

NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE

# Brand

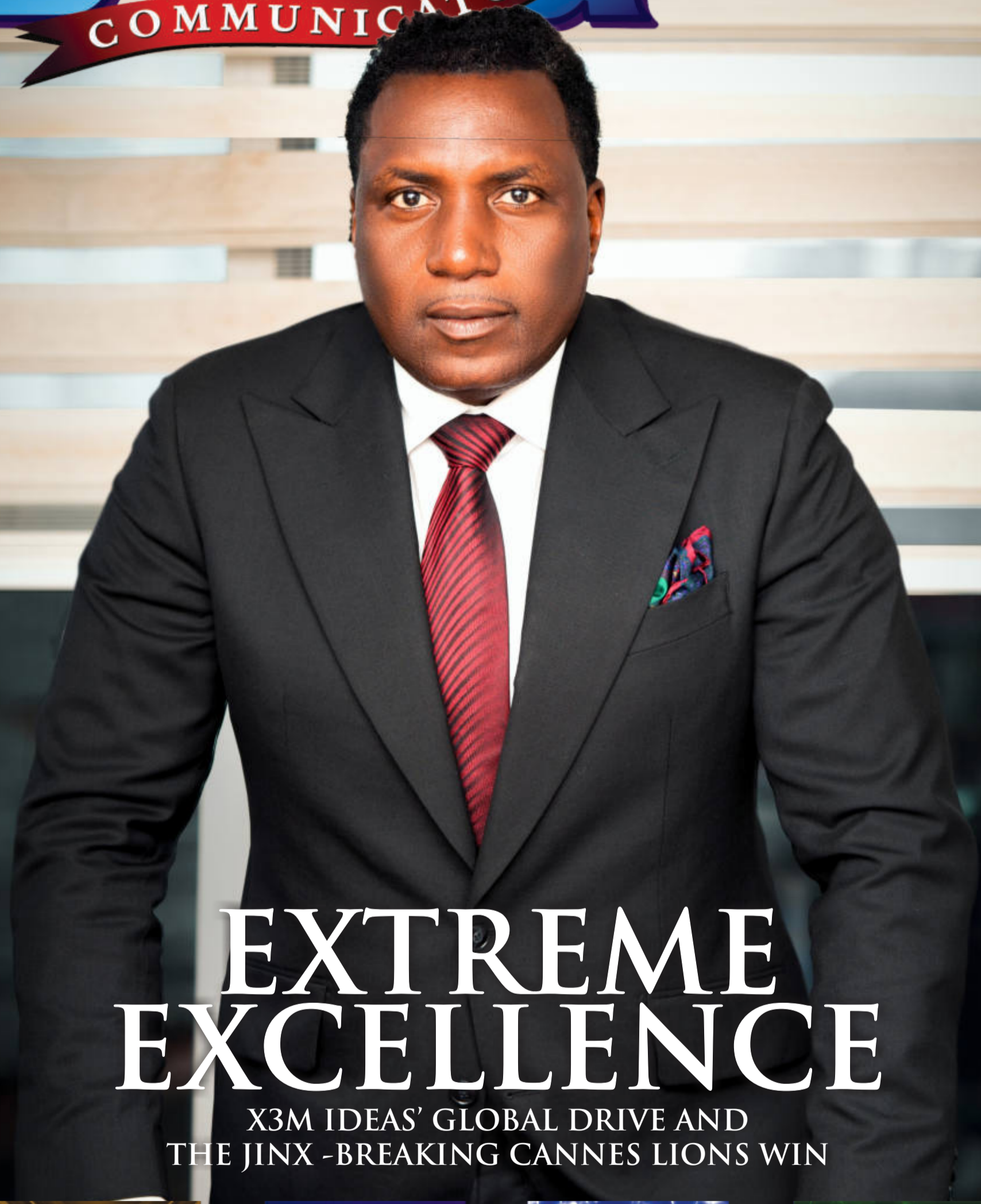
COMMUNICATOR

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Issue 85

*...linking the future.*



# EXTREME EXCELLENCE

X3M IDEAS' GLOBAL DRIVE AND THE JINX -BREAKING CANNES LIONS WIN





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CHICKEN  
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## A Bold Step Towards The NIPR Of Our Dream

It is no longer news that the Nigerian Institute of Public Relations (NIPR) has had a change of guard in its leadership at the national level with the election of Dr. Ike Neliaku, fnipr and Prof. Emmanuel Dandaura, fnipr as President and Vice President, respectively.

But what is of interest is that the new leadership has taken a significant stride towards upholding the integrity and professionalism of the public relations industry in Nigeria. We commend the newly elected NIPR President and the Governing Council for their foresight in recognizing the pressing need to address the issue of quackery within the industry. Their decision to establish specialized teams, one of them led by Brig. Gen. SK Usman (Rtd.), FNIPR, for the implementation of compliance with the NIPR Act, is commendable and long overdue.

The NIPR Act clearly stipulates that quacks should not be allowed to operate within the field of public relations in Nigeria. It is essential that this legislation is not only upheld but rigorously enforced to protect the credibility and professionalism of the industry. The duties entrusted to Brig. Gen. SK Usman and his team are therefore of paramount importance in achieving this goal.

First and foremost, the team's mandate to review the extent to which public and private organizations comply with the NIPR Act is vital. By identifying areas where compliance is lacking, they can develop strategies to rectify the situation and ensure that all PR functions in Nigeria are carried out by qualified professionals. Another crucial aspect of their work is to map all cases of violation of the Act that have been entertained by Nigerian Courts. This historical data will provide valuable insights into the challenges faced in enforcing the Act, and how the legal system has responded to violations.

While these tasks are undoubtedly formidable, it is imperative that the team led by Brig. Gen. SK Usman (Rtd.) and the NIPR President and Governing Council stand resolute in the face of challenges. Obstacles are inevitable in any mission of this magnitude, but they should not deter the pursuit of professionalism and compliance within the public relations industry.

It is indeed the desire of everyone in the IMC industry that Dr. Ike Neliaku, fnipr and Prof. Emmanuel Dandaura, fnipr as President and Vice President, should deliver the NIPR of our dream in their tenure. NIPR should stand up as a watchdog ready to protect and preserve the image of Brand Nigeria. The body should monitor and identify things that can erode the brand equity of Nigeria and promptly issue strong position statements on those matters. It should reach out and possibly partner with the National Orientation Agency (NOA) for the attitudinal changes that Nigeria badly needs. Enough of the lethargy of the past years.

Away from this, we present a galaxy of scintillating contents in our latest edition, Issue 85. This edition features four subcovers in addition to our main cover, which shines a spotlight on the trailblazing X3M Ideas, a creative powerhouse that has earned its stripes, set new standards, and shattered a long-standing barrier in West Africa by becoming the first agency to secure a Cannes Lions medal. We delve into the fascinating details of how the agency achieved this feat with its "The Soot Life Expectancy campaign," along with other valuable insights.

In this edition, we also highlight Netflix's recent event in Nigeria, where it brought together the crème de la crème of Nollywood, including actors, film producers, directors, and more, at its "Lights, Camera, Naija" event held in Lagos. We shed light on the prestigious Nigerian Idol, a musical showcase that various brands leverage to connect with their target audience and nurture talents that blossom into musical stars.

Furthermore, we delve into the Trendspp Awards, a recent event that recognizes outstanding influencers across various metrics. We evaluate the participation of brands at this award that celebrates the best in the influencer industry. Lastly, we take a close look at the new Supa Komando commercial that has generated considerable buzz, providing an in-depth review.

In addition to these exciting features, you can enjoy all our regular pages that you've come to love in this captivating new edition of Brand Communicator. We always strive to give our readers the best. Happy reading!

**Joshua Ajayi**  
Publisher/Editor-In-Chief



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

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The HOME of GOOD FOOD



# EXPERIENCE EVERY TASTE OF NAIJA!

Come enjoy the Nigerian food diversity in the Golden Penny Semovita Soup Festival.

**DATE:** 7-8th October, 2023

**TIME:** 10am

**VENUE:** Muri Okunola Park, Victoria Island Lagos.

Entrance is free!

Register on [www.GPsoupfestival.com](http://www.GPsoupfestival.com).



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## CWAY Strengthens Commitment With Business Partners, Hosts & Rewards Distributors Pan Nigeria

One of Nigeria's foremost food and beverages companies, CWAY FOOD AND BEVERAGES has recently organized a Distributor Engagement Program (D.E.P) for her top-performing distributors in northeast II, north-central and northwest regions of Nigeria.

The epoch-making event, which is the maiden edition, was ably championed by the company's Sales Director, Sapan Pattnaik and his team, and had in attendance renowned business partners in the distribution business in the Nigerian Food and beverages industry.

In the north-west region, the senior regional sales manager, Emmanuel Ikyav appreciated the distributors in attendance for their steady commitment to the CWAY Food and Beverages business under his watch, which

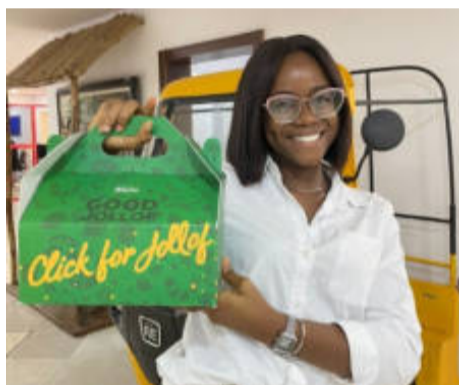


L-R: Alhaji Ahmed S. Sufi, The Chairman/CEO, SUFAYE Investments Ltd; Arun Bhintade, Managing Director, CWAY Food and Beverages; Sapan Pattnaik, Sales Director, CWAY Food and Beverages; and Emmanuel Ikyav, Senior Regional Sales Manager (North-East II) at the CWAY Distributor Engagement Programme held at the Tahir Guest Palace Hotel in Kano.

has enabled him and his team to grow the business in their region. Emmanuel emphasized that he will continue to ensure that he provides all necessary support to the company's business partners thereby enabling the achievement of the organization's objective of mutual growth. The senior regional sales manager for the company in the north-central region, Chimezie S. Agbo expressed his appreciation to all distributors in his region. In his words, "We could not have come this far without all your support. Yes, we are growing, but there is still room for growth and at CWAY, we are here to work with you and ensure we all grow together".

With two of this event already held, other regions are expected to play host to their top-performing business partners in weeks to come.

## Knorr Promotes 'Eat For Good' Campaign With One Good Jollof Box At A Time



Knorr, Nigeria's leading seasoning brand, once again brought its revolutionary ideas to the kitchens of

Nigerians with an exciting giveaway called the Knorr Good Jollof Box.

With a mandate to encourage consumers to 'Eat For Good', Knorr Good Jollof Box has recipes for tastier and more nutritious meals, inspiring Nigerians to adopt simple but smart ideas in making their favourite dishes.

Knorr opened the floor for consumers to win a Good Jollof Box through its Instagram page, and in their numbers, consumers flocked to the brand's digital page to win boxes of Knorr goodness. The winners of the package got the delivery of the Knorr Good Jollof Box right to their doorsteps.

According to Thelma, one of Knorr's avid fans and winner of a Knorr Good Jollof Box, "The recipes were absolutely amazing. Knorr

introduced me to the joys of cooking all over again. My seasoning rack and pantry has become a treasure trove of yummy possibilities that my family and I have been enjoying. With Knorr's recipes, my meals have not only been delicious, but healthy. I am really glad that Knorr decided to give me a Good Jollof Box. Thank you, Knorr."

In 2021, the leading seasoning brand launched its 'Eat For Good' Campaign targeted at inspiring consumers to eat better for themselves and the planet by first changing what they have on their plates. This inspired the brand to create healthier food recipes using its products, which ultimately culminated in the Knorr Good Jollof Box gracing many Nigerian households.

"At Knorr, we believe you can change the world by changing what is on your plate, making our best dishes better, and incorporating healthier options into our meals using Knorr, which is made of natural herbs and spices. We inspire consumers to Eat for Good by offering recipes that incorporate locally sourced vegetables and are easy to make at home and enjoy with your favourite meals" said Bolanle Kehinde-Lawal, Marketing Director, Nutrition, Unilever West Africa.

With Knorr Good Jollof Box, the brand cements its position at the vanguard of sustainable dining in Nigeria's food industry while delivering the perfect blend of sumptuous cuisine and wholesome living.

## FutureTech Partners Criteo To Revolutionise Advertising In Nigeria Using Open Web

FutureTech, a marketing solutions company has partnered with Criteo, a commerce-Media platform for the open internet to offer Nigerian advertising landscape measurable and boundless access through the Open Web.

According to Criteo, Open Web is said to be the traffic that exists outside the traditional (Google, Facebook), and other major platforms. It is estimated that over 60 per cent of online consumer traffic for inquiries and research go through Open Web. By leveraging innovative technologies and approaches, FutureTech and Criteo aimed to revolutionise the advertising landscape, offering more precise and effective solutions for businesses.

Speaking at the inaugural Futuretech Expo event themed "Bridging the Gap Between Your KPIs & Advertising" which held at Raddison Hotel, Ikeja, Lagos, recently, Itohan Izugbokwe, the Country Manager, Futuretech, said that the partnership with Criteo would enable brands, agencies, and clients to optimize their digital campaigns, ensuring trackability, measurability, and positive outcomes within the clients' budgets.

The objective of the collaboration is to scale the digital environment in Nigeria and help clients run performance-based campaigns that align with their objectives in a smarter and faster manner. Olisamaka Obioha, the sales manager for the Middle East and Africa at

Criteo, explained that Criteo supports companies in various verticals to achieve their retention and acquisition goals by intelligently engaging customers online. As a leader in commerce media, Criteo provides extensive reach across the open internet and helps clients activate hyper-relevant audiences to accomplish their objectives.

By leveraging innovative technologies and approaches, FutureTech and Criteo provide brands, agencies, and clients with precise and effective solutions to optimize their digital campaigns. With Criteo's expertise in engaging customers intelligently and FutureTech's commitment to scaling the digital environment.



## Golden Penny Rebrands Chicken Flavour Noodles Variant



Category Manager, Noodles, Golden Penny Noodles and Honeywell Noodles, Ayokunle Iyiola; National Sales Operations Manager, Flour Mills Nigeria (FMN) Plc, Isaac Oladebo; Head of Human Resources, FMN, Lara Yeku; Group Supply Chain Director, FMN, Cephas Afebuameh and MD FMN, Devlin Hainsworth during the Golden Penny Instant Noodles (Chicken Flavour) relaunch in Lagos

In line with its commitment to providing great nutritional benefits to the nation every day, Flour Mills of Nigeria has rebranded the Chicken Flavour variant of its iconic Golden Penny instant noodles to improve taste and quality for the benefit of consumers.

At the relaunch of the product in Lagos, the Managing Director of Flour Mills Limited, the parent company of Golden Penny, Devlin Hainsworth, said the rebranding, which saw the product upgraded and repackaged, was in line with the company's vision to be the leading food company, not just in Nigeria, but in Africa.

Speaking on investing and expanding its existing key categories, Hainsworth said, "We are looking at expansion across West Africa and,

indeed, we are starting some exports of Golden Penny Pasta and Noodles, which is exciting."

He stressed that Golden Penny brings to the mind of the consumer three critical things. "One, great quality and taste. The second is that it brings nutritional benefits.

Finally, the emotional benefit, the connection with family, the connection with childhood, the bonding, and the magic. It is only Golden Penny that brings these, and that makes it a very powerful brand and one of the fastest growing across Africa."

Also, speaking on the rebranding, the company's Category Manager (Noodles), Ayokunle Iyiola, said "Today, we are relaunching the chicken flavour of Golden Penny Noodles.



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*Rema*



## Fayrouz Unveils New Look, Introduces Exciting Flavour



Fayrouz, the premium brewed soft drink, takes the world by storm with a brand new look and flavour 'The Apple-Watermelon'

According to the firm, the new product is a thrilling burst of flavours, refreshment and a dazzling transformation which will be a sparkling sensation that will leave consumers' taste buds begging for more.

Fayrouz's stunning new look is the epitome of modernity and luxury that sets new standards in the beverage world. The brand's commitment to staying ahead of the curve shines through in every captivating detail of the enchanting packaging.

Alongside the new packaging comes the extraordinary Apple-Watermelon flavour, a tantalising fusion that will ignite your senses and take your taste buds on a rollercoaster ride

of delightful sensations.

Speaking on the new product, Olaoluwa Babalola, Portfolio Manager-Beyond Beer, Nigerian Breweries Plc said "We are thrilled to present the world with the fresh new look of Fayrouz. Our new look embodies the essence of sophistication, and our Apple-Watermelon flavour is a celebration of creativity and innovation."

"As we unveil this remarkable new look and introduce the Apple-Watermelon flavour, we remain steadfast in our belief to encourage and inspire consumers to bask in their true selves and embrace authenticity. With every sparkling sip, we raise a toast to celebrate individuality and the joy of being uniquely you!" Babalola added.

Don't forget to be on the lookout for the new look and flavour at the store nearest to you.

## DStv Secures Top Spot As Africa's Most-Admired Media Brand

One of the consumer brands of the MultiChoice Group, DStv has continued to soar as the unrivaled media powerhouse in Africa, securing the top position as the "Most-Admired Media Brand" on the continent.

The recognition comes from Brand Africa 100: Africa's Best Brands, an independent consumer-led survey that recognises brands preferred by African consumers across the continent. The survey also ranked DStv as the fourth "Top African Pride Brand" while it ranked 40th in the Top 100 list of "Most Admired Brands in Africa" category.

Last year, DStv produced a remarkable 6,000 hours of local content, captivating and informing over 21 million customers across 50 countries in 40 languages.

The brand's unparalleled reach touched the lives of more than 100 million people every day, reaffirming its status as the leading entertainment provider in the region. Additionally, the ranking as the #1 most-admired media brand in Africa, reaffirmed DStv's dominance in the media landscape in Africa, surpassing global giants like the BBC, CNN, Al Jazeera, Facebook, Netflix, YouTube and more.

While expressing their gratitude to African consumers, Busola Tejumola, Executive Head of Content & West Africa Channels at DStv, said "We are humbled and honoured by the unwavering support of our customers, which has allowed us to maintain our position as Africa's most-admired media brand. Our commitment to delivering top-quality content, catering to diverse linguistic

preferences, and connecting with audiences across borders has been the driving force behind our success."

Brand Africa 100: Africa's Best Brands is one of the most comprehensive surveys on brands in Africa, with an all-time high of 32 countries and economic regions participating in the research. The survey conducted independently by Brand Africa partners garnered over 200,000 brand mentions and featured more than 3,000 unique brands, solidifying its status as the most trusted and credible barometer of brands on the



continent.

For more information about DStv and its captivating entertainment offerings, please visit [www.dstv.com](http://www.dstv.com) to subscribe or upgrade and join in on the excitement. And stream matches on the DStv Stream.

## Pfizer Seeks Collaboration In Fight Against Counterfeiting As PSN's President Visits

The President of the Pharmaceutical Society of Nigeria Prof. Cyril Usifoh recently paid a courtesy visit to Pfizer's office in Nigeria. He was received by the Country Manager/Cluster Lead for West Africa, Pharmacist Olayinka Subair who reiterated the need for industry players to join forces in creating awareness around the dangers of counterfeit medicine and pharmaceutical products.

Olayinka Subair Country Manager/Cluster Lead West Africa at Pfizer commented: "The threat of counterfeits is not going away, Pfizer is seeking collaboration with stakeholders on efforts to educate consumers about counterfeit medicines because patients

need the knowledge to protect their health from counterfeiters."

Counterfeit medicines often miss key ingredients and dosages or contain added harmful ingredients. As a result, patients who take counterfeits, including life-saving medicines for cancer and heart disease, lose the therapeutic benefits they rely on to treat their conditions.

To tackle the threat of counterfeits to patient health, Pfizer is collaborating with industry stakeholders to ensure patients have the information they need to avoid counterfeit medicines.

"Pfizer is seeking collaboration with government agencies, pharmaceutical

organizations, doctors, pharmacists, and industry partners to help raise awareness of the growing problem of counterfeit medicines," said Zubair. "Together, we seek to tackle this threat to patient health by stopping counterfeits before they reach patients, giving consumers the information they need to make the right choices, and supporting health care providers in our communities."

Prof. Cyril Usifoh, Pharmaceutical Society of Nigeria's President responded "The Pharmaceutical Society of Nigeria as a body that seeks to maintain a high standard of Professional ethics and discipline among its members would give all the support to work together with Pfizer.



L - R: Prof. Cyril Usifoh President of PSN, Bunmi Femi-Oyekan Pfizer's Regulatory Director Sub Sahara Africa, Olayinka Subair Pfizer's Cluster Lead West Africa and Gbenga Falabi the Secretary General of PSN.

## Glovo, Shoprite Enter Strategic Partnership To Offer Home Deliveries In Nigeria



Oscar Pierre, CEO and Co-Founder of Glovo and Hubertus Rick, CEO, Retail Supermarkets Nigeria celebrate signing a Memorandum of Understanding in Lagos, recently

In line with its vision to provide everyone with easy access to anything in their city, leading multi-category app, Glovo has entered into a strategic partnership with Nigeria's largest supermarket retailer, Shoprite. Through this alliance designed to offer a simple, fast, and convenient experience for consumers to buy groceries online, customers can now

order all their daily essentials including freshly prepared meals, fresh fruits, and vegetables from Shoprite on Glovo. Thanks to Glovo's fleet of couriers, products are delivered to customers within an hour after the order is placed.

The partnership which was signed in May covers all Shoprite stores where Glovo is active such as Lagos, Abuja & Ibadan, with plans to expand to other cities in the coming months. This move drastically changes the game in the local commerce industry, further elevating Glovo's standing in the Nigerian market, just two years after its arrival on the scene.

Tosin Olukoya, Strategy Manager, Retail Supermarkets Nigeria, noted that e-commerce has revolutionized retail and the supermarket

wants to meet the ever-changing needs of the modern-day customer by making online shopping even easier through Glovo.

Speaking on the agreement, Kolawole Adeniyi, Head of Q-commerce for Glovo Nigeria said that the partnership aligns with Glovo's vision to provide everyone with easy access to anything in their city. He said, "To deliver on our vision, we seek partnerships with top retailers with stores widespread across our active locations. Glovo is enjoying strong growth and has big ambitions. Our goal is to make grocery shopping faster, smoother, and more convenient than ever before for the customer. Our partnership with Shoprite will allow us to do this, building on this new vertical.

**GObv**  
Nigeria

BEST OF INDIGENOUS

**DStv**  
Nigeria

# 3 LANGUAGES 3 TIMES THE DRAMA

**M** **YORUBA**  
MON & TUES @6:30PM  
STARTS 18TH SEPT.

**À PÒ**  
The Bag

**M** **HAUSA**  
FRI-SUN @8PM  
STARTS 22ND SEPT.

**KARIYA**

**M** **IGBO**  
WEEKDAYS @7PM  
STARTS 25TH SEPT.

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# Empowering A Hygienic Nation: Dettol Makes Significant Strides Through Hygiene Education



Nigeria's leading hygiene brand, Dettol, has taken proactive steps in combating poor hygiene practices in Nigeria with its impactful Clean Naija initiative. In collaboration with The Wellbeing Foundation Africa (WBFA), Dettol birthed the Hygiene Quest curriculum to address the challenges of sanitation and hygiene with a transformative journey in Lagos, Abuja, and Kwara states — reaching 92 schools, 96 communities, 35 healthcare facilities, 9,200 students, 7,000 community members, and over 25,000 mothers.

The curriculum consists of various modules that incorporate comics, mini-games, physical worksheets, and interactive activities to deliver learning. After the intervention, the assessment carried out by measurement partners Slum and Rural Health Initiative (SRHIN), showed amongst other positive impacts, that there was a 31.9% Increase in excellent knowledge of Handwash among School children, a 40.9% increase in excellent practice of handwashing and hygiene amongst Community Members and a 38.6% significant increase in excellent hygiene knowledge amongst pregnant women in health care facilities.

The achievements were celebrated in a closeout event in Lagos which was well attended by stakeholders from Reckitt Nigeria, The Wellbeing Foundation Africa (WBFA), SRHIN, The Federal Ministry of Education, the State Universal Basic Education Board (SUBEB), Standards Organization of Nigeria (SON), and other key players in public health and education sectors.

Commenting on the partnership, Tanzim Rezwani, Marketing Director Reckitt Sub Saharan Africa explained, "At Reckitt, we live by our purpose which is to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world, and this purpose drives everything we do as a company. With our flagship brand Dettol, we believe nobody should feel powerless in protecting who and what they love. It is why we created the Clean Naija Initiative, as an integrated multi-level campaign with the aim of creating awareness, education and driving behavioural change to achieve a cleaner and healthier Nigeria."

As we celebrate our achievements, let us remember why we celebrate — good health and wellbeing. We must always recognize its importance to our society and the risks we face

without proper hygiene and sanitation."

Representing the Founder of the Wellbeing Foundation Africa, H.E Toyin Ojora-Saraki; Dr. Ayomide Tonade, Senior Programs Lead, Wellbeing Foundation Africa highlighted the importance of the partnership "Women, infants and children are the highest burden bearers of the effects of poor sanitation and hygiene."

Recognising Dettol's monumental impacts so far and its alignment with our visions at Wellbeing Foundation, we are glad to see our collaboration provide better care to thousands of people across the nation. We undoubtedly look forward to much more impact with them."

Through the Clean Naija initiative and the initiatives under its umbrella — School Hygiene and the New Mum's Program — Dettol has educated over 9 million children and mothers on proper hand and personal hygiene habits and demonstrated its dedication to building a cleaner and healthier Nigeria. With the Dettol Hygiene Quest curriculum, Dettol's commitment to promoting hygiene education remains unwavering, with a goal to reach 6 million Nigerian school children by 2025.





SUPA KOMANDO ENERGY DRINK PRESENTS

# THE JUMP OFF





# Candies Takes 'Like A Child Again' To Abuja

Partners 'Movie in the Park', Filmhouse Cinemas, to spark excitement, nostalgia



L-R: Marketing Lead, West Africa, Cadbury Nigeria Plc, Motsamai Pule; Territory Commercial Manager North East -Sales West Africa, Ogechi Evongwa; Revenue Planner GCBM, Nigeria Sales-West Africa, Seun Bamiduro; Brand Manager, Beverages and Biscuits Marketing SSA Michael Boateng; Category Lead, Gum and Candy West Africa, Cadbury Nigeria Plc, Morolake Emokpaire; Modern Trade Channel Manager, Christy Udo; and Marketing Graduate Trainee, Emmanuel Kuram; at the event 'Like a Child Again' that happened in Abuja recently.

Cadbury Candies took the nostalgia game to a whole new level with the recent Like A Child Again event which happened recently at Riverplate Park, Abuja. Like A Child Again is a novel initiative by Cadbury Nigeria Plc (a subsidiary of Mondelez International), makers of Cadbury Buttermint, Cadbury Coffee and Cadbury Caramel, in partnership with Movie in the Park and Filmhouse Cinemas. Participants at the Abuja event were feted to an evening of fun, games and an exclusive movie screening of the Disney Classic, The Lion King.

The event had in attendance over 1,000 guests, with a number of side attractions to relive memorable moments from childhood and experience the nostalgic atmosphere Cadbury Candies created for them, including painting sessions, sing-along, dance and other fun activities.

Speaking on the purpose of the initiative, Marketing Lead, Mondelez International (Cadbury Nigeria Plc.), Motsamai Pule, noted that the brand is concerned with more than just functional needs. In his words, "Our products, as well as the experiences we constantly seek to provide, are tailored to meet not just the functional, but emotional needs of our consumers. Like A Child Again is an example of that. We are in the business of curating and sharing fun moments with our consumers."

A major highlight of the evening was moments before the outdoor showing of the movie when guests set their blankets and mats on the grass in anticipation. The enthusiasm

***"Childhood memories are very important and we recognise the power of such memories to make people feel good and reminisce. Like A Child Again has been successful at creating such an experience for our consumers by carefully curating a mix of activities that give a perfect blend of nostalgia and recreation. We take pride in our position that there is a candy for every moment."***

heightened at the start of the movie and at various parts of the movie that resonated with the audience.

On the choice of nostalgia around which the event is designed, Category Manager, Gum and Candy, Cadbury West Africa, Morolake Emokpaire said: "Childhood memories are very important and we recognise the power of such memories to make people feel good and reminisce. Like A Child Again has been successful at creating such an experience for our consumers by carefully curating a mix of activities that give a perfect blend of nostalgia and recreation. We take pride in our position that there is a candy for every moment."

An interesting addition to this edition was the introduction of the Best-dressed category. The winner, decided by voting on the Cadbury Candies' Instagram page, won the prize of N100,000.

"It was such a beautiful experience", said Ebube, a 21-year-old attendee. "Events like this do not happen a lot in Abuja. In a world that is in a rush for you to grow up, I am glad Cadbury Candies chose to remind us of the good old days and bring those good old days back".

Another attendee, Nafisat, a 28-year-old entrepreneur who relished her experience said, "The event was simply amazing. The setup was brilliant; the movie and the beautiful memories The Lion King brought got me so emotional. I'm so glad I came with my friends and I wish that another edition would be organised in Abuja soon."



# 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

Just at X3M?

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.

If you want us to go on this journey of finding that X too, come talk to us and let's see if we have any chemistry.

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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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# SAMSUNG Nigeria Announces 5th Generation Galaxy Z Flip5, Z Fold5



Samsung Nigeria has announced its fifth generation of Galaxy foldable: Galaxy Z Flip5 and Galaxy Z Fold5. The form factors offer unique experiences for every user with sleek and compact designs, countless customisation options, and powerful performance. The new Flex Hinge makes the foldable experience possible while offering an aesthetically balanced and solid design.

“Samsung is revolutionising the mobile industry with foldables by setting the standard and continually refining the experience,” said Charlie Lee, Managing Director, Samsung Nigeria. “Every day, more people choose our foldables because they offer an experience people want that they can’t get on any other device. Galaxy Z Flip5 and Galaxy Z Fold5 are the latest devices that prove our commitment to meeting the needs of our customers through innovative technology.”

Samsung’s heritage of innovation and dedication to the foldables category has created incredibly versatile devices available. With a strong belief in the potential of the foldable format, paired with world-class R&D and manufacturing capabilities, Samsung has consistently refined and optimised the Galaxy Z series lineup. From content creation on Galaxy Z Flip5’s new Flex Window[i] to seamless multitasking on Galaxy Z Fold5, this series of Galaxy foldables meets and exceeds the distinctive needs of today’s users.

The Galaxy Z Flip5 delivers a stylish, unique foldable experience from a pocket-sized device built for self-expression.

## Galaxy Z Flip5: The ultimate pocketable self-expression tool without compromise

The new Flex Window, now 3.78 times larger than the previous generation, offers a wide range of existing and new capabilities. It provides more customisation options, including informative and graphical clocks that can match the face design of a user’s Galaxy Watch6 series, as well as stylish frames.

Closed, the Galaxy Z Flip5 offers more usability than ever before. From the Flex Window, quickly and effortlessly access

useful information. With its unparalleled design and form factor, Galaxy Z Flip5 also offers the most versatile camera experience on a Samsung Galaxy smartphone. Take high-quality selfies with the rear camera thanks to the larger Flex Window.

Users can capture stunning hands-free photos from creative angles with FlexCam. It’s quick and simple to view and edit shots in Flex Mode too.

The Galaxy Z Flip5 adds AI solution improvements to the powerful camera experience, bringing every photo to life. Get creative, even in low light, with improved Nightography capabilities that optimise photos and videos in ambient lighting conditions. The AI-powered image signal processing (ISP) algorithm corrects any visual noise that typically spoils low-light images while enhancing details and colour tone. Even from a distance, photos are clearer with the digital 10X zoom.

## Galaxy Z Fold5: The ultimate productivity powerhouse with a large screen

Offering an immersive, large screen and a long-lasting battery in the thinnest, lightest Fold yet, Galaxy Z Fold5 is easy to take anywhere, while delivering the most powerful performance in the Galaxy Z series.

The Galaxy Z Fold’s robust, big screen experience, has evolved from Multi Window and App Continuity to a wide range of features including Taskbar, drag and drop, and optimisation of third-party apps. S Pen Fold Edition introduced in the third generation Fold in 2021, has also been fine-tuned to deliver a superior writing experience on Galaxy Z Fold5. These features and tools come together to deliver powerful productivity on a large screen and enable users to complete important tasks from anywhere.

The improved Taskbar enables dynamic productivity by allowing users to quickly switch between frequently used apps. Now up to four recent apps are ready for more efficient working. Newly enhanced two-handed drag and drop can also

ramp up productivity when moving content between apps and screens. Simply touch and hold an image in Samsung Gallery with one finger and use another finger to open the Samsung Notes app to drag and drop the image.

The new slimmer and more compact S Pen Fold Edition makes real-time annotating and ideation easy while being able to fit more comfortably in the pocket. The Slim S Pen case is nearly the same thickness as a regular case for the Fold and available in a variety of styles and colours so users can carry their S Pens in style.

Helping users do more on the go, the 7.6-inch Main Screen provides expansive and uninterrupted viewing so users can enjoy their favourite movie in portrait or landscape. Plus, peak brightness has increased by more than 30%, up to 1750 nits, for an optimal viewing experience outdoors even under bright sunlight.

## Delivering a positive impact for the planet

Speaking further during the Unpacked Event held in Lagos, Nigeria, Charlie Lee, Managing Director, Samsung Nigeria, expressed his continued demonstration of progress toward the company’s environmental vision and accelerated actions that help achieve its goals, including reaching net zero carbon emissions by the end of 2030 for the Device eXperience Division.

“The Galaxy Z Flip5 and Fold5 feature a wider variety of recycled materials than their previous generations, including pre-consumer recycled glass and aluminum and post-consumer recycled plastics, sourced from discarded fishing nets, water barrels and PET bottles. Even the paper used for their packaging box is made using 100 percent recycled material”.

Lee explained that these innovations have also been purposefully designed for optimised longevity. Each device comes with five years of security updates and four generations of OS upgrades, helping to extend the product lifecycle.

## Availability and Recommended retail price

The Galaxy Z Flip5 and Galaxy Z Fold5 will be available for pre-order in Nigeria from July 26th – August 10th, with general availability in carriers, retailers and on Samsung.com starting August 11th.

Galaxy Z Flip5 lets users express themselves with colours including Mint, Graphite, Cream, and Lavender, as well as a range of accessories including a Clear Gadget Case, Flap Eco-Leather Case, Flipsuit Case and easy-to-carry Silicone Case with Ring to create a more personalised look.

While the Galaxy Z Fold5 is available in Icy Blue, Phantom Black, and Cream, along with a variety of cases that offer practicality and style including a Slim S Pen Case, Clear Gadget Case, Eco-Leather Case, and a Standing Case with Strap

According to Joy Tim-Ayoola, HOD – MX Division, customers who pre-order the Galaxy Flip 5 or Fold 5 will get gift items worth up to N150,000 (Insert Pre-order KV).

“Samsung is committed to giving customers peace of mind with Samsung Care+, a support service for accidental screen damage. Customers can register within 30 days of purchasing their Galaxy Flip5|Fold5 and enjoy 1 free screen repair within a 12-month period”, she added.

According to Chika Nnadozie, Head of Marketing, Samsung Nigeria, “Samsung understands the harsh realities of the Nigerian economy and as a result has partnered with financial institutions to offer device financing opportunities which allows customers to buy the Galaxy Z Fold 5 or Z Flip 5 and pay in 3 to 12 months’ instalments.

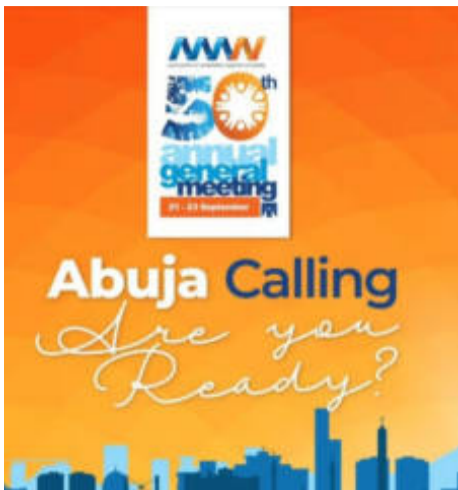


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## AAAN Unveils Landmark 50th AGM Dates, To Hold In Abuja



The Association of Advertising Agencies of Nigeria (AAAN), the umbrella body that coordinates and promotes the interest of advertising agencies in Nigeria has revealed that its landmark 50th Annual General Meeting will be held from the 21st to 23rd of September, 2023.

The association made this known in a post across its social media pages. In a strategic move that may signify the association's desire to forge closer ties with the corridors of power in Nigeria, AAAN has chosen the country's capital city, Abuja, as the venue for this landmark AGM. Historically, the AAAN has consistently rotated the location of its AGMs, spreading the event's influence across various states in Nigeria. The previous edition was held in Lagos state.

As one of the oldest and most influential sectoral groups within the integrated marketing communications industry, AAAN's AGM holds a prominent position in the nation's marketing communications calendar.

It has consistently attracted key stakeholders, prominent business leaders, and policymakers, both from within and outside the marketing communication industry, making it an event of national and industry-wide importance.

AAAN was founded in 1973 as a sectoral body within the Nigerian marketing communications landscape and has become a force to be reckoned with both locally and internationally. The Association formally changed its name from Association of

Advertising Practitioners of Nigeria (AAPN) to Association of Advertising Agencies of Nigeria (AAAN) on May 1st, 2004 during its 31st AGM/Congress.

The mission statement of AAAN encapsulates its core objectives: "To regulate the practice of advertising among member agencies towards improving standards, corporate respectability, profitability, and knowledge.

It also aims to encourage symbiotic relationships among practitioners and other related sectoral bodies, in order to enhance the business environment in which we operate, thereby strengthening the contribution of advertising to the nation's development."

## ADVAN Executives Hold Crucial Meeting With New Senior Special Assistant to President Tinubu

Executive Council Members of the Advertisers Association of Nigeria (ADVAN) recently paid a courtesy to O'tega Ogra, the new Senior Special Assistant to President Bola Ahmed Tinubu on Digital and New Media on what it described as a crucial strategy session with him.

According to apex advertisers' body, the primary focus of the meeting was to address critical issues within the Nigerian advertising and marketing ecosystem.

President of ADVAN, Osamede Uwubanmwun, expressed his delight in President Tinubu's choice of Ogra for the position. He took the opportunity to reassure the government of ADVAN's unwavering

commitment to providing valuable insights and support it requires from it as well as its readiness to work hand in hand with the government to foster the development of a truly sustainable and vibrant digital media ecosystem in Nigeria.

In response, Otega Ogra, who is also an Executive Council Member of ADVAN, revealed that the President Tinubu-led government is enthusiastic about welcoming inputs and support from all stakeholders. He added that the government is keen on formulating valuable policies that drive national progress in the digital realm.

He also expressed his anticipation of a fruitful collaboration with ADVAN in achieving these shared goals.



L-R: Obum Okoli, Tolu Olanipekun, Ediri Ose-Ediale, O'tega Ogra, Osamede Uwubanmwun, Lara Banjoko, Kenneth Iruonagbe, all of ADVAN at the recent visit.

## Women In Out-Of-Home Advertising Hold Inaugural Meeting, Unveil Logo

In a historic moment for the advertising industry, a group of trailblazing women has gathered to birth Women in Out-Of-Home Advertising in Nigeria, WOHAN. The inaugural meeting was held on recently, at Sheba Event Centre, Lagos, with a strong turnout of women from the out-of-home advertising world.

With a vision to empower women in Out-Of-Home Advertising by creating an inclusive environment that recognises and amplifies their talents, WOHAN aims to champion OOH by providing resources, mentorship, and networking opportunities to promote their professional growth. Through advocacy, education, and collaboration, it also

strives to break barriers, foster equality, and ensure equal opportunities for women to excel in the industry. The meeting began with an opening speech by the Coordinator of Women

in Out-of-Home Advertising, WOHAN, Adeola Odesanya, while welcoming members of the forum, the keynote speaker, and members of the press to the event said the

groundbreaking initiative seeks to create a supportive and inclusive environment for women to thrive and break the glass ceiling in the advertising industry. According to her, the launch of the forum would allow women to take their rightful positions in the Out-of-Home Advertising Sector.

The out-of-home advertising sector plays a pivotal role in shaping public perception and influencing consumer behaviour. Despite its significance, women's representation in key decision-making roles has been historically low. WOHAN's inception marks a significant step towards bridging this gender gap and transforming the industry into a more progressive and equal landscape.



## WOO, ARCON, Broadsign, Absen, Others Rally Behind Maiden Location Marketing Awards



interests worldwide, has thrown its weight behind the inaugural edition of the Location Marketing Awards (LOMA) scheduled to take place on September 29, 2023, at the Marriot Hotel in GRA Ikeja, Lagos.

The backing from WOO is preceded by the approval and further endorsement of LOMA by the Advertising Regulatory Council of Nigeria's (ARCON), following a rigorous vetting and verification process of LOMA's procedures.

Curated by the OOH Academy, LOMA has a primary objective of recognizing and

honouring outstanding individuals and OOH companies that have contributed significantly to the industry's growth year after year.

LOMA also entered a strategic partnership with auditing company, Mazars in Nigeria. Kingsley Onwukaeme, the visionary convener of LOMA, emphasized the importance of the partnership with Mazars in Nigeria, explaining that collaborating with this globally recognized organization, known for its specialized services in audit and assurance, financial and business advisory, is pivotal to ensuring the utmost fairness and transparency in the award selection process.

LOMA has also gone into other local and international partnerships including one with BroadSign, a leading Canadian digital out-of-home marketing platform as well as ABSEN, a renowned Chinese company specializing in

LED display solutions, covering indoor, outdoor, and rental applications.

Now in its voting stages, LOMA has had a call for entry that lasted weeks with various players in the OOH putting in their entries for the various categories of awards for contest.

Currently, LOMA is in the midst of its voting stages, after a comprehensive call for entries that spanned several weeks. Numerous stakeholders from the OOH industry have eagerly submitted their entries across various award categories.

Now, the fate of these entries lies in the hands of the voters and panel of judges constituted for the awards, who comprise professionals from the marketing communications industry, determining the eventual winners and their achievements in this prestigious event.

The World Out-of-Home Organisation (WOO), recognized as the apex global body for Out-of-Home (OOH) advertising and an advocate for the industry's



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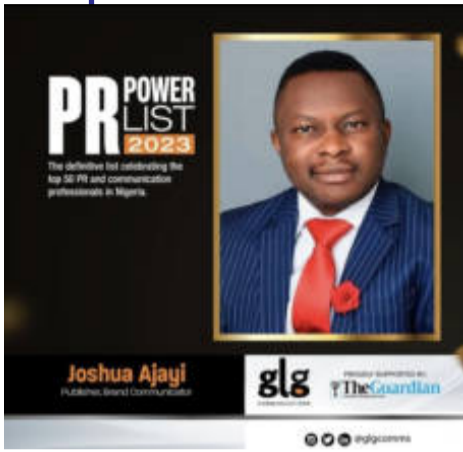
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# Brand Communicator's Joshua Ajayi Makes Nigeria's Top 50 PR Power List



As part of activities to mark the 2023 World PR Day, one of Nigeria's leading Public Relations firms, GLG Communications in collaboration with the Guardian Newspaper has unveiled Joshua Ajayi, Chief Executive of Awesome Communications, Publishers of Nigeria's leading multi-award-winning Brands, Marketing and Sustainability focused publication-Brand Communicator, in its much-anticipated PR Power List – the definitive annual list that recognises and celebrates the top 50 PR and communication professionals in Nigeria.

According to the organisers, the 2023 PR

Power List, exclusively published by The Guardian, features a carefully curated selection of returning honorees from the previous year, as well as exceptional new entrants who have made their mark in the past 12 months. This prestigious recognition highlights the remarkable contributions of these PR professionals who often work tirelessly behind the scenes, crafting communication strategies that make magic happen for their clients.

Omawunmi Ogbe, Managing Partner of GLG Communications, expressed the significance of acknowledging these often overlooked professionals and their vital role in shaping the business landscape and the wider

community.

“With The PR Power List, our goal is to shine a spotlight on the tireless efforts of these professionals and highlight their indispensable contributions,” Ogbe stated.

Mr. Martins Oloja, the Managing Director and Editor-in-Chief of The Guardian Nigeria, expressed his pride in continuing to celebrate the achievements and dedication of practitioners in the PR and communications industry in Nigeria.

Joshua Ajayi's inclusion in the esteemed PR Power List comes as no surprise, given his exceptional track record and commitment to excellence.

# AI Cannot Replace Human Ability In Marketing, Says MediaFuse Dentsu Boss

The Managing Partner & Chief Executive Office of MediaFuse Dentsu HoldCo Ltd, Mr. Emeka Okeke has stated that AI capabilities cannot replace the human ability to think and be creative as creativity is the lifeblood of marketing regardless of the numbers of AI propogates.

The marketing communications practitioner made this known during his presentation as the keynote speaker at the 2023 Innovention Roundtable organized by marketing communications firm, Verdant Zeal Group with the theme “Artificial Intelligence and the Future of Marketing Communications”.

While giving his keynote speech, Okeke

said “AI will replace large analytical processes in marketing, not empathy. Marketers need to adapt and adopt AI to stay relevant in the business”

In his presentation, he made the case for the need to explore the use of artificial intelligence in impacting and transforming the field of marketing communications.

He revealed that AI is automating a lot of tasks and therefore comes with a lot of potentials to revolutionise marketing.

However, he added that AI is not a replacement for human expertise and creativity. “Artificial Intelligence can only enhance people's potentials but NOT replace it.”

Highlighting how Artificial Intelligence can be leveraged to drive growth, innovation,

and positive change, Okeke said predictive analytics for better decision-making, efficiency, teaming, personalization, and voice search optimization are some of the trends of AI that can be used in marketing.

His words: “AI is used to augment and enhance teams for increased productivity and ultimately on involvement by helping the creative industry to embrace the way we work in prioritizing and investing in a strategy, ideation, tracks shot that are often short-changed due to timing and cost pressures”

He added generative AI is valuable, especially for conceptualization and visualization stages such as script generation, mood board, and concepts which can be made in a fraction of the time and costs.



Emeka Okeke, Chief Executive Office, MediaFuse Dentsu HoldCo Ltd

# Elev8media Expands Portfolio With “Lekki Gateway 2.0” WiFi Billboard

One of Nigeria's foremost Out-of-Home (OOH) advertising powerhouses, Elev8media Advertising Limited has unveiled an iconic digital billboard positioned at the Gateway of Lekki Phase 1 to reinforce Elev8's commitment to expanding consumer engagement and redefining advertising norms.

This billboard by Elev8media sets the record as the first digital billboard in Lekki to provide complimentary high-speed WiFi technology access to its audience. The digital billboard will allow passersby to instantly connect to the internet free of charge.

According to the advertising powerhouse, “This thoughtful addition not



only enables pedestrians, motorists, and passersby to stay connected but also transforms the billboard into a functional oasis, where connectivity meets artistry.”The masterpiece in

Elev8's digital billboard collection holds a unique distinction and stands as an addition with dimensions that command attention.

As a trailblazer in the industry, Elev8

recognizes the importance of adapting to the evolving needs of consumers in a digital age which is why this digital marvel seamlessly merges with its idyllic surroundings, creating a visual symphony that captures both the eye and the imagination.

The introduction of this iconic digital billboard stands as a testament to the company's commitment to refining customer experiences and amplifying brand exposure for its esteemed clientele.

By seamlessly fusing captivating visuals with functional connectivity, Elev8 once again establishes itself as a bridge between the physical and digital worlds, ensuring messages resonate powerfully.

# New NIPR President Hits The Ground Running, Sets Up Work Teams



As part of efforts to transform and reposition the Nigeria Institute of Public Relations (NIPR), the newly

elected President and Chairman of the Governing Council, Dr. Ike Neliaku has set up five work teams to help run the smooth operations of the council.

This was made known in a press statement signed by the Registrar/Secretary of the Council, Uzoma Onyegbadue, and shared with Brand Communicator.

The first team is tasked with the repositioning of the National Secretariat. To be led by the Vice President, Prof Emmanuel Dandaura, the team will be responsible for reviewing the content and implementation status of the 2014 NIPR Corporate Governance and Administrative Restructuring Report (CGARR) and Conducting an audit of the staff of the National Secretariat to produce the current staff disposition list and make recommendations that could enhance staff

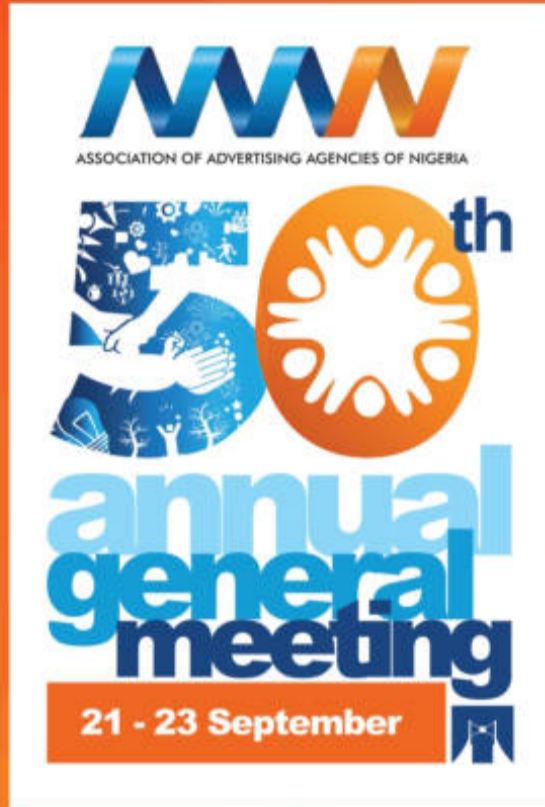
motivation and other establishment matters, as well as Identify new challenges, not captured in the CGARR, that are affecting smooth operations of the National Secretariat.

According to the statement, the second team will work on the review of Council Committees. This will be led by ranking Council Member, Dr. Sule Yau Sule, fnipr. They are charged with the responsibilities to conduct an audit of the functions and composition of extant Council Committees; Identify statutory/standing Council committees as specified in the NIPR Act; Review the performance of the previous Council Committees to identify the learning points that could assist the Council in avoiding the pitfalls of the past; and Make Recommendations that could assist Council design committees that will be functional and

effective in meeting the needs of NIPR.

The third team will work on Sustainable Sources of Funding NIPR Activities and Programmes. This will be led by Council Member Ini Ememobong, to amongst others, “review existing sources of funding available to the Institute to identify gaps and best practices that would guide Council in ensuring sustainable revenue henceforth; assess the level of compliance to the 2014 NIPR Financial Guidelines and make necessary recommendations for improvement where necessary; recommend new and alternative sources of funding/revenue for NIPR programmes and activities; and recommend creative strategies and mechanisms that the Council could deploy to ensure effective revenue mobilization and sustainable financial best practices,” the statement read.

ASSOCIATION OF ADVERTISING AGENCIES OF NIGERIA



**Prof. Mustapha Akinkunmi**  
Senior Researcher, CIPS, Fordham University  
Speaker



**Mr. John Ugbe**  
CEO, Multichoice  
Speaker

Conference Theme:

# The African Initiative to the World



Date: 22nd September, 2023  
Venue: Abuja International Conference Centre, Abuja

**Bolanle Austen Peters**  
Panelist



**Bayo Omoboriowo**  
Panelist



**Nnena Onyewuchi**  
Panelist



**Jay Chukwuemeka**  
Panelist

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# Semovita's "My Soup's First Choice": An Incisive Review



creativity by turning a simple dining scene into an engaging and humorous narrative. The concept of soup rejecting traditional swallow in favour of Golden Penny Semovita is both imaginative and entertaining.

**Emotional Appeal (9/10):** The commercial successfully tugs at the viewer's emotions through relatable family dynamics and the universal love for delicious food. The mother's determination to ensure a satisfying meal resonates with audiences.

**Message Clarity (8/10):** While the overall message that Golden Penny Semovita is the ultimate choice for soup is clear, the initial soup rejection scene might confuse some viewers. A bit more clarity in this segment could enhance the message. On a lighter note, writing this, I could easily visualize my mother saying the soup has been possessed by some spirits

**Brand Integration (9/10):** The brand, Golden Penny Semovita, is seamlessly integrated into the story. It doesn't feel forced, and the product's attributes are effectively highlighted as the solution to the family's dilemma.

**Production Quality (10/10):** The TVC is well-produced with high production values. The visuals are crisp, and the actors deliver convincing performances. The dining table set and food presentation are also visually appealing.

**Engagement (9/10):** The commercial keeps viewers engaged throughout its duration, thanks to its compelling narrative. It piques curiosity and maintains interest as the story unfolds.

**Memorability (8/10):** The humorous twist and catchphrase, "My Soup's First Choice," make the TVC memorable. However, it might require repeated viewings for some viewers to fully grasp the message.

**Call to Action (9/10):** Short, sharp, straight to the point, the TVC shows the qualities and nutrients in the brand rather than outrightly calling consumers to action. I find that subtle and a lot more effective even when some people will want the TVC to have a CTA encouraging viewers to try Golden Penny Semovita or visit a website for more information.

**Target Audience (9/10):** The TVC effectively targets its audience of swallow enthusiasts and those who appreciate the importance of the right pairing between swallow and soup. It aligns with the brand's core consumer base.

**Overall Impact (9/10):** "My Soup's First Choice" is a highly impactful TVC that not only entertains but also effectively communicates the superior quality of Golden Penny Semovita. It leaves a positive impression and fosters brand recognition.

In summary, the "My Soup's First Choice" TVC is one that not only entertains but also effectively communicates the superior quality of Golden Penny Semovita. It reinforces the brand's position as the preferred choice for those who take their swallow seriously. It excels in creativity, emotional appeal, and production quality. While it effectively conveys its message, a bit more clarity in one scene could enhance its overall effectiveness. Nonetheless, it successfully engages the target audience and leaves a memorable impression.

By Jeremiah Agada

What defines a true Nigerian? Is it the unwavering grit, tenacity, and boundless industrious spirit that the world has come to recognize them for? Or perhaps it's the deep-rooted cultural heritage, vibrant traditions, and the ever-evolving fusion of cultures? While these play a role in shaping Nigeria's identity, there's another aspect that is equally, if not more, integral to the nation's essence – its food.

When it comes to Nigerian food, one staple stands out prominently. This is what most Nigerians call – "swallow." This finely mashed and meticulously prepared food staple is the cornerstone of Nigerian cuisine, an integral part of daily life for millions. For an average Nigerian, a day without swallow is like a story missing its most important chapter.

But what makes this cherished dish truly remarkable is the fact that it is usually paired with a variety of soups. When it comes to soups, choices are as diverse as Nigeria itself. Do you opt for the delicious allure of Egusi soup, or does the luscious viscosity of Okro or Ogbono soup beckon your palate? Perhaps it's the enticing depth of Efo Riro (elemi meje) that makes your heart sing. And let's not forget the captivating flavours of Okoho soup, a hidden gem from Nigeria's middle belt, Idoma specifically. Venture further north, and you'll find the aromatic embrace of Miyan Kuka in Bauchi, or the hearty delight of Karkashe and Miyan Geda. Wander down to the South-South region, and you'll be greeted by the tantalizing aroma of Banga soup in Delta state. Akwa Ibom offers a delectable trio of Edikaikon, Editan, and Afang, each a demonstration to the region's rich culinary heritage. And then, there's the legendary Fisherman soup from Bayelsa, a soup that pays homage to the bountiful rivers and oceans that cradle Nigeria's southern coastline.

So when Golden Penny Semovita, the trusted "swallow" brand from the stables of Flour Mills of Nigeria (FMN), boldly declared itself as "My Soup's First Choice" in a daring television commercial, it was nothing short of a statement of significance and responsibility.

Golden Penny Semovita has long been synonymous with premium quality, made from high-quality wheat and cherished for its smooth, fine texture and superior standards. Renowned as

a vital source of energy, protein, and fiber, it comes as no surprise that Golden Penny Semovita holds a special place in the hearts of swallow aficionados across Nigeria. "My Soup's First Choice" isn't just a catchphrase; it's an enduring and endearing copy crafted to demonstrate the brand's enduring quality and its unwavering presence in the homes of swallow-loving Nigerians.

The TV commercial opens with a heartwarming family scene, gathered around the dining table, eagerly anticipating a meal of swallow with their deliciously prepared soup. However, the plot takes a fascinating twist when the soup outright rejects the initially prepared swallow. Despite numerous attempts by family members to enjoy their meal, the soup remains unyielding. It's a humorous and entertaining depiction of a seemingly impossible scenario, where the soup has a say in what it is paired with.

However, the matriarch of the home makes a decisive move. She replaces the rejected swallow with Golden Penny Semovita, and that's when the magic happens. The soup, once obstinate, now sits contentedly, allowing itself to be relished by the family, signifying that it has chosen this brand as its first choice. The message is clear: when it comes to delivering a satisfying and harmonious meal experience, Golden Penny Semovita takes the crown.

While the situation portrayed in the commercial might stretch the boundaries of reality, its core message shines through brilliantly. Golden Penny Semovita is positioned as the ultimate partner for your soup, a choice so superior that even the soup itself can't resist.

Beyond the playful narrative, Golden Penny Semovita delivers on its promise of providing significant nutrients essential for good health. Its smooth texture and ease of swallowing make it not just a delicious choice but also a practical one, showing the consumer that in seeking a filling and nourishing meal, combining Golden Penny Semovita with their favorite soup is a commendable choice.

Using the key metrics of creativity, emotional appeal, message clarity, brand integration, production quality, engagement, memorability, call to action, target audience, and impact, here is a brief review of the TVC.

**Creativity (10/10):** The TVC demonstrates exceptional



# EXTREME EXCELLENCE

X3M IDEAS' GLOBAL DRIVE AND THE JINX -BREAKING CANNES LIONS WIN

By Usukuma Ntia

If there is an agency that has altered the age-long rules of the advertising game with deep creativity, freshness, and youthful appeal, it is X3M Ideas.

In its eleven years of existence, this advertising superbrand has never lost sight of its vision to chart a new course for others to follow. And they have been richly blessed as well, with a salvo of awards for consistently creating incredible value for its swarming clients over the years.

The agency's array of awards and testimonials stand tall as a bold testament to the professional acumen of its passionate team.

## X3M DRIVE

Any keen observer will note that X3M's eyes are firmly fixated on grabbing a substantial portion of the international advertising market share, by innovatively turning knowledge into enduring business solutions for brands across the African continent.

In the last eleven years, X3M Ideas has continued to grow in leaps and bounds, championing one of Nigeria's most successful advertising stories ever told. But behind this unique story is a team of suave, counter-intuitive players who continuously bury their brains in the clouds, to re-create a world different from the familiar one. From the Chief Creativity Officer to the last player, each individual is always passionate about being a part of the re-engineering efforts to drive a workforce that is abreast with managing diverse alterations and convolutions of ideas to create designs that would always wow the mind.

At X3M Ideas, the emphasis is on creating oceans of uncontested market spaces to flourish. Add that to the company's holistic approach to marketing communications and you won't be surprised by the market leadership the agency has enjoyed in recent years. Little wonder the brand became the first

to bring laurels to Nigeria from Cannes.

## The X3M Culture

For the X3M team, creativity is a culture that is intrinsically embedded at the core of its soul. The advertising brand is always challenging itself to find the unusual, to question what is not but can be, and to hunger for what others see as unreachable.



The passion to find great stories behind life's phenomena inspires the team to look outside the window for answers. The challenge of finding such stories pushes the team to discard long-standing norms, generally accepted notions, and assumed truths to create a story that truly inspires.

Commenting on the factors behind the extraordinary

successes in the last 11 years and how they have remarkably transformed the Advertising landscape, the CEO/ Chief Creativity Officer, X3M Ideas, Steve Babaeko revealed, "Our approach has always been purposeful in shaping the identity of our agency since its inception. This explains our intentional selection of the name X3M, a daily reminder of our commitment to embody its essence. Secondly, our strength lies in the dynamic team of young and gifted individuals that form the core of our agency. They thrive on tackling challenges head-on, often surpassing expectations despite our relative size."

Other factors he pointed out include fostering an environment conducive to nurturing talent as well as recognizing and rewarding innovation. His words: "These things are paramount to us and we hold them very dear. Ultimately, we are deeply appreciative of the blessings we've received and our gratitude remains with the generosity of the divine."

## X3M Values

Other factors behind the success stories of the last 11 years are the vertical and horizontal transformation of minds focusing on the reinforcement of key Core Values and operational philosophies that have consistently propelled the team to the highest level of performance.

Highlighting those values, HR Director, Olasunkanmi Atolagbe feels the X3M ideas success story would be inconclusive without the deployment and re-enforcement of those core values of the agency he listed as follows: creativity, integrity, collaboration, and a relentless commitment to excellence.

According to Atolagbe, "These values have guided our strategies, interactions, and decision-making to enduring success since our inception, allowing us to navigate challenges and stand out amidst the high level of agency mortality in the market."

It is obvious that the consistent strings of successes from



TOP EXECUTIVES OF X3M IDEAS

X3M Ideas were massively influenced by seasoned team members, deeply entrenched in the above philosophies, soaked in the integrity of their character, ready to boldly stand up for their actions, and always pursuing excellence in project execution.

How did X3M ideas succeed in assembling such a unique set of team players over the years? Olasunkanmi Atolagbe explains: "Assembling and retaining such a remarkable team involves a blend of factors. We place great emphasis on aligning individual strengths with team goals, providing autonomy and creative liberty, recognizing achievements, and offering a conducive work environment that stimulates innovation and collaboration. Our consistent awards both locally and internationally reflect the strength of our team's collective effort."

Still speaking on the company's dexterity in retaining talents, even with the looming 'Japa' challenge, he explains further: "Retaining talent is indeed a challenge, not only within our industry but also in our country and Africa at large."

"To manage this effectively, we offer ongoing professional development, mentorship, and opportunities for growth within the company. Our transparent communication and personalized career paths contribute to promoting loyalty and ensuring optimum productivity, even during sudden exits."

#### X3M Uniqueness

With a crack team of ideas people, churning out award-winning copies has become the second nature of the X3M Team. Director of Brand Management, Temitope Ayeni highlighted some remarkable and memorable campaigns that emanated from the X3M brand in the last decade.

She started with some campaigns that were created early in the decade to the most recent ones: "Diamond Bank -You Need a new Bank, Etisalat Easy Cliq, 9-Mobile rebrand, Bet-King Launch, Peak Heritage, Jameson connects/Independence Day, Dangote 3X cement, Lacasera Valentine ad, DSTv - Naija no dey carry last, GOtv - Love it festive ad, Real Housewives of Lagos S1 campaign, Showmax - No one tells a story like we do, Soot life expectancy, Masquerade of waste, Nuesroom -Vote for the future you want, BBN and Titans campaigns, etc."

#### X3M's Soot Life Expectancy Campaign

Among all these creative works, the one that has generated the highest level of interest in recent times is the 'Soot Life Expectancy' campaign that has placed Nigeria on the global advertising map. It was a project X3M Ideas did for the people of Rivers State, South- South Nigeria, to support them in their battle with Soot.

The campaign used critical soot data obtained by the German Environmental Protection Agency, spanning 40 countries, to calculate and re-issue a new life expectancy based on time spent inhaling soot in Rivers State. The campaign's main component was a website where visitors can visit, input

their information, and get real-time life expectancy results. The website was connected to LED Billboards in major states. So, when people checked their life expectancy, it popped up on those billboards for the world to see. Each person who checked their new life expectancy also had a letter sent on their behalf to 80+ senators urging them to take action and curb the soot epidemic.

The idea was based on using statistics to determine, and re-issue a life expectancy based on time spent in a soot-infested location. It was almost like what the World Health Organisation's (WHO) scientists would do to determine life expectancy and advise governments around the world.

***"The momentum behind our expansion, our enthusiasm for the potential of Africa, and our unyielding pursuit of ambitious goals collectively form the ethos that drives us forward. As we look toward the future, we are steadfast in our commitment to realize our vision of being a beacon of global excellence rooted in the African spirit"***

Michael Miller, Executive Creative Director (ECD) for X3M Ideas who was in the thick of action all through this extensive campaign gives further details on this award-winning campaign: "The idea, as with most, started off with a random conversation about the issues Port Harcourt was having with soot. The next minute we were shooting a documentary with our production company, Zero Degrees, to highlight the issue, and in that journey, we got to talk to the biggest advocate for the 'Stop the Soot' campaign - Eugene Abels, the founder at The Extra Step Initiative.

"Next, we saw the need to come up with a campaign that would bring this to life in an election year, to make some much-needed noise. That's when our Creative Director, Anthony Eigbe, came up with the brilliant idea of tying data to a website that in turn would tell you your life expectancy.

"And with all good ideas, this is where the hard work of execution and bringing an idea into reality started. We had to get data from the World Health Organisation to build the algorithm, the website and all the associated materials, and then promote them."

Miller was in his best element trying to compress and simplify a process that took over one and a half years to see the light of day.

Was X3M Ideas thinking of an idea that will break the 70-year-old jinx of Nigeria not winning at Cannes Lions year after year? Miller confessed that nothing close to it was in the team's mind at the beginning. His words: "As for Jinx breaking, we didn't set out with that goal, we set out to create change and use creativity to amplify the message. But as the campaign progressed, we did smile to ourselves that we had a game changer on our hands."

#### X3M Celebration

It is doubtful if Miller knew ahead that the game changer in hand, was about to change the game at the biggest and most prestigious advertising recognition platform in the world, the Cannes Lions International Festival of Creativity.

X3M Ideas' Cannes Lions Award, thanks to the 'Soot Life Expectancy' campaign, came from one of the most contested categories of Cannes Lions, the Health and Wellness Category. Winning a first-ever Cannes Lions award, not only for Nigeria but for the West African sub-region is no mean feat.

For those with some elements of premonition, the body language of the agency in the last six or seven years hinted that if any Nigerian would rise to break the jinx of waiting endlessly for a Cannes Lions in this generation, it would be X3M Ideas. About five years ago, the agency became the first to present a Nigerian to sit on a panel at the Cannes Lions Festival of Creativity in France. This was significant because this was the first time a panelist from Africa would be taking that stage in the 66 years that Cannes Lions has been running.

Commenting on steps and actions that led to the success of being the first Nigerian agency to win Cannes as well as the excitement it brings, Steve Babaeko said, "Since the beginning, securing a Cannes Lions medal stood as our key aspiration. Fully aware of the fierce competition among equally skilled agencies, we understood the challenges that lay ahead. Year after year, we consistently pushed our boundaries, continuously raising the bar until we ultimately achieved our goal. The distinction of being the very first West African/Nigerian agency to claim the Cannes Lions is a remarkable accomplishment that we rightfully take immense pride in, and rightfully so, as it's a feat that truly sets us apart. As they say: "Only one can be first" and our achievement as the first is one for the history books."

Every historic accomplishment is usually followed by celebrations of different types. For the historic Cannes Lions achievement, the party started right there at Cannes in France before gravitating to Lagos, Nigeria.

A star-studded gala event took place in Lagos on July 30, 2023, as notable individuals from the entertainment, media, and business industries gathered to celebrate X3M Ideas' triumph at the Cannes Lions Festival.

Distinguished personalities like Sir Steve Omojfor, Iqou Ukoh, Tolu Daramola and many others graced the occasion to commemorate this historic milestone in Nigeria's creative landscape.

All attendees commended the campaign's impactful storytelling and innovative approach resonated with audiences and showcased the agency's commitment to addressing pertinent social issues.

The gala event featured speeches, live performances, and heartfelt tributes to X3M Ideas' dedication and success. Guests praised the agency's outstanding work, which has set new standards for creativity and storytelling in the advertising domain.

Indeed an appraisal of X3M Ideas' 11 years of operation in the Integrated Marketing Communication enterprise showed that the agency right from the time it opened shop on August 01, 2012, was poised to build a sanctuary of excellence, creativity, and innovations. The agency has gradually and consistently established itself as one of Nigeria's fastest-growing marketing communication agencies that have demonstrated uncommon courage in contributing meaningfully to the advertising business in Nigeria.

### X3M Expansion

However, it did not too long for Steve Babaeko and his team to realize that just limiting their business operations within the Nigerian economy would be a circumbendibus that might even lead to diminishing returns in performance.

Pronto! Just after 6 years of operation, the agency flagged off a five-year expansion plan to extend the frontier of its operations to other parts of Africa. It was the agency's strategic plan to create inroads to other parts of the continent, in its mission to sell black excellence across the continent, especially in the field of advertising. More emphatically, the CEO, Steve Babaeko said, it was part of a deliberate move to boost intra-Africa trade.

Speaking on the current level of X3M Ideas' foreign operations, Steve Babaeko explained that, "At present, our footprint spans across six countries: Nigeria, Zambia, South Africa, Congo Brazzaville, Kenya, and the United Arab Emirates. Looking ahead, the expansion is set to continue, with two additional countries slated to join our roster by the first quarter of 2024. Our strategic outlook is underpinned by a strong belief in the potential of Africa as a whole. Our optimism is not simply limited to our existing territories but extends across the entire African continent. It's this optimism that propels our aspiration of becoming the premier global agency rooted in Africa.

"Recognizing the magnitude of this goal, we acknowledge that it's a monumental undertaking. However, our history is defined by audacious ambitions and tenacious pursuits. We thrive on setting our goals at towering heights, believing that reaching for the extraordinary is what fuels progress and innovation.

"The momentum behind our expansion, our enthusiasm for the potential of Africa, and our unyielding pursuit of ambitious goals collectively form the ethos that drives us forward. As we look toward the future, we are steadfast in our commitment to realize our vision of being a beacon of global excellence rooted in the African spirit," he revealed.



X3M IDEAS-MANAGEMENT TEAM

### X3M Excellence

So far, X3M ideas seem to have made corporate expansion look so easy with her deep courage to forge ahead across the African market to achieve her set objectives. The brand has smashed virtually all the milestones they set out to achieve from the beginning, and the organization looks poised to intensely propagate the gospel of selling black excellence across the African market and probably the Middle East.

In a demonstration of this passion and quest for wider reach and consolidation, the company has invested massively in modern technology and information systems to power its operations.

So the team is ever-ready to leverage technology to manage their operations, power what they do for clients, and sustain that never-say-die attitude that has sustained it at the peak of their game.

Replicating those set values and operational philosophies that have guided the brand's operations in Nigeria has always been central to the plans and strategies of the agency throughout her existence. Group CEO Babaeko captures it quite succinctly: "All our values are always central to the X3M brand no matter where we go to because these are the set of values that make us who we are. We intend to continue to push all of these values anywhere we go."

*"At X3M Ideas, the emphasis is on creating oceans of uncontested market spaces to flourish. Add that to the company's holistic approach to marketing communications and you won't be surprised by the market leadership the agency has enjoyed in recent years. Little wonder the brand became the first to bring laurels to Nigeria from Cannes."*



# We Thrive On Setting Our Goals At Towering Heights, Says Steve Babaeko



**E**xcelling in creative advertising in Nigeria is really a great feat. But slicing across 6 African countries and the Middle East like a hot knife in butter, and winning the coveted Cannes Lions Award for the first time for Nigeria and West Africa are certainly out of this world. Only one Nigerian leads the team that accomplished this massive exploit- Steve Babaeko, CEO/Chief Creativity Officer of X3M Ideas. In this Interview, Babaeko speaks on how he led his team to achieve various great feats, his strategies to expand further across Africa, and his plans going forward after eleven years of exciting experiences, among other issues.

## Specific factors behind your company's excellent performances and the excitement of Being the first Cannes Lion Winner In Nigeria

From the beginning, securing a Cannes Lions medal stood as one of our key aspirations. Fully aware of the fierce competition among equally skilled agencies, we understood the challenges that lay ahead. Year after year, we consistently pushed our boundaries, continuously raising the bar until we ultimately achieved our goal. The distinction of being the very first West African/Nigerian agency to claim the Cannes Lions is a remarkable accomplishment that we rightfully take immense pride in, and rightfully so, as it's a feat that truly sets us apart. As they say: "Only one can be first." Our achievement as the first is one for the history books.

However, Awards, to us, represent the visible realization of the exceptional creative concepts we develop for the brands under our care and our valued clients. As I consistently remind our team, focusing on producing remarkable work inevitably leads to well-deserved recognition. While we are appreciative of the accolades we have garnered on both local and global stages, we acknowledge them briefly and then swiftly redirect our energy towards crafting the next extraordinary campaign.

## The motivation behind the "Soot Life Expectancy" campaign that brought the Cannes Lions award

Our conviction rests on the potent role that advertising plays in tackling the intricacies of society's most pressing challenges. The dire situation of soot pollution in Port Harcourt deeply affected us, particularly during our immersive on-the-ground research for the production of the Soot City documentary. It wasn't merely an abstract issue; we experienced its harsh reality firsthand. Rather than being passive bystanders, we were resolute in addressing the issue head-on. This determination led to the creation of the Soot City documentary, a project aimed at shedding light on the problem and sparking change. An integral part of our efforts was the support and insight we received from the German Environmental

Protection Agency. Their valuable data on soot and its impact on life expectancy was pivotal in shaping the narrative of our work. In essence, the campaign was born from a genuine desire to effect positive change. The collaboration with the German environmental protection agency underscores the significance of global cooperation in addressing these challenges, and we are grateful for their pivotal contribution to our cause.

## How would you describe the impact of your organization in the Marketing communications industry in Nigeria in the last decade?

We prefer when assessments are conducted by external parties, as it avoids any appearance of chest-thumping. Nonetheless, it's reasonable to acknowledge that we've introduced a significant degree of innovation to the Nigerian advertising landscape. This journey of innovation has been possible due to the trust placed in us by our clients, and for that, we extend our gratitude. Our commitment extends beyond the present achievements. We are dedicated to continuously pioneering new avenues and challenging the established boundaries of advertising not only in Nigeria but across the broader African context. The faith that our clients have shown in us fuels our determination to keep pushing the envelope, ensuring that we consistently explore new horizons and redefine the landscape of advertising.

## You are one of the very few agencies that have expanded operations into other African markets. What is the current level of your foreign operations?

At present, our footprint spans across six countries: Nigeria, Zambia, South Africa, Congo Brazzaville, Kenya, and the United Arab Emirates. Looking ahead, the expansion is set to continue, with two additional countries slated to join our roster by the first quarter of 2024. We thrive on setting our goals at towering heights, believing that reaching for the extraordinary is what fuels progress and innovation. The momentum behind our expansion, our enthusiasm for the potential of Africa, and our unyielding pursuit of ambitious goals collectively form the ethos that drives us forward. As we look toward the future, we are steadfast in our commitment to realize our vision of being a beacon of global excellence rooted in the African spirit.

## Most lucrative foreign locations of your company and How we monitor the subsidiaries.

Our emphasis transcends mere financial gains; it centres on the impeccable service we provide to our valued clients across all our operational countries. Our infrastructure boasts a

operations within diverse markets. With each expansion, we conscientiously refine our operational procedures, ensuring that our control mechanisms remain optimized and effective. Our commitment to excellence remains unwavering as we uphold our dedication to delivering unparalleled service quality and creating ground-breaking campaigns.

## Any form of marginalization or isolation anywhere on the continent?

Africa has extended a welcoming hand to us, allowing us to establish a presence across the continent. In turn, we are deeply committed to reciprocating this warm reception by being a responsible corporate contributor in every country where we operate. Our dedication to being a conscientious and respectful participant within each local community remains resolute.

## After 11 years of excellence. what more should Nigerians expect?

Our journey is just about to begin. Our foremost objective is to reinforce our leadership status within the industry, a feat that necessitates our continuous attraction and retention of the finest talents the industry has to offer. By consistently fostering a culture of excellence, we aspire to perpetuate our position at the forefront of the advertising industry.

## X3M Ideas nationally and internationally in the next 11 years.

Eleven years from now, I envision our complete evolution into an authentically indigenous African network. The question of whether we remain independent or become part of a global network is secondary to our unwavering commitment to delivering unparalleled service to our clients. Our focus remains steadfast on upholding the standard of excellence we've set, regardless of our organizational structure.

## CSR Projects for 2023

Since our inception, it has been our tradition to renovate a public school annually, returning it to the Lagos State Government in improved condition. We've even extended our efforts to regions like Borno state, where we supplied desks to students in Chibok. Corporate Social Responsibility is deeply ingrained in our ethos, constituting an integral part of our identity. Presently, preparations are underway for our 2023 project. We firmly hold the belief that giving back to the community, which creates the foundation for our business growth, is a fundamental responsibility.

## Nifty balancing as AAAN president and CEO of X3M How do you cope wearing 2 caps?

At the core of effective leadership lies the skill to construct a robust team and a supportive framework. Be it in my role as AAAN President or as CEO of X3M Ideas, I'm privileged to be surrounded by an exceptional team. Special recognition goes out to the distinguished members of the Executive Board of AAAN. These individuals represent some of the brightest minds in our industry, offering unwavering support and invaluable guidance throughout our collective journey. I must also extend heartfelt appreciation to the dedicated Management team at X3M Ideas. Their contributions have been pivotal in enabling us to attain the milestones we've reached. Acknowledging the combined efforts of these teams underscores the collaborative nature of our accomplishments.

## The challenge of talent retention- How are you tackling it?

I view the current situation as a temporary chapter in our narrative, and my optimism leans toward its swift resolution. The challenge of talent migration is undeniably a significant obstacle in the path to establishing a successful and lasting business. Nevertheless, technology offers a silver lining, enabling us to transcend geographical barriers and recruit top-notch talent regardless of their location. This adaptability signifies a crucial step forward in our pursuit of sustainability.

## Advice to young students and aspiring professionals

There is a captivating Latin phrase: "Festina Lente," which, when translated, embodies the idea of "Make haste slowly." This sentiment underscores that achieving success is a gradual journey, urging us not to hasten the process. For young and upcoming entrepreneurs out there, it helps to understand that entrepreneurship is a marathon and not a sprint. Even when you fail or hit a roadblock, it's part of the process, just pick yourself up and keep going.



Michael Miller, Executive Creative Director at X3M Ideas

**When it comes to Strategy, designs, and presentations, Michael Miller, Executive Creative Director at X3M Ideas is a tough bird. As the man in charge of the creative team, Miller shares his perspective on the Cannes victory, and how the creative team is planning to re-invent itself after 11 years of rapid excellent delivery.**

## Ideas Are Still The Currency We Work With- Michael Miller

**An assessment of the marketing communications in Nigeria in the last few years?**

The last few years have been particularly hard for everyone, and normally in times of stress, marketing defaults to retail strategies to focus on sales rather than branding. Although it's actually the best time to do brand building. But this is highly understandable, we need to feel secure, so we focus on bringing in the money. Unfortunately, creative advertising suffers, and we see brands shouting deals and offers, not even being that creative with the work, and neglecting core messaging.

Another noticeable change is it's time for creativity. It's earmarked to be our weapon of choice to stand out from the generic marketing out there. Too many brands are scared of using it, and feel comfortable in being me too, comfortable in doing the same as other brands – "I can't be wrong if I do what everyone else is doing".

**With the brain drain challenge, how will your team manage the sudden exit of a key player?**

Ahh, yes, the irony of me coming here and being confronted with a local exodus problem. But that in itself doesn't spell doom and gloom, we live in Africa's most populous nation.

Teaching and expanding the talent pool from the bottom is part of our culture. We set up our X3M ignite program 3 years ago and plan to keep on passing the baton, we have built our agency to feed the departments from the bottom up – so for us when a mid or senior person leaves it is an exciting opportunity for their next in line to take the challenge on. Everyone is happy.

**What advice would you give to young practitioners?**

In 1982 and 1983 I attended the D and AD workshops in the UK and learned from some of the greats, from then on, I studied Award annuals, and then Lurzer's

Archive, then Ads of the World, and now D and AD online, etc. I studied ideas. And still do.

So, even though mediums change, styles change, new things come into existence, and some things die, ideas are still the currency that we work with and are very much alive. I recommend studying the ideas that win, there are great online resources out there, as you have got to know what a good one is. And that's a job AI can't take from you.

**How is your organization reinventing itself to remain relevant in the face of disruptions?**

Disruption is what is needed to break through. And when most of it is tech-centred, it gives us the upper hand. As I mentioned before it is an area that Nigerians excel in.

We have adopted AI in our workflow, and it helps the art directors immensely. AI has been a godsend.

## 'We Have Always Punched Above Our Weight Category'

**In this chat with Brand Communicator, The Director, Brand Management, X3M Ideas, Temitope Ayeni speaks on the vision driving the X3M Ideas brand and how the team radiates top level of excitement and passion consistently.**

**Factors that have kept your agency afloat as a top advertising brand**

I think firstly the CAN-DO spirit that is exhibited all the way from the top, through to the management team, and then to every team member is what makes us who we are. As an organization, we have always punched above our weight category, setting goals and breaking them only to set new goals. At X3M Ideas, we

believe in planning ahead as such we are very proactive and always find ways to stay above the waters before the waves hit.

**Vision fueling business, and the things that give the brand the competitive edge?**

About two years ago, we decided to draft a new vision for the organization "To be one of the top 10 Global creative solution providers with a strong Nigerian heritage by 2025" From that moment on, every action was intentional for us, from the type of work we created to the businesses we serviced, all hands were on deck to attain this vision and as of today, all the work we put in is evident but in the

true X3M fashion, we are just getting started. I would say our competitive edge is multi-faceted; our people are undoubtedly a force, and our footprint across the African market also gives us an edge to develop solutions that are hinged on the true market/local insights using our proprietary tool "FindingX".

**One can always notice the elegance of your team. How relevant is this to branding and image-building?**

Thank you. I see that as a compliment. The importance of physical appeal cannot be overemphasized. It's really some sort of unwritten code amongst us to always "come correct". It's a thing all the way from our CEO to all team members, male and female alike.



Temitope Ayeni, Director, Brand Management, X3M Ideas



Folahan Salam, Finance Director, X3M Ideas

## 'Our People Are Our Greatest Asset'

**Finance Director, X3M Ideas Folahan Salam, comments on the performance of the company in recent times and the factors behind the company's speedy expansion in Africa.**

**What do you think is behind your company's excellent performance in the last few years?**

First, I will say it's our approach to solving marketing communications problems. recently, we developed a proprietary tool called "finding X", and I must say that this has in a way revolutionized the way we respond to our clients' briefs.

Also, at X3M we believe our people

are our greatest asset and that the only way we can continue to churn out great work is when they are rightly motivated and given the right kind of training and exposure.

**Is the creative industry tackling the 'JAPA' syndrome effectively?**

The 'Japa' syndrome is not peculiar to our industry alone, almost all the sector of our economy is battling with this syndrome and I do not see a reduction in the wave anytime soon. Are we tackling this syndrome effectively? My answer to you will be 'yes' and this is premised on some great initiatives that most of the top agencies have adopted. Most agencies have now adopted remote work

arrangement which enables team members to work and collaborates on projects remotely. I know of some guys who have relocated, and still work on projects with their agencies.

**Reasons behind the passion for your expansion?**

Yes, as a marketing communications company, our international expansion is based on the need to serve our clients better and reach a larger audience. Besides, like every capital investment, the goal is to ensure your return outweighs your investment.

## 'Technology Plays A Pivotal Role In Cross-Continental Performance Tracking'

**Olasunkanmi Atolagbe, HR Director at X3M Ideas speaks on the core values and operational philosophies of the organization and why style and elegance are vital in Human capital development.**

**Key Performance Metrics and Benchmarks that ensure performance by team members**

We maintain a consistent performance measurement process across all our offices and subsidiaries. Through regular check-ins, project reviews, and goal-setting sessions, we evaluate

performance objectively and holistically. Additionally, technology plays a pivotal role in facilitating cross-continental communication and performance tracking.

**What gives your agency the Competitive Edge in the market?**

Our competitive edge lies in our nurturing work culture, emphasis on continuous learning, and investment in employee well-being. By promoting a supportive and conducive work environment, we attract and retain top talent, contributing to our agency's distinctiveness.

**What does it take to Assemble and Retain High-Performing Teams like yours?**

We place great emphasis on aligning individual strengths with team goals, providing autonomy and creative liberty, recognizing achievements, and offering a conducive work environment that stimulates innovation and collaboration. Our consistent strides in winning awards both locally and internationally reflect the strength of our team's collective effort.

Our team's style and elegance reflects the creative environment we have built over the years; we call it "the X3M DNA".



Olasunkanmi Atolagbe, HR Director at X3M Ideas

# aradel Niger Delta Exploration & Production PLC Unveils New Brand Identity, Becomes Aradel Holdings ... celebrates 30th anniversary of its incorporation



L-R: Mr. Osten Olorunsola, Non-Executive Director, Aradel Holdings; Dr. Layi Fatona, pioneer MD, Niger Delta Exploration & Production; Mr. Ladi Jadesimi, Chairman, Aradel Holdings; Mr. Adegbite Falade, Managing Director/Chief Executive Officer, Aradel Holdings; Chief Ede Osayande, Non-Executive Director, Aradel Holdings; and Ms. Simon-Hart, Independent Non-Executive Director, Aradel Holdings, at the Niger Delta Exploration & Production Plc rebranding event to Aradel Holdings in Lagos.

Niger Delta Exploration & Production Plc (NDEP), a fully integrated energy company with interests in multiple oil and gas assets, has recently announced its rebranding as Aradel Holdings to better reflect its long-term strategy of becoming Africa's leading organization in the delivery of sustainable energy solutions that support economic growth. The unveiling of the new brand identity took place on Friday, 4th August 2023, at an exclusive grand launch event.

As Nigeria's foremost fully integrated independent energy company, NDEP has been a significant player in the industry for decades and takes a long-term view of energy provision and the global energy transition. The company steadily seeks opportunities to introduce technology that harnesses the abundant energy sources in Nigeria and Sub-Saharan Africa into an affordable and sustainable energy bouquet that promotes universal energy access. The company's decision to rebrand as Aradel Holdings is a strategic move that supports its vision aimed at consolidating its position as the leading company delivering sustainable energy solutions. The new brand is reflective of NDEP's rich history and heritage as well as its future portfolio aspirations.

In his remarks, Mr Ladi Jadesimi, Chairman of Aradel Holdings reflected on the company's rich history and heritage. He said, "This is an important day for our company because it signifies our coming of age as a fully integrated player in the energy business. We recognize that the present and future of any company in terms of prospects are more relevant than a glorious past or heritage. We are very aligned with the dynamic changes, opportunities, and challenges ahead of us and have a robust and well-articulated strategy to take advantage of the opportunities while managing the risks. A brand is only as valuable as the quality of goods and services associated with it. In cognizance of this fact, our brand will be a reference point in the industry both

nationally and internationally. Our determination is to be the most successful and respected in the energy space in Nigeria."

The new brand identity reiterates the company's commitment to innovation, growth, and sustainability. Aradel Holdings will continue to focus on exploration and production, as well as invest in renewable energy and other emerging technologies to further diversify its investment portfolio to ensure long-term strength.

Mr. Adegbite Falade, Managing Director and CEO of Aradel Holdings expatiated on the company's future aspirations led by its rebranding. He stated, "Aradel will continue to be a resilient company that adapts and reinvents itself for the future. We are a company that is focused on providing energy solutions and consider ourselves a critical part of energy security in the nation. Our focus remains on providing energy access to every community we live and operate in, and beyond. Our new name represents not only our future but also reflects our past and unflinching pride in the legacy of our forefathers. The A stands for accountability, the R for resilience, the A for adaptability, the D for diversity, the E for excellence, and the L for leadership. Today is the future that was dreamt of thirty years ago, and today we start another dream that will become a reality."

Aradel Holdings' rebranding from NDEP marks a significant milestone in the company's history. As Aradel, the company is poised to transform the energy industry, setting new standards for innovation, growth, and sustainability. The rebranding is a continuation of the company's legacy of leadership, innovation, and expansion of its operational footprint.

As a parent company, Aradel consists of several subsidiaries including Aradel Energy Limited, Aradel Gas Limited, and Aradel Investments Limited (formally known as Niger Delta Petroleum Resources Limited (NDPR), ND Gas

Development Company Limited, and NDEP Investments Limited respectively), all of which are wholly owned. Aradel is also a significant equity holder in ND Western – a consortium of four companies that jointly acquired the 45% Participating Interest in OML 34 belonging to SPDC, TOTAL, and NAOC respectively, in 2012, and holds 95% equity in Aradel Refineries (formally ND Refineries Limited) – an independent midstream entity.

***"Aradel Holdings' rebranding from NDEP marks a significant milestone in the company's history. As Aradel, the company is poised to transform the energy industry, setting new standards for innovation, growth, and sustainability. The rebranding is a continuation of the company's legacy of leadership, innovation, and expansion of its operational footprint."***



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## NETFLIX IN NIGERIA: CHRONICLES OF A THRILLING CINEMATIC ODYSSEY

# Netflix In Nigeria: A Cinematic Odyssey From 2015 To 'Lights, Camera... Naija!'



By Jeremiah Agada

## Lights, Camera... Naija

There's just something about 'Naija' that screams 'action!' like nothing else. Nigerians have this incredible knack for standing out, no matter where they find themselves, anywhere across the globe. Whether it's how they talk, how they carry themselves, the uncompromising never-say-die attitude or never-back-down spirit they radiate, or the sheer brilliance that sets them apart in fields like music, film, and more.

That's why when Netflix, one of the world's leading entertainment services with over 238 million paid memberships in over 190 countries enjoying TV series, films, and games across a wide variety of genres and languages, wanted to do an event celebrating the genius of Nollywood and its finest talents, the incredible filmmakers and the masterminds behind the scenes – they didn't think twice before naming it "Lights, Camera... Naija!"

With Nollywood's finest gracing the red carpet, the Lights, Camera...Naija! event turned the glamorous spotlight on Nigeria's brilliant creative talents and industry guests who wined and dined, in appreciation of their immense contribution to the industry's phenomenal strides in Africa and across the world.

Basketmouth, the legendary comedian and entertainer, hosted the show with his signature wit and charm. The evening

was amped up with soulful performances by the sensational Chike and the Afro-House queen, Niniola. And of course, the beats kept on spinning, courtesy of the ever-awesome Superstar DJ Sose.

And just so you know, Netflix knows how to show love, especially when it comes to Nollywood. The actors, directors, and writers – the unsung heroes behind the magic – were celebrated like never before. And why not? They've given us stories that have made us laugh, cry, and everything in between. Their contribution to Nollywood's rise on the global stage is immeasurable.

Talent in this industry often doesn't get the spotlight it deserves. But not at Netflix's Lights, Camera...Naija. This was the night when powerhouse talent stood shoulder to shoulder, where legends and newcomers mingled, and where everyone felt like family. The spotlight shone on these remarkable individuals who've poured their hearts into making Nollywood shine.

At Lights, Camera...Naija!, Netflix saluted the pioneers who laid the foundation for Nollywood's success. And they didn't stop there – they gave a nod to today's talents who are taking over the global stage with their captivating stories.

So there you have it, a night that epitomized Naija's creative prowess, celebrated Nollywood's unsung heroes and brought the magic of Netflix to life. It was a night for the stars, where talent shone brighter than ever before. And as the stars

twinkled above, they had nothing on the radiance that lit up the Netflix red carpet.

## From 'October 1st' to 'Jagun Jagun' and beyond...

It was just like yesterday when Netflix Naija officially launched in Nigeria. In 2020, the streaming giant officially launched its presence in the country. Announcing its arrival via its then-new Netflix Naija X handle (formerly Twitter), it tweeted, "N is for Naija. N is for Nollywood. N is the 14th alphabet. 14 is also how many great talents you're looking at. N is for Netflix. But most importantly...hello, Nigeria!" The tweet was shared along with a photo of some of the Nigerian film industry's most notable actors and filmmakers, including Banky W, Adesua Etomi, Kunle Folayan, Kemi Adetiba, Omoni Oboli as well as veteran actors Ramsey Nouah and Richard Mofe-Damijo and several others.

Prior to then, the distribution of Nigerian movies on Netflix started around 2015. At the time Netflix bought the rights of blockbusters such as Kunle Afolayan's "October 1st," Biyi Bandele's "Fifty," and several others after they had already been distributed in Nigerian cinemas. This was even before Genevieve Nnaji's directorial debut 'Lionheart' was acquired by Netflix in 2018, becoming the very first Netflix original movie in Nigeria. Another first worthy of mention also is Blood Sisters, the very first Original Netflix Series.

Ever since, more and more Nigerian films have made

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their way to the platform after cinema runs, and this has become more frequent with each passing year. It will be hard to forget blockbusters like Up North, King of Boys, Isoken, Banana Island Ghost, Phone Swap, even Figurine, Mokalik, The Delivery Boy, Moms At War, Fifty, The Set-Up, The Arbitration, among others.

The Netflix-Nollywood partnership was a marriage made in Heaven – empowering local storytellers to create original content. Over the course of the pandemic when it officially launched, many Nollywood titles have already been uploaded onto the platform through this licensing deal, turning Netflix into a post-cinema haven for Nigerian cinema fans.

This aligns with Netflix's vision for Africa: "Our continent has a wealth of diversity, multiplicity and beauty in stories that have yet to be told," Dorothy Ghattuba, Netflix's head of African Originals had said. "And we want to be top of mind for creators in Nigeria, especially when it comes to stories they haven't had a chance to tell yet."

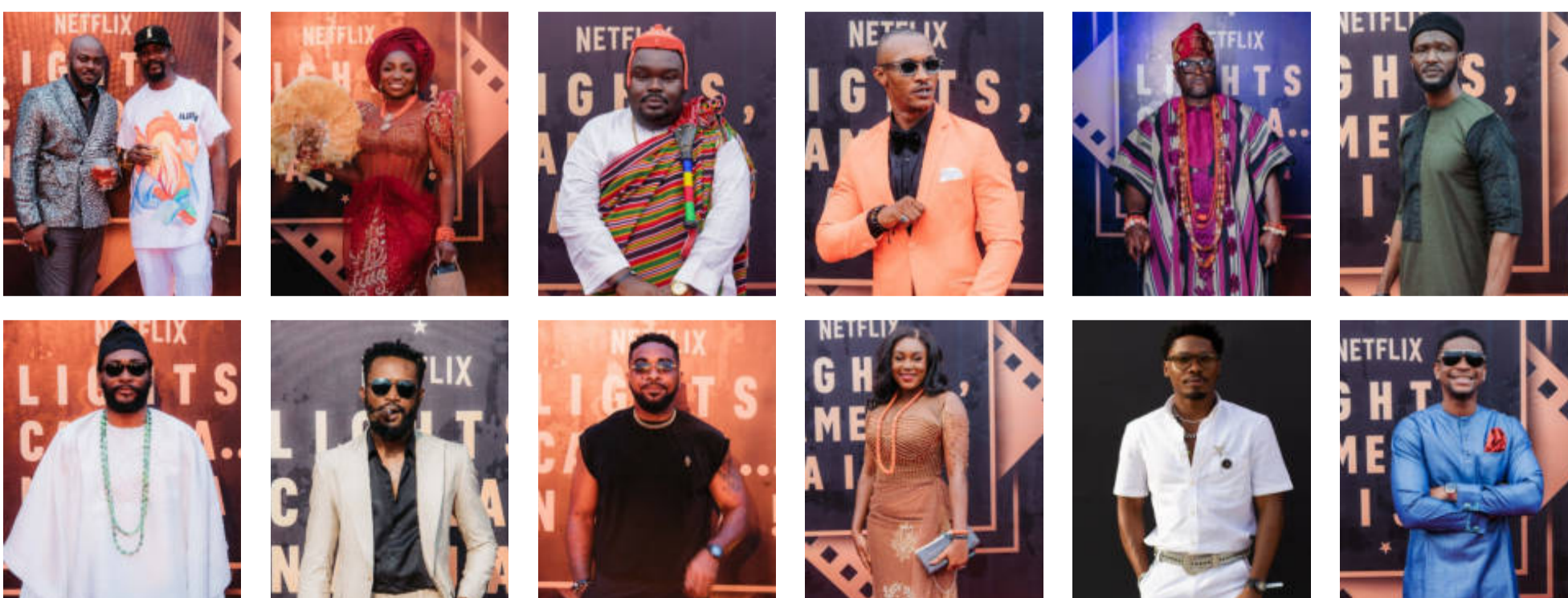
Even before its arrival in the Nigerian market, Netflix has prioritized the development of creative talent on and off the screen, and partnered with various leading Nigerian creatives and organizations to roll out skills development and capacity-building initiatives aimed at strengthening the pipeline of the next generation of Nigerian storytellers. One such partnership

***“With Nollywood's finest gracing the red carpet, the Lights, Camera...Naija! event turned the glamorous spotlight on Nigeria's brilliant creative talents and industry guests who wined and dined, in appreciation of their immense contribution to the industry's phenomenal strides in Africa and across the world.”***

is with EbonyLife Amazon, Mo Abudu. Through EbonyLife, Abudu has produced over 5,000 hours of original television shows and top Nollywood films such as the aforementioned “Fifty” and “The Wedding Party,” which grossed 3.5 billion naira (about \$11.5 million) in its 2016 release. Her partnership with Netflix gave birth to on-screen adaptations of literary works by two award-winning Nigerian authors, Lola Shoneyin and Wole Soyinka. Already, the latter's “Death and the King's Horseman,” has been adapted into a film.

And why not? Nollywood, the pride of Nigeria, stands as the second-largest employer in the country, closely following agriculture. The impact is staggering – back in 2014, Nollywood held a value of \$5.1 billion, contributing a significant 5% to Nigeria's GDP. While the roots of Nigerian cinema stretch back to the 1960s, it wasn't until the 1990s and 2000s that the industry truly flourished. The catalyst? The convergence of digital technology and internet distribution opened up a new era of possibilities.

Over the last three decades, Nollywood filmmakers have maintained an independent spirit, churning out around 50 movies per week. This tireless dedication fueled the industry's growth, gradually shaping it into a force to be reckoned with. However, a transformative moment arrived when Netflix



**SPOTLIGHT**

entered the picture.

Since Netflix's arrival on Nigerian shores, its mission has been clear: to nurture creative talent both on and off the screen. This commitment isn't just lip service – they've teamed up with prominent Nigerian creatives and organizations, spearheading initiatives designed to train and empower the upcoming generation of storytellers. It's not just about entertainment; it's about reinforcing the very foundation of storytelling, a cornerstone of cultural expression.

The journey leading up to recent hits like "Jagun Jagun," "One for Sarah," and "The Rise of Igbilogun" has been a winding one from 2015 to its official launch in 2020, the trajectory has been nothing short of awe-inspiring. As for the present and future? There's no room for doubt – Netflix's presence in Nigeria is a lasting commitment.

With a focus on empowerment, training, and the perpetual celebration of the storytellers who infuse life into screens both big and small, Netflix has firmly etched itself into the narrative of Nollywood's evolution. As the curtain rises on new stories, new talents, and new horizons, the partnership between Netflix and Nigeria is poised to illuminate the entertainment world with a brilliance that's uniquely Naija.

**More To Come From the Stables of Netflix**

Known for delivering exciting and diverse entertainment programming from both Nigeria and around the world, audiences can expect an even more riveting lineup of films and series from Netflix in the next coming months. Netflix has shared an exciting and diverse slate of upcoming films and series which include returning fan favourites that will land on the service throughout the last quarter of the year and the beginning of 2024.

The upcoming slate of Nigerian stories that span various

genres and themes include new local films and series from Editi Effiong, Mo Abudu, Charles Okpaleke, Kunle Afolayan, and Kemi Adetiba. The titles are currently in different stages of production and once completed, they will make their debut on Netflix to over 238 million members around the world in more than 190 countries.

Ben Amadasun, the Netflix Vice President for Content in the Middle East and Africa, said, "We are fortunate to bring incredible projects from some of Nigeria's most prolific creators. Collaborating with them has enabled us to showcase Nigeria's immense storytelling talent and creativity and make Netflix the home of the best Nigerian stories for our audience in Nigeria and around the world."

The licensed titles from Nigeria's prolific filmmakers will include much-anticipated films and series that will all make their global premieres on the service. The exact dates for each title will be shared closer to the launch dates.

**The Black Book** is a much-anticipated mystery and crime thriller film by Editi Effiong and Anakle Films. In this story, old scores bubble to the surface when a gang of corrupt policemen kills a man's only son, and he begins a search for justice. The film is directed by Editi Effiong, who also produced alongside Kemi Lala Akindoju, and features a star-studded cast with Richard Mofe-Damijo and Ade Laoye as lead cast members, working alongside Sam Dede, Alex Usifo Omiagbo; Olumide Oworu, Shaffy Bello, Ireti Doyle, Taiwo Ajayi Lycett, Ikechukwu Onunaku, Patrick Doyle, Bimbo Manuel, Femi Branch, Denola Grey, Kelechi Udegbe and Nobert Young. The title was shot by BAFTA-winning cinematographer, Yinka Edward.

**Blood Vessel** is a mystery and crime thriller film from Charles Okpaleke and Play Network Studios. The story revolves around a group of six friends who find themselves

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caught in the crossfire and attempt to flee to South America as stowaways on a ship as unrest grows over a mega coup plotting in their hometown along the Niger Delta. The film is directed by Moses Inwang and produced by Agozie Ugwu, Arafat Bello-Osagie & Roxanne Adekunle-Wright. The lead cast includes David Ezekiel, Adaobi Dabor, and Jide Kene Achufusi.

**Ijogbon** is a coming-of-age drama-adventure film about four teenage youths from a rural village in South-West Nigeria who stumble across a pouch of diamonds and conceal it, to grave repercussions. The story was created by director Kunle Afolayan and produced by Golden Effects Pictures. The cast features Ruby Akubueze, Kayode Ojuolape, Oluwaseyi Ebiesuwa; Fawaz Aina of Ikorodu Boiz; Yemi Solade; Gabriel Afolayan and Bimbo Manuel.

**Aníkúlápó (series):** Another title from Kunle Afolayan and Golden Effects will be the spinoff of the much-beloved Yoruba epic, Aníkúlápó, which will make its return to the screens as a four-part sequel following the success of Aníkúlápó the movie. The series, directed and produced by Kunle Afolayan, will feature returning stars Sola Sowobale, Kunle Remi, and Bimbo Ademoye alongside Owobo Ogunde, Gabriel Afolayan, Lateef Adedimeji, Eyiemi Afolayan, Uzee Usman, Oyinda Sanni and Taiwo Hassan.

**War:** Wrath and Revenge is a brand-new drama series from Mo Abudu's EbonyLife Studios. A spin-off from the popular Sons of the Caliphate, WAR follows Nuhu Bula's rise to the governorship of Kowa, treacherously orchestrated by his wife Binta, who would stop at nothing to see her husband succeed. When Binta discovers her husband is about to take a second wife, the wrath of a woman scorned will stop at nothing to protect her love. Mo Abudu is the series' Executive Producer. Dimbo Atiya will be in the director chair's guiding a star-

studded cast including Mofe Duncan, Rahama Sadau, Yakubu Mohammed, Patrick Doyle, Ayoola Ayolola, Ifeanyi Kalu, Theresa Edem, Bikiya Graham Douglas, Daniel Okosun, Maikudi "Cashman", Mickey Odeh, Sophia Muhammed, Uzee Usman, Padita Agu, and Ahide Adum.

**Òlòtùré (series):** Following the success of the Òlòtùré film, Mo Abudu's EbonyLife Studios' feature on human trafficking, the story will return to Netflix as a series, where Òlòtùré, a young journalist continues her undercover work as a journalist crossing the Benin border. Her perilous journey will take her through the hostile lands of Niger and Libya to the Mediterranean as she desperately tries to find a way out. Kenneth Gyang makes his return as a director with the beloved cast featuring Sharon Ooja, Omoni Oboli, Beverley Osu, Ikechukwu Onunaku, Stan Nze, Amarachukwu Ono, Bukola Oladipupo, Daniel Etim Effiong and Patrick Doyle taking up their roles in the series.

Several other licensed titles are currently in production and will make their debut on the service in 2024 - one of which is Kemi Adetiba's much-anticipated crime thriller series, To Kill A Monkey, starring William Benson and Bucc Franklin in the lead roles and includes cast support by Bimbo Akintola, Chidi Mokeme, Dami Adegbite, and Ireti Doyle. The series - written and directed by Kemi, who also produced it alongside Remi Adetiba - recently kicked off production. More information about the story and the cast will be shared later.

For those who've mastered the art of Netflix and Chill, the good news continues. Netflix's Basic Plan is now available starting from just N1200. It's the perfect way to dive into a world of limitless entertainment, whether you're into drama, action, romance, or comedy. Terms and conditions apply, but you can find out all the details on Netflix.com.

*“With a focus on empowerment, training, and the perpetual celebration of the storytellers who infuse life into screens both big and small, Netflix has firmly etched itself into the narrative of Nollywood's evolution. As the curtain rises on new stories, new talents, and new horizons, the partnership between Netflix and Nigeria is poised to illuminate the entertainment world with a brilliance that's uniquely Naija.”*



# Nigeria: Unlocking the Future With Innovative Enterprise Mentorship Programme



By Usukuma Ntia

The story behind the current energetic resurgence of 9mobile Nigeria and the current exploits of the Telco brand in enterprise mentorship, confirms the popular saying that it takes an ordinary team with wise beliefs to achieve extraordinary feats even when there are initial setbacks.

## Motivated By A Dream

No one can deny the fact that every remarkable dream can be nurtured back to life even when there are preliminary impediments. The dream can be reenergized back to life with determination and unwavering passion. The magnitude of the dream grows in direct proportion to the level of nourishment it receives. As the revered Nelson Mandela once stated, "There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living."

## Re-engage to Succeed

Listening to The Chief Executive Officer of 9mobile Nigeria, Juergen Peschel, at the company's last annual Channel Partners Conference in Lagos, revealed that the telecommunications company has invested more than N70 billion in its modernisation was touching and quite remarkable. It is indeed a clear case of a brand poised to reclaim its position in the hearts of consumers. Commenting further, Peschel affirmed that the firm is on the path of a resurgence following the enormous investments into its network operations and a strong commitment by the board and management to aggressively reclaim lost market share.

Making a presentation on the theme, "Re-engage to Succeed," Peschel, said: "9mobile is on the path of resurgence. We are taking back lost territories in the market and forging ahead to reclaim our innovative position and industry leadership."

## Eyes On Higher Service

While most brands burgeoning brands are usually preoccupied with the razzmatazz of showy commercials and promotions, 9mobile has revealed that it is not resurging for ordinary quests. The visionary brand has been inspired to focus on helping the Nigerian business community. In recent times, the Telco brand has been focusing on helping aspiring entrepreneurs and professionals stand firm on Nigeria's slippery business terrain that had previously threatened the market share of the Telco brand years back. The brand, through its Business and Networking Mentorship Programme, The Hack, is passionately fostering growth, innovation, and long-

term sustainability of Small and Medium-scale Enterprises in Nigeria's slippery economy.

## The Focus

In a dynamic world where innovation is the currency of success, 9mobile, a prominent brand in Nigeria's telecom sector, has taken a forward-thinking approach to business growth. Beyond offering top-tier services has embarked on a journey to empower young entrepreneurs and professionals through its unique Mentorship Programme.

In the energetic landscape of Nigeria's business sector, small and medium-sized enterprises (SMEs) are often touted as the backbone of the economy. Recognizing their immense potential for growth and job creation, it is commendable that 9mobile, a leading player in Nigeria's telecommunications industry, has taken a proactive step to empower SMEs through its innovative enterprise mentorship program, 'The Hack.'

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## THE Hack

Looking at the programme closely, The Hack is an enterprise initiative from the stable of 9mobile where small and medium entrepreneurs are taught business fundamentals that will help scale their businesses, and it is FREE.

The goal is to bring together in one space, entrepreneurs who want to grow their businesses, network, and learn strategies or business hacks that can be applied to their everyday hustle.

The Hack has been held in Lagos, Abuja, Port-Harcourt, Kano, and most recently, the train moved to Ilorin, as the brand introduced Hack on Campus at the University of Ilorin. This event gave students the chance to learn from seasoned professionals and level up their business skills with the free business growth and mentorship series by 9mobile.

## The Hack On Campus

At Ilorin, Nigeria's youth-centric telecommunications brand, 9mobile, tasked students of the University of Ilorin with the need to build a personal brand for themselves, their business, and career growth in the future.

9mobile brand ambassador and reality TV Star, Beauty Tukura, expanded the training into vital areas like personal branding and how it plays crucial roles in positioning a company and the entrepreneur. She highlighted that visual Identity, which includes logo, colors, fonts, having an online presence such as a website and on social media, and developing a communication style and tone are the building blocks in personal branding.

Tukura, the 43rd Miss Nigeria, informed the students that some key steps must be taken to successfully build their brand and grow their business. "You need to identify your target audience, and it begins by defining your ideal audience, understanding their behavior, and then tailoring your message to resonate with them. As your brand evolves, you will need to maintain brand consistency, which means using imagery and creatives across your platforms to ensure a cohesive visual identity for your brand. Having your message carry the same tone and feel on communications ensures the consistency of your brand," she said.

Still at the campus programme, the manager of Digital Marketing at 9mobile, Obegi Ehimhen, showed the students the profound impact of technological innovation on streamlining human activities, easing repetitive tasks, and marketing SMEs.

Manager, 9mobile Enterprise Marketing, Oluwasegun Daodu, took it further when he urged the students to expand their 'side hustle.' "The students need to evaluate their business's current performance, embark on comprehensive market research to uncover new opportunities, integrate expansion goals



and strategies into their business plans, project financial estimates, secure additional capital for expansion, and explore potential funding avenues”.

### The Hack Success Stories

Before taking the Hack to the campus, the massive impact of this project has been experienced in many cities.

In Kano, the telecoms company had a practical training session on the first day and an exhibition on the second day, where the SMEs displayed their products for sale at no cost to them.

The Kano edition titled “Beyond the Talk” was a granular attempt at simplifying essential business concepts for burgeoning entrepreneurs.

The Head of Regional Sales, North at 9mobile, Babangida Mukaddas, took the SMEs on a journey in customer loyalty and told them that while many of their strategies as business owners might focus on marketing, business continuity, and the working capital of their businesses, one of the hardest things that they will not be able to do is to buy customer loyalty.

“Entrepreneurs must put a lot of processes in place to nurture customer loyalty, and at the heart of this is relationship selling which is one of the key things business owners must do to entrench customer loyalty,” Mukaddas explained.

In a very engaging session, he highlighted five critical steps in relationship selling that attendees must utilise to be successful and pointed out that understanding customers’ needs is the first step to building a solid relationship with them.

In Gbagada, Lagos, The Hack was a one-day boot camp with an interactive session where young entrepreneurs can pitch their business ideas and network. Commenting on the initiative, Director of Marketing Communications, 9mobile, Saidat Lawal-Mohammed said it was another of its interventions in developing the SME space by empowering entrepreneurs with knowledge and skills. “There are lots of young entrepreneurs managing small and medium enterprises in the country, and we want to support them by providing a platform for those who are eager to grow their businesses to network, learn strategies and hacks that they can apply to their daily hustle and convert to sales,” she said.

In Abuja, Saidat Lawal-Mohammed also stressed that 9 Mobile was happy “to assist entrepreneurs, including aspiring ones across the country, with the knowledge they need to grow their companies with our innovative platform, The Hack. And given that Abuja is home to many entrepreneurs, we are eager to have this second edition there.” According to Lawal-Mohammed, “9mobile will continue to support entrepreneurs, start-ups, and MSMEs, and will not waver as an enabler of individuals and businesses.”

In an era where corporate social responsibility (CSR) is an essential element of a company’s identity, 9mobile is setting a precedent. By launching a mentorship program, they are not only showcasing their commitment to the community but also embodying the idea that businesses should contribute to society’s overall well-being. Through mentorship, they are giving back in a way that transcends traditional philanthropy, offering valuable guidance, resources, and support to budding entrepreneurs.

### Nurturing Entrepreneurial Talent

By fostering mentorship programs, 9Mobile is directly contributing to the development of innovative thinking and entrepreneurship. The exchange of ideas and experiences between mentors and mentees encourages fresh perspectives, creative problem-solving, and the incubation of new ventures. This, in turn, fuels the innovation ecosystem in Nigeria, driving economic growth and competitiveness.

By also nurturing the skills and talents of entrepreneurs the brand is helping to create a pool of capable and confident individuals who can contribute to the success of not just 9mobile, but the broader Nigerian business community.

It is noteworthy that the heart of ‘The Hack’ is a commitment to nurturing entrepreneurial talent. By providing mentorship opportunities, 9Mobile is not just empowering business owners; it’s cultivating a culture of innovation and

entrepreneurship. These mentees become equipped with the skills and knowledge needed to drive their businesses forward, fostering a more vibrant and dynamic business ecosystem in Nigeria.

### Empowering the Next Generation

Investing in mentorship is not just nurturing mentees today, it is fundamentally, an investment in the future. Big brands like 9mobile understand that the leaders of tomorrow need guidance and support today. By providing mentorship opportunities, they are equipping young entrepreneurs and professionals with the skills, knowledge, and networks that can be transferred from one generation to the next. This empowerment extends beyond individual growth to drive societal progress, as these mentees become change-makers in their own right.

### Building Resilience and Sustainable Growth:

Sustainability is a buzzword in today’s business landscape, and for good reason. 9mobile’s mentorship program isn’t just a short-term initiative; it’s a long-term strategy for sustainable growth. By nurturing local talent and promoting entrepreneurship, they are contributing to economic stability and prosperity. This approach aligns with the United Nations Sustainable Development Goals, underlining 9mobile’s commitment to creating a better future for Nigeria and its people.

Sustainable resilience is essential for SMEs to weather economic downturns and crises. ‘The Hack’ equips businesses with the skills and strategies necessary to navigate challenges successfully. Whether it’s managing cash flow, pivoting in response to market changes, or developing crisis communication plans, mentees are better prepared to overcome adversity and emerge stronger.

### Flashback

Looking back, the story of 9mobile has always been up and down. When Etisalat landed in Nigeria at that time, it was with accentuated fanfare. It was not hard to know that a new telecommunication giant was in town. The brand, campaigns, and positioning were quite revolutionary, innovative, and refreshing. The company started business in October 2008, riding on the “0809uchoose” campaign. For the first time, Nigerians were able to choose their phone numbers with the digits of their preference. That was the buzz of the moment, and it drove word-of-mouth marketing for the brand, in addition to high-budget advertising.

Then the challenge came. Etisalat Nigeria had to change its brand name, after almost a decade of building the brand. Etisalat Nigeria has been a brand-driven telco, attempting to

build a movement and culture, rather than building only patronage. So, the telco firm adopted 9Mobile as its new brand name with its concomitant challenges.

By dropping the Etisalat brand, the telco will be losing brand equity – the commercial value of perception built around the brand name over the years through advertising and promotions.

### The 9ja Spirit

The new company was not being taken over by an international group; it is being taken over by Nigeria and Nigerians. This implies that a lot of work needed to be done to align 9Mobile to some strategic imperatives and take a brand positioning that should even be superior to that of the Etisalat brand. 9Mobile is indigenous in structure and management and needs to build its own brand credibility afresh. And the company did it. This is the summary of the challenge that 9mobile has overcome. And the brand is now ready to go places. It is from the strength of overcoming these challenges that the brand can tell SMEs that we have through different dense thickets with thorns and we can hold your hands and guide you to greater success.

Moving into the expansive realm of consolidated branding, a place where creativity and talent flourish, 9mobile is embracing the power of dreams that will leave an indelible mark on the lives of countless consumers.

### Looking Ahead

Big brands like 9mobile are not just in the business of providing products and services; they are actively shaping the future of Nigeria’s business landscape. Through their Business and Networking Mentorship Programme, they are investing in the next generation of leaders, fostering innovation, and driving sustainable growth. As a result, they are not only enhancing their reputation but also leaving a lasting impact on the communities they serve.

As ‘The Hack’ continues to empower and uplift small and medium-sized enterprises across Nigeria, its impact is extending beyond individual businesses. It’s contributing to the overall economic development of the nation, unlocking a future where SMEs play an even more significant role in driving prosperity and innovation. In this way, ‘The Hack’ is not just a program; it’s a pathway to a brighter and more prosperous future for Nigeria.

The current trend reveals vividly that 9mobile is steadily adjusting its brand positioning and gaining a competitive advantage. The consistent implementation of a winning strategy is driving the brand. Although it could be quite challenging to forecast the final result, it is obvious that the 9mobile brand exudes a whimsical brand attitude that clearly fits into a thriving customer-centric culture. The brand will definitely fly, and soar above others in chance of time.





# Harvard Scholarship: Consistently Driving Innovation With Education



By Toyosi Olajide

In Nigeria today, the cost of quality education has become a growing concern for many young people. The rising cost associated with obtaining a decent education has created significant barriers for many individuals who aspire to pursue higher learning. This explains why 7Up, based on the brand's passion for raising and inspiring young Nigerians, is leveraging quality global education that can build and equip them with the right mindset.

The brand, through its partnership with the Harvard Business School, launched a programme tagged '7Up Harvard Business School MBA Scholarship.' The partnership has contributed to making premium-level education more accessible to young Nigerians.

The programme which was instituted in 2010 by the Chairman of SBC, Mr. Faysal El-Khalil was part of the company's activities to mark the 50th anniversary of SBC. It is open to Nigerians who have lived in the country continuously for at least two years, have applied and gained admission into Harvard Business School, but are now looking for funding opportunities.

7Up believes in the empowering of people to drive innovation and change. In line with its mission to inspire ordinary people to create innovative ideas, the company, in partnership with Harvard Business School continues to train transformational leaders who would contribute to national growth and development

Through its commitment to Nigeria's progressive growth and commitment, the leading CSD brand has again unveiled a deserving Nigerian youth this year as the winner of the prestigious programme which is a testament to the commitment to working towards empowering and inspiring

Nigerians by fully funding one young Nigerian to study at the Harvard Business School, United States.

Making the 13th torchbearer of this distinguished scholarship program is Oreoluwa Agunbiade, a lawyer-turned-management consultant who is the beneficiary this year. She will be joining the elite list of her predecessors likes of Misan Rewane (2011), Olujimi Williams (2012), Mayowa Kuyoro (2013), Oluwasola Olaniyan (2014), Bankole Makanjuola (2015), Chidozie Ibekwe (2016), Ahmed Alimi (2017), Ulunma Izejiobi (2018), Anyanwu Maureen Uzoamaka (2019), Abdul Rahman Buhari (2020), Desayo O. Ajisegiri (2021), and Dafi Rogers-Halliday (2022).

Every year, young Nigerians eagerly await the announcement of the recipients of the 7Up Harvard Business School (7Up HBS) MBA Scholarship which usually takes place at the Seven-Up Bottling Company (SBC) headquarters located in Ijora, Lagos State.

In his speech this year, while commending the extraordinary initiative, Segun Ogunleye, the GM of Marketing at SBC, flashed back to the genesis of the 7Up Harvard Business School Scholarship. His words: "7up HBSS was conceived and started in 2010 by the visionary Chairman of SBC, Faysal El-Khalil, to mark the 50th anniversary of the company. Mr. Thurston said that, due to the commitment of SBC ever since, the scholarship stands as a testament to the desire to nurture a vanguard of Nigerian leaders, thereby raising youths that will raise the bar of transformational leadership in Nigeria."

The Harvard Business School MBA application is separate from the rest of the application process. However, 7Up evaluates candidates only after they have completed the HBS MBA application procedure on their own.

Each year, one scholarship has been awarded to the winner since its inception. Also, the scholarship value includes

tuition, lodging, and a round-trip flight to the United States after the MBA programme which lasts for 2 years.

The scholarship award goes through a thorough and rigorous competitive process until a winner is selected based on the set criteria by the management of Seven-Up Bottling Company.

On this issue, the Managing Director of SBC, Ziad Maalouf, said, "Excellence, diversity, and inclusion are the keys for SBC; hence, the company takes immense pride in welcoming Oreoluwa Agunbiade as one of the 7UP Harvard Business School awardees. We are sure that she will preserve the legacy of diligence and excellence, a hallmark of the winners of this prestigious scholarship at one of the world's eminent business institutions. It is her dedication to giving back to society that informed her selection as the winner for 2023. We ardently anticipate the great work she will do after studying at Harvard."

Ziad Maalouf noted that the decision to award Oreoluwa Agunbiade the scholarship was undeniably influenced by her ongoing endeavours to make a positive impact in her community and that it is 7Up's fervent aspiration that her Harvard experience will serve as a catalyst, propelling her to even greater heights in the pursuit of a more enriched society.

Expressing her excitement, Agunbiade extended her gratitude to the 7Up for giving her the privilege of actualizing her lifelong aspiration of acquiring knowledge at Harvard. She pledged to use the education and training received to further the cause of women's empowerment by setting up an impact fund to assist female-owned businesses in Africa to thrive.

"I am deeply honoured to be chosen for this incredible scholarship. It is a platform that propels me toward my ambitions, allowing me to immerse myself fully in my studies and contribute my utmost to society." She said.

Oreoluwa revealed that her vision is to establish an impactful fund aimed at nurturing female-led enterprises across the African continent. The 7Up HBS Scholarship has created a pool of young business leaders in the political economy of Nigeria who are driving innovation and change in diverse sectors for a better society.

The Scholarship announcement event witnessed an assembly of key stakeholders, influential figures within the youth sector, esteemed representatives of the National Youth Corps Service (NYSC), and well-wishers who celebrated the 2023 winner in unison.

Other initiatives of Seven-Up Bottling Company which aim at empowering Nigerians include the Pepsi Football Academy which has continued to produce young talented footballers, provision of social amenities such as boreholes to host communities, provision of books and laboratory equipment to secondary schools, award of scholarships to indigent students to post-primary and tertiary institutions and support for cancer and cholera awareness programmes.

Undeniably, the 7Up radiates an unwavering commitment to propelling young Nigerians onto the global stage of leadership, armed with Harvard's transformative education. These scholars/leaders will galvanize others, fostering a profound transformation not just within Nigeria but across the expansive tapestry of Africa.

The company has helped bridge the gap between aspiration and achievement, turning dreams into reality for countless students and contributing to the nation's overall progress and development.



NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE

# Brand

COMMUNICATOR

Issue 85

...linking the future.



## Trendupp Awards

AFRICA'S FIRST AND LARGEST  
CELEBRATION OF  
DIGITAL INFLUENCE

# Trendupp Awards 2023: Celebrating Audacious Talent Memorable Moments



Lights, cameras, and a flood of digital stars took centre stage at the Trendupp Awards 2023, a night that celebrated audacity, creativity, and the indelible impact of Nigeria's influencers and content creators.

The spectacular event gracefully unfolded, capturing every remarkable moment that graced the prestigious Balmoral Hall within the elegant Federal Palace Hotel, Victoria Island, Lagos on the evening of July 9, 2023.

### The Influencer Revolution:

In an age dominated by social media, influencers and content creators have emerged as powerful players in the entertainment industry.

Trendupp Awards—Nigeria's first-ever awards for influencers and content creators — sought to honour these audacious ones whose creativity has shaped the nation's digital landscape.

### Line-Up of Activities:

The awards was preceded by the nominees' reception party, a gathering of all the 2023 audacious nominees, the brightest stars of the influencer and content creation sphere in Nigeria. This reception party is always an avenue to exclusively host the remarkable lineup of 96 audacious nominees spanning 16 categories to an intimate evening of networking amongst them and the Trendupp Awards Jury, Nominees are also officially presented with their nomination certificates.

The special gathering was expertly hosted by the 'Energy Gad' himself Do2tun, (Oladotun Ojuolape Kayode) at the Mikano Motors Gallery.

The build-up to this great event began about a month ago with the official announcement of the nominees. A total of 96 nominees emerged from 16 categories and winners were chosen based on three key criteria - Creativity, Consistency and Engagement by a powerful nine-man jury consisting of Aliyu

Giwa (Public Relations Officer, Nigeria Police Cooperative Multi-Purpose Society); Busola Tejumola (Executive Head of Content and West Africa Channels, MultiChoice Group); Bidemi Zakariyau (Founder LSF PR), Ruth Zakari (Managing Editor, Zikoko); Seyi Owolawi (Co-Founder, BlackBox Africa), Busola Komolafe (Senior Channels Manager, Paramount Africa); Akinyemi Ayinoluwa (Leading Music Lawyer); Motolani alake (Music Executive) and Iyin Aboyeji (Founder, Andela, Flutterwave, Future Africa)

### Trendupp Awards Awards Ceremony:

Bukunmi Adeaga Ilori, affectionately known as KieKie, took on the role of host for the evening, dominating the stage with her infectious energy and magnetic charm. As a renowned content creator, influencer, and TV host herself, KieKie was the perfect choice to guide the audience through a night of awe-inspiring performances and prestigious award presentations.





**Forces of 2023: A Night of Triumphs:**

Sixteen exceptional content creators and influencers emerged victorious, each claiming their well-deserved titles as the new FORCES OF 2023 in various categories. Among them, the name that shone the brightest was Debo Adedayo, popularly known as Mr. Macaroni. With a reputation that precedes him, Mr. Macaroni solidified his status as the MOST INFLUENTIAL Influencer with the highest impact in the Nigerian social media space by clinching the highly coveted "Force of Influence" award.

The moment of triumph reached its peak when Mr. Macaroni was presented with a brand new car, a grand gesture courtesy of Trendupp Africa and the esteemed brand partner Mikano Motors. The crowd erupted in awe and jubilation, reflecting the influencer's immense influence and appeal.

**Talent on Display:**

While the awards were the highlight of the evening, the enthralling performances by renowned artists added a touch of star power to the night. The Queen of Afro-House, Niniola, set the stage ablaze with unforgettable renditions of her hit tracks including "ALL EYES ON ME", captivating the audience with her powerhouse vocals, Tiktok viral dance and electrifying stage presence. Nigerian Idol winner - Progress serenaded the audience with soulful melodies, while the multi-talented and social media sensation - Imanse had everyone dancing along to her viral song "Never in My Life." Closing the night on a high note, superstar DJ Exclusive left the crowd in a euphoric trance with an electrifying Afterparty.

**A Vision Fulfilled: THANKS TO CONSISTENT BRAND PEPSI**

The third edition of Trendupp Awards was not just an event; it was the realization of a visionary dream. Tiwalola "TJ Dotts" Olanubi, the Founder/CEO of Trendupp Africa, shared

his heartfelt appreciation for the audacity and creativity displayed by content creators, influencers, and brands alike. He recalled a moment two years ago when he shared his vision for the Trendupp Awards with his Industry Icon - Segun Ogunleye, the GM of Marketing for Pepsi. It was a vision brimming with passion, driven by the desire to acknowledge and applaud the incredible efforts of content creators and influencers who tirelessly contribute to the growth and sustainability of the creator economy in Nigeria and throughout Africa.

"At DottsMediaHouse, We have been at the forefront of influencer marketing & building the content creation industry in the past decade, we have launched several products aimed at the growth of the industry including our widely acclaimed annual report (Nigeria Influencer Marketing Report - NIMR) and five years ago we were proud to launch this sister company (Trendupp Africa) with a clear vision to create the first ever platform that will be home to African Influencers & Content Creators. I vividly recall a moment three years ago when I shared our vision for Trendupp Awards with my dear friend and industry icon - Mr Segun Ogunleye, (GM of Marketing for Pepsi) I was brimming with passion, driven by the desire to acknowledge and applaud the incredible efforts of content creators and influencers who tirelessly contribute to the growth and sustainability of the creator economy, not just in Nigeria but throughout Africa. I am eternally grateful that Segun not only embraced this vision wholeheartedly but also brought brand Pepsi on board as the first ever partner, standing by us since our inaugural year. I extend my heartfelt gratitude to Segun and the entire Pepsi team," he said.

Tiwalola extended his thanks to Mikano Motors for their unwavering support at the 2023 edition, exemplified by their generous gift of a brand-new car to the coveted award of the night - The Force of Influence 2023 Award. He also extended his appreciation to all the media partners for their immeasurable collaboration.

*"At DottsMediaHouse, We have been at the forefront of influencer marketing & building the content creation industry in the past decade, we have launched several products aimed at the growth of the industry including our widely acclaimed annual report (Nigeria Influencer Marketing Report - NIMR) and five years ago we were proud to launch this sister company (Trendupp Africa) with a clear vision to create the first ever platform that will be home to African Influencers & Content Creators."*

Additionally, I would like to express my deepest appreciation to Mikano Motors for their unwavering support this year. Their commitment to our cause is evident, as they are a forward-thinking brand that shares our vision of empowering and supporting influencers and content creators. Their audacious action speaks volumes, exemplified by their generous gift of a brand-new car for the coveted Force of Influence award. I want to emphasise that without the support of these incredible brands including Pladis Global (Owners of Mcvities), Cliqki, Declan and our esteemed media partners, we would not be where we are today."

Before I conclude, I want every content creator and influencer across Africa to know that Trendupp Africa is dedicated to advancing your interests and supporting you indefinitely. We are here for you, and we pledge to continue championing your cause. Keep an eye out for more exciting developments from Trendupp Africa in the future," Tiwalola added. Trendupp Awards 2023 was a fun celebration of audacity, talent, and unforgettable moments that left an indelible mark on Nigeria's influencer and content creator community. This spectacular event showcased the exceptional contributions of individuals who have shaped the social media landscape and inspired a new generation of digital trailblazers in Nigeria and beyond.

The event was aired LIVE to over 100,000 audience on PopcentralTV, Youtube with at least 1000 dignitaries present including Brand professionals, Business leaders, Movie & Music stars, and of course a cross-section of content creators across Africa. The awards served as a reminder of the audacity and determination required to make history, and the future holds exciting prospects for the influencer community. With Trendupp Africa at the helm, the journey of recognizing and honouring audacious talents in the digital realm will undoubtedly continue to thrive, shaping the future of Nigeria's entertainment industry.

**Winners of Trendupp Awards 2023 in Each Category:**

**The Force of Collaboration:** Brands that strategically identify and leverage impactful partnerships with content creators/Influencers between March 2022 – March 2023.

Winner: @1xBET.Nigeria.

**The Force of Comedy Skits:** Influencers and content creators who commanded the highest engagement & vitality power in the comedy niche between March 2022 – March 2023. Winner: @Taooma (Maryam Apaokagi).

**The Force of Creative Art (Endowed by MTVBaseWest):** Influencers and content creators who commanded the highest engagement & vitality power in the art niches such as painting/drawing, writing, video content production and dancing etc between March 2022 – March 2023. Winner: @iamItom (Frank Itom)

**The Force of Food Content:** Influencers and Content Creators who have been able to infuse creativity in their content thus commanding engagement in the food niche between March 2022 – March 2023. Winner: @OpeyemiFamakin (Opeyemi Famakin)

**The Force of Lifestyle Content:** Influencers and content creators who commanded the highest engagement & vitality power in lifestyle niches such as beauty, travel and fashion between March 2022 – March 2023. Winner: @ThisThingCalledFashionn (Nonye Udeogu)

**The Force of Online Sensation:** Individuals that have found a way to break through the noise and commanded attention in the social media space between March 2022 – March 2023. Winner: @UnusualPhyna (Ijeoma Josephina Otabo)

**The Force of Instagram:** Influencers and Content creators with the most engaging content & vitality power on Instagram between March 2022 – March 2023. Winner: @SheggzOlusemo (Segun Daniel Olusemo)

**The Force of Social Good:** Influencers and content creators who clamoured/spoke up for the social good of the community/country between March 2022 – March 2023. Winner: @Seyi\_Oluyole (Seyi Oluyole)

**The Force of Tech Content:** Influencers and content creators who have found a way to use content in communicating technological leaps and information in easily digestible and laudable ways between March 2022 – March 2023. Winner: @KaganTech (Oladapo-Ogunsanya Segun)

**The Force of TikTok:** Influencers and Content creators that commanded the highest engagement & vitality power on Tiktok between March 2022 – March 2023. Winner: @Softmadeit (Jerry Chuks)

**The Force of Twitter:** Influencers and Content Creators that dominated the Twitter platform with meaningful/impactful conversations and threads between March 2022 – March 2023. Winner: Benjamin Hundeyin

**The Force of Virality:** Influencer or content creator who mastered the art of making lasting impressions, with content that commands a high number of reposts, likes, shares and talkability between March 2022 – March 2023. Winner: LegeMiami (Adams Kehinde)

**The Force of YouTube:** Influencers and Content creators that commanded the highest engagement & vitality power on YouTube between March 2022 – March 2023. Winner: BrainJotter (Chukwuebuka Emmanuel Amuzie)

**The Force of Wellness:** Influencers and content creators using social platforms to improve the well-being and health of the public in engaging ways between March 2022 – March 2023. Winner: Aproko Doctor (Dr. Chinonso Egemba)

**Emerging Force:** Content creators and influencers who are rated as the next big deal in social media between March 2022 – March 2023. Winner: LayiWasabi (Isaac Ayomide Olayiwola)

**The Force of Influence (Endowed by Mikano Motors):** Influencer or content creator who commanded the highest influence in the Nigerian social media space between March 2023 – March 2023. Winner: Mr. Macaroni (Adebowale "Debo" Adedayo)



AWARD WINNERS



**MIKANO MOTORS : SUPPORTING THE INFLUENCER COMMUNITY**

**C**hijioke Mbonu, the National Sales Manager of Mikano Motors, echoed the sentiment of empowerment, expressing delight in supporting Trendupp Awards and empowering Nigerian content creators and influencers. He acknowledged the profound impact these digital stars have on the social media sphere, bridging the gap between consumers and brands, and providing unprecedented insights.

“Mikano Motors has consistently demonstrated unwavering support for the Nigerian art and entertainment culture, recognizing the invaluable role played by influencers and content creators. The influence and impact these individuals have had on brands are nothing short of extraordinary. They have effectively bridged the gap between consumers and brands, forging powerful connections and providing unprecedented insights. In line with our commitment to supporting the talents and creativity of Nigerian influencers, Mikano Motors has proudly partnered with Trendupp Africa.”

Mikano Motors' partnership with Trendupp Africa serves as a testament to its commitment to nurturing and empowering the thriving influencer community, further solidifying the bond between the brand and those who contribute to the vibrant Nigerian art and entertainment landscape.

Trendupp Awards is presented by Trendupp Africa in association with DottsMediaHouse - Africa's foremost media agency for leading brands across Africa and proudly supported by Mikano Motors, Pepsi Nigeria, McVitie's Nigeria, Tramango, Cliqki Technologies, MTVBBase, DSTV, Popcentral TV, GoldMyneTV, BellaNaija, Zikoko, Brand Communicator, Legit.ng, and YNaija.



# pepsi. @ Trendupp Awards 2023: Influencers, Icons, And ‘Confam’ Satisfaction

By Jeremiah Agada

One name consistently stands out in this market when it comes to leveraging sponsorship opportunities to connect with consumers - Pepsi. With a legacy of partnering with A-list acts who also double as influencers, Pepsi has cemented its position as a trailblazer in this area. The brand's long list of ambassadors includes musical sensations like Wizkid, Tiwa Savage, Davido, Tekno, Teni, Burna Boy, DJ Xclusive, Cuppy & Spinall, as well as rising stars Rema and Ayra Starr, among others.

It comes as no surprise therefore that Pepsi, a global cola giant from the stables of Seven Up Bottling Company (SBC), eagerly embraced an initiative that perfectly aligns with its ethos - the Trendupp Awards. This event, now in its third edition, proudly bears the title of "Nigeria's First Ever Influencers and Content Creators Awards." Its mission? To shine a spotlight on the outstanding contributions of creatives, content creators, influencers, brands, and organizations within Nigeria's dynamic social media landscape.

For Pepsi, consistent sponsorship of the Trendupp Awards has become a tradition. True to its identity as a brand that embodies creativity, energy, fun, and refreshment, Pepsi has spared no expense in utilizing this platform to engage with its target audience. This audience comprises not only those attending the awards ceremony but also the countless individuals tuning in via live television broadcasts and social media streams. At the Trendupp Awards, Pepsi employed a two-pronged approach to leave an indelible mark. Firstly, Pepsi took strategic charge of event's red carpet, transforming it into a vibrant canvas for creating and preserving cherished memories

for attendees. Secondly, the brand curated a visually stimulating experience that encapsulated its vibrant colours in which it offered attendees the opportunity to create lasting memories in their brand-themed photo booth.

Beyond the visual appeal, Pepsi also offered a refreshing experience at the event. They quenched attendees' thirst with their iconic cola, providing the instant satisfaction that people have grown to love and associate with the brand over the years. As seen with their involvement in other sponsorship opportunities, such as the Big Brother Naija show, Pepsi succeeded in infusing glamour, flavor, and excitement into the Trendupp Awards, elevating the event to new heights of entertainment.

The evening was hosted by the multi-talented influencer, content creator, and TV host, Kie Kie (Bukunmi Adeaga-Ilori), adding an extra layer of charisma to the event. The highlight of the evening was undoubtedly the presentation of a brand-new car to the winner of the "Force of Influence" category, the prestigious headline category of the night. In a thrilling turn of events, Mr. Macaroni emerged as the victor, walking away with not only the coveted award but also a gleaming new car.

Trendupp Awards itself is an initiative of Trendupp Africa, a platform that provides invaluable support for creatives, an avenue for publishing exclusive content, and a means to build direct relationships with their fans across the African continent. Themed "The Force of Influence," Trendupp Awards serves as a beacon for recognizing and rewarding content creators, influencers, and brands that have left an indelible mark on the social media community through creative content, disruptive movements, and campaigns across platforms like Instagram, TikTok, YouTube, Twitter, and Facebook.



# How Insight Redefini's 'owambe' Rewrote Corporate-culture Rules On Employee Engagement And Happiness

...Taking Agency Life To A Whole New Level



The word 'Owambe' already paints a near-perfect picture for anyone familiar with the social scene: live music, vibrant colours, aso ebi, an assorted menu (including jollof rice which is a must), small chops, and a steady flow of drinks. In a much grander sense, 'Owambe' can be related as embodying Nigeria's cultural tapestry and the very synonym of celebration, community and a chance to let off some air. The Insight Redefini (IR) group did justice to all three when it transformed its usually serene atmosphere into a vibrant arena of beautiful decorations, laughter, and colourful ambiance at the first edition of the Insight Owambe, which happened on August 18, 2023.

It should be clear from this point that when we say IR, we are referring to the largest marketing communications group in West Africa including: Insight Publicis, Leo Burnett Lagos, Quadrant MSL (Nigeria's premiere strategic communications firm), Digitas, All Seasons Zenith, Starcomms Media Perspectives, and Velocitee.

What's an Owambe without aso ebi, right? The theme was Tradition meets Contemporary Elegance, and the Humans of Insight Redefini understood the assignment. Members of staff from the different agencies came out in their numbers and styles: the men 'nailing it' with their agbada and the ladies with their masterpiece outfits. Aso ebi is more than just a dress code; it is a statement and a signature of unity and style.

The elegance on display was extraordinary, as teams vied

for supremacy in the fashion arena, showcasing their sartorial prowess with Adire and Ankara fabrics that hark back to Nigeria's rich heritage. The meticulously wrapped Geles and impeccably coordinated ensembles are works of art in themselves.



The event started with photo and video sessions, featuring strut walks and cat walks, as the operational units showcased their unique style and glam, cheered by others with hype and spraying of the Insight currency. The live band delivered on the brief, with an electric performance that brought life and great energy to the highlife, juju, fuji and Afrobeat music with which they serenaded guests all evening.

As the sun began to set, the event truly came alive. The Owambe party lit up with laughter, dancing, and a sense of camaraderie that only comes from shared experiences.

And then the food! The Owambe energy is never complete without the food. Amidst the fun chatter, guests

were treated to an array of sumptuous meals that, in themselves, mirror the richness of Nigerian culture. Amala, with its earthy undertones Ewedu and Gbegiri coupled with Orisirisi (assorted meat), and Ofada rice who also graced the event, with its distinct aroma adding depth to the culinary experience. Of course, the place of our legendary firewood smoky jollof rice is guaranteed. Appetisers, especially the irresistible small chops, which are standard guests on a proper Owambe menu, were promptly in attendance.

But, more importantly, the power of partnership came to bear that evening with the rich drink options provided by our supportive clients: Nigerian Breweries and Seven-Up Bottling Company and First City Monument Bank (FCMB), who were special guests at the event and also had their time on the dancing floor. The gesture of support proves that client relationships can evolve beyond deadlines and deliverables to camaraderie and mutual respect; the Seven-Up Bottling, Nigerian Breweries and FCMB teams showed up and showed off, taking the shine!

Why did IR do this? Why did IR go the extra mile to create an atmosphere to unwind, bond, and rejuvenate? The initiative by the leadership of Insight Redefini is significant in many respects. Some answers may be found in the remarks by the Group CEO, Dr. Tayo Oyediji: "It's been quite an intense period for us all. And the prevailing conditions in the country have not made things easier. However, in spite of these things, it is important for us to take some time to relax and refresh. We've spared nothing in ensuring that we have the best of time this evening. We thank our supportive clients, Nigerian Breweries and Seven-Up Bottling Company, for the big roles they played in making this happen."

IR's commitment to creating a stress-free environment was evident in every aspect of the event. It was clear that the leadership understood that stress-relief measures go beyond just taking a day off or engaging in routine team-building exercises. The brief was clear: provide employees with an extraordinary experience that would resonate with them. On that score and many others, IR delivered. For that evening, there were no concerns around deadlines or urgent deliverables, it was about having fun and doing so without holding back.

In a world where burnout and stress often takes centre stage, Insight Redefini is leading the charge by rewriting the rules of corporate culture. Such an immersive experience helps release endorphins and facilitate the release of stress hormones, providing an impressive escape from everyday pressures. IR's approach to utilising the Owambe party for stress management is commendable. Their Owambe party stands as a shining testament to the transformative power of genuine concern for employees' holistic well-being. And as the music and dancing went on that night, it was clear that IR (with all the operating companies in the group) had succeeded in taking its employees to a whole new level of happiness!



# EXMAN Marks 10th Anniversary With Summit, AGM & Awards, Gets First Female President



By Jeremiah Agada

In commemoration of its decade-long existence in Nigeria's integrated marketing communications ecosystem, the Experiential Marketers Association of Nigeria (EXMAN) kicked off several activities that began with the unveiling of its tenth year anniversary logo at a press conference in Lagos.

Afterwards, the sectoral group held its highly anticipated Brand Experience Summit 2023 at the prestigious Balmoral Convention Centre, Federal Palace Hotel, Lagos. Themed "Unlocking the X," the summit was a blend of insightful sessions and interactive discussions, where marketing professionals, industry leaders, and industry enthusiasts explored the latest of trends and exchanged ideas.

The association in a statement signed by its immediate past President, Tunji Adeyinka and Publicity Secretary, Adedeji Orunkoyi, had revealed that the summit is not just another marketing conference but "a transformative experience that will immerse participants in a world of innovation, creativity, and cutting-edge strategies."

"The Brand Experience Summit 2023 offers a unique platform for participants to explore the latest trends, exchange ideas, and learn from industry experts who will present insightful sessions and workshops. This summit is designed to equip attendees with the knowledge, skills, and strategies needed to stay ahead in today's dynamic marketing landscape. By attending, attendees will gain a competitive edge and discover innovative approaches to drive business growth," the statement had read.

Day one of the summit features an impressive lineup of activities and renowned speakers who leveraged their knowledge and wealth of experiences in impacting participants. The session commenced with the first plenary where Ifeanyi Oputa, the founder of Studio24, shared his entrepreneurial

journey and offered valuable insights into building a successful business, with Rolake Akinkugbe-Filani facilitating the engaging discussion.

Jane Egerton-Idehen, the founder of J.E.I Consulting, took the stage in the second plenary to explore the exciting realm of the metaverse and its impact on brand activations. The enigmatic Steve Babaeko, CEO of X3M Ideas and President of the Association of Advertising Agencies of Nigeria (AAAN) also facilitated a session, taking participants on the "Future Agency Model."

Mr. Solape Akinde from the SevenUp Bottling Company; Feyi Olubodun, the Founder and Managing Partner of Open Squares Consulting; Chidi Okeke, the founder of UduX; Bukola Sawyerr Izeogu, CEO of BukiHQ Media /Burnaboy's PR Manager and JR Kanu, founder of Reach Africa were other speakers at the first day of the summit.

Day two of the event wasn't less explosive as it had such speakers as Prof. Uchenna Uzo from the Lagos Business School; Kehinde Salami, CEO of Ideas House; Emmanuel Adediran, Business Unit Director for MediaReach OMD; Olabanji Akindunni from Logitech; Mr Femi Odugbemi, a giant in the Nigerian film industry; Dotun Babatunde and Victor Aghahowa, Head of Productions at Multichoice Nigeria as speakers.

Others are Franklyn Ozekhome, CEO of Identiture Africa; Olaitan Adedeji, Director at PwC; Jimi Daodu, founder of Vault Hill; legendary music star Dare Art Alade and Ayo Animashaun. The speakers explored a wide range of topics, including "Activating Brands in the Metaverse," "Amplifying Live Experiences through Digital," "Monetizing Events through Streaming," "The New Agency Model," "Creating Experiences With Afrobeat," "Understanding the Nigerian Consumer through Financial Data," "The Power of Live Experiences – the BBN Story," "Insights on Pop Culture," and

"Intellectual Properties (How Agencies can protect their IP)," among others.

Following the enlightening brand experience summit, EXMAN held its Annual General Meeting, where five exceptional agencies were inducted into the association. The newly welcomed agencies include Acceler8ted Marketing, Expose Media, Iminnd Experience, MPXM, and Red Gecko, thereby further strengthening the EXMAN community.

In another development, the EXMAN Executives led by Tunji Adeyinka concluded their service to the association after two successful terms in office, during which they propelled both the association and the experiential industry to new heights. They made way for a newly elected leadership, led by Tolulope Medebem, assumes responsibility as President of the association. Medebem, who is also the CEO of AsterIML, becomes the first female president of EXMAN, having previously served as the association's first female Vice President.

As President, Medebem brings her expertise and wealth of experience as the Chief Executive Officer for AsterIML to bare. Industry observers believe that her previous positions within the association in the past few years where she rose to be one the association's first female vice president as well will be instrumental in her steering the association effectively. With close to two decades of experience in marketing communications, Tolulope has played a pivotal role in shaping the landscape of experiential marketing, event management, brand management, and marketing in Nigeria. Her expertise and skills have contributed to the success of numerous high-profile campaigns on behalf of prominent clients.

**The association also elected other key officers, including:**

Angela Makinwa, Director of Client Engagement, Strategy & Creative at EXP Marketing Nigeria, also occupies a principal position in the association as Vice President. She is yet another Amazon that is leaving her marks in the industry. Angela has been described by colleagues in the subsector as an experienced professional with a demonstrated history of working in the marketing and advertising industry. It is not in doubt that she will bring all these to bare in ensuring the success of the new

***"The Brand Experience Summit 2023 offers a unique platform for participants to explore the latest trends, exchange ideas, and learn from industry experts who will present insightful sessions and workshops. This summit is designed to equip attendees with the knowledge, skills, and strategies needed to stay ahead in today's dynamic marketing landscape. By attending, attendees will gain a competitive edge and discover innovative approaches to drive business growth,"***





administration.

Olurotimi Rhodes, who has been described as a professional's professional, was elected the General Secretary of the association. Rhodes is the Business Optimization Director at iD8 Limited. He is an advertising practitioner with several years of success in advertising and corporate communications with experience spanning across several agencies. He served at different times as the publicity and general secretary of EXMAN. He also brings to the Executive Committee a wealth of experience expected to propel the association forward.

Young, savvy, versatile, effective, and competent are some words that describe Olayiwola Jegede, Managing Director of IMind Experience. He was also elected into the Executive Committee as the association's Publicity Secretary. He is a result-

oriented individual with skills in Business Strategy, Microsoft Office, Customer Service, and the rest. He holds an MBA in Marketing from the University of Lagos.

Finally but certainly not least, is Ndanusa Amihere, Business Development Director of TownCriers Limited, as Financial Secretary. He is skilled in project management, marketing communications, marketing strategy, brand management, digital marketing, and integrated marketing.

The grand finale of the event, a commemorative anniversary dinner and awards night, celebrated the achievements of outstanding agencies and individuals within the experiential marketing ecosystem in Nigeria. Distinguished industry leaders and stakeholders, including Dr. Olalekan Fadolapo, Director-General of the Advertising Regulatory

Council of Nigeria, and Steve Babaeko, President of AAAN and Chairman of IAA Nigeria; Femi Adelusi, President of the Media Independent Practitioners Association of Nigeria-MIPAN graced the occasion.

Fifteen categories witnessed intense competition among experiential agencies, with Connect Marketing emerging as the overall winner and recipient of the grand prix—the most prestigious award of the night.

Additionally, industry giants George Thorpe and Kunle Onime were honoured for their remarkable contributions to the growth of the experiential industry. George Thorpe received a lifetime achievement award, while Kunle Onime was recognized for his exceptional contributions and also received a lifetime achievement award.





# Trash For Cash: Turning Waste into Wealth Through Innovative Partnership

## ...Recycling for a Greener Lagos & a Brighter Future”



By Jeremiah Agada

In the heart of Nigeria's bustling metropolis, Lagos, where towering skyscrapers cast shadows over bustling streets and vibrant markets, an insidious problem often lurks in the background - the waste epidemic. As the population continues to grow, so does the volume of waste generated, posing an ever-growing threat to the environment, public health, and the overall well-being of Lagosians.

Recognizing the gravity of this issue, Nigeria's foremost beverage company, Seven-Up Bottling Company, in partnership with the Lagos State Environmental Protection Agency (LASEPA), has embarked on a transformative journey to combat the waste crisis through their innovative "Trash for Cash" Initiative.

This partnership was established at an event which took place at Jubilee Model Grammar School, Aguda, Lagos and in attendance had some state dignitaries such as Dr. Gaji Tajudeen Omobolaji (Lagos State Permanent Secretary of Environment Services) Tunde Awoyelu (Education Secretary, Surulere), Kenise Hill (Deputy Political and Economic Chief at the US Consulate), Dr. Femi Adegoke (President of Lagos state Recyclable Materials Association) amongst others

The event was aimed at further deepening the mandate of the LASEPA initiative to continue to inspire and encourage Lagosians to rethink how plastic waste should be disposed of. The Trash for Cash Program has been designed to help encourage converting recyclable materials and making them

reusable for everyday purposes while also leveraging this to sanitize the environment, reduce global warming and boost employment and wealth creation.

The Managing Director, Ziad Maalouf in his address to stakeholders who were present at the event, highlighted that Seven Up Bottling company will remain committed to ensuring the best for Nigeria and a key part of this commitment is to see that we can see Nigerians live in a safer and cleaner environment. As a leading beverage business in the country, we would not only continue to inspire Nigerians but would partner with stakeholders towards achieving our goal.

“As a leading provider of Nigeria's foremost beverage, there can not be a more urgent time to have such an initiative that educates Lagosians on proper disposal methods. Beyond creating wealth, proper disposal of these materials helps in the prevention of an unhealthy environment and it is good that they can be recycled into chairs, tables, footwear, and other plastic reusables. Once again, I am happy that the Lagos state government set this initiative in motion. I truly believe it will fulfil its course.” he said.

The General Manager of LASEPA, Dr. Dolapo Fasawe while addressing stakeholders highlighted some of the huge milestones recorded with this initiative across the state. Part of the objectives is to impact the lives of Lagosians by making them more environmentally aware and cautious while also empowering them.

“A major reason for this initiative is to aid the sanitization of Lagos and create employment for many. With Trash For Cash,

single-use plastics will cease to end up in the dumpsite. This is because we educate the public on the dangers associated with the wrong disposal of these plastics. We encourage them to pick these plastics and sell them to us. We understand that recycling is a great way to move our economy forward by creating jobs, increasing businesses and investment opportunities, and social impact. Trash For Cash also helps in protecting the environment by keeping the people aware of the harm these materials can cause if not properly disposed of”.

Further inspiring stakeholders, the General Manager of Marketing, SBC, Segun Ogunleye shared the power of brands and their pivotal role in steering environmental change. “At SBC, we believe in the transformative power of corporate social responsibility, and we stand committed to making a positive impact on the communities we serve. Together, we have the opportunity to turn waste into wealth to create a sustainable future and preserve the beauty of our environment which is what we have come here to show the people of Surulere.”

Both LASEPA and SBC have committed to seeing the vision come alive for Lagosians across every facet of the state. The event garnered widespread attention and participation, with SBC executives and government officials in attendance to express their commitment to promoting environmental awareness and sustainable practices within communities across Lagos State.

Seven-Up Bottling Company's commitment to sustainability extends beyond their products, proving that corporate responsibility goes beyond profit margins. The "Trash for Cash" Initiative stands as a demonstration to the pivotal role that public-private partnerships play in addressing complex challenges like waste management. In a country like Nigeria, where resources are often strained and government agencies face numerous constraints, collaboration with private entities becomes not only beneficial but essential. This partnership between Seven-Up Bottling Company and LASEPA showcases the potential when public and private sectors join forces to tackle a shared problem, embodying the spirit of sustainable development.

At the heart of this initiative is the belief that waste can be transformed from a liability into a valuable resource. By incentivizing individuals and communities to collect and properly dispose of waste materials, Seven-Up Bottling Company and LASEPA are not only reducing the environmental footprint but also contributing to local economic growth. This initiative is a model for how corporations can actively participate in environmental stewardship and community development while advancing their business interests.

As we look towards the future, the "Trash for Cash" Initiative serves as a shining example of how innovative public-private partnerships can pave the way for a greener, cleaner, and more prosperous Lagos. Together, we can turn waste into wealth, not only in monetary terms but in the enrichment of our environment and communities.



NIGERIA'S NO. 1 BRAND & MARKETING MAGAZINE

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# Nigerian Idol



## NIGERIAN IDOL SEASON 8: HOW MULTICHOICE IS CREATING CELEBRITIES FROM BUDDING ARTISTES

# Nigerian Idol Season 8: How MultiChoice Is Creating Celebrities From Budding Artistes



By Usukuma Ntia

From the year Multichoice entered Nigeria's business terrains about three decades ago, the megabrand has grown consistently into a major pillar of quality entertainment, contributing immensely to building and consolidating Nigeria's status as a leading destination for top-notch reality shows.

With different packages, the brand has churned out content for different categories of people. Interestingly, these shows have kept most viewers glued to their screens year after year.

Looking closely at the level of audience involvement, as well as both mainstream and online media coverage they receive, it is obvious that reality shows, without any doubt, have gained traction among Nigerian audiences across all socioeconomic groups.

In today's time of constant struggle, work pressure, anxiety, and other distractions; what the average Nigerian would find soothing, would be a pinch of entertainment at the end of a tired and exhausted day. This is probably how the concept of reality television or reality shows began. From entertainment, dancing, and singing to challenging games, and live interactions; reality television has made a strong presence in virtually every field in Nigeria in the last two decades.

Today MultiChoice stands tall as the pillar that provides diverse exciting content for consumers through reality shows,

local drama series, and all-round entertainment for the country and continent.

From the ongoing Big Brother Naija to diverse Africa Magic shows, MultiChoice Nigeria seems to have sustained the trends and has even dared itself many times by raising the bar and delivering an impressive line-up of shows that can quickly become favourites to Nigerian Viewers.

One of those shows that has kept Nigerians talking and debating all through its duration because of the twists thrown up each season is the Nigerian Idol.

This is a reality TV singing competition modelled after the popular Idols franchise. The concept of the show involves a group of unsigned singing talent who go through a thorough audition process to perform to a panel of vocal judges who critique their performances. The contestants advance through different stages in the competition until the eventual winner is determined by viewers and fans of the show via Website and Mobile voting.

The recently concluded season 8 show stood as one of the most keenly anticipated and well-contested singing competitions in the country.

It is interesting to note that the show, which started out as West African Idol, and had Timi Dakolo as its first winner, has produced young, talented music stars, in the last decade. Aside from a sizeable cash prize, winners also get a recording contract, a car, and many other mouth-watering goodies to sweeten the deal.

Fashioned to capture, nurture, equip, and empower budding musicians, it cannot be faulted that this project has contributed its quota in reducing the rising unemployment rate in Nigeria and Africa at large.

The Programme has indeed, contributed immensely to the national economic development, job creation, and youth empowerment in Nigeria as most of the youths who took part in the past programmes are all doing well in their different skill sets today from Script to Screen.

Apart from new sets of music celebrities created every year, the Marketing Communications industry has made significant gains using the Nigerian Idol platform and that of other reality shows created by Multichoice. For example, agencies and top brands have been spurred to increase their adspend to make engaging advertisements and earn coveted slots on these shows. Many brands have signed past participants as brand ambassadors.

## NIGERIAN IDOL SEASON 8

For 2023, the announcement by the Executive Head of Content and West Africa Channels, MultiChoice, Busola Tejumola, at a press conference held three weeks before the commencement date of May 28 was all that anticipating reality fans in Nigeria needed to fasten their seat belt for a mind-blowing excitement that season 8 was poised to generate.

The elevated prize of N35 million cash prize, with an overall grand prize worth N100 million revved up anxiety



around the 2023 edition.

Retaining the judges- Obi Asika, Simi and D'Banj -as well as IK Osakioduwa as the host of the show indicated that the jokes and unpredictability of last year will roll over.

Explaining this Tejumola said, "We decided to retain them because they succeeded in doing a great job during the 7th edition, bringing their unique personalities to the show and it emerged the best so far.

"This edition promises to unveil another set of great talents among Nigerian youths", she said.

Tejumola also revealed that there was a 10 percent increase in the number of entries received for the eighth edition of the show.

She acknowledged the headline sponsors of the show- Techno and Bigi; as well as tactical sponsors- Waw, Close-up, Tom-Tom, and many others. She equally appreciated them for their quest to contribute their quota to the growth of the entertainment industry.

Her words: "Nigerian Idol over the years has provided our audience with premium entertainment, the contestants with healthy competitions in their performances that drive to the emergence of the winner. Nigerian Idol will continue to offer talented artists a platform to show the continent what they can do and the opportunity to rise to fame through hard work and dedication. It is the right space to gain access to mentorship through the judges and couches who will expose the intricacies

of the industry to the young talents".

#### THE AUDITION STAGE

The project commenced with over 10,000 people registered to be auditioned. With this number, no one would envy the judges as they had to try out this huge number at different stages before they were whittled down to 29 contestants.

It must have been a grueling task for the judges, but it provided a different level of entertainment as both the good, the ludicrous, and the absurd came out to try their luck.

Many viewers almost cracked their ribs as they sat glued to their television to appraise the can-do spirit of Nigerians who were most probably motivated by the passion to achieve great things through this unique music platform. It was also a time of heartbreak for many as only 29 contestants were eventually picked for the next stage.

It is remarkable to note that many contestants confessed that their experiences even at this early stage, and the advice they got from the judges were the turning points that later shaped their successful career in music.

This clearly confirms that apart from the contestants that advance to the stage of live performance, there are probably thousands that The Nigerian Idol show has impacted their lives positively.

#### LIVE PERFORMANCE SHOW

It was not celebration time yet for the 29 selected contestants as they were to be further trimmed to the top 10 contenders before they could get to the live show.

The top 10 contestants of Nigerian Idol Season 8, with the unique chance to instantly become national celebrities, thanks to Multichoice were Constance, Precious Mac, Victory, Ose Daniel, Goodness, Abraham, Reigny, Quest, Chisom, and Henry Savy.

It was a rare opportunity to showcase their impressive musical talents, and capture the heart of the nation and virtually all the ten grabbed it with both hands.

Their performances served as a testament to the abundance of skills at the outskirts of the entertainment industry, waiting to be discovered and nurtured. Thus, the commitment of MultiChoice to transforming these young singers into future superstars is a match made in heaven.

Victory kicked off the show with a rendition of Alicia Keys 'Fallin'. It attracted a lot of commendation and applause from the audience and the judges.

Henry Savy, who performed after Victory, excited the judges and the audience with the song 'You and I' by John Legend Idol, it was overwhelming and highly applauded as well.

Reigny's Heaven Sent' a song released by Keyshia was so exhilarating that the audience was carried away, following the lyrics and thrilled all through the rendition.

Chisom did Usher's 'U Got it Bad,' Goodness performed Beyonces' Halo' and Abraham sang Michael Bolton's 'Go the Distance'.

Quest melted hearts with Celine Dion's 'Coming Back to Me,'

Ose Daniel rendered 'Make You Feel My Love' by Adele; Precious Mac, Alicia Keys' 'No One'; and Constance who just turned 18 years of age that day and the youngest among the

contestants performed 'All I Ask', produced by Adele.

The judges must have had a tough task picking the positions of each singer as the singers were so good and level of performance was almost the same.

#### THE TOP FIVE

At different stages of Breathtaking Performances, the contestants were eliminated till The top five contestants of Season 8 of Nigerian Idol, came up with a live show that was themed the "Show Stopper."

The five were Ose Daniel, Goodness, Victory Gbakau, Precious Mac, and Quest.

With eyes on the 100,000,000 (One Hundred Million) worth of prizes, the passion and intensity of performance rose to a new level.

Renowned dancer and dance instructor, Dr. Kaffy Shafau, who guided the performers through the fundamentals of the numerous dancing patterns that should go along with their chosen songs on stage, added colour to the show's mix of style and impressive dance performance.

First to take the stage, Ose Daniel sang Adekunle Gold's "High" with such amazing stage presence and vocal prowess that the judges and crowd stood to celebrate his outstanding performance.

Asika said, "That was a special act with an unbelievable rendition," and Simi stated, "He killed the song with good voice control," all while praising Ose Daniel. "You are a good

***"One of those shows that has kept Nigerians talking and debating all through its duration because of the twists thrown up each season is the Nigerian Idol. This is a reality TV singing competition modelled after the popular Idols franchise. The concept of the show involves a group of unsigned singing talent who go through a thorough audition process to perform to a panel of vocal judges who critique their performances. The recently concluded season 8 show stood as one of the most keenly anticipated and well-contested singing competitions in the country."***





entertainer, and that was a diamond rendition”, said D'Banj. While Victory's fascinating lyrics of Bruno Mars' "Locked Out of Heaven" enthralled the crowd to the very end and received positive feedback from the judges, Goodness stormed the stage with Rihanna's "We Found Love" and an excellent voice and dance routine that the judges also appreciated.

The last performance by Quest received a loud standing ovation from the three judges, with up to about two minutes of applause.

If picking the winners from 10 contestants was tough, judging the performance of 5 dazzling singers was brain-cracking. However, the judges knew that getting the last three contestants for the next round was a task that must be done.

**The Ultimate 'Battle' For The Crown**

From the last three contestants the two finalists, Quest had to bow out as she had the lowest of the 22,000,000 (Twenty-two Million) votes for last week, in a show which has recorded a total of 132,000,000 votes since inception.

The mother of all battles was now set between Precious Mac and Victory Gbakara, with the stage ready for the final set of performance.

The rendition of Adele's 'Rolling in The Deep' by Precious Mac was so wonderfully performed that the judges and audience applauded her with Simi saying "It was captivating" The second song by Precious, Shania Twain's "From This Moment" chosen for her by Simi got D'banj enticed, with him saying she has a powerful voice, and further encouraging her by saying, "You are born a musical star."

Her last performance of "Overloading (Overdose) by Ayra Starr shook the stage and attracted great excitement and a

standing ovation, and the judges confirmed she did very well.

Also, Victory Gbakara did his first act with the song "It's A Man's World" by James Brown, with D'banj attesting to his good vocal, saying "Your performance was excellent, from the beginning to the end"

This was followed by the song chosen for him by D'banj, "My Redeemer Lives" by Nicole C Mullen. His act was greeted with Asika's "Your Voice is Special." While Simi said "That was Wonderful,"

His final song, "As It Was" by "Harry Styles" got D'banj's "You have the swag, I must greet you specially," Asika also said "Your energy and vocal for the three songs were quite amazing,"

Commending the singers for their acts, the host, IK Osakioduwa, admonishes fans to vote for them till the end of the week, as the intense contest would see the emergence of a winner with the highest votes at the next show.

**THE CORONATION DAY**

The winner to be declared on this final day will join the long list of previous winners like Onyekachi Elizabeth Onwuka (Yeka Onka), Mercy Chinwo, Moses Obi-Adigwe (Moses), Zibili Evely Ibhade (Evelle), Kunle Ogunrombi (K-Peace), Kingdom Kroseide (Kingdom) and Progress Chukwueme (Progress), who won last year's edition.

That winner will also cart home the grand prize worth more than N100 million. The grand prize include ₦35 million cash, a brand new SUV, one Bigi Refrigerator, a one-year supply of Bigi soft drinks, an all-expense paid trip to Cape Town, South Africa, courtesy Tecno; a music record deal by a reputable label that will include a video shoot, one year supply of WAW detergent, and a fully installed DSTV Explora with one year of

Premium subscription.

By any standard this is mouth-watering. The anxiety was high and the atmosphere was tense with great expectation. At the end, Victory Gbakara was declared the winner having polled the most votes of the 33 million votes cast for the final week, bringing the total number of votes recorded for the season to 165 million since the live show began on May 28. It was a huge record and a reflection of the level of impact the show has made in the country.

Astonished by his win, Victory thanked the show's organisers and fans for the opportunity, saying, "I can't contain my joy; I am so happy, guys. This journey has been a life-changing experience, and it would not have been possible without the support and love of my family, friends, and especially my incredible fans.

With her amazing vocal and singing ability, Precious Mac gave the contest her all, and this saw her emerge as one of the Top Two finalists. However, fate and destiny had their way, as she was not the viewers' choice for the coveted Nigerian Idol title for Season 8.

Victory Gbakara's declaration as the winner of the music reality TV show, Nigerian Idol Season 8, after eight weeks of fierce contest, brought a befitting end to a show that carved a niche for itself.

Just like previous editions, Nigerian Idol season 8 generated premium entertainment for millions of viewers, and a reliable platform for healthy competition among young people where future stars can emerge.

It offers talented artists a platform to show the continent what they can do and the opportunity to rise to fame through hard work and dedication. It is clearly the right space to gain access to mentorship through the judges and coaches who will expose the intricacies of the industry to young talents.

The challenge will always be making the glory of the next show bigger than the last. Interestingly, this is one area Multichoice has shown over time that the brand can always rise to the occasion.

*“Nigerian Idol over the years has provided our audience with premium entertainment, the contestants with healthy competitions in their performances that drive to the emergence of the winner. Nigerian Idol will continue to offer talented artists a platform to show the continent what they can do and the opportunity to rise to fame through hard work and dedication.”*



# Bigi: Nurturing Young Talent To Stardom @ Nigerian Idol Season 8



By Usukuma Ntia

The entertainment industry is characterised by vibrant and ever-evolving growth dynamics, especially with the emergence of streaming services and digital distribution platforms that have enhanced various leveraging opportunities by content creators to reach wider international audiences. This has led to a diverse range of content offerings and collaborations that have paved the way for musical reality shows where talents are harnessed for meaningful ventures.

One reality show that stands tall among many others is the Nigerian Idol musical reality show. This unique platform over the years, has enabled young Nigerian singers to showcase their musical prowess, after series of audition stages, which leads to the theatre weeks and the real live shows. At the end, all these culminate into a winning process, with the winner clinching millions of naira and other fabulous prizes.

In almost every seasons of the show in recent years, thousands of participants usually troop for the auditioning and the selection processes. This is where popular artistes like Simisola Bolatito Kosoko (Simi), and Oladapo Oyebanjo

(D'Banj) and Obi Asika hold forte overseeing weeks of electrifying performances by the shortlisted contestants to select the winners at different stages.

Through the award-winning Bigi CSD with its 13 unique variants, the Nigerian Idol Seasons 6, 7, and 8, have enjoyed the massive support and publicity, making the show bigger and more exciting. The brand also refreshed the contestants and the singers with the highest votes to stardom, as also acclaimed by the winning Idols.

On Bigi's weight behind the shows, Rite Foods Managing Director, Seleem Adegunwa, affirmed that it is to make it better, and memorable, and to help discover and nurture young Nigerian singers for a better musical career to make the nation proud, anywhere they find themselves.

He said it is aimed at creating jobs because as they engage themselves in musical entertainment, they will get people involved in the process, thereby expanding opportunities for them to earn a living through what they do.

Through Bigi's huge support, the shows were made better and the consumer-centric brand elevated the talented Balyesa-born singer, Kingdom Kroscoide, to stardom as the winner, with

the grand prize of N50, 000,000 (Fifty Million Naira), and other attractive benefits, while Progress Chukwuyem from Delta-State, and Victory Gbakara, both winners of Seasons 7 and 8 respectively, smiled home with the N100, 000, 000 (One Hundred Million Naira) worth of prizes and other packages, each.

During their thank You visit to the headquarters of Rite Foods Limited, Delta-born artist Victory Gbakara, the winner of Nigerian Idol Season 8, joined by the remarkable first runner-up, Precious Mac, extend their sincere appreciation to Bigi, a key sponsor of the Musical Reality Show, for her instrumental role in amplifying the show.

Gbakara and Precious Mac attributed the resounding triumph of the concluded season to Bigi's substantial contribution, which heightened the show's appeal and excitement. Reflecting on the brand, the 25-year-old lawyer, songwriter, and singer, Gbakara, specifically lauded its customer-centric focus and exceptional quality, particularly praising the refreshing taste of Bigi Tropical. Precious Mac echoed this sentiment, affirming, "I have experienced them and tasted most of their products and they are 100%."

The spotlight of the season was undoubtedly on Victory Gbakara, whose enthralling performances throughout the auditions to the electrifying finale captivated both judges and audiences. Emerging victorious over Precious Mac, Gbakara's grand prize of N100 Million (One Hundred Million Naira) comprises a remarkable array of rewards, including N35 million in cash, a sleek new SUV, a Bigi branded refrigerator, a year's supply of Bigi soft drinks, a recording label contract, a fully equipped DStv Explora with a 12-month premium subscription.

During the visit to Rite Foods, they both expressed profound gratitude to Bigi for its generous support throughout the show. Gbakara enthusiastically shared his delight in the memorable shopping spree at Shoprite, Ikeja City Mall, Lagos, where the other top three contestants went home with household items worth over N1 million.

***"Through the award-winning Bigi CSD with its 13 unique variants, the Nigerian Idol Seasons 6, 7, and 8, have enjoyed the massive support and publicity, making the show bigger and more exciting. The brand also refreshed the contestants and the singers with the highest votes to stardom, as also acclaimed by the winning Idols."***



# TECNO Takes Sponsorship Innovation To New Levels @ Nigerian Idol Season 8



By Usukuma Ntia

At the formal announcement of the commencement of the eighth edition of Nigerian Idol in April when the organisers announced that the winner of this year's edition of the show would walk away with an overall grand prize worth N100 million, Techno's Marketing Manager, Thompson Ani, equally declared: "We are here bigger and better, we like giving back to the community, we are coming as headline sponsor this time because we want people to see the hidden talent in individual Nigerians."

"We are coming bigger this year. So, expect something big". TECNO really raised the bar all through the period the Nigerian Idol Season 8 lasted. It was indeed an exciting and remarkable journey.

Amidst the captivating performances and electrifying moments, TECNO, the leading smartphone brand, was one of the headline sponsors of Nigerian Idol season 8, that injected extra doses of excitement into the show. The smartphone brand has been an immense supporter and sponsor of the Nigerian Idol for the past 3 years.

During the show, TECNO significantly injected exciting activities that kept viewers engaged and entertained. From bringing the thrill of the competition to viewers' homes to

introducing a guest judge who left hearts singing TECNO's presence throughout the season. This was nothing short of magic.

One of the activities TECNO introduced was the weekly viewers' home edition. This segment allowed viewers to record a video of themselves singing to any of the songs performed by their favourite Nigerian Idol season 8 contestant and post it on their social media pages using the hashtags #TECNOHomeEdition and #NigerianIdolxTECNO for a chance to win the latest TECNO CAMON 20. Winners were selected every week, and this created a great sense of excitement and competition among viewers.

TECNO also had a weekly Q&A session called TECNO Moment Trivia on the brand's social media pages. This allowed fans to win prizes by answering questions related to the show. Every week, 10 lucky winners with the correct answers were picked. In addition, TECNO brought in a guest judge in the person of Ric Hassani, who not only added a new dimension to the show with his expertise and unique perspective but also announced Ose Daniel as the winner of the TECNO jingle.

Guests at the weekly shows also had the opportunity to take amazing pictures and videos at the different beautiful photo booths set up by TECNO. Overall, TECNO's journey as one of the headline sponsors of Nigerian Idol season 8 has been

marked by exciting activities that have kept viewers engaged and entertained. The brand has demonstrated a commitment to supporting talent and promoting community among viewers

At the end of the show, TECNO emphatically stamped lasting impressions on viewers with the innovative approaches it added to the season 8 sponsorship.

*"We are coming bigger this year. So, expect something big". TECNO really raised the bar all through the period the Nigerian Idol Season 8 lasted. It was indeed an exciting and remarkable journey. Amidst the captivating performances and electrifying moments, TECNO, the leading smartphone brand, was one of the headline sponsors of Nigerian Idol season 8, that injected extra doses of excitement into the show."*



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## THE JUMP OFF

A LOOK AT SUPA KOMANDO'S  
ADRENALINE-PUMPING HIT  
TV COMMERCIAL





# The Jump Off: A Look At Supa Komando's Adrenaline-Pumping Hit TV Commercial



By Jeremiah Agada

## From Michael Powers Series To Supa Komando's Action 'Blockbusters'

With a tinge of nostalgia, one fondly remembers the days of Guinness' Michael Powers, a fictional hero character from the late 90s to early 2000s, deployed in commercials best described as pulsating, action-packed, and filled with adrenaline.

With the resting of the Powers character, it might have seemed like the end of an era. However, the introduction of Supa Komando, the energy drink brand from the SevenUp Bottling Company, has brought back that same energy and excitement, only this time, at a much higher level.

Supa Komando's proposition to consumers to "Fire on!" clearly resonates with the series of captivating commercials from the brand that has kept viewers enthralled over the years. Among its earliest commercials, "Girl on Fire," a 60-second action-packed film left audiences in awe with its unexpected twist and top-notch production quality. Supa Komando Brand Ambassador, Erica Nwedelim, the Queen of Elites and former Big Brother Naija Housemate delivered an award-worthy performance, making the ad one of the most talked-about television commercials of 2021.

However, the excitement doesn't stop there; the latest of Supa Komando's commercials, aptly titled "The Jump Off," has once again raised the bar for action-packed ads. This adrenaline-pumping TV commercial boasts a stellar performance from a star-studded cast of Komandos as they are better known, visually stunning sequences, a heart-pounding soundtrack, and a gripping storyline. The social media frenzy that followed its release can only be described as a consequence that followed its creation.

"The Jump Off" brilliantly combines the nail-biting suspense of HBO's House of Dragons, the edge-of-your-seat action reminiscent of Fast & Furious, the twists and turns reminiscent of Prison Break, and a very tight and brilliantly crafted plot of The Heist...all captured in 60 seconds! With such high-octane energy and creativity, the brand yet again deployed 'another...'banger', as 'woke' people refer to successful hit songs.

### Star-Studded Cast, Engaging Chemistry, Tight Plot

One of the most captivating aspects of "The Jump Off" is the star-studded cast, featuring popular Ex-Big Brother Naija housemates Saskay, Yousef, Cross, Erica and Yousef. Also in the commercial is talented OAP and hype man Do2tun, the energy

gad. Their on-screen chemistry and charisma are evident from the start, drawing viewers into the commercial's world and establishing an instant connection. Each personality brings their unique flair to the screen, delivering their roles with finesse and authenticity.

The plot centres on Saskay, the daring protagonist of the commercial, acting as the inside woman in a high-stakes heist to steal the well-guarded Supa Komando drink from its secure safe. With Do2tun as the mastermind behind this audacious

*"The latest of Supa Komando's commercials, aptly titled "The Jump Off," has once again raised the bar for action-packed ads. This adrenaline-pumping TV commercial boasts a stellar performance from a star-studded cast of Komandos as they are better known, visually stunning sequences, a heart-pounding soundtrack, and a gripping storyline. The social media frenzy that followed its release can only be described as a consequence that followed its creation."*

mission, Yousef as the tech expert, and Erica and Cross playing crucial roles as the getaway driver and lookout, the stage is set for the biggest heist of the century.

As the mission unfolds, tension mounts when the high-security facility's alarms sound, alerting guards to the breach. The race against time begins as the guards close in on Saskay. The fate of consumers eager to savour the intrinsic energy of Supa Komando hangs in the balance, and Saskay must navigate the treacherous path to escape.

With adrenaline coursing through her veins and the weight of the mission on her shoulders, Saskay finds herself cornered, and the only way to safety is an almost impossible rooftop jump. Undeterred, she takes the leap of faith, defying gravity and defying the odds in a jaw-dropping display of bravery. She successfully completes the daring rooftop jump landing with remarkable precision. In fact, the landing added an even more exhilarating element to The Jump Off's intensity.

The final stages of the commercial show the true reward of the daring heist. Supa Komando is portrayed as the ultimate prize, enjoyed by enthusiastic consumers who are immersed in the cinematic experience of Saskay in action. "The Jump Off" showcases the resounding success of the heist, with Supa Komando Energy Drink serving as the ultimate prize of the daring mission. In the ad, Saskay's courageous leap not only secures the coveted energy drink but also reinforces the brand's message of unstoppable energy and the power to conquer any challenge.

### Visual Brilliance, Exciting Action Sequences, Dynamic Soundtrack

Beyond the cast and plot of this adrenaline-packed minute-long blockbuster, The Jump Off's visual brilliance stands out. Every frame is meticulously composed and expertly edited, creating a feast for the senses and an adrenaline rush for the audience. The action sequences are particularly impressive, reminiscent of scenes from a high-budget action movie. The cinematography and special effects add a sense of realism and excitement, keeping viewers on the edge of their seats.

When you think of movie soundtracks, Mission Impossible among others readily comes to mind. Just like Mission Impossible, the soundtrack of "The Jump Off" deserves special mention for its ability to elevate the ad's visuals to new heights, capturing the essence of the commercial's energy and adventure. The pulsating beats perfectly sync with the on-screen action, creating a seamless fusion of audio and visuals that leave a lasting impression.



#### Balancing Aspiration, Relatability

One of the commercial's most remarkable strengths lies in its ability to strike the perfect balance between aspiration and relatability. While showcasing extraordinary feats of athleticism and adventure, "The Jump Off" remains firmly grounded and relatable to its diverse audience. The cast of Saskay, Cross, Erica, and Yousef, are portrayed as everyday individuals who have already captured our hearts during their time in the Big Brother House. We witnessed their courage in overcoming obstacles and triumphing in tasks in Biggie's House, making their portrayal in this commercial even more empowering. The presence of Do2tun who is the familiar face of the Pepsi AMVCA TurnUp Friday show where he has always exuded undiluted energy on the dance floor, adds to the relatability of the TVC. The symbolic representation of Supa Komando as the ultimate reward emphasizes the energy and empowerment the drink provides in accomplishing feats that seem insurmountable. It inspires viewers to believe in their potential and strive for greatness, just like the Brand Ambassadors showcased in the commercial. Supa Komando, the invigorating fuel, becomes a symbol of untapped energy and inner strength, urging audiences to embrace their inner Komando and face life's challenges fearlessly.

This effectively mirrors the sentiments of the General Manager, Marketing, Seven-Up Bottling Company (SBC), Segun Ogunleye on the commercial when he said, "The Supa Komando brand is about empowering individuals to push their boundaries, and this commercial perfectly captures the spirit of Supa Komando – relentless, unbeatable, and unstoppable. We believe this commercial will resonate with people from all walks of life, inspiring them to harness their inner Komando."

#### Setting Social Media 'Abuzz'

"The Jump Off" has set social media ablaze with an electrifying frenzy, captivating audiences from all walks of life, and igniting passionate conversations across various social platforms. Fans and viewers alike are sharing their favourite moments and showering the commercial with accolades, showcasing the widespread impact of Supa Komando's adrenaline-pumping masterpiece.

On Instagram and at Supa Komando page, @Zeexenaan compared the commercial to a thrilling action movie, stating: "See as commercial sweet like an action movie." Meanwhile, AishabeautifulTaj marveled at the ad's brilliance, acknowledging that films simply don't compare to its sheer dynamism, writing: "See as Ad dope but film no dey dope like this."

The commercial even caught the attention of @TonyofLagos, who suggested that the creators behind it should venture into shooting action movies in Nigeria, attesting to the caliber of work exhibited in "The Jump Off." TonyofLagos exclaimed: "Whoever shot this commercial should start shooting action movies in Nigeria."

@Tee\_Jay\_xoxo envisioned the commercial's potential as a full-length action movie, hinting at its captivating storyline and breathtaking stunts, sharing: "Wow please try and come together and put this in a movie...I know it's money though...but this is action!" Uchy4Luv playfully wondered if drinking Supa Komando would lead to flying like Saskay, an evidence of the commercial's ability to ignite viewers' imagination, writing: "If I take this drink, will I fly like Saskay?"

The commercial is also enjoying industry acclaim. Afolayan Mustapha, a strategist with a Lagos agency, praised the commercial as ingenious, wishing his agency had executed such a remarkable piece of work, stating: "I wish my agency executed this commercial...this is ingenious!"

An anonymous creative head also lauded the commercial's profound impact, describing the experience as goosebumps-inducing and expressing admiration for how the creators condensed such breathtaking action into just one minute. She said: "Goosebumps, chills...that is all I felt when I first watched this commercial. I must have watched it more than ten times. How do you pack so much action into a minute? I tell people that you really don't need to get to the moon before you come up with something this creative, this interesting."

#### One Good Commercial Deserves....

"The Jump Off" commercial transcends the boundaries of a mere advertisement; it serves as a powerful catalyst, reminding every individual of their innate potential to be unstoppable. Supa Komando Energy Drink emerges as the invigorating fuel that propels people forward, empowering them to "Fire On" and triumph over challenges. The seamless alignment of Supa Komando's brand identity with its message of inspiration and

unwavering determination makes it an instant hit with its target audience.

Undoubtedly, the commercial is an award-winning one that merits recognition and praise. It has exceeded all expectations, passing the litmus test for what defines a truly remarkable ad. It is not only a celebration of the Supa Komando spirit but also an invitation for everyone to embrace their inner strength and potential.

*"The Jump Off" remains firmly grounded and relatable to its diverse audience. The cast of Saskay, Cross, Erica, and Yousef, are portrayed as everyday individuals who have already captured our hearts during their time in the Big Brother House. We witnessed their courage in overcoming obstacles and triumphing in tasks in Biggie's House, making their portrayal in this commercial even more empowering."*



# How The Media, Brands Can Tap From The Goldmine Of Women Football

– Debbie Larry - Izamoje, Chief Operating Officer, Brila Media



Debbie Larry-Izamoje, Chief Operating Officer Of Brila Media

**W**hen it comes to sports development for women, the level of passion exhibited by Debbie Larry-Izamoje, Chief Operating Officer Of Brila Media is beyond the skies. Debbie believes that the goldmine of women's football in Nigeria has not been scratched. In this chat with Brand Communicator, our Harvard-certified passionate sports advocate, who successfully oversaw the rebranding of Nigeria's first sports radio station, 88.9 Brila FM with inroads into the key cities of Lagos, Abuja, Onitsha, and Port Harcourt, speaks on opportunities in women soccer. She also highlights what brands can do to grow women's sports and the plans Brila Media has as an organization for the future. This is fast-rising Debbie at her best. Read on.

## My Views and Expectations of The Super Falcons

Our Super Falcons have truly showcased the immense talent and skill of Nigerian women on a global stage, and as a sports business executive and Nigerian citizen, I couldn't be prouder. The Super Falcons have an impressive record, having achieved remarkable feats such as reaching the quarterfinals of the Women's World Cup in 1999 and elevating Africa's position in women's football. Through hard work and unwavering dedication, the Super Falcons have earned a higher ranking in FIFA's 2023 rankings. It's remarkable that they have won 11 Women's Africa Cup of Nations titles (WAFCON), with the most recent victory coming in 2018. Their continued success is exemplified by their participation in every edition of the FIFA Women's World Cup, a feat that very few teams in the world can claim.

The Super Falcons had a remarkable performance at the World Cup tournament in Australia fighting gallantly and losing via penalties against England.

## Why I am passionate about promoting women's sports in Nigeria, especially football and athletics

As a proud Nigerian woman, I have a strong connection to the stories of our female footballers. These incredible women are true champions of our nation, and I see my support for them as a way of contributing to our country's success. I vividly recall the awe I felt when I first saw the Super Falcons play. Witnessing their impressive skills made me believe that anything is possible. In fact, I was so inspired that I advocated for my school to create a girls' football team.

I have been fortunate enough to receive guidance from Mrs. Aisha Falode, a remarkable mentor who champions women's football in Nigeria. These athletes are exceptional role models, balancing family and national aspirations with their incredible abilities. I am proud to say that they are even nominated for international awards alongside some of the greatest European footballers.

## How to Grow Women's Football and Generate More Interest Among Nigerians

It's evident that women's football has gained significant attention in recent times, which is a step in the right direction. However, we cannot rest on our laurels yet when it comes to promoting and advocating for women's football. Even though we've made progress, there's still plenty of groundwork that

needs to be done. It's heartening to see that women's football is receiving more publicity and garnering more followership.

We should honour and acknowledge the contributions of trailblazers like Mrs. Aisha Falode, who played a crucial role in organising and structuring the league. Although she's no longer involved, her legacy persists today. As we wait for these positive developments to translate into progress for women's football across the continent, we must continue to support and advocate for this sport.

## Roles Played by Brila FM in the Advancement of Women's Football over the Years

As a media house, our biggest way to show support for any cause is to use our platform and use it consistently. Brila Media remains Nigeria's leading sports media hub and our platforms (Radio and Digital) have garnered as much as 200M Impressions on coverage for some competitions. This means that when we choose to show support to an individual, organisation, or cause it is in no way small.

Apart from treating women's football with the same leverage and talent we use in men's football, we also ensure that we partner with the private projects of our women footballers. A Lot of them over the years have become close friends of the house.

Our partnership with the Nigerian Football Federation is thriving! We have been working tirelessly with schools and organisations to foster a strong sports culture among young girls. Furthermore, we have established robust partnerships with centres and rights holders that will enable us to increase game views significantly.

We are constantly seeking out new collaborators to join forces with us in driving visibility and interest in women's football in Nigeria.

## Our impact during the last Women's World Cup

Brila Media put in an impressive amount of effort to generate buzz around Nigeria's presence at the World Cup. Our campaigns were expertly promoted across multiple social media platforms, with our female sports presenters playing vital roles in driving this success.

Brila Media has both digital and radio platforms across four cities (Lagos, Abuja, Onitsha, Port Harcourt) to reach diverse target markets. Our radio coverage of the games were engaging and conversational, and we made sure they were as indigenous as possible. It was one of our most successful coverage yet!

## Why brands must get involved in Women's sports

The 2023 women's soccer World Cup in Australia and New Zealand drew in a record, which was truly ground-breaking. Brands who take advantage of the emotions surrounding events like the World Cup for women are really tapping into a goldmine. There are so many ways brands can get involved; from

***“Through hard work and unwavering dedication, the Super Falcons have earned a higher ranking in FIFA's 2023 rankings. It's remarkable that they have won 11 Women's Africa Cup of Nations titles (WAFCON), with the most recent victory coming in 2018. Their continued success is exemplified by their participation in every edition of the FIFA Women's World Cup, a feat that very few teams in the world can claim.”***



sponsoring coverage of the games to signing the women as ambassadors locally. Increased brand involvement can also help to raise the profile of women's football in Nigeria and attract more fans and supporters to the sport. By positioning your brand as one that cares about the advancement of women and as a major contributor to conversations surrounding our amazing footballers, you can make a difference.

#### **Why Brila is Sustaining its advocacy in sports development for women despite the challenges**

Our goal is to ensure wider acceptance and profitability for everyone involved. We have amazing players like Asisat Oshola, and Rasheedat Ajibade who have given so much back to Nigerian society, and it's hard to understand why more people aren't jumping at the chance to support a team that is solely focused on putting Nigeria on the global map for positive reasons. This is why we are so passionate about working closely with and sharing the stories of our Falcons, and I hope to see other media organisations and decision-makers step up to the plate as well.

#### **Specific roles brands can play to support women's football.**

Brands that endorse female teams are sending an unequivocal message to every young girl that her aspirations are valid and attainable. It is crucial to raise awareness about different women's soccer tournaments and encourage more people to watch and support the teams.

Multinationals can play a substantial role in this. By sponsoring the coverage of these games, brands can ensure that the team has the resources they require to compete at the highest level. Furthermore, it is essential to have individuals taking on roles from the grassroots level and following up on infrastructure that will benefit us all in the long run. Investing in this sector will hold administrators accountable, and this will ultimately benefit everyone

#### **Roles other media organisations can play**

In my humble opinion, media organisations should take on advocacy roles and actively engage with other sectors to promote collaboration rather than wait for opportunities to



arise. At Brila Media, we prioritise identifying talent at the grassroots level and highlighting their stories before they become widely known. I firmly believe that other media houses should adopt a similar approach and that more brands should place their trust in our credibility, as we have been a leader in the sports media industry for two decades. When we speak, brands can rest assured that we provide valuable insights into the sports landscape in Nigeria.

Accreditation from media outlets during major tournaments, such as the World Cup, can serve as a significant morale boost for players. This recognition indicates that there are individuals who are passionate about sharing athletes' stories and providing support.

#### **My expectations of the average Nigerian in support of women's football**

As media outlets continue to highlight the incredible achievements of our talented female athletes, it's our responsibility as fans to actively engage with the content being shared and go as far as attending these games. It's worth noting that these athletes and their technical staff keep track of our activities on Brila. They consider it a way to connect with us and feel our love and support.

Furthermore, let's remember to be kind and understanding towards footballers, especially when they make mistakes during games. We can demonstrate our support by promoting them naturally on social media, purchasing their jerseys, and proudly wearing their official numbers.

#### **What to expect from Brila Media in its support for women's football Beyond this world cup**

Our next goal is to work with more schools and universities to foster a football culture among young girls. Additionally, we aim to plan tours with some of these players to inspire people with their remarkable stories. We have several campaigns in the pipeline, and we are thrilled about our upcoming projects. We are confident that brands will be eager to collaborate with us when the time comes. In the meantime, we encourage everyone to participate, sponsor, and explore our

storytelling approach to the Super Falcons' performance in Australia and New Zealand.

*“At Brila Media, we prioritise identifying talent at the grassroots level and highlighting their stories before they become widely known. I firmly believe that other media houses should adopt a similar approach and that more brands should place their trust in our credibility, as we have been a leader in the sports industry for two decades. When we speak, brands can rest assured that we provide valuable insights into the sports landscape in Nigeria.”*





# 2023 AGM: Experts Dissect Key Enablers of Profitable Agency Businesses



L-R: Dr. Ken Onyeali Ikpe, Chairman/CEO of Graviti Hill Limited; Steve Babaeko, President of the Association of Advertising Agencies of Nigeria (AAAN) and CEO of X3M Ideas; Adetunji Adeyinka, Group Managing Director of the Republicom Group; Osuagwu Chidimma, the Group Head of Procurement and Materials Management at Flour Mills of Nigeria Plc; and Jude Odia, the Managing Director of Starcom Media Perspective during the panel discussion at the 2023 MIPAN AGM held in Lagos recently.

By Toyosi Olajide

The umbrella body of media agencies in Nigeria, the Media Independent Practitioners Association of Nigeria (MIPAN) has concluded its 2023 Annual General Meeting (AGM) with experts in the media and advertising industry sharing and deliberating on valuable insights into the crucial factors for achieving profitable and healthy businesses.

The event which was held at Sheba Event Centre, 20 Mobolaji Bank Anthony Way, Ikeja, Lagos on the 31st of August 2023 was tagged “Key Enablers To Running A Healthy And Profitable Agency Business.”

In his welcome address, the president of MIPAN, Femi Adelusai said “More than ever before advertisers and businesses must constantly innovate, develop and aim for the next level of professionalism not only in making naira count but also work with professionals who will take joint ownership of this responsibility which is why the agency is discussing on the key enablers to run a profitable business.”

Speaking on the impact of the challenges on the entire marketing communications industry, he said: “Our industry remains a very engaged industry and we need to continue to look at how we can evolve and add value to the business of our clients. We must remember that they are the views of Lady Golden Wave and we must continue to be consultants and bring top leadership into how we help their businesses to grow.”

“Business owners in Nigeria often live with the illusion that their strategies are working at the beginning but get to know late that they are not making progress.” He said.

The MIPAN President also called on the Minister to revisit some of the uncompleted existing projects that were initiated by the former Minister by confronting some of the issues and erasing barriers that are militating against their full implantation to reposition the industry for growth and economic development.

The Group Head of Procurement and Materials Management at Flour Mills of Nigeria Plc, Osuagwu Chidimma who was the guest speaker revealed that agencies cannot be healthy and profitable if the brands they work with are not successful.

Speaking on the theme, Chidimma described ‘Key’ ‘Enabler’ ‘Profitable’ and ‘Agency’ as the key point of the theme that needs to be studied and defined. Key, he said is the smallest part of a house that people don’t consider to be until it is lost. However, having a wrong key in an agency or business gives a false sense of assurance leaving activation mode often too late. Hence, the key is crucial to success in anything because it unlocks doors of potential and opportunities.

According to him, an enabler is a catalyst that helps bring about a pre-determined and envisaged outcome. Hence, he said, an enabler is hapless without a vision of success.

“Profit requires a mindset which is defined by two things; ‘think sustainable and think long-term’. However, an agency must understand that for them to succeed, the clients must succeed as well. For any agency to achieve health and profitability,

its principal has to be healthy and profitable.” He said.

Highlighting the agency/partnership success, Chidimma listed some keywords that can lead to the success of any agency which include clear vision, creative and innovative, right people, cost-conscious, and customer-focused. “People make the difference in any organization which is why the right people with the right character, motivation, and success are key to success. Also, an agency must approach from a cost-conscious perspective.”

However, innovation and creativity cannot be over-emphasized because it helps the brand/principle communicate its message, win the consumers, and win the agency accolades.

“Many agencies do not share in the vision of the brands they represent. It is clear when you engage the clients and they are seeing the execution of the task instead of a part of delivering to a shared vision. Hence, crafting agency vision to reflect aspects of brands vision helps to bring strategy into action.” Chidimma concluded.

The Annual General Meeting also went into a panel discussion session with prominent industry leaders dwelling on strategies that will help agency business and shape the future of the agency sector.

The panel discussion which was moderated by Jude Odia, the Managing Director of Starcom Media Perspective, comprised Dr. Ken Onyeali Ikpe, Chairman/CEO of Graviti Hill Limited; Steve Babaeko, President of the Association of Advertising Agencies of Nigeria (AAAN) and CEO of X3M Ideas; Adetunji Adeyinka, Group Managing Director of the Republicom Group and Osuagwu Chidimma, the Group Head of Procurement and Materials Management at Flour Mills of Nigeria Plc.

Onyeali Ikpe emphasized the significance of relevance in agency operations. He stated, “Relevance is a key that every agency needs to acquire. We build relevance by providing solutions. Hence, Relevance is that indispensable element.”

He emphasized that businesses seek the essence of business itself, not just the facilitating agencies. He added, “For businesses to thrive, they must focus on client management. A company’s vitality hinges on the relevance of its product.” He also stressed the need for transformational leadership within agencies, advocating for leaders who bring capacity and gravity to the table to make a lasting impression on clients.

In agreement, Steve Babaeko highlighted the urgency for agencies to adopt new revenue streams and enhance their brand-building efforts. He lamented the neglect of self-branding by agencies and advocated a shift in perception. “We must detach emotions from brand building and emulate the tech industry’s business-focused approach,” he asserted.

Addressing financial discipline, he stated, “Agency owners might be affluent, but their businesses may not reflect that. We must prioritize building our businesses.”

Tunji Adeyinka added that transformational thinking and talent management are pivotal to agency success. He underscored the need for collaboration beyond organizational boundaries and recommended functional boards of directors to

foster growth. He reminded attendees that profitability alone doesn’t ensure health; sustainability and inclusivity are essential.

Osuagwu Chidimma, the keynote speaker, contributed to the discussion by emphasizing the importance of offering value to clients rather than merely presenting expenditure plans. He urged agencies to focus on delivering tangible value to clients, positioning themselves as more than just cost factors.

The event also witnessed the induction of five agencies into the fold of the Media Independent Practitioners Association of Nigeria (MIPAN).

Fulfilling all the necessary criteria and meeting the terms for membership, the newly inducted agencies were welcomed by Femi Adelusai, the President of MIPAN, who impressed upon them the significance of the occasion. He emphasized the importance of strict adherence to the association’s rules and regulations, underlining the commitment required for membership in MIPAN.

The five agencies that gained membership into MIPAN are Domino Media, Vee68 Media Limited, PenEdge Limited, Brandsyard Limited, and Feuille Blanche Limited. Their induction into MIPAN highlights not only their achievements but also their dedication to upholding the standards of the advertising and marketing industry.

Expressing gratitude in her vote of thanks, Dr. Yetunde Adegbite, Cluster Managing Director of Vizeum iProspect and Posterscope at Dentsu SSA, MediaFuse Denstu International, extended appreciation to agency leaders, sectoral heads, executive committee members, and all contributors who orchestrated the successful event. She also expressed optimism for an even more improved report in the coming year.

MIPAN, an organization dedicated to inspiring, leading, promoting, training, and advancing the knowledge of media independent practitioners in advertising media and marketing communication, reaffirmed its commitment to the welfare and economic growth of its members. Established with a vision to enhance the media advertising sector in Nigeria, MIPAN has consistently worked to elevate industry standards, encourage merit-based reward systems, and foster the overall advancement of the advertising landscape in Nigeria.

In addition to raising the standards in advertising media service delivery, MIPAN holds its members accountable to the best professional & and ethical standards, training for their personnel, and continuous improvement in the use of data and planning tools.



## Telecoms Investment In Nigeria Now \$75.6bn



Photo News - L-R: Country Manager and Managing Director, LM Ericsson Nigeria Limited, Peter Ogundele; Executive Vice Chairman/Chief Executive Officer, Nigerian Communications Commission (NCC), Prof. Umar Danbatta; Swedish Ambassador to Nigeria-Ghana and Cameroon, Annika Hahn; Executive Commissioner, Technical Services, NCC, Ubale Maska and Director, Special Duties, NCC, Dr. Ikehukwu Adinde at the workshop engagement for regulators in the West African region organized by Ericsson and Swedish Programme for ICT in Developing and Emerging Regions (SPIDER) at the NCC's Annex Office, Mboru, Abuja.

The Executive Vice Chairman (EVC) of the Nigerian Communications Commission (NCC), Prof. Umar Garba Danbatta, has officially announced that

the investment profile in the nation's telecommunications sector, comprising foreign direct investment (FDI) and local investment, has reached \$75.6 billion as of 2021.

Danbatta disclosed this at an interactive session with stakeholders in the communications media ecosystem, in Lagos on Wednesday where he provided his scorecards and landmark developments that have shaped the trajectory of growth in the telecoms sector since he became the chief telecom regulator in August 2015. According to Danbatta, in 2018, the investment profile in the sector stood at \$68 billion. This increased to \$70.5 billion in 2019 and \$72 billion in 2020. At the end of 2021, the figure rose to \$75,560,563,417.79 (\$75.6 billion).

The latest figure is the current official investment profile computed in the industry up from the initial \$70 billion investment in the last few years.

Investment in the telecommunications sector in Nigeria is computed from two sources: the Central Bank of Nigeria (CBN), and the financial data obtained from service

providers by the Commission.

While the CBN collects and calculates an element of the telecoms sector to include FDI, portfolio and others, the Commission collects investment figures from telecom licensees described as domestic investment arising from capital expenditure (CAPEX) which form part of the total investment in the industry.

The NCC CEO said through the effective regulatory environment put in place by the Commission, the telecom sector has recorded tremendous growth from an initial investment profile of \$500 million as of 2001 when the sector was fully liberalised. Similarly, Danbatta said the telecom sector has continued to be a major contributor to Nigeria's economy through an impressive sectoral contribution to the nation's Gross Domestic Product (GDP) quarterly, up from about 8.5 per cent in the third quarter of 2015, contributing N10.126 trillion to the nation's GDP in 2022 alone.

## MAFAB's 5G Services Are Fully Operational In Nigeria- NCC

Following the misleading comments on social media which falsely claimed that MAFAB Communications is yet to roll out its 5G licence, the Nigerian Communications Commission (NCC) has announced that the communication company launched its service in Abuja on January 24, 2023, and in Lagos on January 26, 2023.

According to the commission, MAFAB Communications is one of the two successful companies that won a 5G Licence during the globally-acclaimed transparent 5G Auction conducted by the Commission on December

13, 2021.

Upon fulfilling the condition of payment for the fee of \$273.6 million in February 2022, the company formally received the licence on February 22, 2022.

Consequent upon issuing the 5G licence, and in line with the rollout conditions, MAFAB publicly launched its services in Abuja and Lagos on January 26, 2023.

At launch, the services targeted six cities – Lagos, Abuja, Port Harcourt, Enugu, Kano, and Kaduna.

The Commission has continued to

monitor the progress of the rollout by MAFAB. It has been regularly briefed about the status of infrastructure deployment for service offerings as conditioned in its operating licence.

However, the public and all stakeholders should ignore the false and misleading information concerning the 5G rollout by MAFAB.



## Presidency Suspends 5% Tax On Telco Brands

President Bola Tinubu has signed the suspension of the five per cent Excise Tax on telecommunication services as well as the Excise Duties escalation on locally manufactured products.

This was announced by the Special Adviser to the President on Special Duties, Communications and Strategy, Dele Alake during a press briefing with journalists at the State House in Abuja on Thursday.

He said, the President also signed the Finance Act (Effective Date Variation) Order, 2023, which now defers the commencement date of the changes contained in the Act from May 23, 2023 to September 1, 2023.

He also signed The Customs, Excise Tariff (Variation) Amendment Order, 2023, shifting the commencement date of the tax



changes from March 27, 2023 to August 1, 2023 and also in line with the National Tax Policy.

The suspension of the newly introduced

Plastics, including plastic containers and bottles as well as the suspension of Import Tax Adjustment levy on certain vehicles was also ordered by the President.

According to the presidential spokesman, this is to ensure adherence to the 90 days' minimum advance notice for tax changes as contained in the 2017 National Tax Policy.

He equally explained that the President issued these orders to ameliorate the negative impacts of the tax adjustments on businesses and chokehold on households across affected sectors.

According to him, the President Tinubu's administration will, therefore, continue to give requisite stimulus by way of friendly policies to allow businesses to flourish in the country.

The President assured Nigerians that there will not be further tax raise without robust and wide consultations undertaken within the context of a coherent fiscal policy framework.

## Telcos Set To Disconnect All Subscribers Below 18 Years As Directed



Telecommunication companies in Nigeria have started the implementation of age restrictions for

mobile subscribers below the age of 18, as required in the recent guidelines for SIM registration issued by the Nigerian

Communications Commission (NCC).

The move will lead to the disconnection of all mobile lines registered by persons under the specified legal age.

NCC revealed the reason for the actions in a statement, that the age restriction on mobile subscriptions was to protect minors in Nigeria.

The Communication body said the development also aligns with the Nigerian constitution recognizing 18 as the age a Nigerian can enter into a contractual relationship.

The commission explained that the SIM acquisition is a contract between service providers and subscribers, requiring subscribers to have proper legal status, be mature, and be rational enough to bear some responsibilities, obligations, and liabilities imposed by a contract.

NCC further revealed that parents and guardians can purchase SIM cards in their names on behalf of their children and ward and

assume responsibilities arising from their uses. "While the Commission is progressively pursuing digital inclusion for all, the draft proposal is intended to guarantee increased monitoring of children and shield the minors from undue liabilities in line with NCC's Child Online Protection drive".

Already, some telcos have begun the implementation of the policy as MTN stated in its half-year 2023 report that it has commenced implementation in the second quarter of 2023, leading to a fall in its subscriber base.

Data released by NCC shows that the total active mobile subscription across mobile networks has declined by 1 million in April this year despite new subscriptions.

In May, active mobile subscriptions declined by 2.5 million. The trend continued in June as data by NCC for the month showed a further drop in connected mobile lines by 1.2 million, bringing the total active mobile subscriptions in Nigeria to 219.7 million at the end of June.

## Access Bank Donates Two Buses To Nasarawa Varsity

As part of its corporate social responsibility, Access Bank Plc has donated two brand new 18-seater Hummer Buses to the Nasarawa State University, Keffi.

The Regional Director of Access Bank, Neka Adogu, who led other top officials of the bank, presented the donation to the institution on behalf of its management in Keffi.

While presenting the donation, Adogu said, the donation was part of the Bank's social responsibility to meet the transportation needs of the university.

She further explained that the gesture was to strengthen the existing relationship between the two institutions, and pledged more

interventions for the University in the areas of infrastructure and student welfare.

In his remark on behalf of the management, staff and students of the University, the Vice-Chancellor, Suleiman Bala Mohammed thanked the management of Access Bank for the gesture, saying the donation will open a new vista in the relationship between the University and the Bank. Suleiman noted that the bus would be a crucial resource for the university, that will provide safe and reliable transportation for students and staff of the institution.

"It will be used to transport students to and from the campus, as well as for field trips and other educational activities.



## MultiChoice Report Tells Exciting Story Of Sustainable Impact



MultiChoice has published its Environmental, Social, and Governance (ESG) Report for the financial year. The report which outlines the company's progress in addressing socio-economic and climate challenges to create a

more inclusive society and contribute to Africa's sustainable future was issued recently.

The Organization's ESG strategies and initiatives which align with the United Nation's Sustainable Development Goals (SDGs), have a specific focus on areas where it

can make a direct contribution to positive outcomes in the communities in which it operates.

Speaking on the report, Tumi Masekela, Executive head of Corporate Affairs South Africa of MultiChoice said "We are committed to play our part in Africa's growth and development and have been doing so for more than 38 years.

Today, we reach more than 100 million people across 50 countries. We use our experience, expertise, and platforms to drive economic, environmental, and social change."

"Our initiatives focus on employment creation, skills development, support of small businesses, caring for our environment and advocacy against gender-based violence. Our report tells the stories of the impact these initiatives are making to unleash Africa's potential," he added.

Highlights in the report include; Socio-

economic development. MultiChoice contributed tax revenues totaling R11.8bn across the continent and invested R324m in Corporate Social Investment initiatives.

### Caring for our environment

Although our carbon footprint is minimal, we play our part in addressing climate challenges across Africa.

We adhere to the Greenhouse Gas Protocol and have implemented energy and water efficiency in all our buildings. We reduced our carbon footprint from 86,080 to 75,060 tonnes of CO<sub>2</sub>e.

We partnered with The Earthshot Prize to support and elevate organisations and individuals in Africa who are championing efforts to save our planet. This is a global environmental prize awarded to five winners in five categories, with each winner receiving a GBP1m grant to continue their work.

## Nestle Concludes 2023 Annual Sustainability Training For Journalists

Nestle Nigeria in partnership with the Lagos Business School Sustainability Centre, LBSSC has concluded the three-week training on sustainability trends, data analysis, and solutions organised for Journalists covering the fields of nutrition, health, and environment.

The 2023 Nestle Sustainability training programme themed "Nestle Advancing Nutrition, Health, and Environmental Awareness through the Media" was to expose these media professionals to diverse environmental issues and best practices in sustainability reporting.

According to the organisers, the training highlighted the connection and interdependence between nutrition and health,



sustainability and climate change, changing weather patterns and food systems in the Nigerian context, and the significant impact the

behaviours of individuals and the cultures of communities have on the issue.

Speaking at the event, the Dean, Lagos

Business School, Prof. Chris Ogbecbe represented by Mr. Henry Andoh, Director, Alumni Relations and Advancement, Lagos Business School urged attendees to make good use of lessons learned at the event.

In his words "As you end the program and return to your respective media houses, you need to use the knowledge gained and the connections forged to elevate the standard of reporting on the nutrition, health, and environmental issues in Nigeria.

"Together, let us strive to create a more informed and enlightened society that embraces sustainable practices, values, and well-being that champions the cause of a healthier planet"

## FG, Firm To Deploy 500 Autogas-Powered Buses



The Infrastructure Bank Plc, formerly known as the Urban Development Bank of Nigeria Plc in partnership with FEMADEC Group has announced plans to introduce 500 buses powered by autogas (Compressed Natural Gas) to the country.

This development is in a bid to mitigate

the high cost of Premium Motor Spirit, popularly called petrol.

The initiative was developed to offer dependable, cost-effective, and ecologically conscious travel alternatives for citizens, considering the widespread harsh effect caused by the hike in PMS prices nationwide.

In a statement issued in Abuja on its partnership with FEMADEC, the bank said,

"The preliminary offer extended by TIB lays a solid foundation for the expansion of FEMADEC Group's CNG bus fleet.

"With plans to introduce 500 CNG buses within the next five years, commencing with an initial batch of 50 buses in the forthcoming year, this proposal stands poised to instigate significant change. "The acceptance of this proposition by FEMADEC Group, notably championed by Fola Akinola, the Group Chief Executive Officer, is a testament to their zeal and dedication to this alliance."

The bank described the partnership as a "pivotal endeavour that is primed to redefine Nigeria's public transportation landscape, offering dependable, cost-effective, and ecologically conscious travel alternatives for citizens, while harmonising with the nation's broader sustainability ambitions."

"This partnership represents a

remarkable stride towards a more ecologically aware future for Nigeria's transportation sector, highlighting the shared commitment of both TIB and FEMADEC Group to sustainable advancement and progress."

It said FEMADEC Group's strides in operating Compressed Natural Gas buses, including the existing fleet of 20 CNG buses under LAMATA, underscored their unwavering dedication to ecologically sound solutions, a commitment predating the fuel subsidy removal.

The bank further stated that as a premier financial institution dedicated to propelling impactful and sustainable infrastructure projects, it would continue to work hard in the nation's developmental journey. He also commended Nestle's commitment to empowering journalists with accurate information and valuable reporting skills to foster a healthier and more sustainable future for all of Nigeria.

## Airtel Elevates Bolanle Osotule To GM, Head Of Brand Marketing & Advertising



Seasoned Brand Strategist, Bolanle Osotule has been elevated into a new position at Airtel. The erudite professional with multifaceted background is now the GM – Head of Brand Marketing & Advertising at the Top telco company.

Before this deserved elevation, Osotolu was Senior Brands and Marketing Communications Manager at the same company.

Bolanle Osotule is an experienced Brand Strategist with a demonstrated history of working across various industries which include Advertising, Public Relations, Banking & Telecommunications.

She is highly skilled in Business Planning, Media Management, and Marketing Strategy. She graduated from the Lagos State University with a Bachelor of Arts degree, and a Masters degree in Diplomacy & Strategic Studies from the University of Lagos, with professional Certifications from Pan Atlantic University, School of Media & Communication, & Wharton School of the University of Pennsylvania.

She has repeatedly risen to leadership positions in teams of over 10 employees, based on her proven mastery of the industry and the delivery of measurable improvements in efficiency.

## Sam Okolie Pitches Tent With SBC As Senior Brand Manager



Marketing professional, Sam Okolie has pitched tent with one of the largest manufacturers and distributors of soft drinks, and personal home care products in Nigeria, Seven-Up Bottling Company as a Senior Brand Manager.

Before joining Seven-Up Bottling Company, Sam spent over five years at Insight Publicis, where he held various senior positions, including Senior Executive in Brand Management and strategy, Manager of Brand Management and strategy, and Account Director. During his tenure at Insight Publicis, he spearheaded the development of brand campaigns and product launches for renowned brands such as 2Sure Sanitizer, Pepsi Max, Lipton Ice Tea, and Mirinda Apple. His responsibilities extended to driving Integrated Marketing Communication initiatives across multiple consumer touchpoints, from conceptualization to flawless execution, including overseeing consumer activations.

## Nvisionu Nigeria Appoints Segun Omobolaji As New Country Manager



NvisionU Nigeria, one of the fastest growing health, wellness and financial literacy companies in Nigeria appoints Segun Omobolaji as its new Country Manager. This appointment is in line with the company's trajectory and objectives to develop the Nigerian market towards the global goal of 200,000 customers and \$100million in sales in 2023. As the newly appointed Country Manager, Mr Segun Omobolaji would be expected to oversee the day-to-day operations of NvisionU business activities in Nigeria, coordinate processes to ensure the business exceeds its commercial objectives, while overseeing the marketing, operation, promotion, customer service, inventory, and logistics functions.

Since NvisionU commenced operations in October 2022, the health and financial empowerment company has generated over \$16 million in revenue and gained close to 30,000 members. Earlier this year, NvisionU launched a range of three innovative wellness supplements, Krave, Dreaming and Empowered. This supplement utilizes a patent mist technology that eliminates the traditional complications faced by other supplements in the areas of nutrient absorption.



## Rene Madumere Assumes New Position As Brand Manager, Knorr At Unilever

Unilever Nigeria Plc, manufacturers of fast-moving consumer goods, has elevated Rene Madumere, to the position of Brand Manager, Knorr.

Rene while making the announcement of his elevation on his LinkedIn page said "I'm happy to share that I'm starting a new position as Brand Manager Knorr at Unilever"

"As a Brand Manager, I am eager to bring my creative and analytical skills to drive further success for a forward-thinking organization. Let's connect to explore how my expertise can contribute to your brand's growth and success." He said

Rene is a marketing professional with a strong background in campaign management, brand management, and consumer research; he is passionate about driving brand growth and enhancing market share. His expertise lies in successfully launching innovative campaigns and leading cross-functional teams to deliver exceptional results.

With a keen eye for market trends and consumer insights, he has a track record of making strategic decisions that lead to increased sales and profitability.



## Nnamdi Eke Elevated To New Position As Senior Media, PR & Sponsorship Manager For Nigerian Breweries

Nigerian Breweries PLC, one of Africa's biggest brewers, has announced the promotion of foremost professional, Nnamdi Eke to the prestigious position of Senior Media, PR, and Sponsorship Manager.

In his new position, Eke who boasts an extensive experience in sales and marketing is expected to enhance the company's market share, drive volume growth, and achieve sales and marketing objectives, among other objectives. His expertise in SAP and SharePoint adds further value to his role.

Prior to his elevation, Eke served as the Media & Brand PR Manager for Nigerian Breweries, where he played a pivotal role in driving the marketing communications agenda for all its Brands.

He holds a Bachelor of Arts in English Language and Literature from Redeemer's University. Additionally, he possesses valuable skills in brand strategy, digital marketing, project management, customer service, and Microsoft Office.

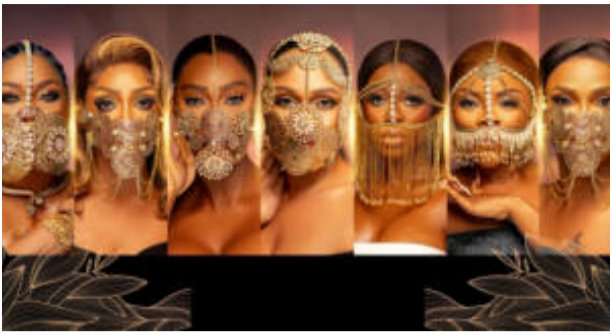


## Slice Media Announces Appointment Of Mobola Akingbala As New Head Of Sales

Slice Media, a leading provider of Out-of-Home media and communications solutions has announced the appointment of Mobola Akingbala as the company's new Head of Sales.

A highly accomplished sales leader with a remarkable track record, Akingbala brings over 13 years of extensive expertise in driving revenue growth and implementing effective sales strategies across diverse industries such as Fintech, Insurance, hospitality, real estate, food, and beverages. Speaking on the appointment, Khadijah Okunnu-Lamidi, Chief Executive Officer, Slice Media revealed that Akingbala appointment underscores its commitment to promoting gender diversity and fostering an inclusive work environment. She added that the agency takes pride in creating an organization that values and nurtures talent, regardless of gender.

"Gender diversity is a core value at Slice Media, and we are thrilled to welcome Mobola Akingbala to our team. Her outstanding leadership skills and proven ability to achieve results make her the perfect fit for our Head of Sales position," she added.



## Real Housewives Of Lagos Season 2 To Hit The Screen Soon

The wildly popular reality television series 'Real Housewives of Lagos' is back for season 2. This was made known by ShowMax on their official showmaxNaija Instagram account recently in a teaser released for the new season.

The clip teased two new cast members, whose faces were partially concealed, leaving audience to guess their identities and keep them on high anticipation for the new season.

The second season of the show is set to build on the success of its first season premiered April 2022. It promises to showcase the friendship, opulence and drama that have kept the fans enthralled.

The first season attracted record-breaking viewership, clinching the title for the most first-day views on Showmax in Nigeria and dominated Twitter (now X) trends in Nigeria, South Africa and the United Kingdom.

Each cast member also trended in Nigeria, bolstered by an official Twitter Event and a spotlighted recap on Twitter Space by the Twitter TV account, which further propelled its reach to global fans.

With the inclusion of the two new housewives and the promise of more luxury and drama, season 2 is expected to have more success.

## Jagun Jagun Raises Bar For Nollywood Epic Movies



Jagun Jagun is the rave in the Nollywood movie industry at the moment. The Femi Adebayo Salami epic Yoruba movie was released on Netflix on the 10th of August.

The movie which centers around love, war and betrayal tells a story about Ogundiji, a warlord whose rule evokes both joy and fear among his people and beyond.

The entrance of a young man however, reveals his vulnerabilities, as he confronts the possibility of his supremacy being challenged.

Spanning across the kingdoms of Ota Efon, Aje, Modede, Iwon and Larinle, Jagun Jagun tells the story of love, war and betrayal.

The Scenery and cinematography captures an ancient Yoruba Odyssey with artistic elements, morph arts, emotions, stunts, slow motion takes the viewers back to the ancient times when the beauty with the beauty of the sheath and its sword dance on the war fronts was done superbly with brilliant effects.

The movie sets a groundbreaking standard that Nollywood filmmakers should take into account when embarking on the creation of an epic cinematic masterpiece.

Jagun Jagun is an admirable film that fulfills many prerequisites of a remarkable Nollywood production and has stood out from the multitude of movies released so far this year.

The film's top position on Netflix Nigeria's trending list and its noteworthy 4th position on Netflix UK's trending list is clear evidence of its considerable impact.

## Rema, Burna Boy, Others Win Big At 2023 Headies Awards



One of Nigeria's most recognised music award platforms, Headies, celebrated top performance Nigerian artistes at its 16th edition held in Atlanta, USA amid spectacular and electrifying performances from Odumodublvck, Young Jonn, Wande Coal, Kcee, Black Sherif, Asake and others.

Headies which recognise, celebrate, inspire outstanding talents, innovation and excellence have played a prominent role in the documentation of the strides recorded in the Nigerian music industry through its award which has now become the biggest prize in Nigerian music.

The awards tagged 'Celebrating African Renaissance,' rewarded works released between January 2022 and March 2023, with trophies presented in more than 30 categories.

The 2023 Headies hosted by Nollywood actress, Osas Ighodaro and American media personality, Terrence J saw top artistes from the continent of Africa converge to celebrate the creativity of Pan-African talent and the event honours the best in Afrobeats.

Among the biggest winners of the night were Rema and Burna Boy, who walked away with an impressive tally of three awards each.

Asake, who recently sold out the 20,000-capacity O2 Arena in London, secured two accolades, including the coveted Next Rated category.



## Africa Magic To Premiere New Indigenous Series This September

Africa Magic, a premium provider of African entertainment content, has announced that it will premiere new indigenous drama series across its channels for customers this September.

The series set to air from September and beyond are the indigenous Yoruba drama series 'Apo', Igbo series 'Iwe', and Hausa drama series 'Kariya'.

'Apo' which means bag is a 26-episode series set in a rural town in the Southwestern part of Nigeria, which will premiere on Africa Magic Yoruba (GOtv ch 2), on September 18. The series will be aired on Mondays and Tuesdays.

'Iwe' which means Anger is an 80-episode Igbo drama that will also premiere September 18 on Africa Magic Igbo (GOtv ch 4). The series will be aired from Mondays to Fridays.

While 26-episode Hausa series 'Kariya' which means Sanctuary will premiere on September 22, on Africa Magic Hausa. The drama series will run on Fridays, Saturdays, and Sundays.

Commenting on the new shows, the Executive Head, of Content & West Africa Channels, MultiChoice, Dr. Busola Tejumola, said the new series is in continuation of MultiChoice's resolve to tell unique African stories that connect with the reality of Nigerian and African audiences.



## Nigerian Artistes Rake In N11 billion On Spotify

The US-owned music streaming platform, Spotify has revealed that Nigerian artistes on its platform have generated N11 billion in revenues in 2022.

According to the streaming platform, the revenues generated by Nigerian artistes increased by 74 per cent compared to the corresponding year.

"In 2022, revenues generated by Nigerian artistes from Spotify alone reached over 11,000,000,000 NGN. While Nigerian music industry revenues overall have grown 63% from 2021 to 2022," the report reads in part.

"According to IFPI, revenues generated by Nigerian artists – from Spotify alone – grew 74% over this same time period." The platform records.

Speaking on the result, Spotify's Managing Director for Sub-Saharan Africa, Jocelyne Muhutu-Remy, "Our commitment at Spotify is to ensure that professional musicians make a living from their work. Releasing the revenues generated by Nigerian artists in 2022 on our platform is our way of keeping ourselves accountable and keeping true to our mission to enable artists to live off their art."

About half of Nigerian artistes who generated over 1 million self-distributed their music on Spotify using DistroKid, Vydia, and ONErpm.

According to Spotify, the number of Nigerian artistes who generated more than 5 million and 10 million in royalties from Spotify alone also has increased by nearly 25% in 2022.

## Filmmaker To Showcase Nigerian Movies At Hollywood, USA



Ose Oyamendan, a Nigerian-American filmmaker and convener of Nollywood in Hollywood has announced a cinematic line-up of movies expected to take place in Hollywood, California on September 22 and 2023.

The event which is set to headline two timeless classics that pay homage to the literary genius of Chinua Achebe, "Things Fall Apart" and "No Longer At Ease", is set to transport audiences back in time to 1971 when these films first graced the silver screen.

Oyamendan shared his passion for showcasing Nigeria's cultural richness on the global stage. "For me, Nollywood in Hollywood is Nigeria's most notable cultural diplomacy event, and the cultural stage doesn't get bigger than Hollywood."

I am very particular that the world sees the other, better, and true side of Nigeria and it starts with the world hearing our stories on the biggest stage."

He further noted that "Things Fall Apart" was an easy choice because it is important to show Hollywood and the world that Nigerian stories on film date back a long time. You know, there's a thought out there that our history did not start until colonialists crossed the Atlantic and the Arabs came through the desert."

The event which will also showcase 'The Trade' by Jadesola Osiberu, Nigeria's best film of the year and the Berlin International Film Festival award winner, 'All the Colors of the World Are Between Black and White' by Babatunde Opalowo.

The line-up promises not only outstanding films but also networking opportunities, panel discussions, and a glamorous opening night party.

Niniola

# apata



By Angela Ikpea

Niniola is a prominent Nigerian singer known for her unique blend of Afro-house, Afrobeat, and R&B music styles. Born on December 15, 1986, she gained recognition after participating in the sixth season of Project Fame West Africa in 2013. Her music is characterized by catchy melodies, energetic rhythms, and a fusion of traditional African sounds with contemporary beats.

Niniola released her debut single "Ibadi" in 2014, which became a hit and established her as a force to be reckoned with in the Nigerian music industry. She followed it up with other successful singles like "Maradona," "Sicker," "Bana," and "Designer." Her music often addresses themes of love, empowerment, and African pride.

Niniola's unique vocal prowess, stage presence, and creative music videos have contributed to her popularity both locally and internationally. She has received numerous award nominations and has collaborated with several prominent artists within and outside Nigeria. With her vibrant and dynamic music style, Niniola continues to make waves in the Afrobeat and Afro-house music scenes, solidifying her position as one of Nigeria's leading female artists.

Niniola's journey in the music industry is characterized by her dedication to pushing the boundaries of musical genres and her distinctive style that sets her apart from her peers. Here are a few more details about her:

**Musical Exploration:** Niniola is known for her willingness to experiment with different musical styles and sounds. Her music often blends traditional African elements with modern electronic beats, resulting in a fresh and captivating sound that appeals to a wide audience.

**Educational Background:** Niniola holds a Bachelor's degree in Education from the University of Lagos. Her educational background reflects her commitment to balancing her music career with her academic pursuits.

**Influences:** She draws inspiration from a diverse range of musical influences, including legendary Nigerian musicians like Fela Kuti, King Sunny Ade, and Dolly Parton. These influences are reflected in her music, which incorporates elements from various genres.



# Setting Agenda For New Information Minister



**Ntia Usukuma**  
08037251638 (SMS ONLY)



By Usukuma Ntia

As Nigeria welcomes a new Minister for Information and National Orientation, the nation stands at a critical juncture. The Ministry of Information plays a pivotal role in shaping public perception, promoting government policies, and fostering national unity.

To ensure success in this vital role, The Integrated Marketing Communications (IMC) industry has shown its readiness, as always, to help the incoming minister adjust speedily to move things forward.

As a first step to repositioning governance, IMC Stakeholders have called on the minister to manage government information professionally, manage Nigeria's image proactively, collaborate with key players in the industry, and align industry parastatals with professional agencies to ensure a comprehensive involvement of all groups in the contributions to the country's economic growth and improve the orientation of its citizens.

Viewpoint reached out to leaders of some sectoral groups and other experts for their advice to the new Information minister. Their views are served below for your consumption.

**'Engaging with the leadership of key associations is key to elevating the Relevance of the ministry'**

**-Stanislaus Martins - President, Association of Digital Marketing Professionals of Nigeria (ADMARP) And Regional Meta Director, SSA. Ad Dynamo by Aleph**

I think one thing we have lacked in recent times is transparency in communication coming from this ministry.

He should consider engaging with key stakeholders and establishing open lines of communication with the public at large -This is one way to build trust with the people. Utilizing innovative digital channels to make this happen can be a game-changer for the ministry.

The new minister should embrace a sense of collaboration and innovation. He should prioritize local talent/enterprises that can help elevate the sector over international ones.

Engaging with the leadership of key associations is key to elevating the industry. He needs to embrace local public-private partnerships, nurture the growing start-ups in the space, and focus on how to drive quality education and development that will make local entities competitive globally.

He needs to form strategic alliances with big tech, provide them with an enabling environment to thrive and develop the local ecosystem. While regulation is essential, it shouldn't be designed to stifle the growth of a sector, it shouldn't be designed to frustrate the already struggling small businesses in Nigeria. As an example, Digital Marketing is still in its infancy in Nigeria whether we like it or not, we should be designing policies that enable it to reach its full potential.

He needs a visionary approach to aligning his parastatals

and agencies to solve the problems of today and future trends. Upskill the team and ensure they all have the tools to do their work effectively. Use technology to improve the operations of his ministry as a whole.

Enhancing Nigeria's image globally starts with embracing our unique heritage and fixing our image even at home. How can his ministry support and grow even the less celebrated areas where we as Nigerians excel - technology, science, literature, etc.? How do we ensure that we make Nigeria an attractive investment destination for FDI?

***“As a first step to repositioning governance, IMC Stakeholders have called on the minister to manage government information professionally, manage Nigeria's image proactively, collaborate with key players in the industry, and align industry parastatals with professional agencies to ensure a comprehensive involvement of all groups in the contributions to the country's economic growth and improve the orientation of its citizens.”***

**'He needs to interact more with the Marketing Communications Industry'**

**-Steve Babaako, President, Advertising Agencies Association of Nigeria (AAAN) and CEO, X3MIDEAS**

There are so many things that AAAN as a body is looking forward to engaging the minister. We are looking at the issues of reform in the industry, all of the new ARCON laws, and consolidation on all that we have recorded in the industry so far. We wish him a very successful tenure.

The new minister needs to interact more with the Media/Marketing Communications Industry and break away from previous typical government establishments of the past years.

Nigerians as a people have been super successful globally in the creatives, the arts, and sports with little to no government involvement. How can the government get involved to grow and amplify these successes globally?

**'Accelerate activities around the Audience measurement system (AMS) And Institute the ARCON Council Formation'**

**Femi Adelusi President, Media Independents Practitioners Association of Nigeria (MIPAN) and CEO of BrandEye**

The AMS enables advertisers to answer essential questions in advertising. It equally enables proper pricing of advertising time and inventories by stations. The data and insight also empower and reward content developers and owners to appropriately price the creative works. With the right reward comes encouragement to more quality content.

You will recall that the Late MIPAN President, Mr. Tolu Ogunkoya (a former MIPAN President) was the Chairman of the Federal Government Task Force on Audience Measurement until his untimely passing some months ago. The industry awaits the appointment of a successor so we can continue to drive the expectations of the AMS. It will be nice if the minister hastens this.

This is in relation to the digital television transition from analog, also called the digital switchover (DSO). There has been so much hope and promises, but not much to show for the results and implementations.

For many years now, many have called for the constitution of the ARCON Council to ensure broader sectoral participation, foster collaboration, enable positive dialogue, and erase/limit feelings of dominance/neglect by any sectoral group. It would be great if the minister could work on this.

**'All hands should be on deck to achieve the best possible for the nation'**

**Tolu Medebelem, President, Experiential Marketers Association of Nigeria (EXMAN) and CEO, Aster Integrated Marketing Limited**

The Ministry of Information must be intentional about safeguarding and dispensing information in the appropriate context. As well as leveraging and showcasing whatever insights or data we are gathering from available information. Leveraging data to develop and grow our various sectors of the industries. Making the industry a collaborative approach as is currently ongoing would be beneficial to the industry and as such should be encouraged and enhanced, especially with special reference to the ARCON DG's ongoing reforms (for the benefit/betterment of our ecosystem).

Together, in a symbiotic relationship where regular constructive consultations take place between the government and the various trade sectoral bodies within the marketing Communications ecosystem, we can achieve so much more.

Managing Nigeria's image and improving citizen orientation, we must all consciously work together intentionally on this brand called Nigeria. Therefore, our actions and inactions would have an effect on how the outside world perceives us as a nation, most especially in these days when the world is a 'global bedroom'. dialogue with the advertising industry and take time to understand the industry in order to appreciate its potential.

**Dialogue And Take Time To Understand The Industry To Appreciate Its Potential'**

**Udeme Ufot, CEO SO&U**

The new Minister needs to dialogue with the advertising industry and take time to understand the industry in order to appreciate its potential.

With Nigeria's ambition to optimise the potential of its Creative Economy towards exponentially growing its GDP and providing jobs for the teaming youth population, advertising is a low-hanging fruit through which the creative talents of Nigeria's youth can be unleashed for high impact.

The industry can significantly impact the Nigerian film, broadcast, and music industries, as well as explore the modeling careers of many young Nigerians. Beyond narrow industry impact, the country is in dire need of industrialisation to boost double-digit GDP growth desperately needed to turn around our economy. Advertising is a great enabler of high commerce that can help build brands that transcend Nigeria's borders while boosting our industrial capacity.



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**My soup's first choice**

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Easy to swallow

Fortified with Vitamins and Minerals

Premium wheat





# Brand

COMMUNICATOR

Issue 85

...linking the future.



# EXTREME EXCELLENCE

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**Great Taste,  
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