark on the taste buds. Guided by a deep understanding of the intricate relationship between flavor and culinary artistry, ONGA has consistently pushed the boundaries of culinary innovation, setting new benchmarks in the pursuit of excellence. The extensive range of ONGA seasoning products has become a staple in households across Africa. Whether it's Onga Stew, Onga Classic, Onga Chicken, or the versatile Onga GOG (Ginger, Onion, and Garlic), each variant has been meticulously crafted using the finest herbs and spices. The result is a collection of seasonings that unleash a burst of flavors, enhancing the natural taste of various dishes.

The #OngaFestivalOfFlavours at AMVCA 2023 united the best of Nigerian talents, cuisines, and creativity. The partnership between Onga and AMVCA 2023 showcased a shared passion for celebrating African culture, cuisines, women, and creativity. Through their distinctive Festival of Flavours, Onga emphasized the significance of their exquisite taste and aromas in enhancing culinary experiences.

As a leading seasoning brand under the esteemed Promasidor umbrella, Onga is renowned for elevating the culinary expertise of our women, the gastronomic experiences of our consumers, and celebrating the diverse flavours of African cuisine. With its impressive range of top-quality products, Onga aims to bring out the very best in every dish, catering to the unique tastes of consumers across the continent.

ONGA @AMVCA 2023 CULTURAL DAY





Outori's Experiential Masterpiece: Transforming Dangote Refinery Launch Into An Unforgettable Experience



Wole Olagundoye, Managing Director, Outori Limited

By Jeremiah Agada

The Launch of Africa's Largest Refinery

On a momentous day in May 2023, Africa witnessed the birth of its largest oil refinery, nestled in the heart of Nigeria's Lekki Free Trade Zone. With a staggering investment of \$19 billion, this monumental project was the brainchild of Aliko Dangote, Africa's wealthiest individual.

The commissioning event for the Dangote Refinery was not merely an industrial milestone but an extraordinary spectacle that captured the attention of the entire African continent and beyond. The sheer economic significance of the project, coupled with the presence of influential dignitaries, transformed this occasion into an unparalleled gathering of industry titans and visionaries. Presidents such as Muhammadu Buhari of Nigeria, Gnassingbé Eyadéma of Togo, Nana Akufo-Addo of Ghana, Macky Sall of Senegal, Mohamed Bazoum of Niger Republic, and Mahamat Déby of Chad graced the ceremony, emphasizing the importance of this historic achievement.

Orchestrating this grand event was Outori, a leading consumer experience agency affiliated with the renowned Dentsu Aegis Network. As the flagship company within the Red Slate Group—a distinguished Growth Marketing and Investment Management Group—Outori demonstrated its unwavering commitment to excellence and its profound understanding of the significance of the Dangote Refinery launch.

Wole Olagundoye, the visionary leader and CEO of Outori Limited, in a chat with Brand Communicator, reflected on the

pivotal role his company played in ensuring the success of the Dangote Refinery launch from an experiential perspective. With enthusiasm and pride, Olagundoye shared the meticulous planning, creative insights, and standout moments that made this event an extraordinary experience for all.

To become part of this great project, Olagundoye, stated, "Dangote Industries Limited has been one of our strategic partners. We have handled several of their high-profile events in Nigeria spanning from one of the biggest weddings in Africa, that of Fatima Aliko-Dangote in 2016, to their Distributors Awards, and so on. Not to leave out the commissioning event for the Dangote Fertilizer factory which was held in February 2022. I can say we have sort of earned the trust of the Dangote Group to successfully put together their events. Of course, you know such trusts can only come with the dynamism in our creative thinking, planning, and excellent execution strategies."

Planning & Executing the Launch

When evaluating the overall success of the formal unveiling, Olagundoye emphasized the key deliverables Outori aimed to achieve. He explained, "For an event of that magnitude, the key deliverables for us were to propose a compelling theme that captured the essence of the refinery, provide end-to-end event and vendor management to ensure a cohesive and professional event, create the ambiance to deliver a world-class experience that excites guests, projects the stature and potential of the refinery, and to ensure a secure and seamless event from start to finish."

From the outcome of the event, it was evident that Outori had met and exceeded these goals. Olagundoye elaborated, "The essence of the refinery was to provide energy for all, which was clearly captured in the event theme and depicted in the life-size iconic pieces that were deployed. The seamlessness in the execution plan from the arrival experience to guest registration and validation, access control, movement of guests, and the ambiance created at the event area was something to behold. Every point, every act was a message depicted about the purpose of the refinery. In all, we can agree that it was an event well executed."

Creating such a remarkable experience requires meticulous planning and preparation. Olagundoye revealed the level of dedication that went into crafting unforgettable experiences for the guests. He emphasized, "To put together that kind of event requires an intense level of preparation. The refinery commissioning event that the world witnessed took over nine (9) months of critical planning. Yes, nine (9) months. Like Abraham Lincoln said, 'Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.'"

When asked about the highlights and standout moments during the Dangote event, Olagundoye admitted that it was challenging to single out a specific moment. He exclaimed, "To be honest, I will say it was such a breathtaking experience seeing everything that we had planned come to life. However, the standout moment for me was when the guests were taking pictures near the iconic pieces, the fun fact media wall, and the

unique fractional distillation animation wall. You could tell the level of excitement on their faces as they took with them memories of the event via the still images on their phones. We felt fulfilled even when guests started asking team members to assist in clicking a photo for them."

Engaging participants and ensuring an interactive and immersive experience was paramount to the success of the event. Olagundoye explained how Outori collaborated with an exceptional team of vendors who understood the objectives and had extensive experience in executing events of this nature. He shared, "The way we planned the event was for guests to be self-assisted. What I mean is to invite them to an atmosphere where they can be themselves and interact with their fellows without their entourage or protocols on their shoulders."

Outori crafted an experiential journey for guests, starting from the moment they arrived. The validation areas at the gate welcomed guests with the sight of hosts and hostesses dressed as refinery workers, setting the tone for an exciting experience. Guests parked their cars and embarked on air-conditioned buses, enjoying the captivating sights of the refinery en route to the event area.

Upon entering the event area, guests were greeted by a 12-foot-tall barrel depicting the refinery and life-size icons representing different energy products. These visual elements served as powerful symbols, conveying the purpose and message of the refinery. The meticulously decorated marquees provided an exquisite backdrop for the event, with each detail carefully crafted to create an immersive atmosphere.

Challenges

In the grand unveiling of the Dangote Refinery, Outori faced unforeseen challenges that put their mettle to the test. "The biggest challenge for us during the refinery commissioning was during the set-up," recounted Olagundoye.

"Outori's vision extends beyond boundaries, aiming to establish itself as a leading brand experience and marketing solutions company in Africa. The agency's ambition is to elevate Africa to the center of the world in terms of experiential marketing activation, always keeping the consumer journey and the end goal at the forefront."



ARRIVAL



With just two days remaining until the event, disaster struck when heavy winds caused a portion of the main marquee to collapse overnight. This setback not only affected the marquee but also caused damage to installed lights, stage settings, sound equipment, and décor. Suddenly, the meticulously planned set-up, which initially took six days to complete, was thrown into disarray.

"The task was to rectify the damage and get back on track," he shared. The Outori team, vendors, and the Dangote planning committee rallied together, determined to overcome the challenges they faced. Their unwavering commitment and tireless efforts were focused on

repairing the marquee, reassembling the stage, replacing damaged equipment, and rearranging other assets and props. With the implementation timeline rolled back, every resource was channeled into restoring the set-up.

"Set-up continued round the clock till the morning of the event, but eventually, everything was fine," stated Olagundoye. The team worked tirelessly, displaying remarkable resilience and dedication to ensure that the event would proceed flawlessly. Hours turned into a blur as they laboured relentlessly to rectify the damage, working against the clock to reinstate the

ICONIC PIECES



infrastructure and ambiance that had been disrupted.

A tradition of excellence

At the core of Outori's success lies its exceptional team of 35 talented and innovative enthusiasts. These individuals, hailing from diverse backgrounds, bring together a wealth of intellectual diversity and creative energy that fuels Outori's problem-solving and forward-thinking mindset. Passionate, dedicated, and highly motivated, the team at Outori is renowned for creating experiences that not only inspire employees but also captivate clients and consumers alike. Their commitment to innovation sets them apart from the competition, making them the driving force behind Outori's exceptional track record.

Beyond that, Wole further describes the agency as a collective of people who are result-oriented: "Like our name, Outori which stands for Output Oriented, we are about the "outcome" of everything that we do. The management team consists of people with "can do" spirit, goal getters, and self-motivated. Our biggest motivation is in ensuring that we bring to life the vision and aspiration of our various Clients by ensuring that we focus on their set objectives and end goals."

In the world of brand experience and marketing solutions, Outori Limited stands as a shining example of excellence, guided by a philosophy that connects brands to their targets. Operating under the principles of P.A.C.E I.G, Outori embodies passion, agility, commitment to excellence, entrepreneurship, innovation, and growth. These core values drive their relentless pursuit of delivering exceptional experiences and driving growth for their clients, consumers, and themselves.

Outori's vision extends beyond boundaries, aiming to establish itself as a leading brand experience and marketing solutions company in Africa. The agency's ambition is to elevate Africa to the center of the world in terms of experiential marketing activation, always keeping the consumer journey and the end goal at the forefront.

When it comes to consumer events and corporate launches, Outori has consistently increased mindshare for clients. By orchestrating world-class events such as the Dangote Fertilizer factory launch, Dangote Distributors' Awards, Liquid Intelligence Technology Launch, Tropical Christmas Wonderland for Eko Hotel & Suites, Samsung Unpacked event, MTV Shuga season premieres, and The African Center,

New York, the agency has left indelible marks on the industry.

At Outori, what we do is to actualize the goals and objectives of brands. We do this by creating qualitative and quantitative experiences in a way that resonates and keep brands active in the minds of consumers ranging from Consumer Activations, Trade Engagements, Digital Engagements, Launches and Events, Conferences, and Private Social Engagements.

We have grown sales and market share for our Clients through intensive consumer and trade engagements by planning and executing top class Activations with a setup that drives call to action. Amongst others, we have set up a distribution mechanism for one of our partners (Clients) to ensure their offerings get directly to their retailers and consumers.

Furthermore, Outori Limited proudly holds a Guinness World Record for the largest cupcake mosaic, which comprised 60,011 cupcakes forming Nigeria's official 60th-anniversary logo. This incredible feat, achieved in celebration of Nigeria's 60 years of independence, exemplifies Outori's commitment to making an impact that transcends borders and puts Lagos State on the world map.

COMMISSIONING





X3M IDEAS

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Creating Unconventional Value For Humanity Through Innovation And Collaboration

By Ganiyat Ganiyu

The marketing communications industry in Nigeria has witnessed significant growth and transformation in recent years. With the increasing adoption of digital technologies, the industry has evolved to encompass a wide range of channels and strategies to reach target audiences effectively. In this dynamic and rapidly evolving world where the power of imagination, technology, and collaboration is harnessed, one agency stands out as a value-creation laboratory. Meet iMinnd Experience, a digitally-led fast-rising 360 marketing agency based in Ogudu, GRA, Lagos agency that has been redefining the marketing landscape in Nigeria for the past two years.

Led by Olayiwola Jegede, the Managing Director, and Chisom, the Head of Client Service, iMinnd Experience has been at the forefront of delivering innovative solutions and creating unconventional value for humanity.

The agency envisions building a global brand that leverages the power of human imagination to bring new realities of value to humanity. Olayiwola emphasizes, "We believe that imagination has the power to unlock new possibilities and reshape the world we live in. Our mission is to collaborate with our clients to create unconventional value that goes beyond the traditional marketing paradigm."

Remarkably, the agency has executed several remarkable campaigns and projects over the years for such companies as ABINBEV, SBC, PASTEL AFRICA, TOLARAM GROUP, MASTERS LUBRICANT, EKULO GROUP, 10BY10STYLES, and NPFL.

One of these campaigns is the Power Oil WalkHeartOn for the poweroil brand. This annual health initiative aimed to promote a healthy lifestyle by organizing a 10km walk across different states in Nigeria. With thousands of participants in attendance across various cities, the campaign successfully encouraged Nigerians to prioritize their well-being.

Another is the Fly Glam Party. iMinnd Experience conceptualized and activated one of Nigeria's biggest daytime rave parties for Flying Fish Nigeria. The event brought together over 2,000 people who enjoyed a thrilling party experience from noon to 6pm at SOL Beach Oniru. A remarkable feat, considering that parties are almost always considered an evening affair in this part of the world.

Yet another is the strategic Partnership with NPFL/LaLiga Youth League and MTNN: iMinnd Experience partnered with NPFL/LaLiga Youth League and MTNN to revive the passion for football at the grassroots level. Through the "Under 15 Promises" initiative in Ikenne, Ogun state, youth teams from different club teams in Nigeria were involved, fostering a love for the sport among young aspiring players.

Deepening Consumer Experiences

Over the past two years, the agency's biggest motivation has been driven by two key factors it calls the 2Ps: The People and The Partners. With the first P the agency recognises the passion and dedication of its talented individuals as a driving force behind its success. By fostering a collaborative and supportive environment, the agency empowers its team members to contribute their unique skills and perspectives, leading to exceptional outcomes for clients.

The second value that keeps iMinnd Experience afloat is its client-centric approach. Chisom, the Head of Client Service, highlights the agency's commitment to collaboration, stating, "At iMinnd Experience, we believe in the power of



Olayiwola Jegede, Executive Director, iMinndXperience

collaboration.

We see our clients as partners, and by working closely with them, we can better understand their vision, objectives, and expectations. This collaborative approach allows us to create tailor-made solutions that drive their success. Our motivation stems from the trust and confidence our partners place in us, and we strive to consistently exceed their expectations by delivering outstanding marketing solutions that drive their businesses forward," she stressed.

The Power of iMinnd Experience

From its carefully chosen name to its core values and operational philosophies, iMinnd Experience has continuously evolved to bridge gaps in the market and deliver exceptional results for its clients. Let's explore how the agency has covered these gaps and the values that have contributed to its success.

The name "iMinnd Experience" encapsulates the agency's core values and mission. Olayiwola explains, "The 'I' in iMinnd represents Innovation, reflecting our commitment to embracing new strategies, ideas, and technologies. We strive to be at the forefront of industry trends and continually seek innovative solutions to drive success for our clients."

"Minnd" signifies the mindset we adopt at iMinnd Experience. It reflects our focus on strategic thinking, creativity, and out-of-the-box ideas. We aim to develop unique and impactful campaigns that resonate with our client's target audience by approaching marketing challenges with an open and imaginative mindset, while "Experience" in our name signifies the holistic approach we take to marketing. We believe that marketing is not just about delivering messages but creating meaningful experiences for consumers.

He added, "The impact of our name on our operations has been significant. It is a constant reminder of our core values and drives our team to consistently deliver innovative and memorable experiences for our clients. iMinnd Experience is not just an agency; it's a laboratory where Innovation, Strategic Thinking, and Immersive Experiences are created."

Covering Gaps and Evolving

During its inception, iMinnd Experience identified gaps in the market and made strategic adaptations. Chisom shares their journey, stating, "While our initial focus was digital marketing, we realized our strength lay in experiential marketing. We also transitioned from being solely client-facing to becoming a comprehensive business solution provider."

The agency's evolution led to the establishment of a robust 360 marketing approach. Olayiwola highlights these expanded services, saying, "We now offer a wide range of solutions, including Digital Marketing, Influencer Management, BTL, OOH, Strategic Partnerships, and Brand Management. This diversification allows us to cater to diverse client needs and deliver comprehensive campaigns."

iMinnd Experience's superlative performance in the market can be attributed to its core values and operational philosophies:

Client-Centric Approach: The agency places clients at the forefront, recognizing their unique needs and goals. Chisom emphasizes, "We prioritize building strong client relationships and understanding their vision, objectives, and expectations. This approach enables us to tailor solutions that align with their specific requirements."

Collaboration and Communication: Effective collaboration and open communication are fundamental to iMinnd Experience's operations. Olayiwola states, "We believe in establishing a collaborative partnership with our clients. By working closely with them, we foster transparent communication and ensure that we are aligned in achieving shared goals."

Innovation and Adaptability: The agency embraces innovation and remains adaptable to the evolving marketing landscape. He highlights this approach, stating, "We actively explore emerging technologies, trends, and strategies to provide cutting-edge solutions. By staying ahead of the curve, we deliver impactful campaigns that resonate with our client's target audience."

Results-Driven Approach: The agency's commitment to delivering tangible results sets it apart. Chisom explains, "We collaborate with our clients to establish measurable goals and key performance indicators. This results-driven approach allows us to track the success of our campaigns and ensure a positive return on investment."

iMinnd Experience embraces innovation and remains adaptable to the ever-changing marketing landscape. Olayiwola emphasizes the agency's commitment to staying ahead of the curve, stating, "Innovation is at the core of what we do. We constantly explore emerging technologies, trends, and strategies to provide our clients with cutting-edge solutions. We adapt and evolve to ensure that we deliver exceptional results in this fast-paced industry."

Reinventing in a Fast-Evolving Business Environment

To remain relevant in an ever-changing industry influenced by dynamic consumer trends and disruptive technologies, iMinnd Experience continuously reinvents itself. The agency embraces technology, such as AI and the metaverse, while maintaining a human-centric approach. By investing in continuous learning and training, fostering a culture of innovation and experimentation, and forming collaborations and partnerships, iMinnd Experience adapts to the evolving landscape, harnessing the potential of emerging technologies to enhance marketing strategies and deliver exceptional results.



NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE

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Issue 84



Wema Bank

@78



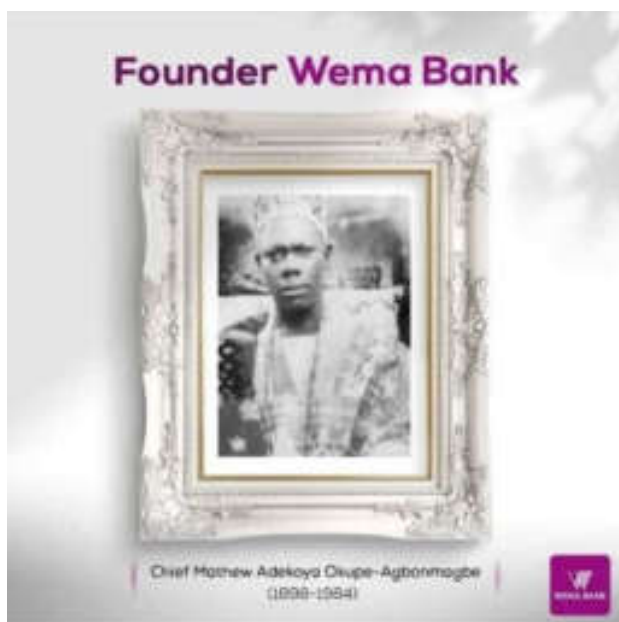
ALAT
by WEMA

@6

THE TRANSFORMATIVE STRIDES OF AN ICONIC BRAND & THE METEORIC RISE OF A DIGITAL BANK



78 Years Of Transforming Banking, Embracing Innovation, And Empowering Communities



By Jeremiah Agada

From Agbonmagbe With Love

In the bustling city of Lagos, Nigeria, a small organization known as Agbonmagbe Bank Limited emerged in 1945, just as the echoes of the Second World War were fading away. With humble beginnings, this institution embarked on a journey that would transform it into the renowned Wema Bank PLC as we know it today. Like a seed planted in fertile soil, it sprouted and flourished, weathering storms and overcoming obstacles along the way.

As the Yoruba proverb goes, "Eni tó bá ní ìrètí ngbà láti ipòtí, yóò lè fúnra lowo." Translated, it means, "Whoever has experienced the blessings of the rain will also experience the trouble of the downpour." Wema Bank's path to success has been paved with both triumphs and challenges. However, it is through its unwavering commitment, resilience, and innovative spirit that the bank has navigated these trials and emerged stronger than ever.

As the bank celebrates its 78th anniversary, it is a fitting time to reflect on its extraordinary journey from its humble beginnings as Agbonmagbe Bank Limited in 1945 to its current position as a world-class financial institution in 2023. From its transformation into Wema Bank PLC to its pioneering digital initiative Alar and nationwide expansion, Wema Bank has consistently redefined the boundaries of traditional banking, setting new standards of excellence along the way.

A Transformational Journey

The year 1990 marked a significant turning point in Wema Bank's history as it was listed on the Nigerian Stock Exchange. This milestone brought global recognition to the bank, attracting attention from both investors and competitors. However, it was in February 2001 that Wema Bank experienced a profound transformation when the Central Bank granted it a universal banking license, broadening its horizons and enabling the provision of a comprehensive range of banking services.

Wema Bank's commitment to excellence propelled its growth, positioning it as a regional financial powerhouse in 2009. With a strong foundation in place, the bank continued its upward trajectory, achieving national relevance in a remarkably short span of six years. This ascent was a testament to Wema Bank's agility, adaptability, and ability to cater to the diverse needs of customers across Nigeria.

Wema Bank's ascent to global recognition was marked by its pioneering adoption of digital technology. In 2017, the bank launched ALAT, Nigeria's first fully digital bank, disrupting traditional banking models and revolutionizing customer experiences. The innovative ALAT platform empowered customers with seamless access to a comprehensive range of banking services, transforming the way individuals and businesses managed their finances. This groundbreaking achievement garnered international acclaim and established Wema Bank as a leader in digital innovation within the financial sector.

Serving the Nation and Beyond

Today, Wema Bank stands as Nigeria's longest-surviving indigenous bank, proudly serving millions of customers nationwide and abroad. With over 150 business offices and a robust network of digital platforms, the bank caters to the diverse needs of individuals, small and medium-sized

enterprises (SMEs), trade enterprises, corporate entities, and more. Its comprehensive suite of services, including retail banking, SME support, trade finance, treasury management, and business advisory, reinforces its commitment to supporting economic growth and fostering financial inclusion.

Wema Bank's success extends beyond financial achievements. The bank has demonstrated an unwavering commitment to social responsibility, recognizing the importance of giving back to the communities it serves. Through various initiatives, Wema Bank has made a tangible impact on education, healthcare, and environmental conservation. Additionally, the bank maintains the highest standards of diversity and corporate governance, ensuring transparency, accountability, and ethical practices in all aspects of its operations.

A Celebration of Excellence

To celebrate the 78th anniversary, the bank the esteemed financial institution organized a week-long celebration marking its 78th anniversary and the sixth anniversary of its revolutionary digital banking platform, ALAT. The series of engaging activities and competitions brought together employees, clients, and the public in a joyous and memorable commemoration.

The celebrations commenced with the virtual launch of ALAT Alumni, an exclusive platform that reunited former Knights and fostered a strong sense of community. Through this initiative, the bank aimed to leverage the collective experiences and relationships developed within its vibrant ecosystem.

A breathtaking display of ALAT balloons filled the skies as the bank released them into the air, captivating participants and onlookers alike. People enthusiastically captured snapshots of the colorful balloons and shared them across social media platforms, utilizing hashtags such as #ALATat6, #WemaAt78, and #SpotALATInTheAir. The shared photos not only spread joy but also gave participants an opportunity to win fabulous prizes.

The "Sounds of ALAT" competition took center stage during the celebrations, attracting talented musicians from the entertainment industry. This platform provided aspiring artists with the chance to showcase their creativity and musical prowess. The winning entry, chosen as ALAT's official theme song, secured its creator a significant cash reward of up to five million Naira.

Adding to the excitement, Wema Bank organized a thrilling balloon hunt for its customers. Participants eagerly scoured

different locations, searching for balloons creatively spelling out "Wema" and "ALAT." They enthusiastically posted their discoveries on social media, using a designated hashtag to increase their chances of winning enticing prizes.

A Vow of Unwavering Excellence

As the bank continues its upward progress in the financial ecosystem, it has vowed to sustain its growth trajectory which was attributed to investor's support and employees' enthusiasm to work, as affirmed by the Managing Director and Chief Executive Officer of Wema Bank, Moruf Oseni during the celebration of the bank's 78th and ALAT's sixth anniversaries in Lagos.

The remarkable financial performance of Wema Bank was highlighted, as it recorded N39.35 billion in gross earnings in the first quarter of the 2023 financial period, marking its best performance in 13 years. This achievement served as a testament to the bank's philosophy of being 'pro-people, pro performance and a strong indication that its best days were yet to come.

Reflecting on the journey, Oseni remarked, "We are happy to have restored the bank to the height of banking in Nigeria. Six years ago, we launched a groundbreaking product called ALAT, which has proven to be a world-class product. This, in no little way, has brought us back to the heart of banking in Nigeria."

Expressing gratitude to the bank's dedicated staff, Oseni acknowledged their belief in the bank's leadership and their relentless support. He emphasized the importance of teamwork, stating, "I believe there is no leadership without followership. Our quest to return to tier-one cannot be achieved without your support. Let's work together to realize these tasks,





and I can assure you that we will flourish together as the bank flourishes."

Celebration A Culture of Unwavering Resilience & Innovation

Wema Bank's 78th anniversary celebration and the commemoration of ALAT's sixth anniversary exemplify the financial institution's unwavering resilience and innovative spirit that have propelled it to thrive for nearly eight decades. Throughout its remarkable journey, the bank has demonstrated its ability to adapt, evolve, and overcome challenges, emerging as a prominent force in Nigeria's banking sector.

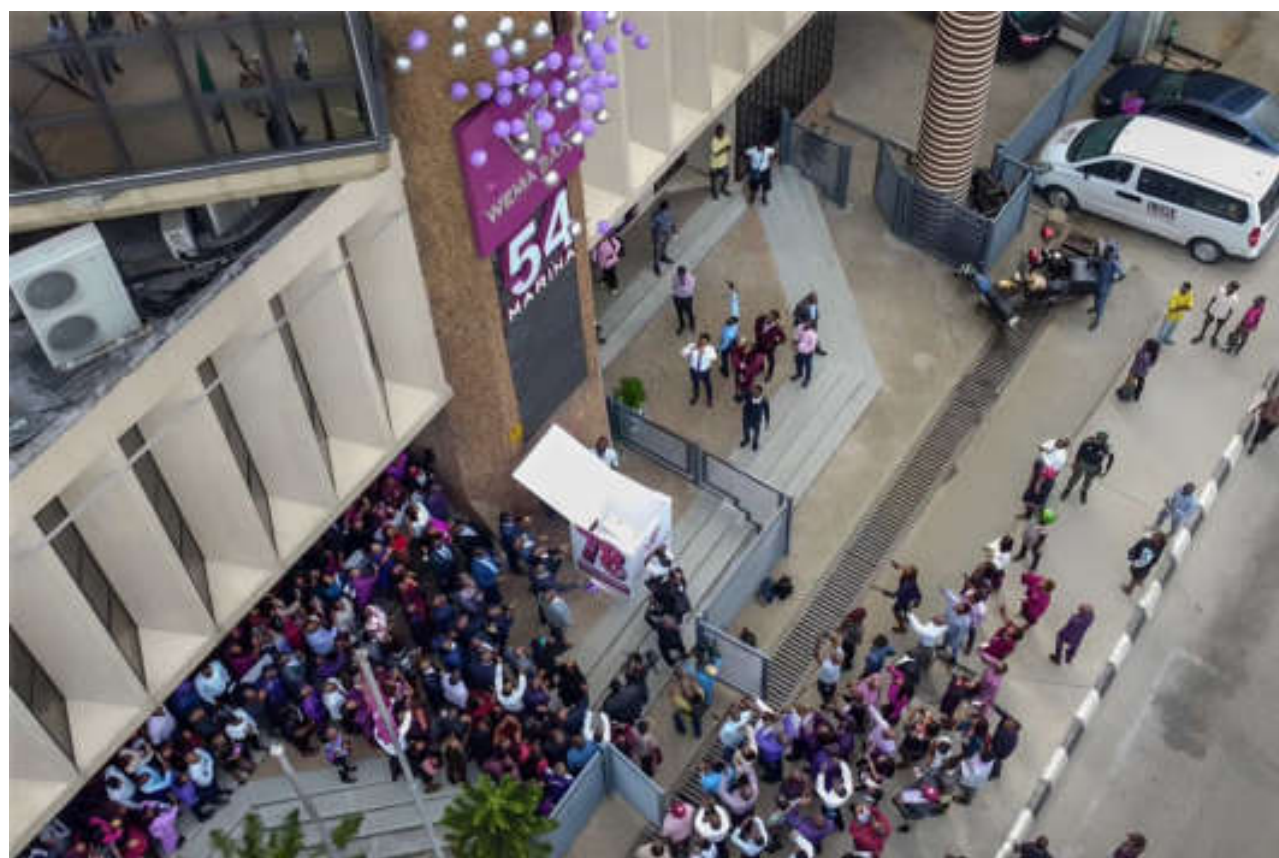
In the face of unprecedented technological advancements and changing customer expectations, Wema Bank has embraced innovation as a catalyst for growth. The words of Steve Jobs ring true: "Innovation distinguishes between a leader and a follower." By launching ALAT, Nigeria's first fully digital bank, the institution has positioned itself as a pioneer, leading the way in digital transformation and revolutionizing the banking landscape.

The bank's ability to adapt and thrive can be summed up by the wise words of Charles Darwin: "It is not the strongest or the most intelligent who will survive but those who can best manage change." Wema Bank's willingness to embrace change, embrace new technologies, and transform its operations has allowed it to stay ahead of the curve and maintain its competitive edge in a rapidly evolving industry.

As the renowned proverb states, "Smooth seas do not make skillful sailors." Wema Bank's journey over the past 78 years has been marked by challenges, trials, and tribulations. However, through each obstacle, the bank has emerged stronger, more resilient, and better equipped to serve its customers and fulfill their financial needs.

As the institution embarks on its future endeavors, it does so with the resounding words of Albert Einstein in mind: "In the middle of difficulty lies opportunity." Wema Bank sees challenges as opportunities for growth, innovation, and further success, and it is committed to seizing these opportunities to provide cutting-edge financial solutions and unmatched customer experiences.

"Wema Bank's success extends beyond financial achievements. The bank has demonstrated an unwavering commitment to social responsibility, recognizing the importance of giving back to the communities it serves."





Celebrating Six Years Of Revolutionizing Digital Banking In Nigeria



Music Star, Davido (Left) with Wema Bank CEO, Moruf Oseni (Right)

By Ntia Usukuma

It is on record that the emergence of ALAT By Wema revolutionized experiential banking in Nigeria with the advent of branchless and paperless banking. The seamless sign-up process using a mobile phone, personal computer, or tablet virtually eliminated the stress of having to walk into a branch every time to open an account.

Thus, it was not too surprising to most analysts that ALAT landed as an instant success. During its first year, ALAT acquired more than 250,000 customers, who were responsible for well over N1.6 billion in general deposits. In 2018, the bank closed at the N1 billion mark in terms of deposits into savings accounts.

Current Level

Today, ALAT has recorded a boom as the electronic banking channel in 2022 generated N6.1 billion.

This was disclosed as part of its 2022 audited financial statement released this year. The 2022 e-banking revenue represents a 79% increase compared to the 3.4 billion the bank generated from electronic channels in 2021.

According to Wema, the bank's digital banking platform, ALAT was behind the growth as it gained traction and attracted more customers in the year under review. ALAT recorded a 131% increase in the number of customers on-boarded in 2022.

Speaking on the crucial impact of the brand in Wema's electronic banking channels, Wema Bank's Managing Director and Chief Executive Officer, Moruf Oseni said, "ALAT

continues to be a key growth driver and success story for the Bank, recording a year-on-year increase of over 853,092 in the number of actively transacting customers on the platform.

"With the rollout of new and innovative features on ALAT, and our ALAT for Business platform, we are sure of increased growth and heightened performance on both platforms in the coming year.

"Wema Bank has always worked to put its customers first and meet their needs every step of the way, whether through their local bank branch or through ALAT, the digital banking platform. We will continue to work towards our goal of becoming Nigeria's dominant digital banking platform, an objective that requires an unwavering focus on our digital business, a key lever for customer acquisition, retention, and engagement."

No doubt, Wema Bank's investment in technology is predicated on the bank's focus on customer satisfaction as its major objective. This led to the customer-centric operational changes introduced by the bank in recent years. In line with the bank's corporate value, Wema Bank thinks of great and exciting ideas to solve problems that its customers care about. It designs solutions that inspire joy and use cutting-edge technology, new developments, and research-driven ideas to provide accessible solutions. This value led the bank to the adoption of digital technology which saw the launch of the revolutionary ALAT by Wema, Nigeria's first fully digital bank, in 2017.

According to the bank's management, "Our digital banking assets have continued to boost customer satisfaction and build

trust for us. We have also embarked on top-to-bottom marketing campaigns, giving people the opportunity to experience ALAT and the benefits of banking with us. We will keep building on these activities and initiatives to improve our service delivery, increase the bottom line and deliver high-end returns to shareholders."

This is the power of technology and it is not going to abate soon. If nothing, the impressive financial performance of ALAT in the last couple of years, in general, has shown that the future of banking is to be driven by technology.

The Journey So Far

Since its launch in 2017, the financial brand, ALAT has helped Nigerians build a healthy savings culture through flexible automated saving features which help them save more money while making transactions. Its collateral-free loans, scheduled bill payments, a free debit card, and virtual naira card also made it possible for customers to do so much including making bulk payments, opening a domiciliary account without visiting the bank, and making investments with high-yield interests. The platform also has a corporate banking app, ALAT for Business, which supports Nigerian businesses in making bulk payments and carrying out other business transactions.

Commenting on this, the Chief Digital Office (CDO) of the digital bank, Olusegun Adeniyi, said: "Our journey in the past has shown the true definition of 'Audacious'. We started the first fully digital bank when no one was in the market offering the services not only in Nigeria but the whole of Africa, hence our tagline 'Africa's First Fully Digital Bank'. Although we underwent years of research, survey, and test phases before the launch to ensure our success. As a digital bank, we have gone through a series of upgrades on our platform to ensure efficiency and new benefits and features for our customers.

"We have also proven to be relevant in the ecosystem through continuous innovation and additional features on the platform. Paint a picture of what you see now as a 6-year-old digital bank, and imagine where will be in the next 6 years. Expect a lot of audacious moves from us as a bank and as a brand," he noted.

Increasing Focus On The Underbanked Population

The journey to creating Africa's pioneer fully digital bank began with a deep desire to reach the unbanked population in Nigeria.

In encouraging this demography to move from the unbanked bucket to the banking population, ALAT played a leading role by offering the opportunity of banking convenience for these excluded people independently and in collaboration with the agency banking framework to bring banking to the previously unbanked population.

Other incentives that have been used to reach out to others include gamification and lottery where potential customers are encouraged out of the unbanked demography via incentives/promos/raffles, rewards and gifts schemes through road shows, market storms (visibility and mass sensitization), etc. Even when the brand was celebrating its 6th anniversary some of these incentives were effectively utilized to rev up the





brand in style.

Celebrating ALAT @6

To commemorate ALAT's 6th anniversary, a week-long celebration, starting from May 1st, 2023, was lined up with an array of exhilarating activities and competitions for employees, clients, and the public.

Kicking off the anniversary week was the virtual launch of ALAT Alumni, a platform for former Knights to rekindle relationships and foster a sense of community that the bank can leverage. In addition, the bank released a cascade of ALAT balloons into the sky, participants took snapshots of the balloons and shared them on social media with hashtags like #ALATat6, #WemaAt78, and #SpotALATInTheAir to win fantastic prizes.

Furthermore, the bank organized a balloon hunt for its customers, challenging them to locate balloons spelling out "Wema" and "ALAT" in different locations and post photos on social media using a specific hashtag to stand a chance of winning prizes.

The festivities also encompassed the launch of the upgraded ALAT for Business, the digital bank application for a fully revamped ALAT for Business platform to revolutionize the way business owners manage their business transactions.

Mabel Adeteye, Head of Brand and Marketing Communication Department, expressed her delight about the anniversary and its events. She added that the bank dedicated the week to digital services, to give customers the opportunity to experience the convenience of ALAT's digital banking solutions.



Sights from Sounds of Alat

"We're thrilled to celebrate our anniversary with our staff, clients, and the general public. We believe that these events and competitions provided everyone with an opportunity to participate in the celebration and enjoy ALAT's innovative banking solutions."

Another highlight of the celebration was the "Sounds of ALAT" competition, which sought to uncover talented musicians in the entertainment industry and provide them with a platform to showcase their creativity. The victorious entry became ALAT's official theme song, and the winners receive cash rewards of up to six million Naira.

At the end of the competition, the latest brand jingle for the award-winning digital banking application was unveiled. It connected instantly with the target audience and became an instant hit with customers and music lovers alike.

The jingle was created by the winner of its Sounds of ALAT competition, Onyelisigwe Bright, and produced by one of Nigeria's biggest talents in the entertainment industry, Cobhams Asuquo. It featured an upbeat, catchy tune with lyrics

"According to Wema, the bank's digital banking platform, ALAT was behind the growth as it gained traction and attracted more customers in the year under review. ALAT recorded a 131% increase in the number of customers on-boarded in 2022."



that reflect the bank's commitment to providing top-notch financial services to its customers.

It was designed to evoke a sense of positivity, energy, and optimism, reflecting the bank's vision of a brighter future for all its stakeholders and also staying true to its core values of innovation, excellence, and customer satisfaction.

Commenting on the new jingle, Mabel Adeteye, Wema Bank's Head of Brand & Marketing Communication, said "We are thrilled to unveil our latest brand jingle, which we believe captures the essence of our brand and what we stand for. We wanted a jingle that would resonate with our customers and make them feel proud to be associated with Wema Bank. We are confident that this new jingle will do just that and more."

The new jingle also generated a lot of buzz on social media, with many customers and music lovers praising its catchy tune and positive message. It is now being featured in all the bank's marketing campaigns, including television and radio commercials, online ads, and social media.

Awards & Recognitions

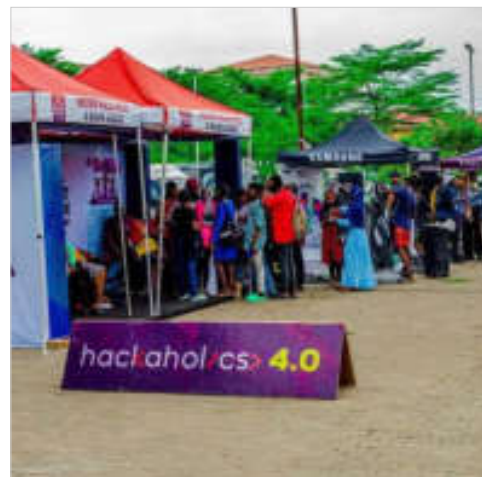
ALAT in the last six years of existence has won several awards, including 'Best Mobile Banking App' and 'Best Digital Bank for 2017' at the World Finance Digital Banking Awards; 'Best Digital Bank in Africa' at the 2018 Asian Banker Awards, and the 'Best Digital Platform Nigeria 2019 Award'.

Barely a year after ALAT launched, the brand won 2017 Best Digital Bank, Nigeria and 2017 Best Mobile App, Nigeria' at the prestigious World Finance Awards. Alat was also recognized as the Best Digital Bank in Africa' at the 2018 Asian Banker Awards. lately, ALAT was awarded the 'Most Outstanding Digital Bank Brand of the Year Award' at the 2022 Brandcom Awards, among others.

The trailblazing achievements of ALAT in the last six years as well as its consistent leadership in the fintech space inspire confidence for the future of the brand. This is by no means something that happened by chance, given that the brand runs by the set vision and mission of the ever-improving Wema Bank.

In line with its mission to give every customer a delightful and memorable service experience, the brand is ensuring that it is ever-ready and well-positioned for a constantly evolving future. This is the only way it can keep charting the course for the growth of digital banking services in Nigeria.

Images from hackaholics 4.0





2023: Celebrating The Platinum Value of Creative Bravery



Steve Babaeko



Adenike Odutola



Dozie Okafor



Nnenna Onyewuchi



Omaga Idirigbe



Oje Ojeaga

By Usukuma Ntia

The Cannes Lions Festival of Creativity is seen by many as the most prestigious event in the advertising industry that celebrates creativity and innovation. This Festival of Creativity has championed creative excellence since 1954, providing the definitive benchmark for creativity that drives progress, globally. To most players across the globe, Cannes Lion is a time for advertising professionals to come together, network, and celebrate the best in the industry.

This year's week-long festival took place from Monday 19 to Friday 23 June 2023. The event marked Cannes' 70th anniversary in awarding and recognizing different brands in various fields of communication and creativity.

Call For Greater Inclusion

The festival has traditionally been dominated by Western countries and their agencies, leaving little room for the contributions of other groups. That is why there has been a growing focus on the need for increased diversity in participation, with a focus on blacks and Africans.

To bring greater focus on diversity and inclusivity, a community, Black at Cannes was curated with a focus on building solid connections and increasing representation at the Cannes Lions International Festival of Creativity.

In 2023 this community, founded by Peter Ukhurebor, Managing Director of UniWorld Group, (UWG) came with an agenda to reclaim the cultural significance of all blocks in advertising, and to build a partnership with brands and agencies, to diversify the advertising landscape, to open its doors to empower economic advancement and opportunities for all nations and races.

Record Of Entries

In 2023, probably in response to the need for greater inclusion, Cannes Lions received an unprecedented 26,992 entries, up 6% from 2022. The U.S. far outpaced all other countries, with 7,303 entries—some 5,000 more than the U.K., which was second. Brazil, France, Canada, and Germany rounded out the top six, each with over 1,000 entries. Two countries—Brunei Darussalam and Georgia—sent just a single entry. Entries came from 86 countries in all.

Other countries that submitted entries include India—809, Australia—786, Spain—734 United Arab Emirates—650, Colombia—582, South Africa—302, The Dominican Republic—51, Kenya—24, Malaysia—13, Pakistan—12, Croatia—11, Qatar—11, Nigeria—10, Lithuania—9, Egypt—8, and a few others.

History Makers

Winning anything at Cannes is the ultimate in advertising for any country, brand, or agency. Beginning with the entry fee—ranging from \$655 to as high as \$2,266 for Titanium Lions—to the shortlisting, up to the awards stage, it is a nerve-cracking step-by-step process leading to the most exciting stage—receiving the coveted prize.

It was an event for history makers as Nigeria and about a dozen other countries and some brands made history at the 2023 Cannes Lions;

Nigeria won her first-ever Cannes Lions, a bronze under the Health & Wellness category won by a Lagos-based agency, X3M Ideas.

In what many see today as one of the biggest achievements

of the creative advertising industry in Nigeria, X3M Ideas, made history as the first Nigerian creative advertising agency to win the highly coveted Cannes Lions laurel at the just-ended prestigious Cannes Lions Festival in France.

With this feat, X3M Ideas holds the coveted title of the first creative powerhouse from Nigeria to win any medal at the prestigious Cannes Lions, the touted “World Cup of advertising.”

X3M Ideas' remarkable feat represents a significant breakthrough for the Nigerian advertising industry, highlighting the talent, innovation, and creativity that exist within the country. As agencies continue to push for silver, gold, platinum, etc of the coveted Cannes Lion, the entire nation eagerly anticipates future outcomes, united in their support for all advertising players in their pursuit of excellence on the global stage.

Nigeria was not the only history-maker at the 2023 Cannes Lion, Armenia also won her first, Bronze Lions under the Radio & Audio category while Saudi Arabia picked her first-ever Grand Prix in the Creative Commerce Lions in 2023

Also, France won its first Creative Strategy Lions Grand Prix and Peru took home its first Innovation Lions Grand Prix while Honduras and New Zealand won their first Creative Strategy Lions.

Kenya received its first-ever Gold Lion under the PR category -The Lion for Change while entrants from South Korea and Thailand also made history by taking home their first-ever Glass: The Lion for Change.

The United Arab Emirates and Poland won their first-time Lions in Creative Data at the 2023 Festival as Argentina won its first-ever Agency of the Year spot, won by GUT, Buenos Aires this year.

The landmark festival also had many routine winners across segments this year but the greatest level of excitement will always remain in the hearts of first-timers at any stage.

The Rising Relevance of AI

All indicators within the creative arena reveal that we are really in a period of unprecedented change and opportunity. Artificial intelligence is already having a profound impact on the world around us, transforming products, accelerating scientific research, improving healthcare, and changing the creative landscape.

At Cannes Lions this year, the industry's energy and excitement for the potential that AI brings was quite palpable. This year saw a huge increase in award entries using AI. Nearly 2,000 Cannes Lions award entries cited AI in their synopses, more than three times the number cited in 2022. There were also concerns—about jobs, sincerity, and trustworthiness. It is obvious that we are moving speedily into the realm of AI dominance in advertising across cultures.

Gender Balance

At the festival, gender balance promoters refused to lie low, even from day one of the 2023 Cannes Lion Festival.

Under the aegis of The Female Quotient (FQ), their campaigns captured quality attention from the first day of the festival. The Female Quotient (FQ) and its creative partner- 6, launched a campaign at Cannes that recreated the festival's iconic symbol, the male lion, to showcase how far the industry has come—or not come—on gender equality. This new symbol—a combination of a LION and a LIONESS said it all.

Caroline Dettman a key member of this partnership, said,

“We challenged ourselves to find a visually compelling way to showcase the data. We focused on the symbol of the Cannes Lions Festival of Creativity: The Male Lion. We challenged ourselves: what if the symbol could better reflect the state of equality?”

Ogilvy- Global 'Demolition' Squad

At the 2023 Cannes Lions, Ogilvy's ability to create impact for clients at a 'devastating' scale was on display with 34 offices spanning each region sweeping away prestigious Lions. Ogilvy was honored with a total of 64 Lions—including one Titanium, two Grand Prix, nine Gold, 23 Silver, 29 Bronze as well as 128 Shortlists

The global network was recognized across a broad range of categories throughout the festival, including Creative Effectiveness – Market Disruption, Creative Business Transformation, Sustainable Development Goals, Social & Influencer, Innovative Use of Community, Health & Wellness, Creative Strategy, Brand Experience & Activation, Corporate Purpose & Social Responsibility, Use of Digital Platforms, and Film, among many others. Lions were awarded for work overwhelmingly done for global brands including AB InBev, Burger King, Dove, IBM, IKEA, KFC, Kotex, Mondelez, Netflix, The Coca-Cola Company, Volkswagen, and Workday—as well as for major regional and local clients including German Rail, Grupo Estratégico PAE, Regal Springs, and Relate.

Ogilvy also earned two impressive collective awards that were handed out on the festival's final day. Ogilvy was named Regional Network of the Year for Sub-Saharan Africa, and Ogilvy Mumbai was named the Agency of the Year in the Strategy Track.

Apart from Ogilvy, there are other brands that also made history at this year's Cannes Lion. They include Apple with the Creative Brand of the Year for the first time, DDB Worldwide won its first Network of the Year award this year and Reckitt won its First-Ever Gold Lion also in 2023.

The 70th Annual Cannes Lions International Festival of Creativity clearly represented the definitive benchmark for creativity that has been the hallmark of the event over the years. This event held in Cannes, France every year is truly home to the world's most prestigious advertising awards.

Commenting on this interesting trend, Philip Thomas, Chairman, of Cannes, said, “The body of Lion-winning work that emerged from the Jury rooms points the way forward, and demonstrates the power of the industry to drive change, build businesses, and shape society”.

“Congratulations to all those who submitted entries, made the shortlists, and won a Lion at the Festival's 70th edition to set the creative benchmark on the global stage,” he added.





For Great Taste and Aroma





Lafarge's Geocycle Partners Ogun Government On Sound Management Of Chemicals And Waste

Chemicals and waste management play an important and increasingly significant role in every economic and social sector. However, if improperly managed, hazardous chemicals can lead to accidents with dire environmental, economic and social consequences, severely impacting communities and livelihoods. Entire communities may suddenly find themselves deprived of work and their traditional livelihoods significantly affected because of a single chemical accident.

Sound management of chemicals throughout their lifecycle is therefore essential to avoiding complex risks to human health and ecosystems, and substantial costs to national economies. Similarly, sound management of chemicals and waste is necessary to maximize the potential benefits of their contribution to human well-being.

As one of the industrial hubs of the country, the Ogun State Government recognizes the great need to increase the state's capacity to adequately prevent the occurrence of chemical accidents by promoting responsible handling, sound management, and safe use of chemicals in the state.

To this end, the Ogun State Environmental Protection Agency (OGEPA) in collaboration with Lafarge Africa's Geocycle organized a workshop for chemical handlers and users for industrial and commercial facilities in the state on 3rd December 2022 in Abeokuta the state capital.

The objective of the workshop was to provide industry stakeholders, especially chemical handlers and users the necessary insights into these chemicals so that they are able to confidently make informed decisions in the procurement, substitution, elimination, or their safe use.

Either by its use or its consequence, sound management of chemicals and waste can provide practical solutions for achieving Agenda 2030 and sustainable development. Several of the SDGs and targets have direct or indirect connections to chemicals. Sound management of chemicals and waste has a direct positive impact on health and access to clean water, as well as on the overall goal of sustainability and poverty reduction.

The Head of Geocycle Lafarge Africa, Daniel Adedokun, in his presentation at the workshop discussed how the organisation manages its chemicals and wastes while also working with different stakeholders in finding the most sustainable solutions to their waste, turning it into a circular resource and helping to achieve a more resource efficient future.

According to him, a transition to a more sustainable circular use of chemicals is a critical step towards mitigating the amount of waste and pollution generated during the use of chemicals in manufacturing processes. This will prevent several ecological problems, including greenhouse gas emissions and the pollution of air, land, and water with toxic chemicals.

Adedokun, also said, "We are very proud to be partnering with OGEPA as part of our unwavering mission towards accelerating the pace of achieving sustainability goals and reducing the current waste management practices' detrimental effects on the environment. At Geocycle Nigeria, we achieve this by providing the industrial sector with safe, smarter, and more sustainable solutions to manage their waste, reducing



Lolu Alade-Akinyemi, Chief Executive Officer, Lafarge Africa

their ecological footprint. These practices reflect positively on the Nigerian population and economy, contributing to bringing Nigeria a step closer to a zero-waste future."

The company's service offer covers a variety of waste coming from the petroleum industry, power generation industry, automotive, and heavy manufacturing industries, i.e., waste/used oil, filter cakes, solidified wax, solid cutting drill, glass wool, oil rags, petroleum sludge, contaminated soil, etc. He listed other waste materials treated by the company including counterfeit money, drugs, and clerical destruction in general, and sorted MSW.

Geocycle employs the method of "preprocessing" and "co-processing" to offer an environmentally friendly solution for handling waste. Employing these methodologies enables the company to recover energy and recycle materials from different sources of waste such as biomass, shredded tyre, and industrial wastes.

Before this waste byproduct can be used directly for co-processing into the cement kilns; it must undergo a preparation process called preprocessing. "This step delivers a stable product that complies with the technical specifications of cement production and guarantees that environmental standards are met.

"Co-processing is the use of waste as a raw material, or as a source of energy, to replace natural mineral resources and fossil fuels, such as coal, petroleum and gas in the cement manufacturing process," he added.

"During co-processing, the mineral part of the waste replaces primary mineral materials such as limestone, clay or iron and the combustible part provides the energy needed for

cement manufacturing. As a result, 100% of the waste input is recycled and recovered without producing residue," he stressed.

Geocycle has been offering waste management solutions for more than two decades. The company co-processed a total of 91 ktons of wastes in 2021 converting them into alternative fuels and alternative raw materials.

In his key note address, Ogun State Governor, Mr. Dapo Abiodun, said that his government is synergising with industrial stakeholders, especially chemical handlers and users, to further deepen adherence to environmental safety guidelines by industries in the state. Abiodun said the decision would help to attain the global Agenda 2030 of Sustainable Development Goals 3 and 6.

The Governor who was represented by Secretary to State Government, Mr. Tokunbo Talabi, noted that the state being the industrial hub of the nation, is susceptible to environmental hazards, "The government is taking steps to stem the tide by re-igniting the responsiveness of industrial and commercial chemical outfits for a sustainable control and management of chemical storage and usage." He stated.

According to him, chemicals were the most critical agent of Nigeria's Industrial revolution due to its importance to the industrial sector, hence the need for every user and handler to imbibe the necessary knowledge on its proper management. He called on stakeholders to contribute their quota in enhancing a livable, safe and healthy environment for the people of the State.

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In the same vein, the Commissioner for Environment, Mr. Ola Oresanya advocated for the effective handling, control, and management of hazardous chemicals to avoid environmental degradation as industries would only flourish in a good environment making the state livable for all.

Oresanya noted that the state government is desirous of an environment free of any degradation through proper handling of chemicals by its users.

In the lead paper titled: "Chemical Identification, Classification and Labeling-Preventive Methods and Control of Chemical Hazards," a former University of Lagos Deputy Vice-Chancellor, Prof. Babajide Alo, said that it is important for manufacturers to substitute chemicals with less hazardous ones, modify the usage and dispose of them professionally in line with the state's regulated laws guiding waste management.

On her part, General Manager, Lagos State Environmental Protection Agency (LASEPA), Dr. Adedolapo Fasawe, who spoke on "Best Practices for Sustainable Environmental Management -A Case Study of Lagos State, advised that each state should enact laws to control industrial pollution and wastes in its domain with appropriate deterrent as current punishments in the books for offending industries are not deterrent enough so as to have a better environmental management.

Registered Participants of the workshop were also given the opportunity to engage one on one with the different speakers and were presented with certificates at the end of the session.





Lafarges Geocycle Partners Ogun Government on Sound Management of Chemicals and Waste

Chemicals and waste management play an important and increasingly significant role in every economic and social sector. However, if improperly managed, hazardous chemicals can lead to accidents with dire environmental, economic and social consequences, severely impacting communities and livelihoods. Entire communities may suddenly find themselves deprived of work and their traditional livelihoods significantly affected because of a single chemical accident.

Sound management of chemicals throughout their lifecycle is therefore essential to avoiding complex risks to human health and ecosystems, and substantial costs to national economies. Similarly, sound management of chemicals and waste is necessary to maximize the potential benefits of their contribution to human well-being.

As one of the industrial hubs of the country, the Ogun State Government recognizes the great need to increase the states capacity to adequately prevent the occurrence of chemical accidents by promoting responsible handling, sound management, and safe use of chemicals in the state.

To this end, the Ogun State Environmental Protection Agency (OGEPA) in collaboration with Lafarge Africas Geocycle organized a workshop for chemical handlers and users for industrial and commercial facilities in the state on 3rd December 2022 in Abeokuta the state capital.

The objective of the workshop was to provide industry stakeholders, especially chemical handlers and users the necessary insights into these chemicals so that they are able to confidently make informed decisions in the procurement, substitution, elimination, or their safe use.

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A Dependable Gender-Friendly Partner In Microfinance Banking

By Ganiyat Ganiyu

Addosser Microfinance Bank has an exciting history in the world of banking in Nigeria. This highly respected financial brand has inspired, promoted, and encouraged SMEs through different empowerment programmes, gender-specific financial products and services, grants, and other benefits to the MSME female clients, amongst a host of others.

Background

Established 15 years ago, Addosser MFB's operating license was upgraded from a unit microfinance bank to a state microfinance bank in 2010. The focus then was on the retail market with few products and low deposits. The started from a humble beginning with less than N100 million in shareholder funds.

Now, it currently serves approximately 130,000 customers spread across 20 branches. Addosser is ranked among the top 5% of MFBs in Nigeria. Women account for over 70% of its customer base and the industries it plays are cut across Trade and Commerce, Services, Manufacturing, Food Processing, Transport and Communication, Agriculture, and many others.

Promoting Gender Balance

The female gender has a special place in the heart of Addosser. With over 70% of the bank's customers being women, Addosser MFB remains at the forefront of empowering and impacting women, especially female entrepreneurs with financial and business skills through its three focus areas of providing access to expertise, access to finance, and access to the market in a bid to help them reach their business and personal goals.

It will be a no-brainer for Addosser MFB not to prioritise women-controlled MSMEs as over 70% of its customers are women. According to the bank, its uniqueness lies in its very DNA which is reflecting a customer-centric approach to banking and the continuous quest to push boundaries to increase access to finance for MSMEs.

Women make up roughly 47 percent of the world's workforce. In fact, many of the poorest countries rely heavily on women. Small and medium-sized enterprises, SMEs, with female ownership represent between 30 to 37 percent of all SMEs, (8 million to 10 million women-owned firms) in emerging markets, according to information from the World Bank. These businesses have unmet financial needs of between \$260 billion and \$320 billion a year.

Elevating Gender Inclusion

Regrettably, access to financial services has not been easy, particularly for poor women – frequently served by existing institutions and systems. There is ample evidence of how financial inclusion projects of different types can if properly designed and implemented, enhance women's economic empowerment. Financial inclusion projects can therefore help to achieve both gender equity objectives and poverty reduction objectives.

Therefore, at the heart of empowering a nation and developing communities should be women's empowerment, to help them express their opinions as individuals. Studies and research carried out by organizations such as the World Bank, International Monetary Fund, and Africa Development Bank continue to assert this by adopting gender-based strategies in a bid to eradicate poverty and improve the economy of various nations. Empowering women by granting them access to vast opportunities and information will not only lead to personal development for women but, also the development of the communities and societies they operate in.

Support For Women Entrepreneurs

Since its inception in 2008, the bank has made approximately N60 billion in total disbursement, and over 60% of the total borrowers are women, which indicates that it has a bias toward supporting female Entrepreneurs. The bank also has a women's Initiative tagged "SME Women Entrepreneur Club" (SWEC) which aims at improving the status of women through various programs such as Capacity Building, Business Clinics, Master Classes, and Webinars among others. The SWEC community has a diverse membership base comprising micro and SME female Entrepreneurs, a mix of new entrepreneurs who are start-ups, and more established business owners, with varying cultural backgrounds and business sectors, it serves as a platform providing easy access to finance through the female entrepreneur's loans, access to expertise through tailored capacity building programmes/mentorships,



Bayo Fabiyi, Managing Director,
Addosser Microfinance Bank Ltd

and access to market through networking & collaborations among members. The bank's SWEC commencement has empowered over 5,000 beneficiaries since its commencement.

Looking at its policy on bringing succor to the female gender in the country, Addosser MFB has disbursed over N42.3bn loans to women and trained over 3500 female entrepreneurs on different ways to increase their productivity which will yield more revenue. The bank offers business owners and individuals the opportunity to access loan products in a quick, transparent, and efficient way. Also, prospective borrowers do not necessarily need to have saved any money with the bank before applying for a loan, as their products are well-researched and tailor-made to suit clients' business and industry peculiarities.

Easy access to credit facilities

Another thing that sets Addosser Microfinance Bank apart is primarily the efficiency and ease of access to credit facilities, interest rates, documentation, and collateral requirements that are significantly more flexible than anywhere else in the Nigerian banking sector. The processing time is the shortest available.

In furtherance of the bank's commitment to women's economic empowerment, Addosser Microfinance Bank has in place strategies to empower its female customers through its SME Women Entrepreneurs Club

The programme powered by Addosser MFB aims to empower women in all aspects of business and provide them with the opportunity to finance their businesses for scalability. SWEC, a community of over 1800 members aims to continually produce women who would be able to build sustainable businesses and compete effectively in the economy.

In 2018, SWEC held a graduation and award ceremony for the beneficiaries of its Start-Up Incubator Programme for female entrepreneurs in Nigeria. The Incubator programme attracts female entrepreneurs with change ideas transforming local communities on a different scale with diverse focus areas such as health, environment, education and agriculture, fashion, beauty, and manufacturing. 15 candidates were selected for the programme from over 160 applications. Participants received three months of intensive training, coaching, and

mentorship sessions to facilitate the desired expansion of innovative ideas with immense benefits including access to a professional-level advisory from A-list consultants, investors, and professionals that will help participants create profitable and sustainable enterprises. The event ended with a business pitch from participants and three outstanding entrepreneurs who emerged winners were awarded grants through the support of Addosser Microfinance Bank.

Empowering women by granting them access to vast opportunities, the bank has a discounted loan facility targeted at hands-on female entrepreneurs who require financing to scale up their businesses. It is also available to all females of the SME Women Entrepreneurs Club.

As part of efforts to ensure a smooth business relationship with its customers, the bank has a Gender Desk Head that is solely responsible for driving and implementing the organisation's social performance objectives especially as it relates to women empowerment among others.

Over the years, Addosser MFB has undoubtedly been an advocate of women's empowerment and gender inclusion as is evident through most of their initiatives and outreach programs, particularly during every International Women's Day celebration. For instance, at the 2021IWD, women from different walks of life were challenged to become financially independent and cultivate a savings culture. Among the products introduced are the Addosser Future Target Savings (AFTA) product that allows them to make daily, weekly, or monthly contributions towards a particular future goal or to meet unforeseen circumstances in their families or business, and the Widows Umbrella, a loan product targeted at widows to help support and sustain their businesses during a vulnerable period at a very affordable interest rate.

What The Future Holds

No doubt, Addosser Microfinance Bank has been committed to championing female empowerment with a focus on access to discounted loans, training, mentoring, capacity building, and networking programmes as well as increased access to finance to grow their businesses.

Addosser's long-term goal is to become a one-stop shop and go-to financial partner for MSMEs, with a particular emphasis on young and female entrepreneurs. The brand intends to expand through a three-pronged strategy of structural efficiency, sustainable growth, and improved customer experience.

With its five-year growth and expansion strategy, the company expects to significantly increase its market share by expanding its branch network to 50 branches and leveraging our agent banking network to increase the provision of innovative financial products to the unbanked and underserved.

The bank's short-medium-term plan specifically includes the following: becoming a nationally licensed MFB and expanding the business operation to other states. The bank also plans to increase its Monthly loan disbursement to MSMEs to at least N10 billion monthly thereby empowering more MSMEs, and growing its customer base to a minimum of 1 million.

Achieving the aforementioned goals would increase the bank's contribution to bridging financial inclusion and MSME funding gaps, ultimately assisting in the reduction of widespread poverty in Nigeria.

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Addosser MFB Hosts Customers to its 2022 Customer Forum



Addosser MFB Empowers 200 Women On Skill Acquisition

FINDING X IS NOT MATHS IT'S CHEMISTRY

You've been out of college for a while but still haven't found a single situation where finding X actually applied to work or a real life situation. Your real life involves family, friends and work, while your work-life revolves around targets, projections, sales, sales pitches etc. In hindsight, finding X just seems like one of the many things cramped into a school syllabus to make sure a 3-year course becomes the 4 we've all been used to. Until now.

adds to the bottom line but chemistry because it harmonizes human truths, culture, unexplored white spaces and a number of secret ingredients we won't mention here, to bring out the X in a brand. Finding X helps brands dig into culture, whether pop or traditional, connecting with consumers in ways not yet exploited.

The chemistry runs deeper than that still. It also involves chemistry with you; the brand steward, the one seeking a solution and reading this ad right now. Perhaps your mind has been telling you need a step change in thinking, but you've fought off your better instincts up till now. But just how badly do you want fresh, borderless creativity that's raw and uncomfortably different in boardroom presentations but absolute masterpieces in execution?

What if we told you finding X was all a mind trick to prepare you for this day? What if we told you the universe and all the multiverses, (if you're a big fan of fringe science and Marvel movies), contrived to instill finding X into your subconscious so you can appreciate our new way of solving brand problems

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how eager ...at least without us having to explain too hard. are you to get

with a young Finding X is our new proprietary tool geared towards agency with nothing helping brands seek and find their best place in but grit, optimism and a culture and the larger world. Beyond that, Finding X relentless desire to make seeks to not only help brands find their difference your brand matter in the market but ensure that that difference is actually outstanding.

place of clutter? More importantly, Finding X is some sort of formula we've concocted for how long can you hold off this desire over many months of deliberation, many sleep-overs to be great? How long will you hold off on at work, many heated arguments in the boardroom partnering with a like-minded agency that that nearly turned into full on fights, and many shares your brave spirit? Now rather than later prolonged spells of constantly making the life of all we say, strategists within our agency a pleasurable hell. The

In the meantime, we're here waiting.....fiercely committed to this new-found Finding X approach.

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result is Finding X which you can call a formula that helps brands excel but we see it more as a solution because it involves a lot of chemistry.

Granted, Finding X is partly math but it's largely chemistry. Math because it delivers numbers and



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A Bold, Audacious Journey In Dairy Production



By Usukuma Ntia

Taking a flashback into the last few years, Arla Foods, makers of Dano Milk, has emerged as a key player in Nigeria's dairy industry, bringing about a transformative impact through its innovative practices and commitment to sustainable development. As a multinational dairy organization, Arla Foods has been instrumental in reshaping Nigeria's dairy landscape, fostering economic growth, improving local farming practices, and providing high-quality dairy products to consumers. Let's delve into the notable contributions and lasting impact that Arla Foods has made in Nigeria since its arrival.

Arla's Impact

Through its comprehensive Farmer Support Program, the company has provided technical assistance, training, and access to resources for Nigerian dairy farmers. The company has actively worked in the past to improve local dairy farming practices in Nigeria. This initiative has not only enhanced the productivity and efficiency of local farms but also empowered farmers to adopt sustainable practices, resulting in improved animal welfare, higher yields, and increased income opportunities.

Indeed, promoting sustainable agriculture has been the focus of Brand Arla over the years in Nigeria. The company has collaborated with Nigerian farmers to implement environmentally friendly farming methods, including responsible water usage, and waste management. By introducing sustainable practices, Arla Foods has indeed contributed to preserving Nigeria's natural resources and mitigating the environmental impact of dairy farming, creating a greener and more sustainable future for the industry.

Dairy Farm-Bold Move

Lately, the mega food brand has decided to take a bold step into a more challenging area.

A few weeks ago, Arla Foods, inaugurated their state-of-the-art dairy farm in Kaduna State as part of the company's effort to ensure sustainable milk production in Nigeria.

The farm located in Damau village, Kubau Local Government Area, Kaduna State, was inaugurated by the immediate past Executive Governor of Kaduna State, Mallam Nasir El-Rufai.

Speaking at the inauguration ceremony, El-Rufai described the newly commissioned dairy farm as a significant milestone and game-changer for the dairy sector in Nigeria. He commended the management of Arla Foods for having faith and confidence in Nigeria and the Kaduna State Government.

Ex-Governor El-Rufai explained that the Arla Dairy Farm is another testament to the commitment of the Kaduna State Government to collaborating with private organisations and providing the enabling environment for businesses to set up and

thrive in the state. He urged the incoming Governor of the State, Senator Sani Uba, to continue to support Arla and other companies with investments in the state for economic prosperity.

The Arla Farm – a state-of-the-art Danish-designed dairy farm – is the first of its kind in Nigeria and with it, Arla is creating the future of dairy in Nigeria. Designed to ensure optimum animal welfare and productivity, the Farm will be a showcase for sustainable milk production in Nigeria. It covers 400 Ha of land, with the capacity to house 400 milking cows and 1000 animals in total. Currently, the farm is home to 216 Danish Holstein cows, which arrived in May 2023 and are settling well into their new environment.

In his welcome address, the Executive Vice President of Arla Foods International, Simon Stevens, described the completion of the farm as a massive achievement for Arla Foods in its journey in Nigeria and globally, noting that this success exemplifies the significance of solid partnership and the vast potential available in Nigeria. He disclosed that the project was conceived in line with the quest to achieve a number of United Nations' Sustainable Development Goals, including 2, 8, 12, and 17.

"This milestone symbolises what can be achieved with strong partnerships. We can see how the contribution of the Kaduna State Government, the Federal Ministry of Agriculture and Rural Development, NGOs, the farming community, and many more have helped to deliver a big project. I'm happy that many of my colleagues are celebrating this joyous occasion in Lagos and at the global headquarters in Denmark. And when you look around at these facilities, I hope you are filled with pride as I am. Besides, this achievement symbolises the massive potential we see in Nigeria and the exciting journey this country is on. We have been part of this journey for quite some time, and we are extremely committed to continuing to play a part and contribute to the development of the dairy industry," Stevens said.

He added that the farm, delivered at an investment cost of over 10 million euros, would serve as a place of milk production and an epicentre of dairy farming knowledge.

In his remarks, Danish Ambassador to Nigeria, Sune Krogstrup, noted that the project demonstrates Arla Foods' commitment to boosting the local dairy segment of the agricultural value chain that would positively impact the economy of Kaduna State and contribute significantly to Nigeria's GDP.

Also speaking, the Head of Arla Foods West Africa, Mrs. Anna Månsson, noted that the commissioning of the project is a culmination of a series of events that began with the signing of a lease agreement with the Kaduna State Government in 2021, resulting in the securing of farmland and followed by construction work. Månsson also noted that the state-of-the-art dairy farm is the first of its kind in Nigeria, poised to define the future of dairy in Nigeria.

Månsson noted that over 40 people would be directly employed at the farm, as this would serve as a means of livelihood to Nigerians, especially those within the Damau community of Kaduna state. She explained that the farm is expected to produce 1.6 million kg of milk in 2024, with a target of 4 million kg of milk in annual production.

In his goodwill message, the Emir of Zazzau, Ahmed Nuhu Bamalli, noted that he is proud to be associated with such a massive investment as this would bring about economic transformation to the people of Kaduna State and beyond.

"I am happy to have witnessed many strategic investments in my domain over the last few years. This kind of investment – Arla Farm, can only be found in other climes, but I am glad I am witnessing such in my reign. On this basis, I would like to say a big thank you to Arla Foods, and Kaduna State Government's management and staff for this investment," Bamalli said.

Arla Farm-A Game Changer

In her remarks, the Managing Director of Kaduna Markets Management and Development Company, Tamar Nandul, stated that the agency is proud to be associated with Arla Foods



and the value addition to Kaduna state investment.

Nandul acknowledged that the farm is unarguably the most advanced single farm in Nigeria and noted that this project would go a long way to improve profitability for herders, revolutionise the state's dairy value chain and bring about permanent solutions to the herder-farmer crisis.

Also speaking, Vice President of Finance for the International Zone, Arla Foods, Steen Futtrup stated that the official opening of the farm is a clear example of the company's commitment to Nigeria, saying that the company is optimistic that the farm would make a significant impact on the local dairy industry.

Speaking on the features of the farm, The Managing Director, Arla Nigeria, Peder Pedersen, stated that the project, which covers 400 hectares of land with the capacity to house 400 milking cows and 1,000 animals, is designed to ensure optimum animal welfare and productivity.

Pedersen noted that the farm is home to 216 Danish Holstein cows, which arrived a few days ago and are settling well into their new environment. According to him, the Holstein breed, known to have a higher yield per cow than local breeds, is expected to produce 5 million kg of milk per year at the farm's full capacity.

He stated that the farm has state-of-the-art technology that offers comfort for animals and helps a great deal in producing high-yielding milking cows.

Empowering Nigerian Farmers

It is obvious that Arla Foods recognized the immense potential of Nigeria's dairy sector and is committed to strengthening local production. Even before this direct initiative, they have invested in modernizing dairy farms, improving breeding techniques, and enhancing milk quality. By sharing their expertise in animal husbandry and sustainable farming practices, Arla Foods has consistently helped Nigerian farmers increase milk production, improve the health of their herds, and elevate the overall quality of locally produced dairy products.

One of Arla Foods' key objectives has been to empower Nigerian farmers and create sustainable livelihoods for them. They have implemented training programs, workshops, and knowledge-sharing sessions to equip farmers with the skills necessary for modern dairy farming. These initiatives have not only enhanced farmers' productivity but have also instilled a sense of confidence and professionalism among them.

Fostering Partnerships and Local Development

Recognizing the importance of collaboration, Arla Foods has actively sought partnerships with local stakeholders, including governmental institutions.

Following years of an already successful partnership between Arla Foods and the Nigerian government, both parties early this year signed a memorandum of understanding to continue their efforts and develop the Nigerian dairy sector even further.

The signing took place at the Arla Innovation Centre in Aarhus, where a delegation from The Federal Ministry of Agriculture and Rural Development led by Dr Ernest A. Umakhihe, along with representatives from Arla Foods, put pen to paper on a new 5-year agreement building on the foundation from the previous years.

In the new memorandum, the parties commit to developing the local dairy sector by promoting cooperative business structures among nomadic herders, offering training and knowledge-sharing opportunities, continuing product development and focus on sustainability and the creation of employment and better livelihoods for local dairy farmers.

"The Nigerian dairy sector has great potential and the combination of an entrepreneurial Nigerian mindset, a growing economy, and our dairy farming expertise makes this a fruitful partnership for everyone involved. Being able to support the current demand with our products while at the same time contributing to the development of the local sector in a sustainable way is both practical and meaningful, and I am very happy that we have signed a new agreement," says Senior



Director and head of Arla Nigeria, Peder Pedersen.

The power of long-lasting partnerships

Long before now, the Nigerian government and Arla Foods first entered a formal partnership in 2016 and have since created great results for the sector. Asked about the importance of being able to continue the partnership, the Permanent Secretary of The Federal Ministry of Agriculture and Rural Development, Dr. Ernest A. Umakhihe, is clear:

"The continuation is very much key because we are looking at the possibility of making the collaboration more robust. Being able to open up new opportunities and at the same time cover existing gaps in our sector, which we and Arla Foods have identified together", he says and continues:

"Signing a new 5-year agreement with Arla Foods bring a lot of opportunity for the Nigerian dairy industry as we continue to develop our sector exploring backward integration and learning from one of the global leading players like Arla Foods," Dr. Ernest A. Umakhihe says.

Besides working with the Nigerian government, Arla Foods is also involved in several other dairy development projects in the country. Amongst those are training sessions for local farmers in order to maximize the output and quality of their milk pool under the Milky Way partnership and the state-of-the-art Arla-driven farm opened in May in Kaduna State.

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Why Nigeria Needs Arla

The need to develop the local dairy industry is pivotal as Nigeria has one of the world's fastest-growing populations and is projected to nearly double by 2050, from approximately 220 million to 400 million, according to UN projections.

Such a steep population boom will put pressure on food systems to deliver affordable, nutritious food as local dairy production only covers about 40% of the current demand of 1.45 billion liters of milk per year, Arla flags.

"With some expecting it to become the second-most populous country in the world, and Lagos the most populous city in the world, by 2100, all eyes are on Nigeria at the moment," says Simon Stevens, executive VP and head of Arla's international business.

"While there of course is a business opportunity for us, our activities in Nigeria are focused on sharing our agricultural and production expertise in collaboration with local partners to secure access to affordable nutrition for the growing population. And the farm very clearly solidifies our continued commitment to this," he stressed.

Arla's Growing Commitment

Establishing this dairy farm has strengthened Arla's commitment to developing the dairy sector in Nigeria.

The farm is a key pillar of Arla's commitment. The first step was The Milky Way Partnership, a public-private partnership Arla established in 2016.

Arla further expanded its commitment to developing a sustainable local dairy sector in Nigeria in 2019 by partnering with the Kaduna State government to establish the Damau Household Milk Farm.

This 8,200-hectare ranch project was to settle 1,000 nomadic dairy farmer households, improve their farming practices and provide a route to market for their milk, which goes into the production of local dairy products.

The milk sourced from the local smallholder farm clusters, from the Damau farm and the Arla farm, is expected to be pooled and used to produce local dairy products at one of the two sites Arla is operating in Nigeria.

Facilitating Better Animal Management

According to Arla, the farm's main purpose is to facilitate training sessions for local farmers, students, and associates at agricultural universities, veterinary students, and other relevant groups.

"By sharing the expert knowledge our farmer-owners have accumulated over decades and supporting it with scientific data, we can make a real difference for the local farmers. Improving animal management directly impacts milk yield and quality, leading to better livelihoods for dairy farmers, as long as there is an off-take operation in place, which we are also contributing to," explains Anna Månsson, head of West Africa at Arla Foods.

"Applying best practices through backward integration is the key to achieving the ambitions we have for the Nigerian dairy industry," adds Winnie Lai-Solarin, director at the Department of animal husbandry services with the Federal Ministry of Agriculture and Rural Development.

Better Days Ahead

It is clear that Arla Foods' presence in Nigeria over the years has brought about significant positive changes in the country's dairy industry. Their focus on enhancing local dairy production, empowering farmers, promoting sustainability, and fostering partnerships have resulted in tangible improvements and advancements. Through their unwavering commitment to quality, safety, and social responsibility, Arla Foods has set new standards and paved the way for a more sustainable and prosperous dairy sector in Nigeria. As they continue their journey, their impact is likely to be felt for years to come, inspiring further growth and innovation in the Nigerian dairy industry.





Hand Hygiene Day: 2Sure In A Relentless Pursuit Of A Cleaner Nigeria



By Usukuma Ntia

2Sure, one of Nigeria's leading home and personal care brand is always opening new frontiers in providing value for consumers. Knowing full well that the personal and home care segment is projected to reach US\$105.22m in 2025, 2Sure has left no stone unturned in its capacity to champion a gamut of innovative initiatives to sustain the momentum in this market firmament.

Disruptive innovations are new technologies or services that have the potential to disrupt any industry and change how consumers use the product or service. 2Sure brand, since it was launched into the Nigerian market a few years ago, has made disruptive impacts, not just in the Home and Personal care category but across the entire ecosystem.

For instance if one could recall the early years, shortly after the successful launch of its 'Be the Spec' campaign and the unveiling of a top-rated TV show host, Ebuka, as its new ambassador, 2Sure Nigeria launched a new disruptive 'No be Wash' campaign, assuring Nigerians that it is capable of delivering on all its promises for all-around germ protection and care. The home and personal care brand, which offers maximum protection against germs for clean, healthy skin, had consumers recount their real-life stories about unfulfilled promises, shared through relatable conversations on social media in a viral #Nawash series.

This year, in line with its culture of relentlessly pushing for a cleaner Nigeria, 2Sure, in commemoration of the 2023 World Hand Health Day, has joined forces with the Nigerian Medical Students Association (NIMSA) to distribute hygiene products to Nigerians and educate them on the importance of proper hand hygiene in preventing the spread of infectious diseases.

Through this partnership, 2Sure and NIMSA would be promoting good hand hygiene practices, and providing access to hygiene solutions in communities that need it the most. The collaboration involves a series of initiatives including awareness campaigns, hygiene education programmes, and the distribution of 2Sure products in various locations across Nigeria by NIMSA.

World Hand Hygiene Day is celebrated yearly with the aim of maintaining global standards on the importance of hand hygiene practices. It is a grass-root education program on the prevention of the spread of infectious diseases, and to bring people together in support of hand hygiene.

The theme for the year, 'SAVE LIVES – Clean Your Hands,' emphasises the critical role that hand hygiene plays in reducing healthcare-associated infections and preventing the spread of germs in daily life.

While speaking at the event organised to announce the partnership, the Managing Director of Seven-Up Bottling Company (SBC), Ziad Maalouf, spoke on how the brand 2Sure was born as a form of corporate social responsibility to Nigerians during the time of the COVID-19 outbreak in the year 2020. He said "When Covid hit, the need for hand hygiene increased and Clean Your Hands was the mantra. Sanitizers

became very important and it is no shock that the prices in Nigeria became ridiculous. SBC saw this and knew that the country needed help. Hence, 2Sure was created to fill the gap. It took 11 days from ideation to manufacturing for the brand to be launched. It was a brand that came to life as a form of Corporate social responsibility rather than for profit."

The GM Marketing at SBC, Segun Ogunleye, expressed delight over the collaboration with NIMSA, saying "we are thrilled to partner with The Nigerian Medical Students Association to support this important cause. As a leading provider of personal hygiene products, we are committed to promoting good hand hygiene practices and helping to prevent the spread of infectious diseases. It is also good to see that the values of NIMSA align with the values of 2Sure. This definitely proves that the world can achieve so much with the youths being involved. A society with committed youths can only get better."

The president of NIMSA, Ejim Clement Egba, also expressed how important hand hygiene is and how insignificant it is treated in this part of the world. He also appreciated 2Sure for showing up at a time when Nigeria really needed their product. In celebration of the World Hand Hygiene Day, over 75,000 student-members of NIMSA will distribute 2Sure products to over two million people in various communities at the grassroots level.

The collaboration between 2Sure and Nigerian Medical Student Association is a testament to the shared commitment of both organizations to promote good hand hygiene practices and improve public health in society as championed by WHO for almost two decades.

The history of World Hand Hygiene Day can be traced back to the year 2009 when the World Health Organization (WHO) launched the first Global Patient Safety Challenge, which called for a worldwide commitment to improving the safety of healthcare workers and patients. As part of this initiative, the WHO introduced the concept of hand hygiene as a critical component of infection prevention and control and encouraged healthcare facilities to develop and implement comprehensive hand hygiene programs.

In 2009, WHO launched the Clean Care is Safer Care programme, which developed guidelines on hand hygiene to



prevent healthcare-associated infections. The program also provided training materials, tools, and strategies for healthcare professionals and institutions. Since then, the WHO has continued to promote hand hygiene as an essential component of patient safety, which is a cause for celebration every year.

The day is celebrated annually to raise awareness of the importance of hand hygiene and good hand hygiene practices to prevent the spread of diseases and infections. The day is recognized worldwide, and it is aimed at highlighting the importance of hand hygiene in the prevention of ill health. It is celebrated to encourage people to practice good hand hygiene behaviours that can protect them against infections and diseases.

2Sure seemed to have keyed into a project that is congruent with the brand's goal of encouraging consumers to explore the challenges of persistent hand-washing in a fun way.

This involvement differentiates 2Sure as a brand that makes efforts to gladden consumer's mind and heart by looking beyond the intrinsic quality to engage with the consumers at a deeper level.

Evidently, today's business markets expect companies to know more about them than ever before. The status quo of sending blanket messaging is over. Companies need to adapt to this new world of customer engagement. Marketers are now expected to provide personalized content based on individual interests. That means creating campaigns and content specifically tailored to an audience's needs and wants.

Recall, 2Sure was launched in May 2020, at the peak of the pandemic, to cater to the hygiene needs of Nigeria's teeming population, it came in at the right time when getting sanitizers were scarce, imported, and expensive. First introduced to the market with the liquid hand and surface sanitizer in 500ml SKU, both for personal and family use, the brand expanded to include gel products while also cascading into various SKU's in pocket and Industrial sizes. In just one year, the 2Sure brand became a household name in the hygiene space in Nigeria.

With its entry, the 2Sure brand took the sanitizer space by storm, beating all-comers and long-standing players to position itself as an emerging market leader with over half of the market share. The acceptance and patronage that the brand enjoyed from Nigerians of all classes, ages, and persuasions is second to none. The brand has become part of people's everyday lives so much so that it is present in virtually every ones handbags, it sits on tables in restaurants and at events and it has become a regular feature on Sunday mornings when people go to church and on Friday afternoon when people go to mosques.



NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE



Issue 84



FESTIVAL OF CREATIVITY 2023

**TOP AGENCIES LEADING
WITH CREATIVITY**

Pitchers 2023: Celebrating Nigeria's Creative Leadership On The Big Stage



X3M Ideas @ Pitchers 2023

By Usukuma Ntia

The return of Pitchers Festival as an in-person event in 2023, was quite heart-warming as recent outcomes reveal that African creativity is gradually gaining the respect it deserves on the world stage.

The Pitcher Festival has, in the last six years, grown into a highly-respected annual event, and platform that promotes creativity in marketing, advertising, media, PR, digital, entertainment, and related fields across Africa.

For the last three years, programmes for the event were virtual and were streamed online, no thanks to COVID-19.

This year, the festival returned in full swing with a bang, listing a few new segments along with the regulars like The Heritage category which includes entries in Film, Audio, Print, Design, and Outdoor and Activations. The Channel category, was also on the card, and it covered entries in Use of Media, Use of Data, Use of Insights and Strategy, PR and Reputation Management, and Integrated Campaigns; while the Digital category covers works in Social Media, Messaging, Apps, Websites, Novel and devices as well as the Integrated Digital campaign that was also introduced last year.

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

2023 Changes

Two changes worth noting this year are in the areas of non-profit organisations and self-promotion materials by advertising agencies.

From the 2023 edition, work created for non-profit organizations can only win grand prix in the Good category. The highest they can win elsewhere is gold. Self-promotion work by agencies can only win a maximum of silver based on concept and craft in Heritage, Digital, Craft, and Entertainment categories. However, they can compete for the highest awards based on provable results and impact in society and business in Channel and Good categories where the materials qualify to be entered in those categories.

The Pitcher Awards entries are always judged by independent juries—a crack team of industry practitioners with a huge wealth of industry knowledge and experiences these practitioners always bring to bear yearly in screening the award entries.

The Integrity of The Awards

The Pitcher Awards uses a very transparent judging process.



Dentsu Nigeria @ Pitchers 2023

Judges are appointed based on their experience and reputation. As much as the possible emphasis is placed on appointing professionals working in Africa in line with the Awards vision of promoting the creativity of the region and the people behind them.

There is a jury dedicated to each category. That is 6 independent juries will be judging the entries. Each jury is headed by a jury president working with other reputable members. There is no separate shortlisted jury, each work is seen and judged by each juror to ensure that the same level of fairness is applied across the board. Jurors that have their work or are deemed to have an interest in any work submitted in the category they are judging will be asked to abstain from voting for the work.

At the end of rigorous voting and discussion sessions, the jury will award the prestigious Pitcher Awards to deserving entries. The awards range from Shortlist, Bronze, Silver, Gold, and Good to Grand Prix.

The Good Award is reserved for the Good category. It is equivalent to the Gold in other categories in terms of points allocation.

The jurors are picked from different parts of the continent since they are conversant with happenings, trends, and developments in the industry. They have never failed or disappointed us at any stage in the last six years.

Growth Trajectory

It is obvious that the creativity award which started on a very humble note, six years ago, has continued to attract the attention of agencies and businesses, within the African continent and beyond. Thanks to the impact the award has had on their businesses since its commencement.

Although the Festival started with few entries from agencies in Nigeria and Ghana, today, it attracts entries from other major markets beyond Africa, including Singapore and UAE.

Interest in the award has continued to garner in the past six years. The average growth recorded has been a 30 % increase each according to the organisers.

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

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

Creativity in Nigeria/Africa



Nitro 121 @ Pitchers 2023

Until the last few years, the challenge was about how African agencies could compete and win a few laurels. Today, the story is changing to what the laurels are doing to the country and the continent, in terms of positioning and marketing.

As one of Nigeria’s sectors that have been performing well in global competitions, the creative advertising industry has become a platform for connecting with Nigerians and Africa.

Agencies like X3M Ideas, Dentsu Creative, Noah’s Ark, Insight Publicis, and others have been doing well on the international scene, and their performances have become great morale boosters for Nigeria. No wonder, most multinationals now patronise the local agencies more for their understanding of both local and global trends while deciding where to push their businesses.

Looking at performances by countries, Nigeria dominated with 17 Gold Awards and 39 Silver Awards at this year’s Pitcher Awards, while South African Road Agency walked away with a Silver Award and a shortlist mention. Ghana and France came behind Nigeria with a number of Gold, Silver, and Bronze Awards. Non-African countries can submit entries because entries are open to all work created, released, or implemented in Africa, including projects designed for Africa but created elsewhere in the world.

Outstanding Agencies

Nigerian agencies were quite outstanding at the 2023 Pitchers. X3M Ideas, a creative advertising powerhouse, emerged as the biggest winner at the Pitcher Awards 2023. With an impressive 19 of its 21 entries shortlisted, the agency won a total of 18 awards, including three Grand Prix and five Gold awards.

X3M Ideas receive Gold awards in the categories of Use of Insights, PR, Reputation Management, Use of Data, and Use of Media for clients like The Extra Step Initiative, Neusroom, and the LPM Foundation.

The agency also won two Grand Prix awards for the Soot Life Expectancy campaign, which used a clever algorithm on the website SootCity.com to determine life expectancy based on exposure to soot in Rivers State. Another Grand Prix award was won in the Package Design category for Pernod Ricard’s blended Irish whiskey, Jameson.

X3M Ideas, in addition, received the most significant award of the night, “Advertising Agency of the Year”, based on the total number of points accumulated from all entries.

Speaking on the awards, Steve Babaeko, CEO of X3M Ideas, expressed his gratitude to the agency’s clients and team members for their support and hard work. He noted that the awards were a testament to the agency’s commitment to delivering innovative and effective campaigns that make a difference.

Continently, it was Dentsu Africa that pulled out all the stops at the 6th edition of the much-anticipated Pitcher Awards, walking away with 32 awards.

Out of an extensive list of agencies and some fierce competition, Dentsu Creative Nigeria was the peak of the Dentsu pack as the agency was awarded Creative Digital Agency of the Year, silver for the Media Agency of the Year Award, and bronze for the Advertising Agency of the Year Award with the highest aggregate points across all the categories, respectively.

Dentsu Creative Nigeria also brought home a Grand Prix Award in the Digital Category for Social Media Campaigns.

Emeka Okeke, CEO of Dentsu Nigeria, commented, “These prestigious awards are a testament to the unwavering commitment and relentless pursuit of excellence that our network represents. These awards have confirmed our ability to turn challenges into opportunities, transform visions into realities, and a proof that with determination and a shared purpose, we can achieve a lot more.”

Stopping at nothing, Dentsu also received four Gold Awards in the Channel categories under Influencers and Brand Ambassadors and Use of Media.

Dentsu was further delighted to walk away with an additional 10 Silver and 14 Bronze Awards, adding a total of 32 awards to our collection.

Dawn Rowlands, CEO of Dentsu Africa, had this to say: “We are honoured to collaborate regionally on an esteemed Pan-African platform and with clients that are aligned with our vision and are committed to creating African solutions for uniquely African challenges. These awards are a testament to our dedication to creating work which will connect with our African consumers, creating a deeper connection to our client’s brands and showcase what we, as Africans, are capable of through radical collaboration.”

Other Nigerian agencies like Noah’s Ark, Insight Publicis, as well as a few others featured in the pull-out performed exceedingly well.



DENTSU CREATIVE

**Digital
Agency
of The Year**

**Social Media
Campaign
of The Year**

1 Grand Prix | 5 Gold | 4 Silver | 11 Bronze

www.dentsucreative.com





3 SILVER

Hennessy VS 'All I Need'

* Use of Media
* Integrated Campaigns
* Integrated Digital Campaigns

STRATEGY: Hennessy VS 'All I Need' campaign was launched to recruit, reignite, and deepen the connection with the consumer using Storytelling, and meaningful experiences. Our strategy was driven by local market insight using audio-visual channels to communicate the Brand essence, which formed the core of our campaign executions on TV, Out-Of-Home, Social, and Programmatic.

RESULTS: 23.2m Reach, 71m Total Impressions delivered, 0.37% (exceeded the industry benchmark of 0.10%), 3.2m Engagements, positive sentiments on Social Media, 24.3% increase in YouTube subscribers, +23% Market Share versus PY, Earned Media valued at 20% of Digital Media Investment, Earned Music Video credit for Hennessy valued at N120m.



1 BRONZE

Uber GO

* Use of Data

STRATEGY: Uber had the first-mover advantage in the e-ride hailing industry but was perceived as a more expensive option compared to its competitors, leading to a loss of market share YOY. Our strategy was to remove this major barrier to trial and bring alive the Big Idea, "Move Easy At The Price You Love", using a multi-channel mix of TV, Radio, OOH, Social, Programmatic, and Influencers to drive Awareness and Conversion.

RESULTS: 18m Reach, 81.7m Total Impressions delivered, 0.23% (exceeded the industry benchmark of 0.10%), 80% completion rate of Digital Audio ads, Positive sentiment on social media, Uber App downloads increased by 35%, Requested rides increased by 4x versus the previous month, More drivers signed up to the Uber GO platform.



1 BRONZE

Glovo, "You Order, We Deliver"

* Use of Insights & Strategy

STRATEGY: Glovo, a quick-commerce Logistics company entered the Nigerian market as a challenger brand. The key objective was to drive conversion and adoption of Glovo App. We structured our strategy around 3 key pillars, leveraging our understanding of the customer's relationship with the category. Our strategic approach was to create Awareness for Glovo, convert competitive users and ensure repeat use of the Glovo app.

RESULTS: Syncing the customer's offline and online experiences resulted in testimonials and increase in App downloads. The visibility of branded dispatch riders and delivery bikes attested to Glovo's ability to deliver within the shortest possible time. 80% @1+, 76% @3+ Reach, 6,780 GRPs achieved, App downloads increased by 30%, Increase in Glovo riders to meet up with increased demand for orders.



1 SILVER

Hennessy VS X NBA

* Sports

STRATEGY: Hennessy VS X NBA campaign was launched to leverage the global partnership between Hennessy and National Basketball Association (NBA) to support a game and culture that brings people together through entertainment. Our strategy was to create Awareness using integrated media solutions to amplify the news, drive Engagement and attendance for the event.

RESULTS: 13.6m Reach, 58m Impressions, 0.29% CTR (exceeded the industry benchmark of 0.10%), 2.08m Engagements, 50% increase positive sentiments on social media, 24.3% increase in YouTube subscribers, +23% Market Share versus 2021, Earned Media valued at 20% of Digital Media Investment, Earned Music Video credit for Hennessy valued at N120m.

AWARD WINNING MEDIA AGENCY

We've got proof!



2Silver / 3Bronze at the Pitcher Awards 2023



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Use of Influencers

Film

Use of Music

Film Craft

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INSIGHT

PUBLICIS

MOST AWARDED MEDIA AGENCY NETWORK



Prime Video: 'Trailer in the Sky' Drone Show

2 Gold 1 Silver 2 Bronze



7up: Felabration (Radio)
1 Silver



FCMB: Millionaire Promo (Film)
1 Silver



Aquafina: Padi of Life (Film)
1 Bronze

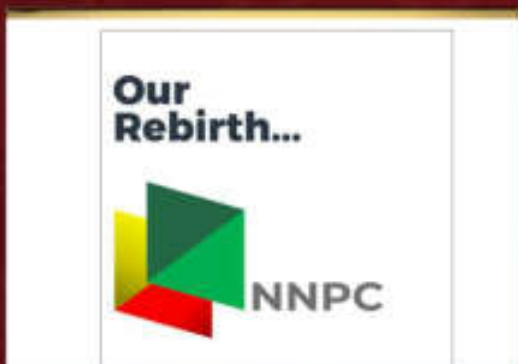


Pepsi: Confam (Use of Influencer)
1 Bronze

2 GOLD 3 SILVER 7 BRONZE



Pepsi: Ranku ya Dade (Use of Influencer)
1 Bronze



NNPC: Rebranding Project (Design)
1 Bronze

Pitcher
awards
2023



FCMB: Brand Identity Refresh (Design)
1 Bronze

Media Agency of the Year



mediaReach | **QMP**

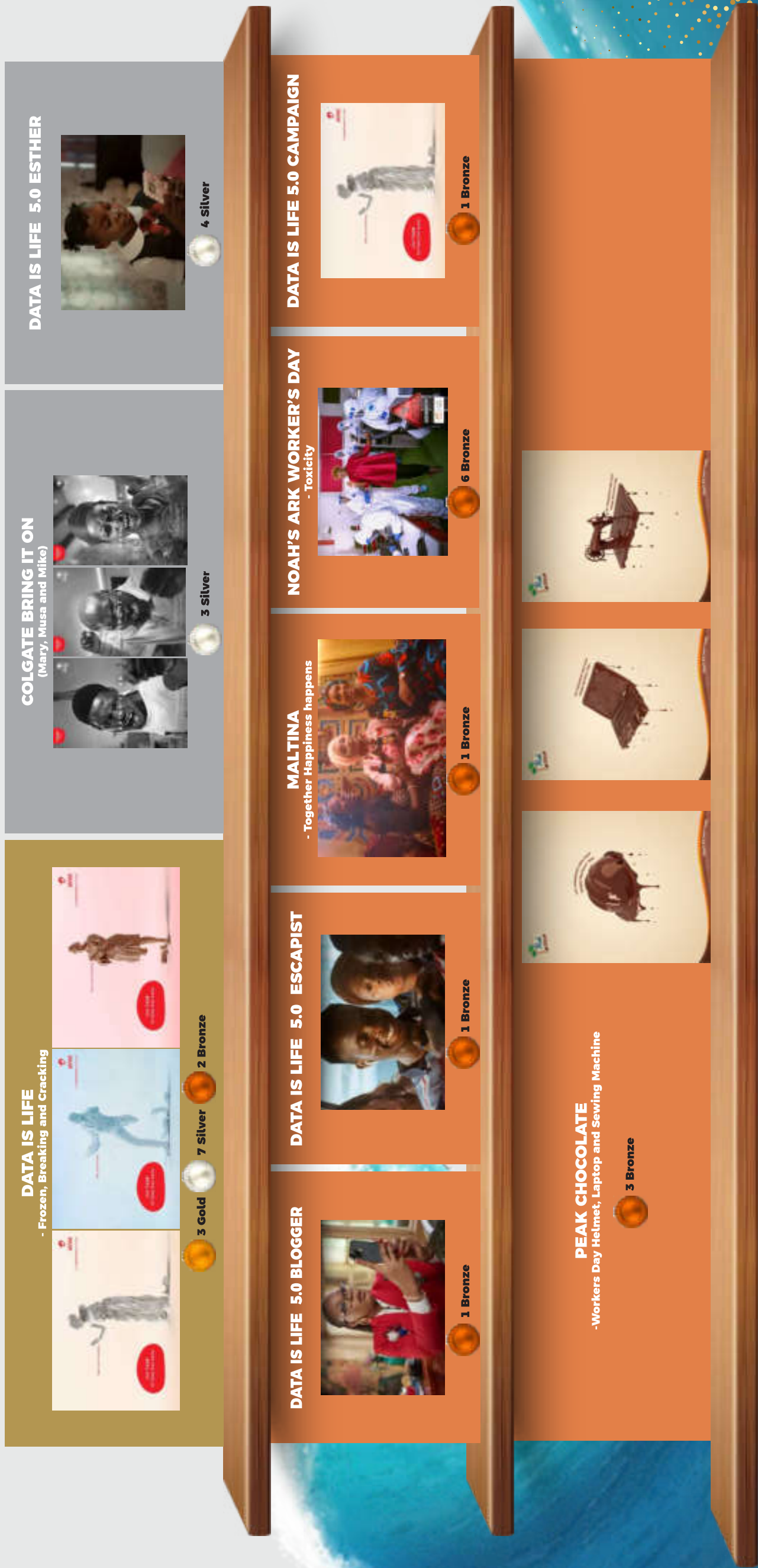
Better decisions, faster.

33!

NOAH'S ARK

NOT TOO HEAVY TO STOP OUR SMOOTH SAILING

Noah's Ark is not docking anytime soon as the wind behind their sail now has to pull 33 times more weight having won doubly big in the just concluded Festival of Creativity Awards!





Propelling Excellence In Media Advertising With Pitchers Awards Triumph

By Jeremiah Agada

In a country as diverse and vibrant as Nigeria, where differences in religion, ethnicity, and demography shape the very fabric of society, the media landscape is a fascinating tapestry of complexity and dynamism. Engaging with the diverse audience requires a deep understanding of their media habits, preferences, and cultural nuances. It is in this intricate environment that PHD Media, a pioneering agency in Media Independence, has carved its path to success. With a steadfast commitment to best global practices, PHD Media has consistently excelled in delivering effective executions that resonate with this multifaceted audience.

The agency's exceptional executions have garnered widespread acclaim, with a consistent streak of victories at the renowned Pitchers Awards, every year. Once again, PHD Media has emerged triumphant at the 2023 edition of the Pitchers Awards, solidifying its position as a trailblazer in the field.

The agency once again, proved its mettle by securing an impressive tally of ten outstanding laurels for executions for some of its clients within the period of review for the awards. Known for celebrating creative excellence across Africa, the Pitchers Awards, now in its 6th edition, has established itself as a prestigious platform for recognizing and honouring outstanding creativity across Africa. With a panel of esteemed jury members comprising experts from various regions, the awards meticulously review and benchmark exceptional work across a wide array of media categories, including print, film, audio, outdoor, PR, entertainment, and digital.

No doubt, the agency's performance at the Pitchers Awards is a testament to the agency's commitment to strategic planning, innovative thinking, and effective execution. The breakdown of the ten laurels showcases the agency's prowess across multiple categories and its ability to deliver remarkable executions that resonate with the Nigerian audience.

Martell Lounge: A Gold Standard in Media Execution

PHD Nigeria's execution of the 'Martell Lounge' for Martell Nigeria garnered immense recognition, securing Gold award in the 'Use of Media' category. Additionally, the same campaign earned Silver accolades in the 'Use of Insight and Strategy' and 'Use of Influencers & Brand Ambassadors' categories, underscoring PHD Nigeria's strategic approach and innovative use of influencers to drive brand visibility.

The Martell Lounge project's impact extended beyond traditional media, as it also clinched Silver in the 'Outdoor Activation' and 'Outdoor Ambient and Installations' categories. PHD Nigeria's ability to create immersive and memorable brand experiences in outdoor settings demonstrates its prowess in leveraging non-traditional media channels to engage audiences and amplify brand messaging.

Strategic Brilliance with Transsion and MTN Nigeria

PHD Nigeria's collaboration with Transsion on the 'Tecno Camon-19 - Roles Reversed' execution garnered Silver accolades in the coveted 'Use of Insight and Strategy' and 'Use of Media' categories. This recognition showcases PHD Nigeria's ability to delve deep into audience insights, crafting strategic and impactful media executions that reshape brand perceptions and elevate campaign effectiveness.

Additionally, PHD Nigeria's work for MTN Nigeria on the 'MTN Broadband Integration' campaign earned Silver in the 'Use of Insight and Strategy' category, while also securing Bronze awards in the 'Use of Media' and 'Use of Influencers & Brand Ambassadors' categories. This multifaceted campaign exemplifies PHD Nigeria's capability to deliver cohesive and integrated media strategies that maximize brand exposure and drive meaningful engagement.



Dozie Okafor, Managing Director, PHD Nigeria

PHD's continued growth and success stem from its unwavering commitment to thought leadership and adaptability. With a constant investment in understanding the evolving media landscape, data analytics, technological advancements, changing societal dynamics, and legal frameworks, PHD ensures that its capabilities and approach remain at the forefront of the industry. This commitment allows the agency to navigate the ever-changing media landscape and deliver remarkable executions that drive exceptional growth for its clients.



At the forefront of the team at PHD stands Mr. Dozie Okafor, the driving force behind the agency's operations. Dozie wears the cap of Managing Director for the agency. With his extensive experience and exceptional leadership skills, Okafor has played a pivotal role in propelling PHD Nigeria to new heights in the media advertising landscape.

Having previously served as the Media Manager at Coca-Cola Nigeria, he brings a wealth of industry knowledge and insights to his role at PHD. Dozie represents a new generation of dynamic executives within Nigeria's media advertising industry. His visionary mindset and fresh perspective have infused PHD Nigeria with renewed energy and an innovative approach to media strategy.

It is no gainsaying that through its remarkable achievements year in and out, PHD Media has attained a symbolic status within the media independence ecosystem in Nigeria, empowering brands to connect authentically with the diverse tapestry of the Nigerian audience. Their strategic approach, innovative thinking, and dedication to best global practices have solidified their position as a leading agency in this space, demonstrating that success can be achieved by embracing the unique complexities and dynamics of the Nigerian market.

As PHD continues to push boundaries and set new benchmarks in the industry, its unwavering dedication to strategic execution will undoubtedly drive remarkable growth for its clients and further solidify its position as an industry trailblazer. Looking ahead, PHD Nigeria has shown that it will continue to build on its success, leveraging its strategic mindset, creative ingenuity, and deep understanding of the African landscape to deliver disproportionate executions that drive remarkable growth for its clients.

In the words of a renowned figure, "Excellence is never an accident; it is the result of high intention, sincere effort, intelligent direction, skillful execution, and the vision to see obstacles as opportunities." PHD Nigeria's triumph at the Pitchers Awards 2023 is a testament to this philosophy, reflecting the agency's unwavering dedication to excellence, strategic thinking, and remarkable execution.

As PHD Nigeria continues to raise the bar and redefine the standards of media practice, it paves the way for a future where innovation and excellence go hand in hand, transforming the media landscape in Africa and leaving an indelible mark on the industry.

“PHD Nigeria's exceptional performance at the Pitchers Awards is a testament to the agency's commitment to strategic planning, innovative thinking, and effective execution. The breakdown of the ten laurels showcases the agency's prowess across multiple categories and its ability to deliver remarkable campaigns that resonate with audiences.”



CELEBRATING OUR WINS

PHD Nigeria wins
10
awards at the
2023 Pitcher Awards

26, Oladipo Bateye Street,, Ikeja GRA, Lagos
info@phdnigeria.com
012914099

phd



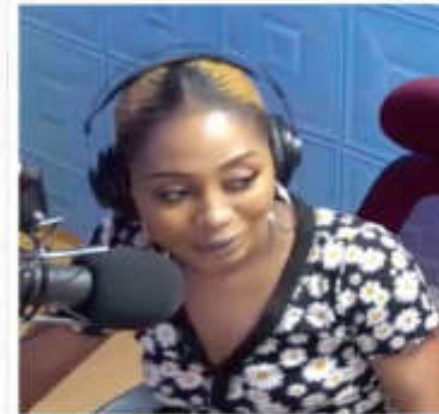
CAMPAIGNS THAT MADE US THE PAN-AFRICAN AGENCY OF THE YEAR

1 The Soot Life Expectancy



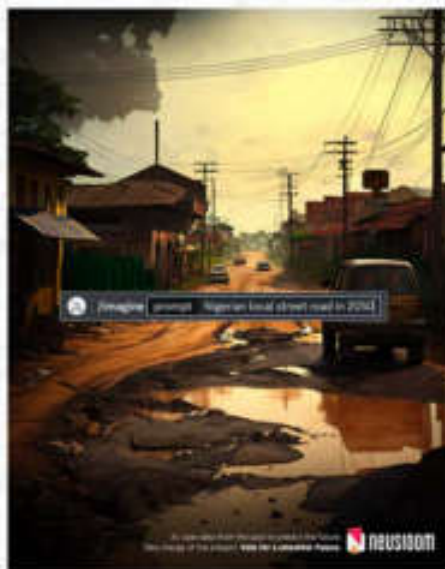
We obtained soot data across 40 European countries from the German Environmental Protection Agency to create a new and more realistic life expectancy for the people of Rivers State, helping them bring the truth of their plight to the government and the public.

Voices in my air 6



While schizophrenia is pretty common in Nigeria, it remains one of the least understood mental disorders in this part of the world. To bring more awareness to the issue, we made listeners experience the hallucinogenic nature of the illness live on radio.

2 Vote to Predict



With the help of artificial intelligence, we visualized the future of Nigeria and used the generated images to galvanize the youth demographic into voting for a better future at the last general elections.

4 Jameson Independence Pack



Jameson recently shifted its global positioning to be more encompassing with the campaign line Widen The Circle. Once Independence Day came around, we redesigned their pack to feature some of the most iconic things that bring us together as a nation.



3 Wasteful Culture



To sensitize Nigerians on the habit of indiscriminate waste disposal that is fast becoming our culture, we used one of the most iconic elements of our same culture (Masquerades) to draw the connection between waste and how it's becoming our way of life.

5 Xperiment Album



Not only did X3M Ideas become the first agency to release a full-blown music album available worldwide, we also ensured that the visuals of the album told the story of X3M, its in-house artists and the ambitious creativity inherent within.

GO ALL OUT WITH ALAT

**PERSONAL
SAVINGS**

**GROUP
SAVINGS**

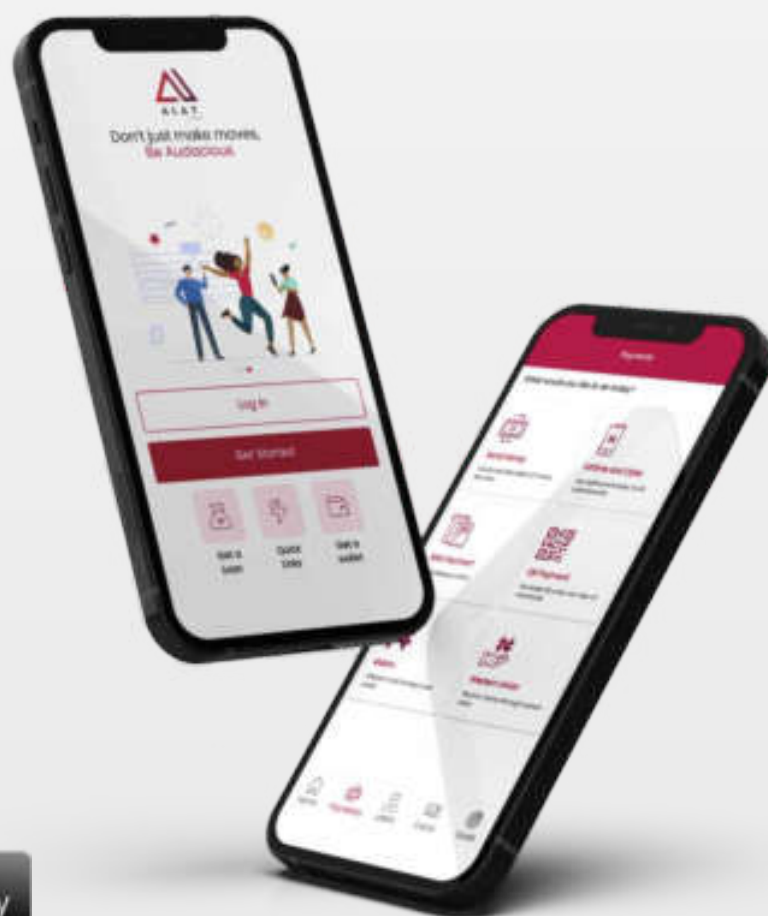
**DOMICILIARY
ACCOUNT**

**LOANS ON
GOALS**

**VIRTUAL
NAIRA CARD**

**ALAT
REWARDS**

**REMITTANCE
(WESTERN UNION)**



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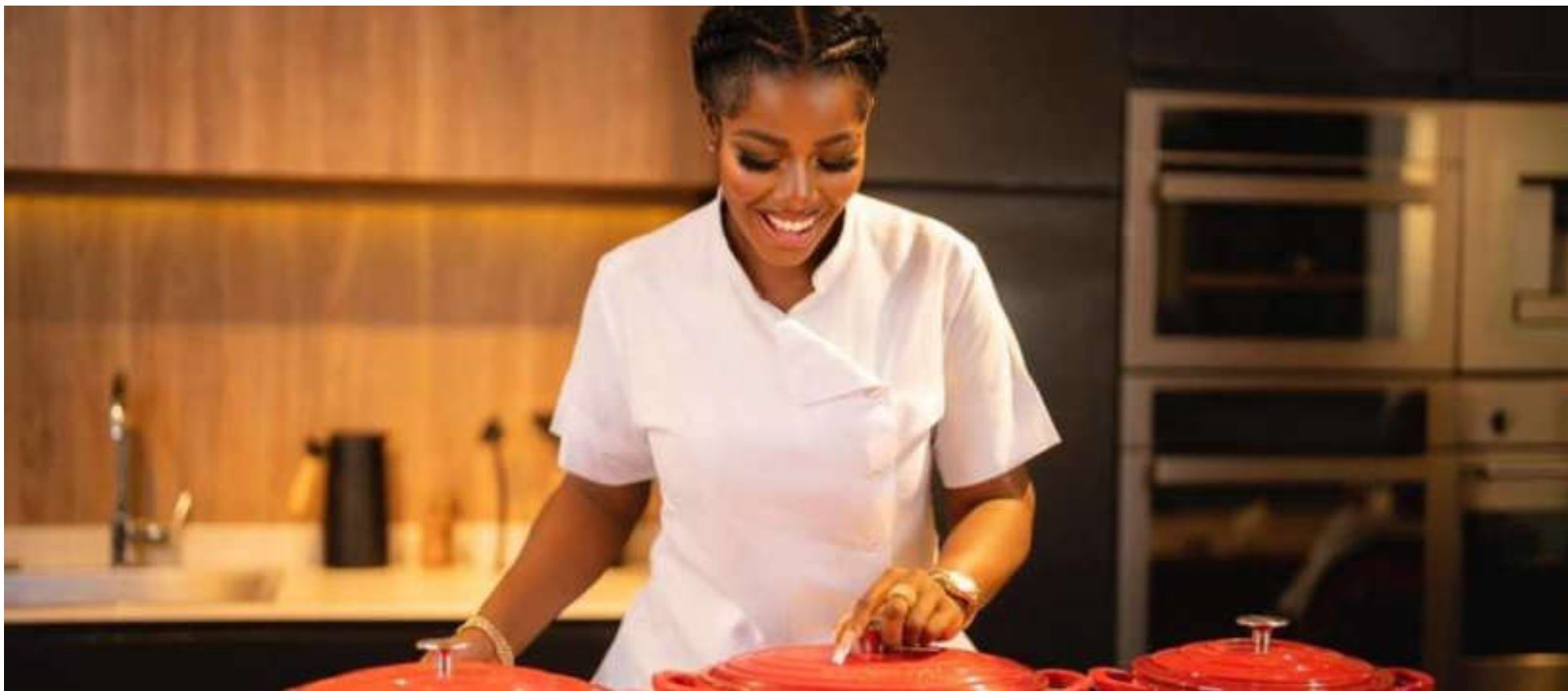
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FORCES BEHIND THE HILDA BACI COOK-A-THON GUINNESS WORLD RECORD FEAT

Forces Behind The Hilda Baci Cook-a-thon Guinness World Record Feat



By Toyosi Olajide & Chidinma Abaraonye

In the world of culinary achievements, where flavours and creativity collide, one exceptional event captured the imaginations of millions. The extraordinary cook-a-thon orchestrated by Hilda Baci not only shattered records but sparked a wave of passionate emulation. A case in point is Chef Dammy of Ekiti who unwittingly became a parody of Hilda's remarkable feat, and the multitude of aspiring record-breakers who followed suit, besieging the Guinness World Records (GWR) website in their quest for glory.

Moreover, their tweet announcing Hilda's triumph swiftly became their best-performing tweet to date, establishing yet another record. But, Hilda Baci's path to culinary greatness was anything but ordinary. Fueled by the desire to surpass the existing record of 87 hours and 45 minutes set by Indian chef Lata Tondon, Hilda embarked on an audacious journey. With relentless determination, she pushed herself to the limit, eventually creating a record-breaking cook-a-thon that lasted an astounding 100 hours. While Guinness World Records reviewed and adjusted her final time to 93 hours and 11 minutes, Hilda's achievement not only positioned her as an extraordinary culinary talent but also presented an enthralling case study in global event execution, sponsorship, and brand communication.

The success of Hilda Baci's cook-a-thon extended far beyond the kitchen. It served as a catalyst for massive awareness, both online and offline, captivating the attention of millions. Despite the tense political climate following Nigeria's 2023 General Elections, Hilda's event swiftly became the number one trending topic in Africa, transcending geographical boundaries. The digital realm buzzed with excitement as impressions soared into the millions, engaging diverse audiences from all corners of the world. The unprecedented media coverage propelled Hilda's cook-a-thon into the spotlight of global conversations, serving as a testament to the profound impact of strategic event execution.

But, breaking the Guinness World Record the way she did is no mean feat, a haphazard affair, or plain old luck. It is much more than that. Indeed, breaking a Guinness World Record is no mean feat, but it is something that happens frequently and doesn't generate the kind of attention and buzz that Hilda's has done.

To provide a broader perspective, consider the achievements of Vincent Okezie, a young Nigerian who broke five Guinness World Records. These incredible records include the most consecutive backward handsprings with a football between the legs, the most consecutive passes of a football between the head and soles while balancing on the back of a person, and most over and underpasses of a football with feet touching in one minute, most transfers of football spun on the finger in 30 seconds, and the most football (soccer) 'around the world' tricks with arms linked. Despite Vincent's impressive

accomplishments, they remained largely unknown to the majority of Nigerians until Hilda Bassey's cook-a-thon triumph garnered widespread attention to Nigerians on the record of Guinness.

Yet, when Chef Baci revealed that she had spent approximately 80 million naira to accomplish this feat, skepticism arose among many. Hilda's journey was far from haphazard; it was a meticulously planned endeavor that began five years prior. From assembling a formidable team of agencies and partners, to securing the sponsorship of brands, leveraging her relationship with social media influencers, and carefully selecting the ideal location, Hilda left no stone unturned in her quest for success.

Sponsorship and Brand Communication

In the realm of brand communication, few endeavors offer the extraordinary exposure and impact that comes with associating with a record-breaking feat. For GB Foods Gino and Arla Foods Dano, their decision to take the plunge and align themselves with Hilda Baci's remarkable cook-a-thon yielded unparalleled results. These visionary brands leveraged their sponsorship opportunities, achieving more in a matter of weeks than most marketing budgets could accomplish in years.

By associating themselves with Hilda's record-breaking endeavor, they catapulted their products into the view of millions, globally. This is because Hilda's cook-a-thon event quickly became the catalyst for an extraordinary wave of awareness, both online and offline. Captivating the attention of millions, the event generated a sensational buzz that extended far beyond the shores of Nigeria.

Agencies behind the record-breaking attempt

While the spotlight often shines on brands, the unsung heroes behind the scenes are the agencies that work tirelessly to bring visionary projects to life. Hilda Baci's extraordinary cook-a-thon was no exception, as a consortium of agencies joined forces to achieve the remarkable feat. Redwolf, Tobems Media, MPXM, Blanche Aigle PR, and Markova played crucial roles in executing different aspects of the project, working symbiotically and individually to create a resounding success. This cover story unveils the collective efforts of these agencies and their integral contributions to Hilda Baci's cook-a-thon, which left an indelible mark on the culinary world.

Redwolf: Fueling the Digital Buzz for Arla Food's Dano Brand:

As the digital lead for Arla Food's Dano, Redwolf took charge of creating an electrifying buzz around the brand. With their expertise in digital marketing, they strategically crafted campaigns that propelled the Dano brand into the digital sphere. Through innovative strategies and captivating content, Redwolf ensured that Dano's association with Hilda Baci's cook-a-thon resonated with audiences worldwide, generating heightened

brand awareness and engagement.

Tobems Media: Elevating the Visual Experience for Local and International Observers:

In the realm of video production and streaming, Tobems Media, led by Tosin Obembe, showcased their prowess by delivering a captivating visual experience. Their expertise was invaluable in capturing and streaming the cook-a-thon for both local and international observers, including the esteemed representatives from Guinness World Records. By ensuring seamless production and streaming.

MPXM: Creating Unforgettable Experiences for Hilda's Supporters:

MPXM, an experiential and below-the-line agency, joined forces with Arla Food's Dano to create unforgettable experiences for the thousands of people who flocked to cheer Hilda Baci on. Through meticulous event planning and execution, MPXM curated an atmosphere of excitement and celebration, transforming the cook-a-thon into a grand spectacle. Their commitment to creating immersive experiences heightened the overall impact of the event and forged an unforgettable connection between the attendees and Hilda's remarkable achievement.

Blanche Aigle PR: Mastering Media and PR Execution:

Behind the scenes, Blanche Aigle PR took charge of media management and PR execution for the cook-a-thon. Their expertise in media relations ensured that the event received extensive coverage across various platforms. Through strategic messaging and media outreach, Blanche Aigle PR facilitated the spread of Hilda Baci's story, captivating the attention of journalists, influencers, and the public alike.

Markova: Crafting Digital Creativity for Arla Food's Dano:

Markova, a digital creative agency, collaborated closely with Arla Food's Dano to curate a captivating online presence for the cook-a-thon. Through their innovative digital campaigns and creative executions, Markova ensured that Dano's association with Hilda Baci's feat was communicated in a compelling and memorable way. Their expertise in digital storytelling elevated the brand's visibility and engagement.

In the pages that follow, we invite you to delve deeper into the fascinating accounts of these brands and agencies that left an indelible mark on the culinary world. Learn how GB Foods Gino and Arla Foods Dano harnessed the sponsorship opportunity to reach millions of global eyes, and how Redwolf, Tobems Media, MPXM, Blanche Aigle PR, and Markova meticulously executed their respective roles, contributing to the cook-a-thon's resounding triumph.

REDWOLF Digital Magic: Igniting Success For Arla Nigeria In The Hilda Bassey Cook-a-thon



Omokehinde Thomas, Business Lead,
The Redwolf Company

By Jeremiah Agada

Digital technology is both a creator and destroyer, a disruptor and an innovator, an enabler and a barrier breaker. Those who master the digital world will be the ones wielding the greatest power." - Erik Qualman.

In today's fast-paced and ever-evolving digital landscape, the immense power of technology has the ability to shape industries, revolutionize consumer experiences, and propel brands to new heights. It is in this dynamic realm that agencies like REDWOLF emerge as masters of harnessing the disruptive potential of digital, unleashing its transformative powers for the success of the brands they work with.

One exceptional example of REDWOLF's prowess in leveraging the digital landscape to create brand magic is its collaboration with Arla Foods during the monumental Hilda 'Baci' Bassey Cook-a-thon. This extraordinary event, aimed at breaking the Guinness World Record for the longest cooking time, served as the perfect backdrop for REDWOLF to showcase its digital-first, full-service capabilities and appreciation for design thinking and storytelling.

As a digital-first agency, REDWOLF understands that in an era where consumers are bombarded with a constant stream of content, standing out requires more than just conventional marketing tactics. It demands the strategic fusion of creative brilliance, insightful planning, and cutting-edge technology. With its blend of insights, creativity, and digital innovation, REDWOLF curated an immersive online experience that blurred the lines between the virtual and the tangible, captivating audiences and creating lasting brand impressions.

By crafting a comprehensive digital strategy, REDWOLF positioned Arla Nigeria, makers of Dano Milk, as a key sponsor of the Cook-a-thon, despite not holding the main sponsorship. Its ability to strategically collaborate with Hilda Bassey and other partners amplified Arla's brand presence and engagement, seamlessly blending it with the event's narrative. Through compelling content, interactive initiatives, and captivating storytelling, REDWOLF's digital expertise made Arla Nigeria's association with the Cook-a-thon appear not only seamless but also indispensable.

A Strategic Partnership

The journey began when Arla Nigeria forged a strategic

partnership with Hilda 'Baci' Bassey, a renowned Nigerian chef, as she embarked on a remarkable attempt to break the Guinness World Record for the longest cooking session. Recognizing the immense potential of this collaboration, REDWOLF was entrusted with the task of creating a comprehensive digital marketing strategy that would captivate audiences, promote the Arla brand, and deliver an engaging event experience for online viewers.

Meticulous Planning and Preparation

To ensure seamless coverage of the Cook-a-thon, REDWOLF engaged in meticulous planning and preparation. Collaborating closely with Hilda Baci's team and other partner agencies, the agency developed a robust amplification plan. Through a series of brainstorming sessions and creative exchanges, REDWOLF refined its ideas and strategies, continually aligning its efforts with the objectives of Arla Nigeria. Regular reviews and updates were conducted to maintain a cohesive and effective approach throughout the planning process.

Immersive Digital Marketing

REDWOLF's expertise in design thinking and storytelling shone through its immersive digital marketing campaigns for the Cook-a-thon. Its content creation efforts centered on producing visually stunning and captivating content that showcased the excitement and significance of the event. Emphasizing the partnership between Arla Nigeria and Hilda Baci, the content highlighted the brand's commitment to healthy cooking practices and the integral role of Dano Milk in culinary endeavors. This creative content was carefully tailored and disseminated across various social media platforms to maximize reach and engagement.

Amplification through Social Media

Harnessing the power of social media, REDWOLF orchestrated a strategic amplification plan to generate buzz and foster engagement. Through engaging captions, carefully chosen hashtags, and captivating visuals, the agency created an online community around the Cook-a-thon. Collaborations with influential food bloggers, chefs, and online personalities further extended the reach and impact of its promotional efforts. By harnessing the power of social media, REDWOLF ensured that the Cook-a-thon garnered significant attention and became a hot topic among food enthusiasts and the general public.

Interactive and Engaging Campaigns

To maximize audience participation and engagement, REDWOLF designed interactive campaigns related to the Cook-a-thon. These campaigns included contests, giveaways, and challenges that encouraged participants to get involved and showcased its culinary skills. By incentivizing participation, REDWOLF fostered a sense of community and excitement around the event, further amplifying its reach and impact.

Live Coverage and Behind-the-Scenes Access

REDWOLF provided live coverage of the Cook-a-thon, offering viewers an exclusive glimpse into the culinary journey of Hilda Baci. Through live streaming of cooking sessions, interviews with Hilda and other chefs, and behind-the-scenes access, the agency allowed the audience to be part of the event in real-time. This immersive experience heightened the audience's sense of involvement and engagement, creating a deeper connection with the Cook-a-thon and Arla Nigeria's brand.

Collaborative Partnerships

Strategic collaborations with relevant brands and

organizations played a crucial role in amplifying the reach and impact of the Cook-a-thon. REDWOLF partnered with like-minded entities that shared the values and objectives of the event, enriching the overall experience for the audience. By featuring these partnerships prominently in its content, REDWOLF reinforced Arla Nigeria's association with the Cook-a-thon, further solidifying the brand's commitment to supporting culinary excellence and healthy cooking practices.

Home of digital excellence

With a comprehensive suite of services and a deep understanding of digital innovation, REDWOLF has become a trusted partner to businesses and brands across various verticals. By leveraging their blend of insights, creativity, and digital expertise, REDWOLF has consistently delivered exceptional results for its numerous clients over the years.

The agency's digital-first approach sets it apart in a rapidly evolving digital landscape. As a 360 marketing communications company, RedWolf possesses the knowledge and expertise to navigate the ever-changing digital realm. From Telco to Fintech, FMCG to Hospitality, REDWOLF has established a strong foothold in various industry verticals. The agency's ability to adapt its strategies and tools to diverse sectors showcases its versatility and commitment to delivering tailored solutions.

With an impressive production capability, REDWOLF covers the entire marketing spectrum. They excel in traditional media production, including TV commercials and radio commercials, as well as digital media content, such as skits, branded content, and animations. Their ability to produce high-quality content across various channels ensures that brands can effectively reach their target audience and deliver a consistent brand experience.

REDWOLF's vision to reshape the rules of marketing drives it to continually innovate and deliver immersive experiences. By leveraging cutting-edge technologies, the agency creates personalized user experiences that exceed client objectives and expectations. Whether it's mobile marketing, content marketing, or paid and owned media campaigns, REDWOLF embraces digital innovation to captivate audiences and build lasting brand connections.

In the world of digital marketing, where success hinges on the ability to adapt, innovate, and connect with consumers on a personal level, REDWOLF stands as a beacon of excellence. Its understanding of the disruptive power of digital and its adeptness at utilizing it to create immersive experiences has made them a trusted partner to the brands they work with. By reshaping the rules of marketing, REDWOLF exemplifies how agencies can harness the transformative potential of digital to propel brands into the spotlight, solidifying its position as leaders in the industry.

“REDWOLF's expertise in design thinking and storytelling shone through its immersive digital marketing campaigns for the Cook-a-thon. Its content creation efforts centered on producing visually stunning and captivating content that showcased the excitement and significance of the event. Emphasizing the partnership between Arla Nigeria and Hilda Baci.”





Inspiring Culinary Aspirations That Break World Records



By Jeremiah Agada

The Nitty-Gritty Of Sponsorship

In the African market today, sponsorship has grown so rapidly that organisations are compelled to learn new ways to adopt wider and more integrated strategies to fully exploit their sponsorship investment. The short and long-term benefits of sponsorship include increased awareness of the sponsoring brand through advertising, TV coverage as well as social media campaigns, among others.

Sponsorship also provides a broader reach than just advertising or PR that will only reach a finite audience, depending on the platform. It can equally cultivate positive and favourable brand associations and enhance the credibility of the brand involved.

For sponsorship to be effective, it is a known fact that there should be an organic link in terms of similar goals, values, and vision, between the sponsor and the platform- one that makes sense to the target audience. Therefore, it has always been a general rule of thumb for a sponsor's target to match the market of the project they are sponsoring.

Interestingly, brands and organisations in the Nigerian market are increasingly leveraging sponsorship platforms and events.

But very few brands in Nigeria have the capacity of Arla Foods to maximize a sponsorship package to its full potential as seen in the brand's involvement in the popular cook-a-thon that attracted the attention of Guinness book of World records. With its many benefits, the vast choice of sponsorships should be impactful on a brand and should never be underutilized.

Let us turn attention to what brought great attention to Nigeria in the culinary world- an awe-inspiring feat accomplished by the exceptional Chef, Hilda Bassey. Amidst the flurry of records shattered in Africa, Hilda's achievement stands out, as she dedicated herself to an extraordinary challenge- attempting the longest cooking marathon by an individual. She termed the attempt "the Hilda Baci Cook-a-thon." She aimed to surpass the previous record set by Indian Chef, Lata Tondon, who had held the title with an impressive time of 87 hours and 45 minutes. Not only did she beat the record, she surpassed it by, extending it to a time of 93 hours, 11 minutes...after a 7-hour deduction.

In the midst of this remarkable endeavour, Arla Foods recognized an opportunity to collaborate with Hilda 'Baci' Bassey, supporting her massively in her pursuit of culinary greatness. Arla Foods, with its unwavering commitment to excellence, seized the chance to be part of history as Hilda etched her name in the Guinness Book of World Records. The partnership between Arla and Hilda proved to be an extraordinary fusion of expertise, as Arla's range of dairy products became an integral part of Hilda's record-breaking feat.

Arla Foods, a renowned international dairy company, has firmly established itself as a prominent player in the global food industry. With a rich history dating back to 1881, Arla has consistently strived to deliver high-quality dairy products to consumers worldwide. Through its commitment to innovation, sustainability, and community, Arla has over the years become a trusted brand that continually pushes the boundaries of culinary achievements.

The brand's strong participation in the Hilda Baci Cook-a-thon was massive and its visibility and engagement were quite commendable.

Arla Food Logo was always on display in and around the kitchen with other fully branded products.

All through the event, the brand was very intentional in its approach to its engagements, as well as its plans to engage people beyond the challenge. It has shown this deliberation in particularly stretching its engagement before and beyond the days of Hilda Baci Cook-a-thon.

From one record holder to the other

From one record holder to the other, Arla Foods' interest in the cook-a-thon event was sparked by several compelling factors. As a global dairy brand, Arla Foods has a steadfast commitment to promoting culinary excellence and highlighting the versatility and quality of its dairy products. The cook-a-thon presented the ideal opportunity for Arla Foods to engage with a diverse audience and showcase firsthand how its products enhanced the cooking experience.

The Guinness World Record-breaking nature of the event added an extra layer of excitement and prestige that resonated with Arla Foods' innovative and pioneering spirit. With its own experience as a Guinness World Record holder, Arla Foods understood the intricacies and challenges involved in attempting such a remarkable feat. Witnessing a young Nigerian, Hilda 'Baci' Bassey, embark on this incredible challenge was not only inspiring but also aligned perfectly with Arla Foods' Dano brand essence, which symbolized inner strength and unwavering willpower.

A culture of supporting culinary excellence

Arla Foods has established a commendable track record of sponsoring events and initiatives that align with its brand's core values of promoting inner strength, culinary excellence, and healthy living. Recognizing the importance of supporting activities that resonate with its brand essence, Arla Foods has actively sponsored a diverse range of events in the past. One area of focus for Arla Foods has been in sponsoring food festivals, where it has celebrated culinary arts and showcased the versatility of its dairy products. In addition, Arla Foods has been involved in supporting baking events and cooking competitions, as well as reality TV shows centered around cooking.

By sponsoring these events, Arla Foods not only supports the culinary ecosystem but also underscores its commitment to high-quality dairy products that enhance the taste and nutritional value of meals. In line with its commitment to sustainability, Arla Foods has also sponsored initiatives focused on promoting sustainable cooking practices, demonstrating its dedication to responsible sourcing, reducing food waste, and encouraging environmentally friendly cooking methods.

Preparing for the event

Partnering with the organizers of the cook-a-thon was not a decision taken lightly by Arla Foods. The company understood the immense significance of the event and recognized its





potential to leave a lasting impact on participants and attendees alike. To ensure successful collaboration, Arla Foods invested substantial effort into meticulous preparation and planning.

A dedicated team from Arla Foods, along with its partner agencies, worked closely with the event organizers from the early stages. They understood that strategic alignment of brand messaging was crucial to convey the essence of Arla Foods' commitment to culinary excellence and showcase the quality of its dairy products. Through careful coordination, Arla Foods ensured that its participation in the event seamlessly integrated with the overall vision and goals of the cook-a-thon.

Beyond Sponsorship....

Arla Foods' goal extended beyond mere sponsorship. It aimed to elevate the overall event experience for all participants and attendees. Through collaborative efforts, Arla Foods integrated its brand values and qualities seamlessly into the event, providing a tangible representation of its commitment to excellence. Though it wasn't the sole sponsor of the event, its activities online and offline suggested otherwise!

As a sponsor, the company not only provided financial support but also brought valuable expertise and resources to the table. In addition to its financial contribution, Arla Foods leveraged its culinary expertise by conducting demonstrations, workshops, and product sampling sessions. By sharing its knowledge and showcasing the versatility of its dairy products, Arla Foods enriched the event, offering participants and attendees an immersive and educational experience. Beyond reemphasizing, as the official dairy partner, Arla Foods provided all the necessary dairy requirements for Hilda's record-breaking attempt, demonstrating its commitment to supporting culinary excellence.

An experience to remember

It also goes without saying that Arla Foods' partnership with events like Hilda's record-breaking cook-a-thon exemplifies the power of brand association and strategic collaboration. By aligning itself with remarkable individuals and extraordinary achievements, Arla Foods reinforces its commitment to culinary excellence, innovation, and quality.

“In the midst of this remarkable endeavour, Arla Foods recognized an opportunity to collaborate with Hilda 'Baci' Bassey, supporting her massively in her pursuit of culinary greatness. Arla Foods, with its unwavering commitment to excellence, seized the chance to be part of history as Hilda etched her name in the Guinness Book of World Records. The partnership between Arla and Hilda proved to be an extraordinary fusion of expertise, as Arla's range of dairy products became an integral part of Hilda's record-breaking feat.”



Tosin Obembe: X-raying The Show Director Behind - Hilda Baci 's Cook-a-thon Guinness World Record

By Jeremiah Agada

In the realm of audio-visual brilliance, the man, Mr. Tosin Obembe, has carved a name for himself as one of the primus inter pares in the African ecosystem. He was the visionary behind the remarkable audio-visual production of the Hilda Baci World Record attempt. Under his skillful guidance, Hilda surpassed the previous record set by Indian Chef Lata London, clocking an impressive 100 hours. For Mr. Obembe, storytelling has always been a passion that ignited during his childhood, making it his first love. Renowned for his multimedia skills as a Director and Producer, he possesses a remarkable ability to deliver exceptional audio-visual and storytelling campaigns with unparalleled speed.

Throughout his career, Mr. Tosin Obembe has been involved in a myriad of film projects, including television commercials for renowned brands, and directing major events such as Rhythm Unplugged, Calabar Carnival, and Remo Unity Concert. His contribution to production strategy teams has led to the success of multiple award-winning campaigns.

As the CEO of Tobems Media Ltd, a full-service Creative Multimedia Agency, Mr. Tosin leads a team of exceptional media professionals. With their combined expertise, they consistently deliver innovative and captivating content that pushes the boundaries of creativity. Through his leadership, Mr. Tosin Obembe continues to shape the world of multimedia production, leaving an indelible mark on the industry.

Delving into the Production

When Mr. Obembe was approached by the Hilda Baci team on the Cook-a-Thon, they were looking for an audio-visual team that will bring to life its unwavering vision for a production design that would truly bring the ambitious project to life. Recognizing the magnitude of the endeavour, Mr. Tosin Obembe meticulously planned and executed a comprehensive strategy, ensuring a flawlessly synchronized event that surpassed all expectations.

Intense Preparations and a Sensitive Setup

The level of preparation and planning that went into the production of Hilda Baci's Cook-a-thon Guinness World Record was nothing short of extraordinary. Mr. Tosin approached the task with meticulous attention to detail and a commitment to capturing every moment flawlessly.

The absence of the Guinness World Record Team posed a significant challenge, Mr. Obembe had to ensure that the entire event was documented with undeniable evidence, leaving no room for doubt. To achieve this, a high-quality camera was strategically positioned to capture the entirety of Hilda's cooking endeavor. Recognizing the sensitivity of the setup, the team implemented a double-layered backup system for this master evidence camera.

In the event of any technical glitches or failures, two additional cameras were ready to seamlessly take over, ensuring continuous and uninterrupted recording. The timer was carefully placed in front of the camera and in the background of Hilda's kitchen activities, further validating the authenticity and accuracy of the record-breaking attempt. The evidence cameras were all routed into a separate recording setup, meticulously designed to prevent any tampering throughout the five-day duration of the shoot, ensuring the preservation of every crucial second.

Unveiling the Layers of Production

The production's multi-camera setup added another layer of complexity. Seven cameras were strategically positioned to capture different angles and perspectives, ensuring that no detail was missed. These cameras worked in harmony to provide a comprehensive view of Hilda's culinary journey. The live feeds from these cameras were seamlessly transmitted to screens placed strategically within the venue, allowing on-site spectators to closely observe every aspect of the cook-a-thon.

Simultaneously, Mr. Tosin harnessed the power of modern technology, utilizing YouTube streaming to broadcast the event live to a global audience. This setup ensured that people from all corners of the world could be a part of Hilda's monumental achievement; immersing themselves in the experience and witnessing history unfold in real time.

To capture the behind-the-scenes moments that the general audience might miss, Mr. Obembe assembled a dedicated TV team. This team, led by experienced content directors, had the task of capturing the raw emotions, challenges, and moments of resilience that Hilda encountered throughout her record-breaking attempt. Their footage would offer an intimate and unfiltered perspective, revealing the true



Tosin Obembe, CEO, Tobems Media Ltd

essence of Hilda's journey and providing insights into the determination and unwavering spirit that propelled her to success. Whether it be moments of doubt, the triumph of overcoming obstacles, or the unwavering support of the team, this production promised to deliver a comprehensive account of Hilda's remarkable achievement.

The final layer of the production involved a team focused on creating captivating highlights. Working closely with an editor on set, Mr. Tosin curated the most impactful moments, weaving them into a visually stunning reel. This reel would serve as a testament to Hilda's culinary prowess and indomitable spirit, capturing the essence of the cook-a-thon in a condensed and exhilarating format. Once completed, the social media team would take charge, leveraging various platforms to share the highlights with the world, further amplifying the reach and impact of Hilda's remarkable accomplishment.

The Meticulous 'Show Director': Mr. Tosin Obembe

The audio-visual production for the cook-a-thon event was pulled by the one at the very helm of affairs at Tobems Media, Mr. Tosin Obembe. His personality and vast experience as well as expertise played a significant role in the company's excellence during the record-breaking event. With over 15 years of experience directing various multi-camera events, including major concerts like Rhythm Unplugged, Mr. Tosin honed his skills in handling complex productions.

His familiarity with such productions allowed him to have a deep understanding of the camera setup requirements for different aspects of the event. The evidence camera was crucial for visual documentation, ensuring every moment was captured accurately. This well-rounded production, among other factors, contributed to a surge in attendance on day 4 and day 5 of the cook-a-thon, highlighting the effectiveness of Mr. Obembe's exceptional and detailed work.

Surmounting challenges

The cook-a-thon was not without its share of trials. After the first night, when fatigue threatened to shatter Hilda's determination, the director witnessed a pivotal moment of vulnerability. Hilda whispered her doubts, suggesting an abrupt end to the event. Recognizing the significance of the challenge



at hand, the director embarked on a journey to uplift Hilda's spirits, rallying support from Kaffy, Kemen, Sydney, Enioluwa, Alex, and Hilda's closest friends. Together, they propelled Hilda forward, ultimately achieving the extraordinary goal they had set out to conquer.

Amidst the whirlwind of the cook-a-thon, one indelible moment stands out: an unexpected downpour that tested the resilience of the production team. As rain cascaded down, threatening to dampen spirits and equipment, the team rallied together to protect the precious and delicate cameras. The director contemplated scaling down operations to minimize risks, but the production manager, Owolabi, had a resolute response. In that pivotal instant, the team's unwavering commitment shone through, affirming their dedication to delivering a remarkable production, regardless of the challenges that nature threw their way.

Another challenge that the team foresaw was the availability and consistency of lighting in the kitchen area. Understanding the significance of well-lit footage, Mr. Obembe and his team took proactive measures to tackle this issue. They placed all the kitchen equipment, including lighting, on an Uninterruptible Power Supply (UPS) system. This ensured a constant and reliable power source, guaranteeing optimal lighting conditions throughout the duration of the event.

Additionally, Mr. Tosin was aware of the importance of the timer, particularly in relation to the review process by the Guinness World Record team. To prevent any technical glitches or interruptions with the timer, they took extra precautions. The timer and laptop were connected to an extension cord, and the connection was securely wrapped with masking tape, providing a stable and tamper-proof setup. By paying attention to these minute details, Mr. Tosin demonstrated his commitment to upholding the integrity of the record-breaking attempt.

The sheer size of the crowd that gathered at the event posed another challenge. With a large number of people present, it became more challenging for the camera crew to maneuver freely and capture all the desired shots. Despite this obstacle, Mr. Obembe's experienced team skillfully navigated the crowded space, ensuring that they were able to capture the best possible footage, delivering a visually immersive experience for both the on-site and online audiences.

Measuring Success

The success of the cook-a-thon can be quantified by the overwhelming response it garnered. With over 5 million views across various streaming platforms, the production reached a global audience, transcending geographical boundaries.

Testament to Mr. Tosin's commitment to quality, no complaints marred the experience, with impeccable sound and visuals captivating viewers throughout. Furthermore, the tireless efforts of the highlighted team, delivering edited content every six hours, created a Fear of Missing Out (FOMO) frenzy online, drawing an enthusiastic crowd of approximately 3,000 daily attendees to the enchanting Amore Gardens.





BLANCHE AIGLE
COMMUNICATIONS

Propels Hilda Baci's Cook-a-thon To Global Phenomenon



*Nene Bejide, Principal Consultant,
Blanche Aigle Communications*

By Jeremiah Agada

In the world of culinary achievements, breaking a Guinness World Record is no small feat. When renowned Nigerian chef Hilda Baci set out to beat the existing record of 72 hours 7 minutes held by Indian chef Lata Tondon, she not only shattered expectations but also captivated the world with her extraordinary talent and determination. Behind the scenes, working tirelessly to orchestrate the PR activities surrounding this exceptional event was Blanche Aigle Communications, a distinguished marketing communications consultancy specializing in public relations and digital marketing.

"Navigating the realm of breaking Guinness World Records requires a strategic and comprehensive approach," says Nene Bejide, the Principal Consultant of Blanche Aigle Communications. "Our role was to ensure that Hilda's Cook-a-thon not only captivated audiences but also positioned it as a remarkable milestone in culinary history."

Blanche Aigle played a pivotal role in amplifying Baci's Cook-a-thon, leveraging their expertise and strategic approach to build anticipation, enhance visibility, and sustain the buzz before, during, and after the event. The agency's comprehensive approach surpassed all expectations, leaving an indelible mark on the culinary world and positioning the Cook-a-thon as a global phenomenon.

"Our team at Blanche Aigle worked tirelessly to develop a robust marketing and public relations plan that encompassed various channels and platforms," explains Bejide. "We focused on creating awareness, generating interest among the target audience and sponsor brands, and establishing Hilda Baci as a force to be reckoned with in the industry."

To achieve these goals, Blanche Aigle orchestrated a well-

crafted media tour for Hilda Baci, strategically placing her on popular television programs such as TVC Wake Up Nigeria and Rubbing Minds on Channels TV. The agency also facilitated interviews and thought leadership articles in prominent print platforms, further bolstering Baci's reputation and forging connections with other renowned chefs in Nigeria.

Recognizing the power of influencer marketing, Blanche Aigle implemented a comprehensive influencer engagement strategy, ensuring daily visits from influencers to support and drive conversations about the Cook-a-thon. The agency harnessed the influence of social media platforms, organizing strategic Twitter space events and conversations anchored by Hilda Baci, increasing familiarity and garnering support from leading chefs in the country.

During the four-day Cook-a-thon, Blanche Aigle was fully immersed in the planning and operations, providing on-ground support for logistics, media engagement, and sponsor brand visibility. Through an integrated approach encompassing traditional and digital media, as well as influencer engagement, the agency generated non-stop awareness and facilitated real-time conversations on top-tier platforms. This resulted in the creation of compelling content, on-the-spot interviews with sponsor representatives, government officials, and stakeholders, and widespread coverage across TV, radio, print, digital, and social media channels.

In the aftermath of the Cookathon, the impact of Blanche Aigle's efforts became evident. The brand name 'Hilda Baci' achieved a high and successful mileage, with 85% positive media conversation and an impressive engagement of 4,812,704,500 audiences across 13 countries.

The Cook-a-thon garnered attention from renowned international news platforms, including CNN International, BBC, Al Jazeera, ABC, and DW, solidifying its status as a global sensation. To further capitalize on the success, Blanche Aigle facilitated a post-event press conference, drawing attendance from tier 1 broadcast and online media outlets nationwide. Exclusive interviews for Hilda Baci were also arranged, allowing her to share her experience and future aspirations.

Perhaps most notably, Blanche Aigle's efforts sparked significant opportunities and initiated conversations with potential brands interested in collaborating with Hilda Baci. Through strategic positioning and impactful PR activities, the agency helped position Baci as a corporate personality capable of attracting brand support, endorsements, and extensive opportunities for her brand, MyFoodbyHilda.

Ticking the KPI boxes

When it comes to measuring success, Blanche Aigle Communications had a clear set of key performance indicators (KPIs) for its role in orchestrating Hilda Baci's groundbreaking Cook-a-thon. With a unified team and a strong vision, the agency set out to achieve remarkable results and ensure the event's success.

"The KPIs for this project were carefully defined to ensure its success," says Obichie. "First and foremost, we aimed for this project to be a resounding success. Additionally, we placed a strong emphasis on top-notch communication, a viral communication plan, and maintaining the highest quality of work projected in the media."

Blanche Aigle understood the importance of delivering accurate and impactful messaging to counter any potential fake

news. In an era where information travels at the speed of a click, this cannot be overstated. It calls for adeptness in shaping narratives, creating awareness, and building meaningful connections between brands and their intended audience. Blanche Aigle Communications understands this power and harnesses it to unlock new opportunities and elevate the visibility of its clients, and Hilda's event wasn't an exception.

The team's unified efforts and the abundance of reliable sources made it challenging for false information to emerge. Through their comprehensive communication plan, they penetrated various platforms, including blogs of all sizes, ensuring that the truth prevailed and the Cook-a-thon's narrative remained untainted.

"We ticked all the boxes in terms of our KPIs," affirms Obichie. "People couldn't post anything untrue about Hilda because we had a strong presence and were able to communicate effectively. We garnered genuine and positive supporters, which further reinforced the credibility of the event."

The success of Blanche Aigle's efforts was not only evident in the absence of fake news but also in the feedback received from brands and potential partners. Several brands that were approached for partnerships commended the agency for a job well done and expressed interest in future collaborations.

Looking ahead, Blanche Aigle Communications is eager to continue its remarkable work and undertake more outstanding projects. As an exclusive agency, their focus is on delivering value over quantity. This approach was clearly demonstrated in the immense effort and dedication put into the Hilda Baci Cook-a-Thon event.

"While our agency may not be widely known, we pride ourselves on being an exclusive agency," explains Bejide. "We prioritize serving a select number of clients and delivering exceptional results. The commitment and dedication we demonstrated in the Cook-a-thon are a testament to our values."

Blanche Aigle's expertise and strategic approach proved instrumental in achieving the desired outcomes. With a vision to become Africa's leading communications solutions provider, Blanche Aigle is driven by core values of Trust, Integrity, and Efficiency. The agency's team of experts is dedicated to delivering effective campaigns and has a proven track record of success stories in reputation management, crisis communication, content creation, social media management, and influencer marketing.

"Blanche Aigle Communications goes beyond mere publicity," emphasizes Bejide. "We believe in the transformative power of public relations in shaping narratives, creating awareness, and driving meaningful engagement."

As the agency continues to redefine the possibilities of brand communications, it has once again proven its ability to deliver outstanding results.

Blanche Aigle Communications has elevated the relevance of reputation consultancies, emphasizing the pivotal role of PR in amplifying events of Guinness World Record magnitude. Through its visionary approach, the agency has set a new global benchmark, raising the bar of excellence in event amplification and brand positioning.





The Cook-a-thon... Learnings & Leanings.



Michael Nwayemike,
MD/CEO, Markova Creative Limited

By Jeremiah Agada

Markova Creative, a prominent digital marketing agency headquartered in Lagos, Nigeria, has been at the forefront of revolutionizing the landscape of brand launches and digital campaigns over the past decade. With a firm belief in out-thinking rather than out-spending, Markova has established itself as a leading agency dedicated to delivering marketing results that drive revenue for ambitious and growing brands.

Founded ten years ago, Markova Creative has quickly risen to prominence as one of the fastest, easiest, and most effective solutions for brands seeking to establish digital dominance. The agency's unwavering commitment lies in helping Africa's growing brands and businesses engineer captivating moments and activities that deeply resonate with their target audience. Possessing a profound understanding of the local market and consumer behavior, Markova excels in driving ROI-focused digital campaigns that yield tangible results.

Under his enigmatic leadership, Markova offers an extensive range of services specifically designed to attract, engage, and convert Sub-Saharan consumers online. The agency's holistic approach entails gaining an in-depth understanding of clients' business objectives, identifying opportunities and challenges, and crafting customized roadmaps for digital success. Leveraging various digital and social tools, along with cutting-edge methodologies, Markova expertly navigates the intricate paths of consumers' minds, feet, and wallets.

One of the agency's most groundbreaking projects in recent times is its pivotal role working on the Arla Dano dairy brand in the Guinness World Record-breaking cook-a-thon event with Hilda 'Baci' Bassey. Markova played a significant role in the Hilda Baci Cook-a-thon, where renowned chef Hilda Baci shattered the world record for the longest cooking marathon by an individual, setting a world record of 93 hours, 11 minutes, shattering Indian Chef Lata Tondon's set record in the process.

Markova's involvement in the cook-a-thon event was a natural extension of its previous collaboration with Arla Dano, which resulted in a world record achievement in 2018 for the largest milk relay. Recognizing the potential for a strategic partnership when they saw someone else attempting a similar feat, Arla Dano working collaboratively with Markova and other agencies wholeheartedly contributed its expertise and input to be instrumental in its flawless execution of the cook-a-thon.

Over the years, the agency has honed its expertise in strategically crafting brand communication messages that perfectly aligned with its clients' business objectives, much like the cook-a-thon's. The digital buzz it created around the event significantly contributed to achieving the established goals and generating overwhelmingly positive sentiment from consumers.

"At Markova Creative, the driving force behind everything we do is a strong belief in generating revenue for our clients," emphasized Michael. "We understand that the most sustainable way to succeed is by helping our clients build digital marketing strategies that deliver tangible business outcomes. Obsessed with results and ROI, we maintain an unwavering focus on the consumer, ensuring that our campaigns resonate and drive

meaningful engagement."

When it came to coverage preparation for the cook-a-thon, Michael emphasizes that it was a collective effort involving multiple agencies. He noted that as a digital marketing agency, their primary focus was on amplifying and providing comprehensive digital coverage of the event, adding that while Markova does not manage events from an event management standpoint, it excels in deploying technology and digital enhancements to elevate the event experience. This encompasses creating event registration pages, driving digital awareness, and delivering live coverage on social media platforms, utilizing their strongest tools such as paid media, social influencers, and captivating video content.

The agency employed a multi-channel approach to promote the cook-a-thon event. They effectively utilized paid media, collaborated with influential marketers, engaged various media houses to develop compelling editorial pieces, and created captivating video mashups to recap the event. The core messaging strategy revolved around leveraging social media platforms, employing paid social advertising, and influencer marketing, and strategically crafting engaging video content.

As an agency that has been in the business of creating magic for brands in over a decade, Markova's exploits with the Dano brand at the Hilda Baci Cook-a-thon doesn't come as a surprise. Indeed, the agency offers a comprehensive suite of services tailored to meet the unique needs of its clients. With an experienced team and an in-depth understanding of the digital landscape, the agency excels in executing successful digital marketing strategies across various channels.

One of these services is Digital Marketing Campaign Development where it serves as an extension of its clients' internal marketing teams, Markova leverages paid search, display advertising, email marketing, social media marketing, content marketing, SEO, CRO/UX, and more to reach millions of Nigerian consumers. The agency's ROI-focused approach ensures that each campaign is meticulously crafted to maximize impact and drive measurable results. "Our agency works great as an extension of your internal marketing team, reaching millions

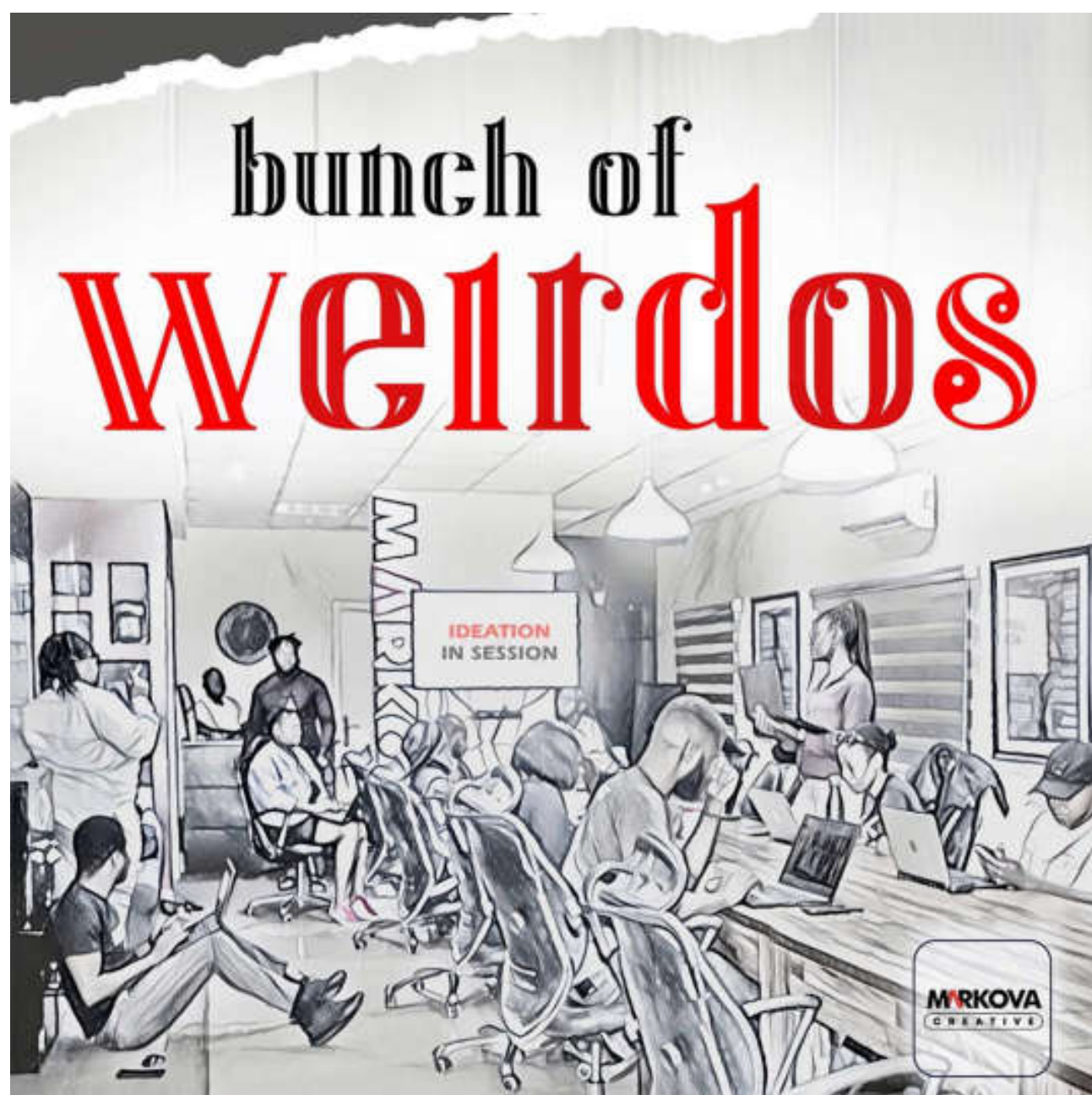
of Nigerian consumers using various targeting options through integrated platforms," emphasized Michael.

Yet another service it offers is Social Media Marketing/Community Management. Recognizing the evolving landscape of social media, Markova emphasizes the importance of specialized knowledge and integrated strategies for successful digital marketing execution. Its seasoned digital team ensures that clients' messages are effectively delivered, engaging the right audience across various social media platforms. "When it comes to executing a successful digital marketing strategy, there are too many silos of specialized knowledge that have to be leveraged and integrated together in order to be effective," asserted Michael.

The agency also offers Content Marketing/Marketing Automation. At Markova Creative, content marketing is viewed as a powerful tool to add value to the customer experience and deliver on the brand promise. The agency creates high-performing, measurable content that captures the attention of the target audience and drives engagement. By developing content strategies and creatives that align with clients' goals, Markova ensures that customers' time and attention are captured effectively. "We create high-performing, measurable content that adds real value to the customer experience and delivers your brand promise, to the right people, at the right time, on the right channel," explained Michael.

Looking ahead, Markova remains unwavering in its commitment to helping businesses and brands achieve success through digital marketing. Its unwavering focus on generating revenue for clients, obsession with results and ROI, and unwavering dedication to consumer-centric campaigns ensure its position as a trusted partner in the digital landscape.

In a world where digital dominance is crucial for brand success, Markova Creative stands as a beacon of excellence, continually seeking new opportunities and challenges to exceed expectations and drive growth. As it continues to engineer captivating moments and activities, Markova paves the way for brands to leave a lasting impact in the minds and hearts of their target audience.





MPXM: Forging Strong Bonds From Hilda's Culinary Delights To Long-Lasting Brand Loyalty



Nana Milagrosa, Founder, MPXM

In the world of marketing, experiential agencies play a vital role in connecting brands with consumers through immersive and unforgettable experiences. One such agency, MPXM, has established itself as a leading experiential agency in Nigeria, known for its ability to create experiences that leave a lasting impact on consumers. When Arla Nigeria, the makers of Dano Milk, sought to be a part of the Hilda Bassey Cook-a-thon, MPXM was the natural choice to collaborate and bring their expertise to the table. This comprehensive feature explores how MPXM, with its innovative approach, worked collaboratively with Arla Nigeria to make the cook-a-thon a remarkable success.

MPXM's involvement in the Hilda Bassey Cook-a-thon came about through a strategic collaboration with Arla Nigeria. As a trusted experiential agency, MPXM had a long-standing partnership with Arla, known for its high-quality dairy products. Recognizing the immense potential of the cook-a-thon event, both teams joined forces to create a memorable experiential activation that would resonate with the audience.

The positive feedback from attendees and participants further highlighted the effectiveness of MPXM's approach.

Meticulous Planning & Execution

The success of any event lies in meticulous planning and preparation, and MPXM left no stone unturned in this regard. The agency invested considerable time and effort in understanding the event's theme, target audience, and Arla Nigeria's brand objectives. This in-depth knowledge guided MPXM in designing and executing immersive experiences that resonated with the attendees. Collaborating closely with Arla Nigeria's marketing team ensured seamless integration of the brand's messaging and values into each experience.

MPXM created an interactive Arla DANO booth, which became a focal point of excitement and engagement at the cook-a-thon. The booth showcased Arla's commitment to nutrition and healthy living, inviting attendees to engage with brand ambassadors, taste delicious recipes made with Arla and Arla DANO products, and participate in fun activities that highlighted the brand's key attributes. The Arla DANO booth became a hub of excitement and a testament to MPXM's experiential marketing efforts.

Participant Engagement and Immersive Experiences

At the heart of MPXM's strategy was participant engagement and creating immersive experiences. They employed various tactics, including live cooking demonstrations by renowned chefs using Arla DANO products, recipe competitions where participants showcased their culinary skills, interactive games, and photo opportunities with chefs. MPXM also leveraged social media channels to encourage attendees to share their experiences using event-specific hashtags, fostering a sense of community and excitement.

The experiential experiences created by MPXM received excellent feedback and engagement from attendees and participants. Many expressed their delight at the immersive and engaging nature of the Arla DANO booth. MPXM successfully created an environment where attendees could interact with the brand, taste its products, and learn about the nutritional benefits

firsthand. This positive feedback reinforced the effectiveness of experiential marketing in forging a strong connection between consumers and the Arla brand.

Overcoming Challenges with Flexibility:

As with any large-scale event, MPXM faced challenges during the cook-a-thon. Managing the crowd flow and ensuring equal opportunities for everyone to experience the Arla DANO booth was a primary challenge. To address this, MPXM implemented a queue management system, deployed additional staff members to guide attendees, and optimized the booth layout. Their flexibility and adaptability were instrumental in overcoming these challenges and ensuring a seamless experience for all.

MPXM incorporated various technologies and innovations into the cook-a-thon to enhance the overall experience. Smart devices and QR codes were integrated into the booth, providing attendees with informative and engaging content. These technological elements added excitement and modernity to the event, augmenting the overall impact of MPXM's experiential marketing efforts.

Several standout moments marked the cook-a-thon event, including the live cooking demonstrations by renowned chefs and the recipe competitions that fostered excitement and camaraderie among attendees. Looking ahead, MPXM aims to continue pushing the boundaries of experiential marketing in Nigeria. They will focus on leveraging emerging technologies, innovative storytelling, and data-driven insights to tailor experiences that resonate with diverse consumer segments. Expanding their client portfolio, MPXM will collaborate with brands across industries to create unforgettable moments that drive brand awareness, engagement, and long-term loyalty.

Home of Experiential Excellence

Since its foray into the industry, MPXM has continued to revolutionize the art of experiential marketing, delivering highly effective and impactful campaigns that integrate seamlessly with digital platforms.

MPXM's core philosophy revolves around the belief that experiences matter. With a team of dedicated professionals and a deep understanding of consumer behavior, MPXM creates unforgettable experiences that resonate with audiences on a personal level. By activating the creative energies of brands, ventures, customers, and relationships, the agency has mastered the art of building brands that fascinate and engage consumers.

At the helm of MPXM is Nana Milagrosa Utomi, an enigmatic and multi-awarded leader in the marketing industry. Recognized as one of the top 50 Women in Marketing in Nigeria, Nana brings years of experience in integrated marketing communications, brand management, consumer insights, and innovation. Surrounded by a team of talented professionals who share her dedication and go-getter instinct, MPXM is able to deliver exceptional results within the shortest possible timeframes.

MPXM's success lies in its ability to develop campaign strategies and promotions based on a deep understanding of the

target audience and the dynamics of the local market. By utilizing both under-the-radar and high-visibility tactics, the agency connects directly with the target market, delivering insightful and captivating experiences. Whether it's product sampling, lifestyle marketing, luxury promotions, or social marketing events, MPXM ensures that every interaction with consumers is meaningful, engaging, and unforgettable.

One of the hallmarks of MPXM's approach is its unwavering commitment to reliability. The agency consistently delivers unprecedented levels of reliability and engagement, ensuring that consumers have a seamless and enjoyable experience at every touchpoint. In addition, MPXM pushes the boundaries of technological innovation, integrating digital platforms, smart devices, and QR codes to provide informative and engaging content. This fusion of technology and creativity enhances the overall experiential marketing impact, captivating audiences in unique and exciting ways.

MPXM's track record speaks for itself. The agency has had the privilege of working with renowned brands, both directly and through respected agencies. From Absolut Extrakt and Martell to Dark and Lovely, Maybelline, Molfix, Arla Chilled and Frozen Products, Chi Pharmaceuticals Ltd, Etisalat, Dangote, and Tastic, MPXM has gained an enviable reputation for its delivery and technological innovation. These partnerships have resulted in successful campaigns that have elevated the brands and left a lasting impression on consumers.

Through MPXM's collaborative efforts with Arla Foods, MPXM has cemented its position as a leader in the experiential marketing landscape. By delivering highly effective campaigns that integrate seamlessly with digital platforms, MPXM has created unforgettable brand experiences that captivate audiences and build lifelong connections.

“From an experiential agency perspective, the cook-a-thon event was a resounding success. MPXM's expertise in creating immersive experiences was evident throughout the event. The carefully curated experiential marketing elements generated significant brand awareness for Arla Nigeria, reinforcing its position as a leading provider of dairy products.”



Media Intelligence Report On “Hilda Baci Cook-a-thon” 2023

HILDA BACI COOK-A-THON MEDIA INTELLIGENCE REPORT



in @ppluseasurement

Leading Media Intelligence Consultancy, P+ Measurement Services, conducted a media performance audit on Hilda's Baci (Hilda Bassey Effiong) Cook-a-thon, which got her into the Guinness World Records, making her the world's longest-cooking champion. The audit critically examined and revealed the media sentiment, media reach, media share by countries, and sponsorships of Hilda Baci's Cook-a-thon.

According to the analysis, the positive sentiment garnered 85%, which can be leveraged by Hilda Baci to build brand loyalty and increase engagement with her audience; while the negative sentiment of 15% suggests that any issues or concerns raised during the event were addressed promptly and effectively.

The analysis of media share by country highlights the top five countries with the highest earned media coverage of Hilda Baci. 67% of the media coverage emanates from Nigeria, followed by the USA with 15%. The United Kingdom with 4%, Ghana with 3%, and Canada with 1%. The remaining countries had a relatively lower media share, indicating varying degrees of interest and coverage.

Hilda Baci's Cook-a-thon was analyzed using data harvested from traditional and digital media. These media types provided significant insights on the reach, impact, and characteristics of the event, with 87% generated from digital media and 13% from traditional media, providing a sense of credibility and authenticity to the event.

The audience reach of 4,812,704,500 is a testament to the popularity and success of the Cook-a-thon media engagement. The traditional media gained 13% and the digital media gained 87% based on the media type analyzed. The high percentage of online media mentions also suggests that digital media played a significant role in driving awareness and engagement about the event.

The Amore Gardens, the top sponsor, received 18% of the media attention, followed by Uber with 14%, BaigeWallet in third with 13%, and Arla and Woodscope in lower positions with 10% and 9%, respectively. Noting that media prominence doesn't necessarily equate to the level of financial or logistical support provided by each sponsor. It reflects the volume of media exposure and visibility they received during the event period.

About P+ Measurement Services

P+ Measurement Services is Nigeria leading independent media intelligence consultancy that focuses on delivering detailed media monitoring, measurement, evaluation, and analysis across all media channels.

P+ is internationally recognized as a PR measurement and evaluation consultant in Nigeria with activities being governed/regulated by AMEC (International Association for the Measurement and Evaluation of Communication). Visit www.ppluseasurement.com.ng to learn more.

“Hilda Baci's Cook-a-thon was analyzed using data harvested from traditional and digital media. These media types provided significant insights on the reach, impact, and characteristics of the event, with 87% generated from digital media and 13% from traditional media, providing a sense of credibility and authenticity to the event.”



The Power Of Branding: Leveraging Hilda Bassey's Cook-a-thon To Create A Lasting Impact



By Ayoola Ogunyomi

Ayoola Ogunyomi is the Head, Media and Marketing for Blockchain and Digital currency company, Patricia Technologies. In this piece, he shares his view on the groundbreaking recording-breaking feat by Nigeria's Hilda 'Baci' Bassey who 'cooked' her way into the Guinness Book of World Records, yesterday.

Hilda Bassey, the culinary maestro, has ignited a frenzy with her audacious attempt to break the world Guinness record through an awe-inspiring cook-a-thon. As a brand and marketing expert, I visited Amore Gardens, the epicentre of this event, and came away with several noteworthy observations that shed light on the immense branding potential surrounding

Hilda Bassey and her remarkable endeavour. One cannot overlook the remarkable aspect of Hilda Bassey's organic following. Her dedicated fan base has grown organically, which is a testament to her talent, authenticity, and ability to connect with her audience. This organic following provides a unique advantage for any brand associated with Hilda, as it ensures a genuinely engaged and receptive audience for their message.

The sheer volume and quality of content surrounding Hilda Bassey's cook-a-thon is astounding. From captivating videos documenting her culinary prowess to engaging social media posts, the content generated by this event is a goldmine for brands seeking exposure. Such content offers immense potential for various marketing initiatives, including social media campaigns, influencer partnerships, and branded content collaborations.

The authenticity and relatability of the content associated with Hilda Bassey's cook-a-thon cannot be overstated. Every piece of content reflects her passion, creativity, and expertise, resonating deeply with her audience. This organic nature of the content lends itself seamlessly to brand integration, allowing companies to align their values and messaging with Hilda's unique brand persona.

The magnitude of attention surrounding Hilda Bassey's cook-a-thon is staggering. With billions of impressions, widespread reach, and exceptional engagement across multiple platforms, this event presents an unprecedented opportunity for brands to tap into an enthusiastic and captivated audience. The potential for brand exposure and visibility is unparalleled, promising a significant return on investment for those who seize the moment.

Hilda Bassey's cookathon has successfully bridged the gap between online and offline experiences. While the event primarily takes place offline at Amore Gardens, it has been meticulously crafted to amplify its impact online through live streams, social media updates, and real-time engagement with virtual attendees. This synchronization allows brands to extend their reach beyond physical boundaries and connect with a

global audience in real time. Hilda Bassey's cookathon has captured the imagination of millions, and from a brand expert's perspective, it presents an unparalleled opportunity to enhance brand exposure, engagement, and recognition. The organic following, enormous content creation, billions of impressions, online and offline synchronization, strategic partnerships, and the sheer power of branding surrounding this.

What are your thoughts?

“The magnitude of attention surrounding Hilda Bassey's cook-a-thon is staggering. With billions of impressions, widespread reach, and exceptional engagement across multiple platforms, this event presents an unprecedented opportunity for brands to tap into an enthusiastic and captivated audience. The potential for brand exposure and visibility is unparalleled, promising a significant return on investment for those who seize the moment.”

Power Of Why: The Baci Win!

By Bolaji Junaid

In our fast-paced and ever-changing world, finding personal fulfillment and a sense of purpose can feel like a daunting task. We often get caught up in the hustle and bustle of daily life, leaving little time for self-reflection and introspection. However, by tapping into the power of “why”, we can embark on a transformative journey of self-discovery that leads to a more fulfilling and meaningful existence.

You will agree with me that it's been a “Hildafull” week and my personal take on Hilda Bassey's attempt to break a four-year-old world record lay in the power of the “WHY” question she asked herself. She didn't unofficially become a Guinness World Records holder of the longest cooking time on Monday, 15th May 2023 but the day she asked herself WHY can't she?

Let's unravel some insights on how you can harness the power of why;

Unearthing Your Motivations:

At the core of “why” lies a simple yet profound question: What motivates you? Ask like five times. Understanding your underlying motivations and desires is essential for unlocking your true potential. Take the time to reflect on your passions, interests, and values. Ask yourself why certain things matter to you and what drives you to pursue them. By unearthing your motivations, you gain insight into what truly brings you joy and fulfillment. This was probably what held Hilda in those moments of giving up on the goal.

Crafting Your Personal Narrative:

We all have a unique story to tell, a narrative that defines who we are and shapes our experiences. Embracing the “power of why” involves crafting a personal narrative that aligns with your values and aspirations. Consider the moments and experiences that have shaped you. What lessons have you learned? How have these experiences influenced your path? By weaving together the threads of your life's journey, you create a narrative that resonates with your authentic self. No authentic story well told, can ever be ignored. This was the case of Hilda Baci's Cookathon.



Authenticity, Your Superpower:

In a world that often celebrates conformity, authenticity stands out as a superpower. Embracing the “power of why” allows you to live in alignment with your true self. It involves being honest with yourself and others about your passions, dreams, and values. When you embrace authenticity, you invite a deep sense of fulfillment into your life, fostering genuine connections and attracting opportunities that align with your true path. Little wonder, Hilda's authenticity resonated with a lot of Nigerians, both home and abroad.

Unleashing Creative Potential:

Creativity is an inherent human trait that thrives when nurtured. By embracing the “power of why,” you tap into your creative potential and unleash a wellspring of inspiration. Allow

yourself the freedom to explore new ideas, experiment with different forms of expression, and take risks. By embracing the power of “why,” you invite a sense of curiosity and wonder that breathes life into your creative endeavors. The truth is humans are God's management company in charge of all resources on earth to create new solutions, experiences and records such as Hilda's.

Living a Purposeful Life:

At its essence, the “power of why” invites us to live a purposeful life—a life driven by meaning and intention. When you align your actions with your motivations and values, you create a life that is rich with purpose. Each day becomes an opportunity to make a positive impact, pursue your passions, and contribute to something greater than yourself. No doubt, someone like Hilda had to carry the burden of Nigerian chefs, as Kaffy did for dancers a few years back.

The “power of why” is a force that resides within each of us, waiting to be harnessed. By unearthing your motivations, crafting your personal narrative, embracing authenticity, unleashing your creative potential, and living a purposeful life, you can unlock the true power of “why” and experience a profound sense of fulfillment. Embrace the journey of self-discovery and allow the “power of why” to guide you toward a life that is rich with meaning, joy, and purpose.

At the core of “why” lies a simple yet profound question: What motivates you? Ask like five times. Understanding your underlying motivations and desires is essential for unlocking your true potential. Take the time to reflect on your passions, interests, and values.



Setting The Standard For Consumer Experience In Africa's Hospitality Industry



Dupe Olusola, MD/CEO, Transcorp Hotel PLC

By Toyosi Olajide

In the fiercely competitive world of hospitality, innovation, and excellence are key drivers of success. As technology evolves and customer expectations continue to rise, hotel brands must constantly push the boundaries of what is possible in order to stay ahead of the game.

As the African proverb goes, "Necessity is the mother of invention." In Africa, where challenges are often met with creativity and resourcefulness, this rings especially true. With a growing demand for high-quality hospitality services across the continent, African hotel brands are rising to the challenge with innovative solutions that set them apart from the competition.

One such brand is Transcorp Hotels Plc, a leading luxury hospitality brand in Nigeria that has become a pioneer in innovation and excellence in the region. As Tony Elumelu, Chairman of Transcorp Holdings, once said, "Innovation is the driver of progress, and it is critical to the success of any business that wants to remain relevant in today's fast-paced world."

From its award-winning subsidiary, Transcorp Hilton Abuja, to its other properties across Nigeria, Transcorp Hotels Plc has made a name for itself by consistently delivering exceptional service and experiences to its guests. Through a combination of world-class facilities, cutting-edge technology, and a commitment to excellence, the brand has become a benchmark for hospitality in the region.

As the hospitality industry continues to evolve, Transcorp Hotels Plc is at the forefront of driving innovation and

excellence in Africa, setting the standard for others to follow. The brand has continued to invest in facilities and services that cater to the needs and preferences of its guests, thereby earning a reputation for excellence and innovation in the hospitality industry.

The recent launch of Apples and Oranges Spa in its award-winning subsidiary, Transcorp Hilton Abuja is a testament to the brand's commitment to providing guests with the ultimate luxury experience. The spa offers a range of treatments including massages, facials, body wraps, and more, using Biologique Recherche Paris Products and Treatment therapies. The inclusion of a sauna, steam room, Vichy shower, and a salon ensures that guests have access to a complete wellness experience, catering to their every need.

Dupe Olusola, Managing Director/CEO of Transcorp Hotels Plc, highlighted the brand's commitment to evolving with changing guest preferences, even as the lines between business and leisure continue to blur. The hotel has recognized the growing leisure segment and has set the pace since 2020, growing revenue and profitability year-on-year. The hotel has also upgraded its gym and improved its sauna, steam facility, and overall ambiance. These upgrades have also included the introduction of steam rooms, more treatment rooms, and Vichy showers for both men and women.

The Apples and Oranges Unisex Salon and Spa and upgraded gym are located on the M2 Floor of the Transcorp Hilton Abuja and are available for hotel guests and non-guests. The spa is open 24 hours daily for appointments, providing guests with the ultimate relaxation experience. Beatrice Eneh, the Founder/CEO of Apples and Oranges Spa, expressed her delight in offering guests an oasis of tranquility and indulgence where they can escape the stresses of everyday life and leave feeling refreshed and renewed.

With this and other initiatives, Transcorp Hotels Plc has continued to set the pace for excellence and innovation in the hospitality industry, providing guests with the ultimate luxury experience. The launch of Apples and Oranges Spa in its subsidiary is a testament to the brand's commitment to delivering world-class facilities and services that cater to the needs and preferences of its guests. The hotel's focus on marketing, innovation, and excellence has resulted in remarkable revenue growth in the leisure segment, consolidating its position as the leading luxury hospitality brand in Nigeria.

This is evidenced in the subsidiary's recent announcement of a total dividend payment of N1.33 billion for shareholders, at 13 kobo per share. The company also announced a whopping 47% growth in revenue, hitting N31.4 billion, which is an impressive report by all standards, to close the year 2022.

This record was made known by Emmanuel Nnorom, the Chairman of the Board of Directors of Transcorp Hotels at the company's 9th Annual General Meeting held at Transcorp Hilton Abuja, recently. Speaking on the report, he said "Our continued focus on strategic financial management remained beneficial, as we exercised firm discipline in capital allocation,

making swift investment decisions and capturing all economic upsides."

He said that the company would continue to drive key investments in innovation and cost efficiency, "including hospitality tech to improve our competitive advantage in the industry through sustainable and cost-effective strategies".

"In staying true to our key strategic thrust of sweating our existing assets to support business expansion, we will continue to deepen our market share, while maintaining the highest service standards in line with our mission," the Transcorp Hotels Chairman said.

The company also recorded exceptional revenue after recording a profit before tax (PBT) of N4.5 billion, representing a 172 percent rise year-on-year, compared to a Profit Before Tax of N1.7 billion in 2021.

In her remarks, the Managing Director/CEO, of Transcorp Hotels Plc, Dupe Olusola, said "We delivered exceptional revenue, the highest since the inception of the hotel- this is huge. Growing our revenues from N21.4bn in 2021 to N31.4bn in 2022 and achieving 172% growth in profitability from N1.7bn to N4.5bn. I do not take this for granted at all."

"The full-fledged return of our International Business Travel segment and the continued strong leisure demand contributed immensely to this performance".

"The excellent financial performance we achieved in 2022, despite adverse economic conditions, is a result of the detailed execution of our strategy, our out-of-the-box approach, our nimbleness, and unwavering commitment to delivering value to all our stakeholders", she said.

For this, shareholders at the meeting commended the management of Transcorp Hotels Plc for another superlative performance recorded in 2022, while also appreciating the myriad of awards in 2022 as a testament to its leadership and the quality of its offerings as the leading African hospitality provider.

The Nigerian Exchange Group (NGX)-listed hospitality brand is obviously reinforcing its position as a leader in the industry, winning 16 awards in 2022, including five World Travel Awards, won by Transcorp Hilton Abuja and the Most Outstanding hospitality brand of the year won by Transcorp Hotels Plc at the Brandcom Awards event held last year.

Transcorp Hotels Plc is a shining example of a brand that has risen to this challenge. With a focus on delivering exceptional service and experiences, the company has become a leading player in the hospitality industry in Nigeria and across Africa. Through its commitment to innovation, Transcorp Hotels Plc has set the standard for what is possible in the region and has become a benchmark for excellence in the industry.

As the industry continues to evolve, it is clear that brands that prioritize innovation and excellence will continue to lead the way. With a deep understanding of the importance of meeting the changing needs and expectations of its customers, Transcorp Hotels Plc is well-positioned to continue to drive innovation and excellence in the hospitality industry in Africa and beyond.



At the commissioning of Apples and Oranges Unisex Salon and Spa

At the Transcorp Hilton AGM



Feeding The Nation Everyday





How GAC Motors Is Revolutionalising The Nigerian Auto Brands Industry



By Jeremiah Agada

The Revolution Begins

It was the late global icon, Nelson Mandela who said that progress is impossible without change, and those who cannot change their minds cannot change anything. The global automobile industry, driven by innovation and adaptability, has long been a catalyst for societal progress. It is an industry that transcends borders, connecting people and nations through the power of mobility.

The automobile industry is a catalyst for economic growth, technological advancement, and sustainable mobility, driving nations towards a brighter future. Consequently, a nation's progress is measured by the roads it builds, and the wheels that traverse them.

In the tapestry of human progress, this industry weaves a vibrant thread, connecting nations, cultures, and economies. It stands as a testament to human ingenuity, propelling societies forward and transforming the way we navigate the world. From bustling metropolises to remote corners of the globe, automobiles have become an emblem of mobility, personal freedom, and economic prosperity.

At the forefront of Nigeria's automotive transformation stands GAC Motors, a trailblazing force reshaping the country's automobile industry. As a subsidiary of the renowned Guangzhou Automobile Group Co., Ltd. (GAC Group), GAC Motors has emerged as a symbol of excellence, performance, and innovation in Nigeria. Their unwavering commitment to transforming the driving experience has propelled them to the forefront of the industry.

GAC Motors has introduced groundbreaking initiatives that are redefining the automotive landscape in Nigeria. One of such initiatives is its partnership with the Lagos State Government where it launched the revolutionary LAGRIDE, an e-hailing taxi service, commencing with 1,000 brand new GAC Motor vehicles. The initiative brought a new, safer and more comfortable mobility option to Lagosians. The company added prestige with the use of the GS3 SUV and the GA4 sedan's proven quality, spacious cabin, and intelligent technology which have greatly improved the quality and safety on Lagos roads.

Two years after its initial conception, 1000 GAC vehicles set sail from Qingdao, China, in October 2021 and arrived in Lagos four months later. The blue-and-white fleet cruised over

Nigeria's Third Mainland Bridge in one of the largest road-shows in the country.

The Car Swap Programme: A Paradigm Shift in the Nigerian Automotive Landscape

Another initiative is their highly-anticipated Car Swap Programme, a game-changing history-making offering that allows GAC Motor owners to effortlessly exchange their old vehicles for new ones. This pioneering programme not only ushers in a new era of luxury, performance, and innovation but also empowers Nigerian car users to embrace the future of mobility with confidence and style.

The Car Swap Programme empowers Nigerian car users to embrace the future of mobility with confidence and style. It provides a seamless avenue for customers to effortlessly upgrade to the latest GAC Motor vehicles, ensuring they always have access to the pinnacle of luxury and innovation. Mr Jubril Arogundade, GM Commercial of CIG Motors expressed his

excitement, emphasizing the programme's benefits: "We believe in empowering our customers to embrace the future of mobility with confidence and style. The Car Swap Programme is a game-changer for Nigerian car users. It allows them to effortlessly upgrade to the latest GAC Motor vehicles, ensuring they always have access to the pinnacle of luxury and innovation. We are proud to offer this exceptional opportunity to our valued customers."

Bisola Aiyeola, a proud All-New GS4 owner and Nollywood actress, shared her enthusiasm for the programme, speaking from personal experience: "I am excited to participate in the GAC team's swap programme, where I will be upgrading my old GS4 to the All-New GS4. For individuals seeking a vehicle that offers excellent financial management, long-lasting durability, and fuel efficiency, I highly recommend the GAC GS4. Speaking from personal experience, it is the epitome of automotive excellence."

In addition to their Car Swap Programme, GAC Motors has



Gac Motor Nigeria Strategic Partners With Jiji And Cars45 To Make Cars More Accessible To Nigerians

formed strategic partnerships with industry leaders such as Jiji and Cars45. These collaborations leverage the extensive platforms of Jiji and Cars45 to offer Nigerian car users access to brand-new and used GAC Motor vehicles. By providing financing options and expanding the availability of their vehicles, GAC Motors is making luxury and quality accessible to a wider audience.

Strategic Partnership with Jiji and Cars45: Expanding Access to GAC Motor Vehicles

Recognizing the need to broaden access to GAC Motor vehicles, GAC Motor Nigeria forged a ground-breaking partnership with Jiji and Cars45, two prominent platforms in Nigeria's automotive market. This strategic alliance aims to reshape the automotive industry landscape by offering Nigerian car users a wide range of brand-new and used GAC Motor vehicles through Jiji and Cars45's extensive platforms.

The collaboration with Jiji establishes an online platform for the sale of brand-new GAC Motor vehicles, providing customers with a convenient and reliable avenue to explore and purchase the latest models.

On the other hand, the partnership with Cars45 presents a unique opportunity for car users to access the renowned quality of GAC Motor vehicles at a compelling value. Cars45 offers a platform for the sale of used GAC Motor vehicles, ensuring that the benefits of GAC's luxury and innovation are accessible to a broader audience.

Furthermore, Cars45 introduces car loans, providing customers with flexible and convenient payment plans to fulfil their dream of owning a GAC Motor vehicle. This financing option enhances the overall ownership experience, making luxury and quality more attainable for Nigerian car users. Maxim Makarchuk, COO of Cars45 and Head of IR at Jiji, expressed his enthusiasm for the collaboration, highlighting its significance:

"Today marks a significant occasion as we seal the partnership between Cars45 and GAC Motors. This collaboration represents a pivotal milestone for both companies, uniting our expertise in the used car market with GAC Motors' exceptional range of vehicles."

Corporate Social Responsibility

GAC Motor Nigeria's commitment to social responsibility has been recognized and celebrated by various organizations. The Diana Chen Foundation, led by the chairman of CIG Motors, donated a mini-11-seater bus to the Federal Road Safety Corps (FRSC) Lagos. This donation, the first of its kind from a private business to the FRSC in Lagos, exemplifies GAC Motor's dedication to fostering partnerships and contributing to society.

In a related development, GAC Motor Nigeria has demonstrated its commitment to supporting the development of young talents in Nigeria through its sponsorship of the Headies "Mic Check" Talent Hunt Show. This event, dedicated to discovering and promoting young music talents, provides aspiring musicians with a platform to showcase their skills and reach their full potential. As a testament to their dedication, GAC Motor Nigeria awarded the winner of the first edition of the Headies "Mic Check" talent hunt show with a GS3 Compact SUV.

Awards & Recognitions

GAC Motor's commitment to revolutionizing the automobile industry in Nigeria has been recognized through several prestigious awards, highlighting the brand's contribution and dedication to excellence and innovation. One notable accolade is the "Car-of-the-Year" award won by the GAC Motor All-New GS4 Hi-tech and Smart SUV at the Nigeria Auto Journalists Association (NAJA) annual awards ceremony.

In addition to the "Car-of-the-Year" award, GAC Motor Nigeria and its leaders have received further recognition. Mr.



Lagos State Land Breaking Partnership to Birth LAGRIDE that has revolutionized transportation in Lagos.



Lagos State Land Breaking Partnership to Birth LAGRIDE that has revolutionized transportation in Lagos.

Jubril Arogundade, the General Manager of Commercial and Group Head, Communication at CIG Motors Nigeria, was awarded the Corporate Communications Professional of the Year 2022 (Automobile) at the Brandcom awards. His top-notch marketing strategies contributed to the elevation of the GAC Motor brand and solidified its position in the minds of car users in the country. This recognition highlights the company's commitment to effective communication and brand development. These awards collectively demonstrate GAC

Motor's impact on the Nigerian automobile industry. The brand's dedication to providing innovative and reliable vehicles, coupled with its focus on excellence, sustainability, and customer satisfaction, positions GAC Motor Nigeria as a leading force in reshaping the automotive landscape.

With its continued commitment to pushing boundaries and delivering exceptional vehicles, GAC Motor Nigeria remains at the forefront of revolutionizing the automobile industry in Nigeria.



CIG Motors Partners Shell Staff Corporate (COOPLAG)



Driving Growth, Promoting Innovation With Creative Concepts

By Jeremiah Agada

Innovation is a key driver of progress in every industry, and the food and agro-allied sector is no exception. From developing new products to implementing more sustainable practices, brands at the vanguard of innovation are constantly pushing the boundaries of what is possible.

Flour Mills of Nigeria (FMN) is one such brand, and their annual Prize for Innovation competition is just one of the ways it is promoting innovation and driving economic growth in the Nigerian food industry. Through this competition, FMN is recognizing and rewarding local businesses with cash prizes, mentorship, and other resources, helping to create new opportunities for entrepreneurs and to support the development of local content in the sector.

FMN is leading the way in promoting innovation and entrepreneurship in Nigeria's food industry. As part of this commitment, FMN recently held the second season of its annual Prize for Innovation competition, which focused on Innovative Techniques for Local Content Development in the Food and Agro-allied sector.

The FMN Prize for Innovation season two was aimed at promoting local content development and innovation in Nigeria's food industry. The competition was created to create new opportunities for entrepreneurs and drive economic growth in the country. The competition brought together six finalists with businesses that have made significant contributions to the food and agro-allied sector in Nigeria through their innovative ideas and practices.

After a highly competitive pitch session before the judges, the winner and first two runners-up were selected. The winner of the grand prize of N5 Million was Eugene Olumese Osomobegbe of Osomobegbe Global Ventures, whose innovation involves the design and fabrication of highly efficient solar dryers in Nigeria. The first runner-up and winner of N3 Million was Musa Pashi Ali of Palmark Syndicate, with an innovative idea of the production of tomato powder from tomato fruit, and the second runner-up and winner of N2 Million was Damilare Jacob Ogundipe of Indigo Farms and BioResources, an entrepreneur involved in the production of Cassava Residue Pellets for Animal Feeds.

The pitch event was aired on February 18, 2023, and the winners were presented with their prizes. Speaking after the pitch event, Sadiq Usman, Director – Group Strategy and Stakeholder Relations at FMN, expressed his enthusiasm for the FMN Prize for Innovation, stating that the competition provides entrepreneurs and business owners with valuable networking experience. He also noted that the FMN Prize for Innovation enables entrepreneurs to create value for one another while building a profitable business.

Through various planned developmental activities and support structures, the three winners of the FMN Prize for Innovation will also be granted access to mentorship, training, partnerships, and other resources to help them further develop and commercialize their solutions. The Annual Prize for Innovation is part of FMN's commitment to supporting the development of local content in the Nigerian food and agro-allied sector, promoting innovation, sustainable development, and entrepreneurship in the country.

FMN's commitment to innovation in the food industry is not limited to its Prize for Innovation competition. The company has been at the forefront of innovation in the Nigerian food sector for years. In 2002, it introduced Vitamin A-fortified wheat, launched Nigeria's first pasta plant in 2005, and kicked off investments in renewable energy in 2019. FMN has continued to expand its operation through strategic partnerships, demonstrating its commitment to innovation and sustainable development in the Nigerian food industry.

In recognition of its drive in promoting innovation among



Omoboyede Olusanya,
Group Managing Director / CEO, Flour Mills of Nigeria Plc

others, the company has received recognition and awards locally and internationally. Most recently, it secured a nomination at the 19th edition of the SABRE Awards EMEA 2023.

The SABRE Awards organized by Provoke Media is widely regarded as the world's premier PR awards program, recognising outstanding campaigns, PR firms, and individuals that demonstrate excellence in creativity, strategic thinking, and business results in Europe, the Middle East, and Africa.

Receiving over 2,000 entries, Flour Mills Of Nigeria Plc got a nomination for superior achievement in reputation management for its exceptional B2B Employee Comms & Superior Reputation Management campaign by Plaqad.

Speaking on the nomination, Corporate Communications Manager Modupe Thani said, "We are honoured to receive this nomination in the Diamond SABRE category. This is a testament to the hard work and dedication of our entire team in crafting a successful PR campaign that effectively communicates our company's values and mission to our audience."

He added, "With engagement, credibility, and relationship building as core values guiding the awarding body, the nomination is a sheer testament to the innovative approach, creativity, and dedication of FMN in the FMCG sector".

Flour Mills of Nigeria is recognized as one of Nigeria's leading Food and Agro-allied groups. FMN is devoted to feeding the nation while actively investing in attaining Nigeria's food self-sufficiency goals. Since 1960, through its iconic Golden Penny brand of flour, pasta, semolina, sugar, starch, oil, spreads, and breakfast cereal, it has continued to build a diversified portfolio of accessible and wholesome food products, a robust Pan Nigerian distribution network, and investments that enhance the lives of Nigerians today and in the future.

Following the impact of its expansion which is reflected massively on the company's performance in the market as reports show, FMN made over N1 trillion for the first time in the 9 months period ended 31st December 2022.

The statement accompanying the financial statements revealed that the company's Food business recorded 36% top-line growth largely due to its continued focus on retail expansion and proactive pricing to cushion steep input costs.

It also stated that revenue in its Agro-Allied business grew

by 39% driven by robust performance across its categories. The Fertilizer business also recorded a 64% growth in revenues and 82% profit growth driven by the commissioning of new fertilizer blending plant in May 2022.

The statement went on to say that the oils and fat business grew by 54% driven by increased volumes due to intensified milling activities while its animal feeds business reported 20% topline growth owing to increased product availability.

Golden Sugar was reported to have recorded an impressive 34% revenue growth. This was achieved due to increased volumes, various customer engagement, and the popularity of its locally produced brown sugar.

With the rising cost of doing business, the company saw its profit for the period drop to N10.01bn, 41.23% lower than the N17.04bn it posted in the preceding year, despite the impressive revenue growth.

The Food business segment contributed N724.21bn (9M 2021: N534.47bn) of its revenue, while the Agro Allied business brought in N218.23bn (9M 2021: N157.14bn). Sugar Value chain and Support services brought in N144.85bn (9M 2021: N107.96bn) and N26.65bn (9M 2021: N25.38bn) respectively. The cost of sales went up by 35.71% from N744.76bn to N1.01tn, as material costs (N907.68bn, from N673.25bn) and Power cost (N33.56bn from N17.11bn) amongst others went up significantly. Maintaining its Gross Profit Margin at 9.27% (9M 2021: 9.72%), the company posted a Gross Profit of N103.22bn, 28.69% higher than the N80.21bn posted in the preceding year.

Flour Mills Of Nigeria Plc has been at the forefront of innovation in the Nigerian food sector. Its earlier mentioned Prize for Innovation is a testament to the company's commitment to promoting local content development and innovation in Nigeria's food industry. In 2002, it introduced Vitamin A-fortified wheat, launched Nigeria's First pasta plant in 2005, and kicked off investments in renewable energy in 2019. Flour Mills Of Nigeria Plc has continued to expand its operation through strategic partnerships.

As the company continues to lead the way in promoting innovation in the food industry, it is sure to have a positive impact on the Nigerian economy and the lives of Nigerians across the country.

“FMN is leading the way in promoting innovation and entrepreneurship in Nigeria's food industry. As part of this commitment, FMN recently held the second season of its annual Prize for Innovation competition, which focused on Innovative Techniques for Local Content Development in the Food and Agro-allied sector.”





Nigeria's First True-Corner 3D Digital Billboard Rising To The Challenge Of Disruption



Samuel Ajiboye, Managing Director, Alpha and Jam

By Usukuma Ntia

Innovation is the lifeblood of progress, and it is particularly vital in the ever-evolving world of advertising. The digital Out of home (DOOH) space is no exception, as it continually seeks to create new, engaging ways for brands to connect with their target audience.

Nigeria is not left behind in this revolution, as industry players are pushing the boundaries of what is possible in the DOOH space.

One famous quote that captures the essence of innovation comes from Steve Jobs, who said, "Innovation distinguishes between a leader and a follower." Indeed, the ability to innovate is what sets apart the leading brands in any industry from their competitors.

Innovation is not without its challenges, but as the proverb goes, "Necessity is the mother of invention." The Nigerian DOOH space is rife with challenges, from infrastructure limitations to the limited attention span of consumers. These challenges are pushing industry players to think outside the box and come up with new, innovative solutions that will set them apart.

As demands for new innovation in the DOOH (Digital Out of Home) space increases, Alpha and Jam has risen yet again above these challenges by delivering a 3D digital billboard innovation that will open the frontiers for long-awaited interaction in the DOOH space in Nigeria.

This innovation will allow for long-awaited interaction in the DOOH space in Nigeria, and it is set to revolutionize advertising in the country. As the industry continues to evolve, the ability to innovate and stay ahead of the curve will be crucial for any brand seeking to make an impact.

This innovation-The Maslow, the largest airport digital billboard in Africa and Nigeria's first true-corner 3D digital billboard, was launched recently and this was in partnership with Nigeria's Murtala Muhamadu Airport terminal

2(MM2).

It will be recalled that the same agency was behind the innovation of the Candle, a bespoke, innovative smart platform that powers DOOH screens and has the ability to interpret data, converts it to meaningful results like OTS, GRP, Number of Impressions, Unique Reach, Repeat Visit, Campaign Conversion among others.

It will also be recalled that the agency constructed the iconic Madison, Nigeria's first fully digital self-intelligence LED screen, which it strategically sited at the Ikoyi Link Bridge connecting High Net worth Individuals, in Ikoyi to the upper middle class in Lekki. Standing proudly in all its 4000 megapixels of glory, the Madison is easily the most iconic premium LED screen in Africa. It takes Digital Out-Of-Home to another level.

The billboard is set to revolutionize advertising in Nigeria, providing a platform for creative and innovative 3D campaigns from brands. Already, partner launch brands Like Jameson, Tiger Beer, Spotify, Coca-Cola and Showmax are prepped to start showcasing their 3D innovative designs to Nigerians from all walks of life.

The Maslow offers a 24-second long slot display, which is longer than the regular 10 or 12-second display common in the industry, allowing brands more time to captivate their target on the screen, especially with 3D content.

This is industry first is made possible by a special build of the content management system that powers the screen.



Already completed, the Maslow no has the title of the largest airport digital screen in Africa and the first true-corner-led digital screen in Nigeria and West Africa. Nigeria will join leading media countries with operational True-corner 3D digital billboards, putting the country at the forefront of innovative advertising technology.

The Maslow was created by Alpha and Jam, Africa's leading media technology ooh group with an operational presence across 6 African countries in Africa.

Innovation has always been the driving force behind any industry's growth and success, and the digital out-of-home space is no exception. Alpha and Jam's introduction of Nigeria's first true-corner 3D digital billboard, The Maslow, has opened up new frontiers for interaction in the DOOH space in Nigeria.

Alpha and Jam's focus on innovation and cutting-edge technology has made them a leading player in the DOOH space

across Africa. With a presence in six African countries, they have consistently delivered industry-first solutions, setting new standards for excellence.

Innovation is not just about creating something new; it's about creating something better, something that will make a difference. As the American inventor and businessman Steve Jobs once said, "Innovation distinguishes between a leader and a follower."

Alpha and Jam has proven to be a leader in the DOOH space, constantly pushing the boundaries and redefining what is possible. Their commitment to innovation has not only raised the bar for the industry but has also created a platform for brands to engage with their target audience in new and exciting ways.

Alpha & Jam is also a full-service creative digital business solutions agency, a leading provider of 360-degree advertising solutions in the nation's integrated marketing communication industry. It also has competencies in digital content management, gamification, online media buying/planning and creative deployment, web and mobile app development as well as interaction and AR.

The agency is proud to be a digital marketing solutions partner that is delivering results in a 3D communication manner for brands and customers' ecosystems. The agency's consistency and up-to-date technology explain why clients in all sectors of the economy remain close allies. Alpha and Jam's clientele consists of local and international brands such as Unity Bank, HP, Reckitt Benckiser, Intel, and Windows, among many others.

Interestingly, in its few years of operation in the Nigerian market, Alpha and Jam have performed beyond industry expectations because many brands it has worked for subsequently reported unprecedented growth in their businesses.

As the world continues to evolve, so will the DOOH space, and Alpha and Jam will undoubtedly continue to be at the forefront of this evolution. In the words of American writer and futurist Alvin Toffler, "The future belongs to those who see possibilities before they become obvious." And Alpha and Jam has proven time and time again that they are a company that sees and creates possibilities, always pushing the limits of what is possible.

"As demands for new innovation in the DOOH (Digital Out of Home) space increases, Alpha and Jam has risen yet again above these challenges by delivering a 3D digital billboard innovation that will open the frontiers for long-awaited interaction in the DOOH space in Nigeria."





Father's Day: Nutri Milk Fetes Fathers, Launches New Superkids Vanilla Flavour

By Usukuma Ntia

CWAY Group, a leading food and beverage company, hosted a remarkable Father's Day celebration in honour of fathers and father figures at the prestigious Sheraton Hotel in Ikeja, Lagos, over the weekend.

The event, planned by CWAY's flagship brand Nutri Milk, was organized to recognize and appreciate the significant roles fathers play in families and the society. It featured engaging activities such as a paint and sip session, entertaining games, and soul-lifting presentations by winners who emerged from the Nutri Milk Spoken Words Challenge held on social media.

In his welcome address, Tope Sule, the Brand and Marketing Manager for Nutri Milk and Superkids at CWAY Food and Beverages, shared the inspiration behind the event. He emphasized Nutri Milk's commitment to creating amazing experiences and fostering a sense of love and togetherness within families.

"Today is a special day for us as we celebrate fathers. Nutri Milk's brand essence is centered on creating amazing experiences and sharing love, as we consider ourselves a family brand. While many brands focus primarily on Mother's Day, we recognize the significant role fathers and father figures play in our lives.

"This event serves as a pilot test, and based on the impact and learnings, we plan to make it even bigger in the coming years. We do not overlook the importance of Mother's Day; we celebrate it, but we also prioritize Father's Day."

Jean Park Bestman, National Modern Trade Manager for CWAY Food and Beverages, spoke about the significance of the event for the company. She highlighted the sacrifices fathers make and their crucial role in providing direction and support to their families:

"At CWAY Foods, we understand the sacrifices fathers make and the crucial role they play as the heads of their families. Their commitment, love, and guidance shape homes and communities. As a company, we appreciate and acknowledge their efforts. This event is an opportunity for us to express our gratitude to all fathers and our partners who are also fathers. We celebrate Father's Day every year within our organization, and this year, we decided to extend the celebration further by gathering here to appreciate them as an organization."

Speaking in a similar vein, Samuel Akinrimisi, Deputy Marketing Director of CWAY Food and Beverages highlighted the company's commitment to supporting the well-being of Nigerians through its products. He said, "Milk is an integral part of our growth as individuals, and CWAY, through its Nutri Milk brand, seeks to acknowledge and celebrate fathers who provide care, resilience, and support. We express our gratitude for their sacrifices and the positive impact they make in their families.

In conjunction with the celebration of fathers, CWAY Foods and Beverages introduced the new Nutri Milk Superkids Vanilla flavour. Yinka Taiwo, Deputy General Manager for CWAY Food and Beverages, explained, "At CWAY, we always strive to offer the best products to our consumers. The introduction of Superkids Vanilla flavour is a result of careful



L-R: Tope Sule, Brand Manager, Nutri Milk & Superkids; Yinka Taiwo, Deputy General Manager, CWAY Group; Jean Park Bestman, National Modern Trade Manager for CWAY Food and Beverages and Samuel Akinrimisi, Deputy Marketing Director, CWAY Food and Beverages, at the celebration of fathers day and the launch of the new vanilla flavour Superkids variant at the Sheraton Hotels & Towers in Ikeja, Lagos, over the weekend.

research and our commitment to delivering value. We want to provide children with a creamy and tasty product that adds value to their lives. Superkids has been a beloved brand, and this new variant further enriches our product line, ensuring we meet the diverse preferences of our consumers."

Akinrimisi, further highlighted the significance of the Superkids Vanilla flavour, stating, "Vanilla flavor is a popular choice among children. By adding this flavor to our Superkids range, we ensure that children can enjoy a creamy Nutri Milk product with a familiar taste, while also contributing to their sustainable development through the inclusion of essential nutrients like DHA. This variant, along with the existing flavors, offers sustainable development for children aged one to six.

Feedback from various participants and stakeholders was overwhelmingly positive. Omoro Obamde, Head of Procurement at Jendor Superstores expressed appreciation for CWAY Group's recognition of fathers, stating that it was a significant and well-deserved acknowledgment. "This is the first time we have seen such a dedicated celebration for fathers, and it is a great thing. It shows that the brand recognizes and appreciates men. As an industry insider, I commend them for this step," he enthused.

Regarding the new Superkids Vanilla flavor, Obamde praised the product's quality and predicted its success in the market. He remarked, "I have tasted the new vanilla flavor, and I can assure you that it will be highly sought after. The packaging, taste, and creaminess make it a favorite among children. It will undoubtedly be a best-seller."

Kelvin Achikwe, CEO of Watchman Enterprise and one of CWAY's distributors, expressed his enthusiasm for the Superkids Vanilla flavor. He said, "This new flavor is a game-changer for the Superkids brand. I am confident that it will dominate the market and attract a significant customer base. The demand is already increasing, and I anticipate a surge in sales."

"At CWAY Foods, we understand the sacrifices fathers make and the crucial role they play as the heads of their families. Their commitment, love, and guidance shape homes and communities. As a company, we appreciate and acknowledge their efforts. This event is an opportunity for us to express our gratitude to all fathers and our partners who are also fathers."



TBWA\Concept Appoints George Onukwu Executive Director To Drive Innovation, Growth



TBWA\Concept Unit, a leading advertising agency in Nigeria, has announced the appointment of George Onukwu as its new Executive Director. With a background as the company's former Business Director, George's promotion aligns with TBWA\Concept's vision of becoming a disruptive collective that accelerates growth by challenging the status quo and driving innovation.

Since joining the agency, George has consistently exemplified this vision, propelling TBWA\Concept, Nigeria, to new heights through his unwavering dedication, innovative thinking, and strong leadership skills. His commitment to leading positive change and empowering Nigerian talents has significantly contributed to the company's growth and success.

Mr. Kelechi Nwosu, CEO of TBWA\Concept Unit, emphasized George's consistent dedication and ability to challenge conventional thinking, stating that his promotion is a testament to these qualities. Nwosu believes that George's leadership will play a crucial role in realizing the agency's vision and accelerating the development of the Nigerian advertising sector.



Jumia Nigeria Elevates Lere Awokoya As Chief Marketing Officer

Marketing communications Expert, Lere Awokoya has been elevated to the position of Chief Marketing Officer for e-commerce brand, Jumia Nigeria.

Prior his elevation, Awokoya was the Head of Marketing for the brand, having joined the services of the company in 2021. Before joining Jumia, Awokoya also served as the Head of Marketing for the renowned betting giants, Betway, where he dedicated nearly four years of his career. With a strong background in brand marketing, Awokoya's expertise is expected to drive Jumia's marketing efforts to new heights.

Before his tenure at Betway, Awokoya honed his skills at Moët Hennessy for over five years. During this time, he showcased his exceptional talents and steadily climbed the corporate ladder, eventually assuming the role of Spirits Senior Brand Manager. Awokoya's experience in the luxury spirits industry has provided him with valuable insights into the dynamics of regional and domestic markets, further augmenting his marketing prowess.

Beyond his marketing expertise, Awokoya has cultivated excellent people management and communication skills throughout his professional journey.



Friesland Campina Appoints Abisoye Oruye As Media Manager, Sub-Saharan Africa

A marketing and communication specialist, Abisoye Oruye has been appointed as the Media Manager, Sub-Saharan Africa at Friesland Campina.

In her new role, she is expected to bring her expertise in media strategy, innovative planning, and buying experience to bear in helping the brand enhance its premium position and profitability in the highly competitive dairy landscape in Nigeria and across sub-Saharan Africa.

She has been one of the industry's most valuable media specialists with extensive experience working across leading agencies and premium brands in Nigeria.

Abisoye has over 10 years of experience spent in some of West & Central Africa's foremost media agencies, working across industries such as FMCGs, Banking, Telecoms, etc. Her capacities include insight-based media effectiveness to develop integrated marketing Communications with strategic media buying and implementation that deliver on campaign goals and objectives.

All Seasons Zenith Nigeria Elevates Afanide Uwem To MD/CEO



All Seasons Zenith Nigeria, one of the leading media advertising agencies in Nigeria has elevated seasoned marketing and advertising expert, Afanide Uwem to the position of Managing Director/Chief Executive Officer.

Prior to his elevation, Uwem was the COO of All Seasons Zenith, having joined the services of the company in 2015.

Afanide Uwem is an experienced process and people manager with a demonstrated history of working in the marketing and advertising industry. Skilled in advertising & media management, process/people management, client relationship management, and general integrated marketing communications process. He is also a strong operation professional. Before joining the company, he served as the Assistant General Manager and General Manager Operations at All Seasons MediaCom for over 8 years. Uwem was also the Country Manager at MediaReach OMD Ghana.

Uwem started his career at MediaReach OMD Nigeria where he served as the Research and Strategy Executive. In 2004 he was elevated to the position of Media Planning Manager spending 4 years in the company. In 2006, he assumed the role of Group Head, Media Strategy at Centrespread FCB.

Chioma Afe Joins Seplat Energy As Director Of External Relations, Sustainability



Veteran versatile Marketing Communications Amazon, Chioma Afe has joined one of Africa's leading energy giants – Seplat Energy as its Director of External Relations and Sustainability.

At Seplat Energy, Afe will be responsible for managing Corporate Communications, Media Relations, Branding, Business and Joint Venture Partner Relations, Community Relations, Government Relations, Public Relations, Corporate Social Responsibility, ESG and Sustainability.

Prior to joining Seplat, Afe was the Head of Marketing Communications at Access Bank, a job she took after heading Corporate Communications at Diamond Bank Plc.

Chioma Afe has worked in Public Relations, Marketing and Brand Development across various sectors for 25 years, beginning with a National Youth Service job in Tequila Nigeria, a pioneering Below the Line (BTL) advertising agency in the country.

Afe has worked with brands such as British American Tobacco (BATN), and KPMG as Senior Brand Manager with CocaCola Nigeria Limited from 2006 to 2011. She was the Senior Manager, Brand Assets and Activations at Airtel Nigeria from 2011 to 2012, and then as Marketing Manager, Cadbury Nigeria Plc from 2012 to 2013.



Nigerian Breweries Appoints Sandra Amachree As Head Of Marketing Communications

One of Nigeria's largest brewing companies, Nigerian Breweries Plc, has appointed an experienced brand handler and commercial excellence leader, Sandra Amachree as the Head of Marketing Communications.

In her new role, she will be responsible for all the innovative brand communication initiatives across the full portfolio of 21+ NB brands. She will also provide oversight of Media Excellence management for two West African Countries within the HEINEKEN International Group.

Before her appointment, Amachree was the Senior Manager – Media, Brand PR & Sponsorships of Nigerian Breweries where she leads the entire OpCo Brands Portfolio to create meaningful narratives for each Brand, besides managing sponsorship acquisitions for the Brands as well.

She was also the HR Business Partner – Support Functions of the same company where she was charged with the responsibility of executing and rolling out the NB Plc career path framework for the Logistics division.

Amachree also implemented measures to strengthen employee engagement, company culture, and core values.

NCC Set to Issue New Licences To 25 Mobile Virtual Network Operators



The Nigerian Communications Commission (NCC) has announced that it has begun the issuance of licences to mobile virtual network operators (MVNOs) in the country. MVNOs are firms that do not own mobile spectrum licenses but sell mobile services under their brand name using the network of a licensed mobile operator.

Mohammed Babajika, director, licensing and authorisation, NCC disclosed this while speaking during a recent two-day stakeholders consultative forum tagged 'Talk-To-The Regulator', held in Yenagoa, Bayelsa state.

He said the commission has finalised the framework for MVNOs and was currently in the process of licensing them.

Babajika said the licensing of MVNOs will improve the telecommunication output of the country, enable the expansion and availability of quality mobile coverage and close the gap between the unserved and underserved population in Nigeria.

"While the commission is fully committed to discharging its mandate, it can only achieve this with the cooperation and support of licencees," Babajika said.

"The Commission knows the importance of various service providers and seeks to constantly engage with these service providers to protect the health and growth of the telecoms industry."

Speaking on the licence, Umar Danbatta,

executive vice chairman of NCC who was represented by Usman Mamman, head, pre-licensing, NCC, said the commission was reviewing the scope and structure of its existing licences to make them more robust and to accommodate some of the identified new industry trends.

He said that NCC had taken measures to improve regulations to accommodate the rapid and continuous development to keep up to date with developments in the industry.

"To keep up to date with developments in the industry, the Commission has equally taken measures to improve regulations to accommodate the rapid and continuous development," Danbatta said.

Chinese Brands Dominate List Of Approved Mobile Phones For Nigerian Market

Chinese brands have continued to flood and dominate the Nigerian market with over 300 models in the last 15 years as the number of phones approved for sale in the country by the Nigerian Communications Commission (NCC) increased to 1,985 as of April 2023.

According to the latest report by NCC, 24 new phone models were approved between January and now. As of January, the figure was 1,961 before hitting 1,985 in April.

Some of these phone brands include Tecno Mobile, Nokia, Wiko, Samsung, Panasonic, Huawei, Asus, Apple, HP, Google, Gionee, Alcatel, Oppo among others. However, there are other brands from countries including Finland, France, America, India, Japan,

Philippines, Taiwan, South Korea, South Africa and UAE. With huge capital flights almost daily, none of these foreign brands have been committed to having a manufacturing plant in Nigeria. Painfully, the indigenous operator, AfriOne struggles to stay afloat in the country.

As of February 2020, type-approved phones were 1,492, it rose to 1,843 in April 2022 and 1,891 as of November 2022.

Despite the regulatory efforts of the NCC to establish and enforce standards for all telecommunications equipment in operation in Nigeria to ensure that they operate seamlessly and safely within the Nigerian telecommunications environment thousands of unapproved phone brands are still being sold

across the country.

While the unapproved phones are in most cases sub-standard or fake, they sell faster than the approved ones as they are sold at cheaper prices.

However, the Executive Vice Chairman of NCC, Prof Umar Danbatta, has given a stern warning to Nigerians not to buy any phone that has not been certified for the

global dimension and requires a lot of education on the part of the consumers and collaboration with other government agencies to address it."



Meanwhile, Africa's smartphone market declined for the sixth consecutive quarter in Q4 2022, with shipments down 17.8 per cent year on year (YoY) to 17.6 million units.

Airtel Rolls Out 5g Network, Targets Coverage Of Nigeria In One Year



Telecommunications firm, Airtel, has rolled out its fifth generation (5G) network targeting coverage of the entire country by the end of the current

financial year.

Airtel said for anyone to enjoy the innovative service, the subscriber must have a 5G compatible device and be within coverage area.

Speaking at the unveiling in Lagos, the service provider explained that it unveiled a non-standalone version, which it described as being far better in service delivery.

The operator promised its subscribers speed of up to 100 times faster than 4G, ultra-low latency and increased network capacity. The launch comes six months after Airtel purchased 100MHz of spectrum in the 3500MHz band and 2x5MHz of 2600MHz spectrum from the Nigerian Communications Commission (NCC) for \$316.7 million.

Airtel, which has 60 million subscribers in Nigeria and 27 per cent market penetration, as of April, said it would use the purchase to improve the quality of its 4G network, and

launch 5G. Furthermore, in May, the operator renewed its 3G licence, which will now expire in 2032.

Airtel Nigeria Chief Executive Officer, Carl Cruz, said the 5G revolution is a quantum leap from 4G, stressing that though the latter (4G) is remarkable, 5G opens a new vista.

According to him, life is definitely going to get more interesting and easier. "We can only be limited by the limit of our imagination," he said.

Telecoms Investment In Nigeria Now \$75.6bn, Danbatta Declares

Telecommunications and Information Services has continued its show of positive outlook as it recorded N2.508 trillion in terms of financial value contribution to the nation's gross domestic product (GDP), representing 14.13 per cent in the first quarter of 2023.

The record is credited to the innovative and predictable telecom regulatory environment promoted, and implemented by the Nigerian Communications Commission (NCC).

Figures released by the National Bureau of Statistics (NBS) showed that the sector recorded a 4.3 per cent increase from its performance in the last quarter of 2022 when it recorded 13.55 per cent.

When compared on a year-on-year basis, the growth showed a positive progression from

12.94 per cent in the first quarter of 2022, to the 2023 figure of 14.13, which is an approximate growth of 9.19 per cent.

The percentage of telecom contribution to GDP was calculated from 46 distinct sectors of the economy, which constitute telecom and information services baskets.

One of the key highlights of the telecom industry performance within the period was the generation of \$820.8 million for the federal government from 5G spectrum licences fees paid by three eventual winning operators, MTN, MAFAB, and Airtel.

Another major development in the sector was the launch of Starlinks broadband services, a satellite-based wireless broadband service with potential nationwide coverage.

Also, the number of phone subscribers as at



April 2023, stood at 223.6 million subscribers, scoring a teledensity of 117 per cent.

Internet subscribers for the same period were 157 million while Broadband

subscriptions stood at 92 million, translating to 48 per cent broadband penetration in the country.



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Pfizer Installs Telemedicine System To Curb Breast Cancer In Nigeria

Pfizer, a multinational pharmaceutical and biotechnology corporation has installed a Telemedicine Centre at the National Hospital in Abuja to bridge the care gap while improving access to health care for breast cancer patients in Abuja.

Speaking during the launch, Dr. Kodjo Soroh, Medical Director East and West Africa Pfizer said, “Oncology is a key therapeutic area for Pfizer, and we are relentless in delivering medical breakthroughs that have the potential to change patients’ lives significantly. With the paucity of medical professionals because of brain drain, leaving only a few oncologists available to manage patients with breast cancer in Nigeria, the need for telemedicine to provide and support cancer care when distance separates cannot be overemphasized.”

“The gross lack of awareness and access to treatment centers from majority of the patients, who are rural dwellers, makes telemedicine innovation a bridge that can close the care gap in education, diagnosis, and management of breast cancer in West African countries including Nigeria.”

He added, “For Pfizer, installing the telemedicine centre is an opportunity to reaffirm our commitment to changing the lives of people with breast cancer for the better – from treatment to helping to remove barriers to equitable care and beyond. Pfizer has supported patients and the breast cancer community for more than 20 years and our goals are clear: powering more

treatment options, and more breakthroughs, for everyone.”

Commenting on the project, the Chief Medical Director, National Hospital Abuja, Dr. Mohammad Raji Mahmoud said “Oncology centres are few in the country with less than 15 oncology centres serving cancer patients in the whole country. Of these centres, only five have radiotherapy machines that are owned by the government. Out of these five, only the machines at National Hospital Abuja are currently functional. Radiation therapy is an essential component of breast cancer treatment. In a populous country such as Nigeria, access to care for cancer patients is severely limited.”

According to him, “The installation of this telemedicine centre by Pfizer will bridge the care gap in the management of breast cancer patients in Nigeria as we advance the steps to take in fighting breast cancer. This telemedicine centre by Pfizer will greatly address the gaps being experienced by underserved and hard-to-reach patients as it removes barriers that stand in the way



L-R: Dr. Kodjo Soroh; Medical Director SubSahara Africa Pfizer, Prof. Mahmoud Raji; Chief Medical Director at National Hospital, Dr. Shagaya HOD Oncology at National Hospital, Dr. Solomon Obekpa Medical Manager Pfizer, Dr. Samuel Otene; National NMA Cancer Committee.

of their care. The platform will create awareness on breast cancer and eliminate the barriers to early diagnosis and treatment as it will serve as a medium for training and interaction between the rural health care workers in primary healthcare centers and oncologists. This will significantly improve breast cancer care by serving as a forum for MDT approach (virtual tumour board) by different specialist involved in breast cancer management.”

Reckitt Launches Durex Mutual Climax



In line with its commitment to intimate wellness, Reckitt, a British multinational consumer goods company has announced the grand launch of Durex Mutual Climax.

The product launched in Nigeria at an unforgettable event in Lagos exuded glamour, excitement, and a shared sense of celebration.

Speaking on the launch, Ogechi Sholadoye, Senior Brand Manager OTC/Durex – Sub Saharan Africa said “We are proud to introduce Durex Mutual Climax—a revolutionary product designed to bridge this ‘gender gap’ in the pursuit of mutual satisfaction and heightened pleasure. Durex Mutual Climax is uniquely ribbed and dotted to enhance the woman’s experience,

while also infused with performa lube to help the man last longer, ensuring both partners can achieve orgasm simultaneously.”

“Durex Mutual Climax has made a grand entrance into the Nigerian market. We firmly believe that it will set a new standard for mutual satisfaction, revolutionizing how couples experience pleasure and deepening their connections.” She added.

The General Manager of Reckitt, Akbar Ali Shah “Durex is a brand of condoms and personal lubricants and the no 1 top-selling condom brand globally. With over 90 years of experience, Durex is dedicated to unleashing the freedom to be one’s true sexual self. That is why Durex never stops innovating with new products that enhance the sexual experience & improve intimate wellness.”

“At our core, we believe everyone deserves safer and more pleasurable sex. That’s why we at Reckitt Sub-Saharan Africa, along with our distributor partners came together to celebrate the launch of Durex Mutual Climax in Nigeria. It’s an incredible innovation designed to speed her up & slow him down, reducing the intimacy gap.”

Pfizer Relaunches Eliquis To Address Prevention Of Stroke In Heart Condition



One of the world’s leading biopharmaceutical brands, Pfizer has relaunched Eliquis, an anticoagulant to address the gradual increase in the prevalence of stroke due to heart condition called atrial fibrillation in Nigeria which is a major concern being a common cause of death in adult population.

With hypertension as the number one heart disease affecting not less than 10 million adults in Nigeria and only about one-third are on effective treatment and the number of diagnoses continues to rise, there is need for effective treatment. New

treatment strategies are urgently needed to improve the treatment success rate of severe and critically ill patients.

Speaking at the relaunch, Olayinka Subair, Cluster Lead West Africa at Pfizer stated that, “For more than 150 years globally, Pfizer has been a leader in tackling some of the most persistent healthcare challenges through the breakthrough medicines and vaccines we discover, develop, and bring to market. Our medical breakthroughs change people’s lives as we

focus on the areas of greatest need, tackling the diseases that present the biggest challenge across countries and regions. “While advocacy on the management of heart conditions like atrial fibrillation and blood glucose level are gaining ground, there is still a lot to be done to create necessary awareness among patients and practitioners because knowledge and experience have shown that complications from heart conditions are preventable and reversible when identified early.”

Prof. Amam Chinyere Mbakwem, Professor of Medicine, Consultant physician and Cardiologist College of Medicine, University of Lagos while delivering the key note address titled ‘Unmet Needs in Stroke Prevention for High Risk Patients with NVAF – Nigeria Perspective’ stated “Eliquis is an

anticoagulant used in adults to prevent a blood clot from forming in the heart in patients with an irregular heartbeat (atrial fibrillation), venous thromboembolism (VTE) and at least one additional risk factor. Venous thromboembolism (VTE), a term referring to blood clots in the veins, is an underdiagnosed and serious, yet preventable medical condition that can cause disability and death. Blood clots may break off and travel to the brain and lead to a stroke or to other organs and prevent normal blood flow to that organ (also known as a systemic embolism). A stroke can be life-threatening and requires immediate medical attention. Anticoagulants or Blood thinner are medicines that prevent blood clots from forming. They do not break up clots that you already have. But they can stop those clots from getting bigger.

“It’s important to treat blood clots, because clots in your blood vessels and heart can cause heart attacks, strokes, and blockages. People with certain heart or blood vessel diseases, an abnormal heart rhythm called atrial fibrillation, heart valve replacement, a risk of blood clots after surgery, congenital heart defects are those who need anticoagulants.

How To Create Digital Transformation Strategy & Its Value For FMCGs

By Esther Obafemi

In the fast-paced digital landscape, companies must adapt to thrive. For Fast-Moving Consumer Goods (FMCG) brands, leveraging the power of digital transformation is paramount. In this insightful article, Esther Obafemi, a seasoned commercial and digital transformation senior executive, shares her expertise on crafting effective strategies that drive success in the digital age.

In this era of rapid technological advancement, embracing digital transformation has become crucial for sustainable growth & success. Let's dive in!

1. Understand Your Customers

Example: Imagine an FMCG company analyzing social media data to identify trending flavors & ingredients. With this knowledge, they can create innovative products that align with consumer demands, leading to higher sales & brand loyalty.

2. Streamline Supply Chain Operations

Customer preferences are now constantly evolving. By harnessing data analytics, social media insights, & market research, FMCG companies can gain a deep understanding of their target audience. This knowledge becomes the cornerstone for delivering personalized experiences, tailored products, & targeted marketing campaigns that resonate with customers.

DX offers unprecedented opportunities to optimize the FMCG supply chain. Leveraging technologies such as Internet of Things (IoT), blockchain, & artificial intelligence (AI), organizations can enhance inventory management, minimize waste, improve logistics, & streamline production processes.

Example: A leading FMCG company implements IoT sensors across its supply chain, allowing real-time monitoring of stock levels. With accurate data, they optimize inventory management, ensuring the right products are available at the right time in the right locations, thus reducing stockouts & increasing customer satisfaction.

3. Empower Data-Driven Decision-Making

Data is the fuel that drives digital transformation. FMCG companies can leverage advanced analytics tools and AI algorithms to extract valuable insights from vast amounts of data. These insights enable data-driven decision-making, empowering organizations to respond swiftly to market trends,



improve operational efficiency, and innovate product offerings.

Example: By analyzing sales data and customer feedback, an FMCG company discovers an emerging trend for healthier snack options. They quickly adapt their product portfolio, introducing nutritious and convenient snack alternatives. This agility and responsiveness to market demands solidify their position as an industry leader.

4. Embrace E-commerce and Omnichannel Approach



The rise of online shopping has revolutionized the way consumers interact with brands. By establishing a strong online presence and implementing an omnichannel strategy, FMCG companies can reach wider audiences, provide seamless customer experiences, and boost sales.

Example: An FMCG organization invests in an e-commerce platform and partners with popular online marketplaces. They create a frictionless shopping experience with easy navigation, secure transactions, and personalized recommendations. This digital presence helps them tap into new markets and increase revenue.

5. Cultivate a Culture of Innovation

DX is not just about technology; it's also a mindset shift. FMCG organizations need to foster a culture of innovation, encouraging employees to explore new ideas, experiment with emerging technologies, & embrace continuous learning. This collaborative environment empowers teams to drive transformative change & stay ahead in the competitive landscape.

Example: An FMCG company establishes an innovation lab where employees have the freedom to explore emerging technologies like augmented reality (AR) & virtual reality (VR). Through cross-functional collaboration, they develop AR-based packaging that engages consumers & enhances brand storytelling, setting themselves apart from competitors.

DX is no longer an option but a necessity for FMCG organizations aiming to thrive in today's dynamic business landscape. By understanding customers, optimizing supply chains, embracing e-commerce, leveraging data, & fostering innovation, companies can unlock tremendous value and build a sustainable future.

Esther Obafemi is the Sub-Saharan Africa Head- Digital Media & Insights (& Digital Transformation) for Friesland Campina.



Celebrate the Most Important Day of Your Life!



By Segun Mcmedal

I make it bold to say that the most important day in a person's life is his or her birthday! It is an important day when one's personal flight touches down, marking the beginning of your journey on earth. However, some people choose not to celebrate their special day. Worse still, some do not even commit their birth dates to memory.

I used to belong in the former category! I never celebrated a birthday, not because of lack; I just didn't care until I turned 40 years old. I can't even claim that I set out intentionally to mark it.

My wife organised a surprise parlour party in connivance with my friends.

My plan for my two-score birthday was very simple; to take a break from the hustle and grind, get some sleep, and reflect afterwards. I switched off my Nokia so no one could reach me. But my wife had a different plan, unbeknownst to me. She came to rouse me around 4 p.m. and pleaded that I should take my bath before coming to eat something in the dining room. You can't imagine my shock when my friends started singing, "Happy birthday to you!" upon sighting me. It was a successful coup, and it tickled me a great deal. I still remember it fondly. I will be eternally grateful for her kindness and generosity.

Weddings are memorable occasions; one can hardly forget the joy he or she felt when they tied the nuptial knot. People will shower new couples with love and gifts. Yoruba weddings are arguably the most fun, with colourful Aso Ebi accompanied by lots to eat, drink, dance, and takeaway. However, only a few people remember their wedding anniversary the following year. It is not that people don't care; the problem is that they need to be prompted. Couples can even decide to go their separate ways!

When you buy a property, a car, or even acquire a degree or promotion, people won't wish you a happy anniversary the following year. It is a one-time activity, not like recurring birthdays. However, LinkedIn is the only social media app I know that remembers work anniversaries.

Some families mark the memorials of their loved ones on different scales. It is a cultural or status thing for Africans to celebrate the memorials of great personalities, sometimes with fanfare. However, it is not the same thing as marking a birthday because the celebrant is not alive to witness it.

During baby christenings and early birthdays, one is too young to comprehend what is going on. However, pictures and videos will convey the message much later.

It is important to commemorate and celebrate your momentous day as you grow in strength and stature. Your

birthday is a reminder that you are alive, to show gratitude to the giver of life for His benevolence, and to enjoy yourself more than on a usual day. Birthdays bring you joy because people shower you with attention, love, fun, and gifts.

Men and women are different in the ways they celebrate their birthdays. A woman usually celebrates the entire week leading up to her birthday. She considers what to shop for, where to go, what hairstyle and outfit to wear, and which friend to celebrate with. But men usually do the opposite. A man wants to enjoy it with his friends without pomp.

Nowadays, the easiest way to mark a birthday is to go for photoshoots. It's no wonder the photography business is booming. Just splash the pictures on your social media timelines during your day. People and well-wishers often celebrate birthdays on WhatsApp statuses. However, phone calls are the best way to celebrate with people; nothing beats hearing people's best wishes; it is therapeutic.

I like marking my birthdays in small ways; I don't like crowded things. These days, when people call or send me texts to wish me a happy birthday, I get emotional and teary-eyed with happiness. I often hear from people I haven't spoken to or seen in years. In return for their kindness, I appreciate and show them gratitude for their affection and best wishes.

Facebook is one of the social media apps that sends birthday notifications if the user enables it; I like the medium for that. I am used to checking the app every morning, whenever I can, to know whose birthday is next. Outlook also sends birthday notifications the night before your contact's birthday.

It is important to celebrate life. A birthday signifies a beginning and the joy of life. They are a clever way to make happy memories, reflect, and give us optimism for the future.

If it's your birthday today, happy birthday!

Segun McMedal is a public relations practitioner living in Lagos, Nigeria. 08033225251, mcmedals@gmail.com

Influencer Media Monitoring: Why Brands Should Monitor Their Influencers



By Philip Odiakose

In recent years, influencer marketing has become a crucial part of many brands' marketing strategies. The power of social media and the rise of influencers have given brands the opportunity to reach a wider audience, increase brand awareness, and drive sales. However, with this increased visibility comes a need for brands to monitor their influencers

and ensure that their brand message is being communicated effectively.

Influencer media monitoring involves tracking and analyzing the content that influencers are creating and sharing across media platforms, blogs, social media, and other online channels. By monitoring the content that influencers are producing, brands can ensure that the message being communicated aligns with their brand values and mission. Additionally, monitoring can help brands identify potential issues that could harm their reputation or credibility.

Here are some reasons why brands should monitor their influencers:

1. Protecting Brand Reputation

One of the most significant reasons why brands should monitor their influencers is to protect their brand reputation. Influencers have a significant impact on their followers' purchasing decisions, and any negative content that they share could potentially harm the brand's image. By monitoring the content that influencers are creating, brands can identify any potential issues and take appropriate action to address them.

2. Ensuring Content Quality

Brands invest a considerable amount of money in influencer marketing campaigns, and they want to ensure that the content being produced is of high quality. By monitoring the content that influencers are creating, brands can ensure that it meets their standards and aligns with their brand values.

3. Measuring Campaign Effectiveness

Monitoring influencers can help brands measure the

effectiveness of their influencer marketing campaigns. Brands can track metrics such as engagement rates, impressions, and click-through rates to determine how well their campaigns are performing. This data can help brands make informed decisions about their influencer marketing strategies and make necessary adjustments.

4. Identifying Emerging Trends

By monitoring influencers, brands can identify emerging trends in their industry. Influencers often have their finger on the pulse of what's happening in their niche, and brands can use this information to stay ahead of the competition.

5. Identifying Fake Followers

Unfortunately, fake followers are prevalent in the world of social media influencers. Brands that partner with influencers with a high number of fake followers may not see a significant return on their investment. By monitoring influencers, brands can identify fake followers and avoid partnering with influencers who engage in this practice.

In conclusion, influencer media monitoring is an essential part of any brand's influencer marketing strategy. By monitoring their influencers, brands can protect their reputation, ensure content quality, measure campaign effectiveness, identify emerging trends, and identify fake followers. With the rise of social media and influencer marketing, influencer media monitoring has become an indispensable tool for brands that want to stay ahead of the competition and succeed in the digital age. Philip Odiakose is the Chief Insights Consultant at P+ Measurement Services, a Media Intelligence Consultancy in Lagos state, Nigeria.

A Call For The Regulation Of The Nigerian Media Monitoring And Intelligence Industry



By Philip Odiakose

The Nigerian media monitoring and intelligence industry has witnessed significant growth and development in recent years. With the proliferation of digital media platforms, the need for monitoring and analyzing media content has become increasingly important. However, alongside this growth, concerns have arisen regarding the lack of regulation within the industry. This article explores the urgent need for comprehensive regulations to ensure transparency, accountability, and ethical standards within the Nigerian media monitoring and intelligence sector.

Understanding Media Monitoring and Intelligence:

Media monitoring and intelligence involve the systematic collection, analysis, and interpretation of media content, including print (newspapers and magazines), broadcast (TV and radio), OOH (out-of-home), and digital media (websites and social media). It serves as a valuable tool for individuals, organizations, and governments to track public sentiment, manage reputation, and gain insights into media coverage. Media monitoring and intelligence agencies utilize advanced technologies, including natural language processing and machine learning algorithms, to scan and analyze vast amounts of media data.

The Unregulated Landscape:

In Nigeria, the media monitoring and intelligence industry operates without clear guidelines or oversight. This lack of regulation has led to several concerning issues. Firstly, the

absence of standardized practices and methodologies raises questions about the accuracy and reliability of monitoring results. Without established benchmarks, there is a risk of misleading or incomplete analysis, potentially compromising decision-making processes.

Secondly, the unregulated industry has allowed for the emergence of unethical practices. The absence of a code of conduct or professional standards leaves room for unethical manipulation of media data, such as cherry-picking information or distorting results to fit certain agendas. This not only undermines the integrity of media monitoring and intelligence but also jeopardizes the credibility of the entire media landscape.

Thirdly, the unregulated nature of the industry has contributed to a lack of transparency and accountability. Currently, there are no mechanisms in place to ensure that media monitoring and intelligence agencies handle data responsibly or protect individual privacy rights. This situation raises concerns about data breaches, unauthorized access, and potential misuse of personal information.

The Case for Regulation:

Regulating the Nigerian media monitoring and intelligence industry is crucial for several reasons. Firstly, it would ensure the accuracy and reliability of media monitoring and intelligence services. Implementing standardized methodologies and quality control measures would enhance the credibility of the industry and increase confidence in the results provided. In recent years, some organizations such as P+ Measurement Services, have joined global associations like AMEC, FIBEP,

and others, due to the absence of local regulators and associations.

Secondly, the regulation would promote ethical practices and integrity within the sector. By establishing a code of conduct and professional standards, media monitoring and intelligence agencies would be accountable for their actions, reducing the risk of biased or misleading information being disseminated. This would foster a more transparent and trustworthy media monitoring environment.

Furthermore, the regulation would safeguard individual privacy rights and protect personal data. Data protection laws and guidelines could be put in place to govern the collection, storage, and use of media data. This would prevent unauthorized access and ensure that individuals' personal information is handled responsibly.

The Way Forward:

To achieve effective regulation, collaboration among relevant stakeholders is crucial. Media monitoring and intelligence agencies, industry associations, government bodies, and civil society organizations should come together to develop a comprehensive regulatory framework. This framework should address issues such as standardization, ethics, data protection, and privacy.

The establishment of an independent regulatory authority could play a pivotal role in overseeing and enforcing compliance within the industry. This authority would be responsible for setting guidelines, issuing licenses, conducting audits, and addressing complaints. It would also provide a platform for stakeholders to voice concerns, seek clarification, and contribute to ongoing discussions on industry practices.

Conclusion:

The Nigerian media monitoring and intelligence industry has immense potential for promoting transparency, accountability, and informed decision-making. However, without adequate regulation, there is a risk of compromising these essential objectives. The urgent need for comprehensive regulations cannot be overstated. By implementing standardized practices, ethical guidelines, and data protection measures, Nigeria can ensure that media monitoring and intelligence services are reliable and responsible tools for individuals, organizations, and the government. Through collaborative efforts and the establishment of an independent regulatory authority, the industry can thrive while upholding the highest standards of professionalism and integrity.

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Gut, DDB, Omnicom, Some such, Apple Are Top Cannes Company Winners

Cannes Lions agencies of the year were a more interesting lot than usual, Gut in Argentina (a breakaway from WPP's David) won creative agency of the year, independent agency of the year, and independent network of the year.

Gut Buenos Aires won the Mobile Grand Prix for 'World Cup delivery' for Pedidos Ya (below) and Creative Data for Stella Artois for 'The Artois Probability.' GUT Los Angeles won the PR Lions Grand Prix for Doordash with "Self-love bouquet."

Omnicom's DDB won network of the year with adam&eve/DDB's 'The Last Photo' picking up 11 Lions. Other big winners

included 'Apologize the Rainbow' by DDB Chicago for Skittles (below) and 'Baby Scan' by Adam & Eve/DDB for Marmite.

Omnicom won most creative company of the year (formerly holding company), unseating regular recent winner WPP. CEO John Wren said: "I am incredibly proud of how our agencies showed up this year."

"It's always rewarding to see the hard work of our people across the globe recognized by Cannes Lions, the global benchmark for creative excellence."

"I want to congratulate them for their efforts; this award is a direct reflection of their commitment, brilliance and unwavering



dedication to their clients."

The Palme d'Or for top production

company went to Some such in the US while Apple was the top brand winner.

BBC Studios Unveils Global 'Social First' Advertising Opportunity



BBC Studios has unveiled its bespoke in-house global advertising sales function to brands and agencies from across the North of England. The newly-formed BBC Studios Social team will drive revenue across branded social platforms

including YouTube and Snapchat.

BBC Studios Social offers advertisers an unrivalled global reach of 4.7bn social views across all social platforms, along with the ability to partner with a world class brand portfolio, featuring Bluey, BBC Earth and Top Gear.

The new sales outfit marks the first time that BBC Studios has proactively offered social-first branded entertainment opportunities to clients and advertisers across its portfolio of brands. From direct sales to branded content the new sales team, led by ex-Warner executives Gary Webber (Group Head of Digital Advertising) and Jasmin Islam (Digital Account Director), has an ambitious mandate.

Speaking at an exclusive BBC Studios event - new Group Head of Digital Advertising Gary Webber says "It was great to be in Manchester to reveal the new offering from BBC Studios' digital and social content. Brands can now work with us to reach audiences at every age of every stage of life - from Mr Tumble right through to Doctor Who. We're providing opportunities for

brands from across a wide range of sectors.

Webber and Digital Ad Sales account director, Jasmin Islam, will work closely with the BBC Studios Social Content team led by Athena Witter (Vice President of Digital Programming), an award-winning department that has commissioned over 50 hours of original social formats. Generating new IP like "Hack Attack" for their Gen Z focused comedy channel 'Funny Parts' and spin off content for fan favourites, the BBC Studios Social proposition offers both depth and breadth of opportunity.

Leading the BBC Studios Social team, and bringing the content and commercial arm together, is Jasmine Dawson (SVP of Digital Consumer Engagement) who is responsible for

Amazon Turns To AI To Drive Advertising Revenues As Overall AI Use Grows

Amazon is building a new team that will work on artificial intelligence (AI) tools that generate photos and videos for merchants to use on the Amazon platform.

This is a new initiative that CEO Andy Jassy has approved.

What's driving this new initiative is Amazon's desire to build a bigger ad business. Jassy talks about Amazon looking for more sellers of the new products that have generative AI. He hopes to find new ways to place these ads across Amazon's assortment of businesses and sees opportunities to do so in many areas, including selling sports ads on its free video

streaming service as well as during Thursday night Football broadcasts on Prime video.

The company also seeks to take more advantage of audio ads on Amazon Music and even run digital ads on screens inside Amazon Fresh grocery stores, among other projects.

There is an urgency for Amazon to have a strong team developing AI-supported advertising since both Meta and Google platforms, top advertising rivals, are working on similar projects according to The Information.

Amazon is planning to use AI tools to find more ways for writing product descriptions as



Online Display Advertising Platforms Market Poised For Massive Growth Till 2031



A report by Research and Markets, world's leading source for international market research reports and market data has shown that the Global Online Display Advertising Platforms market is projected to rise at a considerable rate during the forecast period, between 2022 and 2031.

The report is based on a comprehensive research of the entire global digital advertising market and all its sub-segments through extensively detailed classifications. The growth is driven by technological advancement, rising digital ad spending, growing Internet users, and the prevalence of mobile phones and digital media across the world.

The market is growing at a steady rate and with the rising adoption of strategies by key players, the market is expected to rise over the projected horizon.

Online advertising platforms let you organize your digital marketing initiatives in one place, saving you loads of time. You can manage your ad campaigns, generate reports, explore analytics and find out who interacts with your marketing messages.

The market in North America is expected to grow considerably during the forecast period. The high adoption of advanced technology and the presence of large players in this region are likely to create ample growth opportunities for the market.

Europe also plays important roles in the global market, with a magnificent growth in CAGR During the Forecast period 2022-2029.

Despite the presence of intense competition, due to the clear global recovery trend, investors are still optimistic about this area, and there will still be more new investments entering the field in the future.

This report focuses on the Online Display Advertising Platforms in the global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The report focuses on the Online Display Advertising Platforms market size, segment size (mainly covering product type, application, and geography), competitor landscape, recent status, and development trends. Furthermore, the report provides detailed cost analysis, supply chain.

Cannes Lions: Reckitt Wins First-Ever Gold Lion, 5 Others Awards



Reckitt, the company behind some of the world's most recognizable and trusted consumer brands, was awarded six Cannes Lions – including its first-ever Gold Lion – at the 70th Cannes Lions Festival of Creativity, the most prestigious international advertising and creativity showcase.

Reckitt's winning work includes: GOLD in Creative Strategy: Vanish Me, My Autism & I (U.K.), SILVER in Film, Craft, Casting: Vanish Me, My Autism & I (U.K.), BRONZE in Health & Wellness: Durex The Art of Sex (POL), BRONZE in Media: Mortein Suraksha Ka-Teeka (IND), BRONZE in Film Craft, Sound & Design: Vanish Me, My Autism & I (U.K.), BRONZE in Brand

Experience & Activation: Mortein (IND)

Vanish, a Gold Winner in the Creative Strategy category, created a campaign, in partnership with Havas, that addressed unrecognized truths about autism – that for most autistic people, familiar and consistent clothing can help with sensory regulation and provide a source of comfort. The campaign set out to nurture a conversation that breaks down myths and broadens the public's understanding of autism – particularly in girls – through powerful stories.

Reckitt's presence at the Cannes Lions Festival focused on championing the value and transformative power of creative work to advance societal change, as well as move business goals forward.

On Thursday, June 22, Fabrice Beaulieu, Global Chief Marketing, Sustainability and Corporate Affairs Officer at Reckitt, was recognized as Brand Advertiser of the Year, by ACT Responsible, a global association that promotes the best advertising campaigns concerning social and environmental issues from around the world.

"Reckitt's recognition at Cannes is a very important milestone for our entire organization, our commitment to putting sustainability efforts at the core of each of our brands has unleashed creativity to solve the world's most critical challenges through behaviour change that creates value, drives effectiveness and leaves a positive impact on communities."

TikTok Advertisers Stick By The App Amid Threat Of US Ban

Advertisers are committed to continue spending on TikTok due to its immense popularity with users despite threats of a potential ban in the US over national security concerns, ad experts said.

The steadfastness comes as TikTok, which is owned by Chinese tech firm ByteDance, is fighting to prevent a ban in the US after lawmakers introduced a bill that would grant President Joe Biden's administration authority to ban apps that pose security risks. The short-form video app has already been banned from government-issued phones in multiple countries.

TikTok is set to host a presentation for advertisers in New York as part of NewFronts, an annual week of events where social media and streaming video platforms reveal new

Despite the concerns about its Chinese ownership, TikTok's ad business is poised to grow 36 percent to \$6.83 billion this year, according to research firm Insider Intelligence.

Ryan Detert, chief executive of Influential, an influencer marketing company, said that of the firm's clients "none are saying 'don't spend money on TikTok,'" he said.

"There's no contagion that we're seeing," he added. Influential has worked with brands including Pepsi and the NFL.

Two media buyers at two different major ad agencies told Reuters that Washington's scrutiny over the app had yet to impact their clients' plans on TikTok. The two buyers spoke on condition of anonymity to discuss relationships with TikTok.



YouTube's Revenue Falls As Ads Slow Down For 3rd Quarter In A Row



Google-owned YouTube saw its revenue from ads falling 2.6 per cent (year-on-year) in the March quarter – third quarter in a row that its ad revenue has decreased.

YouTube logged \$6.69 billion in advertising

revenue for the quarter that ended March 31, compared to \$6.87 billion during the same period last year.

The company, however, is seeing growth in Shorts as watch time and monetisation is "progressing nicely".

"People are engaging and converting on ads across Shorts at increasing rates," according to Philipp Schindler, Google's chief business officer. According to Sundar Pichai, Alphabet and Google CEO, the number of channels that uploaded to Shorts daily grew over 80 per cent last year.

"Those posting weekly on Shorts saw the majority of new channel subscribers coming from their Shorts posts," he informed during the analysts' call late on Tuesday.

Overall, Alphabet reported \$69.8 billion in revenue for the first quarter, a 3 per cent increase (on-year).

"We are pleased with our business performance in the first quarter, with Search performing well and momentum in the Cloud. We introduced important product updates anchored in deep computer science and AI," said Pichai.

Ruth Porat, CFO of Alphabet and Google, said that resilience in Search and momentum in Cloud resulted in Q1 consolidated revenues of \$69.8 billion, up 3 per cent year over year.

"We remain committed to delivering long-term growth and creating capacity to invest in our most compelling growth areas by re-engineering our cost base," said Porat.

Ad Watchdog Cracks Down On Misleading Health, Beauty Claims

The advertising watchdog is banning growing numbers of advertisements that exaggerate the benefits of health and beauty treatments such as Botox, lip fillers and diet aids.

The Advertising Standards Authority's (ASA) action is part of a crackdown against beauty clinics and manufacturers of aesthetic products over how they promote themselves.

The ASA is using its enforcement powers more often in response to a surge in complaints about advertisements on social media and TV which critics say can mislead customers about the extent to which treatments, such as lasers and anti-wrinkle injections, will improve their appearance.

Many of those it is banning involve the advertising of Botox, the anti-ageing substance, and other prescription-only medicines. It is illegal to promote them to the general public under the Medicines Regulation Act 2012.

Research disclosed recently by the Guardian found that almost nine out of 10 beauty clinics were breaking the law by advertising Botox and other forms of botulinum toxin, which people use to hide wrinkles and get a smoother complexion.

The ASA's action comes amid fears that too many operators in the booming but poorly regulated cosmetic treatments sector are endangering clients' self-esteem and mental health by overselling how effective they will prove, leaving those who pay for them disappointed.

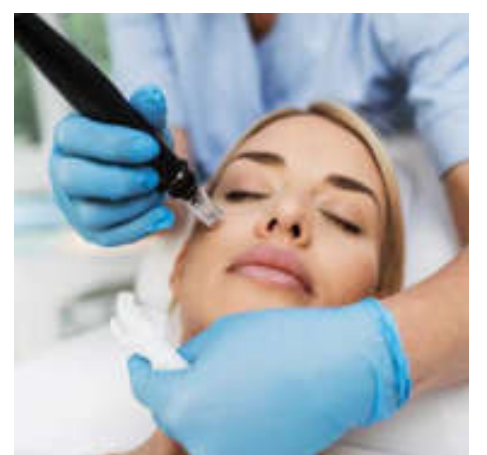
For example, on 26 April the ASA banned ads on Facebook for sclerotherapy – a treatment for varicose veins that is also done for aesthetic reasons – which had been placed by three clinics: Victoria Anne Beauty, Venus Beauty & Aesthetics and Chala's Beauty Box. It did so because sclerotherapy involves using a prescription-only medicine.

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How AI 'Revolution' Is Changing The World Of Advertising



By Arjit Sachdeva

Artificial Intelligence (AI) has been a game-changer in the world of advertising, with its ability to revolutionize the industry and provide better results for advertisers. One area where AI has been particularly impactful is in the realm of Connected TV (CTV) advertising.

CTV is the next big thing in advertising, with its ability to deliver highly targeted, contextually relevant ads to viewers. As more and more consumers switch from traditional TV to streaming services like Netflix, Hulu, and Amazon Prime, advertisers are looking for new ways to reach their target audiences. That's where CTV comes in, offering a highly effective way to reach viewers in a way that is both engaging and cost-effective.

AI has played a critical role in the growth of CTV advertising, providing advertisers with the tools they need to create personalized and contextually relevant ads that resonate with viewers. By analyzing data on consumer behavior, AI algorithms can identify patterns and trends that can be used to create highly targeted ads that are more likely to be successful.

CTV Advertising: One of the key benefits of CTV advertising is its ability to provide a more personalized and engaging digital experience for viewers. By delivering ads that are relevant to viewers' interests and preferences, CTV offers a more engaging and enjoyable viewing experience.

This, in turn, can lead to higher engagement rates and better ROI for advertisers.

Ad-Tech Revolution: Another area where AI has been impactful is in the realm of ad-tech. Ad-tech is a rapidly growing field that encompasses a broad range of technologies and platforms that are designed to help advertisers deliver targeted and effective ads to their target audiences. AI has been a critical component of ad-tech, providing the tools and resources that advertisers need to create and deliver highly personalized and relevant ads.

Real-Time Data Analysis: One of the key benefits of AI in ad-tech is its ability to analyze vast amounts of data in real-time. By analyzing data on consumer behavior, AI algorithms can identify patterns and trends that can be used to create highly targeted and effective ads. This, in turn, can help advertisers

reach their target audiences more effectively and with greater precision.

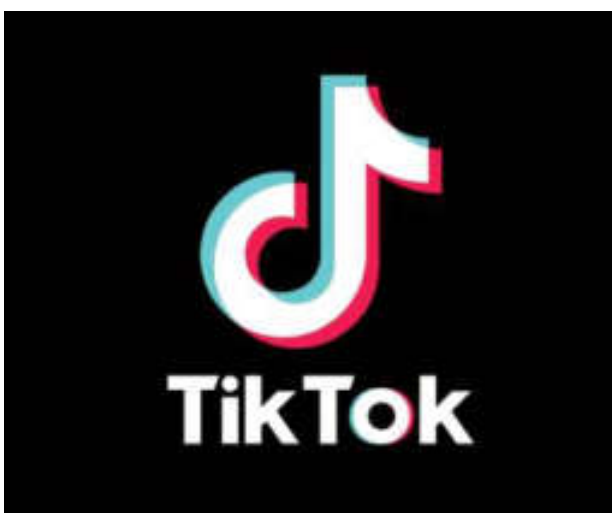
Personalization: Personalization is another area where AI has been impactful in the world of advertising. By creating personalized ads that are tailored to viewers' interests and preferences, advertisers can deliver a more engaging and effective digital experience. This, in turn, can lead to higher engagement rates and better ROI for advertisers.

Contextually Relevant CTV Ads: Contextually relevant CTV ads is another area where AI has been a game-changer. By analyzing data on viewer behavior and preferences, AI algorithms can identify trends and patterns that can be used to create highly targeted and contextually relevant ads. This, in turn, can help advertisers reach their target audiences more effectively and with greater precision.

In conclusion, AI has been a game-changer in the world of advertising, providing advertisers with the tools and resources they need to create and deliver highly effective ads that resonate with viewers. Whether it's in the realm of ad-tech, CTV advertising, or personalization, AI has been a critical component of the industry's success. As the industry continues to evolve and grow, it's clear that AI will play an increasingly important role in shaping the future of advertising.

“Artificial Intelligence (AI) has been a game-changer in the world of advertising, with its ability to revolutionize the industry and provide better results for advertisers. One area where AI has been particularly impactful is in the realm of Connected TV (CTV) advertising.”





TikTok Launches New Music Streaming Service For Users

ByteDance, the parent company of the popular video-sharing app, TikTok has announced the launch of a new music streaming service called Tiktok Music on Thursday to compete with other giant streaming services such as Apple Music and Spotify.

According to the company, the new service can only be accessed through subscription and will enable users to sync the app with their existing TikTok accounts. This will also enable them to search, and download tracks that they discover on the video app.

In a release shared by the global head of music business development at TikTok, Ole Obermann, it was revealed that that service will only be available to TikTok users in Brazil and Indonesia at the initial launch.

According to the statement in the release, “We are pleased to introduce TikTok Music, a new kind of service that combines the power of music discovery on TikTok with a best-in-class streaming service. TikTok Music will make it easy for people in Indonesia and Brazil to save, download and share their favourite viral tracks from TikTok.

Also, subscribers can explore personalised music recommendations; connect with “like-minded” music fans; sing along to real-time lyrics; co-create collaborative playlists with friends; import their music libraries from other apps; and discover songs by searching for lyrics.

Essence Festival Dedicates A Day To Nollywood For The First Time

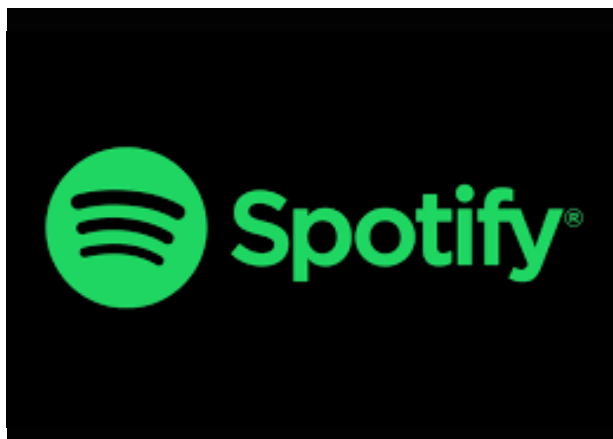


For the first time, Essence Festival known for celebrating African American culture in the United States for more than two decades dedicated a day to Nigeria's Nollywood film industry. Started in the mid 1990s, the Essence Festival of Culture has evolved into one of the world's largest celebrations of Black music and culture, bringing tens of thousands of attendees to New Orleans each year.

Versatile Nigerian media entrepreneur, Toyosi Etim-Effiong led a delegation of Nigerian actors and filmmakers to the festival, which ran between June 29 to July 3. The “Nigeria Day” which held on July 1 featured movie screenings and panel discussions on topics such as “Creating Promoting Globally Reliable Content,” and “How to Partner with Nollywood.”

Conversations were centered around promoting diversity, unlocking untapped talent, driving economic development, facilitating cultural exchange, and empowering African filmmakers. It is an investment in the future of cinema, enriching the global film landscape with fresh perspectives and narratives. It had in attendance delegates including, Richard Mofe Damijo, Stella Damasus, Daniel Etim Effiong, Deyemi Okanlanwon, Mofe Duncan, Blessing, Timini Egbuson, Stan Nze, Omowumi Dada, and a host of others.

Spotify Launches Dedicated Site To House Afrobeats



Audio streaming platform Spotify has announced the launch of Afrobeats: Journey of a Billion Streams, a dedicated site that will track all things related to the genre. Afrobeats is one of Africa's biggest musical exports and is currently taking the world by storm.

On Spotify, the genre has grown by 550% since 2017, and it was streamed more than 13 billion times in 2022, with its leading artists continuing to tick off giant milestones on the global music stage, across live events, awards and streaming.

The site will act as a repository for this cultural phenomenon housing text, infographics and visual elements, including Spotify streaming data and results from the Spotify commissioned April 2023 Afrobeats survey. The survey, conducted by research firm Kuvora, tracks the rise of Afrobeats and its cultural impact over decades.

“There is no doubt that Afrobeats as a genre is here to stay, and will only continue to shatter more ceilings. In 2023 alone, the genre has been played for more than 223 million hours with streams exceeding 7.1 billion on Spotify. We created this site for both new and longtime fans of the genre, who would like to have a better understanding of how and where this explosive sound came to be,” says Jocelyne Muhutu-Remy, Spotify's Managing Director for Sub-Saharan Africa.



Johnny Drille Announces Marriage With New Visuals

Nigerian singer and songwriter, Johnny Drille has announced marriage to longtime partner, Rima Tahini, in the official video of his latest love song, “The Best Part.”

Rima who doubles as the Director of A&R at Mavin Records and senior associate of Kupanda Capital, made an appearance in the visuals as a video vixen. The video also showed few clips from their private wedding ceremony which took place in January 2022.

Johnny Drille's label boss, Don Jazzy had broken the news in a new post while sharing a picture of the couple he took on their wedding with the caption, “With all the amazing love songs Johnny Drille has written in his life, it is only right that he bags one of the most amazing women I have met to share #thebestpart of his life with. I am so happy for both of you. May God continue to bless your union.”



Bob Marley's 'One Love' Biopic Trailer Premieres

The teaser trailer for Bob Marley's Biopic, 'Bob Marley: One Love', paying tribute to the beloved reggae icon and examining his life beyond his carefree portrayal in pop culture has premiered.

The three-minute long video offers a decent look at Kingsley Ben-Adir as Marley, dealing with fans, paparazzi — and an assassination attempt. Bob Marley: One Love appears to touch on Marley's Pan-African advocacy and progressive social views, features of his life that are arguably less well-remembered now than his music and support for legalising marijuana.

The film also features Lashana Lynch as Marley's wife Rita, as well as James Norton, Tosin Cole, Anthony Welsh, Michael Gandolfini, Umi Myers, and Nadine Marshall.

Bob Marley: One Love Biopic will premiere in theatres from January 12, 2024.

Marley's son, Ziggy said in a statement, “Nothing happens before its time and now is the time for the story of our father Bob Marley to be represented in a biopic theatrical release coming in 2024. You've heard the music and you think you know the man but do you really understand what he went through and what moments shaped him into the person he became...

Rema Hits 2 Billion Streams On Spotify



Nigerian Afrobeats star, Rema has once again hit a milestone after reaching 2 billion streams on Spotify as a lead artist.

Rema is one of the artists leading the global exportation of Afrobeats with his hit single 'Calm Down' which has topped charts in the Middle East, North Africa, Asia, the US, and the UK.

The milestone might be unconnected to the global success of his single 'Calm Down' which enjoyed further success with the Selena Gomez-assisted remix.

In 2022, Rema joined the exclusive club of Nigerian artists to have surpassed a billion streams on Spotify, and just a year later, he's rocketing to the top of the list following the success of his international smash hit 'Calm Down'.

'Calm Down' has achieved mega international acclaim including becoming the most streamed Nigerian song on Spotify and the most watched Nigerian music video on YouTube.

Amidst the continuous rise of Rema's 'Calm Down', American Popstar Selena Gomez took to her social media to express her gratitude to the Nigerian superstar for giving her what she describes as a life-changing experience.

“This man has changed my life forever. Rema, thank you for choosing me to be apart of one of the biggest songs in the world. Love you forever,” Selena Gomez tweeted.

KASHIMAWO IKUDAISI
11 MORE YEARS TO LIVE

If you live or have ever lived in Port Harcourt, there is a high chance you have inhaled enough soot to affect your life expectancy. Visit [Sootcity.com](https://sootcity.com) to find out how long you have left to live and get a letter sent on your behalf to all Nigerian senators so they can help bring an end to the soot problem.



THE EXTRA STEP
INITIATIVE

OLADIMEJI AJANI

15 MORE YEARS TO LIVE

If you live or have ever lived in Port Harcourt, there is a high chance you have inhaled enough soot to affect your life expectancy. Visit [Sootcity.com](https://sootcity.com) to find out how long you have left to live and get a letter sent on your behalf to all Nigerian senators so they can help bring an end to the soot problem.



THE EXTRA STEP
INITIATIVE

Ad Fraternity Mourns, As Eternity Gate Opens For Tolu Ogunkoya



Tolu Ogunkoya, Regional Chief Executive Officer, Omnicom Media Group West and Central Africa

By Usukuma Ntia

The news of Tolu Ogunkoya's sudden departure hit players in Nigeria's marketing Communications industry like a bolt from the blues.

Born on December 12, 1964, Ogunkoya studied Political Science at the University of Ilorin where he graduated with a Bachelor of Science (Honours) degree in 1988. He kicked off an adventurous advertising career at Insight Grey, followed by SO&U Saatchi & Saatchi.

In the words of Udemé Ufot who was Tolu's boss for seven years, It was in 1993 when lanky young Tolu, then an executive at Insight expressed his intention to join SO&U. A few months later, he joined the SO&U team and rose to the position of Associate Director over a seven-year career.

Tolu moved from SO&U to MediaReach and he rose to become The Regional Chief Executive Officer, Omnicom Media Group West and Central Africa (WeCA), an organisation with offices in Lagos, Accra, and Cameroon and partner offices in 3 other locations across West & Central Africa. Tolu was overseeing 2 large Media Companies mediaReach OMD and PHD Media. This was most probably the biggest media agency Network in Nigeria as well as West & Central Africa.

A respected integrated marketing communications professional, Ogunkoya, former President of the Media Independent Practitioners Association of Nigeria (MIPAN), area of specialization includes Media, Advertising, Marketing, and Communication.

According to Mr. Udemé Ufot, of all the professionals who passed through SO&U, Tolu stood out as one of the most professional, committed, and focused. In Ufot's words, "Sometimes I felt that he took himself too seriously, but then that was his nature. He easily won the confidence of every client he worked with and proved to be a most inspiring leader to his team".

Tolu's career had blossomed to new levels. He was the first President of MIPAN (Media Independents Practitioners Association of Nigeria), the body that has all leading media agencies operating in Nigeria registered in its fold.

Ogunkoya was elevated to the highest grade of professionalism in advertising in this country, inducted as a Fellow Registered Practitioner in Advertising (frpa) by APCON in recognition of his outstanding contributions to the advertising industry – as a player, education resource person, etc. He also served on APCON's Council.

When the Federal Government saw that Audience Measurement was our missing link in the entire information and communication ecosystem, they inaugurated a 15-man Audience Measurement Taskforce through the Ministry of Information and Culture. The task force was led by the indefatigable Tolu Ogunkoya as Chairman.

May the soul of this great leader and gentle giant, Tolulope Gbekenleoluwa Ogunkoya, rest in peace. And may God Almighty console his family and friends.

The industry will miss a quintessential adman who was most adept at bridging the traditional and classic with the contemporary and modern in advertising practice.

From all the encomiums and comments of industry leaders below it is obvious that the industry lost a rare jewel.



FEMI ADELUSI
CEO Brand Eye and President, Media Independent Association of Nigeria (MIPAN)

We lost an icon, a mentor, a role model, a brother, and a friend. My former boss who I still call boss Mr Tolu Ogunkoya has passed sadly.

Who are we to question his maker who allowed it? We

give God the glory for a life of impact. He was a shining example of dedication, professionalism, and excellence.

The marketing communications industry in Nigeria and indeed Africa has lost a very rare gem, not many have his type of business and leadership DNA. It was indeed a pleasure for me to know Mr Tolu Ogunkoya and to have served, learned, and lead under his watch. I will surely miss you. May his soul find rest in the bosom of our almighty God. Amen.



STEVE BABAEKO
CEO X3M Ideas and President, AAAN

Apart from his pivotal role in the entrenchment of Media Independence in Nigeria, Tolu was a very influential and charismatic industry leader.

He was a mentor to many and unarguably one of the leading lights of Marketing Communication in Africa.

I had the privilege of working with him directly as a member of the Audience Measurement Task Force set up by the Honourable Minister of Information, he was our Chairman and his leadership style was exemplary.

This is a huge loss for the marketing industry in Nigeria and Africa.

Our prayers are with his family at this difficult time.



SOJI ODEDINA
CEO, FK Marketing

Tolu's passing is a rude shock to everyone in the industry. A rude reawakening to our mortality.

The beautiful thing, even as we mourn Tolu, is that he left a big legacy of achievement behind as a frontline Practitioner in

Marketing Communications.

Tolu will want us to raise the banner higher, in his memory. We must commit to doing just that, before our own time shall come.

Rest in Peace Tolu



LAMPE OMOYELE
Managing Director, Nitro121

The passing of Tolu Ogunkoya is shocking and sad. A great loss to the marketing, advertising, and media industry. Tolu was a pioneer and major driver of the growth of the media-independent sector and delivered outcomes that

mirrored his tall physical frame. A leader par excellence. He's left giant strides on the sands of time and his memory is blessed. We pray that God comforts his family and all loved

"Tolulope Ogunkoya, rest in peace. The industry will miss a quintessential adman who was most adept at bridging the traditional and classic with the contemporary and modern in advertising practice."



TUNJI ADEYINKA
GMD Republicom & EXMAN President

He was very hardworking and personable. He was someone who believed in building young people. If you look at a lot of people in the Media Planning business who have come through the MediaReach school, you'll

find out that they are very expansive. Late Ogunkoya lived a fulfilled life.

As an association (EXMAN), just as we did when we were starting the press conference with a one-minute silence, we have sent our condolences to MIPAN, his family, and his business associates as well.



KEHINDE SALAMI
CEO, Ideas House Marketing Communications Limited

I have two marketing mentors in this country and in Africa, Mr. George Thorpe and Mr. Ogunkoya. Now, one of my mentors has gone home to rest. So you can imagine what it means to me.

Secondly, throughout my marketing career in Nigeria, he allowed me space into his space and he has helped me settle down. He is the foremost media practitioner in Nigeria. He has won all the awards. I learned so much from him. With his compassion, dedication to service, professionalism, focus, his integrity, he is going to be very difficult to replace.

The media and the entire marketing and communication industry have lost one of the very finest professionals. I am going to miss Mr. Tolu. I am going to miss him immensely. I am deeply saddened by this loss. Sleep well, sir. The entire industry- Media Reach is going to miss him. There is nobody like Mr. Tolu. If you know the number of people that have built a career under his leadership in Media Reach, you will agree that he was an excellent mentor.



UDEME UFOT MFR, FRPA
Group Managing Director, SO & U

Of all the professionals who passed through SO&U, Tolu stood out as one of the most professional, committed, and focused.

He was most appreciative of the opportunity he had at

SO&U and always treated me with the highest courtesy and respect, even after he had left SO&U and his career had blossomed to new levels. Tolu loved his job and was passionate about being the best he could be. What he built MediaReach into is a testimony to his passion for excellence.

I will miss a great contributor to the SO&U dream at a critical stage of SO&U growth. May the soul of our gentle giant, Tolulope Gbekenleoluwa Ogunkoya, rest in peace.

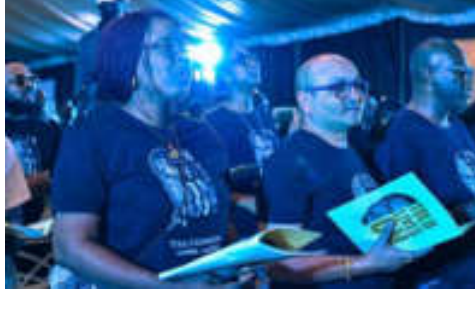


Kayode Olagesin
Former President, EXMAN and Managing Director, TownCriers

We knew each other before Insight Communications. We were at the University of Ilorin together and graduated the same year. I saw him again

after our University days when he came for the Insight interview and naturally, I was happy to show him the ropes when he resumed as one of the new batch of Management Trainees. I was in Client Service but he was placed in Media. Later on when I moved to SO&U, I invited him to come over to the new agency and he did.

Your stay here was brief but impactful. You came, you saw, you conquered.



Ekwunife Okoli- Superb Mentor Leaves the Stage, Joins The Saints



Ekwunife Okoli, Founder / CEO, Advantage Consult Ltd

By Usukuma Ntia

The announcement that top-notch marketing expert, Ekwunife Okoli passed on peacefully in the United Kingdom on April 23, 2023, jolted most industry players to their bones. He was 66 years of age when left the stage at to join the saints.

With over 30 years of industry experience in a cross-section of over 20 African countries including Nigeria, Ghana, Cameroun, Ethiopia, Angola, Mozambique etc. Okoli was obviously a tested, and highly respected personality in all issues related to brands and marketing across the continent.

In the last 10 years of his career, he served as CEO in large consumer goods markets including the last 4 years as a Regional Managing Director. Those positions provided a high-dose corporate governance experience.

He held executive and non-executive board positions in various Diageo Publicly quoted subsidiaries including Guinness Nigeria plc. He was highly equipped via lasting experiences in effective Corporate Governance in difficult geographies, and fully cooked in Diego's acclaimed values-driven business culture, and compliance agenda, especially with his time at Guinness Ghana and Seychelles Breweries Ltd.

Okoli was very passionate about Africa, and its potential business and social opportunities and he established Advantage Consult Limited after his retirement as part of this goal.

ADVAN- He Shaped Marketing In Nigeria

The Advertisers Association of Nigeria (ADVAN), where he served at a point as President releases a statement expressing their deep sadness over the passing away of their past President.

In the statement, ADVAN revealed that Mr Okoli was an integral part of the growth of the Marketing Industry in Nigeria as his contributions helped shape what marketing is in Nigeria today.

"The Executive Council and members of ADVAN send heartfelt condolences to the family of Mr Okoli as well as the marketing community as a whole" the statement concluded.

Okoli- A Man Of Many Parts

In all ramifications, Okoli was a man of many virtuous parts.

He was not only a corporate prodigy who bestowed the marketing and brand management world like a colossus, he was also, a humanist who had a burning passion to make the world a better place than he found it. He was very passionate about mentoring those under him.

He also deployed his intellectual prowess and cognate experience to advance his chosen career in marketing, leaving behind a legacy of doggedness, perseverance service, and innovation.

At Guinness(Diageo) where he worked all through his career, Ekwunife left indelible marks, shoring up the global

image of all the units he handled. He took the brands he managed to enviable pedestals as mega brands with robust revenue records.

Ekwunife was also a devout Christian who loved God absolutely and believed He lived by the values of integrity, excellence, service, and godliness.

He was a simple and humble man who shunned the life of ego and showmanship.

Born on January 23, 1957, Okoli excelled in his academic pursuits, earning a first-class degree in Marketing from the University of Nigeria, Nsukka, and an MBA from the University of Benin.

He began his professional journey at Guinness Nigeria and his career trajectory spanned over 30 years all in Guinness. When he retired from Diageo (Guinness) PLC, he served as a non-executive director for Cornerstone Insurance PLC and Fidson Healthcare PLC.

As a Non-Executive Director on the Board of Fidson Healthcare Plc from January 2021 until his demise, he held several roles, including serving as the Strategy and Business Development Committee.

Enang: He had A Special Passion For Mentorship



Idorennya Enang whom he mentored for years can clearly illuminate this aspect of his life.

Okoli must have realized that in life one can have a competitive advantage if providence gives such an individual a great friend, leader, and adviser all rolled into one personality as a boss. To all those who worked up him, he was all of the above rolled into one.

In the words of Idorennya Enang, "When God brings a passionate and caring personality into your life, and grants you the privilege to meet someone like Okoli, you may not understand that God has just handed over to you a personality that will guide your destiny to the best destinations.

"Most things I have done over the years, as an employer, as a manager, or even now as president of the National Institute of Marketing were influenced by this great man. Ekwunife okoli led by example. He taught us what trust and integrity are.

"He taught is what it means to have strong moral principles, and never to compromise on one's values even in the face of

strong pressure, his exit is really a great lose."

Irochie- The Elements Mixed So Well In Him

Sonny Irochie, Senior Academic Visitor at the African Studies Centre of the University of Oxford. England, and a close friend of the late Ekwunife since their school days at Government College Umuahia, feels Heaven has truly gained a saint.

In his words on Ekwunife, "You were such a gentle soul, and your every behavior and carriage reflected your upbringing. When your one time boss, at Guinness Nigeria, Keith Richards came to visit and read his book at the University of Oxford, Little did I know that he had a page in the book, where he wrote about you. Let me borrow the words of William Shakespeare, in describing Ekwunife Okoli: His life was gentle, that nature might rise up and say to all the world-This was a man".

Bayo-Ajayi – He Was An Inspiring Boss

Bolajoko Bayo-Ajayi who worked under The late Okoli in 1999 as Assistant Brand Manager at Guinness says, "I have never encountered a leader as inspiring as Ekwunife. It was a delight learning from him. He was a boss, father, and friend. He Never made anyone feel small, irrespective of their position. He led and made it easy to follow. A complete gentleman and professional.

His impact on me remains to date. Ekwunife was my "go-to" reference of a leader, who empathized and commanded everyone's respect. Respecting him wasn't by compulsion. You just found yourself doing it out of awe for his person. Ekwunife had a good sense of humor that would make you comfortable in his presence.

I measured myself by what Ekwunife would do or say in such circumstances. Such was the power of his influence. He freely gave of his counsel, wisdom, and intellect. He was like a father! His, is indeed a life very well lived.

Obadeyi- The Marketing World Has Lost A Great One

For, Dr. Bolaji Obadeyi, Okoli's biggest impact was during his promotional interview in Trade Marketing at Guinness Nigeria. Okoli was at the helm of affairs, ensuring that elevations and commendations go to all those who deserve them.

In his tribute, Obadeyi asked, "What do you say or write when talking about someone so great and almost perfect The greatest of all the Irokos around has indeed fallen... Who will comfort us? He was so genuine, authentic, kind, intelligent, and open-minded, he was the one I ran to when I had my greatest career challenge. I then moved to the banking industry. It still looked like my life was intertwined with Okoli's. The whole Guinness family is mourning, the marketing world has lost a great one".

Kelechi Nwosu: He Had Practical Brilliance As A Client And Marketer



Tenacious ad man, Kelechi Nwosu who started working on the Guinness Account as Acting Group Head in LTC(JWT), stressed that Okoli's academic excellence translated to practical brilliance as a client and marketer.

"I could recall then in 1996, he would always ask the most disarming or thoughtful questions in our meetings. It was a once-a-lifetime pleasure and privilege to learn and work under Oga Ekwunife with his delightful managers including Felix Ideh, Idy Enang, and the late Henry Omafoma.

"We all revered him as our Marketing guru. As a Client, he was kind and friendly to Agency folks. He genuinely cared and was also very available for support.

"He is sorely missed. but I am consoled knowing that Oga Ekwunife left his mark on the Nigerian and international marketing community. He was a kind, brilliant marketer, teacher, and mentor to many of us".

On May 11, 2023, Ekwunife Okoli was laid to rest after a funeral service held at Christ Church on Common Rickmansworth Road in Chorleywood, Hertfordshire, United Kingdom. The service was attended by family, friends, colleagues, and business partners from various works of life.

Bankole Ademelegun: Accolades As Outdoor Legend Takes A Final Bow

By Usukuma Ntia

Players in Nigeria's Marketing communications industry, especially those in the outdoor sector, were thrown into a great mourning mood on June 10 when they woke up to the saddening news of the sudden passing away of an industry veteran and legendary figure, Bankole Adeyemi Ademulegun, a former president and Chairman, Board of Trustees, OAAN.

Before his death, he was Partner/Founder and Vice Chairman at MediaLink Ltd.

A smooth talker, smart dresser, and suave-looking gentleman, Bankole always spoke in a voice so pure and strong, that it would make any heart sing for possibilities.

In his professional life, he had worked with Mobil before resigning to join Flour Mills. He was later invited to learn the advertising ropes at Grant Advertising by the Czar of Nigeria's advertising himself, Biodun Shobanjo.

Everything ran smoothly until September 1983, when he branched out from the nation's number-one advertising agency at that time, Grant Advertising, to set up Media Link Limited.

"Our mission was clear, to change the face of outdoor advertising, by creating non-conventional sites and being proactive to our clients' needs," Ademulegun explained a few years ago in a media chat.

Media Link became a dominant name in the Nigerian outdoor advertising industry, specializing in highly professional outdoor displays.

The innovativeness of Ademulegun and his team gave Media Link the edge over its counterparts as they not only changed the face of outdoor advertising in Nigeria by being proactive to clients' needs, but at every milestone, they emerged more knowledgeable, more discerning, and more purposeful.

Ademulegun was an ardent lover of motivational, inspirational, literary, and leadership books. His favourite writers are top names like Deepak Chopra, Mandela, Andy Stanley, Wole Soyinka, Warren Bennis, Chinua Achebe, and John Maxwell amongst others. His best titles include books like; A Quiet Revolution, The Soul Of Leadership, Leadership Challenge, Great By Choice, Transformational Leadership,

With a strong and quick grasp of a wide range of issues, Ademulegun's penetrating intellect was remarkable.

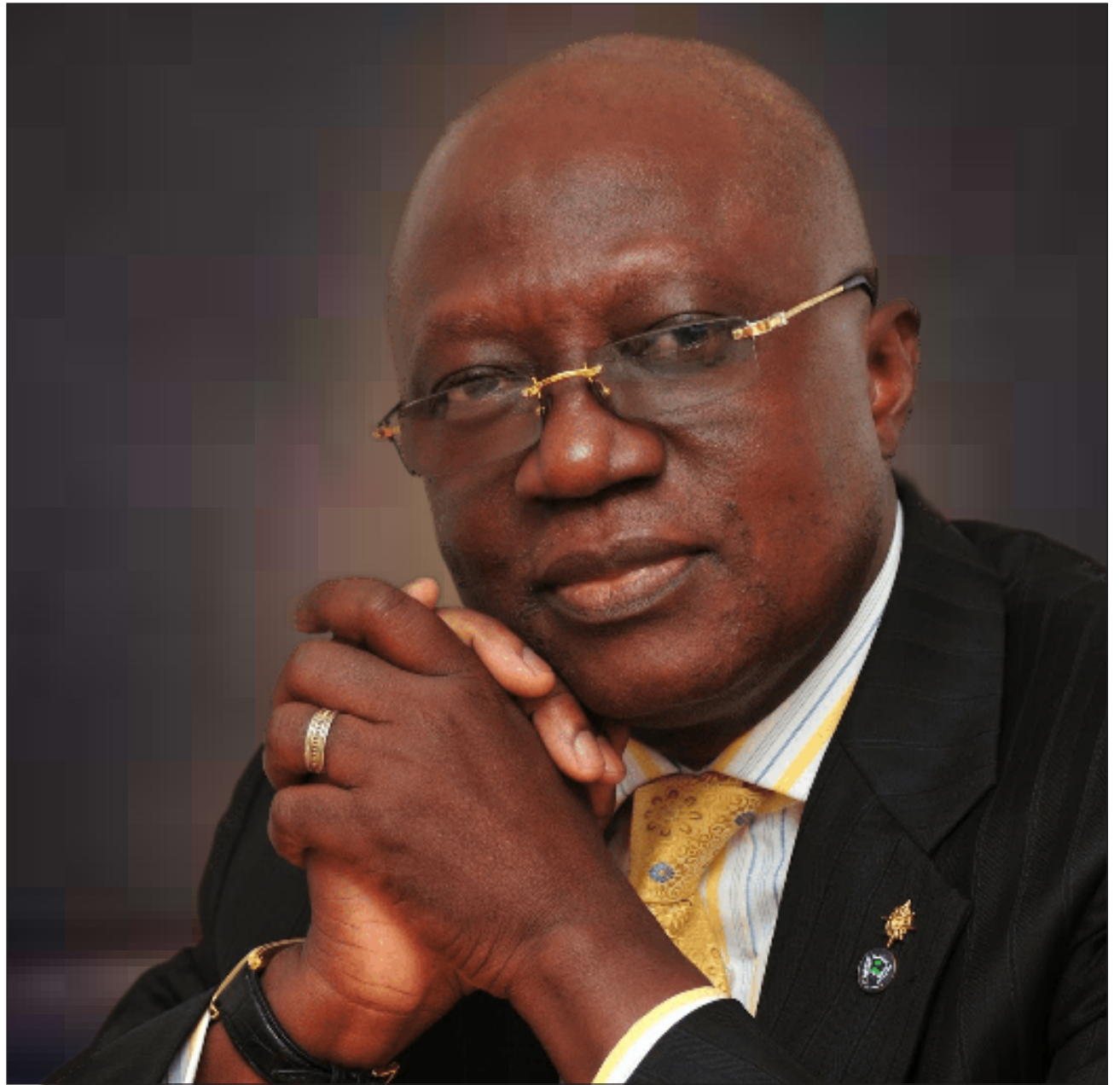
As a fellow of the Advertising Practitioner Council of Nigeria (APCON) now ARCON, and former president of the Outdoor Advertising Association of Nigeria (OAAN) he was a respected leading light in Nigeria's Integrated Marketing Communications industry. His team brought panache and style to outdoor advertising in Nigeria.

Ademulegun used his professional experience and passion in running a successful business. His company, Media Link Ltd pioneered quite a number of innovations in the Nigerian OOH Advertising Industry such as Photo frames in 1984, Delux boards in 1986, High-rise and Rooftops in 1990, 96-sheet super sites in 1994, Backlit/Lightbox in 2000, Scrolling Billboards in 2008, Backlit Lamp posts in 2009 and many more.

He sacrificed time and effort in driving collaboration across all sectoral groups in the industry. and clients. He always demonstrated a friendly, warm, and amiable persona.

Kole Ademulegun served as the Deputy Managing Director, Managing Director, and Vice Chairman of Media Link Ltd at

"The innovativeness of Ademulegun and his team gave Media Link the edge over its counterparts as they not only changed the face of outdoor advertising in Nigeria by being proactive to clients' needs, but at every milestone, they emerged more knowledgeable, more discerning, and more purposeful."



Bankole Ademelegun, former president and Chairman, Board of Trustees, OAAN

different times. He also served OAAN in different capacities. He was a 2-term President of the association and thereafter served with great dedication as the BOT member and Chairman at different times.

There have been a series of reactions from industry leaders and commentators on the demise of the former OAAN President, with everyone describing it as a colossal loss for the marketing communications industry

Chief George Onwujiariri

MD/CEO of Mario Sanctus Ltd and Vice President OOAN



Ademulegun's death has left an indelible void in the entire industry. He was the association's pillar of hope, especially during his dogged fight against moves by some state governments to muscle out the practice.

It is very saddening to learn that we have lost a Board of Trustee

chairman that believed greatly in teamwork.

It was Kole Ademulegun that laid the foundation for our edifice, the ultra-modern building at the Amuwo Odofin, Festac area of Lagos known today as OAAN House as the president of OAAN then. He was pragmatic, a gentleman that impacted the ecosystem with his vast experience and position as an industry icon, and will best be remembered for his unwavering commitment to the entire industry. It is a huge loss to the entire industry, especially for the OAAN family

Steve Babaeko

President of the Association of Advertising Agencies of Nigeria (AAAN)

Mr. Kole Ademulegun was one of the pillars of our industry, a leading light that blazed the trail for new generations of

practitioners, especially in the Out of home sector. The news of his passing is both shocking and heartbreaking. On behalf of the Executive Board of the Association of Advertising Agencies of Nigeria (AAAN), we send our deepest condolences to his family and his colleagues. Our prayers are with them at this very difficult time.

Dr. Olalekan Fadolapo,

Director-General of the Advertising Regulatory Council of Nigeria (ARCON)



"A distinguished Fellow and a respected practitioner has gone home to be with the Lord.

He was an active contributor of ideas over the years and shared some very helpful advice at different occasions.

We will surely miss him. Adieu Mr. Kole Ademulegun.

Femi Adelusi,

President of Media Independent Association of Nigeria (MIPAN) and Chairman, Heads of Advertising Sectoral Groups (HASG)

"The news of the passing of Mr. Kole Ademulegun is a sad one. The industry is yet to recover from the shocking passing of Mr. Tolu Ogunkoya and then this news. I met Mr. Ademulegun early in my entrance into the industry and he used his professional experience and passion in running a successful business. He sacrificed time and effort in driving collaboration across all sectoral groups and clients. He always demonstrated a friendly, warm, and amiable persona. He will be missed. I pray that the Lord comforts his family and friends.

Tobi Bakre



By Ganiyat Ganiyu

Tobi Bakre is unarguably one of the most sought-after and highest-paid Nigerian actors. The actor, model, host, compere, and photographer got a big break in the entertainment industry after participating in the Big Brother Naija Season Three reality TV show, where he emerged as the second runner-up.

A graduate of Banking and Finance from the University of Lagos who once worked in the office of the Accountant General of the Federation before the BBN show, Tobi has featured in several movies including lead roles in Jade Osiberu's blockbuster movie, Brotherhood, Prime Amazon film, Gangs of Lagos and Sugar Rush.

Career

Though Tobi began his career as an investment banker for four years before delving into movies, he has made a name for himself within a short period of time. He started his acting career as a character on a Nigerian daily show 'Hustle' where he portrayed the average struggle of a Nigerian returnee living in the country for the first time, after which he had his major

cinema break in the movie 'Sugar Rush', a movie that landed like hot cake. Sugar Rush did great at the box office. He played the role of Andy, a mischievous lover. Subsequently, he has appeared in other amazing movies such as The Rattle Snake, MTV Shuga (MTV's HIV/AIDS edutainment series), and Mokalik, to mention a few.

His other major big-screen break came when he acted in a lead role in the Highest Grossing Movie in Nigeria 2022 'Brotherhood'. The movie, Brotherhood tells the story of twin brothers- Akin Adetula (played by Tobi Bakre) and Wale Adetula (played by Falz). The two witnessed their parents being killed while they were young. Growing up, the twin brothers found themselves on the opposite sides of the law as Wale joins the Police SWAT team while Akin becomes a criminal, which landed him in prison severally.

Tobi is well known for stunts. He wowed millions of fans with his brilliant performance in 'Gangs of Lagos'. He played the character, OBA, who was a boy born into the core struggle and street life of Lagos but will stop at nothing to get a better life for himself and his own. Gangs of Lagos is Prime Videos' first original out of Africa and was also showcased at Toronto International Film Festival, TIFF.

He also played the lead in the movie, 'The Blood Covenant' where he played Eddie, one of three friends who find themselves in many unfortunate circumstances in the search for wealth and survival.

He has gone ahead to secure roles in some highly anticipated movies such as 'The Other Side of the Bridge' where he plays the role of a boxer who is trying to make do with his passion not succumbing to the struggles of life, Post Cards from India which is a merger of Hollywood and Bollywood and much more.

Tobi is an ambassador to brands like Amstel Malta, Unilever, and Jumia to mention a few.

Family

Tobi Bakre was born and raised in Lagos to Yoruba parents. He was born into a family of four children, which include his elder brother, Femi Bakre, CEO of Kraks TV. The talented actor shares a close relationship with his family, especially his father. In 2020, while celebrating his father's birthday, he revealed that he used to be a beans hawker and worked hard to give his family the life they deserve. He called him "a role model, a mentor, and more to a lot of people."

The father of one is happily married to Anu Oladosu. Tobi announced their engagement on social media in March 2021, after which they tied the knot five months after in a traditional marriage ceremony attended by their close friends, family members, and top Nigerian celebrities. They welcomed their first son Malik Bakre on December 30, 2021. The duo are expecting their second child soon.

His hobbies include networking, traveling, exercising, swimming, dancing, boxing, and soccer to mention a few, the list changes with every new encounter.

Awards

Tobi's talents and upbeat personality have earned him respect and nominations in the movie industry and he has also won in different capacities. Known for his versatility in theatrics, in 2020, Tobi bagged two nominations for the Best of Nollywood Awards for Best Supporting Actor – English and Most Promising Actor. He was nominated for the 2021 Net Honours and the Most Popular Media Personality (Male).

In 2023, he won the award of the night at the Africa Magic Viewers' Choice Awards, AMVCA, for Best Actor In A Drama Movie Or TV Series for his role in Brotherhood. Tobi was nominated alongside Blossom Chukwujekwu for "The Trade," Chidi Mokeme for "Shanty Town," Chimezie Imo for "Choke," Daniel Etim-Effiong for "Kofa," Femi Adebayo for "King of Thieves (Agesinkole)," NKakalukanyi Patriq for "Tembele," O.C. Ukeje for "Black Mail," Richard Mofe Damijo for "Four Four Forty-Four," and Tope Tedela for "All The Colours Of The World Are Between Black and White."





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Why Should Ad Practitioners Spare Quality Time To Clink Glasses?



Ntia Usukuma
08037251638 (SMS ONLY)



By Usukuma Ntia

Most business analysts will readily agree that Nigeria's advertising industry has played a vital role in shaping the country's economy, culture, and social values over the past fifty years it has operated within a structured setting.

The promotion of locally produced goods and services stands out as one very significant contribution of this strategic sector. Advertising has supported local industries, created jobs, and contributed to the growth of the Nigerian economy.

Promotion Of National Culture

Advertising has also played a vital role in promoting national culture and heritage. This has helped to preserve and promote the Nigerian culture both domestically and internationally. It has also helped to create a sense of national identity among Nigerians, as they see their culture represented in advertising.

Even as we see industry regulators pushing to ensure that the Nigerian economy reaps maximum benefits from the sector, it is all flowing from the passion of stakeholders to bake the biggest cake possible for the benefit of all.

Social Cause Advertising

Furthermore, advertising has been a platform for social change in Nigeria. The impact of social cause advertising has been remarkable in raising awareness about social issues such as gender equality, child abuse, and HIV/AIDS.

Creativity and Innovations

Additionally, advertising has been a catalyst for innovation and creativity in Nigeria. This has led to the development of new techniques and technologies, which have benefited even sectors beyond the industry. We can recall, anytime Nigeria wants to rebrand as a country, ad practitioners are always drafted into the team for their talent in creativity. One could readily recollect the relevance of Lolu Akinwunmi in the last nation rebranding project packaged by a former information minister, The Late Dora Akunyili, under the government of the late President Yar'Adua.

But despite these positive contributions and many others, the high point of any form of growth and achievement is best garnished with the darts of bullets or arrows you have overcome, the deadly traps you have escaped, and the hills and valleys you have crossed. Any advertising person would be quite familiar with most of them.

Talent Retention War

While the reasons might differ, but employee turnover in Nigeria's advertising industry has remained a huge challenge in

the last 50 years and beyond. At a point, it was the desire of top creative minds to work outside of big agencies or start their own agencies. Later Clients and Fintech were pouching the outstanding players in most agencies. Till now, the battle is never over. The biggest factor today is the "Japa" syndrome with Europe and Canada serving as the destinations of choice. This cycle has given the advertising industry a terrible track record in retaining quality talent.

Agencies have been consistently losing talent for quite a number of reasons such as "greener pastures" as a result of the pandemic which accelerated the talent drain in the ad industry as employees sought better pay packages, work-life balance, and growth opportunities. In the post-pandemic era, preserving talent emerged again as one of the key challenges for advertising agencies.

The CEO of a popular agency told a close friend that a "trusted" staff he had an exciting brainstorming session in the morning, sent him a terse message around midnight of the same day that he was on his way to London and would not be returning soon.

Now, if you have experienced any disappointment close to this level and today, you and your agency are still standing, why will you not spare some quality time to Klink some glasses?

Constant Policy Somersault

One of the major problems facing advertising in Nigeria is the lack of synergy and coordination between the arms of government and regulators. Rules and policies sometimes are changed at the speed of light. For instance, at one time foreigners are allowed to own agencies, then the percentage is reduced, then affiliations are nullified, and suddenly all your models must be black or Nigerian.

Sometimes you have to make multiple payments to the various arms or organs of government as the method of taxation and payment of dues are not harmonized. But you pushed through all these years and you are standing as organized advertising is 50. You really have a reason to celebrate.

Debts

There is a common saying that if you are not owed, then you are not in business. In Nigeria's advertising industry, this issue of debt is at a different level. Most of the agencies are reeling from crippling debts that threaten their survival. Indeed, some agencies have gone under because of debts. But despite this challenge, your agency is alive and kicking to witness AAAN celebrate 50 years. What can stop you now from clinking glasses?

Corruption

Corrupt practices in the advertising industry are hydra-

headed. From the supervising officer of the clients' team who threatens and extorts using questionable and dubious underground dealings, to unprofessional behaviour of staff planning to steal juicy accounts, as well as those involved in direct theft, illegal conversion of company properties, and many others, the ad agency is always under threat. So, if you stood your ground because you do not want to provide sub-standard services, or you discovered and truncated the efforts to pull the carpet under your feet and you are still standing. This is a strong reason to clink glasses and celebrate.

Crazy Deadlines

Correct deadline estimation in itself is a complex thing to manage. But some clients just enjoy giving last-minute briefs which means crazy deadlines to deliver. Many agencies are unable to meet so many due dates, turning in deliverables out of time. This reflects poorly on clients and brands and can cost an agency important business down the line.

Poorly timed projects can ruin an agency's credibility, or force the team to work overtime every time. None of those options has a happy ending for the agency. But you went through it not once or twice, and you are still standing and holding on to quality accounts. The least you can do is celebrate, especially when you are flying high as AAAN marks 50 years of existence.

Erratic Reworks

Many clients make it a habit to demand the reformulation of an already finished project. This means that most extra works are not included in the original fee. Reworks are a wrench in an agency's optimization and moreover, they take time away from new projects that will actually bring in money.

You have tried to show the client huge resources those reworks are gulping, hoping that you can renegotiate the fee but they will not just bulge. And now, you pushed through and beyond that era. Just relax, unwind to celebrate. What a time to stay bouncing as your agency is alive and bouncing as well. Frankly, there is no better time and reason than this to celebrate.

There might be many other different hurdles agencies overcame in the last 50 years. They include lack of regulation and enforcement of advertising standards, a season of poor client retention, low Profitability, a strong challenge from brand influencers, and "briefcase" agencies that are willing to offer ridiculously low bills and undercut serious agencies.

Whatever was your cross, celebrate life. After these first 50 years, with faith and hard work, the glory of the later years will most likely be greater than the former. Congrats to AAAN. Please let the celebration continue.

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