NIGERIA'S NO. 1 BRANDS & MARKETING MAGAZINE

Brand COMMUNICATOR

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Issue 91

...linking the future.

ZAMBIA KUCHALO!

X3M Ideas Zambia takes on Africa at the Pitcher Awards





Zest! Inspiration!! Enthusiasm!!! As Top Tea Excite Consumers On International Tea Day



Noah's Ark Bows Out After Almost A Decade On The Airtel Nigeria Creative Account




Sip it, chew it, gulp it
How do you pulp it?
5 alive
Orange
Fruit Drink
Filled with Life

In case of heat. Chill.



HEAT HAPPENS STAY COOL

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FROM THE EDITOR-IN-CHIEF

The Gains of Foreign Operations



Businesses in Nigeria today are facing some of the greatest challenges in the country's history. Geometrical growth is becoming extremely elusive. Interestingly, there are always exceptions, even in the toughest economic environments. In this unique group are teams supremely determined to drastically change societal patterns and push aggressively beyond the line.

This year, brands in the banking sector have shown that thinking beyond borders can make the difference between profit and loss.

In 2023, four Tier-1 Nigerian banks generated N627.027 billion from their foreign subsidiaries, reflecting a 319% year-over-year growth. This increase can be attributed to significant growth in gross earnings from their foreign subsidiaries.

For example, four Tier-1 banks; Access Holding, GTCO, UBA, and Zenith Bank, saw their gross earnings grow by 114.40% Year-on-Year, reaching N7.988 trillion in 2023.

While Nigerian operations continue to account for a significant percentage of the group's earnings, their cross-border expansion also bolstered the bottom line, as reflected in the impressive growth in revenues and profits from these foreign subsidiaries.

A cursory review of the financial performance of the four banking groups reveals that Access Holding Plc emerged as the group with the highest pre-tax profit from its foreign subsidiaries, which include operations in Ghana, the UK, Gambia, South Africa, Rwanda, R.D. Congo, Zambia, Sierra Leone, Guinea, Mozambique, Kenya, Botswana, Cameroon, and Angola.

Access Holding Plc's foreign operations generated N199.180 billion in net pre-tax profit in 2023 The impressive pre-tax profit growth from its UK and Ghana operations bolstered the over 945% year-over-year growth in 2023.

This awareness is not limited to the banking industry. The Principal Consultant of a young agency, Ideas Origin Media revealed recently that the agency's expansion to the United Kingdom has opened more doors. In his words 'Our business endeavours from Nigeria to the United Kingdom have a substantial impact on our growth and success. Gaining access to a larger market with more purchasing power is a huge advantage.

We may also recall that a Leading Public Relations and Integrated Communications Consulting firm, Chain Reaction was rebranded and repositioned to become a digital-first platform and 24/7 solution house for governments and brands desirous of winning in Africa's reputation economy.

The CEO of Chain Reaction Africa, Isreal Opayemi revealed that"It is a transition from services to platforms. Today, we are becoming a digital-first Public Relations and Integrated Communications Consultancy. This explains why we are officially becoming a 24/7 solution house for governments and brands who wish to win in the reputation economy of Africa'.

Another remarkable and bold expansion move is that of a non-affiliated agency in Africa and one of Nigeria's foremost new-generation creative powerhouses, X3M Ideas. The agency decided to expand its operations beyond the West African region to Central and Southern Africa, as well as the Middle – East to boost its intra-African business as well as boost intra-Africa trade.

Steve Babaeko, Chief Executive Officer and Chief Creative Officer of X3M Ideas Flagged the expansion off with the official launch of X3M Ideas SA PTY Limited, a full-service agency in Johannesburg, South Africa, earlier in June, this year.

At the launch, Babaeko had said that X3M Ideas SA PTY is the arrowhead enterprise that will drive the agency's footprint across South Africa, Zambia, Botswana, Zimbabwe, and Mozambique The expansion move, Babaeko noted, was part of a five-year plan to extend the frontier of its operations to other parts of Africa.

In this edition, our cover is on one of Babaeko's promises that was fulfilled- X3M Ideas Zambia. On the night when giants at Pitchers Award came out to slay, X3M Ideas Zambia took the aspiration of the Zambian people to the global stage, and though it may not yet be Uhuru for the Zambian market, it is safe to say that "Zambia Kuchalo" – or "Zambia to the world" – has indeed become a reality. Our cover is on the formal arrival of Zambia on the international stage of creativity. It is a remarkable achievement worth celebrating.

Still in this unique edition, we have a special pull-out to celebrate our last Women In Marketing Conference And Awards (WIMCA) that celebrated women achievers and brands that supported Women in 2023. We also identified some outstanding ones to watch this year.

We also have a pull-out celebrating brands that elevated entertainment in Africa through the Africa Magic Viewers' Choice Awards (AMCVA). The event radiated the Splendor Of Africa's Entertainment at its peak.

In this edition, we have also packaged our regular segments and many others that will make Issue 91 an exciting and memorable one. Please read it, Keep it.

Happy reading!

Joshua Ajayi
Publisher/Editor-In-Chief

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Airtel Nigeria Apr 25, 2015, 9:46AM (9 Years Ago)

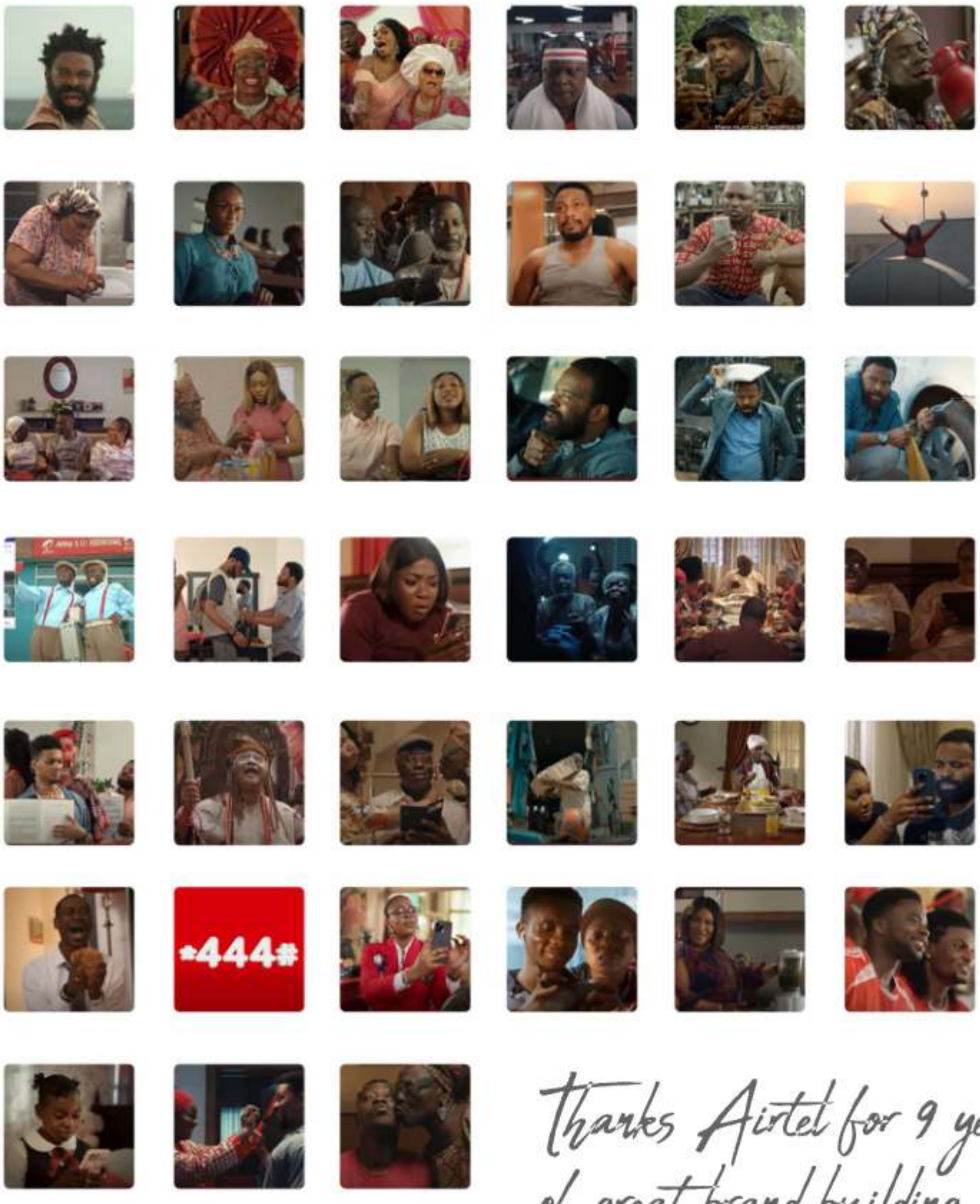
Hello Noah's Ark, we want to be the most loved brand in Nigeria.

Noah's Ark Communications May 30, 2024, 10:46AM

to Airtel Nigeria

Done. PFA

Attachments •



Thanks Airtel for 9 years of great brand building.

MultiChoice Harps On Role Of Education In Sustainable Talent Development For Africa

In commemoration of the 2024 Africa Day, Africa's leading entertainment company, MultiChoice, has emphasized the role of education in cultivating talent and sustainability in the African entertainment industry.

According to the company, the continent is ripe with unrealised potential, and it is pertinent that organisations address Africa's education challenge, to ensure that the skills that students gain are directly relevant to their future development, and that of the continent.

Aligning with the 2024 Africa Day theme: "Educate an African Fit For The 21st Century," the company said it remains committed to equipping aspiring industry professionals with the crucial "sustainable education" it takes to thrive in the rapidly changing film and television sector, through the MultiChoice Talent Factory (MTF) initiative.

"An MTF survey has found that around 92% of MTF Academy graduates go on to work in the creative sector. Many of these young professionals go on to careers at MultiChoice, which bills itself as "Africa's most-loved storyteller," said MultiChoice West Africa CEO, Mr. John Ugbe.

"This level of absorption demonstrates another benefit of education in the African development journey: it unlocks the massive potential of the continent's youthful population. Education is what will transform Africa's 400 million young people aged between 15 and 35 into a generation of doctors, lawyers, financiers, engineers and media professionals," he added.



Brand Finance Ranking: Access Emerges Most Valuable Banking Brand In Nigeria



Access Bank has reported a 73 per cent increase in brand value as it emerged as the most valuable banking brand in Nigeria, according to the latest data from Brand Finance.

This marks the third consecutive year that Access Bank has held the top spot in Brand Finance's annual ranking of the world's Top 500 Banking Brands.

Brand Finance, the world's leading brand valuation consultancy, reported that banking brands contributed a substantial 50% of the overall brand value among Nigeria's top 25 brands. Within the Nigeria 25 2024 ranking, banking brands not only emerged as the most valuable but also the strongest and fastest growing.

Access Bank's brand value soared remarkably, making it the 31st most valuable brand in Africa according to the Brand Finance Africa 200 2024. This impressive growth is primarily driven by significant increases in interest-based income, reflecting improved revenues and robust financial performance.

Commenting on the recognition, Roosevelt Ogbonna, Managing Director/Chief Executive Officer of Access Bank, said, "We are proud to once again be recognised as Nigeria's most valuable brand. This accolade is a testament to our commitment to excellence, innovation, and sustainable growth. We will continue to focus on delivering exceptional value to our customers and stakeholders, driving positive impact across the communities we serve."

Toyin Henry-Ajayi, Group Head, Group Marketing & Retail Analytics at Access Bank, who spoke on the brand's journey at the announcement event, added, "Access Bank's consistent performance and brand value growth reflects our ability to stay true to our DNA of excellence through every strategic 5-year cycle. Our journey has been one of continuous improvement and adaptation, and we remain dedicated to setting new standards in the banking industry and contributing to the economic development of Africa."

Access Bank also distinguished itself as the top brand in terms of Sustainability perceptions value, surpassing Flour Mills of Nigeria which ranked second. This underscores the Bank's dedication to sustainable practices and its leadership in corporate responsibility.

Fidelity Bank Tops League Of Best Performing Banks In Capital Market, Hits 507 Percent Gain In 5 Years



Fidelity Bank Plc towers above all other banks in the Nigerian stock market as it investors earned more than 507 per cent in capital gains over the past five years.

Report at the Nigerian stock market for the five-year period between May 31, 2019 and May 31, 2024 showed that Fidelity Bank outperformed other players in key indices at the stock market.

Fidelity Bank's share price rose by 507.14 per cent over the period, representing average annual capital gain of 101.43 per cent.

These returns underscore Fidelity Banks immense value as a stock for all times, helping investors to hedge against inflation while preserving significant long-term value. With 507 per cent capital gain in five years and average annual gain of more than 100 per cent per year, the return analysis implies that investment in Fidelity Bank is more attractive than other class of assets, including fixed-income securities such as government and corporate bonds; real estate investment and mutual funds among others.

The high divisible nature of shares investment and high free float of Fidelity Bank, which makes the banks shares easily available, underline the bank as a most attractive investment option for all cadres of investors-small, medium and high networth; retail and institutional investors.

Comparative analysis showed that Fidelity Bank outperformed all other major market indices with the banks average annual return for the period twice the average return by the overall market and almost four times of average return in the banking sector.

Two other major price indices- the NGX 30 Index and NGX Main Board Index, recorded five-year cumulative return of 185.73 per cent and 265.6 per cent respectively, representing average annual gain of 37.15 per cent and 53.1 per cent respectively.

Market analysts are unanimous that share prices are illustrative of the fundamental values of quoted companies.

FBN Holdings Rakes In N238.53bn Profit Before Tax In Q1 2024

FBN Holdings Plc has reported a N238.53 billion profit before tax (PBT) in its unaudited financial results for the first quarter (Q1) ended March 31, 2024. This is a 325.2-cent growth from the N56.1 billion reported in the same quarter of 2023.

According to the bank, the Q1 2024 results were a reflection of 2023 impressive performance as one of the oldest banks in Nigeria sustained its fundamentals amid domestic and foreign challenges.

From its Q1 2024 profit & loss figures, the Group declared N208.1 billion in profits, which was about 315.8 per cent compared with the N50.1 billion reported in Q1 2023.

FBN Holdings also announced N730.3 billion gross earnings in Q1 2024, which was an increase of 181.4 per cent from N259.5 billion in Q1 2023.

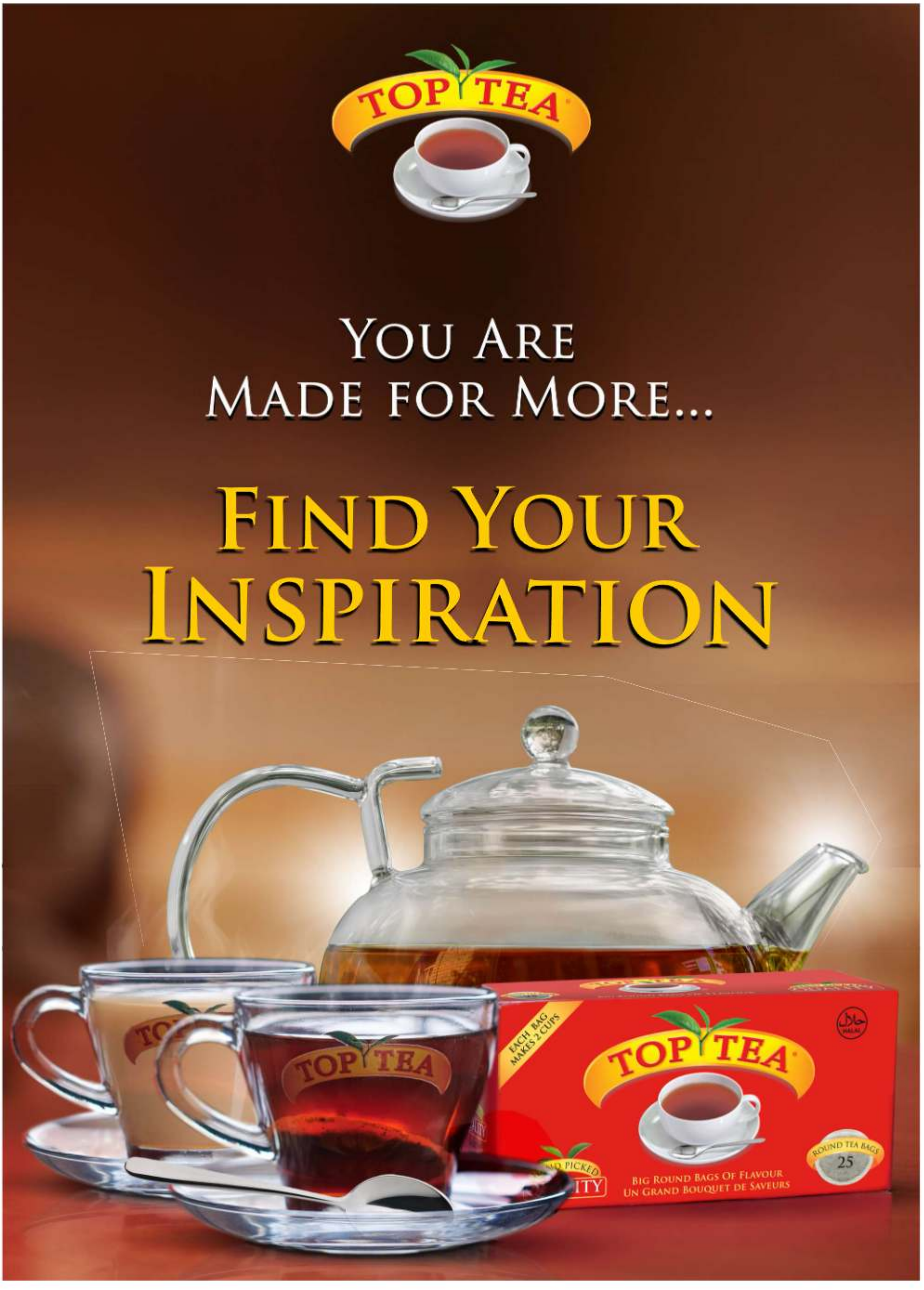
Amid a hike in the Monetary Policy Rate (MPR), the financial institution declared N455 billion in interest incomes in Q1 2024, a growth of 153.3 per cent from N179.6 billion in Q1 2023, while interest expenses closed Q1 2024 at N226.42 billion, representing 234.1per cent increase from N67.76 billion reported in Q1 2023. Against the backdrop of a double-digit inflation rate, operating expenses moved from N111.2 billion in Q1 2023 to N212.80 billion reported in Q1 2024.

Total assets from the balance sheet position stood at N21.58 trillion as of March 2024, which was a 27.4 per cent increase from the N16.94 trillion recorded in 2022.

As FBN Holdings declared N8.42 trillion in Customer loans & advances (Net) as of March 2024 from N6.36 trillion in 2023, the full financial year, its customer deposits stood at N13.27 trillion as of March 2024, an increase of 24.4 per cent from N10.66 trillion reported in 2023 financial year.

Commenting on the Q1 financial results, Nnamdi Okonkwo, the Group Managing Director at FBN Holdings, said, "FBN Holdings' strong start to the year reinforces the confidence in achieving targets and delivering sustained value for our shareholders.

In his words, "Our commitment to optimising the Group's earnings capacity and maximising operational efficiencies has again delivered outstanding results.


TOP TEA
You Are
Made for More...
Find Your
Inspiration
TOP TEA
EACH BAG MAKES 2 CUPS
TOP TEA
ROUND TEA BAGS
25
Big Round Bags Of Flavour
Un Grand Bouquet de Saveurs

Wema Bank Holds 2023 AGM, Receives Commendation From Shareholders For Outstanding Performance



L-R: Company Secretary, Wema Bank, Johnson Lebile; Deputy Managing Director, Wema Bank, Wole Akinleye; Chairman, Board of Directors, Wema Bank, Dr (Mrs.) Oluwayemisi Olorunshola; MD/CEO, Wema Bank, Moruf Oseni and Chairman of the Statutory Audit Committee, Joe Anosike, at the Wema Bank 2023 Annual General Meeting held in Lagos.

Wema Bank, Nigeria's foremost innovative bank and pioneer of Africa's first fully digital bank, ALAT, has placed its shareholders in celebration mode, receiving commendation for a profitable 2023 financial performance, at its just concluded 2023 Annual General Meeting, which held on Tuesday, May 28, 2024.

The Wema Bank AGM is a yearly gathering convening shareholders and other stakeholders of Wema Bank to assess the Bank's financial performance over the previous year, its strategies, as well as to determine resolutions on relevant aspects of the Bank's operations to promote accountability, democratic utilisation of investors' funds and strategic allocation of the Bank's resources towards the sustainable success of the business. According to shareholder testimonials, not only was the 2023 Wema Bank AGM allegedly the best AGM in the Bank's history, the financial performance as captured in Wema Bank's FY 2023 Annual Report, is also allegedly the Bank's best so far.

Shareholders further commended the Bank on an exceptional 2023 financial performance as its financial report revealed a 196% increase in Profit Before Tax (PBT) from N14.75bn to N43.59bn, 220.4% increase in Profit After Tax (PAT) from N11.21bn to N33.66bn, 70.63% increase in Gross Earnings from N132.30bn to N225.75, 53.64% increase in Loans disbursed from N521.43bn to N801.10bn and a remarkable 220.53% increase in Earnings per share from N87.2 to N279.5, among other successful upturns.

CIG Motors, Diana Chen Foundation Partner WIMBIZ On Training Female Entrepreneurs

CIG Motors, manufacturers of GAC motors and the Diana Chen Foundation are partnering with the Women in Management, Business and Public Service (WIMBIZ), to foster inclusiveness in management positions and training opportunities. The CEO of CIG Motors, Chief Diana Chen, said that WIMBIZ is one of the organisations that has an outstanding leadership and management programme that helps to propel women's inclusiveness. She said this during a courtesy visit of the WIMBIZ management team to CIG Motors in Lagos recently. She further revealed that the auto firm has women in diverse sections of its operation, as this aligns with the WIMBIZ vision and mission of having women at the management level of organisations.

On her part, the new Executive Director of WIMBIZ, Omowunmi Akingbohoungbe shared the reason for its collaboration with the leading automobile manufacturing company.

She disclosed that the partnership represented what the WIMBIZ woman looks like in showcasing her full potential, contributing to nation-building, and humanity, and creating employment opportunities with a platform for other women to thrive. In her words, "Our goal is to constantly advocate for women, create a platform that can help alleviate their status and business across the business, corporate organization, and public service, and get us to grow the inclusiveness of women to an acceptable and balanced percentage where we have partners and supporters across the nation to achieve this."



Nigerian Breweries Plc Completes Acquisition Of Distell Nigeria

Nigeria's foremost brewing company, Nigerian Breweries Plc, has officially completed the acquisition of a majority stake (80%) in Distell Wines and Spirits Nigeria Limited (Distell Nigeria).

The completion of the transaction follows the approval of the South Africa Reserve Bank (SARB) for the acquisition by Nigerian Breweries Plc, of the shares of the South African entity, Distell International Limited (now known as Heineken Beverages Holdings Limited) in Distell Nigeria, as well as the import business of Distell International Limited in Nigeria.

According to the Managing Director, Nigerian Breweries Plc, Hans Essaadi, the acquisition and subsequent commencement of business operations align with the strategic objective of the brewery company to expand its current product offerings beyond beer to include wines, spirits, and flavored alcoholic beverages.

Essaadi, noting that the company remains unwavering in its commitment to cater to the diverse needs of consumers, said "This acquisition is part of efforts to provide access to a complementary multi-category portfolio of fast-growing brands of wines and spirits market segment and capture significant growth opportunities in the wines and spirits segment of the brewing industry. We are excited to have the process completed and can't wait to see how this transforms our business". In his remarks, the Managing Director, Distell Nigeria, Mr. Steve Ighorimoto, stated that the acquisition is an exciting new chapter for the company as it would help increase the capacity necessary to achieve improved business performance.

How Leadway Is Redefining Nigeria's Insurance Narrative

In an industry often overshadowed by misconceptions and lacklustre perceptions, Leadway emerges as a beacon of change, steely and determined to reshape the discourse surrounding insurance in Nigeria. The Brand and communications team at the Leadway group recognises the peculiarities of each associate company of Leadway and constantly puts strategies in place to strengthen their positioning individually and as a non-banking financial group.

Specifically, the team is aware of the unpalatable bias that Leadway Assurance, the business' insurance arm, faces regarding insurance receptivity in this clime. They recognise the prevailing attitudes toward insurance but refuse to accept them as unchangeable truths. Instead, armed with compelling data and innovative strategies, they aim to challenge stereotypes and transform public perception.

Contrary to the notion of insurance as a boring and uninspiring topic, Leadway Assurance champions a different narrative rooted in the profound impact insurance can have on individual lives and broader socio-economic landscapes. Drawing from a study conducted by Vertafore, a leader in tech-driven insurance solutions, Leadway cites evidence suggesting that most millennials perceive insurance as not merely a risk mitigator but as a catalyst for job satisfaction, work-life balance, and career advancement. This revelation serves as the foundation of Leadway's approach, fueling their efforts to communicate the multifaceted benefits of insurance to a diverse audience.

The team's vision for the insurance arm of the business – Leadway Assurance – is clear: to position insurance as a dynamic and essential component of Nigeria's financial landscape. Their strategy hinges on consistency, innovation, and a relentless pursuit of meaningful engagement.

Over the past decade, Leadway has spearheaded numerous initiatives to demystify insurance and foster a deeper understanding of its value proposition. Leadway has consistently leveraged targeted campaigns tailored to the youth and SME sectors to cultivate a culture of insurance literacy, empowerment, and adoption.

The brand, under the leadership of the Group Chief Marketing Officer, Olusakin Labeodan has over the years implemented a series of groundbreaking initiatives designed to resonate with younger audiences and burgeoning entrepreneurs.

One of such initiative is the Media Dash Campaign targeted at young entrepreneurial Nigerians, through which it magnanimously cedes its advertising assets and platforms, albeit for a short period, to selected SMEs to showcase their products and services.


AMSTEL MALTA
Premium
MALT DRINK
WITH AN IMPROVED TASTE
AMSTEL MALTA ULTRA NO ADDED SUGAR Premium MALT DRINK NO ALCOHOL
AMSTEL MALTA Premium MALT DRINK NO ALCOHOL
AMSTEL MALTA Premium MALT DRINK NO ALCOHOL
AMSTEL MALTA MALT DRINK NO ALCOHOL
BE YOUR BEST

Sprite Unveils New Look In 'Cool New Drip' Campaign Amidst Sustainability Push



By Jeremiah Agada

Sprite, the classic lemon-lime flavored drink from Coca-Cola, has undergone a major rebranding and packaging overhaul, ditching its former look for a bold new look that aims to deliver an enhanced multi-sensory experience for consumers.

This is besides the innovative sustainability initiatives around the new look that aim to elevate the consumer experience while minimizing environmental impact. This major brand evolution follows the successful global launch of Sprite's 'Heat Happens' campaign in 2022, which tapped into the insight that people, especially Gen Z, often find themselves navigating an overheated, tension-filled world. By inviting consumers to "stay cool" with an ice-cold, refreshing Sprite, the brand positioned itself as the ultimate thirst-quenching antidote to modern stresses.

Building on this resonant concept, the rebrand leans into Sprite's role as a go-to refreshment for heated moments, actively encouraging consumers to ditch the ordinary and embrace the brand's bold, revitalizing spirit. As Senior Marketing Director of Coca-Cola Nigeria Yusuf Murtala explains, "We want to show – not just tell – people why Sprite has that 'irresistible taste'. We are quite excited and thrilled to unveil this exhilarating evolution for Sprite. The Cool New packaging ensures a consistent global identity for the brand while preserving the authentic taste that the Nigerian consumers crave."

"Heat Happens" invites people to step back and enjoy a hit of refreshment with Sprite when faced with unavoidable, and potentially annoying, moments that are part of the fabric of daily life. "Many things create 'heat' around us… it's inevitable," said Shrenik Dasani, Global Brand Director, Sprite. "'Heat Happens' shows that cooler heads always prevail. Whether it's mental heat in the shape of unwanted interruptions or the physical heat of a sweaty commute, our hectic daily schedules leave us constantly searching for ways to keep our cool. We believe that adding a human layer of understanding and dash of comedic value, as well as a sip of ice-cold Sprite, can help diffuse potentially triggering situations."

Influencer engagement, topical social media activation, out-of-home, films, and other creative executions were used in this campaign to offer humorous-yet-authentic takes on how innocent conversations and innocuous scenarios can escalate quickly. The brand also used the "Heat Hacks" on-pack reward program which enables fans to scan a code for ways to beat the heat of everyday life, whether at home or on the go. "Heat Happens" will rolled out from 2022 across North America, Greater China, India, Africa, Europe, A-South Pacific, Korea, the Middle East, and Latin America.

"In a world more heated than ever before, we feel the time has come to launch the first unified platform and visual identity on Sprite, to provide a consistent consumer experience around the world, introduce a new younger audience to the brand, engaging them in moments of physical or mental heat throughout their day, and offer them exciting experiences by tapping into passion points like music," Dasani added.

The brand also is introducing a new visual identity featuring a revamped logo and packaging design to provide a consistent look and voice around the world. Sprite packaging graphics will retain their recognizable green hue, while a pared-back look for Sprite Zero Sugar—which is expanding in key markets features a bold, black font and logo design. Prominent "Recycle Me" messaging supports Sprite's commitment to sustainability, continuing its transition from green to clear (and easier to recycle) PET plastic.

The rebrand ensures a consistent global identity for Sprite while preserving the authentic lemon-lime flavor Nigerian consumers have come to crave. However, the visual transformation is just the first phase of Sprite's evolution. Coca-Cola is simultaneously driving the brand towards unprecedented sustainability goals as part of its "World Without Waste" vision.

This is not the first time the brand has followed this path. A few years ago, Sprite bottles in Nigeria transitioned from the iconic green plastic to clear plastic packaging, making them significantly easier to recycle. This shift underscored Coca-Cola's commitment to collecting and recycling the equivalent of every bottle it sells by 2030, achieving a 100% recycling rate. Additionally, the company aims to ensure all its packaging is 100% recyclable by 2025 and made with an average of 50% recycled content.

Taking this sustainability push even further, Coca-Cola recently embarked on a groundbreaking trial in the UK, eliminating labels from 5,000 Sprite and Sprite Zero bottles. Instead of traditional labels, these 500 mL bottles feature embossed logos on the front and laser-engraved product details on the back, crafted entirely from 100% recycled PET plastic (excluding caps).

Dubbed the "Naked For Now" campaign, this pilot project highlights the exploratory nature of the label-less bottles, which could potentially pave the way for similar packaging innovations across Coca-Cola's entire product range if proven successful. By leveraging cutting-edge fiber laser engraving and innovative molding techniques, the trial is expected to reduce CO_2 emissions by 2.8 kg for every 1,000 bottles produced without labels, while achieving a 2% reduction in plastic weight per bottle.

This UK trial builds on Coca-Cola's previous explorations of label-less packaging in markets like South Korea, Japan, and Switzerland, representing a significant milestone in the company's ambitious "World Without Waste" initiative. As Dusan Stojankic, Coca-Cola Great Britain's vice president of Franchise Operations, and Javier Meza, vice president of Marketing at Coca-Cola Europe, emphasize, the trial underscores the importance of continually advancing recycling efforts, reducing waste, and minimizing packaging's environmental footprint.

Beyond Sprite's striking new look and trailblazing sustainability efforts, Coca-Cola Nigeria remains committed to transforming its overall portfolio to meet evolving consumer needs. This includes reducing sugar in existing drinks and introducing innovative new products to the market, while simultaneously working to replenish water sources and promote packaging recycling across its entire value chain.

With over 5,000 employees and 700,000 distribution partners helping bring economic opportunity to local communities, Coca-Cola Nigeria's impact is far-reaching. As the company continues to evolve iconic brands like Sprite with electrifying new branding and unprecedented sustainability initiatives, it signals a profound shift towards radical transparency, self-expression, and environmental responsibility.

The brand is introducing a new visual identity featuring a revamped logo and packaging design to provide a consistent look and voice around the world. Sprite packaging graphics will retain their recognizable green hue, while a pared-back look for Sprite Zero Sugar.








SINCE 1838
Knorr
CHICKEN
SEASONING CUBES
MADE WITH NATURAL INGREDIENTS
Our Promise
MSG free
NO ADDED PRESERVATIVES
Made with real chicken
ARTIFICIAL COLOUR FREE
SERVING SUGGESTION

Zest! Inspiration!! Enthusiasm!!! As Top Tea Excite Consumers On International Tea Day



By Usukuma Ntia

When most vibrant professionals and business people in Lagos and Kano stepped out of their doors to pursue their regular commercial activities on May 21, they never envisaged that they were Stepping out to meet an exciting world of vibrant aromas, captivating flavours, and a rich global tea culture that rises to a crescendo on 21st May of each year.

It was the globally celebrated International Tea Day, and Nigeria's tea masters, Top Tea had finalised a pleasant ambush that eventually became an unforgettable encounter for all tea enthusiasts and other curious minds alike.

Picking the 2 most populous locations in Nigeria- Lagos and Kano, Top Tea had carefully identified the most strategic locations to achieve maximum reach and connect with Nigerians in their thousands to savour the joy of the day as the world celebrates this unique product.

It was an exciting mixture of diverse enthusiastic faces. From Ojota to Ikorodu, through Ikeja and Iyana- Ipaja- Diverse areas of Lagos as well as different areas of Kano metropolis. Only one brand could have made it happen like this for Tea Lovers- Top Tea.

In Lagos, colourfully branded Top tea buses and stands with elegantly dressed and beautiful attendants were at Berger, Oshodi, Iyana-Ipaja, and Ojota in the morning, sharing cups of joy with consumers. In the afternoon it was the turn of Ikeja, Mile 12, and Ikorodu as sharp-looking members of the Top tea team shared mugs of happiness, one cup of tea at a time.

In Kano, the Top Tea team inspires areas like Wapa M/M Way, Kano Line Bus Stop, Ungwar Uku, and Kofar Ruwa Tesha in the morning, while areas like Farm House, Ibadan Road, Hadejia Road, and Bacharawa Knuna Baba Line had their turn in the afternoon.

The International Tea Day, marked every 21st May, was established by the UN General Assembly to promote sustainable tea production and consumption while raising awareness about tea's role in fighting hunger and poverty. The special Day was established to raise awareness about this product's role in combating hunger and poverty across the world, besides highlighting tea's cultural, economic, and social significance, as one of the most consumed drinks globally after water, with a rich history spanning thousands of years.

In Lagos, every sip of Top Tea from the thousands of mugs shared seemed to have reminded the smiling faces of consumers of a world of possibilities, where finding their inspiration is all they need.

Abike Wasiu, one of those who received a mug of top tea happiness at Ojota Park was full of joy and appreciation.

'Tea is one food that I take every time because it is one food that can suppress hunger, so my day is not complete with one or two cups', she explained.

At Ikeja, young men and women were seen posing for selfies and pictures in front of the branded vans. It was the race for the Spot Snap And Win Promo. Consumers who could take selfie with any branded Top Tea bus,

had a chance of winning amazing prizes, if they could Post the picture on social media as well as follow or tag @TopTeanigeria. The intensity to win was quite visible in Ikeja.

A young student of the College of Medicine, Lagos State University Gabriel Atanda, who spoke after taking a Selfie, said " I really admire Top Tea for doing this because today's action will boost the immune system and enhance good health of the consumers

"Tea drinking has other numerous benefits. It is packed with nutrients that you don't get in many other drinks. Tea contains a variety of phytochemicals and phytonutrients that can enhance longevity and good health.

"It can also help in the weight loss journey because it contains ingredients that help boost metabolism in the body besides breaking down stored fat.

"Tea also happens to contain polyphenol, which is an antioxidant that helps regulate blood sugar levels and can create a relaxing effect. With everyone now trying to maintain a good body weight with 'workout' sessions, a cup of Top Tea will help relieve your muscles for the best results".

Top Tea can be found in virtually all shops/ stores dealing in teas. Is presently available in three flavours: traditional black tea, lemon and lime tea, and ginger tea. Its consistent form of big round tea bags is loved by many consumers and the Tea contains antioxidant theanine, which works to reduce stress and anxiety, as well as improve mental performance. It is made from a rich blend of tea leaves, which makes it a healthy tea option for consumers.

Promasidor Nigeria Limited, the manufacturer of this unique tea brand is a vibrant food and beverage processing company based in Lagos.

































Elevating Kids' Development Through Golf, Other Life Skills

By Toyosi Olajide

As a corporate brand that focuses on children, and parents who are looking for fun, engaging, and developmental activities for their kids, Promasidor, through its brands, Twisco and Loya Milk has proudly placed the spotlight on the power of sports development, empowering young champions to grow, learn, and thrive. The event took place on May 27, Children's Day when the brand co-sponsored the Ikoyi Golf Tournament.

The two brands created an unforgettable experience that combined the excitement of golf with the creativity of painting. Through golf, the young friends discovered the value of discipline, focus, and perseverance, while the painting allowed them to express their imagination and creativity.

By investing in sports development, Twisco and Loya Milk are shaping the next generation of leaders, thinkers, and innovators as well as teaching them essential life skills like teamwork, communication, and resilience.

The unique initiative underlined the importance and role of brands in supporting the dreams and aspirations of our leaders of tomorrow.

Speaking during the tournament, the Brand Manager, Twisco, Oyetola Akeredolu, stated that the tournament was the high point of activities lined up to celebrate this year's Children's Day.

Her words: "We will continue to sponsor events that focus on children because they are our target audience. Loya Milk is particularly relevant due to its calcium content, essential for strong bones—a necessity for sports. These ties back to our other brand, Twisco, which is about empowering children's dreams by providing the essentials needed for strong bones".

"We demonstrated how kids can make different drinks with our products, including Loya Milkshakes. And, of course, what are drinks without food? That's why we had Mama Onga here." She added.

On her part, Lillian Omorenuwa, Brand Manager, Loya Milk, said, "The essential message of our brand is to empower and nurture the dreams of children. These dreams can vary widely, and we are committed to supporting even the unconventional ones. As a brand, we aim to help children achieve their dreams."

Also commenting on the novel initiative, Mr. Tunde Johnson, a past captain of Ikoyi Golf Club, expressed his gratitude to the brands and the organization for prioritizing the kids for such a higher ideal of sports promotion.

He said: "Promasidor is a strong brand, and we are grateful for the support they gave because children are the future. Golf is an important game that teaches about life. To go for the game of golf, we must start with them young. Golf teaches about life; it's not about perfection but about how you manage your mistakes.

"This is what we want to inculcate in the children: understanding integrity, teamwork, and knowing that while things may not always be perfect, you will overcome if you keep working and practicing."

At the end of the tournament, the Children were well entertained and got lots of gifts and promotional items.


























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POWER YOUR DREAM

Building Tomorrow's Leaders Through Animation With African Themes

By Usukuma Ntia

Studies have shown that Childhood is a critical stage of development that forms the foundation of every kid's future, well-being, and learning. Whatever the child comes in contact with at this early stage of life has a lifetime effect on his/her intellectual capacity, personality, and social behaviour.

It is this awareness that propelled Shileola Ibironke, a multi-preneur, to take a plunge into the production of kiddies' entertainment content with African-oriented themes to mould the country's next generations positively.

Speaking to Brand Communicator recently, she pointed out that her reason for advocating for increased local media and entertainment content was that a high percentage of African children watch a lot of foreign content, and are not exposed to African-themed narratives.

Her words, "The demography of children within ages 0-15yrs are glued to foreign animated content. They have built their world around foreign superheroes, foreign multi-dimensional games, and the virtual world (metaverse).

"They haven't been provided with African orientation in terms of Wisdom, Purpose, Empathy, Success, and Culture in our Social and Geographical Landscape.

"We must begin to churn out more African-themed narratives that would mould the next generation. And we must note that the future of content for Generation Alpha / GenZ is in Animated Formats."

It was this awareness and vision that motivated Ibironke and her organization, Micromedia Group to take steps to ensure that locally made animated contents are presented across rural and sub-urban regions of the country.



Shileola Ibironke
MD/CEO, Micromedia Group of Companies

According to Shileola, "Our movies are premiered in our neighbourhoods and localities, thus serving as a leveraging platform for brands to connect to their consumers directly either via Talent-Hunt competitions or most recently, our introduction of Food Festivals & Cultural Shows at the Movie Premiere."

The Micromedia Studio boss said that the Cinema locations are targeted in semi-urban locations with high population density – Abule-Egba, Mowe, Ibeju-Lekki. The company provides contemporary architectural designs and high-tech quality cinema experience with affordable pricing. This experience has provided a one-stop entertainment hub within these communities.

Ibironke further revealed that her organisation is focused on providing aspirational experiences to its customers and driving high footfall in all locations.

In her words, "We provide VR Games, Music Lounge, Dance Parties, Couples DateNight, Group Hangout, School Excursion, and Church Prayer Hangout amongst many other weekly activities at our cinema locations. Additionally, we have opened Supermarkets & Bakeries to serve all customers strolling into our retail shopping malls.

"Our movie productions are geo-located to create a unique selling proposition to our clientele- corporate companies and broadcast networks."

She stated further that doing this will not only promote Made in Nigeria and African animated content but to ensure its sustainability.

Shileola further revealed other projects that her studio has worked on, but the team is only launching the KIBI Quazi series.

Her words, "We have developed Four IPs- KIBI Quazi, Power Chord Girls, SAGi & TWOA, and these Animated Series highlights African Superheros, Magical Rural African Ancestry, African Girls Superpowers & Tech AI/Metaverse. For now, we are stepping out with KIBI Quazi."

Speaking on specific factors fueling her passion in the animated content business through the past years, she said, "As signified by the Nike Slogan- Just Do IT. I am known as the

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queen of starting and successfully sustaining business operations that are divergent thereby giving our organisation accolades for pioneering so many things. Despite the extensive procedures, budget, and time required to achieve these feats, we started the First Telenovela Drama Series, I am the First female to launch Cinema operations and now the First Animation Series wholly made in Nigeria.

"I strongly believe in the Made-In-Nigeria mantra; we need to warehouse the technical know-how of any product or services to achieve sustainability and ultimately create an industry nexus. The evolvement of Home Video movies has led to grand-scale productions from Nigeria that originated from local capabilities. Animation seems like an Asian/American-led product but that narrative is being reversed now with our organisation's foray into Graphic Animation."

This year, Shileola's Micromedia studio made a bold, indelible, and clear statement in Nigeria's world of Graphic animation.

The company's new animation series, KIBI Quazi, was shown in cinemas nationwide to celebrate May, 27, Children's Day. It targeted over 150 (One Hundred and Fifty) Schools in different commercial cities and neighbourhoods including Lagos, Ibadan, Ilorin, Enugu, Port-Harcourt, Kano & Abuja.

It was a giant milestone in Africa's entertainment industry. The first Indigenous animated series premiered with great fun and excitement on the same day across all regions of the country. It was sponsored by Maltina and kids found it quite unforgettable.

The special event took place in the following cinema houses in Nigeria: Filmhouse Palms, Oniru, Filmhouse Circle Mall, Lekki Peninsula, Filmhouse – Ikota, Genesis Cinemas, Maryland, Silverbird Cinemas, ICM, Ozone Cinemas, Yaba, Heritage Cinemas Abule-Egba and DreamPark, Ikorodu.

Others are Filmworld, Igando, Kada Cinemas Benin Filmhouse, Benin, Viva Cinemas, Ibadan, Viva Cinemas, Enugu, Viva Cinemas, Ilorin, Box Office Cinemas, P/Harcourt, Filmhouse P/Harcourt, Platinum Cinemas, Jos and Platinum Cinemas, Kano.

The movie of the day, KIBI Quazi is a 2D animation centred around a teenage boy, Oluwakibi, who, through his inquisitiveness discovers a mask that transforms him into an ancient Yoruba warrior- GBOGAN- and together they undertake super-heroic acts by saving people, the environment, as well as curtailing villains. Kids were so eager to identify with the character. Another significant milestone for Nigeria's animation industry was the selection of KIBI QUAZI as the opening film for the prestigious Annecy Film Festival in France.

KIBI Quazi was selected at the pitch ceremony last month, facilitated by Animation Nigeria in collaboration with the French Embassy in Nigeria. The ceremony which was also supported by the French Consulate, took place at the Alliance Française, Lagos.

The French Embassy in Nigeria in partnership with Annecy International Animation Film Festival and MIFA (Marché International du Film d'Animation), is also spearheading a comprehensive development programme aimed at fostering growth and innovation within the animation sector. This program includes workshops, mentorship opportunities, and networking events to empower animators and filmmakers to realize their creative visions.

Shileola is not just active in the world of animation. In 2022, she and her team released a remarkable memorable project- 4(Four) Igbo Movies. She said although the production took place in the Enugu state, that everyone who worked on the Editing, Dialogue, Music & SFX, Caption Files, Image Posters & Cinema Release were of Yoruba heritage.

The Four Igbo movie got double AMVCA nominations for these movies and it was surprising and somewhat exciting to call out my full Yoruba name at the award ceremony within an Indigenous Igbo movie category.

While Sheleola might still venture into other areas, her in-depth understanding that Animated films have been proven as "a powerful and active tool in shaping and molding the behaviour of children in society" will definitely make animation her first love. So, the next you get any premiere announcement in Nigeria, it will surely be from Micromedia Studio, home of kiddies' animation in Nigeria.

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The Hook, Insight Publicis Win Airtel Nigeria Creative Account As Algorithm Clinches Media Business



Information reaching Brand Communicator has it that Airtel Nigeria, one of Nigeria's leading telecommunications giants has moved its creative business to two agencies – The Hook and Insight Publicis.

With the new account move, the creative powerhouses now have the immense task of either building on the legacy that Noah's Ark is leaving behind or steering the telco brand in a new creative direction.

The agencies core responsibilities may include developing multi-platform creative campaigns that capture Airtel's brand essence, while driving meaningful engagement and affinity among its diverse customer base. This will involve creating compelling narratives across traditional media like TV, radio, print and out-of-home, among others.

In a related development, Airtel Nigeria has also moved its media planning and buying responsibilities from MediaReach OMD to Algorithm Media. Algorithm Media's key mandate is expected to be to leverage advanced analytics and audience insights to craft highly targeted and efficient media strategies. This could include harnessing programmatic buying capabilities to reach precisely defined audience segments across digital platforms.

ADVAN Wins World Federation Of Advertisers Award For Industry Excellence

In recognition of its efforts to enhance the marketing industry, the Advertisers Association of Nigeria (ADVAN) has been honoured with a special award for its brief writing Proogrammeme during the Global Marketer Week in Toronto, organized by the World Federation of Advertisers (WFA).

The annual President's Awards, a prestigious accolade which forms a part of the Global Marketer Week, was launched in 2010 by the WFA to celebrate exceptional initiatives spearheaded by national industry associations that contribute to positive change in the marketing industry and society at large.

This year's winners were selected from an impressive pool of 27 initiatives submitted by 14 associations from WFA's expansive 60-strong membership of national associations worldwide, according to the WFA.

ADVAN's visionary brief writing training



and competition has been singled out for its remarkable impact in addressing one of the most persistent and pervasive challenges confronting the marketing ecosystem – poor briefing, which often leads to ineffective and lackluster creative output.

The Programme seeks to infuse new and innovative creative methods into the art of brief writing, ultimately elevating the efficiency and effectiveness of marketing campaigns across the nation.

Alongside ADVAN's special recognition, five other outstanding industry initiatives from around the world were honoured at the prestigious event. These included "Oneframe" by Union des marques in France, a standardized and open-source carbon calculation framework for measuring the greenhouse gas footprint of marketing campaigns;

NIPR Calls For Proposal On Brand Revitalization Ahead 60th Anniversary


Dr. Ike Neliaku, President, NIPR

The Nigerian Institute of Public Relations (NIPR), the regulatory body for the public relations practice in Nigeria, has announced a call for proposals to revitalize its brand identity ahead of its 60th anniversary celebrations next year.

In a document titled "Revitalizing the Nigerian Institute of Public Relations Brand," the institute cited the rapidly evolving landscape of communication and shifting societal expectations as key drivers for the need to rebrand. The rise of digital media, social networks, and instant messaging has radically transformed how information is disseminated and consumed.

"To thrive in this dynamic environment, NIPR must adapt its branding to resonate with contemporary audiences who are increasingly digital-savvy and discerning in their consumption of information," the document stated.

A modernized brand is seen as essential for enhancing NIPR's reputation locally and internationally, while building credibility and trust among stakeholders including PR practitioners, employers, and the general public. The revitalized identity should position NIPR as a forward-thinking institution equipped to navigate emerging industry trends and challenges.

"A new brand identity can symbolize NIPR's commitment to innovation, inclusivity, and ethical practice, thereby attracting new professionals, fostering strategic partnerships, and ensuring its relevance in the years to come," the document added.

The deliverables outlined in the call include a refreshed logo with updated typeface and intergenerational appeal, brand collaterals such as a new flag, seal, and website, as well as defined brand colors of red, green, blue, yellow, and purple. A new motto centered on "Leadership, Excellence and Professionalism" is also specified.

Both NIPR members and non-members are invited to submit proposals by June 5, 2024. The winner will receive a cash prize of 1 million naira and an invitation to the institute's 60th anniversary gala dinner at Transcorp Hilton Hotel in Abuja on June 27, 2024.

Nigeria Showcases Digital Social Investments At APRA 2024

Various digital social investments in Nigeria, through the Nigerian Communications Commission (NCC), were on showcase at the just-concluded 35th annual conference of the African Public Relations Association (APRA) in Abidjan, Côte d'Ivoire.

In a presentation by the Head of Media Management Relations at the NCC, Dr. Omoniyi Ibietan, who emerged as the Secretary-General of APRA at the event which took place recently, participants had a glean into some of the digital social investments and infrastructure expansion happening in Nigeria, through regulatory efficiency of the Commission.

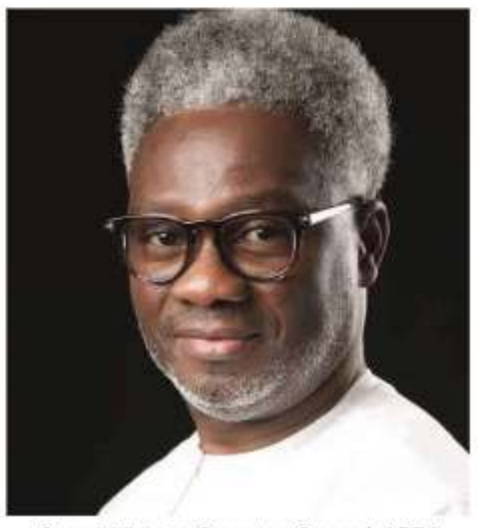
In his presentation titled, "Digital Inclusion as Arbiter of Accessible PR: A Case of the Nigerian Communications Commission," Ibietan highlighted some 36 initiatives of the Commission within and beyond its immediate regulatory mandate, implemented to promote infrastructure expansion, support SMEs, empower educational institutions, advance innovation and promote digital up-skilling of Nigerian youths.

These include the Advanced Digital Awareness Programme for Tertiary Institutions (ADAPTI); Campus Innovation and Entrepreneurship (CIEP) programme; e-PAD project for 232 institutions; Digital Appreciation Project (DAP) for 247 secondary schools; Digital Literacy Training for Teachers (DLT); Digital Integration Programme (DIP) for MSMEs; and the E-Accessibility programme targeted at persons with disabilities.

Others include the Nigerian Girls Can Code Competition; the Build A-Thon, aimed at enabling young persons to pitch and enhance their skills and new learning experience; Tertiary Institutions Digital Centre (TIDC) for 250 institutions; 2,291 Digital Nigeria Centers (DNC) online/offline educational resources; Local Application and Content Deployment programme; and up to 72 Rural Broadband Initiative projects, among others.

According to him, the NCC through its component special purpose vehicle, the Universal Service Provision Fund (USPF) has undertaken several digital infrastructure projects, programmes and collaborative activities with stakeholders.

He submitted that digital inclusion encompasses not only access to digital technologies but also the skills, knowledge, and resources needed to effectively utilize them.


Omoniyi Ibietan, Secretary General, APRA


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NIMN Holds 2024 Conference, AGM To Focus On Local Content



The National Institute of Marketing of Nigeria (NIMN) has announced plans to hold its highly anticipated 2024 Annual Marketing Conference (AMC), and Annual General Meeting (AGM). The event which is scheduled to be held from June 20th to June 22nd will mark a pivotal moment for the Nigerian marketing landscape.

This year's event is poised to bring together the country's foremost marketing professionals, entrepreneurs, government officials, and business thought leaders as they converge to explore the Conference's theme, "Empowering Nigerian Brands: Leveraging Local Content for Global Success."

The Conference promises an impressive lineup of keynote speakers, panel sessions featuring industry experts, and distinguished speakers who will delve into the strategies and innovations driving Nigerian brands onto the global stage.

More than just a meeting, this event is a marketplace of ideas, a forum for networking, and a hub for nurturing professional relationships that could shape the future of marketing in Nigeria.

In addition to the enriching discussions, the event will also include the Symposium and Induction for Associates and Full members on June 20th, followed by the prestigious Fellows Investiture and Dinner on June 21st. The pinnacle of the event will be the Annual General Meeting and Elections on June 22nd, where financial members will gather for an important agenda, including the election of the First and Second Vice-Presidents and Two (2) Council seats.

Historic Agreement: NIPR, Global Alliance Signs MoU To Boost PR Education

The Nigerian Institute of Public Relations (NIPR) and the Global Alliance for Public Relations and Communication Management (Global Alliance) have signed a Memorandum of Understanding (MoU) to boost PR education.

Signed by Dr. Ike Neliaku, President of NIPR, and Mr. Justin Green, President of Global Alliance marks a historic agreement and a significant step towards establishing and operating the Public Relations and Leadership Academy and the University of Public Relations and Leadership in Nigeria.

The MoU, which was signed on the sidelines of the Conference of African Public Relations Association (APRA) in Abidjan, Cote D'Ivoire, aims to create a framework for cooperation between NIPR and the Global Alliance to advance public relations in Nigeria and globally through collaborative partnerships.

Under the agreement, NIPR and Global Alliance will collaborate to develop curriculum and academic programs, provide expertise and resources, facilitate faculty and student exchanges, and ensure compliance with regulatory requirements and standards for higher education institutions in Nigeria and globally. This comprehensive collaboration will pave the way for a new public relations and leadership education era.

The partnership will also enable Global Alliance to grant the Institutions perpetual accreditation as 'affiliate institutions', subject to provisions, to support the promotion, branding, and acceptability of programs and graduates among Global Alliance members worldwide.



LASAA Introduces Programme To Enhance Seamless Signage Registration

The Lagos State Signage and Advertising Agency (LASAA) have introduced a ground breaking initiative 'LASAA Amnesty Programme (LASAAMP)' aimed at streaming registration and payment processes for both new and existing signage owners.

Speaking on the initiative, the managing director of LASAA, Prince Fatiu Akiolu, said the LASAAMP initiative is designed to provide seamless registration and payment options while promoting adherence to signage regulations.

"Our LASAAMP campaign is geared towards simplifying the payment process for all business owners, with a strong emphasis on compliance and the consequences of non-compliance with signage regulations. This initiative is especially beneficial for small and medium-sized enterprises facing challenges with current payment procedures," he emphasised.



In addition, as part of the LASAAMP initiative, LASAA is also introducing Quick Payment Process helplines to guide business owners through the payment process effortlessly. The helplines are: – 0908-801-93062, 0908-801-93083, 0908-801-93124, 0908-801-93145, and 0908-801-9338.

LASAA's head of Strategy and Corporate Communication, Temitope Akande, explained that during the amnesty period, which is scheduled to run from May 15th to June 25th, all signage applications and payment renewals will be treated as amnesty registrations.

"This presents a unique opportunity for both walk-in customers and existing clients to renew their registrations and benefit from the streamlined payment process," he noted.

Akande further highlighted that LASAA has deployed dedicated teams across its five divisions in Lagos State – Ikeja, Badagry, Ikorodu, Lagos Island, and Epe – to ensure efficiency and prompt response. Each region will have Monitoring & Inspection staff overseeing registration, payment processes, and conditional approvals within 48 hours of receiving the registration request.

OYSAA Clamps Down On Advertising Practitioners Over N650m Debt



The Oyo State Signage and Advertisement Agency (OYSAA) have clamped down on third-party agents and other advertising practitioners for non-compliance and refusal to pay advert bills worth over N650 million into the state government's coffers.

The OYSAA Director-General, Eso-Ajanaku Oludolapo, told the media on Wednesday after leading an enforcement exercise within the Ibadan metropolis.

According to him, "The state government is being owed over N650 million in revenue default from these advertising practitioners over the period in view.

"The decisive action was as a result of an extensive debt profile that has continued to grow, despite repeated encouragement and ample opportunities provided by OYSAA to third–party practitioners to reconcile their accounts and reduce their debt profile."

Oludolapo stated that despite the government's compassion and generosity over an extended period, it has become obvious that the current level of non-compliance can no longer be sustained.

"This enforcement initiative is not only about addressing the current financial discrepancies but also about setting a precedent for accountability and compliance within the state. The ongoing non-compliance has reached a point where it jeopardizes the expansion of Internally Generated Revenue of the state."

The DG, therefore, urged all third-party practitioners within the state to promptly address their debts to avoid potential disruptions to their operations.

He explained that the agency reserved the right to approve, terminate or revoke its engagement with any individual or organisation at any point in time if they default in their roles and obligations to the agency.

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Noah's Ark Bows Out After Almost A Decade On The Airtel Nigeria Creative Account



After about nine years of proving creative excellence for telecommunications giants, Airtel Nigeria, Nigeria's globally acclaimed creative powerhouse, Noah's Ark Communications has officially bowed out of the creative account.

With the Airtel account, Noah's Ark has placed Nigeria on the global map, winning local, continental, and international acclaims while getting featured on prestigious global platforms like Ads of the World and Lürzer's Archive, among others.

No sooner had the agency won the account than it began to paint the creative advertising scene with the 'red' colours of the brand, giving Nigerians more than what creative advertising is. It is with the Airtel Nigeria brand that the agency reinforced storytelling in creative advertising, a first in this market and arguably on the continent with its ad series on 'Data Is Life' featuring top Nollywood actors including Lateef Adedimeji, Idowu Phillips aka Iya Rainbow, Ngozi Nwosu aka Mummy Peace, among others.

Indeed, the 'marriage' between Noah's Ark Communications and Airtel Nigeria was one made in Heaven as the pair would go on to dominate awards arenas across the world. In 2017, the agency's Airtel's Lost Television Commercial (TVC) would be adjudged the best advertising campaign in 2017 by the jury of the prestigious Lagos Advertising & Ideas Festival (LAIF).

Airtel's Lost TVC emerged the winner in five categories, including winning the prestigious Grand Prix category – the highest honour bestowed on any creative endeavour by the jury. to make the agency emerge as Nigeria's most creative agency for that year. 'Lost' is a commercial with a strong allusion to Daniel Defoe's Robinson Crusoe. It tells the story of a man marooned on an island. It is a metaphor for how digital natives feel when they are out of data (Internet connection) or are connected to an unreliable data service, which is commonplace in the growing Nigerian and West African telecoms space. The TVC served to underscore the importance of reliable mobile Internet and data services by drawing on the use of metaphor and representation to deliver meaning as well as connecting to the audience.

Aside from clinching the grand prix at LAIF, the Lost TVC won a Gold in the Telecom services sub-category under Film; another Gold in Film Craft in the same category; and bronze in Best Use of Music under the Film and Film craft sub-categories.

Within a period of seven months, the Airtel Lost TVC has won a quintuplet at LAIF, a treble at the prestigious African Cristal Festival, and Gold at the Epica Awards, an annual series of communication awards, created in 1987 and based in Paris, France. The Gold is the only international Gold Award won by any Nigerian agency in 2017.

Organizers of the EPICA award had revealed that Noah's Ark's entry for EPICA 2017 was adjudged a gold winner because it was a good example of deploying advertising as entertainment. Mark Tungate, who is an editorial director of EPICA, and hosts the EPICA jury meetings, revealed that "Lost," the commercial that won gold for the Nigerian agency, was an embodiment of warmth, good acting, and a strong brand message.

"The jury gave the 'Lost' commercial from Noah's Ark a prize for its warmth and humour, great acting, and strong brand message. The story builds up to a nice twist at the end, and all in all, it's a good example of advertising as entertainment. A great win for Nigeria, but also a great spot in its own right which rose to the top in a very strong category."

At the 2018 African Cristal in Morocco, the agency won the Grand Prix – the highest recognition of creative advertising excellence on the continent – for yet another commercial for the Airtel Nigeria brand, a series in the 'Data is Life' campaign called 'Prayer Warrior (Amin)'.

"…I must say that there is a connection between this work and our African roots. All of us at the jury had this universal connection to it. We recognized ourselves behind this production. The main reason we chose it is because it has the main link between the universal cultures that cuts across Africa (where) we have more than fifty countries with different cultures, different foods, and different footprints…"

These were the words of Souleymane KHOL, VP, Sales Marketing Distribution & Revenue Management for Accor Africa & Indian Ocean while speaking on behalf of the Cristal Festival's Advertisers' Grand Jury, explaining the rationale behind its choice of Airtel's 'Prayer Warrior '(Amin) TVC for the festival's highest honour – Festival Grand Prix, the Festival Grand Cristal.

At that showcase, Noah's Ark Communications went on to sweep nine more medals into its kitty. A breakdown shows it got the Festival Grand Prix, another Grand Prix in the African Culture category, 3 Gold, 2 Silver, and 3 bronze medals. Other campaigns that won laurels for the agency include; 'Ruth,' a short film, 'Monitoring spirit (Whatchu doing??)' also for the Airtel brand.

In the year of the COVID-19 pandemic, Noah's Ark Communications was Named Agency of the Year, with Airtel works constituting part of the biggest wins. To emerge victorious, the multi-award-winning agency carted home a total of 28 laurels, including 1 Grand Prix; 8 Gold, 10 Silver & 9 Bronze medals.

Prominent amongst the agency's cache of laurels, Airtel clinched seven Gold, six Silver, six Bronze, and the most prestigious Grand Prix through its Data is Life advertising campaign.

The 444 campaign earned it three Gold awards in the Bank, Investment and Other Financial Communication award's category and also three Gold in the Telecom Product/Services award category. The Airtel's 'Data is Life' (DIL) campaign was also adjudged a Gold.

Airtel's advertising campaign also won nine awards earlier in 2019 at the Pitcher's Awards, taking the company's total awards for advertising campaigns in 2020 to 29, the most it has earned in any year.

In 2020, along with Airtel, the agency also emerged as Agency of the Year and Digital Agency of the Year at the Pitchers Award. This would make it the second time in a row that the agency would be winning the Agency of the Year, having won the same award last year.

The agency, which is reputed for its brilliant works across the continent, showed class once again by winning a total of 33 laurels at the event, including one gold, six silver, and 26 bronze medals. The Agency's creative campaigns for Nigeria's Telecommunication giant, Airtel, on Data extension and Smart Talk with titles such as Chores, Conditioning, Stew, Mechanic, Twale, and Boo became the centre of attention as they repeatedly won awards in both Social Media and Film categories. While the 'Chores and Conditioning' Airtel campaigns won the agency two Silver medals and two Bronze medals, respectively, in the Social Media and Film Categories.

In 2021, Noah's Ark's Airtel's 'Rainmaker' Ad For Airtel Emerged as the only Shortlisted Work Out Of Africa. The "Rainmaker" campaign, which was shortlisted in the Communication and Public services category.

The organizers noted that all the shortlisted entries, including 'Rainmaker,' have been carefully appraised and scrutinized by esteemed jurors through an online voting platform to meet the standards of rating required.

Since its launch, the Airtel "Rainmaker" campaign has generated several media reviews, editorials, and word-of-mouth conversation among TV audiences in Nigeria. The campaign recently won Gold at the 2021 edition of the Lagos Advertising Festival (LAIF) Awards. The campaign also won the maiden 'Authentic Africa story' category at the awards.

In 2022, Noah's Ark was yet again named the best Nigerian advertising agency at the 2022 Pitcher Awards. The agency said it garnered 29 laurels in different awards categories, winning one Grand Prix, one Gold, nine Silver, and 18 Bronze medals to emerge as the second most decorated agency in Africa and the agency of the year in Nigeria. Some of the agency's campaigns that won the laurels include Terrible Teens; a webcomic; Ten Commandments Ad, Rainmaker; Home Broadband Ghost for Airtel, Independence Candle; Airtel Family Plan-Know Your Size; and Detty December for Hypo Bleach, among others.

Sources close to Brand Communicator hint that the creative account of the telco company has now moved to The Hook and Insight Publicis while its media business which was with MediaReach OMD has now found home at Algorithm Media.

No sooner had the agency won the account than it began to paint the creative advertising scene with the 'red' colours of the brand, giving Nigerians more than what creative advertising is. It is with the Airtel Nigeria brand that the agency reinforced storytelling in creative advertising, a first in this market and arguably on the continent with its ad series on 'Data Is Life' featuring top Nollywood actors.

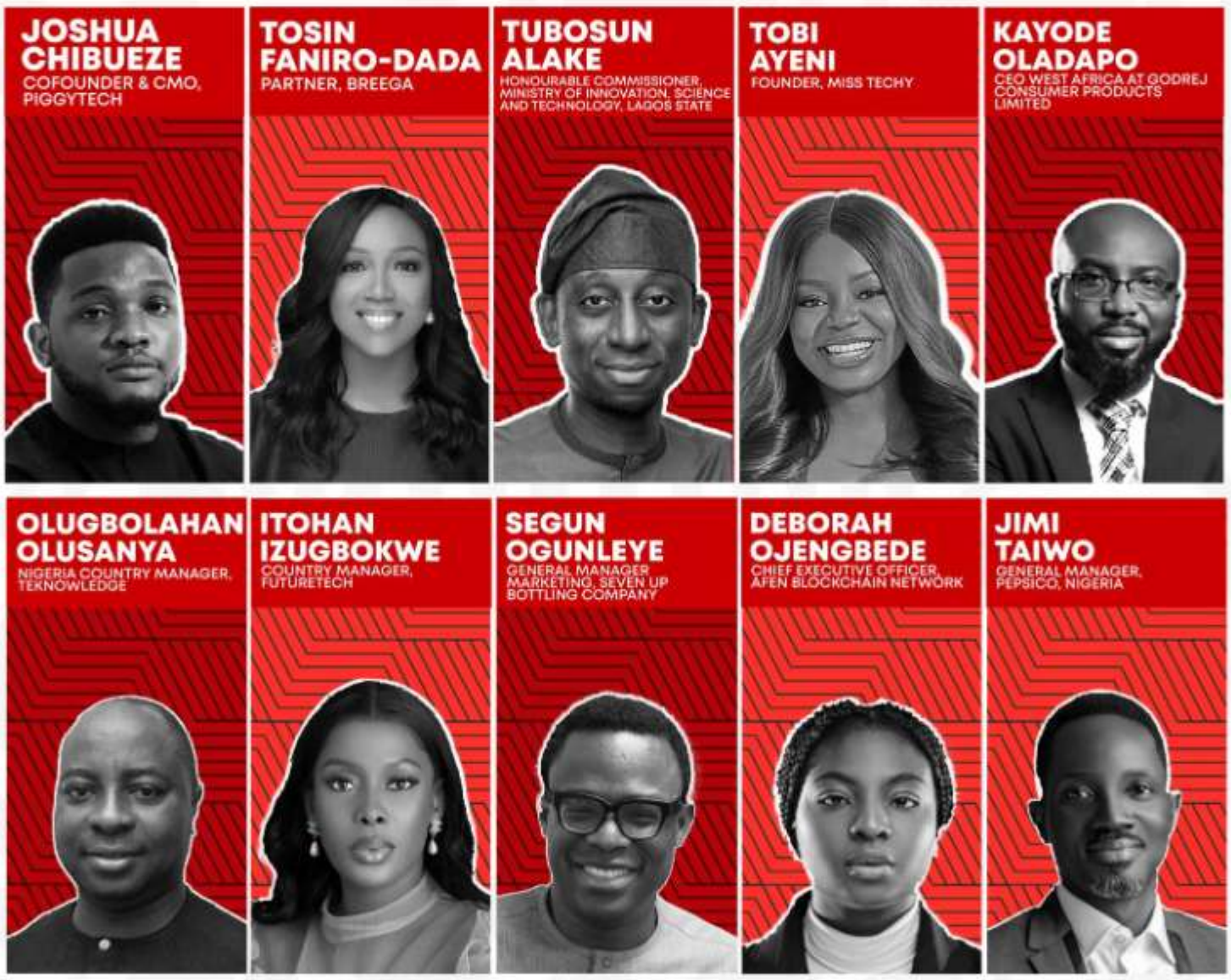
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INTERVIEW

At Hayat, We Remain Committed To Our Mission Of Providing Top-Quality Products For Nigerian Consumers – Latunji Motayo



Latunji Motayo,
Country Manager, Hayat Nigeria

By Jeremiah Agada

Mr Latunji Motayo recently assumed the role of Country Manager for Hayat Nigeria, becoming the first Nigerian to lead the multinational company's operations in the country. In this exclusive interview, Motayo shares his perspectives on his historic appointment, Hayat's commitment to developing local talent, the challenges and opportunities in the Nigerian FMCG sector, and his strategic vision for driving sustainable growth and innovation while fostering closer collaboration with stakeholders.

As the first indigenous Nigerian to assume this leadership position within the Hayat structure, how does this milestone show Hayat's commitment to inclusiveness and empowering its Nigerian workforce?

I am truly honored and excited to take on this important role within the Hayat. Nigeria is a key market for our global business, and the company has made substantial investments in our facilities and, most importantly, our people here. This appointment demonstrates Hayat's unshaking trust in local talents and local governance. It's also a firm demonstration of inclusiveness in the way the company operates and manage its business.

Of course, this appointment is not only a personal achievement but also a source of pride for all Hayat Nigeria employees. It motivates us to showcase our capabilities and participate in the company's success at the top level. Over the past eight years, Hayat has invested heavily in developing local talents, equipping them with in-depth knowledge of our products, systems, and processes. This strategic focus on talent development has been instrumental in promoting the company's growth in Nigeria and has paved the way for a local professional like me to assume the country leadership role.

Could you highlight the key factors that contributed to your selection for this role, and how your previous experiences have prepared you for this new challenge?

My complete loyalty to Hayat, commitment to success, taking ownership and responsibility were all pivotal factors in my selection. Throughout my career, I have been guided by the principles of responsibility, discipline, transparency, and action oriented. These personal values have underpinned my approach to work, and I have also instilled them in my teams as much as possible.

In addition, my attention to details and open mindset have been critical contributors to my professional journey. Ultimately, delivering your promises is paramount in any leadership role. The various key positions I have held along with its experiences have prepared me for this new challenge.

If I may digress a little, I can say that my colleagues are my family. If I evaluate my time daily, there is a battle between the time I spend with my colleagues and that which I spend with my family.

I enjoy good camaraderie with my team. We create time to come together and loosen up. We bond and try to understand each other more. This gives everyone a sense of belonging, and a sense of responsibility. Everyone must feel important because everybody is truly important. We recognize that each person here plays a crucial role in our success.

How do you plan to foster collaboration and synergy between the local Nigerian team and the broader Hayat HQ organization?

Fostering collaboration and synergy between our Nigerian operations and the broader Hayat HQ organization is deeply embedded in our daily operations. Having worked within this integrated framework for eight years, I aim to simply build upon it and strengthen the existing collaborative practices.

Maintaining firm alignment and seamless collaboration with the Hayat HQ will remain my top priority. By proving our capabilities and credibility, we will reinforce Hayat's trust in Nigeria.

Considering the evolving needs of Nigerian consumers, what strategies do you envision to drive innovation and introduce new products or services that cater to this dynamic market?

The Nigerian business landscape is undoubtedly challenging, with economic headwinds and numerous obstacles affecting the FMCG sector. At Hayat, we remain committed to our mission of providing top-quality products for Nigerian consumers. We have the consumer interest at the forefront of all our actions and decisions.

Across all our product categories, our brands are renowned for their superior quality and innovation, making them the preferred choice for Nigerian consumers. However, in the face of inflationary pressures, meeting consumer expectations in terms of pricing remains a significant challenge. We shall be creative in our approach to solving these difficulties, while we continue to drive revenue growth.

While price increases should always be a last resort, we are bent on offering the best value to our consumers consistently. Keeping our brand promises is also non-negotiable. Again, we acknowledge the tough economic conditions in Nigeria and its impact on all businesses, still, we trust in the recovery potential of our country so we will be patient. Our substantial investments in Nigeria underscore our long-term commitment to this market. We always focus on innovation. We shall continue to cater for the evolving needs of Nigerian consumers. This is our pledge.

Because we are a multinational FMCG organization operating in Nigeria, we think global and act local. Our strong network and innovative approach across the world guarantees our application of global best practices to solving local needs, optimally.

Talent development and succession planning are crucial for building a strong pipeline of future leaders. How do you plan to approach this aspect within Hayat Nigeria?

Once again, my appointment as the first Nigerian Country Manager is a strong demonstration of Hayat's trust in local talents. The company remains committed to supporting the professional aspirations of its employees. They provide the necessary resources and opportunities for continuous learning and advancement.

Talent development has always been deeply embedded in the company's framework for nurturing its human capital. Moving forward, we will heighten awareness of these opportunities among our Nigerian workforce, encouraging them to embrace a growth mindset and approach their roles with passion and dedication. Our employees have a clear vision of their career trajectories.

As the first Nigerian to assume this position for Hayat Nigeria, what message does your appointment send to other local talents within the FMCG industry?

As Nigerians, we are widely recognized to be ambitious people. Hard working and aspirational, particularly the younger generation. This inherent drive and energy make Nigeria an attractive destination for foreign investors, as ambitious professionals strive to excel in their roles.

However, there has been a perception and mindset that local talents may face limitations in ascending to the highest echelons of leadership within multinational corporations, especially in the presence of experts. My appointment sends a powerful message to aspiring professionals in the FMCG industry – that with dedication, loyalty, credibility, and a proven track record of performance, the path to the top is achievable.

We must also acknowledge and appreciate the investments made by these multinational corporations in Nigeria. It reflects their confidence in our nation's potential and its people. Companies like Hayat have shown this by entrusting local talents with leadership roles and providing opportunities for growth and advancement. They have also shown their commitment to creating a diverse and inclusive workforce that can drive sustainable success.

How would you assess the current competitive landscape in the Nigerian FMCG sector, and what strategies will you employ to position Hayat at the forefront of this industry?

The Nigerian FMCG sector has undoubtedly faced many challenges in recent years, leading some companies to restructure their operations or even exit the market entirely. The difficult business terrain, characterized by many factors which we all know, needless to list them out, has put immense pressure on the bottom lines of FMCG companies.

However, I can confidently assure you that Hayat has weathered these storms. Now, I assume this leadership role with modest expectations of economic recovery.

The current administration's economic reforms and policies appear to be yielding positive results, ensuring a conducive environment for business sustainability. This reassuring trend may encourage companies that had previously reassessed their investments in Nigeria to reevaluate their stance.

We remain resolute in our commitment to Nigeria backed by Hayat's trust in the Nigerian market. Like they say, "tough times never last, but tough people do". This is a good description of who we are.

How do you plan to engage with key stakeholders, including customers, suppliers, and government authorities, to further strengthen Hayat 's position in Nigeria?

My slogan will remain 'WINNING TOGETHER'. Nothing happens by chance in any sphere of life you find yourself – academics, career, relationships, etc., nothing happens by chance, you often get out of life what you put in it. I'm also a very strong believer in the law of harvest – whatever you sow, you will reap. Togetherness is very important in the way we think, the way we walk, the way we treat each other. It's very important, not only to our employees but to our business partners, stakeholders, and all third-party collaborators.

Fairness and transparency are at the core of our dealings with our stakeholders.

Nurturing close relationships with our stakeholders, including customers, suppliers, and government authorities, is paramount. We will prioritize an open communication system to ensure that our goals, strategies, and actions are clearly conveyed. Transparency will be a hallmark of our interactions, as we believe in building trust through honesty and accountability.

As a trailblazer in your field, what advice would you offer to other aspiring Nigerian professionals looking to assume leadership roles within multinational corporations?

For aspiring Nigerian professionals seeking leadership roles within multinational corporations, my advice would be as follows:

First and foremost, it is crucial to have a clear understanding of your organization's goals, objectives, and expectations in your local market. Embrace these wholeheartedly, internalize them, and align your actions accordingly. This orientation is essential for success.

Secondly, believe in yourself and believe in your capabilities. Cultivate self-confidence and pursue excellence until you reach the pinnacle of your career.

To be recognized and valued within a multinational corporation, it is essential to make your impact felt. Consistently deliver against your promises and always leave lasting impressions. Self-visibility and tangible contributions are key to advancement.

Credibility is paramount in the corporate world. Your words and actions must match and be consistent. Build a reputation for integrity, reliability, and trustworthiness. Credibility breeds trust, which is a cornerstone for corporate leadership.

Be loyal to your organization no matter the situation. Demonstrate your commitment to the company's vision and values through your actions and decisions. Loyalty and dedication are valued qualities of successful leaders.

Nigeria is a rich pool of talent, and I have had the privilege of working with exceptional professionals in the industry. You are a brand. Develop yourself and announce yourself.

Lastly, remember that success is a journey, not a destination. Continuous learning, adaptability, and a growth mindset are essential for navigating the ever-changing corporate landscape. Embrace challenges as opportunities for growth and remain resilient in the face of adversity. Before you know it, you will get there.



ZAMBIA KUCHALO!

X3M Ideas Zambia takes on Africa at the Pitcher Awards

By Jeremiah Agada

Zambia Kuchalo! From sports to creative advertising

In recent times, there has been a rallying cry that appears to herald a renaissance of the Zambian people. Indeed, Zambia is showing strong indications of a rebirth across various sectors – sports, entertainment, economics, and more. The female national team, the indomitable Copper Queens' beating all comers to secure qualification for the Olympics shows the country's sporting resurgence, while Zambian music and artists are gaining significant global recognition, showing the nation's cultural prowess. Economically, the Zambian Kwacha is currently among the best-performing currencies on the African continent and indeed the world, perhaps, signaling a burgeoning economic revival.

This sense of national rejuvenation has coalesced around the saying "Zambia ku chalo," which translates from the Bemba language to "Zambia to the world." This phrase, arguably popularized by Zambian artist Y-Celeb, has once again found expression at this year's edition of the prestigious continental showcase, the Pitchers Awards, where the biggest and best of Africa's creative advertising agencies battled for supremacy.

Representing the Zambian market and representing the spirit of "Zambia ku chalo" is X3M Ideas Zambia. In what can only be described as a historic win, agency's work for MultiChoice Zambia and Access Bank Zambia secured an unprecedented nine nominations at the 2024 Pitcher Awards. This, industry observers say, marks a much-deserved breakthrough for Zambian creativity on the global stage, even as X3M Ideas Zambia, etched its name in the annals of advertising excellence.

A breakdown of performances at the Pitchers shows that MultiChoice Zambia which is a leading entertainment provider in the country, dominated events at the awards ceremony with six wins across various categories X3M Ideas Zambia added to this triumph with an additional win. These victories not only celebrated the agency's creative prowess but also highlighted the exceptional quality of storytelling and brand communication that resonated with audiences across the continent.

Indeed, the triumph of MultiChoice Zambia, Access Bank Zambia, and X3M Ideas Zambia at the Pitcher Awards marks an important for Zambian creativity. It signifies a shift in the global perception of the country's creative industries, showcasing the talent, innovation, and cultural richness that Zambian creatives bring to the table. Beyond accolades; it serves as a powerful demonstration of the determination, and unbowed spirit of the Zambian people, who have long awaited their moment to shine on the world stage.

On the night when giants came out to slay, X3M Ideas Zambia took the aspiration of the Zambian people to the global stage, and though it may not yet be Uhuru for the Zambian market, it is safe to say that "Zambia Kuchalo" – or "Zambia to the world" – has indeed become a reality. The world has taken note, and the Zambian renaissance has officially announced its arrival on the international stage, paving the way for future generations to build upon this remarkable achievement.

Meet the Helms(wo)man at X3M Ideas Zambia

The victories at the Pitchers Awards represent the combination of countless hours of hard work, dedication, and an unyielding belief in the power of great ideas. Indeed, behind every award-winning campaign lies a team of passionate creatives, strategists, and industry experts who poured their hearts and souls into crafting narratives that resonate with audiences across the continent. However, a team is only as effective as its leadership, and X3M Ideas Zambia boasts a

In what can only be described as a historic win, agency's work for MultiChoice Zambia and Access Bank Zambia secured an unprecedented nine nominations at the 2024 Pitcher Awards. This, industry observers say, marks a much-deserved breakthrough for Zambian creativity on the global stage, even as X3M Ideas Zambia, etched its name in the annals of advertising excellence.



Adenike Odutola Managing Director, X3M Ideas (Zambia)

formidable force at the helm, guiding the agency's creative prowess and strategic direction.

Spearheading the charge is Adenike Odutola, the Marketing Communication Amazon, business leader, and trailblazing professional who serves as the Managing Director for South Central Africa, responsible for leading the strategic direction of the company, managing the day-to-day operations, and driving growth in the Southern African region. Her responsibilities extend to building and maintaining strong relationships with clients, partners, and other stakeholders, ensuring that X3M Ideas Zambia remains at the forefront of the industry.

With a wealth of experience spanning over a decade in consumer, new product, advertising, and brand development, Adenike's expertise extends across Nigeria, the Southern Africa region, and the rest of the continent. She embarked on her marketing and advertising career in client servicing at Rosabel Leo Burnett in Nigeria, but her trajectory has since moved her to lead multiple brands and advertising campaigns for some of the most successful brands, not only in Nigeria but across the African continent.

Her experience cuts across multiple sectors and industries, where she has managed not only multinational projects but also campaigns for some of the continent's top companies. Her versatility and adaptability have been instrumental in crafting narratives that resonate with diverse audiences, beyond cultural boundaries and capturing the essence of each brand's unique identity.

She has also served variously as a juror locally, continentally and global at such platforms as the Cannes Festival of Creativity as a PR Lions Juror, a grand juror at the AME among others.

Beyond the business of creative advertising, she is a staunch advocate for gender equality causes, particularly in the workplace. Her leadership at X3M Ideas Zambia has continue to serve as an inspiration to countless women aspiring to shatter glass ceilings and achieve their dreams.

At X3M Ideas Zambia, We encourage an environment of experimentation and innovation - Adenike

In the wake of X3M Ideas Zambia's resounding success at the prestigious Pitchers Awards, Adenike shared her insights on the factors behind the agency's stellar performance, the strategic vision that fuels their creative excellence, and the exciting growth trajectory that lies ahead.

When asked about the significance of their achievement, Adenike remarked, "This achievement is a testament to the hard work, creativity, and dedication of our entire team at X3M Ideas Zambia. Winning at the Pitchers Awards not only enhances and gives credibility to our reputation but also motivates us to continue pushing boundaries and delivering exceptional results for our clients."

Attributing the agency's creative success to a potent combination of factors, Adenike emphasized the role played by their talented team, streamlined processes, and nurturing culture. "We have a very talented team that brings diverse perspectives and innovative ideas to the table," she explained. "Our processes are designed to ensure creativity is achieved efficiently, while our culture insists on collaboration, continuous learning, and a passion for excellence. All these elements come together to make our creative achievements possible."

Cultivating and nurturing creative talent is a top priority for Adenike and her team. "We encourage an environment of experimentation and innovation," she said. "Our hiring is focused on finding people who not only possess the right skills but also fit our values and culture. We expose them to continuous training and development, fostering an atmosphere of growth and cross-pollination of ideas."

Adenike highlighted the agency's recent exchange programme between their headquarters in Lagos, Nigeria, and their Zambian office as a prime example of their commitment to fostering cross-cultural learning and strengthening the bond between their teams across different countries.

Discussing the strategic planning process that enables the agency to develop award-winning campaigns, Adenike who has been named among the top 100 Most Influential People of African Descent (MIPAD) emphasized the importance of a deep understanding of their clients' needs, goals, and target audiences. "We conduct thorough research and leverage data-driven insights to inform our strategies," she explained. "Collaboration is key; we involve our creative, strategy, and brand management teams from the outset to ensure a holistic approach."

The agency's victories at Pitchers have had a profound impact on employee morale and motivation, according to Adenike. "At the beginning of this year, we set audacious goals as a company, deciding to push our limits as we strive for trophies that would reflect our dedication, determination, and mindset shift. My team understood the assignment and went to work. Pitcher Awards is really a reward for hard work. It has significantly boosted my team's morale by validating their dedication and creativity, causing a sense of pride and accomplishment."

Adenike's role as the driver of the agency is concomitant to X3M Ideas Zambia's creative excellence. "My role is to set a clear vision and direction for the agency while building a culture that encourages creativity and innovation," she explained. "I prioritize open communication, collaboration, and empowerment, ensuring that every team member feels valued, supported, and most importantly, heard."

Striking the right balance between creative freedom and meeting client objectives and brand guidelines is a delicate dance, but Adenike has found the rhythm. "With my team and the clients we serve, I have come to understand that the right balance involves maintaining open and transparent communication," she said. "We invest time in understanding the brands, goals, and their business expectations. Within these parameters, we encourage ourselves to always do things differently. This is truly where co-creation comes into play, and a lot of times, we have to remind ourselves – client and agency alike – to always explore innovative ideas and solutions."

With this recent success, Adenike and her team are exploring several growth areas and service expansions beyond Zambia, their primary market in the South-Central Africa region. "Our focus includes extending our marketing services to other markets within the region, thereby broadening our reach and impact," she revealed. "We would also commence building our regional office with the necessary facilities and equipment to further build capacity and growth for the team."

Staying ahead of industry trends and changes in consumer behavior is a constant pursuit for X3M Ideas Zambia. "Staying ahead of industry trends requires continuous learning and adaptation," Adenike explained. "We have over 150 creatives within our group of companies, the majority of which are in Nigeria – the creative hub of Africa. There's been a spike in co-creation within the group, especially after our exchange program commenced; now, the teams across markets learn, share, and create together."

Adenike also emphasized the agency's investment in research to gain insights into emerging trends and consumer preferences, as well as their participation in industry conferences, workshops, and engagement with thought leaders to stay informed and inspired.











Looking ahead, Adenike outlined the agency's top priorities and goals for the next 12-18 months: "Our top priority is to continue delivering exceptional creative work, expand our service offerings as we solidify X3M Ideas Zambia's position as a leading creative agency in the region, delivering impactful and award-winning campaigns for our clients."

What clients Say

When it comes to assessing an agency's true capabilities and the quality of their work, few voices carry more weight than those of their satisfied clients. These are the individuals who have witnessed firsthand the agency's creative process, strategic prowess, and ability to deliver tangible results. Their perspectives offer an unfiltered, insider's view of what it takes for an agency to rise above the fray and cement its position as a true industry leader.

In this vein, Kalumbu Kearns, Head of Corporate Communications at Access Bank Zambia, and Mukuka Mulenga, Executive Head of Marketing at MultiChoice Zambia provided valuable insights on the trailblazing agency. These industry leaders also shed light on their experiences working with the agency, offering a glimpse into the factors responsible for X3M Ideas Zambia's exceptional performance.Their experiences, shaped by countless hours of collaboration, strategic planning, and creative execution, offer a unique perspective beyond the excitement of awards and accolades.



Kalumbu Kearns,
Head of Corporate Communications at Access Bank Zambia

She's a true leader - Kalumbu

Kalumbu described her collaboration with X3M Ideas Zambia as a journey of growth and challenge. "The experience has been both challenging and a process of growth at the same time," she reflected. "The strength has been the willingness to see the client's point of view and see how best to execute our needs, even when we are unable to due to budget constraints. There's even a way to make budgets work."

She commended the agency's leadership, specifically highlighting the management style of Adenike Odutola. "Nike knows just when to come in," she said, using Adenike's nickname. "She lets her team run with deliverables and lets them take the lead, trusts them, and comes in when required, but will take responsibility for the outcome. She's a true leader."

Kalumbu's observations about Adenike's impact on the agency's creative output and client service were equally positive. "Her team seems young and still growing," she noted. "Over the last year and few months, I see how the team members continue to grow. There's still room for improvement, but they are on the right trajectory."

Looking ahead, Kalumbu expressed her hopes for the agency's future, envisioning a "solid team, end-to-end, with the right focus and skill set. X3M could be the next force on the market."



Mukuka Mulenga, Executive Head of Marketing,
MultiChoice Zambia

Collaborating with X3M Ideas has been a pleasure - Mukaka

Mukuka Mulenga, the Executive Head of Marketing at MultiChoice Zambia, echoed similar sentiments, praising the agency's deep understanding of their business objectives and ambitious goals. "Collaborating with X3M Ideas has been a pleasure," he said. "They have a deep understanding of our business, objectives, and ambitious goals. An agency partner that comprehends the business challenge before diving into tactical executions is invaluable, and at MultiChoice, we're lucky to have them."

Mukuka highlighted two key strengths that set X3M Ideas Zambia apart: strategic insight and creativity. "Their strengths lie in two key areas: 1) Strategic insight. They are in tune with pop culture, adept at diagnosing problems, and clearly defining target audiences; and 2) Creativity at the core of their executions. They constantly push boundaries, exploring dynamic and striking ways to bring ideas to life. It's clear they believe in the power of creativity to solve business problems."

Reflecting on the agency's exceptional performance at the Pitchers Awards, Mukuka attributed their success to a combination of factors. "Clearly understanding the brief, asking us the right questions where clarity was needed, and a healthy dose of bravery – I believe the best creative comes from a place of boldness and bravery, and X3M Ideas have that in abundance," he explained.

Mukuka also praised Adenike Odutola's leadership style, describing her as a "selfless leader who lets his team shine and puts them in the forefront of client pitches and concept presentations." She added, "I can only admire that level of self-assurance. She holds her team accountable and seems pretty determined to instill a culture of excellence in her team – you see it in the output of the work."

Looking to the future, Mukuka expressed his hopes for the agency, stating, "For campaigns that drive business results, and win a few more Pitcher awards. Hopefully, we can showcase even more work coming from Africa to the rest of the world. I believe they're equal to the task and shouldn't rest on their laurels."

"This achievement is a testament to the hard work, creativity, and dedication of our entire team at X3M Ideas Zambia. Winning at the Pitchers Awards not only enhances and gives credibility to our reputation but also motivates us to continue pushing boundaries and delivering exceptional results for our clients."



Adenike's Visionary Leadership Has Been A Catalyst In The Rapid Growth Of X3M Ideas Zambia - Steve Babaeko



Steve Babaeko, Group Chief Executive Officer / Chief Creative Officer, X3M Ideas Group

As X3M Ideas Zambia basks in the glory of their triumph at the prestigious Pitchers Awards, Steve Babaeko, the Group Chief Executive Officer and Chief Creative Officer of X3M Ideas Group, the holding company for X3M Ideas Zambia, has lauded the agency's achievements, crediting Adenike Odutola's visionary leadership as a catalyst in their rapid growth and regional expansion.

Steve Babaeko highlighted Adenike's strategic foresight and innovative approach, which have transformed X3M Ideas into a regional powerhouse. "Adenike's visionary leadership has been a significant catalyst in the rapid growth of X3M Ideas, extending beyond Zambia to impact the entire South-Central Africa region," he stated.

Operating from the Zambian office, Adenike has assembled and guided a dynamic team of creatives who have successfully executed high-profile projects in countries such as Congo DRC, Mozambique, South Africa, and Zimbabwe. "Under her leadership, the team has navigated diverse markets and cultural landscapes, consistently delivering exceptional results and setting new benchmarks for excellence," Babaeko praised.

He also shed light on Adenike's superpower – her relentless determination. "She faces challenges head-on, never backing down until they are completely resolved," he said. "This tenacity not only drives her personal success but also inspires her entire team." Her unwavering courage and perseverance instill confidence and resilience in those around her, fostering a culture of strength and resolve that propels the team to achieve their goals.

Reflecting on the agency's outstanding performance at the Pitchers Awards, Babaeko expressed his admiration for the Zambian team's winning mentality. "With a winning mentality, there is no quitting until success is achieved," he stated. "The Zambian team has demonstrated exceptional dedication and effort, which made their outstanding performance at this year's Pitchers Awards unsurprising."

This achievement is particularly significant as it marks the first time any Zambian agency has won the award. "Their hard work and perseverance have truly paid off," Babaeko exclaimed. "Kudos to the team for embodying the X3M spirit of breaking records and setting new benchmarks for success. Their accomplishment not only highlights their talent but also inspires others to strive for excellence."

Babaeko also commended Adenike's integral role in shaping the vision and crafting the roadmap for achieving company goals. "This challenging role requires a steady hand, and she has successfully guided the enterprise for over five years," he said. "Her leadership has been pivotal in navigating the complexities of the industry, ensuring sustained growth and stability."

Emphasizing the agility and adaptability that sets X3M Ideas apart, Babaeko likened the company's approach to that of a startup, eliminating red tape and bottlenecks for swift and effective responses. "Whenever an interesting brief emerges anywhere on the continent, we can rapidly deploy top talents to collaborate with local teams and deliver the best solutions for our clients," he explained. "This strategy is akin to how Navy SEAL Team 6 is selected, ensuring that the most skilled and adaptable individuals tackle the most critical missions."

Looking to the future, Babaeko expressed confidence in Adenike and her team of young, talented advertising professionals. "Their innovative spirit and dedication position them for continued success in the industry," he declared. "Adenike will always have my unwavering support, and we will enthusiastically cheer and applaud her and her team's future achievements. Their journey promises to set new standards and inspire others in the field."

X3M Ideas Zambia: Beyond creativity, a culture of doing good

Beyond the excellence it brings to the business of creative advertising, X3M Ideas Zambia has undertaken some audacious projects that belies its above half a decade's foray into the ever-busy Zambian market.

Last year, the agency organized the X-Pitchathon, an initiative to empower Zambian entrepreneurs and startups across various industries. The competition provided entrepreneurs with a unique platform to showcase their ingenious innovations and business concepts while vying for a grand prize worth over USD 50,000.

Held in the vibrant city of Lusaka, the X-Pitchathon had winning businesses receive a grand prize worth over USD50,000, including a cash prize of over USD2,000, over USD40,000 worth of marketing, and over USD4,000 worth of business tools, while the Purpose Category – winner gets over USD1,000 in funding.

The Grand Prize was awarded to WildGrass POS, a software company with an innovative approach to point-of-sale solutions. Eskulu was recognized as the "Business with a Purpose" winner, emphasizing their commitment to making a difference in education with their online learning platform eskulu.com.

Both winners were also empowered with a 5G router, a laptop, and a Y'ello Biz subscription each, adding substantial value to their innovative endeavors. Among the outstanding finalists were Findit Technology, Kwelan Zambia, and ZStudy.

The X-Pitchathon competition represents X3M Ideas' dedication to illuminate the brilliance of Zambian innovators and equip them with the necessary resources to scale their viable businesses. The competition not only promises substantial funding to accelerate growth but also an invaluable opportunity to connect innovators with industry leaders, potential investors, and fellow trailblazers.

With MSMEs accounting for more than 90% of all businesses in Zambia and contributing to over 80% of the nation's employment, as well as a growing tech startup ecosystem, organisers say the event will further inspire innovative activities within the nation.

Steve Babaeko, the Founder and CEO of X3M Ideas, emphasised that the competition is more than just about prizes, but also about encouraging the ingenuity among young innovators. "X-Pitchathon embodies our resolute dedication to cultivating a thriving ecosystem for startups in Zambia. With this competition, we're not only providing a stage for these brilliant minds to shine but also offering the essential resources they need to turn their visions into reality. We're delighted that this event will redefine entrepreneurial resilience in the country," he says.

Recognising the significance of innovation and entrepreneurship in Zambia's economy, the X-Pitchathon comes as part of X3M Ideas Zambia's five-year anniversary celebration. The initiative, organisers say, is a concrete step towards supporting startups that have been in operation for under five years, channeling their potential into tangible success stories.

"At this event, we will witness firsthand the bubbling entrepreneurial and startup ecosystem dominated by Zambia's most brilliant minds. We are inspired by this relentless zeal to develop business ideas and embrace innovation to solve problems," enthuses Adenike Odutola, Managing Director of X3M Ideas Southern Africa. The competition, she added, offer innovators and entrepreneurs a coveted chance to showcase their vision to a distinguished panel of judges and a global audience.

In addition to the X-Pitchathon, X3M Ideas Zambia has also demonstrated its dedication to corporate social responsibility through initiatives that directly benefit local communities. For the agency's 4th year anniversary, it took up the responsibility of beautifying the Kalundu Police Post premises in Lusaka.

"As a business and member of the Kalundu Community, this project is a token of our appreciation to the dedicated Kalundu Police Force," Adenike explained.

Through this initiative, X3M Ideas Zambia contributed to the physical improvement of the police post's facilities while creating a stronger relationship with the local community and law enforcement agencies. Through this, the agency has also demonstrated its commitment to being an active and responsible corporate citizen, dedicated to making a positive impact on the communities it operates in.

This commitment to corporate social responsibility extends beyond mere charitable activity; it is an inherited trait from its holding company that has both won the agency accolades outside the creative advertising system, as well as earned it the soft spots of its host community and operating countries as well. It is deeply ingrained in the agency's core values and permeates every aspect of its operations. X3M Ideas Zambia recognizes the importance of creating shared value, where business success is intertwined with the well-being and prosperity of the communities they serve.

These noble efforts are an inspiration for other businesses to follow suit, an encouragement to prioritize corporate social responsibility and actively participate in initiatives that positively impact their communities.

Beyond the business of creative advertising, Adenike Odutola is a staunch advocate for gender equality causes, particularly in the workplace. Her leadership at X3M Ideas Zambia has continue to serve as an inspiration to countless women aspiring to shatter glass ceilings and achieve their dreams.

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 crammed into a school syllabus to make sure a 3-year course becomes the 4 we've all been used to.
Until now.

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 at **X3M**?
...at least without us having to explain too hard.

Finding X is our new proprietary tool geared towards helping brands seek and find their best place in culture and the larger world. Beyond that, Finding X seeks to not only help brands find their difference but ensure that that difference is actually outstanding.
Finding X is some sort of formula we've concocted over many months of deliberation, many sleep-overs at work, many heated arguments in the boardroom that nearly turned into full on fights, and many prolonged spells of constantly making the life of all strategists within our agency a pleasurable hell. The 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 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 master-pieces in execution?

Just how eager are you to get with a young agency with nothing but grit, optimism and a relentless desire to make your brand matter in the market place of clutter? More importantly, for how long can you hold off this desire to be great? How long will you hold off on partnering with a like-minded agency that shares your brave spirit? Now rather than later we say.
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.
Visit x3mideas.com or email info@x3mideas-ng.com

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BRAND FEATURE

Golden Penny Fetes About 20,000 Children And Families On Children's Day



By Usukuma Ntia

The leading food brand from Flour Mills of Nigeria, Golden Penny, made good on its promise to give children across Nigeria an unforgettable Children's Day celebration. Over the course of three fun-filled days from May 25th to 27th, about 20,000 children and families turned out for the Golden Penny Kids Carnival events in Abuja, Lagos, and Ibadan.

The festivities kicked off on May 25th at Magic Land Park in Abuja, where kids were greeted by colourful decorations, lively music, and gift packs of their favorite Golden Penny products like Noodles, Chocoh, Amazing Day, Spread, and Golden Bites. The park was transformed into a children's wonderland with game booths, dance competitions, magic shows, and more.

Devlin Hainsworth, the Director of Foods and Commercial at FMN, shared insights on the reason for the celebrations. According to him, celebrating Nigeria children is a reflection of what Golden Penny brand stands for in all its portfolio of offerings, which embody its great quality, substantive value, and great functional and nutritional benefits.

He emphasized Golden Penny's steadfast commitment to consumer's well-being, citing the event as a reaffirmation of the brand's distinctive identity centered on nourishing the nation with quality food products. He said there is no better way of expressing appreciation to consumers than leveraging a special day in the lives of their children to celebrate them through the Golden Penny Children's Day fest.

Oluwatooni Odewole, Innovation Commercialisation Manager at Golden Penny, also spoke about the event, explaining how it reinforces the brand's core mission of providing nutritious food daily. She expressed excitement at the massive turnout, noting that the event demonstrates the company's dedication to positively impacting consumers' lives through both nutrition and entertainment.

"We had such an amazing time! The Golden Penny team really went all out," said Blessing Ohagenyi, an Abuja mother of three. "My children loved the occasion and they got to sample some delicious new Golden Penny products. It was the perfect way to celebrate Children's Day." The following day, the carnival rolled into Lagos at the Johnson Jakande Tinubu (JJT) Park. The park was packed with families eager to join in the fun. "I'm so impressed with how well this event was organized. As a working mom, it's hard to find quality family time, but Golden Penny made it truly special," said Lagos resident Amara Okonji. "We'll definitely be coming back next year!"

The final stop on May 27th was Agogi Gardens and Park in Ibadan. After hugely successful events in Abuja and Lagos, anticipation was high and the Golden Penny team did not disappoint. Oladipo Omoniyi, a father of two from Ibadan, summed up the event: "You could feel the joy in the air. Golden Penny created a safe, fun environment for families to come together and just be kids again, even us adults! It was an incredible way to celebrate our children."

Across the three days, the foremost home of a good food company treated children and their families to a plethora of engaging activities. Highlights of the activities included a bouncing castle, dance competitions, face painting, and a variety






























Golden
Penny






Nurture
Amazing







Nutri-Milk Super Kids Hosts Children To Unforgettable Cinematic Experience, Gifts & Games



By Jeremiah Agada

Super Kids, a product line of Nutri Milk, leading other milk drink brands celebrated kids collectively in grand style with an unforgettable cinematic experience, games, music, food, and drinks in commemoration of this year's Children's Day celebration in Lagos and Abuja.

Hundreds of excited children from over 40 schools across the two locations were hosted at the lavish SilverBird Cinemas in Banex Mall, Lekki, Lagos and in Jabbi Lake Mall in Abuja.

In addition, at this event, young guests and others were also treated to fun-filled games where exciting gifts and prizes were won. All the children in attendance received special gift packs courtesy Super Kids brand.

As part of sensational trills planned for the children and in the presence of approximately 30 parents, in attendance was popular Child actor Diana who entertained guests along with the emerging young winners of social media challenges who won exciting prizes from the online activities.

On the company side, commenting on the rationale behind this grand celebration, Rohit Prakash Gupta, the Marketing Director of CWAY Group, revealed that CWAY is a family-centric company, and children form a vital part of their core audience. As such, creating and curating memorable experiences that deeply resonate with consumers is paramount.

"Whether it's for our other premium brands or Super Kids tailored for the little ones, we remain steadfast in our pursuit of producing only quality products. Celebrating children on their special day is not merely an obligation but a heartfelt tradition, as it allows us to immerse ourselves in their joy and become children ourselves, if only for a fleeting moment," Rohit remarked.

Tope Sule, Brand and Marketing Manager for the Nutrimilk and Super Kids product lines, also shed light on the decision to fete children with a cinematic experience. "Innovation has always been the hallmark of CWAY and the Super Kids brand," Sule stated.

"To us, we are about constant innovation, and you can see that in our products as well. We have different flavours of our brands, and we constantly improve on quality and flavours. While traditional Children's Day celebrations often revolve around visits to amusement parks, we decided to curate a truly immersive and unforgettable cinematic experience for our young guests"

He added, "Most of the time, we think of cinemas as an adult activity. So this is more like a cinema date for the kids, bringing them out to have fun beyond what they are used to. I'm sure that for many of the kids here, this is something they will never forget for a very long time."

Tope Sule also explained the rationale behind holding the events simultaneously in both Lagos and Abuja. "Today is Children's Day, as we know, and it's a very significant day for kids all over Nigeria and the world. It's the perfect time for us as a brand to celebrate them."

"Beyond this, we do school activations, where we go to schools and engage them in some activities and introduce our products to them. So beyond just selling, we want them to have the experience and enjoy; we want to celebrate kids. Children's Day is all about celebrating kids, so to us, today is all about celebrating the children."

"And on why we are doing this in Lagos and Abuja is that this is the first time we are doing something like this, and I don't think any brand has done something of this nature. The plan is for us to also continue to do more of this around Nigeria. Lagos and Abuja are some of our biggest markets, so this is just a start for us. We do other activities in other states. Beyond this, we are giving out movie tickets in different malls to children today and tomorrow, so the kids that come to these cinemas will win our tickets," he revealed.

"Whether it's for our other premium brands or Super Kids tailored for the little ones, we remain steadfast in our pursuit of producing only quality products. Celebrating children on their special day is not merely an obligation but a heartfelt tradition, , as it allows us to immerse ourselves in their joy and become children ourselves, if only for a fleeting moment,"














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INDUSTRY FEATURE

2024 NPRW: Expert Advocates Ethical Guidelines For AI Usage In Public Relations

The Chief Executive of Cihan Media Group, Mr. Celestine Achi has called for an ethical guideline document for the usage of Artificial Intelligence (AI) in the practice of Public Relations to enhance the professionalism of PR practitioners.

Mr Achi said this at the just concluded maiden edition of the Nigeria Public Relations Week (NPRW), hosted by the Nigerian Institute of Public Relations (NIPR) Ogun State Chapter.

He pointed out critical areas for NIPR to establish guidelines for the ethical use of generative AI by PR professionals to prevent misuse and uphold ethical standards.

During his presentation, themed "AI and the Future of Public Relations," he underscored the transformative potential of AI in enhancing the efficiency and effectiveness of PR practices.

He emphasized that AI poses a threat only if its benefits are ignored. Drawing parallels with the UK's adoption of AI in journalism, he highlighted how embracing AI can prevent job losses and augment the PR profession. "AI is not here to replace us but to complement our work," Achi stated, urging reporters and PR professionals to integrate AI into their workflows.

According to him, "the conversation around AI in PR is multifaceted, involving the mastery of language and storytelling skills, and the deployment of AI for tasks like detecting fake news and deepfakes."

As PR professionals navigate the evolving landscape, Achi outlined the role of AI in providing chain prompting, setting the tone, and conducting sentiment analysis. He called for the development of policy frameworks to manage the integration of AI in PR, ensuring that attribution in reporting is maintained and the future of AI is shaped responsibly.

During his address, Dr. Ike Neliaku the President of NIPR commended Ogun State Government and the chapter for contributing to the success of the week-long event. He also commended the outstanding contributions of Dr. Fassy Yusuf, a Veteran PR practitioner and former Commissioner of Information in the state for his dedication and exceptional performance which significantly impacted the development of public relations in the country.

Furthermore, the president extended his appreciation to the organizers of the PR Week event. Their unwavering commitment and meticulous planning were instrumental in the success of the program's inaugural edition.

Dr. Neliaku also took a moment to recognize other veteran and PR experts who attended the event, showcasing their passion for the field despite their advanced age.

According to him, Ogun State emerged as the official host of the first NIPR Week from a competitive selection process, with several states vying for the honour. The state's rich history and crucial role in the evolution of Nigerian politics and journalism informed its choice.

"It is a state that has been at the forefront, leading in various capacities, and it is only fitting that it leads once again in hosting this landmark event," he said.

Dr. Neliaku spoke on the multifaceted nature of PR, extending beyond traditional boundaries to encompass all forms of communication, including singing. "Singing, much like any form of communication, is an integral part of public relations. It's about



conveying a message, evoking emotions, and fostering connections," he explained.

The NIPR President further emphasized the centrality of reputation, which he described as the "core asset of every human being."

He argued that managing one's reputation is not merely a management function but a leadership one, critical to personal and professional advancement.

"As we embark on this week-long celebration and introspection of our profession, let us remember that public relations is the key to unlocking potential, bridging gaps, and building a legacy. Without a carefully managed reputation, one cannot hope to achieve lasting success," Dr. Neliaku stated.

The event witnessed the inauguration of the Institute's first batch of 'Young Professionals' to foster and develop the next generation of professionals within NIPR.

Also at the event, Governor Dapo Abiodun of Ogun State donated a befitting office building and a brand new bus to.the Ogun State Chapter of the Nigerian Institute of Public Relations (NIPR)

While emphasizing the significant impact of Public Relations in molding public opinion on governance and policy, Governor Dapo, who served as the chief host of the event, assured that his office and bus pledges will be redeemed within a week

"Public Relations is instrumental in shaping the narrative around governance and government initiatives. It is only fitting that we equip the NIPR with the necessary tools to continue their important work," he stated.

ASP Stakeholders Forum: We Are Not Regulating To Strangulate The Industry, Says ARCON DG



Experts have called for collective vigilance from industry players to maintain and even exceed the professional standards set out to achieve in the advertising industry in Nigeria.

They made the call in their various presentations at the Advertising Standards Panel (ASP) Stakeholders' Forum held recently at Sheba Event Centre, Ikeja Lagos. The Forum was organised by ASP, a statutory organ of the Advertising Regulatory Council of Nigeria (ARCON).

Speaking on the importance of collective vigilance in the advertising industry, the Director-General of the Advertising Regulatory Council of Nigeria (ARCON) Dr. Olalekan Fadolapo said that the sweeping reforms in the advertising industry are not regulating to strangulate advertising practitioners but to avoid casualties in the industry.

While explaining the aim of the Forum, Dr. Fadolapo said that it was put in place to discuss responsible advertising as regards statutory regulations to avoid security and other issues that could arise from any irresponsible communications.

He noted that the one-day event was not the end of the conversation but a continuous one, in his words, "Although this may be a one-day event, the forum is a continuous conversation. We are poised to enhance the level of compliance in advertising with continuous conversations. If you still want to get answers or more clarity, we are available."

He expressed appreciation to all attendees which include, Alhaji Bello Kankarofi, former ARCON Registrar; Idorenyen Enang, President of the National Institute of Marketing of Nigeria (NIMN); Osamede Uwubanmwen, President of Advertisers Association of Nigeria (ADVAN); Tolulope Medebem, President, Experiential Marketers Association of Nigeria (EXMAN); Other sectorial group president and experts at the event.

Also speaking at the event, Barr. Charles Odenigbo, a legal expert spoke elaborately on compliance with the ethical code and law of advertising. He said, "Ignorance of the law is not an excuse, when you are in doubt, consult your lawyer. We cannot leave this place without talking about the law. The law has come to take its stand and whatever we do today must be guided by the law and the law is very clear, beware of section 34 of the new Act, and be mindful of sections 54 and 57 of the Act. Be very familiar with sections 60 to 63 of the Act, and be familiar with the code of advertising if you are in doubt get a lawyer to distill the provisions and guide you.

"We have to leave this place with the knowledge that unwholesome advertisement, advertising and marketing communication must be brought to an end in this country. The digital platforms and traditional media (newspapers) are not excluded. The advertisers are the ones that stand to benefit most and the media, and the advertisers are the greatest beneficiaries, but the media and the advertisers are the greatest violators. I hope that before we leave this place today, we will address this matter."

The event featured keynote presentations by two top female industry players. The first keynote address was presented by Omwunmi Owodunni, Chairperson, ASP on "Ethical Advertising Practice: Things to Avoid in Marketing Communications" and the second paper presented was by Martha Ugbomma Onyebuchi, Director of Regulations, ASP on "Nigerian Code of Advertising: Vetting Processes and Procedures"

During her presentation, Omwunmi Owodunni stressed, "Ethics is about doing the right thing, doing the right thing is being responsible for the progress of the industry. We make Nigeria and the world a better place by choosing to do the right thing."

She calmed the rising fears in the hearts of creatives that the law may stifle creativity, stating that it was rather to guide it on the right path, in her words, "Ethical advertising practice is not to kill creativity but help guide it in the right path, when you are in the creative space you may say let's just get creative, don't say I want to tap into current trends, creatively speaking you may be correct. However, we must be sensitive to our culture, to our laws, even with the freedom to create we should not rub mud on our culture or elders' eyes."

The ASP Chairperson noted that ASP through the ethical law is trying to create jobs for the local talents and promote the image of Nigeria.

Omowunmi said, "It is so easy for us to go out of Nigeria to get professionals in quote. But we must groom our local talents to become professionals.

We must groom our upcoming young talents so they can hold their own on the international front, and become global professionals that can thrive in the world markets. And this starts with us patronizing local talents, local voiceovers, local locations and all the necessary things that help us project Nigeria, Let's do something that speaks to the national pride of our country."

AGENCY FEATURE

LEEDS PRODUCTION
LET'S TELL YOUR STORY

Unwavering Commitment To Creativity And Excellence



Brenda Nwagwu, Managing Director, Leeds Production



Oladunni Olaifa, GM Marketing, Leeds Production

Leeds Production, the exclusive media sales representative for Disney's Starlife in Nigeria and Ghana, has established itself as a top-tier content marketing company renowned for its exceptional strategic thinking and creative approach to delivering successful campaigns. Since its inception in 2009, this indigenous brand has consistently broken new ground in the marketing and communications industry, pushing the boundaries of innovation and excellence

Specializing in communications, broadcast content marketing, and content production, Leeds Production has carved a niche for itself as a leader in the industry. Its areas of specialty include communications, broadcast content marketing, and content production. The company's expertise extends to providing world-class media solutions and shared value through capabilities and innovation refined over decades.

StarLife, the channel represented by Leeds Production, is a testament to the company's commitment to excellence. Available on channels 167 on DSTV, 31 on GOTV, 500 and 550 on Startimes, StarLife showcases the very best family dramas, celebrity dance shows, and blockbuster movies from its famed library of A-List Bollywood movies. The channel's launch series, including "Forever Yours", "Not Without My Family", "Game of Love", and "Waiting for Love", set the tone for the high-quality entertainment that viewers have come to expect from StarLife.

One of the unique features of StarLife is its ability to keep viewers engaged with stories that run for months or even years. For instance, the season of "Not Without My Family" had 2072 episodes, with two episodes airing daily, six days a week, making it a two-year-long series. This format has proven to be a hit with audiences, who are drawn to the captivating storylines and memorable characters.

Bollywood songs and dances are an integral part of StarLife's programming, with many viewers in Nigeria and Ghana still enjoying the classic Bollywood movies from the eighties and early nineties. The channel's modern settings, storylines, costumes, and props, as seen in "Not Without My Family" and "Game of Love", have resonated with audiences. The presence of popular Bollywood personalities such as Salman Khan, Kareena Kapoor-Khan, and Priyanka Chopra has added to the channel's appeal.

In addition to its drama series and movies, StarLife also offers a range of reality TV shows and diverse movies, including "Let's Dance" season 8, which has been well-received by viewers. The channel's ability to cater to diverse tastes and preferences has made it a household name in Nigeria and Ghana.

The driving force behind Leeds Production's success is its Managing Director, Brenda Nwogwu, a seasoned entrepreneur and communications specialist with over two decades of experience across the Marketing Communications, Financial, and Technology sectors. Brenda's expertise extends beyond her role as Managing Director, as she has also consulted and provided training on various topics such as audience measurement, communications strategy, media planning, and buying in the digital age. Brenda's commitment to diversity and inclusion in the workplace has earned her recognition as a strong advocate for women's empowerment and young professionals' development. Her passion for empowering emerging talent and creating opportunities for their success has made her a role model in the industry.

Brenda's vision for Leeds Production is to continue to drive growth and progress in the industry, with a focus on sustainability and knowledge sharing. Her commitment to re-inventing the company to remain relevant and building a profitable and sustainable business is a testament to her leadership and expertise.

In conclusion, Leeds Production's unwavering commitment to creativity and excellence has made it a leader in the marketing and communications industry. With its expertise in communications, broadcast content marketing, and content production, the company continues to deliver high-quality campaigns and media solutions to its clients. As a testament to its success, StarLife has become a household name in Nigeria and Ghana, offering a range of programming that caters to diverse tastes and preferences. With Brenda Nwogwu at the helm, Leeds Production is poised for continued growth and success in the years to come.

Brenda's vision for Leeds Production is to continue to drive growth and progress in the industry, with a focus on sustainability and knowledge sharing. Her commitment to re-inventing the company to remain relevant and building a profitable and sustainable business is a testament to her leadership and expertise.

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STARS & BRANDS ON PARADE TO CELEBRATE A DECADE OF CREATIVE EXCELLENCE

SPECIAL FOCUS

Stars & Brands On Parade To Celebrate A Decade Of Creative Excellence



By Jeremiah Agada

The 10th AMVCA

The much anticipated 10th edition of the Africa Magic Viewers' Choice Awards has come to an end following an exciting and star-studded two-day celebration. This year's edition was held on May 10 and 11, 2024, featuring a series of events, the highlights of which include the Young Filmmakers Day, the Cultural Day Celebration, and the main Awards Night.

These events saw the African film and television industry come together to honour outstanding talent and creativity in the industry. From gripping performances to captivating storytelling, the awards truly showcased the best of African cinema.

The awards night was hosted by ace presenter IK Osakioduwa, with notable industry personalities including, Richard Mofe Damijo, Joke Silva, Kehinde Bankole, Wale Ojo, Funke Akindele, Ireti Doyle, Shaffy Bello, Esther Idowu Philips aka Iya Rainbow, Femi Adebayo, Odunlade Adekola, Tobi Bakre, Layi Wasabi, Toyin Lawani and a host of others in attendance.

Commenting on its 10th edition, Dr Busola Tejumola, Executive Head of Content and Channels, West Africa, MultiChoice, said, "The Africa Magic Viewer's Choice Awards was created to honour exceptional achievements in television and film across the continent and we are excited to have been able to keep that fire burning through 10 editions.

"Year after year, we have received numerous entries and can attest to the growth in the quality of submissions with each edition. While this year's edition is a milestone edition as it is the 10th, it is also a testament to the growth the film industry in Africa has experienced.

"We congratulate all the winners and nominees who have put in the incredible work. We'd also like to say a big thank you to everyone in the African film industry. You have all made us proud."

This year's edition had 28 categories, with 17 non-voting and 9 audience voting categories, and the winners were selected by a jury led by ace filmmaker and head judge, Femi Odugbemi.

Some of the highlights from the awards included Breath of Life and its five wins of the night including Best Movie, Wale Ojo as Best Lead Actor for his role in the movie, Demola Adedoyin and Genoveva Umeh as Best Supporting Actor and Actress, and BB Sasore as Best Director.

Kehinde Bankole bagged Best Lead Actress, making it the second time she has won this award following her win in 2015 for her role on October 1. Iya Rainbow and RMD were the recipients of this year's Industry Merit Award and Chimezie Imo was the recipient of this year's Trailblazer Award.

Brands On Parade

On the night that stars came out to shine, Brands also took to the capet to show the stuff they were made of. Seven Up Bottling Company (SBC) with its brands, Pepsi and Supa Komando ensured that the two day event was not without the

RED CARPET















intrinsic refreshing taste of cola from its Pepsi brand, and the will to 'Power On' with the supercharging energy drink brand, Supa Komando.

As it has consistently done over the years, Pepsi Naija creates its own show within the main event to give, without fail, an unforgettable and unique feel for the yearly event. Pepsi took things a notch higher with the "Pepsi Comfam Gbedu Reloaded!" The brand masterfully fused nostalgia with contemporary vibes with a lineup of artists who embodied Africa's rich musical heritage alongside its modern sounds. After over two decades, Shaffi Bello and Seyi Sodimu – both blasts from the past – took the live audience at the Eko Convention Centre and millions of viewers across the globe on a nostalgic journey with their iconic hit "Love me Jeje." Adding an authentic African feel, the legendary Awilo Longomba brought his unmistakable Soukous rhythms and irresistible dance moves to the stage, leaving a lasting impression.

Injecting the night with irresistible energy was our very own evergreen, ever-relevant, and ever-on-point Kcee, the "Ojapiano" master. Chike, the Afrocentric sensation, and Adekunle Gold further elevated the experience with their unique musical styles. Curating the beats and keeping the crowd grooving throughout the night was none other than DJ Spinall, the Pepsi Music DJ ambassador, who had just returned from his triumphant performance at the iconic Coachella festival. For Supa Komando, Energy Gad, Do2tun, Erica Nlewedim, Saskay, and Cross Da Boss among other ambassadors were on the ground to make the show even more livelier.

Mega seasoning brand, Onga stole the show especially on the Cultural Night of the AMVCA with its bespoke Onga Village. Anchored by the multi-talented Bisola Aiyeola, the event brought together notable members of the entertainment industry with guests adorned in stunning traditional African attire and showcasing the continent's diverse cultures.

The feast featured a delightful array of meals like 'Ongalicious' Jollof Rice, Onga's Signature Smokey party Jollof rice, to 'Abula, , Miyan Kuka, kunu, and Egusi' soups representing favourite meals from the Western, Northern, and Eastern parts of Nigeria.

Delicious delicacies from other parts of Africa were also featured on the menu as guests also got to enjoy 'Banku' from Ghana; Pilau Rice and Braised 'Tozo' from Kenya, and Beef 'Matoke' from Rwanda. The mouth-watering culinary experience provided a rich tapestry of tastes and aromas that were savoured by all with great delight. Onga played a pivotal role as the headline sponsor, ensuring the event was a resounding success.

Guests were also entertained with traditional games and other fun activities. The traditional ambiance of The Onga Village gave meaning to the celebration of African Culture. Performing artiste, Segun Johnson's electrifying performance, tagged the Onga Moment, left guests enthralled throughout the event. His captivating medleys added an extra spark to the already vibrant event.

Interswitch's Quickteller and Verve were also on parade, contributing to making the two days of the event one that will remain memorable for a very long time in the minds of the thousands that make up the audience and the millions that were the viewers, globally.

In a display of their ongoing commitment to supporting African creativity and celebrating the continent's rich heritage, Verve and Quickteller proudly sponsored the 10th Africa Movie Viewers' Choice Awards (AMVCA). Verve, Africa's leading payment cards and digital tokens brand, and Quickteller, a top-tier consumer digital payments platform, demonstrated their dedication to the creative industries through their support of this prestigious event.

Verve's sponsorship of the highly coveted Best Lead Actor category shone a spotlight on the exceptional talent of Wale Ojo, who claimed the award for his captivating performance in the critically acclaimed film "Breath of Life." Meanwhile, Quickteller lent its support to the Best Supporting Actress category, where the talented Genoveva Umeh emerged victorious, her remarkable portrayal in the same cinematic masterpiece, "Breath of Life," earning her well-deserved recognition and accolades from her peers and audiences alike.

Indomie Relish was not late to the party as it came with the Relish Experience. The Relish Experience kicked off with a burst of colors and culture at the Cultural Night. Attendees were treated to a tantalizing array of sights showcasing the richness of African culture. The environment was electric as attendees danced, mingled, and savored the flavors of Indomie Relish.

But that wasn't all, as Indomie had more surprises on their menu. They upped the atmosphere with their booth, which became one of the hottest spots at the event. Attendees flocked to the Indomie Relish booth for the relish experience with the delectable host, Oyinademii, playing games such as Ludo, and having loads upon loads of fun. Come the day of the event, stars graced the red carpet in their finest attire to celebrate cinematic excellence and were interviewed by JayOnAir at Indomie's booth, while Indomie Relish added an extra dash of flavour. From its Seafood and Chicken Extravaganza flavour to the new Indomie Relish Beef flavour, everyone indulged in the relish experience.

You would think that after the main show, Indomie Relish would give way for other brands at the AMVCA After Party…that was not to be. Instead, it became the life of the party, adding a touch of gourmet and pizzazz to the glitz and glamour of the evening. Celebrities, influencers, and everyone else partied all night, accompanied by the relish experience that came with delicious Indomie Relish flavors that kept being rushed and getting served back to back.

Other brands on display on the nights of the AMVCA include the headline sponsor, Amsmtel Malta, Hypo, Lush Hair, Legend Twist, Tecno, Nivea, Tiger Beer, Goldberg Black, Jameson, Showmax, among others.

The AMVCAs Beyond Rewarding Excellence

AMVCA has made substantial economic contributions that continue nourishing and nurturing the African film ecosystem. According to the first impact report of the annual awards published in 2023, over 27,000 jobs have been created by the AMVCA since its inception in 2013. The report also states that over 3,000 direct and indirect jobs are created each year during the award ceremony. These include jobs in event management, set design, art direction, technical crew, fashion design, makeup, hair, photography, public relations, and more.

The 10th AMVCA saw a lineup of A-list sponsors such as Amstel Malta, Pepsi, and Onga Seasoning, including first-time sponsors such as Martell and Nivea. Their contributions to the event, including their showcase on the Cultural Day, contributed not just to the ambiance and reputation of the event but also resulted in job creation creating a multiplier effect. The 10th AMVCA had 18 sponsors who in one way or another employed no fewer than 10 people to make their presence at the Cultural Day and Award Night a success.

Apart from the obvious employment contributions, AMVCA has also acted as a significant catalyst for economic growth in Africa's film industry. The direct sector beneficiaries include actors/actresses, filmmakers, screenwriters, cinematographers, editors, production designers, sound designers/engineers, composers, marketers, and so on.

Another remarkable impact of the AMVCA is the increased recognition and exposure of African films on the global stage. This has created new opportunities for co-production, collaboration, and distribution deals with major players in the film industry. This has also resulted in a surge of production activities, leading to income generation from actors, filmmakers, crew members, and supporting industries such as catering, logistics, equipment rentals, stage building and management, etc.

African designers, musicians, and artists have also found new avenues to showcase their talents thanks to the positive ripple effect caused by the ever-growing influence of African films on the international community.

The AMVCA has over the years played a significant role in the promotion of tourism and destination marketing across the African continent. Apart from the stories the nominated films portray, the viewers are also exposed to Africa's cultural richness and historical landmarks, sparking the curiosity and interest of potential tourists.

The Africa Magic Viewers' Choice Awards continues to move on an upward trajectory in its mission to showcase the richness of our cultures and talents to the world through African films. Looking ahead, there is an anticipation for increased commitment towards accelerating the socio-economic impact of the sector. This entails fostering talent, broadening industry exposure, and attracting investment. With Africa currently contributing only 1% to the global creative industry valued at $2.2 trillion, there is a pressing need for stakeholders to support the AMVCA to bridge the financial disparity between Africa and other continents.








pepsi Naija Roars With 'Comfam Gbedu Reloaded,' 'Confam Rave' At mvca — TENTH EDITION —







By Jeremiah Agada

What would the Africa Magic Viewers' Choice Awards (AMVCA) be without the refreshing energy, dazzling glamour, pizzazz, glitz, and panache that only Pepsi Naija can bring? Memories of past AMVCAs are etched in our minds as we remember fond memories of past AMVCAs where Pepsi Naija creates its show within the main event to give, without fail, an unforgettable and unique feel for the yearly event. Indeed, we remember the thrill of performances that are blasts from the past by iconic acts like the enigmatic Lagbaja collaborating with the rave of the moment - Rema, to those of the Queen of Afrobeats -Tiwa Savage alongside Spyro, Majeed, and the award-winning band Alternate Sound, among others. With every AMVCA, Pepsi has consistently raised the bar.

This year, however, Pepsi took things a notch higher with the "Pepsi Comfam Gbedu Reloaded!" The brand masterfully fused nostalgia with contemporary vibes with a lineup of artists who embodied Africa's rich musical heritage alongside its modern sounds. After over two decades, Shaffi Bello and Seyi Sodimu – both blasts from the past – took the live audience at the Eko Convention Centre and millions of viewers across the globe on a nostalgic journey with their iconic hit "Love me Jeje." Adding an authentic African feel, the legendary Awilo Longomba brought his unmistakable Soukous rhythms and irresistible dance moves to the stage, leaving a lasting impression.

Injecting the night with irresistible energy was our very own evergreen, ever-relevant, and ever-on-point Kcee, the "Ojapiano" master. Chike, the Afrocentric sensation, and Adekunle Gold further elevated the experience with their unique musical styles. Curating the beats and keeping the crowd grooving throughout the night was none other than DJ Spinall, the Pepsi Music DJ ambassador, who had just returned from his triumphant performance at the iconic Coachella festival.

Moreover, Pepsi Naija presented two prestigious award categories at the AMVCAs: Best Series (Scripted) and Best Series, Unscripted, highlighting the brand's consistent commitment to celebrating excellence in African entertainment.

The day before the main event was the AMVCA Cultural Night, and as usual, when it comes to celebrating Afrocentricity, Pepsi is a brand that is uniquely intentional about promoting African values, culture, fashion, and everything that embodies the rich heritage of the continent. True to form, Pepsi did not disappoint, establishing its fashion stand and mesmerizing presence at the AMVCAs.

But how did the cola brand top the unforgettable "Comfam Gbedu Reloaded" night at the AMVCAs? By shutting down the mega show with a mega After-party – the "Pepsi Comfam Rave" – featuring the dynamic Alternate Sounds, the inimitable Uncle Bubu, the "TurnUp King", and the enigmatic Crowd Kontroller, ensuring that the celebration continued long into the night.

Segun Ogunleye, General Manager of Marketing at Seven-Up Bottling Company (SBC), who co-presented the two awards given by the brand, explained, "The AMVCA can be seen as the 'African Oscars,' a celebration of African talent and creativity – values that resonate deeply with Pepsi. Through our 'Confam Gbedu Reloaded' point of view for this platform, we aimed to connect with our consumers on a deeper level, celebrating the timeless appeal of music while championing emerging talents."

Indeed, the 10th edition of the AMVCAs may have come and gone but we will not forget the energy from Pepsi, it was contagious! The gbedu? Definitely comfam, and the cultural pride? Unmatched!

This year, however, Pepsi took things a notch higher with the "Pepsi Comfam Gbedu Reloaded!" The brand masterfully fused nostalgia with contemporary vibes with a lineup of artists who embodied Africa's rich musical heritage alongside its modern sounds.








PEPSI

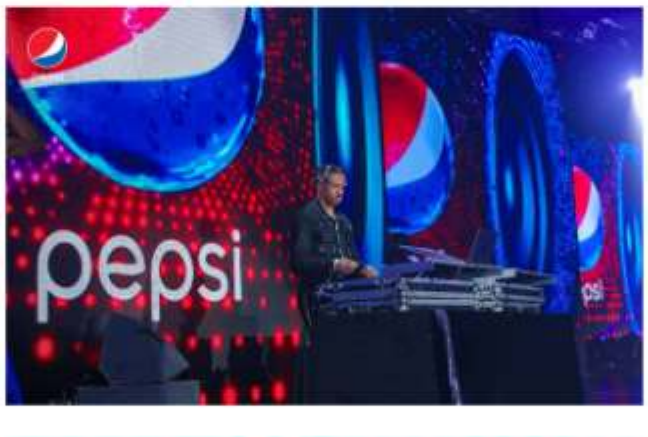

PEPSI


PEPSI

AFTER PARTY


PEPSI
CONFAM GBEDU
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PEPSI CONFAM RAVE


pepsi



With Adrenaline-Charged Energy Blast Fuels mvca

By Jeremiah Agada

Lights, camera…action! And what is action without the right dose of energy on the night of the Africa Magic Viewers' Choice Awards (AMVCAs)? For a night like that and the Cultural Night that preceded it, energy drink brand, Supa Komando ensured it was one that that crackled with energy and anticipation. With the spotlight shining on the crème de la crème of African entertainment, every moment was a celebration of talent, glamour, and excellence.

Indeed, the 10th AMVCA was unforgettable as the infectious energy of Supa Komando Energy Drink was on supply to electrify the atmosphere. As the official energy partner, Supa Komando stormed the Opening Gala, the Cultural Night, and the official AMVCA main event, infusing every moment with an adrenaline-fueled vitality that left attendees buzzing with excitement.

On the Cultural Night, the intrinsic taste and energy of the brand came alive as Supa Komando ambassador and energy gad, Do2tun, cranked up the energy levels to unprecedented heights. With his dynamic presence and infectious charisma, he unleashed a torrent of energy that swept through the crowd, igniting an unquenchable thirst for more. Alongside him, an ensemble of Supa Komando ambassadors, including Erica Nlewedim, Neo Akpofure, Cross Da Boss, the actionqueen Saskay, and the beat-spinning maestro DJ Dips, fueled the night with their infectious energy and undeniable star power.

The energy brand presented the coveted award for Best Supporting Actor. And when the curtains fell and the after-party began, Supa Komando and its ambassadors ensured that the energy levels remained stratospheric, leaving no doubt that their unique blend of vitality and excitement was unmatched.

We won't just tell you all about it, let the pictures do the talking, after all, they say a picture is worth more than a thousand words.



















AFTER PARTY





















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ONGA Celebrates Culture, Talent, Sponsors Cultural Day,Best Lead Actress Award @ AMVCA TENTH EDITION







By Ntia Usukuma

Onga, a leading seasoning brand renowned for enhancing the great tastes and aroma in every dish, solidified its commitment to celebrating African culture and talent by sponsoring both the AMVCA Cultural Day and the Best Lead Actress Award at the prestigious 10th edition of the Africa Magic Viewers' Choice Awards (AMVCA) ceremony.

A celebration of African Heritage and excellence, The AMVCA Cultural Day took place at The Onga Village, Eko Hotel & Suites, Lagos. Anchored by the multi-talented Bisola Aiyeola, the event brought together notable members of the entertainment industry with guests adorned in stunning traditional African attire and showcasing the continent's diverse cultures.

The feast featured a delightful array of meals like 'Ongalicious' Jollof Rice, Onga's Signature Smokey party Jollof rice, to 'Abula, , Miyan Kuka, kunu, and Egusi' soups representing favourite meals from the Western, Northern, and Eastern parts of Nigeria.

Delicious delicacies from other parts of Africa were also featured on the menu as guests also got to enjoy 'Banku' from Ghana; Pilau Rice and Braised 'Tozo' from Kenya, and Beef 'Matoke' from Rwanda. The mouth-watering culinary experience provided a rich tapestry of tastes and aromas that were savoured by all with great delight. Onga played a pivotal role as the headline sponsor, ensuring the event was a resounding success.

Guests were also entertained to traditional games and other fun activities. The traditional ambiance of The Onga Village gave meaning to the celebration of African Culture

Performing artiste, Segun Johnson's electrifying performance, tagged the Onga Moment, left guests enthralled throughout the event. His captivating medleys added an extra spark to the already vibrant event.

Among the esteemed celebrities who graced the event were Iyabo Ojo, Saidi Balogun, Kunle Remi, Richard Mofe-Damijo (RMD), Alex Otti, Odunlade Adekola, Lateef Adedimeji, Scarlet Gomez (Wura) and others, adding their star power to the cultural celebration.

Adebola Williams, Marketing Director at Promasidor, expressed the brand's strategic fit with the cultural day celebration. African Culture cannot be celebrated without the people, fashion and most importantly, the richness of African cuisine. This is where Onga plays a strategic role as a brand that delivers great taste and aroma when used in all your meals.

Onga celebrates the heart of African cuisine, and the AMVCA Cultural Day resonates with our values. Sponsoring this event was a way for us to be part of something truly special." We look forward to continuing this journey of cultural appreciation and empowerment through our brand initiatives."

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She emphasised that Onga's dedication goes beyond the Cultural Day festivities. The brand also proudly sponsored the Best Lead Actress Award, acknowledging the remarkable talent of female actors in the African film industry. This sponsorship















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underscores Onga's deep appreciation for the artistry and commitment that these women bring to their craft.

"We take immense pride in supporting talented actresses who are putting African women in the spotlight," she said. "Their creativity and hard work serve as inspirations to us all. Sponsoring this award is our way of paying tribute to their outstanding achievements and recognizing their invaluable role in shaping the narrative of African women."

In a heartfelt acknowledgment, Best Female Lead Actress Kehinde Bankole extended her gratitude to the Onga brand for sponsoring her category at the AMVCA ceremony. Her words of appreciation underscored the brand's commitment to supporting and recognizing outstanding talent within the African film and television industry.

Promasidor Culinary Category Manager, Oladapo Oshuntoye also expressed his pleasure towards the success of the event. "I am thrilled with the success of our sponsorship at the AMVCA Cultural Day and the Best Lead Actress Award category. It's truly gratifying to see our brand contributing to the celebration of African culture and talent on such a grand scale. Our partnership with the AMVCA reflects our deep commitment to showcasing the best of Africa's culinary heritage and supporting the incredible talent in the entertainment industry."



Kehinde Bankole after receiving the 2024 AMVCA Best Female Lead Award sponsored by Onga.





















The Relish Experience At AMVCA 10th Edition: A Flavourful Experience to Remember!







By Jeremiah Agada

Lights, camera, Relish! The tenth edition of the prestigious Africa Magic Viewers' Choice Awards (AMVCAs) 2024 was better, bigger, and more glamorous than ever. From the vibrant Cultural Night on Day 1 to the star-studded ceremony and after-party on Day 2, it was an experience to relish with laughter, dance, glitz, fun, and deliciousness like never before as noodle giant Indomie Nigeria was an exclusive sponsor with its delectable Relish flavours, completing the event with finesse.

The Relish Experience kicked off with a burst of colors and culture at the Cultural Night. Attendees were treated to a tantalizing array of sights showcasing the richness of African culture. The environment was electric as attendees danced, mingled, and savored the flavours of Indomie Relish.

But that wasn't all, as Indomie had more surprises on their menu. They upped the atmosphere with their booth, which became one of the hottest spots at the event. Attendees flocked to the Indomie Relish booth for the relish experience with the delectable host, Oyinademi, playing games such as Ludo, and having loads upon loads of fun.

Finally, the wait was over, and the much-anticipated and long-awaited award ceremony arrived, leaving attendees and everyone on the edge of their seats. Our favorite stars graced the red carpet in their finest attire to celebrate cinematic excellence and were interviewed by JayOnAir at Indomie's booth, while Indomie Relish added an extra dash of flavor. From its Seafood and Chicken Extravaganza flavour to the new Indomie Relish Beef flavour, everyone indulged in the relish experience.

Stellar performances from Shaffy Bello and Seyi Sodimu, Adekunle Gold, Chike, and others wowed the audience, as winners took their well-deserved bows, and acceptance speeches echoed through the hall.

Indomie Relish took center stage at the After Party, adding a touch of gourmet and pizzazz to the glitz and glamour of the evening. Celebrities, influencers, and everyone else partied all night, accompanied by the relish experience that came with delicious Indomie Relish flavours that kept being rushed and getting served back to back.

As the night drew to a close, guests departed with satisfied smiles and fond memories, thanks to Indomie Relish's unwavering commitment to delivering the ultimate 'Relish Experience.'

The tenth edition of AMVCA or AMVCA10 as it's popularly known brought together the best of African cinema and fashion, and Indomie Relish proved to be the ultimate companion, serving a delicious experience back to back.

With its unforgettable presence at the AMVCA, Indomie Noodles with their Indomie Relish once again demonstrated why they are noodle giants. As the curtain falls on another spectacular event, one thing is clear: when it comes to flavour, Indomie Noodles is always in a league of its own.




























PEPSI
CONFAM
GBEDU
RELOADED
@ THE mvca

Quickteller Verve Celebrate African Creativity At The AMVCA TENTH EDITION

By Jeremiah Agada

As the stars of Nollywood and the African film industry converged under the glittering lights, their radiance was matched by the brands that have consistently supported and promoted the expression of African creativity and heritage on the global stage.

Among these brands, Interswitch's Quickteller and Verve were on parade, contributing to making the two days of the event, one that will remain memorable for a very long time in the minds of the thousands that make up the audience and the millions that were the viewers, globally.

In a display of their ongoing commitment to supporting African creativity and celebrating the continent's rich heritage, Verve and Quickteller proudly sponsored the 10th Africa Movie Viewers' Choice Awards (AMVCA). Verve, Africa's leading payment cards and digital tokens brand, and Quickteller, a top-tier consumer digital payments platform, demonstrated their dedication to the creative industries through their support of this prestigious event.

The 10th AMVCAs, held on May 10th and 11th, 2024, at the iconic Eko Hotel, Victoria Island, Lagos, brought together a constellation of talented actors, filmmakers, directors, and industry luminaries from across the vast African continent. Verve's sponsorship of the highly coveted Best Lead Actor category shone a spotlight on the exceptional talent of Wale Ojo, who claimed the award for his captivating performance in the critically acclaimed film "Breath of Life."

Meanwhile, Quickteller lent its support to the Best Supporting Actress category, where the talented Genoveva Umeh emerged victorious, her remarkable portrayal in the same cinematic masterpiece, "Breath of Life," earning her well-deserved recognition and accolades from her peers and audiences alike. Through their sponsorship of the AMVCAs, Interswitch and its flagship brands, Verve and Quickteller, have once again demonstrated their steadfast commitment to fostering the growth and development of Africa's creative industries and its vibrant pool of talent.































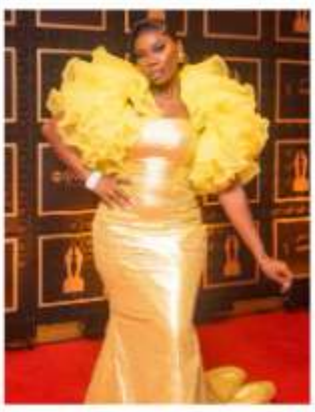












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Issue 91

...linking the future.



A Decade Of Result – Oriented Partnership Elevating Creativity In Africa

A Decade Of Result–Oriented Partnership Elevating Creativity In Africa

By Usukuma Ntia

Commitment and consistency are two ingredients that must not be lacking in any venture that is expected to stand the test of time. Amstel Malta, Nigeria's leading malt brand, has proudly been the headline sponsor of the Africa Magic Viewers' Choice Awards (AMVCA) for the last ten years. No sincere observers will doubt the fact that this consistent sponsorship clearly demonstrates the brand's commitment to growing creativity in Africa's film and entertainment industry.

While many other brands would have dragged their feet, Amstel Malta, being a visionary advocate of storytelling and creativity, had the foresight to identify the partnership with the AMVCA as one major way to promote and celebrate African talents. And the brand pursued it passionately. Over ten years, this decision has paid off tremendously. With the huge success, it is obvious that the collaboration between Amstel Malta and AMVCA will continue to grow, with a deeper impact in all areas of Nigeria's entertainment industry in the years to come.

Over the years, Amstel Malta's partnership with the AMVCA has not only celebrated the achievements of talented filmmakers but has equally elevated African cinema on the global stage. It has inspired and empowered a new generation of young creative people, contributing to the growth and development of the movie industry.

Even before the AMVCA years, Amstel Malta has always been committed and consistent in supporting budding talents within the film industry.

The AMBO Years

Speaking during the AMVCA 10th edition press briefing, Senior Brand Manager, Amstel Malta, Francis Obiajulu, said "Our pioneering initiative, the Amstel Malta Box Office (AMBO) 18 years ago, which has produced several incredible stars, is proof of our commitment to nurturing talent and promoting the best of African theatre and cinema."

Indeed, Amstel Malta has had enduring success in the last 30 years since the brand was launched. It has played a key role in the development of film, theatre, and entertainment in Nigeria with platforms like Amstel Malta Box Office (AMBO).

AMBO was a Nigerian television reality show launched in 2005 that combined the values of the Amstel Malta brand and Nollywood to project expressions that are active, attractive, and ultimately admirable.

It had three main elements, which ran sequentially; first, a TV Reality show that picked a winner from a group of aspiring 'unknowns'; second, a film that stars this winner in a lead role, and third, Road Shows that provided viewing experiences of the film for the esteemed Amstel Malta consumers across the country.

AMBO made an impact for more than a decade and created stars like Sadiq Azizat, who featured in the popular movie Sitanda, OC Ukeje who featured in White Waters, and other popular faces like Bhaira McWizu, Ivie Okujaye, Wole Ojo among many others, before it was discontinued.

Amstel Malta's long-standing partnership and continued support for the African film and entertainment industry through its previous activities, and current partnership with the Africa Magic Viewers' Choice Awards (AMVCA) since its inception, are clear testament to the brand's commitment to empowering and celebrating African talents and storytelling. By supporting the next generation of filmmakers and content creators, Amstel Malta is playing a vital role in shaping the future of the creative industry.

The Genesis - AMVCA 2013

In playing this role, it took the leap of faith, coming onboard the inaugural Africa Magic Viewers' Choice Awards ceremony as a headline sponsor. That edition was held in Lagos, on 9 March 2013, and was broadcast live in more than 50 countries. Entries into the award ceremony were films and TV series that had been aired in the previous year.

In total, 28 awards in 26 categories were created and celebrated. They ranged from acting, directing, script-writing, cinematography, editing, make-up, sound, lighting and costuming. Amstel Malta, right from this beginning was the cynosure of all eyes at all AMVCA events. Indeed, it was called Amstel Malta Africa Magic Viewers' Choice Awards by most commentators.

Energy Minister, Diezani Allison Madueke was the representative of President Goodluck Jonathan at that event. President Jonathan described the AMVCA as cultural liberation for Africa. The President recalled that before the advent of Nollywood, Nigeria had relied on other countries for television and video dramas, but now the reverse is the case. With the Awards scheme like the AMVCA, the President believes there is a cultural liberation of the continent from the Western world.

In that inaugural edition, 'Otelo Burning', a 2011 South African drama film directed and produced by Sara Blecher won in the Best Movie award category. Other maiden AMVCA winners are: Best Costume Designer -- Ngozi Obasi (The Mirror Boy), Best Makeup Artist – Jacqui Bannermen (Otelo Burning), Best Art Director -- Anita Van Hermet & Chantel Carter (Otelo Burning), Best Lighting Design – Dave Howe (Otelo Burning), Best Cinematography – Paul Michelson (Man on Ground), Best Writer in a Comedy -- Tim Greene, Best Television Series -- Godfrey & Marie Lora-Mungai (The XYZ Show), Best Actress in a Comedy -- Mercy Johnson (Dumebi the Dirty Girl), Best Actor in a Comedy – Hafiz Oyetoro (House Apart) and many others.

2014: Great Moments Of Fun and Exciting Conversations

One fact that is outstanding is that in every succeeding edition, the headline sponsor would raise the bar in the sponsorship package.

The second edition saw the creme-de-la-creme of the Nigerian entertainment industry come out in all their grandeur at what many called the Amstel Malta Africa Magic Viewers' Choice Awards (AMVCA). Beyond its titular sponsorship, the event radiated Amstel Malta all the way, especially the fashion and cultural segments.

Nollywood and Nigerian entertainment stars such as the new Amstel Malta brand ambassador at the time, Genevieve Nnaji, Funke Akindele, Rita Dominic, Bovi, other celebrities and guests shared their Journey to Success stories with Amstel Malta red carpet host, Yvonne "Vixen" Ekwere, who stepped out looking glamorous on the carpet in a black sequined dress.

2015: The Battles For Amstel Malta's Millions

2015 saw Nollywood producers and actors like Kunle Afolayan, Ayo Makun, Rita Dominic, Zeb Ejiro, O.C Ukeje, Ivie Okujaye among other nominees up against one another, as the headline sponsor of the award, Amstel Malta, announced a reward of one-million-naira cash prize each, to winners of four major award categories. The cash prize was for winners of the Best Actor (Drama) and Best Actress (Drama) as well as Best Movie (Comedy) and Best Overall Movie.

It was obvious that the headline sponsor was very determined to celebrate the best, hence the decision to reward the winners. It was the trending issue of the season as the amount was "Pretty big" at that time. A spokesman for the brand stressed that "Amstel Malta is a brand that promotes exceptional talents and those who want to be the best in what they are doing. It is indeed an awesome privilege to be part of this great project".

One of the nominees for the Best Actor category, O.C Ukeje, couldn't hide his excitement about the cash prize from Amstel Malta "It's a great feeling to know that our efforts do not go unnoticed. As actors and moviemakers, we put so much work into what we do, all in a bid to please our viewers and it feels absolutely amazing that we can be rewarded when we do it right. Big Kudos to Amstel Malta," he had remarked.

2016: Continues With Amstel Malta's Unshaken Support

Amstel Malta made a return in yet another year of the AMVCA in 2016 as the headline sponsor of the event held on March 5, at the Eko Hotels and Suites in Victoria Island, Lagos, Nigeria. Yet again, the event was hosted by Ikponmwosa Osakioduwa, with Minnie Dlamini joining him as co-host.

Being the biggest movie awards on the continent, stars

AMVCA FIRST EDITION (2013)







AMVCA SECOND EDITION (2014)







AMVCA THIRD EDITION (2015)



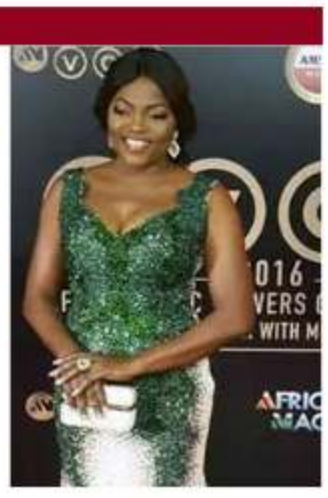




AMVCA FOURTH EDITION (2016)







AMVCA FIFTH EDITION (2017)





AMVCA SIXTH EDITION (2018)





AMVCA SEVENTH EDITION (2020)



AMVCA EIGHT EDITION (2022)




AMVCA NINTH EDITION (2023)




look forward to the awards night. And the 2016 edition was no different. At the Convention Centre, Eko Hotel and Suites, Lagos, where the glamorous show was held amid pomp, it was a celebration of the 'best of the best' in the African movie sector.

Unlike the previous editions, that year's AMVCA sprang up with surprises. It had more young actors outshining the established ones. Leading the pack was the star of Tunde Kelani's movie, 'Dazzling Mirage' and Mildred Okwo's "Surulere", Kemi Lala Akindoju who won the 2016 "Trailblazer" award and walked away with a brand new SUV from JAC motors. Also, rising actress Adesua Etomi beat the likes of Genevieve Nnaji, Nse Ikpe-Etim, and Mary Lazarus to clinch the Best Actress Drama (female) award for her role in "Falling." Another new kid on the block, Daniel K Daniel won the Best Actor Drama (male) for his sterling performance in 'A Soldier Story.'

Funke Akindele won Best Actress, Comedy for her role in her movie, "Jenifa's Diary", while Genevieve Nnaji won Best Movie West Africa for "Road To Yesterday" which was nominated in six other categories. Stephanie's advocacy movie "Dry", was nominated in 9 categories, and won three awards including Best Overall Movie in Africa, Best Sound Editor (Marquex Jose Guillermo), and Best Costume Designer (Uche Nancy). Stephanie walked away with a brand new SVU car. Veteran actress Bukky Ajayi was honoured with the Industry Merit Award alongside Sadiq Daba.

AMVCA 2017: Year of the '76', Chief Zebrudaya

Never dropping the ball, Amstel Malta was back to rejuvenate the AMVCAs with the vitality it has been known to bring, at the 2017 edition of the Awards as headline sponsor. Not only was the event a total success, but it was a quite credible and fair reflection of film talent and artistry in Africa, quite different from what has been the case in the past.

The event, in its 5th edition, took place on the 4th of March, 2017. It was an amazing night for all the winners in about 34 categories. The award ceremony saw Izu Ojukwu's '76 cart away the most awards (five), including Best Overall Movie, Best Director, and Best Actress. Chika Okpara a.k.a Chief Zebrudaya Okoroigwe Nwogbo, an appellation he got from his role as "Chief Zebrudaya" in the TV comedy series, New Masquerade, received the AMVCA Industry Merit Award. The then 66-year-old veteran comic actor was recognised for his contribution to the Nigerian film industry.

Aside from Rita Dominic who won the AMVCA Best Actress of the Year award, Ebele Okaro was the only veteran actress to bag an award that night. Funke Akindele won the Best Actress in a Comedy at the 2017 Africa Magic Viewers Choice Awards. The actress beat Tina Mba – Meet the In-Laws, Uche Jombo – Wives on Strike, Dineo Moeketsi – Mrs Right Guy, Chioma Akpotha – Wives on Strike, Funke Akindele – A Trip to Jamaica and Omoni Oboli – Wives on Strike. Then Fast-rising actress, Somkele Iyamah, became the 2017 Africa Magic Viewers Choice Award Trailblazer. Three of her movies screened at the 2016 Toronto International Film Festival as part of the festival's city-to-city spotlight ("The Wedding Party," "The Arbitration," "93 Days").

AMVCA 2018: Yet Another Year For Amstel Malta To Promote African Movie Industry

Back for the 6th edition, the AMVCA which is now popularly referred to as the African Oscars, also took place at the Expo Hall of the Eko Hotel and Suites, Victoria Island, Lagos. As usual, Amstel Malta was retained as the headline sponsor.

Nollywood movie 'Tatu' set the pace as one of the night's biggest winners. The movie grasped a total of four awards in the Best Sound Editor, Best Lighting Designer Movie/TV Series, Best Make-Up Artist Movie/TV Series, and Best Soundtrack Movie/TV Series categories. The Industry Merit Award went to Nollywood giant Tunde Kelani. Screen diva Omotola Jalade-Ekeinde won Best Actress in a Drama Series for her role in "Alter Ego", her very first AMVCA while Adekola Odunlade won Best Actor in a Comedy for 'A Million Baby'. Other winners of the night included Ghanaian actor Adjetey Anang who won the Best Actor category and Kenyan actress Nyce Wanjeri who won the Best Actress in a Comedy and TV Series for her role in 'Auntie Boss'.

Nigerian actress cum singer and former Big Brother Naija (BBN) Housemate, Bisola Aiyeola got the Trailblazer Award, which came with a brand-new car. Folarin Falana, popularly called Falz went home with the award for Best Supporting Actor in a Movie/TV Series, his second AMVCA in two years. The crowning of the night was the announcement of Phoebe Ruguru's '18 Hours' as the Best Overall Movie.

AMVCA 2020: Even In the Year of the COVID

The AMVCA took a break in 2019 and returned for the 7th edition in 2020, thankfully, before the COVID-19 pandemic became severe and led to sit-at-homes and various government-imposed restrictions. Returning with the event is the ever-reliant malt drink brand with the kind of vitality only it can provide – Amstel Malta.

From actor Jidekene Achufusi, aka Swanky JKA, scoring his first Africa Magic Viewers Choice Award as the '2020 AMVCA Trailblazer to Timini Egbuson's well-deserved win, it was no doubt a great night for Nollywood starlets. Funke Akindele secured the 'Best Actress in a Comedy' category for her role in 'Moms at War.' It was a keenly contested category that saw Funke up against equally talented acts like Toyin Abraham, Bimbo Ademoye, and Ebele Okaro. Toyin Abraham emerged winner in the 'Best Actress in a Drama Movie/TV Series category for her role in the movie Elevator Baby.

The biggest winner of the AMVCA was the Nigerian thriller 'Living in Bondage', which walked home with seven awards including Best Overall Movie. Among the awards the movie won are Best Overall Movie and Best Director for Ramsey Nouah and Steve Gukas. It is the first AMVCA win for Nouah who was absent at the event. The movie also earned a first-time win for Larry Gaaga who composed the soundtrack of the movie.

2022: 8 Days Of Afrocentric Style and Finesse

The awards will go on to skip 2021 because of the COVID-19 pandemic, returning in 2022 for an unprecedented 8 days of stellar events lineup. The year 2022 witnessed a sponsorship from Amstel Malta that was quite revolutionary as the frontline sponsor lifted the spirit of entertainment with 8 quality days of African arts and culture.

At the Sponsors Cocktail held at Harbour Point, Victoria Island, Lagos Amstel Malta, headline sponsor for the year's AMVCA, Amstel Malta Representative stressed that "For many years, Amstel Malta has celebrated Nollywood industry and our partnership with AMVCA further reinforces that. This year, we are committed to giving movie fans and enthusiasts access to front-row seats at the industry's biggest night while inspiring them to be their best." With 104 nominees selected across 28 categories, Amstel Malta proudly sponsored 5 categories, namely Best Actor in a Drama (Movie/TV Series), Best Actress in a Drama (Movie/TV Series), Best Indigenous Language Movie/TV Series Igbo, Best Dressed of the Night, and Best Overall Movie".

The line-up of events for the eighth edition of the Africa Magic Viewers' Choice Awards (AMVCA) flagged off, with the headline sponsor of the Awards, Amstel Malta taking centre stage with an exquisite showcase of Afrocentric style and finesse. The 8 days of fun and excitement featured a host of celebrities in attendance, graceful musical performances from the top four contestants of the 2022 Nigerian Idols competition, and a memorable comic rendition by ace comedian and producer, Basket Mouth.

Apart from being responsible for the prizes attached to specific awards categories at the event in 2022, Amstel Malta highlighted fun and authenticity to attendees of this year's edition of the AMVCAs, while creating a platform for authentic, meaningful experiences for all participants.

2022 was a year Amstel Malta invested massively in African Stories and Indigenous creatives. Indeed the brand raised the game and stepped up its support for Nigerian talent at the 8th edition of the AMVCA.

Still, in 2022, Amstel Malta created the Fan Reporters challenge that granted exclusive front-row seats and wholesome experiences to two Fan Reporters – Ekene Nna-Udosen and Deborah Oguike. In addition, the premium malt brand also provided opportunities for fans and consumers across the socio-economic spectrum to experience the glitz, glam, and stars first-hand.

2023: Showcasing The Best Of The Africa's Entertainment

At the 2023 awards The Premium Malt brand, Amstel

Amstel Malta's long-standing partnership and continued support for the African film and entertainment industry through its previous activities, and current partnership with the Africa Magic Viewers' Choice Awards (AMVCA) since its inception, are clear testament to the brand's commitment to empowering and celebrating African talents and storytelling.

AMVCA TENTH EDITION (2024) CULTURAL NIGHT



Malta was at its best celebrating African excellence by promoting African music, film, and culture as the proud headline sponsors of the AMVCA for the 9th consecutive edition running.

The 3-day celebration of African creativity was, dedicated to celebrating different segments of the industry, including the Opening Night, Multichoice Talent Factory Screening Day, Cultural Exhibition, Digital Content Day, Nominees Gala, Runway Show, and the main awards ceremony.

Elohor Olumide-Awe who was at that time, Portfolio Manager, Non-Alcoholic Brands, Nigerian Breweries had, in 2023, declared triumphantly, "We are unapologetic champions of unfettered support for the African entertainment industry. Our support for the industry has taken on different forms, but predominantly in the form of our sponsorship of Nigeria's most prestigious Awards, the AMVCAs."

"We are certain our contributions will ripple past the 3-day celebration to impact the Nigerian entertainment industry in unprecedented ways. Since the commencement of the AMVCAs and our involvement as sponsors, we have witnessed the release of more nuanced and globally acclaimed projects, accompanied by a change in public perception of the industry and the forging of stronger industry partnerships."

The brand delivered in creating an unforgettable and truly premium experience for attendees, from the captivating Golden Hour, where guests were treated to an immersive photography journey, adding an extra touch of elegance and allure to the evening, to the exhilarating presence of Miriam Cole and Gideon Oko, the 2023 Amstel Malta Reporters that added an interactive and engaging feel, amplifying the buzz and capturing the thrilling TV-worthy moments throughout the night.

Amstel Malta & AMVCA La Decima: 10 Years Of Massive Impact

The 2024 AMVCA was a landmark event and Amstel Malta's commitment to the African film and creative landscape was reinforced at this milestone. The decade-long synergy of Amstel Malta and the Africa Magic Viewer's Choice Awards (AMVCAs) came alive as a fantastic illustration of how partnerships can record resounding successes. As headline sponsors in all 10 editions of the AMVCAs, the brand had become synonymous with the celebration of excellence.

With these steady growths recorded, Amstel Malta's commitment, 10 years down the line, has remained a symbol of dedication to fostering creativity and storytelling. Their ongoing partnership with the AMVCA does not just provide a platform to celebrate the best in African cinema, but a source of encouragement to talents everywhere to step into the film space and make quality impact

The impact that Amstel Malta has made through the AMVCA, on the film industry across the continent is undeniable. Since its inception in 2013, the Amstel Malta-powered AMVCA has injected over 600 trillion naira into the film and TV economy, N900 billion in awards events and training; creating over 27,000 long and short-term jobs.

The Amstel Malta-powered AMVCA, as we know, also provides a platform for recognising and celebrating the achievements of talented actors, filmmakers, directors, and industry professionals across Africa. This recognition not only boosts the morale of those who receive it but also inspires creatives to pursue their passions. The project encourages the production of authentic African content by showcasing the best, to elevate African storytelling and culture both locally and internationally.

Dr. Busola Tejumola, Executive Head of Content and Channels, West Africa, MultiChoice, in her commendation and special appreciation to the headline sponsor, Amstel Malta for the brand's relentless commitment to creating magic around AMVCA, since 2013 restated that Amstel Malta has been a steadfast supporter of the industry, sponsoring their endeavours and showing a deep commitment to their shared beliefs.

In her words, "The brand has played a very crucial role in recognising and honouring thespians, producers, directors, and others who serve as custodians of our cultural heritage. Their efforts also ensure that Africa's rich history and culture are preserved for future generations.

"The brand has helped massively in creating an unforgettable and premium experience for attendees, including the captivating 'Golden Hour' section, where guests were treated to an immersive photography journey, adding an extra touch of elegance and allure".

AMVCA TENTH EDITION (2024) MAIN EVENT (RED CARPET)



TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



CELEBRATING ACHIEVERS IN GENDER BALANCING ACROSS ALL FRONTIERS

By Usukuma Ntia

Even with their God-given capacity to create, nurture and transform, women globally still face a lot of challenges which has led to the call for their greater inclusion in leadership, and an end to all forms of prejudices against the female gender.

In line with this, each year, the International Women's Day (IWD) celebration is commemorated yearly to support the agenda to give women equal opportunities with their male counterparts in leadership, at the workplace, and the society at large.

Still, in line with the rising support for women, many organisations are now commemorating the IWD, besides celebrating women with bespoke initiatives and programmes. They are also giving opportunities which have further helped to actualise Goal 5 of the United Nations 'Sustainable Development Goals (SDGs), which is Gender Equality. This has led to more women rising to the top of their careers, and changing the world.

One such credible project changing the narrative for women is the Women in Marketing & Communications Conference/Awards (WIMCA), from the stable of Brand Communicator, a leading brands and marketing publication.

The project is specifically targeted at the marketing communications industry. It is also the largest gathering of female marketing communications professionals in Nigeria and Sub-Saharan Africa.

WIMCA also recognizes and celebrates leading women who have weathered the storms and have risen through the ranks to attain remarkable heights, in the marketing and communications industry.

According to the organisers of WIMCA, "There exist so many girls/ladies at the secondary and tertiary levels of education, but quite a few rise to the top in the corporate world."

It stated further that "Industry survey reveals that less than 10 percent of AAAN member agencies have women as Chief Executives. In the commercial banking sector, only 5 percent of commercial banks in Nigeria have female CEO. Less than three percent of major Media Independent agencies have any women at the helm of affairs, Other sub-sectors of the industry have very few women at the helm. However, in the area of brand management, a good number of women are calling the shots as CMOs with opportunities for more women engagements."

WIMCA, an annual event, debuted in 2014 and has since evolved and expanded in scope. From a one-day programme, it became a two-day event, with the addition of Masterclasses and exhibitions to give more value to both the audience and sponsors. 2024 will mark 10 years of its existence. Each year, the conference identifies specific challenges holding back female executives from attaining the zenith of their chosen career, and proffers workable solutions to those challenges.

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WIMCA's Objectives

There are many key objectives that WIMCA seeks to achieve, and they include the following: To be the largest and most impactful gathering of women in marketing and communications in Africa.

To be the foremost thought leadership platform for insights and contemporary trends in engaging female consumers.

To inspire the entrepreneurial spirit in women towards



creating sustainable marketing and communications industry businesses.

To provide a mentorship platform for young and prospective professionals and to ignite the potential of women towards attaining enviable heights in marketing and management.

Sustaining The Case For Women's Inclusion

The WIMCA event was created to help correct this anomaly. The event last year was divided into two segments that took place in two days. The first day of the conference and the exhibition. The next day was the masterclass, and the exhibition continued in the morning while the awards night was in the evening.

At the event Last year, experts in the business of brands and marketing communications in Africa gathered to chart a new course for businesses on how best to reach and engage female consumers in these challenging times. They also proffered solutions on how the female gender can maintain a work-life integration in their quest to reach their peak in their different fields.

The focus last year was on aspiring and upcoming professionals in the Marketing and Communications industry who were urged not to outsource the responsibility of their development and growth to their leaders at all levels if they want to position themselves for premium performance.

This call was made by Chief Executive Officer of Godrej Consumer Product, West Africa, Mr. Kayode Oladapo in his keynote speech that was also in line with the theme 'Positioning For Premium Performance'.

He explained that young people tend to give the responsibility for their career development and growth to company leaders forgetting they are also employees. He emphasised the need for young people to decide which career path they were willing to go and the height they wished to attain.

In his words, "What leaders or management do is to facilitate the career young people have chosen and the future they have chosen to develop. Leaders will only give opportunities to grow, it is now left to them to open the door and work through it."

Oladapo encouraged the young people at the conference not to outsource their career growth. Instead, use Grant Charts and SWOT Analysis, helpful tools for self-positioning and personal development.

Oladapo challenged the audience not only to be good at their careers but to be exceptional in them.

Speaking in the same fervour, the second keynote speaker, Solape Akinpelu, CEO and co-founder of Hervest opined that to position for a premium performance, one needs to see his or herself as a product. Stating authenticity, credibility and consistency as the top three values every product thrives with,

She explained that authenticity will assist a person in knowing who his or her target audience is, which helps in building strong emotional connections. Being true to oneself, she added, helps in positioning for premium performance.

Akinpelu further explained that consistency establishes credibility. The key to maintaining consistency, she said, is in understanding one personal brand and the role it plays corporately and in the community.

In her words, "It will be a struggle to position for premium performance without consistency. Show up when you said you would. If you can't meet up, communicate. That is how you build credibility and position yourself for premium performance. Productize yourself for premium performance," she added.

From The Convener

In his welcome address, the convener of WIMCA and Publisher of Brand Communicator Mr. Joshua Ajayi noted that WIMCA remains a platform that creates opportunities for greater exposure for women, elevates their personalities, deepens their performances, and consolidates on the impact they have created to position themselves for premium performance.

On the celebration of the top 50 female marketers, Mr. Ajayi said that the glamour that generated great excitement among industry stakeholders was the recognition of the top 50 women marketers in Nigeria when it started, and it has turned out to be one of the most glamorous and prestigious recognition projects ever hosted exclusively for women in Sub-Saharan Africa.

The convener also unveiled a new online platform tagged 'WIMCA Network' at the November event held at Landmark Event Centre, Victoria Island, Lagos

He went further to explain that the online platform will kick off effectively in 2024 and was created to foster daily conversation and deepen mentorship among marketing and communication women professionals within the country and outside.

Ajayi revealed that the creation of the WIMCA Network was in "response to the consistent call for us to expand the WIMCA platform beyond a yearly programme, to a global platform that will create a sustainable community where members can interact daily',

Speaking further he said, "With time, the platform will consistently identify current trends in the marketing and communications industry, provide solutions to career challenges, and create ways to provide mentorship opportunities for young and prospective professionals.

According to him, a window for free registration to join the platform by all stakeholders will be announced.

The convener also stated that the WIMCA platform was designed to help ignite or propel women toward attaining enviable heights in marketing and management. especially since it became a two-day event in 2022. His words, "We had a two-day exhibition, masterclasses, and other initiatives that made last year's WIMCA very robust, engaging, exciting, and memorable for attendees. This year, the two-day format remains but we are taking this a nudge higher".

At the event Last year, Experts in the business of brands and marketing communications in Africa gathered to chart a new course for businesses targeting female consumers, on how best to reach and engage them in these challenging times. They also proffered solutions on how the female gender can maintain a work-life integration in their quest to reach their peak in their different fields.

He explained that WIMCA over the years, has dissected how women can create opportunities for greater exposure, elevate their personalities, deepen their performances, and consolidate the impact they have created to position themselves for premium performance.

Women Achievers

At WIMCA 2023, guests truly noticed that class, glamour and glitz mingled with the atmosphere of recognition and celebration of outstanding females who have performed exceptionally well in the industry in 2022 and 2023

The award ceremony celebrated the industry's foremost leaders such as Omobolanle Victor-Laniyan, Rosemary Egabor-Afolahan, Bolanle Osotule and others in the top 50 most influential women in the marketing communications category as well as others in the individual's awards category.

Bolanle Osotule won the Most Outstanding Marketing Professional of the Year in the IT and Telecoms Brand category as well as the top 50 most influential females in marketing communications.

Rosemary Egabor-Afolahan won the Most Outstanding Marketing Communications Professional of the year, broadcast media category as well as one of the top 50 most influential females in marketing communications.

Omobolanle Victor-Laniyan was named one of the top 50 most influential female marketers of the year as well as the most outstanding sustainability professional of the year.

Top industry leaders such as Bodam Taiwo, Head of Portfolio, Bond & Connect, Western Africa Pernod Ricard; Tolulope A. Medebem, CEO Aster Integrated Marketing Limited; Solabomi Antwi, Chief Operating Officer, Divergent Marketing Services, Agbons Igiewe, Chief Operating Officer, Ziza Digital; Brenda Nwagu, Principal Communications Consultant/CEO QVT Media; Nana Milagrosa, Founder and Chief Experience Curator CXC, MPXM; Foluke Femi Sanda, Senior Brand Manager, GB Foods; Kemi Longe, Head of Marketing, PZ Cussons; Mabel Adeteye, Head, Brand & Marketing Communications, Wema Bank, Tosin Adefeko, Managing Director, AT3 Resources; Nene Bejide, Principal Consultant, Balanche Aigle Communications; Adedoyin Jaiyesimi, Co-founder/ Communications Advisor, The Comms Avenue among others were celebrated among the 50 most influential women in marketing communications in Nigeria.

For the individual awards category, Ifunanya Obiakor won Most Outstanding Marketing Professional of the Year, Dairy segment while Oge Maduagu won Most Outstanding Media Manager of the Year, FMCG.

Chiaka Eluchie was recognised as the most outstanding marketing professional of the year in the Food category while Adesoji Omoigui received the most outstanding marketing professional of the year in the beverage category awards, Omoefe Ohworakpo most outstanding digital marketing professional of the year.

Morolake Emokpaire smiled home with the Most Outstanding Marketing Professional of the Year FMCG while Temitope Ayeni went home with the Most Outstanding Creative Advertising Professional of the Year.

Outstanding Brands

WIMCA 2023 was not just about individuals as the event sparkled with excitement amid cheers and accolades to many deserving brands- corporate and products. Flour Mills of Nigeria, Unilever, Access Bank and a host of others smiled home with different awards for their outstanding performances, and opportunities created for women to thrive.

At the event, Flour Mills of Nigeria was recognized as the Most Outstanding Food Manufacturing Company in Gender Inclusion, the company's FMN Women Network won an award as the Most Outstanding Brand-Centric Women Community of the Year in Food Sector Segment, while Golden Penny Semovita won the Most Outstanding Semolina Brand of the Year.

Unilever emerged as the FMCG Company in Women Empowerment while one of its leading brands, Knorr emerged as the Iconic Seasoning Brand of the Year.

Access Bank won big at the awards as it went home with four different awards. Access Holdings emerged as the Most Outstanding Financial Service Group Supporting Women, Hydrogen was recognised as a Fast-Growing Fintech Company in Gender Inclusion, Access Women Network won the Most Outstanding Brand-Centric Women Community in the Financial Sector while Access Bank itself was recognised as the Most Outstanding Bank in Gender Inclusion.

Other top brands that were recognised and awarded include Coca-Cola, Cadbury, Morning Fresh, 2sure, Onga, Gino, AXA Mansard, Dangote Cement, First Bank, Mega Growth, Interswitch, Sara by Wema, Standard Chartered, Stanbic IBTC and others.

One thing was obvious all through the two days of this unforgettable industry event, excitement permeated all segments of the event and the captains of industries, top female industry players, business owners, the media, and students of Marketing and Communication from various Universities across the country in attendance commended the organisers of the 2023 WIMCA for a job well done.

WIMCA 2023

Sustaining The Lead in Promoting Gender Balance

Access Bank: Most Outstanding Bank In Gender Inclusion
Access Holdings: Most Outstanding Financial Group Supporting Women
Access Women Network: Most Outstanding Brand-Centric Women Community (Financial Sector)



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Access Bank.

By Usukuma Ntia

The superb performance of Access Holding and its many other subsidiaries points out clearly that women empowerment is beyond a buzzword in the organisation. The highly respected brand has always been very intentional in actively playing a huge role in the emancipation and empowerment of women within and outside its ranks.

The recognition of the financial institution and its key subsidiaries at the prestigious 2023 Women in Marketing Communications Conference and Awards (WIMCA) as Most Outstanding Bank In Gender Inclusion (Access Bank), Most Outstanding Financial Group (Access Holdings) and Most Outstanding Brand-Centric Women Community -Financial Sector (Access Women Network)

These commendable achievements do not just confirm the bank's deliberate effort in championing financial inclusion for women across Africa, it is also an acknowledgement of its efforts and encouragement to continually lead the charge in this noble quest in the continent.

Women empowerment is a human right that lies at the heart of development and achievement of the Sustainable Development Goals (SDGs). Women are among those with the least access to education, employment opportunities or financial inclusion. Also, women empowerment is a key component of Nigeria's socio-economic growth, as the government and many other agencies are undertaking measures to further improve the situation through various policies focused on social reforms and generating employment opportunities.

Being the primary pillars of the Nigerian economy, banks have a pivotal role to play as far as women empowerment is concerned. Be it the schemes pertaining to educational financing at early age or financial assistance for setting up a source of livelihood; banks are important in enhancing financial inclusion of women in the Nigerian economy. Investing in gender equality and women's empowerment can unlock human potential on a transformational scale.

This is their biggest barrier to growth and development. Financial inclusion benefits individuals and households, and well-functioning financial systems benefit whole countries. However, access to financial services is highly inaccessible particularly to poor women – frequently the least served by existing institutions and systems. There is ample evidence of how financial inclusion projects of different types can if properly designed and implemented, enhance women's economic empowerment. Financial inclusion projects can therefore help to achieve both gender equity objectives and poverty reduction objectives.

Therefore, at the heart of empowering a nation and developing communities is women empowerment, letting them express their opinions as individuals. Studies and research carried out by organizations such as the World Bank, International Monetary Fund and Africa Development Bank continue to assert this by adopting gender-based strategies in a bid to eradicate poverty and improve the economy of a nation.

Empowering women by granting them access to vast opportunities and information will not only lead to personal development for women but also the development of the communities and societies they operate in.

Access Holdings remains at the forefront of women empowerment by leveraging on different initiatives and subsidiaries as a channel. In fact, empowering women in society and having more women in leadership positions is an area that Access has paid attention to over the years. It believes that the role of a woman in leadership places her in a unique position to influence and provide stability for the community. Also, when they are equipped with knowledge and information, they possess the capacity to come up with innovative ideas. The Bank pioneered women banking in Nigeria with the establishment of the Gender Empowerment Movement (GEM) in 2006 which later evolved into the 'W' Initiative, officially created in 2014. Such dedication to women empowerment has led to the bank having over 35% of its customer base as women.

This initiative provides a robust plan to provide women with banking solutions tailored to meet their diverse career and lifestyle requirements. It is a virtual community that aims to inspire and connect women to opportunities nationally and internationally, as well as give them a rewarding banking experience. In simpler terms, the 'W' Initiative is the home for everything Access Bank offers women and is open to all women irrespective of who they bank with. It has also helped to solidify the bank's position as the Bank of choice for women in the markets and communities it serves.

There is also the Access Women Network, AWN, was established in 2012 with the aim of supporting gender diversity/inclusion in the bank. It is the support network for female staff ensuring gender equality policies are entrenched within the bank. This helps to continually attract/retain female employees across all cadres. The network champions its cause through gender policies, mentoring, capacity building and networking programs. All-female employees are eligible. The Bank continues to empower women within the organization through several initiatives.

Access Bank believe that gender equality and women's empowerment isn't just part of development but the core of development. The bank believes Progress cannot be delivered in a vacuum. For societies to thrive, women and girls must have access to education, healthcare, and technology. Women must have control of resources, lands, and markets. And they must have equal rights and equal opportunities as breadwinners, peace-builders and leaders.

The bank's commitment is rooted in the understanding that targeting gender equality is not only beneficial to women, but it would undoubtedly, positively shape the nation. It transcends to both genders having equal opportunities for, and access to financial independence, education, and personal development.

Access Bank mainstreams the essential characteristics of a women-friendly institution in line with global best practices. This requires, among other things, provision of a vision and strong leadership to galvanize women's economic empowerment fellowship program that provides business support and guidance. The Bank's three-pronged approach promotes gender equality and women's economic empowerment focusing on: Women in the workplace, Women in the marketplace, and Women in the community.

Looking at the institution, Access Bank is a diversified financial institution which combines a strong retail customer franchise and digital platform with deep corporate banking expertise and proven risk management and capital management capabilities. The Bank serves its various markets through four business segments: Retail, Business, Commercial and Corporate. The Bank has over 900,000 shareholders (including several Nigerian and International Institutional Investors) and has enjoyed what is arguably Africa's most successful banking growth trajectory in the last twelve years. Following its merger with Diamond Bank in March 2019, Access Bank became one of Africa's largest retail banks by retail customer base. As part of its continued growth strategy, Access Bank is focused on mainstreaming sustainable business practices into its operations. The Bank strives to deliver sustainable economic growth that is profitable, environmentally responsible and socially relevant, helping customers to access more and achieve their dreams. In honour of its defining roles across the African continent, Access Bank has been accorded recognition by reputable domestic and global organisations.

No doubt, the Bank has been committed to championing female empowerment, with a focus on information sharing, capacity building, and increased access to finance to grow and expand their businesses. The Bank is a proud recipient of the different awards and recognitions from local and international platforms for its female-centric drives and women empowerment initiatives.

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Addmie® Most Innovative Seasoning Brand Of The Year

By Eunice Stephen

In the era of culinary innovation, one company, Tolaram Group, a multi-national conglomerate that focuses on the production of consumer goods, has provided Nigerian women and home enthusiasts with an unparalleled premium quality, highly nutritious, innovative and economical mixed seasoning product known as Addmie.

Introduced into the Nigerian market, Addmie is produced for indigenous, international and continental cuisine, the new product is meant to serve as the 'finishing touch' that boosts the Nigerian cooking experience.

The Innovative product is an all-natural 3-in-1 blend of carefully selected mixed vegetables, proteins, and seasoning powder that adds the final touch to meals. This product makes cooking easier, faster, tastier, and more affordable, giving Nigerian ladies one less thing to worry about as they go about their daily activities.

Addmie is a pre-packed solution containing a blend of healthy vegetables and a chunk of protein (Chicken and crayfish). This means a balanced diet and a convenient option for your budget without compromising on nutritional value. It comes in sachets, which extends the freshness of its content without the risk of spoilage. This means less waste and more savings for you and a stress-free solution without all the cleaning and cutting of vegetables for those seeking a healthy and less time-consuming option.

The product comes in three unique variants, the classic, the Chicken flavour and the Crayfish. The classic variant is specially curated for veggies lovers as it has a blend of carrots, spring onions, onions, sweet corn, green peppers, chilli flakes and seasonings while the Chicken flavour comes with extra chicken chunks added to the vegetables for the protein lovers. The Crayfish comes with crayfish chucks for seafood lovers. Each of these unique variants is a burst of flavour and nutrition for your tastebuds to savour.

Launched in February 2023, Addmie has rapidly emerged as a game-changer in cooking. So innovative and easily accepted was the brand that in a very short time, it had amassed three accolades: first runner-up in the New Brand of the Year award category at the African Marketing Excellence Awards organised by the Advertising Association of Nigeria (ADVAN Awards); Most Innovative Seasoning Brand of the Year at the Women in Marketing and Communication Conference and Awards (WIMCA), and Most Innovative New Product of the Year at the Marketing World Awards, all in 2023.

Speaking at the launch in Lagos, Sukhman Kaur, General Manager, Addmie Nutrition Limited, said the new products were in line with the group's commitment to not just simplify the cooking process for the homemakers but also to make everyday meals more nutritious and delicious for all families.

"With Addmie, we want to make the process of adding vegetables and proteins to your meals super easy and convenient. Addmie will elevate your dishes to the next level by giving them the final touch. It is made using the finest of ingredients and completely free of artificial preservatives and additives," Kaur explained. Kaur said the seasoning will help homes save time that they would normally use to prepare/source vegetables or proteins before using them in the meals.



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Addmie.

Kaur urged consumers to continue to support the group's marketing doggedness while assuring them of the group's commitment towards creating another Nigerian success story with the Addmie brand.

The brand has collaborated with influencers such as Chioma Ekong, a celebrity chef on its Instagram page d360Cuisines and Eric Gugua, a filmmaker and content creator as well as a marketing campaign and a unique brand storytelling in a bid to penetrate the Nigerian market.

The "Addmie Way" campaign aims to give Nigerians the freedom to continue choosing to eat healthy and nutritious meals.

According to a recent survey, an average Nigerian spends about 2 hours everyday sourcing, pre-preparing ingredients, and finally cooking at least one meal at home.

The "Addmie Way" campaign shows that the work of grating, grinding, cutting, blending, dicing, marinating, etc., has been done for the consumer, and the ingredients are carefully packaged for wholesome, fast, easy, and convenient cooking. According to market research, Addmie has helped reduce the time spent on meal preparation by an average of 45 minutes per day for its users.

Upon the brand's launch, the key focus and strategy have been to generate awareness within three pillars: awareness of the product, brand usage, and product benefits. Through this, the brand deployed several activities in line with the above objectives.

The campaign targets all age groups, walks of life, and genders but focuses especially on working-class mothers and young adults who don't have time and can't afford to make market rounds and deal with shopping stress, as well as aspirational and upwardly mobile early adopters of innovation and trends.

The campaign is hinged on some key pillars, including reducing stress from sourcing items in the market, saving time otherwise used in preparing ingredients, reducing money spent on purchasing different individual ingredients and improving the taste, hygiene, and nutrition of cooked meals.

The 'Addmie Way' campaign is a 360-degree campaign across radio, television, outdoor, and experiential platforms – where thousands of people came to taste food prepared with the brand for the first time. But more importantly, following its target audience, the campaign is quite heavy on digital platforms with innovative drives, posts, and collaborations with influencers to drive the brand's purpose and message.

In 1988, Tolaram Group began exporting to Nigeria instant noodles manufactured by Indofoods of the Salim Group of Indonesia and Maggi of the Nestlé brought by Indofood as well as its joint venture in Indonesia.

The product was new to Nigeria and Tolaram's management desire was to market the brand, obtain a significant following and attain market leadership. Indomie instant noodles gradually thrived in the Nigerian market, significant growth was achieved after the return of democracy in 1999 and the brand soon came to dominate the market.

In 2023, Tolaram Group, through, Indomie Instant Noodles partnered with MultiChoice Nigeria, to premiere a 13-episode family game show tagged, 'Indomie Instant Noodles Love Bowl'.

The show was aimed at creating bonds between mothers and their children, speaking at the unveiling of the event, the General Manager of Corporate Communications and Events, Tolaram Group, Temitope Asiwaju, said, "The show is knowing your child or mum better than you used to, and it is an exciting way because indomie has always been known to show love to Nigerians. This is another way that we will be celebrating and showing love to our mothers and children through this platform."

Also speaking, Executive Head, Content and Channels, West Africa, Multichoice Nigeria, Dr Busola Tejumola, said the objective of the game show was to generate some excitement, warmth, and love among mothers and children.

In her words, "More than ever, this is the time for us as Nigerians to bond as families; go back to the basics of bonding, community, sharing and of shared viewership. I know everyone is on their different screens, but I think this is one show that everyone should just sit together on a Sunday evening and just enjoy with their families."



WIMCA 2023

airtel Women Network: Most Outstanding Brand-Centric Women Community Of The Year (IT & Telecoms)



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to Bolanle Osotule, GM – Head of Brand Marketing & Advertising at Airtel.

By Eunice Stephen

Even with the efforts that have been made in the area of gender equality over the years, female professionals still face discrimination in business settings. The problems include loneliness, women's exclusion from organisational social structures, the persistent gender wage gap, restricted access to female role models, sexual harassment, and discrimination based on gender. These are all the things that are preventing women from advancing, and women's networks can assist in removing these obstacles.

In many corporate organisations, women's networks have shown to be both highly impactful and essential for long-term company viability.

Furthermore, this type of society has a plethora of extra advantages that go well beyond commercial measures. These groups focus on the wholesome empowerment of women within the organization and its host communities. These advantages include economic advancement, career growth, technological and digital skill acquisition, education and adequate healthcare.

Airtel Nigeria, a leading provider of telecommunications and mobile money services, recognizes this and is committed to ensuring that women thrive in the company and indeed the society at large. In the last two years, Airtel Women Network has contributed immensely to the success of the organisation, as the company's target is to grow women's representation at top-level management to a higher percentage from the 30% it was in previous years.

Indeed, it was the aggressive drive in the company's women empowerment programmes through Airtel Women Network that compelled the organisers of Women In Marketing and Communication (WIMCA) Conference and Awards to recognized Airtel Women Network as the Most Outstanding Brand-Centric Women Community Of The Year (IT& Telecoms) at the 2023 ceremony held in Lagos.

In 2023, Airtel drove women's inclusion, especially in technology, and part of what it has done is to promote digital financial inclusion by registering and training women as Smart-cash PSB agents, at no cost.

Smartcash PSB, a subsidiary of Airtel Nigeria, is a payment service bank that was licensed by the Central Bank of Nigeria (CBN) to operate as a financial institution, hold deposits, provide savings account services, issue debit cards and pay bills to merchants.

Smartcash PSB aims to ensure financial inclusion for everyone including those living in Nigeria's most remote and outlying areas. As an innovative Payment Service Bank, it has the vision to close the existing financial gap by offering simple-to-use, secure and trustworthy banking services to both rural and urban Nigerians.

Also in 2023, the telco company deepened the drive towards gender equity with the formal unveiling of Airtel Women's network. This Network is a platform to empower and mentor women to become global leaders while breaking stereotypes and closing gender gaps.

The formal launch held at its headquarters in Banana Island Lagos, kicked off with a discussion around empowering women to become global leaders. Former Securities and Exchange Commission boss, Arunma Oteh, led the conversation with a lecture themed, "Empowering Global Leaders".

Delivering her lecture, Oteh said, "The ability of brands like Airtel to bring innovations like this means they can do better than the others. I like that Airtel is being intentional about women's empowerment and they recognize that they are not doing women a favour, rather the empowerment of women is good for the business".

She commended the brand for driving gender equity and also commended the male employees of Airtel for supporting women in to launch of Airtel's Women Network.

Commenting on Airtel Women Network, Krishna Menon, Chief Executive Director at Airtel, represented by the Director of Airtel Business, Ogo Ofomata, said, "We are an equal opportunity employer and it is embedded in our DNA to be fair, just and respectful. Airtel is committed to women's advancement and achievements, both internally and externally, and out of many other initiatives, we have recently demonstrated this through our premium social investment platform 'Airtel Touching Lives. Through 'Airtel Touching Lives', we have not only provided relief and succour to thousands of Nigerian women but we have also thrown our full weight behind the Nigerian woman, helping them own their craft and even empowering women in technology."

Since the commencement of the Airtel Touching Lives programme in 2015, the company has provided practical help for thousands of Nigerians as well as communities and groups.

It has achieved remarkable successes having restored the hope of despaired individuals and families, saved many from the throes of death and empowered many underprivileged Nigerians with millions of naira.

In line with its commitment to improving the standard of education in Nigeria, Airtel Nigeria has launched many initiatives that have impacted the lives of both women and children across Nigeria in the past few years.

One that readily comes to mind is Airtel's 'Adopt-A-School' initiative, the company adopts dilapidated schools in rural areas and rehabilitates them.

In 2023, the telecommunication company commissioned its 7th adopted school, Government Day Primary, as part of its corporate social responsibility.

The project was commissioned by the Emir of Gombe, alongside other notable guests, on the 24th of March, 2023, in Pantami, Gombe State.

The commissioning follows the renovation of 12 blocks of 37 classrooms and a total of 17 toilets which have now been upgraded to modern toilet facilities for the pupils and teachers.

Airtel is committed to improving the system of education in Nigeria, and it loves to identify with basic school education where the nurturing starts. This is because it believes in the saying that children are the future of this country.

Another initiative is the Re-Imagine Education programme, Airtel Nigeria partnered with the United Nations Children's Fund (UNICEF) to help transform education. Leveraging the power of technology to enhance teaching and learning experiences through learning platforms and to create a more inclusive and equal learning environment for all children, especially the girl child, across the country.

In September 2023, both organizations paid a joint paid visit to Oremeji Primary School, as part of the activities to evaluate the progress of the programme.

Commenting on the result of the evaluation, the Group Chief Executive Officer, Airtel Africa, Segun Ogunsanya described the pace of activity witnessed at Oremeji Primary School as impressive.

He said, "As a business, we have focused on education as a key area of our Corporate Social Responsibility, and this far-reaching partnership with UNICEF helps us to accelerate results. So far, we are pleased that this partnership which is aimed at advancing the education agenda on the continent through facilitating connectivity and online access, is also driving change," he said.

While interacting with teachers, pupils, and representatives of the Lagos government at the school, Mr. Cruz noted that Airtel would continue to support the growth of education in Nigeria. The programme has over 620 beneficiaries and plans to add 600 more schools.

Also, the organization donated modern routers, each equipped with 100GB of data and a two-month roll-over access fee to the students of Kuramo College, a government secondary school in Lagos.

The connection devices were donated by Airtel's Information and Technology (IT) team, with a mission to empower students with enhanced digital connectivity.

With the donation, which was done alongside the Employee Volunteer Scheme Initiative, Airtel aims to empower young minds by equipping them with the connectivity to imagine and unlock a world of knowledge and opportunities.

For Airtel, it is no longer about being a smartphone network but giving people a reason to imagine, so that people can explore the possibilities powered by technology and connectivity. Young Nigerians now have access to unlimited possibilities and can now create their own job titles and descriptions.

The company is committed to bridging the digital divide in the country and enabling students to leverage the power of the internet, as the distribution of routers with data plans will ensure that many female students have uninterrupted access to educational resources, research materials, and online learning platforms, regardless of their socio-economic background.

In 2023, Airtel drove women's inclusion, especially in technology, and part of what it has done is to promote digital financial inclusion by registering and training women as Smart-cash PSB agents, at no cost.Smartcash PSB, a subsidiary of Airtel Nigeria, is a payment service bank that was licensed by the Central Bank of Nigeria (CBN) to operate as a financial institution, hold deposits, provide savings account services, issue debit cards and pay bills to merchants.

WIMCA 2023

Most Outstanding Malt Brand Supporting Women

By Usukuma Ntia

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

Over the years, the brand, Amstel Malta has remained a steadfast ally, empowering individuals, igniting dreams, and spotlighting the extraordinary. With Amstel Malta leading the charge, the creative industry continues to evolve, gaining recognition both locally and internationally.

Within all these, the brand has consistently shown that it has a special heart for the womenfolk as it consistently churns out impactful programmes to reduce gender gaps across employment, health, and other areas of human development.

The brand has consistently made specific, measurable, and time-bound commitments to elevate the welfare of women in the country.

One area that stood Amstel Malta, out last year was when it partnered with some brands to launch an advocacy campaign to discourage alcohol consumption by pregnant women tagged 'Mission Nine Zero'.

In her remarks, while flagging off the campaign, Corporate Affairs Director, NB Plc., Sade Morgan, said studies have shown there is a prevalent rate of alcohol abuse during pregnancy, with the South West region accounting for 12.7 percent while 59 percent of pregnant women from South-South region consume alcohol. She also explained that the campaign would engage 500 direct advocates and 50,000 pregnant women through its Amstel and Maltina brands.

She said despite obvious health issues such as low birth weight, preterm birth, and Fetal Alcohol Spectrum Disorder (FASD), some pregnant women still consume alcohol due to traditional beliefs and cultural sentiments.

She said the campaign also empowered pregnant women, health workers, and traditional birth attendants with the knowledge of the dangerous effects of alcohol consumption in pregnancy by making them ambassadors who will take the message to other pregnant women in different states of the federation.

Also, a Representative of Health Stream Medi-care, Aderonke Alabi, disclosed the initiative, which was meant to adopt a training-of-trainer model, had trained over 300 health workers in primary health centres and 300 pregnant women who visited the different primary health centres on the dangers of alcohol during pregnancy. She also revealed that alcohol use during pregnancy was capable of causing miscarriage, stillbirth, preterm birth, and sudden infant death syndrome.

Another campaign by Amstel Malta that stood out, was Amstel Malta's International Women's Day (IWD) Spotlight Series. In commemoration of the last International Women's Day, the premium malt brand spotlighted 30 women who have left indelible marks across different industries.

The women chosen for the spotlight series were Dr. Busola Tejumola, Adeola Adeyemi, Laila Johnson-Salami, Confidence Staveley, Sandra Okeke, Oluwaseyi Moejoh, Omoyeme Effiong, Sinmisola Hughes, Temilade Salami, Lisa Folawiyo, Lolade Ogunjimi, Anita Ashiru, Omoye Isabota, Ijeoma Balogun, Blessing Abeng, Odunayo Eweniyi, Ayo Mairo-Ese, Chidera Okolie, Alma Asinobi, Olive Emodi, Ayomide Dokunmu, Hilda Baci, Elizabeth Elohor, Busola Komolafe, Korty EO, Morenike Molehin, Bola Balogun, Bunmi George, Yetunde Asika and Abimbola Balogun.



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to Francis Obiajulu, Senior Brand Manager at Amstel Malta.



The campaign was particularly noteworthy in that, in addition to posting these women on its social media pages, Amstel Malta posted them on billboards nationwide, effectively turning urban spaces into canvases for empowerment and recognition. The billboards were spotted in Lagos, Ibadan, Port Harcourt, Abuja, and Enugu.

The theme of the year's IWD celebration, "Inspire Inclusion", was reflected in a conscious effort by Amstel Malta to steer the narrative towards recognising and celebrating the achievements of women.

Amstel Malta has consistently shown that it has a special heart for the womenfolk as it consistently churns out impactful programmes to reduce gender gaps across employment, health, and other areas of human development. Amstel Malta has remained a steadfast ally, empowering individuals, igniting dreams, and spotlighting the extraordinary.

In a society where gender disparities persist, campaigns that actively work towards inclusivity and equality are a breath of fresh air. The brand's choice to spotlight women from various sectors; media, interior design, tech, arts and entertainment, climate and environment, fashion and beauty, fitness, business, and food, sends a powerful message: women's contributions are diverse, vital, and deserve acknowledgment.

Amstel Malta's campaign served as a powerful step towards dismantling stereotypes and inspiring a new generation of women to aspire to greatness. When young girls and aspiring professionals witness women from their communities and fields displayed prominently on billboards, it sends a powerful message that their dreams and ambitions are valid and achievable. They understand that gender is no longer a barrier to success.

Besides, the campaign set a precedent for other brands to follow. In an era where consumers are increasingly conscious of a brand's values and contributions to society, aligning with causes that promote inclusivity and gender equality should be embraced. More brands need to take a page from Amstel Malta's book and find creative ways to celebrate inclusion as we work hard to dismantle the barriers that hinder progress towards a more inclusive society.

Another area in which Amstel Malta has made remarkable impact in the lives of women is the brand's partnership with Africa Magic Viewers' Choice Awards (AMCVA) Over ten years, Amstel Malta and AMVCA have rewarded many female players in the creative industry, with deeper impact in all other areas of Nigeria's entertainment industry in the years to come.

Over the years, Amstel Malta's partnership with the AMVCA has inspired and empowered a new generation of young creative people, contributing to the growth and development of the movie industry.

It was the massive impact generated by these activities and many others that at the 2023 WIMCA event, Amstel Malta was recognised as the Most Outstanding Malt Brand Supporting Women - a well-deserved recognition for supporting and empowering women to become the very best in their industries and businesses.

Indeed, Amstel Malta has promoted gender inclusion and parity in various ways over the last two years with many Female-focused advertising campaigns: The brand has launched campaigns featuring strong, independent women, challenging traditional gender stereotypes and promoting female empowerment. The brand has equally sponsored several female-friendly events like the Nigerian Women's Football League and supported the female national team as well as other sports-related empowerment projects.

Obviously, by taking these noble steps, Amstel Malta has demonstrated its total commitment to gender inclusion and parity in Nigeria, promoting a more equitable society.

WIMCA 2023

Cadbury Most Outstanding FMCG In Gender Inclusion

By Eunice Stephen

Nigeria is ranked 122nd out of 144 nations in the World Economic Forum's 2017 Global Gender Gap report for reducing the gender gap. Although the gender gap in labour force participation is gradually narrowing, gender parity in the workplace has not yet materialized as anticipated.

Although more women are working full-time in formal jobs today, due to easier access to education, they still encounter several challenges at work that keep them from reaching their full professional potential.

Several organisations over the years have come up with policies and formed forums to advocate for a more diverse and inclusive workplace to ensure that more women reach top positions where they can navigate, negotiate and influence real change.

One such platform is the Nigeria2Equal programme, an International Finance Corporation (IFC) led multi-stakeholder programme in partnership with the Nigerian Exchange (NGX). The programme aims to reduce gender gaps across employment and entrepreneurship in Nigeria's private sector.

Nigeria2Equal brings leading companies such as Cadbury Nigeria together to make specific, measurable, and time-bound commitments to increase women's participation in Nigeria's private sector as leaders, employees, and as entrepreneurs in the corporate value chain.

Cadbury Nigeria known for promoting Diversity, Equity, and Inclusion (DEI)workplace signed on to the Nigeria2Equal Gender programme in 2021 as part of its agenda on Diversity, Equity, and Inclusion (DEI) and Great Place to Work (GPTW). This has helped the company to focus on what matters most. The company has promised to continue to provide the right platform for female employees in its organization to achieve their career objectives.

This leading FMCG Company has also said it will maintain its current policy of supporting female business partners to thrive in their business because it believes in the empowerment of women.

Cadbury Nigeria has gender equality embedded at the core of its working practices and has made giant strides in galvanizing stakeholders to institutionalize gender equality within its operations.

Over the years, the organisation has achieved a gender-balanced board of directors of up to 40 to 60 percent. The organisation has implemented best-in-class policies, especially in the areas of parental leave and childcare programmes and has demonstrated an unwavering commitment to gender diversity in its supply chain.

Cadbury has been exemplary with its inclusivity programmes in the fast-moving consumer goods (FMCG) sector in Nigeria.

At Cadbury Nigeria, annually the company celebrates International Women's Day (IWD), and it takes immense pride in observing this important event where it emphasizes the importance of equal opportunities and fair treatment for all. In line with the 2023 IWD theme #EmbaceEquity, there was a month-long focus on Diversity, Equity, and Inclusion across the organization.

The company actively listens to its employees and the Annual "Make it Matter" Engagement Survey which was completed in October helped to keep engagement top of mind.

Some of the major highlights of the 2023 IWD celebrations included Women's peer-to-peer recognition, a Panel Session titled "Leading with Impact" which included some of our Executive and Non-Executive Directors and external speakers; Embrace Women Conference with Mr. Steve Oboh, a phenomenal two-hour "Snacks with a Leader" session with Mrs. Tara FelaDurotoye, who shared the 4 Es of personal and career branding—Expertise, Excellence, Exposure and Experience; and finally as it is the tradition of the company, there was a book titled: "Finding Me" by Viola Davis, which was gifted to all female employees in the Company.

Cadbury Nigeria is a subsidiary of Mondelez West Africa, Cadbury brands fall into three principal categories, namely Cocoa Beverages, Gum and Candy and Intermediate Cocoa Products. Cadbury Bournvita, Cadbury 3-1 Hot Chocolate, are the main brands in the Cocoa beverage category, while TomTom Classic, Candy Caramel, Candy Coffee, Buttermint and Clorets are the main brands in the Gum and Candy stable. Cocoa powder, Cocoa cake and Cocoa butter are the main products for the Intermediate Cocoa Products.

Beyond the internal policies aimed at promoting gender parity at Cadbury Nigeria, the Company also embarks on several initiatives aimed at empowering women generally. One of them is the Cadbury Bournvita Free Breast Cancer Awareness Mobile Clinic Initiative for women. The programme was the first of its kind in Nigeria when it was launched several years ago. The clinic which provided education on how to perform Breast Self-Examination, free ultra-sound scan service and counselling service to women among others, was taken to neighbourhoods for easy access to mothers. Over the years, the clinic has provided free breast cancer screening for thousands of women.



Gboyega Akosile, Special Advicer to the Governor on Media and Publicity in Lagos State (far left); and Comfort Obot Nwankwo, Chairman,NIPR Lagos Chapter (far right) presenting an award to the representatives of Cadbury.

For many years, the Company has been impacting the lives of women as well as empowering them in line with its Mission Statement, which addresses the needs of internal (board, management and staff) and external stakeholders (customers, consumers, investors, media, government, regulators etc.). This is also hinged on its corporate social responsibility (CSR) philosophy where its corporate giving is targeted at areas of the greatest need, with a clear orientation towards children, the youth and women.

In what can be described as a feat as far as gender inclusion in the Nigerian space is concerned, and in line with the theme of the 65th Commission on the status of women, in 2019, Mrs. Oyeyimika Adeboye became the first woman to be appointed by Mondeleze West Africa /Cadbury Nigeria Plc as its Managing Director in 50 years.

Her milestone appointment as the MD attests to the Company's commitment to promoting gender equality, diversity and inclusion. Today, Adeboye is widely recognised as one of the most respected female executives in Africa and her efforts in the past years have been pivoted towards putting the Company on a path of profitable growth, as well as implementing initiatives focused on supporting female employees and female leaders within the organization.

Therefore it came as a sweet relief that ecstatic sensation down the spine of both Cadbury Nigeria and industry watchers when it was awarded the Most Outstanding FMCG In Gender Inclusion at the 2023 edition of the Women in Marketing and Communications Conference and Awards (WIMCA) held in Lagos. The company's recognition at the event underscores its commitment to ensuring women more inclusion, development and representation for women to thrive in their careers.

In the past, the specific areas addressed by the company's CSR policy included Health, Welfare and Charity, Education and Enterprise, Sports, Arts, Environment, Community and Entertainment. Today, it has a signature CSR project specifically tailored towards pupils in public primary schools within its host communities in Lagos State. The project is called Nutrition and Healthy Lifestyle (NHL).

In 2018, Mondelez International Foundation/Cadbury Nigeria and Helen Keller International (HKI), an American Non-Governmental Organization (NGO), launched the Nutrition and Healthy Lifestyle flagship programme in Nigeria. This is the first-ever Mondelez Foundation-funded initiative in Nigeria. The programme was earlier launched in other countries where Mondel□z operates in.

Since the project was launched, Mondelez International Foundation/Cadbury Nigeria has been partnering with HKI to support schools and communities to reach underserved children in Nigeria, in collaboration with the Lagos State Government. The project seeks to reduce undernutrition and overweight among primary school pupils aged 6–11 years in the target nine public primary schools in Ikeja LGA, Lagos State. It is also targeting three Local Community Development Areas (LCDAs) for this project in Lagos namely Ikeja, Onigbingo and Ojodu.

These are just few among other CSR initiatives undertaken by Cadbury Nigeria whose origin dates back to the 1950s when the business was founded as an operation to source cocoa beans from Nigeria and as a precursor to enable the Company's founders to tap opportunities for serving the local consumer-market with world-famous, Cadbury-branded products.

In the early 1960s, an initial operation was established to re-pack imported bulk products. This packing operation grew rapidly into a fully-fledged manufacturing operation and resulted in the incorporation of Cadbury Nigeria Limited in January 1965. In 1976, the Company became a publicly listed company with shares traded locally on the Nigerian Stock Exchange (NSE). Cadbury Nigeria has grown to become a household name providing consumers with much-loved iconic brands.

Over the years, the organisation has achieved a gender-balanced board of directors of up to 40 to 60 percent. The organisation has implemented best-in-class policies, especially in the areas of parental leave and childcare programmes and has demonstrated an unwavering commitment to gender diversity in its supply chain. Cadbury has been exemplary with its inclusivity programmes in the fast-moving consumer goods (FMCG) sector in Nigeria.

WIMCA 2023

DARLING
FindYourBeautiful

Most Outstanding Hair Extension Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Darling Hair.

By Usukuma Ntia

The secret to a million-dollar smile is not just about the teeth; it's also about the hair that frames it. Something is soothing about adding luscious locks to one's own hair, watching as a simple hairstyle becomes a stunning work of art.

For women, hair extension is a special indulgence and a way to enhance their natural beauty and unleash their inner diva. It is the ultimate game-changer and a beauty secret that's been coveted for centuries, and for good reason. It offers versatility that's hard to resist from subtle, natural-looking additions to bold, vibrant statements, and transformative experience, elevating one's look and confidence to new heights.

Whether it's for a special occasion or everyday glamour, hair extensions make women feel like a million bucks! That's what Darling Hair offers, beyond being a female-centric brand, it has helped lot of women boost confidence, empower them and hold emotional significance.

Darling Hair is a renowned brand that has revolutionized the hair extension industry with its exceptional quality, innovative techniques, and personalized service. The brand offers wide range of hair extension solutions that cater to diverse hair types, styles and preferences.

As a leading manufacturer of hair extension products in Nigeria and an advocate for beauty and the transformation of women, Darling hair was recognized as the Most Outstanding Hair Extension Brand of the Year at the 2023 Women in Marketing and Communications Awards (WIMCA).

According to the convener of WIMCA and Publisher of Brand Communicator, Mr. Joshua Ajayi, WIMCA platform is designed to provide mentorship opportunities for current and prospective professionals to help ignite and propel women towards attaining enviable heights in marketing and management performance.

Darling is present in 21 countries across Africa with over 30years old business that has been tending to the hairstyle needs of African women for decades. With a vast catalogue of hair extension styles at a range of attractive prices, including braids, weaves and crochets, the brand caters to over 150 million women across the continent.

The organization acknowledges and celebrates the role of women in all areas of their lives, from office to home and to the society, it is a brand that supports the woman all the way. Internally, it is an organization that believes in the ability of every employee. On the job, the organization does not see women or men, it sees are people.

INNOVATION

Last year, the organization announced the launch of its new product called Darling duchess, a product that is as light as natural hair, soft, smooth, with fuller tips, and comes in six colours.

The brand is known for celebrating and supporting African women, their beauty, boldness and unstoppable spirit. This is constantly showcased in their array of products specifically tailored for every African woman. With the newly launched hair extension, consumers can expect to have a premium experience while braiding

Speaking at the launch, the Business Head, West Africa, Godrej Consumer Products Ltd, Chitwan Singh, expressed the brand's elation to introduce to the Nigerian market 'darling duchess'

According to him, "They deployed novel, cutting edge technology to create the product, adding that Nigeria was the first market in the world where the product was introduced."

He further said the technology ensures the delivery of the ultra-light feature of the braid like its superior shine, soft texture and fuller tips guaranteed to deliver a premium braiding experience to consumers.

The Head of Marketing West Africa, Hair Fashion, Godrej Consumer Products Ltd, Gbenga Alabi, said: "We are fully aware that African women, especially the Nigerian woman, demands and deserves quality braids. But today, the heaviness of existing hair extension products is a barrier, exacerbated by the rising price of this class of consumer goods. Darling Duchess offers a new standard of benefits to the Nigeria consumer. It has superior lightness, volume and shine than any other braid in the market."

Similarly, Head of Sales, Godrej Consumer Products Limited, Emeka Okeke commented that braids remained the heart of their brand.

"That the product is light as their own hair, even after a month of wear the shine means that it will still look as good as new. The hero SKU is the one pack enough pre-cut braid that gives consumers a premium braiding experience, at a 20 percent cost-saving and a 25 percent time saving compared to regular braids," he said.

Of course, the experience of getting hair extensions is also a special treat! The pampering, the consultation, the excitement of seeing the final result - it's a beauty ritual like no other. The organization believes that the society just as their workplace should be a safe space that allows for growth, innovation, self-expression and beauty of all individuals especially women.

As a brand, Darling understands that the strength of a woman comes from within and for her to reach her full potential she always has to look the part. A confident woman is the woman who is ready to change the narrative and we know what appearance means to her and to her mission. Darling Hair is the brand that allows her breakaway from the norm and "Find Her Beautiful" while conquering the world. We also take pride in partnering with women empowerment initiatives.

Empowering Intentions

Darling Nigeria in partnership with Kanekalon and the National Association of Hairstylists & Cosmetologists (NASHCO), hosted the first-of-its-kind national braiding competition in Nigeria to crown national braiding champion.

The braiding competition spanned multiple cities across Nigeria including Enugu, Anambra, Abia, Rivers with the grand finale in Lagos. Fourteen contestants representing major states in Nigeria battled it out for first place in a pageant-style presentation where each contestant showcased their intricate and creative hairstyles.

Their partnership with Kanekalon and NASHCO for the braiding competition exemplifies this commitment, she said.

After a series of intense competitions, the judging panel, consisting of industry experts, unanimously selected Ms. Aina Silifat, a hairstylist representing Ogun State, as the winner of the braiding competition getting reward of a cash prize and opportunity to collaborate with renowned hair professionals.

Speaking about the competition, the president of the National Association of Hairstylists and Cosmetologists (NASHCO), Mrs. Angela Akanle, expressed her delight in witnessing the exceptional talent and passion displayed by all participants.

"The braiding competition is a platform to celebrate the rich cultural heritage of Nigeria and highlight the extraordinary skill of our local hairstylists. We are immensely proud of all the participants and extend our heartfelt congratulations to Ms. Aina Silifat for her exceptional show of creativity and achievement." She added.

Few years ago, Darling Nigeria partnered with a project called "mmanma by Artist Laila Cadne – The beauty of a mother" which was an initiative to celebrate a mother's beauty.

In the business space, the brand has encouraged entrepreneurship by creating business opportunities and employments for thousands of women some of who are office staff, hairstylists, saloon owners and hair business owners pan Africa.

By using Darling Hair, any lady of any age can easily achieve perfect springtime look to keep your hair out of your face to prevent acne breakouts during warmer weather and your beautiful face at the forefront.

Darling specializes in the elevation of beauty and illumination of confidence, helping women to own their power with the reassurance of great hair. Teyana Taylor who served as brand ambassador to the brand exudes confidence while she inspires and empowers Black women to be their boldest self.

Darling understands that today's multi-dimensional woman wants more out of life and liberation from conventional hairstyles which is why it is passionate about hair and the transformative power it can have on a woman's sense of being. Darling equips African women with an indispensable freedom to effortlessly channel any style, anytime with ease.

Darling Nigeria remains committed to inspiring creativity, helping African women #FindYourBeautiful, and supporting the growth of hairstylists and the hairstyling community in Nigeria.

Darling Hair is a renowned brand that has revolutionized the hair extension industry with its exceptional quality, innovative techniques, and personalized service. The brand offers wide range of hair extension solutions that cater to diverse hair types, styles and preferences. Darling is present in 21 countries across Africa with over 30years old business that has been tending to the hairstyle needs of African women for decades. With a vast catalogue of hair extension styles at a range of attractive prices, including braids, weaves and crochets, the brand caters to over 150 million women across the continent.

WIMCA 2023

DEVON KING'S

Most Outstanding Cooking Oil Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left), and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Devon Kings.

By Eunice Stephen

Vegetable oil is used worldwide in the making of delicious foods. It is used to prepare both local and continental dishes in Nigeria. Cooking oils derived from different plants, including groundnut, soya-bean, corn, cottonseed, rapeseeds, and canola, are referred to as vegetable oil. Originally, most households relied heavily on locally produced cooking oils as well as pricey imported vegetable oil and its products.

However, the vegetable oil market is currently saturated with vegetable oils produced by companies in Nigeria.

Due to the government's protection policies, local brands can now flourish and compete favorably in Nigeria's vegetable oil market, which was formerly dominated by international names like as Turkey and Kings. More than ten brands, both domestic and foreign, are competing for market share in the Vegetable industry.

Devon King's, a fast-moving oil brand in Nigeria from the stable of PZ Wilmar Limited dominates the vegetable oil market. The brand has positioned its product to the consumer as highly hygienic healthy oil, with great repackaging and visibility.

The markets and retail outlets revealed that the vegetable oil market in Nigeria is dominated by the likes of Devon King's and Mamador. These brands have adopted some marketing elements such as product segmentation into more affordable smaller sizes, repackaging, and availability to enhance consumer attention.

The Devon King's brand which has over the years positioned itself as a top-of-the-shelf female brand is a brand that is constantly innovating and adjusting its business model to embrace the new market conditions they operate in. The brand recognizes how to internalize the external expectations of the consumer and offers innovative approaches to deliver new value will be those that not only survive but thrive in the years ahead.

The Marketing Manager, PZ Wilmar, Chioma Mbanugo explains that "Our hygienically produced cooking oils are sold under the Mamador and Devon King's brands in tamper-proof packaging, giving consumers confidence that they are getting the safest, freshest and best quality products available. Both Mamador and Devon King's are fast-moving Nigerian products supported by an effective supply chain. Domestic production and our wide range of pack sizes guarantee quality and freshness at an affordable price. We are committed to helping to meet Nigerian oil requirements in line with the Government's Agricultural Transformation Agenda. Our global-scale beacon agricultural project represents US$650m in foreign direct investment".

In 2023, Doven King's in a bid to enlighten and sensitize Nigerians on the inherent dangers in the consumption of unbranded cooking oil, as it offers healthier and more affordable options, launched a campaign tagged "Less is More".

Speaking on the "Less is More" campaign, Category & Brand Manager, PZ Wilmar, Toyin Popoola-dania said, "We are living in a time when now more than ever we are more conscious of our health, the COVID-19 pandemic has reiterated the need for healthy eating and importance of a strong immune system. Therefore while we are taking all the necessary precautions to avoid contacting and spreading the virus, it is equally important that we pay close attention to what we consume.

"According to NAFDAC, unbranded vegetable oil is unsuitable for consumption and could have negative health implications. The agency says heart diseases are one of such problems due to high cholesterol content and other fattening agents that have been added in them", she said in a statement.

According to her, "The Executive Director, NHF, Dr Kingsley Akinroye also said vegetable oil found to be contaminated by interference with any additive may contain high cholesterol and work against the normal flow of the body, thereby blocking heart vessels and leading to the sluggishness of blood movement.

"Studies have shown us that many people are unaware of these dangers, while many simply consider these unbranded oils more affordable. It was for these and many more reasons we started the "Less is More" campaign to educate Nigerians on the risks of consuming unbranded oil and possibly eliminate unhealthy oil consumption by providing them with a tested, certified, trusted, and recommended alternative. Also, Nigerians need to be more aware of the fact that Quantity is not always Quality as this is one of the major reasons the majority patronise unbranded oil – more volume and cheaper; unfortunately, this is not correct as they unknowingly spend more in the long-run.

"Devon King's cooking oil, in addition to its Jerry can and PET bottles comes in affordable pillow pack formats & sizes giving great value to Consumers no matter their budget or family size. Whether you are a student with a modest budget or someone with family/ friends, Devon King's cooking oil provides you with better quality and hygienic cooking oil helping you get more value on every drop of oil because, with less quantity, you can do a lot more as it doesn't dry up like the unbranded oil. Even with as little as 50 Naira, you can get a pack of Devon King's Cooking Oil and enjoy a more quality meal" she said.

Also, PZ Wilmar in partnership with The Global Alliance for Improved Nutrition (GAIN) a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition, recently hosted selected Media Editors and Civil Society organisations on a training workshop on Food fortification at its factory in Lagos.

The workshop which had in attendance members of the PZ Wilmar leadership, Civil Society groups, Media editors, including representatives of The Global Alliance for Improved Nutrition (GAIN), provided PZ Wilmar the opportunity to showcase its food fortification process, as an industry leader in Quality Systems and Food Fortification in Nigeria. The workshop also included a tour of the PZ Wilmar factory.

Speaking during the event in the PZ Wilmar factory in Lagos, the Head of Manufacturing at PZ Wilmar, Femi Ojumu, stated that the event highlights the organization's products and processes as a proponent of food fortification practice in Nigeria.

"This event highlights our dedication to delivering quality food products to our consumers. It is in line with our commitment to responsible and healthy food production and consumption that puts Nigeria on the map for sustainable development in food manufacturing." He explained.

PZ Wilmar in 2021 received recognition as Industry Leader in Quality Systems and Food Fortification, as both its food brands, Devon King's and Mamador emerged as the two most fortified food brands in Nigeria while participating in the inaugural launch of the Micro Fortification Index (MFI) in Nigeria, an initiative powered by TechnoServe as part of its effort to tackle malnutrition in Nigeria, with support from Bill and Melinda Gate foundation through the TechnoServe's Strengthening African Processors of Fortified Foods, SAPFF, project.

The workshop activities included presentations on Orientation and Introduction to the Food Fortification Process, a tour of the PZ Wilmar Edible Oil Fortification Facilities, and interactions with the Quality Control and Production Team. Participants of the workshop commended the organisers and particularly PZ Wilmar for its commitment to tackling malnutrition and increasing social awareness of the Nigerian public on the benefits of food fortification.

Aside from championing various sustainability campaigns, PZ Wilmar is helping to build a sustainable future for palm oil in Nigeria across the value chain by creating up to 30,000 direct and indirect jobs. Helping to narrow Nigeria's current domestic palm oil production shortfall and importation deficit, revitalizing unproductive, previously owned, palm oil plantations and investing in new ones. Assisting in closing the 350,000-tonne palm oil import gap, ensuring skills transfer via on-the-job training, and achieving optimal harvests with minimal wastage. Building a state-of-the-art palm oil refinery and packaging facility in Lagos State, producing high-quality, affordable Devon King's cooking oil and launching its latest premium quality brand (100% pure), Mamador, in tamper-proof packaging to give consumers confidence that they are buying the safest, freshest and best quality products available.

When it comes to bonding with family and friends, food plays an important role in bringing people together; from prepping the ingredients to cooking, to serving, and eating with loved ones, premium food brand, Devon King's stays true to its promise.

It prides itself in fostering bonds amongst people through great-tasting meals and this is succinctly expressed in its TV commercial in 2023. Besides Devon King's TV commercial being launched at the perfect bonding period, it expresses the joy that moments of togetherness inspire.

As customers prepared for the festive season, Devon King's encourages through its positioning – Taste That Binds – the need to make time out to create beautiful memories with our friends and family.

Hence, Industry analysts and observers alike were thrilled as Devon King's won the award for the Most Outstanding Cooking Oil Brand of the Year at the 2023 Women in Marketing & Communications Conference/Awards (WIMCA) held at the prestigious hotel, Landmark event centre, Victoria Island, Lagos. The award ceremony was designed to celebrate brands and marketing icons that are shattering the glass ceiling in their respective industries and providing cutting-edge solutions to consumers and clients alike.

WIMCA is the largest gathering of female brands and marketing communications professionals in Nigeria and Sub-Saharan Africa. The annual event recognizes and celebrates leading women who have weathered the storm and have risen through the ranks to attain remarkable heights in the brands, marketing, and communications industry.

Devon King's cooking oil in addition to its jerry can and PET bottles comes in affordable pillow pack format & sizes giving great value to Consumers no matter their budget or family size.

WIMCA 2023

Consolidating A Thriving Culture Of Gender Parity

FLOUR MILLS OF NIGERIA: Most Outstanding Food Manufacturing Company In Gender Inclusion
FMN WOMEN: Most Outstanding Brand-Centric Women Community Of The Year(Food Sector)
GOLDEN PENNY SEMOVITA: Most Outstanding Semolina Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left) presenting an award to the representatives of Flour Mills of Nigeria.

By Usukuma Ntia

Remarkable strides achieved over the years by Flour Mills Nigeria(FMN) clearly reveal that, across the years, the company has always been very intentional in promoting women's empowerment within and outside its ranks.

As a seasoned brand, Flour Mills of Nigeria (FMN), and its impact in the food manufacturing industry stands as an outstanding example of success. The company has made significant contributions to the food manufacturing industry in Nigeria; it plays a vital role in shaping the sector's growth and development.

The company was incorporated in 1960, Nigeria's year of independence, as a private limited liability company with a modest paid-up share capital of N1 million and converted to a public company in 1978 with a beneficial interest in the company's equity held by Nigerian and Overseas shareholders.

FMN today is a major producer of essential food such as flour, pasta, noodles, biscuits, edible oils, sugar, and animal feed. Some of its well-known brands include Golden Penny Flour, Golden Penny Semovita, Golden Penny Sugar, Golden Penny Spaghetti, and Golden Penny Noodles.

The company is recognized as one of Nigeria's leading Food and Agro-allied groups, devoted to feeding the nation while actively investing in attaining Nigeria's food self-sufficiency goals. Since 1960, through its iconic Golden Penny brand of flour, pasta, semolina, sugar, starch, oil, spreads, and breakfast cereal, it has continued to build a diversified portfolio of accessible and wholesome food products, a robust Pan Nigerian distribution network, and investments that enhance the lives of Nigerians today and in the future.

Through activities like its annual Prize for Innovation competition Flour Mills of Nigeria (FMN) is one brand that is promoting innovation and driving economic growth in the Nigerian food industry. Through this competition, FMN is recognizing and rewarding local businesses, especially women with cash prizes, mentorship, and other resources, helping to create new opportunities for entrepreneurs and to support the development of local content in the sector.

Despite advancing with lightning rapidity, the organization has ensured It remains a strong advocate for gender-inclusiveness in the workplace. So far, It is abundantly clear that FMN aligns with the clarion call for gender inclusion in its organizations judging by its enlistment of women in strategic positions. Hence, this has paid off handsomely for the organization.

It is common knowledge that Companies operating in the manufacturing sector have an immense opportunity to promote gender equality, raise the prospects of women in the sector, and contribute towards the Sustainable Development Goals, notably SDG 5 on achieving gender equality and empowering all women and girls. This thinking is based on the fact that Women make up nearly 37 percent of the workforce globally in the manufacturing sector. At certain stages of the supply chain or in specific commodity chains, women represent the overwhelming majority of the labour force. Across regions, women from various social categories face major gender-specific constraints anchored in deeply rooted social and cultural norms determining what is acceptable in terms of women's behaviours and roles.

With this insight, FMN became more resolutely committed to championing female empowerment, with a focus on capacity building, and creating strong platforms that would sustain its women empowerment goals.

It was this high-wired passion that led to the creation of The FMN Women's Network (FMNWN). It was FMN's biggest demonstration of the Group's commitment to propagating gender equality and diversity. The network provides a platform for women to connect, have access to career-boosting resources like mentorship and training, community support, and advocate for their advancement within the organization and across the country.

This very vibrant network was set up to enable women in FMN to thrive and flourish professionally across all career levels by removing structural impediments to career advancement and work-life balance, and consequently increasing organizational value.

FMN believes that as it creates more awareness and the network grows, there will be a positive impact on the performance of the business. An extensive series of initiatives and clear goals were established to help the organisation advance its gender balance agenda and bolster its inclusive culture. The brand believes that achieving gender equality is not only important but also right. This is because fostering an equal-opportunity culture in workplaces encourages a healthier and happier workforce, which in turn stimulates creativity, innovation, and advancement.

In the last few years, The FMN Women Network has continued to broaden its effectiveness through this proactive partnership, directly and indirectly reducing gender gaps across employment and entrepreneurship in the private sector.

Last year, FMN Women's Network (FMNWN), successfully held its 5th annual women's conference in November at Ebonylife, Victoria Island, Lagos. The conference, themed "TechHER: Bridging the Tech Barriers, Building the Future," brought together women and key stakeholders from diverse backgrounds to explore the transformative power of technology and its potential to empower women in their personal and professional lives.

The hybrid event highlighted keynote addresses and a panel discussion that featured leading technology and business experts including Prof. Olayinka David-West, an Associate Dean, of Lagos Business School; Mr. Ugodre Obi-Chukwu, Founder/CEO, Nairametrics; Mrs. Rosario Osabose, MD, Tenaris Nigeria; and Mrs. Ugochi Agoreyo, Strategy Development Expert and Partnership Lead at Google. These panellists focused discussions on the power of technology and the resources it avails to individuals when it is harnessed for its underlying value.

Participants, also referred to as Amazing Amazons, had the opportunity to network with each other, learn from tech experts present, and share more insights on innovative ways of exploring the latest trends in technology for business and financial growth.

The FMNWN annual women's conference remains a testament to the organization's commitment to empowering women and fostering a more inclusive and equitable society. Speaking at the event, Mr. Boye Olusanya, the Group's GMD/CEO stressed that "At FMN, we embrace the strength, resilience, and innovation that every woman brings to the table, shaping a future where equality is not just a vision but a reality. So we all must learn to take proactive and deliberate actions in creating an envisaged future through innovation and dedicated adoption of various technological advancements across all our various touchpoints".

In her remarks, the Chairperson of the FMN Women's Network, and the Head, Talent Academy for FMN, Olubunmi Ebhomenye noted that the FMN Women's Conference was crucial in enhancing the individual capabilities of employees to reach their potential, which ultimately adds to the company's overall success.

She said, "Conversations at the conference reflect the organization's deliberate commitment to fostering diversity, equity, and inclusion. The event underscores FMN's dedication to championing a more gender-balanced workplace, empowering all employees to excel in diverse roles. We aim to cultivate an environment where every individual, regardless of gender, thrives and contributes meaningfully to our collective success."

The conference provides women with the tools, resources, and inspiration they need to succeed in their personal and professional lives and positively impact their communities and the world.

The FMN Women's Network has consistently remained committed to supporting women in their pursuit of excellence across different fields particularly in the areas of tech inclusion and adoption. The annual conference is an important step in bridging the gender gap in the tech industry and providing women with the tools and resources they need to succeed.

The solid performances of FMN and Its Women's Network must have compelled the organisers of the prestigious 2023 Women in Marketing Communications Conference and Awards (WIMCA) to recognise Flour Mills of Nigeria as the Most Outstanding Food Manufacturing Company in Gender Inclusion. the company's FMN Women Network won an award as the Most Outstanding Brand-Centric Women Community of the Year in the Food Sector Segment.

This was a clear confirmation of FMN's deliberate effort in championing financial inclusion for women and an acknowledgement of its efforts and encouragement to continually lead the charge in the sector.

Golden Penny Semovita also won the Most Outstanding Semolina Brand of the Year.

Made from high-quality premium wheat, it is nutritious, healthy, and aids digestion, and it goes with any type of soup. This makes the brand a clear favourite of every woman.

Golden Penny Semovita is smooth, mouldable, and easy to cook and swallow. It is a leading product of FMN. It contains fibre, which makes for easy digestion when consumed, is high in protein, is enriched with vitamins, low in fat, and can be consumed any time of the day as it is easily digestible in the stomach. It is easy to prepare and can be eaten with any delicious choice of soup. Semovita is rich in Protein, Carbohydrates, and other strength-boosting nutrients. With such excellent qualities,

The FMN Women's Network has consistently remained committed to supporting women in their pursuit of excellence across different fields particularly in the areas of tech inclusion and adoption.

Gino Party Jollof – Most Outstanding Innovative Tomato Paste Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representative of Gino Party Jollof.

By Toyosi Olajide

At the prestigious 2023 Women in Marketing and Communications Conference/Awards organized by Brand Communicator, a leading corporate, CSR, brand, and marketing publication on the continent, Gino Party Jollof has been named the Most Outstanding Innovative Tomato Paste Brand of the Year for its commitment to quality and customer satisfaction.

Gino Party Jollof has consistently raised the bar with its high-quality ingredients, unique recipe, consistent taste, innovative packaging, and ability to add depth and authenticity to jollof rice and stew.

Despite the early arrivals of some tomato paste brands that strode the Nigerian market as a colossus, GBFoods, makers of Gino Party Jollof emerged as the new warlord, having wrested leadership from the supposed brands who adopted the early mover's advantage strategy.

GBfoods is a global food company that produces and distributes a wide range of food products, including soups, sauces, condiments, and snacks. The company was founded in 1935 and is headquartered in Barcelona, Spain with operations in over 40 countries and employs over 20,000 people worldwide.

Gino Party Jollof consists of a blend of spices and seasonings that adds flavor and aroma to jollof rice, a beloved dish in many West African countries, including Nigeria, Ghana, and Senegal. The mix typically includes a combination of ingredients like paprika, garlic powder, onion powder, cumin, coriander, and chili peppers, among others.

Using Gino Party Jollof is convenient and easy, as it saves time and effort in preparing the spice blend from scratch by simply following the instructions on the packaging, and you'll have a flavourful and mouth-watering jollof rice dish perfect for parties, gatherings, or everyday meals!

The GB Foods Kebbi factory is vertically integrated with the largest tomato farm in Nigeria, the only tomato processing plant in the ECOWAS bloc to be fully integrated. It will source most of the tomatoes from over 5,000 smallholder farmers as well as from GBfoods' owned and operated farm. Additional farmland was cleared and prepared in September 2020 for the farming season of October 2021, accompanied by an upgrade in the factory's capacity. When the project expansion is completed, the factory will be the largest fresh tomato processing factory in sub-Saharan Africa.

The plant will process tomatoes in the dry season and soya beans in the rainy season. Fresh tomatoes will be processed into tomato concentrate for the Gino tomato paste and tomato pepper onion paste brands. Soya beans will be processed into soya bean oil, used in the Bama and Jago mayonnaise brands.

GB Foods also set up a tomato processing plant in Kaduna state in 2019, which provides some of the learnings for the much larger plant opened in Kebbi state. The N2bn ($5.2m) Kaduna plant has a capacity of just 30 tonnes per day, sourcing tomatoes from a 30-hectare pilot farm. Similarly, Singapore's Olam International, another major importer of tomato paste, has set up 20 20-hectare pilot tomato farms in northern Kano and Jigawa states late last year to grow its tomatoes.

EMPOWERMENT GOALS

The company supported cultural preservation with the sponsorship of the Kyegh Sha Shwagh Food Festival, a Tiv cultural festival, held in Gboko, Benue State.

According to the company, Kyegh Sha Shwagh (KSS) Food Festival stands as a beacon of cultural celebration and gastronomic delight in Northern Nigeria and GBfoods has been a proud sponsor of the event.

"KSS is more than just a gathering of food enthusiasts, this festival holds immense significance as a representation of the rich cultural heritage of the Tiv Nation, the second-largest ethnic group in the North. The event was held on the 26th of December, 2023.

"At the heart of the festival lies a celebration of a traditional soup made with chicken and sesame seeds, savored alongside pounded yam, a culinary experience that embodies centuries of tradition and taste."

Speaking at the event, the Area Sales Manager for the company, Mr. Michael Ogwuche, said: "GBfoods is committed to celebrating local flavors, which is why for the past four years the company has remained a leading sponsor of the iconic Kyeghsha shwa in line with its culture of 'celebrating local flavors."

He said: "The consistent support has not only contributed to the success and growth of the festival but has also enabled the showcasing of diverse culinary experiences to a vast audience. GBfoods' involvement has been instrumental in elevating the festival, enabling it to reach greater heights each year."

At this year's sponsorship, GBfoods offered free samples of their renowned products, including Gino Max all Dish and Jumbo Tomato, to attendees, Mr. Ogwuche said adding that the "gesture not only enriched the culinary experience of festival-goers but also showcased the company's commitment to promoting and sharing flavors that resonate with local and international palates."

One of the most exciting highlights, he said, was GBfoods' sponsorship of the Uka Uka eating competition during the festival.

Ofwuche noted that by providing gift items for this competition, they added a layer of fun and excitement, engaging participants and further enlivening the festival atmosphere.

"GBfoods' continued support and active participation in the Kyegh Sha Shwagh Food Festival have not only enriched the event itself but have also played a pivotal role in promoting cultural heritage, fostering tourism, and celebrating the essence of the Tiv Nation's culinary traditions.

"Their commitment to preserving and sharing cultural experiences through food is a testament to their dedication to both community engagement and culinary diversity," he stated.

AMBASSADORIAL DEAL

Last year, GBfoods unveiled Guinness World Record holder, Hilda Baci as a brand Ambassador for two of its flagship brands, Gino and Bama Mayonnaise. The announcement signifies a new era of culinary excellence with Hilda Baci at the forefront of celebrating local flavours covering a portfolio of Gino and Bama sub-brands.

This move will see Hilda Baci take consumers through her journey of preparing well-flavoured meals and connecting with communities reflecting on the role of GBfoods in the celebration of culture, tradition, and the shared experience of food.

Speaking at the ambassadorial unveiling, General Manager, GBfoods, Vincent Egbe reiterated the company's dedication to appealing to local growth and the choice for Hilda Baci.

"GBfoods is excited to welcome Hilda Baci into the Gino and Bama family. This collaboration is a tribute to our unwavering faith in the people of Nigeria, particularly the young individuals who are not only emerging as Africa's rising stars but are on their way to becoming true global giants. It's a celebration of their extraordinary achievements and a continued commitment to the pursuit of excellence and dedicated service.

Gino boasts an impressive array of products catering to varied palates, including Gino Max seasoning cubes, Gino tomato mix, party jollof mix, curry & thyme[herbs and spices], pepper, and onions. The brand consistently reinforces its loyalty by infusing local flavours into every dish.

Speaking on the significance of the relationship, the Brand Manager of Gino sub-brands, Gino Max Cubes, Juliet Ifeanyi-Itoje said "Hilda Baci embodies perseverance and a deep connection to the relentless pursuit of culinary innovation which are values deeply embedded in our brand. Her partnership with GBfoods is a testament to our commitment to inspiring individuals to explore their passions and celebrate the richness of local cuisine."

Reacting to her ambassadorial appointment, Hilda Baci said "I am thrilled to join forces with GBfoods Nigeria, as I continue to celebrate the vibrant tapestry of local flavors. I look forward to very exciting times engaging consumers who have enjoyed the uniqueness of Gino and Bama as we herald a new phase in cuisine".

GBfoods aims to strengthen its commitment to local flavors, and inspire culinary creativity driving a legacy that celebrates excellence, and the unrelenting pursuit of dreams.

Using Gino Party Jollof is convenient and easy, as it saves time and effort in preparing the spice blend from scratch by simply following the instructions on the packaging, and you'll have a flavourful and mouth-watering jollof rice dish perfect for parties, gatherings, or everyday meals!. The mix typically includes a combination of ingredients like paprika, garlic powder, onion powder, cumin, coriander, and chili peppers, among others.

WIMCA 2023

Fast Growing Fintech Company In Gender Inclusion

By Toyosi Olajide

Improving the reliability of payment infrastructure has proven to be a game changer in Nigeria's fintech space. After the country's central bank announced that it was redesigning the naira, the country was hit with a cash crunch that accelerated the adoption of digital payments in most states.

As the country faces these economic challenges, the need for adaptive strategies in the fintech industry becomes paramount. In line with this, Access Bank, one of Nigeria's largest banks launched its payment service, Hydrogen Payment Service to empower African businesses to thrive and succeed by providing best-in-class payment services. The company has two arms: the merchant business and the switch and card business

Hydrogen aims to reduce the number of touchpoints required to process payments. The brand is also working on using the data generated while processing payments to provide advisory services to its business clients and facilitate the delivery of other financial services.

The fintech subsidiary as a natural step in the bank's aspiration to create a globally connected community and ecosystem, and it also aligns with the mission to build and sustain one global platform, open for anyone to join where people can be connected with exceptional opportunities.

Hydrogen was a launched less than three months after GTCO launched Squad, its payment unit and the product of HabariPay Limited – a subsidiary of GTCO. Squad's services include payment, payment gateway, PoS, and eCommerce. Merchants will be charged a fee of 1 percent on the transaction amount plus N50.

According to a digital banking personnel, one of the primary reasons the big banks are creating new fintech units is valuation. Fintech companies such as Interswitch, Flutterwave, Opay, and Paystack command more valuations than many of the big banks. Hence, the expectation is that by building new fintech units from scratch and funding them to higher valuations the holding companies would also be impacted.

For two-year-old Hydrogen, the focus is on building a robust infrastructure that can power payments across different channels.

Speaking on the vision, Kemi Okusanya, the company's CEO said "Our vision is to build Africa's most powerful payment business network. The real play for Hydrogen is the infrastructure,"

Although Hydrogen was launched in 2022, Okusanya says 2023 was the company's "real first year." Like most payment companies, Hydrogen earns a fee per transaction on its platforms.

It has launched eight products and have processed approximately 15trillion Naira in transactions across its different channels in 2023. Just like the parent brand, Hydrogen, from inception, has positioned women at the nucleus of its activities and management which was part of why it was awarded the Fast-Growing Fintech Company in Gender Inclusion at the prestigious Women in Marketing and Communications Conference/Awards (WIMCA) 2023 organised by Brand Communicator.

"A time will come when one in every three transactions happening in Africa will have something to do with Hydrogen," the CEO pointed out . Hydrogen's license allows it to operate across the entire value chain, offering services like processing, switching, and super agency.

Though Hydrogen says its play is infrastructure, it competes with fintechs such as GTCO's Squad, Flutterwave, Moniepoint, and Paystack in the payments market. Squad, for instance, it crossed ₦200 billion in monthly transactions in January 2023. Data shows that digital payments in Nigeria have been on the rise in the last half-decade.

Hydrogen has two arms which is the merchant business and the switch and card business. On the merchant side, Hydrogen caters to small and medium enterprises (SMEs) and large corporations with tailored solutions. According to the company's head of merchant business, Zainab Abu, these solutions include POS terminals, Instant Pay, which provides real-time transaction visibility across multiple outlets, a payment gateway that allows merchants to receive payments via their website, and a payment link.

Since launching the merchant business in April 2023, Hydrogen has onboarded 11,000 active merchants across every state in Nigeria. Its transaction volume grew to billions within the first two months of operations, and in January, the merchant business processed 40% of last year's total volumes.



Gboyega Akosile, Special Advicer to the Governor on Media and Publicity in Lagos State (far left), and Comfort Obot Nwankwo, Chairman,NIPR Lagos Chapter (far right) presenting an award to the representatives of Hydrogen.

Abu says Hydrogen POS's competitive advantage is that it allows other payment types beyond cards, such as bank transfers. Hydrogen will also compete offline against other fintechs that offer POS devices. Last year, Paystack launched virtual terminals, a new product that allows merchants to accept payments with bank transfers for multi-person businesses.

Hydrogen, from inception, has positioned women at the nucleus of its activities and management which was part of why it was awarded the Fast-Growing Fintech Company in Gender Inclusion at the prestigious Women in Marketing and Communications Conference/ Awards (WIMCA) 2023 organised by Brand Communicator. Our vision is to build Africa's most powerful payment business network. The real play for Hydrogen is the infrastructure. It has launched eight products and have processed approximately 15trillion Naira in transactions across its different channels in 2023.

Hydrogen acts as a third-party processor for card transactions on the card and switch business. It offers interbank transfer, bulk payments, and 3D secure, a second-level authentication for card transactions, according to Fiyinfoluwa Olorunsola, head of card and switch at Hydrogen.

Hydrogen's card and switch business is focused on the financial sector, especially traditional banks and fintechs. "We handle the processing side of things. We process transactions for about 50% of the FUGAZ banks and top fintechs."

Recently, Hydrogen teamed up with Co-creation Hub ('CcHub') to host an insightful event themed, 'Adapting Fintech Business Models to Economic Climes'. The event which was held on April 18, 2024, at the CcHub office in Sabo, Lagos delve deep into the intricacies of Nigeria's economic challenges and how these influence the fintech ecosystem. Participants will gain actionable insights on how to adapt fintech business models to volatile economic conditions by prioritising flexibility, agility, and customer-centricity.

This collaboration underscores the shared commitment of both entities to empower aspiring founders to venture into the Fintech space amidst economic uncertainties. By leveraging their respective expertise and resources, Hydrogen and CcHub aim to equip emerging entrepreneurs with the knowledge, tools, and support needed to thrive in today's dynamic economic conditions.

Emeka Awagu, Chief Technology Officer at Hydrogen, while commenting on the strategic partnership with CcHUB said, "Our alliance with CcHUB amplifies our shared commitment to pioneering transformative solutions in Nigeria's fintech sector. By leveraging Hydrogen's technological expertise alongside CcHUB's innovative approach, we are primed to set a new standard for fintech excellence and drive impactful change across the industry."

The establishment of Hydrogen is a natural step in the aspiration to create a globally connected community and ecosystem; inspired by Africa for the world and aligns with the mission to build and sustain one global platform, open for anyone to join where people can be connected exceptional opportunities.

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

Despite being a relatively young company, Hydrogen has an eye on profitability. It is laser-focused on ensuring its margins are sustainable, not just for the company but for its merchants. It has also spent much of its first year of operation building a foundation that will ensure its longevity.

WIMCA 2023

Iconic Seasoning Brand Of The Year

By Jeremiah Agada

In every industry, certain brands stand tall as towering pillars of excellence, beyond their offerings - products or services to become 'cultural' symbols. From McDonald's in the fast food space to the half-eaten apple logo of Apple in technology, these iconic brands have earned their badges for shaping our experiences and aspirations.

Indeed, achieving iconic status is a rare feat, reserved for those brands that have not only withstood the test of time but have also continuously reinvented themselves, staying relevant and resonating with each new generation. These brands are proof of the power of vision, innovation, and commitment to quality.

In the seasoning market where flavours and traditions are deeply rooted, the path to becoming an iconic brand is even more challenging. Yet, one seasoning brand has risen above the rest, carving its name into the hearts and kitchens of millions of Nigerians – Knorr. For generations, Knorr has been a trailblazer, revolutionizing the art of seasoning and elevating the culinary experience for households across Nigeria and beyond. Since its inception, the brand has been a symbol of trust, quality, and innovation.

Over the years, this brand has gone beyond its role as a mere seasoning brand, becoming an integral part of Nigeria's culinary heritage. Its iconic status has been solidified by its enduring presence in the kitchens of generations, with each new product launch or campaign further cementing its legacy.

It is this dedication to excellence, combined with a deep connection with its consumers that has made Knorr the most deserving recipient of the "Iconic Seasoning Brand of the Year at the 2023 edition of the Women in Marketing and Communications Conference and Awards (WIMCA).

"The opportunity to contribute positively to these lives was there, and we're glad we took it. The success of Knorr's Share the Good reaffirms our belief in the power of good food and its ability to create meaningful connections. This is just one of the many things we have in store as we continue to educate and connect with consumers while sharing the Eat for Good message."



According to the organizers, it is the highest recognition given to a seasoning brand that has achieved exceptional fame, popularity, and leadership within the culinary and food industry, setting an example for others in the market during the period under review (2022 – 2023).

They added, "This recognition considers various factors, including the brand's longstanding presence, iconic status, product quality, taste, customer loyalty, and significant contributions to the culinary arts and seasoning world. After thorough research and shortlisting of deserving seasoning brands in this category by a panel of seasoned marketing and communications professionals, Knorr was deemed most deserving of this accolade. This is because the brand has not only maintained a robust and enduring presence but has also become a symbol of excellence and trust among consumers and culinary experts."

Indeed, since its introduction to the Nigerian market, the brand has been a pioneering trailblazer that has revolutionized the culinary space over generations. Generations of Nigerians have come to know, trust, and cherish the brand. Its iconic status is not just a recent development – it has been built over many years. However, its activities in the period assessed by WIMCA were also sufficient to cement its status as an iconic seasoning brand.

In 2023, Knorr, Nigeria's leading seasoning brand, brought its revolutionary ideas to Nigerian kitchens with an exciting giveaway called the Knorr Good Jollof Box. With a mandate to encourage consumers to 'Eat For Good', the Knorr Good Jollof Box contained recipes for tastier and more nutritious meals, inspiring Nigerians to adopt simple but smart ideas for making their favorite dishes healthier.

Knorr invited consumers to win a Good Jollof Box through its Instagram page, and numerous consumers flocked to the brand's digital page to win boxes of Knorr goodness. The winners received the Knorr Good Jollof Box delivered right to their doorsteps.

According to Thelma, an avid Knorr fan and winner of a Knorr Good Jollof Box, "The recipes were absolutely amazing. Knorr reintroduced me to the joys of cooking. My seasoning rack and pantry have 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 also healthy. I am truly grateful that Knorr gifted me a Good Jollof Box. Thank you, Knorr."

In 2021, the leading seasoning brand launched its 'Eat For Good' Campaign aimed 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 led to the Knorr Good Jollof Box gracing many Nigerian households.

"At Knorr, we believe you can change the world by changing what's on your plate, making our best dishes better, and incorporating healthier options into our meals using Knorr's 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 favorite meals," said Bolanle Kehinde-Lawal, Marketing Director, Nutrition, Unilever West Africa.

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

During the 2023 holiday season, Knorr spread some much-needed cheer to the often overlooked but hardworking public servants through the "Share The Good" campaign. The brand gave out gift boxes to these unsung heroes who sacrificed their holidays for public service as a way of showing gratitude for their lasting impact and sacrifice.

Knorr representatives were seen across different cities in Nigeria, including Asaba, Enugu, Port Harcourt, Abuja, and Lagos, giving specially curated Knorr gift boxes to medical staff, traffic wardens, road sweepers, the Nigerian Police Force, neighborhood watch, the Federal Road Safety Commission, uniformed security personnel, and civil defense officers.

Building on its Eat For Good campaign, the brand gave out gift boxes containing nutritious dishes and Knorr seasonings, among other items, to these servicemen and women who spent the holidays serving their communities instead of being with their families. The recipients accepted their boxes with big smiles, happy to be recognized and celebrated.

"The opportunity to contribute positively to these lives was there, and we're glad we took it. The success of Knorr's Share the Good reaffirms our belief in the power of good food and its ability to create meaningful connections. This is just one of the many things we have in store as we continue to educate and connect with consumers while sharing the Eat for Good message," said Arinze Madeumere, Brand Manager, Knorr.

With this campaign, Knorr achieved its purpose of spreading goodwill in the spirit of Christmas, inspiring consumers to appreciate everyday heroes around us while exploring different recipes and solidifying its position as the go-to brand for goodness in and out of the kitchen.

Before that, Knorr invited discerning food enthusiasts to celebrate the beloved and iconic Nigerian dish, Jollof Rice, at the Abuja edition of the Knorr 'Jollof Fest', held at Harrow Park, Abuja. This edition of the 'Jollof Fest' delivered on its promise of excitement, with an extensive array of events like engaging games, exclusive masterclasses led by esteemed chefs, meaningful networking opportunities, and a meticulously curated series of activities.

Bolanle Kehinde-Lawal, Marketing Director, Nutrition, Unilever West Africa, emphasized the festival's profound mission, stating, "Our vision is to inspire a culture of healthy eating in Nigeria, a journey we have embarked on by spotlighting an array of nutritious cooking herbs that not only enhance flavor but also enhance the nutritional value of our meals. The Knorr 'Jollof Fest' promises an unforgettable experience, and we take immense pride in leading the transformation of Nigeria's culinary heritage."



WIMCA 2023

PROFECTIV Mega Growth

Most Outstanding Hair Care Brand Of The Year

By Toyosi Olajide



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to representatives of Mega Growth.

Although it is seemingly harmless, Dandruff is a chronic condition that arises when the scalp gets dry or sweaty and generates white flakes of dead skin. Skin cells cluster together and emerge as white flakes as a result of oil from the scalp. Dry skin, sensitivity to hair products, and skin diseases like seborrheic dermatitis or eczema are all potential causes of dandruff. It is also a well-known fact that Dandruff can also be caused by an overgrowth of a yeast-like fungus. The flakes loitering around the scalp can be itchy, but scratching it can induce scalp irritation, which can make the problem worse.

Discerning minds who have been asking if there is ever a solution in sight can now heave a sigh of relief. This is because leading hair care brand, Mega Growth Nigeria has continued to provide effective hair care solutions for women, offering a comprehensive range of hair care products, from relaxers to shampoos, conditioners, hair strengtheners, and growth oils, to help women achieve and maintain strong, healthy, and beautiful hair. Driven by their mission to provide quality products for Nigerian women, they recently added a new product to their range of relaxers – Mega Growth Sensitive care no-lye relaxer for women with fine to medium hair textures.

Gone are the days when women would allow the tiny flakes of dandruff to make them feel self-conscious. It is advised that before the white flakes steal the confidence of our ladies away; one needs to put an end to this for good. The need for hair care hits us only when an itchy scalp would rain dandruff on black dresses akin to snowy flakes during Christmas. While one is far away from the salon, expectedly the hair will be 'screaming' for attention and care it deserves. So, why not channel some grandmotherly advice and dig around your kitchen for natural hair care ingredients? Sometimes, making the use of natural ingredients can really do the trick and might be an effective solution for your hair type.

Some Nigerian women are already coming through with mind-blowing testimonials on the far-reaching impacts Mega Growth hair care is having on their hairs. According to Bankole Temitope, "I have been using Mega Growth for 3 years and I already love their products. It has restored my damaged hair and same goes for some of my friends whom I referred the product to. It has been awesome. Mega Growth is a product women should patronize. Contrary to previously negative feedbacks, people now compliment my hair condition owing to the marvelous impact of Mega Growth. Another woman, Oluwatoyin Bello expressed satisfaction towards the rave-making hair care brand. She stated that "I received my package two months and heads have already been turning in my direction. Mega Growth has resolved the issue of dandruff in my hair. It has been an exciting journey with the product".

Also, Dorcas Agwu was full of appreciation for Mega Growth. She said that " All I can say now is that my hair is in 'love' with this product. I have 4c natural hair and my hair doesn't shed as much as much as it used to since I started using Mega Growth. My hair is fuller and more way to manage now. In a similar vein, another customer of the blockbuster hair solution, Blessing Okoduwa affirmed that "the fragrance is divine. I can attest of the peppermint feeling in the Shampoo; I guess it is to help with dandruff. Then, the hair conditioner is out-of-this-world; it is Detangling-made-easy and I want to appreciate Mega Growth for this wonderful product".

Indeed, it was all smiles and jubilation for the bespoke hair care brand as it emerged as the Award for the most outstanding hair care Brand of the Year at the 2023 WIMCA. The event was the gathering of the top industry players in the marketing communications industry to celebrate excellence and innovation of women in the marketing communications industry and it lived up to expectations as a night of glitz and glamour.

MegaGrowth® is one of the most iconic hair care brands in Nigeria. 1st creator of the No-Lye Relaxer category in Nigeria who entered into the market with sachet format. MegaGrowth® is the first brand to offer free Neutralizing Shampoo sachets for a better relaxing process and the first brand to offer a comprehensive range of products from relaxers to hair maintenance, targeted at women on a quest to #GetThatHairBack (Seeking hair growth & freedom from damaged hair).

The product range includes Relaxers and Regimen care products (MegaGrowth® No-Lye Relaxer Regular and Super Strength 6TU, 7TU +1, 12 TU, Stimulating Shampoo and Detangling Conditioner, Deep Conditioner, break free Leave in Strengthener, Growth Oil, Anti-dandruff shampoo, antidandruff leave in treatment and Antidandruff Leave in Spray) formulated for African Women. As a brand, they celebrate the strength and beauty of the Nigerian woman and pledge to be her ally in achieving strong and beautiful hair for hair types (fine, medium, and coarse hair types).

MegaGrowth offers Product Regimens that leave consumers with Stronger, Longer, and Healthier hair. We believe every woman is strong, healthy, and beautiful and deserves strong and beautiful hair, hence our promise to empower every woman to have strong and beautiful hair which is evident in our leveraging global research and development to deliver the best formula that caters to each consumer's hair care needs with No parabens, No Sulfates, No DEA, No Formaldehyde in our products at affordable price points.

Since fine hair is susceptible to breakage, MegaGrowth Sensitive Care Relaxer is specially formulated with 25% more conditioning oils to provide gentle care and nourishment for your hair. Your fragile hair will no longer get in the way of you and your desired hairstyle!

This relaxer has an ultimate protective blend of natural oils and conditioning proteins and works best with medium hair. Although this hair type is the simplest to manage, this relaxer acts as a protective barrier against breakage, split ends, and dryness. It improves elasticity and movement while enhancing relaxed hair strength by up to 100%. It includes everything that's required for frequent touch-ups or hair relaxing. Get silky-smooth straightening and healthy-looking results in no time!

If you've got sick of fighting with your thick locks, this hair relaxer is here to your rescue! The most voluminous hair needs some special care, thus this super relaxer which is enriched with wonder oils and strengthening nutrients is perfect for coarse hair.

Right from curly to crimped, your hair comes in a range of impressive textures. You love your gorgeous mane of perfect ringlets cascading down your shoulders, but there's no harm in getting rid of the frizz-prone tangles sometimes, right? That's exactly when hair relaxers comes into the picture. A hair relaxer is a cream-like treatment used to chemically 'relax' or straighten curly and afro hair, primarily. For over a century, these relaxers work by penetrating the cuticle and cortex layers of the hair. The curly or wavy pattern of hair is straightened out during this process, giving it the classic straight, lustrous look.

You can get started with the relaxer by applying a thick emulsion to the scalp to protect it against skin irritation, which can lead to skin burns. A thick, alkaline cream is then applied to a section of hair. The hair is then thoroughly rinsed and washed with a neutralizing shampoo. Finally, your hair will be straight and relaxed. The process appears to be simple, right? However, after getting into the details you'll discover that determining which relaxer will suit best for your hair type is a daunting task! Since there are three different types of hair textures, let's dig into each one in detail.

Different hair types need different types of products. While having fine hair is not a problem, it often requires the most care, with delicate products specially designed to protect and maintain its fine texture. With this in mind and driven by their mission to provide quality products for Nigerian women, leading hair care brand, Mega Growth Nigeria recently added a new product to their range of relaxers, Mega Growth Sensitive Care no-lye relaxer for women with fine to medium hair textures. The new sensitive care relaxer, which launched in the first week of December, was made to fill this gap.

The sensitive care relaxer contains a complete relaxing set with a unique 4-step relaxer system which includes a relaxer and activator, neutralizing shampoo, deep conditioner, and break-free leave-in strengthener for healthier-looking hair. The relaxer also contains 25 percent more conditioning oils to give consumers a milder and more soothing retouching experience.

MegaGrowth® is one of the most iconic hair care brands in Nigeria. 1st creator of the No-Lye Relaxer category in Nigeria who enteredinto the market with sachet format. MegaGrowth® is the first brand to offer free Neutralizing Shampoo sachets for a better relaxing process and the first brand to offer a comprehensive range of products from relaxers to hair maintenance, targeted at women on a quest to #GetThatHairBack

WIMCA 2023

MIKANO INTERNATIONAL LIMITED | MOTORS DIVISION

Most Outstanding Female-Friendly Automobile Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Mikano Motors.

By Eunice Stephen

Nigeria was virtually entirely dependent on car imports for several decades, but the country's auto sector has steadily grown over time to the point where local auto assemblers, indigenous car firms are strongly pulling their weights. Nigeria is currently the largest vehicle market in Africa, growing at an average annual rate of 3% over the last ten years.

For over 27 years, Mikano Motors, a subsidiary of Mikano International, has been a leading automobile company that has been providing premium quality products to the Nigerian market, by building global strategic alliances with the world's largest manufacturers.

The company offers a wide range of high-quality, refined, and reliable vehicles from some of the most innovative, well-established, and globally trusted brands- Changan Autos, ZNA (Zhengzhou Nissan Autos), and Maxus Autos.

This wide range of vehicles includes Passenger and Commercial vehicles. From its state-of-the-art Auto assembly plant, the company provides reliable and trusted vehicles, from its Showrooms. The brand prides itself in its superior customer service, all supported by comprehensive world-class aftersales support (service and spare parts).

In one of the brand's major car launches, Mikano Motors' Sales Manager, Everistus Eze said that the local assembly of the Geely automobile brand is part of the company's efforts towards boosting the nation's economy via job creation.

He said, "Although Mikano has always been known as a service provider in many aspects, including Power, Steel and Medical, our decision to invest in the automotive sector was motivated by our belief that Nigeria deserves a better transportation experience, rather than being a dumping area for second-hand cars with no history, no warranty and no spare parts.

"Therefore, we chose to assemble and ultimately manufacture a top-quality automotive brand to create jobs for the youths, help stimulate the nation's economy and further support Nigerian families with the most comfortable and affordable means of transportation."

Mikano Motors was awarded the Most Outstanding Female Friendly Automobile Brand Of The Year, at the 2023 Women in Marketing and Communications Conference and Awards (WIMCA). The company's recognition at the event underscores its efforts in Women-focused marketing campaigns, Female-friendly dealership experience, Women's empowerment initiatives, Pro-Female vehicle features and a Gender-balanced workforce.

When Mikano Motors entered the Nigerian market some years ago, it established itself as a female-friendly automobile brand. The company did this in several ways like producing cars that resonated with women, addressing their specific needs and preferences, and cars that also cater specifically to the needs of women of different backgrounds and stages in life.

In 2020, the automobile launched the Geely EC7 Sedan, the car came with a load of safety features, some of which are seatbelt reminder, overspeeding alarm device, anti-theft alarm device, hand brake unreleased reminder, (anti-lock brake System + Electronic brakeforce distribution (EBD), reversing visual system, door child safety lock, collision safety fuel cut system, speed-sensitive automatic door locking system, Explosion-proof leakproof plastic fuel tank, etc.

More than that, the car is equipped with cruise control, remote central locking, keyless entry-driver side, head restraints, air conditioning system and infotainment.

Mikano Motors also launched its all-new flagship luxury SUV from its Geely Nigeria lineup, the Geely Azkarra, showcasing beauty and, a luxurious lifestyle that is suitable for the female gender.

From the exterior designed to improve aerodynamic performance to the interior, designed with a humanized user interface, lush, elegance merged with sportiness and designed confidently to redefine the segment for a lifestyle-inspired premium SUV, especially of the female gender.

Overall, the EMS of the Luxury Geely Azkarra provides the car with a distinctly smooth ride, more power and a substantially improved fuel economy.

The automobile company recently added a new lineup to its luxury segment, the Changan UNI-K SUV, with beautiful design, luxury, powerful engines, and top-notch safety features. The first model of UNI-K was launched in 2020, and it has continued to make waves; winning the Best 4X4 Premium SUV of the year 2022 in Qatar.

All the incorporated features in the automobile vehicles that cater specifically to women's needs, such as additional safety features and design elements that appeal to female preferences established it as a car that cares about the safety and comfort of women.

The brand has over the years provided a female-friendly dealership experience to all its customers, especially female customers. They had implemented measures to ensure a welcoming and inclusive environment for female customers at their dealerships, such as female sales representatives or dedicated ladies' lounges.

The brand provides top-notch customer service and experiences for all its customers, it boasts over 3s (Showroom, service centre and Spare parts) and 2s (Showroom and Service Centre) locations all over Nigeria. The centres are equipped with modern tools to ensure effective after-sales services to its customers.

To ensure that its auto-buying customers run their cars with peace of mind, the company has covered the entire landscape of Nigeria with various after-sales service centres.

Through its appointed dealership across the country, the automobile brand's spare parts are made available nationwide. It is still appointing more dealers to ensure that its parts are available to every location in Nigeria. It has made servicing parts available via various accredited channels to avoid the incident of fake parts.

Mikano Motors has been involved in corporate social responsibility (CSR) initiatives that support women's empowerment. It sponsored the 2023 Trendupp award 'Force of Influence', aimed at celebrating and honouring some audacious female creators who tell authentic Nigerian stories, and bring communities closer through humorous, inspirational and engaging content with so much Audacity. They have provided succour, relief, hope and information that have helped us become better versions of ourselves as well as contributed massively to the growth of the country's economy.

The Trendupp Awards rewarded content creators, influencers and brands who have impacted the social media community through creative content, disruptive movements & audacious campaigns via Instagram, TikTok, YouTube, Twitter and various social media platforms between March 2022 – March 2023.

The brand has also partnered with organisations to empower women and other Nigerians over the years, one that readily comes to mind is the collaboration with Durojaiye Relief Foundation, for a road safety awareness campaign to educate drivers and pedestrians about the proper road safety precautions for a safer travel experience in Lagos. The event was backed by the Lagos State Traffic Management Authority (LASTMA).

It was a two-day roadshow that educated members of the NURTW Lagos chapter and other road users about the significance of adhering to fundamental traffic and safety laws, including using safety belts, avoiding distractions, not texting and driving, and not driving while intoxicated or fatigued, among other crucial road safety best practices.

Some drivers received a free oil change as an added incentive to highlight the significance of regular maintenance for maintaining cars in the best form and guaranteeing the safe transport of passengers throughout the State.

Mikano Motors has also ensured a gender-balanced workforce, with women holding key positions in the company and also it partnering with companies like the Changan Auto, this has over the years contributed to a more inclusive and female-friendly brand image.

The company has signed up female celebrities such as Jemima Osunde, Karima Okunola, Supercars of Nigeria; and Ladi Okunola and male celebrity wives like the recent one with Kizz Daniel's wife as brand ambassadors and marketers who are used to launch women-focused marketing campaigns that resonate with women addressing their specific needs and preferences as well as showcasing the elegance, beauty, luxury, lushness and comfort the car provides for the female drivers. The company does this most times through its unveiling of new cars in the Nigerian automobile market.

One such unveiling that readily comes to mind is the unveiling of the new T60 a car from the Maxus brand. The official reveal was in the Mikano Motors showroom. Nollywood stars, including Jemima Osunde and Akah Nnanni and car enthusiasts, Ladi Okunola of Super Cars of Nigeria, AkpovireOkugbere of Car Continent and DionetteEzimorah of RideWithMiee, were chauffeured to the site of the test drive activity on the shores of the prestigious EKO Atlantic City.

As a leading global provider of quality automobile sales and services, with a clear understanding of producing quality vehicles and considering the disposable income of auto buyers declines as a result of the global economic recession and other domestic factors.

Mikano Motors understands that businesses and individuals need cars that combine durability, affordability, as well as luxury and technology, this is what Changan and Mikano Motors are known to provide to its customers.

Mikano Motors has been involved in corporate social responsibility (CSR) initiatives that support women's empowerment. It sponsored the 2023 Trendupp award 'Force of Influence', aimed at celebrating and honouring some audacious female creators who tell authentic Nigerian stories, and bring communities closer through humorous, inspirational and engaging content with so much Audacity.

WIMCA 2023

Iconic Dish Washing Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Morning Fresh .

By Usukuma Ntia

The Brand, Morning Fresh brand owns a strong heritage having celebrated its thirtieth anniversary as Nigeria's no.1 Best-selling Dishwashing Liquid two years ago. This brand from the staples of PZ Cussons has remained a popular homecare dishwashing liquid product in Nigeria. The brand serves to care for caregivers by providing superior grease-cutting power to soften the tough job of dishwashing in the home. It brings the toughest cleaning power leaving the home spotlessly clean and safe.

Renowned as Nigeria's No.1 bestselling dishwashing liquid, Morning Fresh comes in attractive and aesthetically pleasing bottles. When the brand relaunched its Antibacterial variant offering 99.9% germ kill, an amazing Apple Blossom fragrance, and superior grease-cutting power were infused. It is the best of three worlds for a calming dishwashing experience. All variants are always available for purchase in Nigeria across the Open market, supermarkets and neighbourhood stores.

Morning Fresh comes in a transparent bottle and a double-faced, one-sided label. The packaging also comes in three variants – Original, Zesty Lemon, and Antibacterial. Packed with more power in one drop, Morning Fresh's variants deliver superior grease-cutting performance, the first time and every time. Morning Fresh has been specially produced to tackle with ease, every kind of food stain – especially our local delicacies and this is evident in the super clean results. Morning Fresh has been in Nigeria since 1992 and has established itself as the leading dishwashing liquid in the market, remaining relevant with consistent delivery on superior grease-cutting performance.

In September 2022 when it commemorated its 30th anniversary, Morning Fresh commenced a promotion tagged, "30 Million Naira Gang promo" to reward customers and grow the number of millionaires in the country. The promo ran till December 14 with live draws and was targeted at rewarding loyal consumers with prizes such as; kitchen makeovers, refrigerators, generators, microwaves, washing machines and to top it all, 30 millionaires that emerged at the end of the promo.

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

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

One area that has kept the brand at the top for over 3 decades is the brand's strategy to combat counterfeiting, The brand also sustains its drive to maintain its position as the leading dishwashing brand in Nigeria while reiterating the brand's commitment to maintaining its leadership position in the market by providing quality and unrivalled performance, ensuring the brand delivers on its promise of 'superior grease-cutting power.'

The regular packaging has also helped tackle the issue of counterfeiting and imitations of the brand as consumers can easily identify the products and what they see is what they get.

Morning Fresh continues to raise the bar when it comes to ensuring that consumers are provided with authentic products. The brand is indeed excited that consumers ofMorning Fresh love all its colourful variants.

Another reason the brand has remained at the top of the chain in this segment is maintaining its relevance in answering the needs of both its consumers and retailers to ensure that both parties are duly engaged and rewarded for their constant support and loyalty to the brand.

Over the years it has engaged in key campaigns and marketing drives via grassroots activations. As far back as 2013 it had the MF door-to-door campaign knocking on over 100, 000 homes to help drive penetration for the brand while in 2014 the brand pioneered the MF Community wash-A-thon where it actively got the consumers to engage with the brand via dishwashing competitions, brand talk and sensitization which drove trial and usage.

In 2016, the brand launched its Morning Fresh Kitchen makeover where consumers could scratch and win fantastic prizes and also engage in the raffle draw competition leading to an overall winner entitled to a kitchen makeover. 2016 also saw it launch the Power in One Drop campaign centred on the superiority of its grease-cutting power therefore one drop is just enough to get the job done.

Across home kitchens, hotels, restaurants, bars, eateries, and fast-food outlets, Morning Fresh has consolidated its position as the prominent and consistent dishwasher of choice for millions of women in over three decades.

To celebrate its tricenarian milestone, the brand had its National Consumer Promotion targeted at rewarding loyal customers for starting and staying on course with it on its journey. The promo tagged 30 Million Naira Gang swathe brand reward lucky consumers every week from September 23rd until December 16th of 2022. Lucky consumers won themselves amazing prizes such as kitchen makeovers, refrigerators, generators, microwaves, washing machines, tabletop cookers, and smart TVs, and to top it all, 30 millionaires emerged at the end of the promo.

To win in the Morning Fresh 30th anniversary consumer activation, consumers participated by submitting any 2 labels of Morning Fresh 1 ltr Original Fresh, Zesty/Lemon, or 700ml Antibacterial pack at any of the accredited redemption centres to qualify for the weekly draws.

It has been over 3 decades since Morning Fresh launched into the branded dishwashing liquid (DWL) segment pivoting consumers from products like sand, ash, bar soap, and even detergent powder to a dedicated dishwashing product, making dishwashing a pleasant experience with astonishing results. The 30 Million Naira Gang Promo is Morning Fresh saying thank you to its loyal consumers for joining the brand on a journey that began 30 years ago and trusting it to deliver a solution that enhances dishwashing.

Over three decade after Morning Fresh was launched, there were several relaunch campaigns of the brand such as 'Best Ever' and 'Washes 20% more plates', which showcased growth, consistency, and sustenance of market leadership with innovations to tackle tough dirt on dishes and keeping the kitchen environment clean.

Across home kitchens, hotels, restaurants, bars, eateries, and fast-food outlets, Morning Fresh has consolidated its position as the prominent and consistent dishwasher of choice for millions of women in over three decades earning it The Iconic Dish Washing Brand Of The Year Award at the 2023 Women In Marketing and Communication Award (WIMCA) Conference held in Lagos last year.

According to the organizers of the award, this special recognition was not just in respect to its pioneering role in the category but also based on the excellent feedbacks from primary users of the brand as well as the efforts of the brand handlers in engaging the consumer via various marketing channels.

However, the pioneering and long established leadership role of Morning Fresh in this segment of the market has made the segment one of the most lucrative categories in the home care space in Nigeria. Prior its entrance, Nigerians characteristically made use of bar soap and in some cases, laundry detergent for dishwashing, viewing dishwashing liquids as luxuries. With its introduction however, penetration of dishwashing liquids has had a steady rise over the years. Diligently too, Morning Fresh has built a very strong retail value sales which is attributed to its wide usage amongst the majority of Nigerian households, from small households in the numerous informal settlements to the developed suburban neighbourhoods.

Since its introduction into the Nigerian market, Morning Fresh has consistently remained Nigeria's number one dishwashing liquid brand with over three decades of relevant existence and consistent delivery on brand promise, having been launched in 1992. The brand is manufactured under the stables of FMCG giants, PZ Cussons Nigeria plc. With PZ's expertise and experience in the Nigerian market, Morning Fresh is specially produced to tackle with ease, every kind of food stains especially our local delicacies. The brand offers its esteemed consumers wide range of choices in its product offerings. These are available in 3 variants – Original fresh, Zesty Lemon & antibacterial which also come in several pack sizes to afford the consumer the latitude to choose from a variety of the brand.

Morning Fresh has maintained its numero uno position despite the many challenges in the Nigerian market as well as in the hitherto unknown dishwashing liquid segment. The brand survived and thrived under the economic and inflationary pressures faced by the country in 2017-19, which saw a trend of the 3 S of Switching, Swapping and Squeezing amongst consumers. It is also thriving well despite the low entry barrier into the market category which has given room to fringe and poorly packaged products to pose a threat to the brand as some consumers opt for them based on their low prices.

Morning Fresh has maintained this leadership and premium market positioning through its unique proposition of providing superior grease-cutting power which is evident in the brand's consistent delivery at every use in the kitchen. It has maintained this position too, by leading innovation and setting trends in numerous ways with several milestones to its credit.

Most Outstanding Media And Entertainment Company In Gender Inclusion



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an ward to the representaitves of MultiChoice.

By Toyosi Olajide

Gender inclusion in Nigeria is a vital step towards achieving women's empowerment. Private organizations are playing crucial roles in promoting gender inclusion and bridging the gap.

Over the years, MultiChoice Nigeria is a great example of an organisation giving women opportunities at the top management as well as supporting them to achieve their set goals.

In demonstrating the capacity to champion gender equality and setting an example for others to follow, the Pay TV Company was crowned the Most Outstanding Media and Entertainment Company in Gender Inclusion at the 2023 Women in Marketing & Communications Conference/Awards organized by Brand Communicator, Nigeria's front-line brands and marketing communications magazine.

THE BRAND- MULTICHOICE

MultiChoice is a leading media and entertainment company that has a gender diversity policy that promotes equal opportunities and challenges gender stereotypes, ensuring an inclusive work environment.

"We have brilliant and hardworking women as heads of some of our most important operations at MultiChoice. Our senior management team is of an almost equal gender split," said MultiChoice West Africa CEO, John Ugbe.

The pay-TV Company also offers gender-responsive products and services, such as TV channels and programming that promote gender equality and challenge harmful gender stereotypes. This approach helps shape a more inclusive culture beyond the workplace.

The company partners with organizations that promote gender inclusion and women's empowerment, such as the Nigerian Women's Forum and the International Women's Forum. MultiChoice offers employee benefits that support work-life balance and family care, such as maternity and paternity leave, flexible working hours, and childcare support. These benefits recognize the importance of family and care responsibilities and help employees balance their personal and professional lives.

MultiChoice's entertainment department for the West African market is headed by a distinguished woman, Dr. Busola Tejumola. The company has proven to be a workplace for career growth and development for women, with the Executive Head of DStv Media Sales, Doris Ohanugo, as a perfect example. Another testament to career growth opportunities for women at MultiChoice is Caroline Oghuma, the Executive Head of Corporate Affairs, at MultiChoice West Africa.

THE BRAND AND GENDER PROMOTION

In addition to its commitment as a supporter of women, last year, MultiChoice showcased equal opportunities for women by ensuring that the entire crew covering the 2023 FIFA Women's World Cup in Australia and New Zealand, were female.

While disclosing the deliberate approach by the company, CEO, MultiChoice West Africa, John Ugbe, said the move is part of the SuperSport 'Here for Her' campaign, aimed at celebrating the success and achievements of women.

"MultiChoice is a proud supporter of women in media and sports. With the 2023 FIFA Women's World Cup, we are demonstrating our commitment as a proud promoter and supporter of women across the globe by ensuring that all the matches are live on SuperSport for our audience, under the Here for Her campaign.

"Not just that, our entire crew covering this tournament are all female. We believe this provides them the exposure and privilege that comes with this special showcase of women's football," he said.

Before the FIFA match, MultiChoice Nigeria unveiled prolific Super Falcons striker, Asisat Oshoala, as brand ambassador, as part of the 'Here for Her' SuperSport campaign.

GIVING BACK

MultiChoice Nigeria gave out various discount offers for customers on GOtv to mark the festive season celebrations. The festive season offers, namely 'Level Up', 'Next Level', 'Pay Current Get Higher' and 'Double Double' enabled existing and disconnected customers to either stay connected or reconnect at a discounted price.

The Executive Head of Marketing, MultiChoice Nigeria, Tope Oshunkeye, said, "We are excited to announce the festive season offers for customers. Each of these offers is designed to ensure that all our customers can take advantage of the various discounts to maintain their subscriptions or reconnect to enjoy our exciting line-up of content for the holiday season.

"MultiChoice is a proud supporter of women in media and sports. With the 2023 FIFA Women's World Cup, we are demonstrating our commitment as a proud promoter and supporter of women across the globe by ensuring that all the matches are live on SuperSport for our audience, under the Here for Her campaign.

"In addition to the discount offers, customers can enjoy the novel features of the newly introduced GOtv Stream App, which enables customers to live stream their favourite content and download up to 25 contents offline."

In the same vein, MultiChoice partnered with Indomie Noodles from the stable of Dufil Prima Food to create a new reality family game show called "Indomie Love Bowl." The reality family game show which premiered on the DSTV Africa Magic Family channel redefined family entertainment.

The winners of the show were generously rewarded. The winning family took home a substantial N5m. The first and second runners-up received N2.5m and N1.5m, respectively. In addition to these cash prizes, the winning families were rewarded with a two-year supply of Indomie products.

Indomie Love Bowl was an engaging family game show. It had an impressive 13 episodes and featured three families per episode, all vying for the coveted title and substantial prizes. The show featured cooking competitions, quizzes, puzzles and other mother-child bonding games.

Commenting on the motivation behind the show, Asiwaju Temitope, Head of Corporate Communications for Indomie, highlighted the brand's strong association with love and excitement within the food category.

In his words, "The show aims to take these values a step further by creating an engaging game show that showcases the unique bonds within families, particularly between mothers and children".

Temitope said the partnership with Multichoice was a strategic decision due to its extensive reach and the widespread availability of DSTV in countless households.

He said, "We created this game show, and we chose this with a family represented by mums and children. It will involve several families, and winners will emerge based on the programmes. Three families will emerge as winners with consolatory prizes. We chose Multichoice because it is a big reach, and there's no home where you won't find DSTV".

The Executive Head of Content and West Africa Channels at Multichoice West Africa, Busola Tejumola, emphasised that the "Indomie Love Bowl" was built around unity, bonding, and the affection shared between mothers and their children.

EMPOWERMENT

MultiChoice Talent Factory (MTF), an initiative of MultiChoice in partnership with Lights, Camera, and Diaspora concluded its roadshow of over two months. The partnership reinforced MTF's commitment to empowering African filmmakers and promoting cross-cultural collaborations. The masterclass was aimed at enhancing technical proficiency, elevating storytelling techniques, and improving the overall quality of local productions.

According to the company, the roadshow tagged "Lights, Camera and Diaspora", was a training across three regions in Africa; Southern Africa, East Africa, and West Africa. It served as a training platform for aspiring filmmakers, industry professionals, and experts to collaborate, connect, and create captivating content.

The high point of the roadshow at each location was a masterclass in camera and lighting techniques for film and television. It was facilitated by Rigging Gaffer Tamu Bakr, who has over 30 years of experience in Hollywood, the company added.

The training show started in Lusaka before coming to Lagos, Nigeria. The masterclass was featured as part of the AMVCA 2023 Awards weekend and was held at the Mike Adenuga Centre.

The masterclasses were also designed to equip attendees with invaluable skills and insights that are crucial for their professional development. A surge in attendance, growing from 340 attendees in the 2022 class to nearly 3,500 attendees in 2023, is a testament to the value these masterclasses provide to empower aspiring filmmakers across the continent.

Also, MTF students were part of the production of three films that received nominations in different international festivals, highlighting the quality and potential of MTF talent. These achievements include films like "The Delectable Azeezah Sama," "Dark Echoes," and "Love from Bayelsa." These accolades demonstrate MTF's dedication to nurturing filmmakers who create content that resonates globally.

Since its launch in 2018, MultiChoice Talent Factory (MTF), has been at the forefront of imparting the technical skill needed for high-quality film production in young African talents including women. Some of these young female talents have gone on to produce movies and series, some of which aired on Africa Magic channels.

WIMCA 2023

Nigerian Breweries

Most Outstanding Brewing Company In Gender Inclusion



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to representative of Nigerian Breweries

By Toyosi Olajide

Nigeria, like many countries, has long grappled with the challenge of gender inequality. Women have historically faced significant obstacles in the workplace, with limited access to leadership positions and a persistent gender pay gap.

Gender-based violence, including domestic violence and sexual harassment, remains a persistent problem, and women continue to face discrimination in the workplace.

Despite these challenges, a leading corporate brand, Nigerian Breweries has made significant strides in working to promote gender inclusion and women empowerment. These include focusing on education, economic empowerment, and political representation, as well as addressing gender-based violence and discrimination.

The company has a gender diversity policy aimed at increasing the number of women in its workforce, especially in leadership positions. It also offers a development programme that provides training and mentorship opportunities for female employees to enhance their skills and career advancement.

PROMOTING GENDER DIVERSITY

Last year, Nigerian Breweries partnered with the Industrial Trust Fund (ITF) to empower 1000 youth and women across the country on skills development which was in line with its commitment to socio-economic growth across communities in Nigeria.

The beneficiaries of the empowerment, drawn from 24 states and the Federal Capital Territory, were trained in a wide range of skill areas, including solar panel installations, tailoring, leather works, hairdressing, phone repair, cap and wig making, and electrical installation.

Speaking at the graduation ceremony of the initiative in Lagos, the Managing Director, Nigerian Breweries Plc, Hans Essaadi, stated that the initiative has not only trained individuals but laid a solid foundation for a more skilled and competitive workforce.

In his remarks, the Director General Industrial Training Fund, Dr. Afiz Ogun, noted that the partnership between the agency and Nigerian Breweries Plc in the training of the youth and women in selected areas of skills is one of the numerous efforts ITF in supporting the growth and development of skills training for impactful skills intervention in various sectors of the economy.

Studies have shown that there is a prevalent rate of alcohol abuse during pregnancy, with the South-West region accounting for 12.7 percent while 59 percent of pregnant women from the South-South region consume alcohol.

Also, the company through its brands, Maltina and Amstel Malta launched an advocacy campaign, 'Mission Nine Zero' designed to discourage pregnant women from consuming alcohol throughout the nine months.

Speaking during the flag-off of the campaign, the Managing Director of Nigerian Breweries Plc, Hans Essaadi, disclosed that the initiative was introduced in line with Heineken's vision of addressing pressing social and environmental challenges through its Brew a Better World (BaBW) strategy.

The campaign became necessary to raise awareness among pregnant women about the dangers of consuming alcohol, which brings harm to unborn babies.

"This campaign is not only focused on pregnant women but also a call to collective action against this growing societal concern. This year, we continue to consolidate our existing Brew a Better World (BaBW) initiatives by introducing Mission Nine-Zero, which is aimed at curbing the detrimental effects of alcohol misuse, notably among pregnant women. Alcohol consumption during pregnancy has serious health effects on children, which could affect the quality of life they will live. As we all know, children are the future, and the onus is therefore upon us to protect that future by ensuring we deliver healthy babies while safeguarding the health of their mothers," he said.

In her remarks, the Corporate Affairs Director, Nigerian Breweries Plc, Sade Morgan, explained that the campaign engages 500 direct advocates and 50,000 pregnant women through its Amstel and Maltina brands. Despite obvious health issues such as low birth weight, preterm birth, and Foetal Alcohol Spectrum Disorder (FASD), some pregnant women consume alcohol owing to traditional beliefs and cultural sentiments.

Also, the Chief Executive Officer of TL James Impact Consulting, Lola James, stated that the firm designed Mission-Nine Zero to ensure pregnant women are increasingly aware of the grave implications of alcohol consumption during period of pregnancy.

She stated that the campaign also empowers pregnant women, health workers and traditional birth attendants with the knowledge of the dangerous effects of alcohol consumption in pregnancy by making them ambassadors who will take the message to other pregnant women in different states of the federation.

The initiative, which is meant to adopt a training-of-trainer model, trained over 300 health workers in primary health centres and 300 pregnant women who visited the different primary health centres on the dangers of alcohol during pregnancy.

On her part, the Portfolio Manager, Non-Alcoholic Drinks, Nigerian Breweries Plc, Elohor Olumide-Awe, stressed that both Maltina and Amstel have chosen to identify with the campaign as they remain brands of choice that can add valued nutrients to both pregnant mothers and their unborn babies.

Olumide-Awe noted that Maltina and Amstel Malta are enriched with calcium, magnesium, and zinc that would aid healthy bones and ensure proper nerve functions.

These impacts and many more led to the recognition of Nigerian Breweries as the Most Outstanding Brewing Company in Gender Inclusion at the prestigious 2023 Women in Marketing & Communications Awards (WIMCA) organized by Brand Communicator. This recognition boosts Nigerian Breweries' gender diversity policy that aims to increase the number of women in the workforce, especially in leadership positions, and provides training and mentorship opportunities for female employees.

PARTNERSHIP

Nigeria Breweries partners with organizations that promote gender inclusion and women's empowerment, and have employee resource groups that provide a platform for women (and men) to share experiences, network, and support each other in their careers. It also ensures its marketing campaigns are gender-responsive, avoiding harmful stereotypes and promoting inclusive messaging.

Some time ago, Stanbic IBTC Bank, a subsidiary of Stanbic IBTC Holdings, collaborated with the Nigeria Breweries/Felix Ohiwerei Education Trust for the 9th Edition of the Maltina Teacher of the Year Competition Grand Finale.

This collaboration between Stanbic IBTC and Nigerian Breweries Plc/Felix Ohiwerei Education Trust stands as a commitment to fostering educational excellence. Through such initiatives, these organisations champion a brighter future, one where education is not just a privilege but a fundamental right for every child. The competition serves as a platform to acknowledge and reward the exceptional efforts of teachers across the country.

Sade Morgan, Director of Corporate Affairs at Nigerian Breweries Plc, expressed gratitude for Stanbic IBTC's sponsorship, saying, "We are pleased to have Stanbic IBTC Bank join us as a sponsor of the Maltina Teacher of the Year Competition. This collaboration strengthens our commitment to recognising and celebrating the unsung heroes of our educational system."

She emphasised the importance of supporting teachers, noting that in a country where the teaching profession is often undervalued, this competition serves as a beacon of hope, highlighting the vital role educators play in shaping Nigeria's future.

Also, last year, Nigerian Breweries held its Graduate Management Development Scheme, an integral part of the company's purpose to become the best-connected Brewer, through the expansion of the talent pipeline.

The programme is targeted at diverse, ambitious, and innovative Nigerian graduates, who desire a successful and exciting career in Nigeria's foremost brewing organization. In line with its commitment to inclusion and diversity, the progamme welcomes all interested candidates and qualified individuals, regardless of age, gender, ethnicity, and disability status.

Nigeria Breweries takes pride in the fact that it is a socially responsible corporate organization with a good track record of corporate social initiatives. Over the years, they have been very active in supporting national development aspirations in line with its vision.

The company has continued to identify and respond to major challenges confronting the nation through its huge corporate social investments, especially in the areas of education, the environment, water, youth empowerment, talent development, and sports, and most especially gender inclusion.

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WIMCA 2023

ONGA Most Outstanding Seasoning Brand Of The Year In Consumer Engagement



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of ONGA.

By Eunice Stephen

The champion o seasoning flavour, Onga, is a flagship product from the stable of Promasidor, a leading provider of high-quality food products across various African regions. The seasoning cube is packed with the ability to transform ordinary chicken dishes into extraordinary culinary creations.

For years, ONGA has been at the forefront of revolutionizing the culinary landscape, elevating the cooking expertise of our womenfolk, and igniting a passionate pursuit of culinary excellence across Africa. With strategic activities that push boundaries and elevate taste to new heights, ONGA has become synonymous with exceptional flavours that captivate the senses and redefine the art of cooking.

Over the years, Onga has consistently thrilled Nigeria's culinary space with various cooking competitions and consumer engagement activities such as the ONGAcious TV Show, ONGA Foodies Hangout, ONGA Jollof Cooking competition, Onga Food4Bae Challenge, and the ONGAlicious Next Top Chef competition.

ONGAlicious Next Top Chef competition kicked off to identify the most promising chefs across higher institutions in Nigeria to support the future generation of 'foodpreneurs' by lending them a helping hand in achieving their dreams.

Determined to deepen the robust bond between the Onga seasoning brand and the youth in higher schools, Promasidor Nigeria, strengthened its relationship initiative with an activation campaign targeted at students in tertiary institutes.

To reach the younger generation, the company has also successfully organised a national mathematics competition for students at primary and secondary levels for over 16 years and has furthered the Onga National Cooking Competition among students at campuses across the country.

Onga cliched the prestigious 'Most Outstanding Seasoning Brand for Consumer Engagement' 2023 at the Women In Marketing and Communications (WIMCA) awards which was held in Lagos. The brand emerged as the winner in its category due to its recognition as the most outstanding seasoning brand that has consistently come up with innovative engagement activities and marketing campaigns to keep its consumers engaged. Also, Onga's recognition stands as a testament to Promasidor's unwavering dedication to fostering growth and empowerment, particularly among women.

The Category Manager, Culinary, Promasidor, Oladapo Oshuntoye, expressed his excitement saying, "Receiving this esteemed accolade is a reflection of Promasidor's commitment to championing women's empowerment. Onga represents more than just a seasoning; it symbolizes inclusivity, diversity, and the strength of women in our society. We are immensely proud to be recognized by WIMCA 2023 and remain steadfast in our dedication to supporting and uplifting women through our brand initiatives."

No doubt, Onga more than deserves the award as it has been the busiest in the innovative engaging activities in the period under review. In the past 12 months, Onga, the foremost seasoning brand has carried out several groundbreaking customer engagement campaigns which have left food lovers and the seasoning marketing landscape in awe at several activations.

One such customer engagement event was the 2023 Africa Magic Viewers' Choice Awards (AMVCA), the prestigious event, that presented yet another opportunity for the brand to do that, as it transcended the realms of an ordinary awards ceremony.

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

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

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

Over the years, Onga has consistently thrilled Nigeria's culinary space with various cooking competitions and consumer engagement activities such as the ONGAcious TV Show, ONGA Foodies Hangout, ONGA Jollof Cooking competition, Onga Food4Bae Challenge, and the ONGAlicious Next Top Chef competition.

The guests embarked on a culinary journey that transcended time and space, immersing themselves in the soulful essence of African cuisine. Adding an extra layer of magic to the Cultural Day event, the acclaimed actress and TV host, Bisola Aiyeola, shared a heartwarming moment with her daughter, Leyla, as co-hosts of ONGA's segment of the cultural day.

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

Beyond the Cultural Day event, ONGA continued its remarkable journey as the category sponsor of the highly contested 'Best Actress In A Comedy/TV Series.' The category boasted a lineup of exceptional nominees, including the likes of Mercy Johnson, Funke Akindele, Roselyn Ngissah, and more. The award night brimming with anticipation and excitement as the winners were announced. Bimbo Ademoye emerged as the victorious queen, solidifying her place among the industry's most talented stars.

For close to two decades, ONGA has been a trusted companion for food lovers seeking to elevate their meals with extraordinary flavours. Since its inception, ONGA has embarked on a transformative journey, driven by a vision to empower home cooks and food enthusiasts to create remarkable meals that leave an indelible mark on the taste buds.

Guided by a deep understanding of the intricate relationship between flavour and culinary artistry, ONGA has consistently pushed the boundaries of culinary innovation, setting new benchmarks in the pursuit of excellence.

The extensive range of ONGA seasoning products has become a staple in households across Africa. Whether it's Onga Stew, Onga Classic, Onga Chicken, or the versatile Onga GOG (Ginger, Onion, and Garlic), each variant has been meticulously crafted using the finest herbs and spices.

The result is a collection of seasonings that unleash a burst of flavours, enhancing the natural taste of various dishes. The #OngaFestivalOfFlavours at AMVCA 2023 united the best of Nigerian talents, cuisines, and creativity.

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

At Promasidor, the company understands the pivotal role women play in shaping communities and driving progress. Through Onga, it aims not only to elevate culinary experiences but also to empower women on their unique journeys. This award underscores our relentless pursuit of delivering quality products and experiences that resonate deeply with our consumers, fostering meaningful connections and contributing to their growth.

This was seen as its inspiring presence at the 22nd Women in Management, Business and Public Service (WIMBIZ) annual conference. Onga was there to cheer on and support the clarion call of women across the country to embrace positivity and build resilience to be able to thrive in all spheres.

As the heartbeat of the event, the spirit of connection and joy resonated beyond, creating a collective narrative woven with profound insights, lively dances, and joyous laughter. Amidst this celebration, Onga stood as a symbol of great taste and aroma, enriching the moment with great food and lovely gifts for the occasion.

Amid this celebration of women, Onga played a crucial role, spicing up the occasion and adding a touch of magic to every moment. As we celebrated life's richness, good food, and the camaraderie of women, Onga became a companion in creating memories and savouring the magic of each unique experience.

As a renowned household brand committed to providing quality, nutritious food, and beverage products across several African countries, Promasidor, through Onga understands the importance of taste in every meal, its commitment to perfection knows no bounds. With a strong focus on innovation and consumer satisfaction, Nigeria's foremost seasoning brand strives to create meaningful connections through its diverse portfolio, by positively impacting lives and communities.

WIMCA 2023

SARA by WEMA Most Outstanding Female-Centric Bank Product Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left) presenting an award to the representatives of Sara by Wema.

By Toyosi Olajide

As a financial institution that supports and seeks women's advancement, Wema Bank through its SARA initiatives was awarded the Most Outstanding Female-Centric Bank Product of the Year at the 2023 Women in Marketing and Communications Conference/Awards (WIMCA) held at Landmark Event Centre, Victoria Island, Lagos and organized by Brand Communicator.

The award was in recognition of the hard work of the bank in promoting and seeking women's advancement in their respective locations.

According to research, women in Nigeria populate the small and medium-scale sectors, and given the impact of MSMEs on the growth of the economy, it has become a core part of supporting and empowering them. For this reason, Wema Bank launched 'SARA By Wema' to give women the opportunity to grow, individually and financially, within a community that supports their needs.

Sara by Wema is a community that provides support for women to maximise their business and personal potential. To commemorate International Women's Day last year, it launched a website that allows women to connect and have real-time conversations with access to the latest gist on topics from relationships, lifestyle and travel.

The launch of the website also included the revamping of its newsletter. With the peculiarities of the Nigerian woman, having content specifically targeted at growing the capacity, access and prospects of the young Nigerian woman will never be enough!

The platform allows exclusive access to a community of like-minded women, which allows you to join a community of women who are business-oriented and looking for opportunities to transform their business from a small-scale enterprise to a much larger scale.

Besides becoming part of a community of women across the country, Sara's newsletter provides information on the latest trends in the business world and how women can use them for their businesses.

As a subscriber; you will be among the first set of people to be notified whenever Sara is hosting one of their exclusive events and you even get backstage passes. The newsletter also allows you to keep tabs on all of Sara's exclusive deals and offers in some beauty stores, restaurants and health establishments.

ELEVATING SUSTAINABLE FINANCE

Through its SARA initiative, Wema Bank had granted over N58.9 billion uncollaterised loans to women MSMEs as well as invested about N50 billion in its Sustainable Finance scheme, among others.

"As far back as 2018, the bank expanded its socio-economic focus beyond the limited scope of Corporate Social Responsibility (CSR) and adopted the Corporate Social Investment (CSI) policy as the strategy for achieving the sustainability vision of providing solutions for societal impact," the bank said.

Wema Bank disclosed that no fewer than 500,000 Nigerians have secured about N109 billion in funding from its Corporate Social Responsibilities (CSR) and Corporate Social Investment initiatives in the country.

Speaking on this development, the managing director/CEO of Wema Bank, Mr. Moruf Oseni, said, all its social impact initiatives cut across five core Corporate Social Investment pillars namely; Economic Empowerment, Education, Environment, Finance & Health, adding that, over 500,000 beneficiaries across the nation have been impacted so far.

In pursuit of the drive to build climate resilience through the financing of adaptation measures, he said the bank launched a Green Energy Finance Facility to enable Small and Medium Enterprises (SMEs) and individuals to reduce their emissions through power generation, disclosing that the facility provides opportunities for SMEs to access up to N10 million for renewable energy solutions in their business operations and processes.

On Sustainable Finance, he said, Wema Bank is committed to the systematic reduction of financed emissions through reduced lending to high climate risk sectors and promoting investment in more sustainable segments of the economy such as renewable energy, waste management, gender finance, and smart agriculture amongst others.

"About N50 billion has been invested in sustainable businesses so far with enhanced incentives for the adoption of sustainable business.

EMPOWERMENT GOALS

Sara by Wema collaborated with Assembly Hub on its business accelerator programme titled, "The Creative Class," to upskill and empower budding female entrepreneurs in Africa's vibrant fashion industry.

According to the bank, the intensive 4-week accelerator programme was designed to provide crucial business support, mentorship, and peer learning opportunities for both emerging and established entrepreneurs, aged 21 to 35.

Speaking on the bank's dedication to women's entrepreneurship, the Executive Director Retail and Digital Wema Bank, Tunde Mabawonku, said "At Wema Bank, we understand that women's entrepreneurship is the lifeline for economic growth. This commitment is evident through initiatives like SARA, aligned with our mission to empower young entrepreneurs.

"The Creative Class" was created to transform the fashion landscape by nurturing fresh talent and scaling up innovative ideas. The programme boasts an array of comprehensive masterclasses taught by industry experts, hands-on business modelling workshops, and intensive pitch readiness training."

Entrepreneurs participating in "The Creative Class" competed for a total of N2.5m in cash grant awards (N500,000 each for the top five finalists) to accelerate the growth of the winning startups.

There was also the Transforming Nigerian Youth Programme by SARA/WEMA in collaboration with Mastercard Foundation and EDC which created a significant impact on the Nigerian youths by providing them with opportunities for skill acquisition, awareness, and financial support.

The programme's primary objective was to equip Nigerian youths, particularly females, with the necessary skills and knowledge to succeed in the job market and contribute to the country's economic development.

Through collaboration with Mastercard Foundation and EDC, the programme leverages shared expertise, resources, and networks to expand its reach and effectiveness. Participants without a registered business name will get free CAC registration through EDC, they will also be assigned to certified BDSP trainers/consultants by SMEDAN (Small and Medium Enterprise Development Agencies of Nigeria) mentorship and business advisory. SARA/WEMA bank will also be awarding a N500,000 grant each to 20 successful female participants.

The partnership also aligns with the SARAprenuer Accelerator Programme which aims at offering workshops and boot camps, business support, business solutions, access to finance, and market access.

Additionally, the programme aims to promote gender equality and empower young women to overcome barriers and achieve their goals, ultimately fostering inclusive growth and empowerment in Nigeria.

IWD

As part of the commitment to building an inclusive workplace and starting a conversation on gender equality, the bank's MD/CEO, Mr. Moruf Oseni, explained that celebrating International Women's Day helps recognize women's achievements as the driving force behind social, cultural, and economic progress.

He added that despite progress in recent years, gender inequality remains a significant issue globally, and IWD draws attention to the barriers women still face in education, healthcare, and representation in leadership positions.

"Wema Bank has been deliberate about embracing equity, we launched a tailored value proposition, Sara by Wema, to cater to female customers' needs, and focuses on improving access to finance through low-interest loans to support women and women-owned enterprises. we remain committed to providing a conducive environment for women to thrive, as women are found in all cadres, from entry-level to the director, said Oseni.

One of the main highlights of the Women Proposition is the financial education and training it provides to women. The bank offers workshops, seminars, and online courses to equip women with the financial knowledge and skills they need to make informed decisions and manage their finances effectively.

Many women have benefitted from the Women Proposition initiative. Customers like Mrs Sarah Ebhomielen and Mrs Abimbola Olufunmilayo Payne, were honored with the "Most engaging customer" in the SARA community and "The oldest " customer respectively. They were presented with plaques for their awards at the event.

In a related development, Wema Bank has sponsored 40 career women for a mentoring programme aimed at helping them achieve professional and career success, break barriers to growth, and excel in their workplaces.

The programme was facilitated by the renowned international speaker and coach, Mr. Fela Durotoye, who co-opted 10 powerful women who have achieved success in their various fields in the corporate world for mentoring.

In line with its gender-inclusion policy, Wema Bank Plc through its female proposition, Sara by Wema also launched the Big Sister Project to support its female staff in the area of equity in the workplace and improve their lives.

Speaking during the launch of the Big Sister project, the Chief Compliance Officer of the bank who is also the Chairperson of the Wema Women Network, Mrs Toyin Karieren, said the project would support its women in the area of equity in the workplace and it would create an ecosystem of equity for the female workers through mentorship, empowerment, and training programmes.

The Women Proposition, Sara by Wema, is not just about providing financial products and services. It is a platform that empowers women to take control of their finances, make informed decisions, and achieve their financial goals. By offering women the tools and resources they need to succeed, Wema Bank is making a significant contribution to gender diversity and inclusivity in the financial sector.

Most Innovative Multichannel Retail Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of ShopEx TV.

By Toyosi Olajide

With the ever-evolving landscape of retail, the concept of multichannel marketing has emerged as a game-changer, reshaping the way very way businesses interact with consumers. Again, as the world becomes increasingly interconnected, consumers demand seamless and personalized shopping experiences that go beyond mere traditional boundaries. This shift has given rise to innovative brands that have embraced the multichannel approach, forever changing the retail industry on a global scale.

In Nigeria, a global multichannel retail brand - ShopEX TV, and pioneering direct marketing firm is leading the innovation that multichannel retail has become. With a deep understanding of the modern consumer's journey, ShopEX TV has pioneered a multichannel retail strategy that seamlessly integrates various channels, including television, online platforms, and social media. Through its innovative approach, the brand redefined the shopping experience as well as set new standards for customer engagement and brand loyalty.

The brand pioneered multi-channel retailing to make products available to order by phone and online. Its collection of sophisticated planning, measuring, and attribution methodologies uses SAP BI tools to properly assess consumers' purchasing journey and the effect of TV on sales. Its bespoke micro-econometric algorithms transform the way media efficiency is monitored. It has also developed a style of econometrics uniquely tailored to the analysis needed for media planning and buying decisions, enabling a granular, detailed approach to response analysis that works.

What has set ShopEX TV apart is its unparalleled and unrivaled commitment to innovation and its ability to harness the power of technology to deliver a truly Omni channel experience. The team at ShopEX TV has years of combined experience in the global DRTV industry, running successful DRTV creative, media, and TV shopping campaigns with revenues of over £500 million. Its commercial DRTV experience is unrivaled in Nigeria.

In effectively leveraging its cutting-edge data analytics tools and bespoke micro-econometric algorithms, the brand has transformed the way media efficiency is monitored and consumer behavior is analyzed. This data-driven approach has enabled it to gain a deep understanding of its customers' preferences, enabling them to tailor their offerings and marketing strategies accordingly.

It, therefore, came as no surprise that ShopEX TV's innovative approach earned it the Most Innovative Multichannel Retail Brand Of The Year at the prestigious Women in Marketing and Communications/Conference Award (WIMCA) 2023 organised by Brand Communicator.

The award acknowledges the impact of women in ShopEX team making efforts to establish a comprehensive and integrated shopping experience across various channels that will make every kitchen experience a delightful one. Indeed, WIMCA has become a veritable platform for the celebration of the achievements of outstanding women-led brands and marketing initiatives, and ShopEx has emerged a frontrunner in this prestigious category.

Commenting on the award, Olajumoke Kujero, CEO at ShopEx said "We are honored to be acknowledged as the Most Innovative Multichannel Retail Brand of the Year at WIMCA. This recognition is a testament to the hard work and ingenuity of our team which includes many talented women who contribute significantly to our success. At ShopEX, we are dedicated to driving innovation in multichannel marketing and empowering women with the most innovative brands brought from all over the world," she said.

Experts and observers of the space agree that ShopEX TV has successfully merged the worlds of television and e-commerce to create an immersive live shopping experience that engages audiences like never before, and as never experienced in this market. Through its innovative TV infomercials, customers can browse and purchase products in real time, leveraging the power of interactive television.

The award acknowledges the impact of women in ShopEX team making efforts to establish a comprehensive and integrated shopping experience across various channels that will make every kitchen experience a delightful one. Indeed, WIMCA has become a veritable platform for the celebration of the achievements of outstanding women-led brands and marketing initiatives, and ShopEx has emerged a frontrunner in this prestigious category.

Its Omnichannel strategy ensures a cohesive brand experience across various platforms, including TV, social media, online marketplaces, and physical stores. This integrated approach enables customers to effortlessly switch between channels, enjoying a consistent and personalized shopping experience.

The brand product is a commitment to quality and diversity. From electronics and home appliances to beauty and wellness products, the brand offers a wide range of items that cater to diverse customer needs.

At the heart of ShopEX TV's success lies its customer-centric philosophy. The brand prioritizes customer satisfaction, ensuring that every interaction is personalized, efficient, and delightful.

In 2022, the brand raised a pre-seed funding of $400,000 from Cape Town venture capital firm, HAVAÍC. The investment forms part of a US$635,000 convertible notes round alongside existing angel investors, bringing total investment to date to: $885,000 with previous participation from EchoVC and Expert Media Partners.

"We look forward to rolling out an exciting pipeline of new products and bolstering our technology to deliver an exceptional customer experience and expand our offering into other markets." Isi Abebe, Founder of ShopEX added.

Founded in 2018, ShopEX is on a mission to bring 'teleshopping' to the everyday life of Nigerians by creating direct-to-consumer live shopping experiences. The company mobilizes a combination of traditional and digital channels to market, sell, and distribute some of the world's most successful 'As Seen On TV' brands in Nigeria and other African markets, including Nutri-Bullet, Copper Chef, Power XL, Dream by Genie, Myfit Jeans, and Contour Pillow.

ShopEx digitizes and integrates the customer journey across numerous channels or platforms, from television to Instagram, to improve customer engagement and sales conversions. Integrations with leading last-mile partners optimize the fulfillment process via a nationwide, 24-hour delivery service.

The launch of ShopEX perfectly coincides with rising e-commerce and maturing logistics and payment platforms across Africa. These are vital components for creating a truly omnichannel experience.

Going forward, ShopEX is poised to capture Africa's fast-growing e-commerce market buoyed by high mobile phone penetration rates and social media growth. The company aims to become the QVC of Africa and go beyond transactional ecommerce or traditional brick-and-mortar stores to create engaging live shopping experiences for customers.

According to Olajumoke, customers can expect exciting initiatives shortly.

"We are delighted to receive this funding from HAVAÍC, it's a vote of confidence that gives us an extra boost in our journey to delivering Africa's first truly omnichannel shopping experience across digital and traditional media."

This latest funding round will enable ShopEX to continue growing its team, brand, product agreements, inventory, and operations into new markets with Ghana already underway.

Now also counting its latest portfolio company in ShopEX, the fund has already deployed a third of its funds into early-stage African technology companies, including CrowdForce, CompariSure, Kuda, Mobiz, HearX, and Tanda, among others.

Since its launch in 2020, the brand, in 2022 launched Nigeria's first TV infomercial across select DSTV channels this September as it celebrates 40,000 transactions with customers. Featuring TV star Mercy Johnson, social media celebrity Chef Tola (aka 'Diary of a Kitchen lover'), and Chef Dee, the 15-minute shows showcased ShopEX's best-selling products – The Copper Chef and The Power XL Airfryer.

Customers were able to purchase the products 'live' by calling the number on their TV screens or visiting the ShopEX website. This is a milestone in a dynamic market like Nigeria's. As Olajumoke puts it, "We are excited about this milestone and are incredibly grateful to our tens of thousands of customers who have invested love and trust in the ShopEX brand. We are also proud to have produced Nigeria's first long-form infomercial that allows viewers to see our world-class products in use. We will continue striving to innovate the shopping landscape in West Africa by offering high-quality goods to our customers wherever and however they shop, be it via TV, online, or social media."

WIMCA 2023

Stanbic IBTC
A member of Standard Bank Group

Most Outstanding Bank Supporting Women-Owned Businesses



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of Stanbic IBTC.

By Eunice Stephen

Stanbic IBTC Bank is a financial service holding company in Nigeria with subsidiaries in banking, Stock Brokerage, Investment Advisory, Asset Management, Investor Services, Pension Management, Trustees and life Insurance businesses.

Stanbic IBTC Holdings PLC came to being as the result of a merger between Stanbic Bank Nigeria Limited and IBTC Chartered Bank Plc. in 2007, then adopting a holding company structure in 2012 to comply with the revised regulatory framework advised by the Central Bank of Nigeria, requiring banks to either divest from non-core banking financial services or adopt a holdings' company structure.

In the fourth quarter of 2023, Stanbic IBTC Holdings Plc announced that its banking subsidiary, Stanbic IBTC Bank was exiting the capital market. According to the company, the bank has already been re-registered as a private company limited by shares.

The bank also added that the re-registration would ensure the proper alignment of the bank's entity and eliminate the existing brand confusion as many investors and members of the public hitherto referred to the Bank as the listed entity and not Stanbic IBTC Holdings Plc.

As a financial institution that supports and seeks women's advancement, Stanbic IBTC Bank, commonly referred to as Stanbic IBTC has been awarded the Most Outstanding Bank Supporting Women-Owned Businesses at the 2023 Women in Marketing & Communications Conference/Awards (WIMCA) held at the prestigious hotel, Landmark event centre, Victoria Island, Lagos.

The event gave the award to recognize the hard work of the bank in promoting and seeking women's advancement in their businesses.

Receiving the award, the Head of Enterprise Banking at Stanbic IBTC Bank, Olajumoke Bello, expressed profound appreciation to the organisers for the honour, promising that the bank remains committed to supporting every woman whether in career or business through its Blue Blossom community curated specifically for women.

Bello said, "We believe that women's activities are pivotal to the development of any economy, and we are committed to providing them with the support they need to succeed.

She added that the move has been welcomed by women in the business landscape, who see it as a significant step towards achieving gender equality in the financial sector, adding that the initiative will create more opportunities for women entrepreneurs and executives to succeed in their businesses and achieve their financial goals.

Stanbic IBTC Bank has created a healthy environment that breaks down barriers for talented, qualified women to achieve their career aspirations, own their businesses, and make demonstrable differences in their various industries.

In line with the Central Bank of Nigeria's Nigerian Sustainable Banking Principles, the Bank launched a 'Blue account' specifically to offer women better and easier access to finance for their businesses as well as bridge the financing gap for women in their various careers and businesses while also promoting their economic empowerment.

A statement by Babatunde Akindele, Head of Relationship Banking, at Stanbic IBTC Bank, explained that women are usually not favoured when it comes to finances for the business, thereby downplaying their role in societal development.

The Blue Blossom account was created to remove obstacles that may have existed and give women the much-needed support to achieve their financial goals and dreams. With a minimum account opening balance of N20,000, a Blue Blossom account holder will have a zero current account maintenance (CAM) fee, access to loan facilities at highly competitive rates, and business clinic sessions.

Stanbic IBTC, known for its unwavering commitment to driving Africa's growth, is focused on fostering inclusive education, the empowerment of small and medium-scale enterprises, and gender equality.

Also, through its empowerment initiative, the Stanbic IBTC Fellowship, it is actively playing an advisory, mentorship, and guidance role while creating an investment opportunity to aid in the development of female tech startups.

Speaking on the rationale for investing in these female-led businesses, Remy Osuagwu, Executive Director, Personal and Business Banking, Stanbic IBTC Bank PLC, said that this is driven by the organisation's sustainability approach, which aims to identify and support female startups that are working towards having a more sustainable future and providing positive solutions to communities around them.

According to him, "We have provided these EduTech startups with unique opportunities to garner knowledge in business structure, increase their business capital, as well as grow a strong network. The startups' success stories would not be complete without the robust learning garnered at The Founder Institute through the Stanbic IBTC Fellowship."

"Through the Stanbic IBTC Fellowship, we are encouraging the participation of women in the African educational startup ecosystem by facilitating equal access to tech accelerators, funds and networks," he said.

Stanbic IBTC Pension Managers Limited has also urged women to adopt the best approach to career growth, health and wellness at its virtual Ladies at The Table Empowerment Series (LATTES) held recently.

The experts at the event tagged "Balancing career success and personal wellness", told women to balance their career with their health.

The firm's Group Chief Human Resources Officer, Interswitch, Tolulope Agiri, stated that many factors, including family and societal issues, affect women as they are judged by various rules compared to men even when they are competent for certain roles.

She said, "It is important to bring the men in your life into the conversation. The choice of a life partner is an important factor to consider for single women to excel in their careers."

Agiri also advised women who are creating value in their places of work to make demands that will make their work easier.

"We need to start negotiating for ourselves. Find out how your employers can make your work easier. Women who aspire to be leaders should be more ambitious than before; act like managers in any position you find yourself. Work in synergy with your employers to make things work," she said.

Aside from investing in female-led businesses, Stanbic IBTC is a full-service financial services group with a clear focus on three main business pillars – Corporate and Investment Banking, Personal and Business Banking, and Wealth Management.

In 2021, the bank launched a business-specific facility to assist Small and Medium-scale Enterprises (SMEs) meet up with the expected surge in patronage during the yuletide. The short-term loans ranged from N50,000 to N10 million and were available to registered SMEs. The loan offered tremendous benefits such as repayment flexibility, limited documentation, and zero collateral requirements.

In October 2023, Stanbic IBTC Bank Plc restated its desire to support the micro, small and medium-scale enterprises sector in Nigeria by launching a Fintech subsidiary, Zest Payment Limited (Zest Universe 1.0) to boost MSMEs' growth.

The Fintech Platform, Zest, is a solution-driven, platform orchestration strategy, positioned to serve consumers, businesses, application developers, and other financial service providers.

Speaking during the launch, the CEO, Demola Sogunle, stated that since the company decided to move the frontier of its value propositions to another level in a very significant manner, the management opted to play a very active role in the area of digital payments and technology.

He said, "Zest, as our fintech subsidiary, is at the epicentre of everything that we are trying to do going forward. Zest is focused on delivering a true platform orchestration strategy that would enable multiple payment options in the hands of the customer, help businesses collect payments seamlessly, and power embedded finance, especially in areas of e-commerce, Buy-Now-Pay-Later (BNPL), working capital solutions and value-added services."

Stanbic IBTC, known for its unwavering commitment to driving Africa's growth, is focused on fostering inclusive education, the empowerment of small and medium-scale enterprises, and gender equality. Also, through its empowerment initiative, the Stanbic IBTC Fellowship, it is actively playing an advisory, mentorship, and guidance role while creating an investment opportunity to aid in the development of female tech startups.

WIMCA 2023

standard chartered Most Outstanding Brand Supporting Women-Owned Tech Businesses



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to Dayo Aderugbo, Former, Head of Corporate Affairs, Brand and Marketing for Nigeria and West Africa at Standard Chartered Bank.

By Eunice Stephen

We know that one easy way to keep women down is through money. So, they need to be able to grow their wealth and have a ripple effect on their children and families." Adiba Ighodaro, Independent Non-Executive Director at Standard Chartered Bank.

In line with the above quote, it is safe to say that most women, especially Nigerian women are business-oriented, growth-driven, and hard-working, love to make more money, calculating, and accountable.

A report by PwC revealed how self-motivated Nigerian women are about entrepreneurship as they account for 41% of the ownership of micro-businesses in Nigeria with 23 million female entrepreneurs operating within this segment. Interestingly, 40% of Instagram businesses that self-identify as women-owned have been set up on the platform since the start of the pandemic, with similar findings on Facebook. Now, women are embracing the future in technology as women make up more than half of the creators publishing AR effects for Facebook and Instagram.

Nigerian women over the years have continued to make remarkable and notable impacts in various industries. In the world of technology, these women have broken barriers and embraced equity making significant contributions in various tech areas. Their achievements prove that women can thrive in tech and should be encouraged to pursue careers in this field.

Understanding the pivotal roles women are playing in the tech industry and its importance to the future of businesses, Standard Chartered Bank, a technology and innovation-driven financial institution, has over the years become a backbone and strong support system to women-owned tech businesses in Nigeria. Its announcement to close 50 percent of its branches in Nigeria in a bid to expand its digital banking option further attests to the many innovative activities the bank has invested in to promote and support these businesses.

In line with calls for more diversity in technology, and entrepreneurship and for more opportunities for women to develop entrepreneurial and leadership excellence, the Standard Chartered Women in Technology Incubator (SCWITI) was launched by the bank.

The initiative is Africa's leading incubator programme for female-led and founded businesses and is in line with the bank's sustainability and community engagement strategy which focuses on supporting innovation, infrastructure, and technology.

The Bank first launched the global initiative to support women in technology in 2014 at the City College of New York, USA where it created the Women Entrepreneurs Resource Centre. Aside from Nigeria, the programme is currently also running in Kenya, Pakistan, UAE, Zambia, Ghana, and Bahrain with the aspiration to launch more tech incubator and accelerator programs for women within Africa and the Middle East region in the coming years.

The purpose of the initiative in Nigeria is also to provide incubation support designed to target early-to-mid-stage professionals from technology and business sectors - females who are most likely to have the requisite domain knowledge, experience, and perseverance to deliver results.

Launched in Nigeria in June 2019, SCWITI was established to support and promote the economic and social development of women engaging in technology-led enterprises. Implemented for the Bank by the Enterprise Development Centre (EDC), Pan-Atlantic University (PAU), the programme targets female-owned technology-driven businesses, including start-ups, and provides the shortlisted candidates with training, mentorship, and knowledge exchange sessions with industry experts and thriving businesses in the country. To date, nearly half a million dollars has been invested in the programme in the country.

Standard Chartered Bank is touching the lives of more women than ever with SC-WITI and its products and services offering targeting women entrepreneurs.

One such woman is Kemisola Bolarinwa, Inventor of Smart Bra and CEO of Nextwear Technology who designed a smart bra that detects breast cancer.

The story of Kemisola is inspiring and points to the doggedness and strength of women. Kemisola alongside her team of five worked on a product that could detect cancer in the breasts simply by wearing it on the body for about five minutes.

Kemisola received a $10,000 grant from the Standard Chartered Women in Technology Incubator Programme (SC-WITI) in Nigeria, her invention Standard Chartered Bank described as innovative and impactful. Ever since she received the grant, Kemisola has gained global recognition as people and brands from all over the world are expressing their interest in working with her.

The 2023 edition which is the 4th cohort saw the emergence of five (5) women who joined the league of winners in the prestigious SC-WITI in Nigeria. The five successful women were given a total of $50,000 in grants to support and foster the growth of their tech startup businesses across Nigeria.

The grants were presented during the graduation ceremony of the incubator programme, in collaboration with the Enterprise Development Centre (EDC), which offered comprehensive courses to enhance the development of these businesses.

Speaking at the award ceremony, the Immediate past Head of Brand and Marketing at Standard Chartered Bank Nigeria and West Africa, Dayo Aderugbo said, "In Nigeria, the female population comprises of 49.34 percent of the total population of Nigeria. With fewer income-generating opportunities for the population at large, this leaves nearly half of the population constituting women deprived of economic empowerment through employment, professional growth, and livelihood opportunities.

"Similar to several emerging markets like Pakistan and Brazil, Nigeria is currently passing through a demographic transition, which has increased the working-age population i.e., youths comprising nearly half of the population, as a share of the total population."

"For us at Standard Chartered Bank, the Women in Tech Incubator is one of the many ways we continue to reiterate our Bank's promise to be "Here for good." We are optimistic that the program will continue to help female tech-preneurs and identify, grow and bring to the market unique business ideas while reminding them to celebrate their uniqueness as business owners thriving and making a difference in Nigeria, "she added.

As part of its key objectives, the bank is committed to improving the lives of 1 billion people by unleashing the full potential of women in its core markets, with the focal point being the creation of financial stability and road paths for women to attain equitable access to financial support, especially for small businesses.

The bank is also committed to accelerating the provision of quality financial services to women across its markets, purposefully connecting Small and Medium Enterprises to the international market and building partnerships to expand the reach and scale of financial services.

The Bank's commitment is demonstrated by its strong support of women in leadership positions such as having Racheal Asonibare as Chief Information Officer (CIO), Sola Mabadeje as Company Secretary, and Yemisi Deji-Bejide as Head of Standard Chartered Capital & Advisory Nigeria as well as current Independent Non-Executive Directors on the Bank's Board, Adiba Ighodaro and Bisi Lamikanra. This builds on the Bank's legacy of ensuring women in leadership foster equality and inclusion, having had women such as Bola Adesola serve as a former Managing Director/CEO.

Standard Chartered Bank Nigeria Limited also demonstrated its commitment to providing innovative women-focused initiatives with the launch of its new Women Banking Account & Women Winning with Wealth proposition. The unique and well-researched offering will enable women entrepreneurs to acquire comprehensive financial and investment support as well as mentoring to start and grow their businesses, increase their net worth, expand their investment capacity, achieve financial stability, and more.

Also in 2023, the bank set up a Banking Academy for the professional development of women within the banking sector.

The financial institution said that the Standard Chartered Banking Academy is part of its commitment to strengthening diversity for women in the workplace and positioning women to thrive in the financial services future workforce.

On the initiative, the Head of Transaction Banking, Nigeria and West in Africa at Standard Chartered Bank, Ibiyemi Okuneye, said, "We are very excited to be launching the first of its kind Academy in the Nigerian Banking sector. The Standard Chartered Banking Academy aims at improving the diversity of senior management talent across the banking industry.

"With the support of our Academy implementation partners, the International Chamber of Commerce, Nigeria chapter, and the Association of Professional Women Bankers, the Standard Chartered Banking Academy is one way we continue to nurture the skills and talent of professional women in the banking sector and provides us with an opportunity to amplify potentials of more women toward shaping a brighter future for all of us in the sector.

"For us at Standard Chartered, the academy is one of the many avenues through which we continue to reiterate that we are here for good, and we look forward to the positive impact it will have on all our beneficiaries and the financial services sector as a whole."

It was not accidental then that Standard Chartered Bank was crowned the Most Outstanding Brand Supporting Women-Owned Tech Businesses at the 2023 prestigious Women in Marketing and Communications Conference & Awards (WIMCA). The company's recognition at the event underscores its commitment to supporting and promoting women-owned tech businesses in Nigeria and the world at large.

WIMCA 2023

Most Outstanding Home And Personal Care Brand Of The Year



Tolulope Medebem, President, Experiential Marketing Association of Nigeria (EXMAN) (far left); and Segun McMedal, Former Chairman of Lagos NIPR & CEO of Upticomm Marketing Company (far right) presenting an award to the representatives of 2SURE.

By Usukuma Ntia

Disruptive innovations are new technologies or services that have the potential to disrupt any industry and change how consumers use the product or service. 2Sure brand, since it was launched into the Nigerian market a few years ago, has made disruptive impacts, not just in the Home and Personal care category but across the entire ecosystem, especially for women in Nigeria.

For instance, if one could recall the early years, 2Sure Nigeria launched a new disruptive 'No be Wash' campaign, assuring Nigerians that it is capable of delivering on all its promises for all-around germ protection and care. The home and personal care brand, which offers maximum protection against germs for clean, healthy skin, had consumers recount their real-life stories about unfulfilled promises, shared through relatable conversations on social media in a viral #Nawash series.

Recall, brand 2Sure was launched in May 2020, at the peak of the pandemic, to cater to the hygiene needs of Nigeria's teeming population, it came in at the right time when sanitizers were scarce, imported, and expensive. First introduced to the market with the liquid hand and surface sanitizer in 500ml SKU, both for personal and family use, the brand expanded to include gel products while also cascading into various SKUs in pocket and Industrial sizes. In just one year, the 2Sure brand became a household name in the hygiene space in Nigeria.

With its entry, the 2Sure brand took the sanitizer space by storm, beating all-comers and long-standing players to position itself as an emerging market leader with over half of the market share. The acceptance and patronage that the brand enjoyed from Nigerians of all classes, ages, and persuasions is second to none. The brand has become part of people's everyday lives so much so that it is present in virtually every lady's handbag, it sits on tables in restaurants and at events and it has become a regular feature on Sunday mornings when people go to church. and on Friday afternoons when people go to mosques.

Part of the reason for the wide acceptance of the 2Sure brand among Nigerians also is the fact that it is very different from others in the market and stands out in a class of its own; the sanitizer was produced with the consumer's skin in mind. The products are premium but affordable. Users of this brand of sanitizers easily find out that it is moisturizing in feel. This is one factor that has attracted people, especially women, to the brand

Another masterstroke for the brand that also endeared it tremendously to the womenfolk was the creative introduction of actress Dakore as Aunty 2Sure. This was followed by actor Timini Egbusun's hyping of Dakore as his 'Aunty Toh Sure' on his birthday. This generated the #AuntyTohSure trend. Dakore herself stepped into the fray to reveal that she is not only an Aunty Toh Sure but Aunty 2Sure, the face of the 2Sure hand and surface sanitizer brand.

Tweets like, "Our time together becomes special when we are 2Sure about protection from germs. #Be2Sure#Aunty2Sure pic.twitter.com/OJjN9iyOaw" from her page ensured that the brand reached consumers beyond offline touch points. Aunty 2Sure played a trustworthy and dependable role in championing the cause of personal hygiene with the brand 2Sure Hand and Surface Sanitizer. Aunty 2Sure was able to communicate the effectiveness of the product to its target audience and that in itself creating a brand persona that also made the brand more accessible.

"The reward for good work is more work," says a popular aphorism. Its huge success in the Sanitizer category made 2Sure a brand to look out for, a lot of people were waiting for what was next with this brand, and with its fantastic marketing campaign and flawless market execution, everyone felt there had to be more in the kitty. This was done by launching a brand of medicated and anti-bacterial soap. This was a welcome surprise, a bold statement: "WE HAVE COME TO STAY"

Introducing the Anti-bacterial soap with 3 variants- Original, Herbal, and Cool, and 2 sizes 70g and 120g, was a bold and strong statement.

Intrigued by the initial successful rollout, market penetration, and general public acceptance, it was clear that several factors combined to make it the disruptive brand that it is today.

Last year, in line with its culture of relentlessly pushing for a cleaner Nigeria, 2Sure, in commemoration of the 2023 World Hand Health Day, has joined forces with the Nigerian Medical Students Association (NIMSA) to distribute hygiene products to Nigerians and educate them on the importance of proper hand hygiene in preventing the spread of infectious diseases.

Through this partnership, 2Sure and NIMSA was promoting good hand hygiene practices, and providing access to hygiene solutions in communities that need it the most. The collaboration involved a series of initiatives including awareness campaigns, hygiene education programmes, and the distribution of 2Sure products in various locations across Nigeria by NIMSA.

World Hand Hygiene Day is celebrated yearly to maintain global standards on the importance of hand hygiene practices. It is a grass-root education program on the prevention of the spread of infectious diseases, and to bring people together in support of hand hygiene.

The theme for 2023 was,' SAVE LIVES – Clean Your Hands,' which emphasized the critical role that hand hygiene plays in reducing healthcare-associated infections and preventing the spread of germs in daily life.

The GM Marketing at SBC, Segun Ogunleye, expressed delight over the collaboration with NIMSA, saying "we are thrilled to partner with The Nigerian Medical Students Association to support this important cause. As a leading provider of personal hygiene products, we are committed to promoting good hand hygiene practices and helping to prevent the spread of infectious diseases. It is also good to see that the values of NIMSA align with the values of 2Sure. This definitely proves that the world can achieve so much with the youths being involved. A society with committed youths can only get better."

The president of NIMSA, Ejim Clement Egba, also expressed how important hand hygiene is and how insignificant it has been in this part of the world until now. He also appreciated 2Sure for showing up at a time when Nigeria needed its product.

In celebration of World Hand Hygiene Day, over 75,000 student members of NIMSA distributed 2Sure products to over two million people in various communities at the grassroots level.

The collaboration between 2Sure and the Nigerian Medical Student Association was a testament to the shared commitment of both organizations to promote good hand hygiene practices and improve public health in society as championed by WHO for almost two decades.

The history of World Hand Hygiene Day can be traced back to the year 2009 when the World Health Organization (WHO) launched the first Global Patient Safety Challenge, which called for a worldwide commitment to improving the safety of healthcare workers and patients. As part of this initiative, the WHO introduced the concept of hand hygiene as a critical component of infection prevention and control and encouraged healthcare facilities to develop and implement comprehensive hand hygiene programs.

In 2009, WHO launched the Clean Care is Safer Care programme, which developed guidelines on hand hygiene to prevent healthcare-associated infections. The program also provided training materials, tools, and strategies for healthcare professionals and institutions. Since then, the WHO has continued to promote hand hygiene as an essential component of patient safety, which is a cause for celebration every year.

2Sure seemed to have keyed into a project that is congruent with the brand's goal of encouraging consumers to explore the challenges of persistent hand-washing in a fun way.

This involvement differentiates 2Sure as a brand that makes efforts to gladden consumers' minds and hearts by looking beyond the intrinsic quality to engage with the consumers at a deeper level.

Therefore, it came as a sweet relief that sent ecstatic sensation down the spine of brand owners of 2 Sure when it was awarded the Most Outstanding Home & Personal Care Brand of the Year at the 2023 edition of the Women in Marketing and Communications Conference and Awards (WIMCA) held in Lagos. The company's recognition at the event underscores its commitment to ensuring more inclusion, development, and representation for women to thrive in their careers and lives.

Today's business markets expect companies and brands to know more about different consumer segments than ever before. The status quo of sending blanket messaging is over. Brands need to adapt to this new world of customer engagement. Marketers are now expected to provide personalized content and messages based on their interests. That means creating content specifically tailored to an audience's needs and wants.

In the last four years of remaining on top of its game in the market, 2 Sure has revealed that to stay competitive, a brand must continue to keep up with the latest trends and technologies.

The 2Sure brand and the SBC team have continued to surprise the market with their agile and disruptive brand activities. While no one knows what to expect this 2024, consumers are certainly eager to see more expressions from a 2Sure brand that believes nothing is impossible.

Part of the reason for the wide acceptance of the 2Sure brand among Nigerians also is the fact that it is very different from others in the market and stands out in a class of its own; the sanitizer was produced with the consumer's skin in mind. The products are premium but affordable. This is one factor that has attracted people, especially women, to the brand

WIMCA 2023

Most Outstanding FMCG Company In Women Empowerment



By Toyosi Olajide

The Fast-Moving Consumer Goods (FMCG) industry has long been a significant player in the global economy, touching the lives of millions of people every day. In recent years, FMCG companies have extended their impact beyond just providing essential goods, to empowering women and promoting gender equality.

Through various initiatives, these companies have been working to address the systemic barriers and biases that have long hindered women's economic, social, and political progress.

One company that seems to be ahead of the curve with its strategy of business and purpose is Unilever. From providing access to education and economic opportunities, to challenging harmful gender stereotypes and promoting inclusive marketing practices, Unilever has been a pioneer in empowering women and promoting gender equality, demonstrating its commitment to creating a more inclusive and equitable society.

Unilever's initiatives focus on providing access to education, economic opportunities, and skills development, enabling women to break the cycle of poverty and dependence.

At the Women in Marketing and Communications Conference/ Awards (WIMCA) 2023 held recently, the company was crowned the Most Outstanding FMCG Company in Women Empowerment for how it has challenged harmful gender stereotypes and promoted inclusive marketing practices, recognizing the power of media in shaping societal norms and perceptions.

SHAKTI INITIATIVE

Unilever has empowered over 13,000 women across 22 states through its Shakti initiative. Ensuring that everyone who depends on Unilever has enough to provide for their basic needs and has a decent standard of living, the company is determined to raise living standards throughout its value chain.

Unilever believes empowering women and providing them with autonomy can facilitate lond-lasting change in the improvement of their political, social and economic health status and assist in building a sustainable economy. For over many years, many women have been admitted into the Shakti initiative, undergone capacity development training, and collected grants to fast-track their businesses with support from Unilever.

IMPROVE HEALTH AND WELLBEING

Through its sustainable living plan, Unilever has improved the health and well-being of millions of people worldwide, with a particular focus on women's empowerment. The company's efforts have made a significant impact, with millions of women and girls benefiting from its programs and initiatives.

To achieve this, it strives for 85 per cent of its food portfolio to ensure that consumers do not consume more than 5g of salt per day. This is being driven through the "Eat for Good" campaign. The target of reaching 25 million consumers with the message was exceeded, as 28 million consumers were reached by the end of 2022. Additionally, the company launched 100 per cent natural bouillon cubes in the Knorr portfolio to cater to the needs of consumers seeking healthier alternatives.

To improve food diversity and encourage the incorporation of vegetables into staple dishes, several initiatives have been undertaken. These include teaching consumers how to make top dishes healthier through recipe inspirations, activating the top dish jollof with diverse and healthy recipes, and conducting low-cost wet sampling initiatives to offer healthy meals to low-income earners. The targets include influencing a shift in behaviour towards consuming more diverse and nutritious meals and reaching 1 million adults with the Knorr Eativist Campaign.

Unilever's women empowerment program also includes a focus on gender balance in leadership positions, with a goal of achieving a gender-appropriate representation of women in management roles. The company has implemented a Gender Appointment Ratio (GAR) metric to track progress towards this goal.

In addition, Unilever's Gender Equity Framework ensures that gender equity is built into each program's delivery and design, promoting inclusivity and equal opportunities for all. The company's Dove brand also continues to run its Self-Esteem Programme, which aims to raise the self-esteem of women and girls, promoting body positivity and confidence.

While speaking on its 2023 sustainability report, Godfrey Adejumoh, Head, Corporate Affairs and Sustainable Business at Unilever said "the company through these initiatives will bring to life the vision of making sustainable living commonplace and they are committed to doing more through our brands and operations."

UNILEVER EMPOWERMENT APPROACH

In a circle of three years, the company plans to reach 3m youths, equip 700,000 of them with skill sets that prepare them for the workplace and give internship opportunities to 500 of them under its FUCAP initiative.

Unilever Nigeria and UNICEF launched the Future-X Campus Ambassadors Program (FUCAP) to reach 3 million Nigerian youth and equip 700,000 of them between the ages of 16 and 24 with the requisite skills to succeed in the workplace of the future by 2026

The partnership was part of Unilever Compass commitments to equip 10 million young people worldwide with essential skills to prepare them for job opportunities by 2030, and UNICEF's Generation Unlimited Nigeria initiative – a public-private-youth partnership aimed to support 20 million young Nigerians by 2030 with skills and opportunities to transition from learning to earning, through shared-value partnerships around digital skills development, workforce readiness programmes, and young people engagement.

The FUCAP initiative was launched on UNICEF's Yoma and U-Report Platforms, a youth-centered platform, to ensure an extensive reach of young people in universities and other institutions of higher learning across Nigeria.

Speaking on the initiative, the Managing Director, Unilever Nigeria, Tim Kleinebenne, said, "FUCAP is targeted at students in Universities and Polytechnics across Nigeria. This is part of our commitment to helping young people in Nigeria reach their full potential and contribute to the development of Nigeria."

On his part the Human Resources Director, Unilever West Africa, Ola Ehinmoro said, "our target for FUCAP which is a three-year program is to equip 700,000 young people with skills to become entrepreneurial-minded and prepared to keep re-inventing themselves for the future of work annually in the first year of kick off."

"We will also engage 100,000 students through hybrid campus seminars that will provide students with information about the skills they need to succeed in the workplace and opportunities to network with employers and other young people. Unilever Nigeria will provide 15 Graduate Internship placements through the FUCAP initiative to immerse these talents into its workforce." He added.

As a centenary old company and the longest serving manufacturing company in Nigeria, Unilever Nigeria is committed to ensuring continuous impact and investment in Nigeria through its brands and operations. The launch of FUCAP in partnership with UNICEF is a demonstration of this commitment.

CLIMATE APPROACH

Unilever's urgency to tackle climate change, reduce plastic waste and protect nature has never been greater than it is today. Specifically, it aims to reach net zero emissions by 2039. To achieve this, it is transitioning to renewable energy across its operations, finding new low-carbon ingredients and expanding its plant-based product range.

Unilever Nigeria has embarked on a multifaceted decarbonization journey to reduce emissions from its operations and products. The company is transitioning to renewable energy sources at its various plants to reduce CO2 emissions on site.

To efficiently manage emissions data, the company has implemented measures such as metering all utility usage points and providing training to technical operators responsible for handling environmental data. In 2022, it achieved significant progress in energy savings, with 14,461 GJ saved and CO2 emissions were reduced by 1,257,746.67 kg.

WASTE-FREE WORLD

Unilever's commitment to plastic solutions by 2025 is in three stages: to cut the use of virgin plastic by 50 per cent; to collect more plastics than the company puts out in the environment; and achieve 100 per cent reusable, recyclable and compostable plastics across its operations by 2025.

In line with this commitment, Unilever Nigeria has been in partnership with Wecyclers since 2014. The partnership has effectively created sustainable collection mechanisms that have led to consistent growth. Over the years Wecyclers has championed its kiosk collection model, accounting for over 5,000 tons of recyclables being diverted from oceans and landfills. Also, it contributed to the growth of the Unilever franchise model, which has accounted for an additional 4,000 tons of recyclables collected and the creation of new jobs.

In a demonstration of its resolve to provide more opportunities for plastic waste to wealth, Unilever Nigeria and impact investor Bridges Fund have signed a 2-million-dollar funding agreement with social Wecyclers to expand plastics recycling in Nigeria. It is a new and highly innovative finance mechanism called a "Development Impact Bond" arranged with the French investment bank Societe Generale. This will create thousands more jobs turning the plastics waste that commonly ends up on the streets into raw material for industry.

Also the Chairman of Unilever, I His Majesty, Nnaemeka A. Achebe revealed "2023 was a milestone for Unilever Nigeria as we turned 100 years and our sustainability agenda was at the forefront of our conversations of positive impact over the years in Nigeria.

"In 2023, we repurposed our focus on our sustainability agenda to plastic and livelihoods, driving the following initiatives; plastic recycling, localization, shakti and future x campus ambassadors program (FUCAP)."

WIMCA 2023

Most Outstanding Insurance Company In Gender Inclusion

AXA Mansard Insurance Plc is a Nigeria-based insurance and asset management company engaged in the provision of life and general business risk management solutions and financial services to corporate and retail customers.

The Company's segments include Non-life business, Life Business, AXA Mansard Insurance, Investment Management, Property Development and Health Maintenance. The Company's property casualty business includes the insurance of personal property (cars, homes) and liability (personal or professional). It also covers a broad range of products and services designed for its individual and business clients.

Its health insurance provides individual and group life insurance policies that encompass both savings and retirement products. In addition, the Company's health insurance business provides personal protection products. Its Life business covers a broad range of life insurance products, such as term life, whole life, and investment-linked life products for individuals and groups.

Most Outstanding Experiential Agency In Gender Inclusion

In Nigeria, one of the leading experiential marketing agencies changing the experiential marketing landscape is EXP Nigeria.

Basically, the agency is a results-driven, strategic partner that brings brands to life through live brand experience campaigns. Interestingly, the award-winning agency develops measurable brand campaigns (create) and delivers memorable brand experiences for clients.

Similarly, it also activates sponsorship campaigns that are strategic, measurable, and relevant. Its activations are physical manifestations of the client's brand.

With a vision to be the no.1 360 experiential agency in Nigeria, EXP Nigeria, in a nutshell, offers the services of brand activation, event marketing, sponsorship, social marketing, digital strategies, sponsorship and social marketing, public relations, sales promotions, branding and logistics.

Most Outstanding Microfinance Bank In Gender Inclusion

LAPO Microfinance Bank is an off-shoot of the Lift Above Poverty (LAPO) Organization, a poverty-focused Non-Governmental Organization. It was initiated in the late 1980s in response to the fallout of the implementation of the Structural Adjustment Program (SAP).

The Organization was incorporated in April 2007 and licensed to operate as a regulated State Microfinance Bank by the Central Bank of Nigeria (CBN) in 2010. It became a National Microfinance Bank in 2012.

LAPO Microfinance Bank is an institution that provides a range of financial products and solutions to assist micro, small, and medium enterprises, and members of low-income households in 34 of the 36 states in Nigeria, including the Federal Capital Territory, Abuja, and boasts of a broad network of over 500 branches.

Most Outstanding Beverage Company In Gender Inclusion

Coca-Cola was first produced in Nigeria in 1953 by its bottling partner, Nigeria Bottling Company (NBC) at its small bottling facility at Iddo, Lagos, and has since then continued to make a difference and refresh in various places across Nigeria.

The company is one of the largest beverage companies embracing diversity and inclusion across its operations in over 200 countries. Through refreshing the world and making a difference, the company's sway extends globally with over 500 beloved brands, creating optimism and inspiring happiness across the communities it serves.

The Coca-Cola company portfolio includes valuable beverage brands such as Coca-Cola, Fanta, Sprite, 5Alive juices, Eva water, Schweppes, Limca, and the acquired CHI portfolio of Chivita, Hollandia Yoghurt etc.

It never stopped introducing new slogans through its campaigns which have not only reflected on the brand but has also produced a simple and direct way to communicate about the product.

Most Outstanding Bank In Women Empowerment

First Bank of Nigeria Limited (FirstBank) is one of the premier banks in Africa with its impact woven into the fabric of society. The Bank has been sustaining its development-oriented services for over 127 years as the region's foremost financial inclusion services provider. FirstBank offers a comprehensive range of retail and corporate financial services through more than 800 business locations and over 136,000 Agent Banking locations to over 32 million customer accounts.

As a national icon and an international player, FirstBank is one of the most enduring financial services brands in Africa with international footprints extending through its subsidiaries, FBN Bank (UK) Limited in London and Paris, FBNBank in the Republic of Congo, Ghana, The Gambia, Guinea, SierraLeone, and Senegal, as well as a Representative Office in Beijing.

FirstBank has been nimble at promoting a digital economy in Africa and has issued over 11 million cards, the first bank to achieve such a milestone in Nigeria.

Most Outstanding Female Friendly Microfinance Bank Of The Year

Letshego Microfinance Bank Limited is a licensed financial services provider in Nigeria, providing loans to individuals across both the public and private sectors, and the educational sector as well as supporting Micro and Small Entrepreneurs (MSE). Since the conclusion of the successful acquisition by Letshego Holdings Ltd in 2016,

Letshego Microfinance Bank is a wholly owned subsidiary of the Letshego Group - an inclusive finance group with more than 21 years of experience in Africa, and a current footprint of 11 Sub-Saharan Markets.

Letshego Microfinance Bank first opened its doors in September 2010 and has since grown to serve over X customers, having a staff complement of over 280 employees, spread across 23 branches nationwide. Letshego Microfinance Bank offers loans and financial solutions to over 10, 000 who enjoy expanded access through strategic partnerships, innovative technology, and digital delivery channels.

Most Outstanding Cement Manufacturing Company In Women Empowerment

Dangote Cement is a subsidiary of Dangote Industries, which was founded by Aliko Dangote in 1981 as a trading business with an initial focus on the importation of bagged cement and other commodities such as rice, sugar, flour, and salt.

Over time, the Group began to import bulk cement into the Apapa and Port Harcourt terminals, which it then bagged for distribution. Through the 1990s, the Group made a strategic decision to transition from a trading-based business into a fully-fledged integrated manufacturing operation. This is where the ambitious plan to become Africa's leading cement producer began. Today the company does not only have mega factories across Nigeria but also internationally in Cameroon at Douala, Ethiopia at Mugher, in Zambia at Ndola as well as many other cities.

Most Outstanding Creative Advertising Agency In Gender Inclusion

This is one of Africa's biggest creative powerhouses domiciled in the ever-bustling city of Lagos, Insight Publicis (formerly known as Insight Communications). In 1980, Insight Publicis was founded under the vision to develop leaders of the Industry, whilst creating great work consistently.

Today, Insight Publicis is a part of Insight Redefini. The organization prides itself in its strategic approaches to drive business transformation initiatives for its clients as well as deliver innovative solutions for sustainable business acceleration.

In 2015, Insight Publicis became a part of the 3rd largest global marketing communications network – Publicis Groupé - a partnership that allows Insight to deploy campaigns across 36 markets in Africa as well as beyond the continent. The vision is to ensure that Insight Publicis operates with clients at the center of how they deliver services and this way of working has over time become a fertile ground for imagination & thoughts, nurtured and developed into memorable and effective ideas, some of which we all love and have used in advertising schools as case studies.

Most Outstanding Marketing Communications Group In Gender Inclusion

Mediafuse is one of the leading networks of Integrated Marketing Communications agencies in Nigeria and is part of Dentsu International, the global communication group with a presence in 145 countries.

In Nigeria, the agency has outstanding women in its network who in no small measure make a difference either as heads of the subsidiaries or heads of a department among others.

The group provides integrated communication strategy, planning and implementation, digital media/creative and production digital performance and optimization, social/community media engagement as well as specialist out-of-home communication services to clients in diverse sectors through its agencies.

Aside from giving women the opportunity for leadership positions, the Group is equally empowering through initiatives geared for this reason.

The brand clinched the award for the Most Outstanding Marketing Communications Group In Gender Inclusion in 2023 WIMCA awards. This award had industry watchers and the brand excited as it was a well-deserved recognition.

Most Outstanding Female Friendly Dairy Brand Of The Year

For the second consecutive year, Three Crowns Milk had yet again clinched the award for the Most Outstanding Female Friendly Dairy Brand Of The Year at the 2023 WIMCA awards.

For a brand that has taken 'ownership' of the annual 'August Meeting', a major homecoming for women living in towns and cities across the world with a view to discussing socio-economic and cultural initiatives relevant to their respective communities from the Eastern part of Nigeria.

Indeed, Three Crowns Milk commitment to supporting empowerment initiatives for Nigerian women through the 'Three Crowns Women Fora' empowering women to healthy and happy families - an initiative aimed at heart-friendly habits and raising differentiator.

Three Crowns Milk is the first and only milk brand endorsed by NHF -Nigeria Heart Foundation as heart-friendly milk. The brand Attributes are as follows-Low in Cholesterol (made with vegetable fat).

Three Crowns has been committed to helping Nigerians stay healthy since 1988 Three Crowns' range of products contains adequate nutrients like Calcium, protein, fats, carbohydrates, essential vitamins, and minerals to keep families strong & healthy always.

Most Outstanding Broadcast Media Company In Gender Inclusion

TVC Communications is a privately owned, multi-platform, national, and international full-service media organization established in 2007 and headquartered in Lagos, Nigeria. The station employs over 500 staff with offices spread across Lagos, Abuja & Akure Nigeria.

The company wholly owns and operates a free-to-air general entertainment TV channel, a 24-hour DTH national news channel, and three local FM radio stations in Lagos, Abuja and Ondo state. TVC has a combined audience of over a 23million listeners and viewers every day.

TVC Communications is one of the largest broadcasting companies in Africa. The company also operates a suite of channel websites and mobile phone applications.

Boasting over 6 million viewers per day, it is a general entertainment channel aimed at 15 to 34-year-olds and produces award-winning, market-leading domestic programming.

Most Outstanding Food Company In Gender Inclusion

Having forged ahead with an entrepreneurial mindset and become a strong advocate for gender-inclusiveness in the workplace, UAC has focused on delivering superior returns through disciplined capital allocation and operational improvements across its portfolio brands. The brand was awarded as the Most Outstanding Food Company In Gender Inclusion at the 2023 WIMCA a well-deserved award for all its contributions to women's development and inclusion in the workplace.

Established in 1879 as a trading company, UAC has evolved to become a holding company and owes businesses with manufacturing facilities across Nigeria. UAC Foods is a leader in the snacks, dairy, and spring water segments in Nigeria.















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WIMCA 2023

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS

The high point of WIMCA 2024 was the unveiling of the Top 50 Most Influential Women in Marketing and Communications. We have a very strict nomination process, with a panel of seasoned assessors painstakingly reviewing the performances of nominated industry players. These nominations which are open for public voting, has Brand Communicator Intelligence Unit fact-checking each nomination. The panel of assessors reviews and shortlists the nominations . Once a shortlist is compiled, the nominees' organizations are contacted for final verification. So far, this project has received the collective appreciation of the industry which sees it as the appropriate tool to encourage women practitioners to give their best for the growth of the Industry.

P.S: The profiles, names and positions of these 50 Amazons in this prestigious list are concurrent with their titles as at November 2023.



ADEBOLA WILLIAMS, MARKETING DIRECTOR, PROMASIDOR

Meet Adebola Williams, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Adebola Williams is a frontline marketing and communications amazon. She is the Marketing Director of Promasidor Nigeria where she is coordinating marketing direction as well as driving business growth for promasidor.

She is a founding member of A Whole New Life, a team of professionals dedicated to empowering children in orphanages with educational opportunities.

Given her passion for creativity, she has served on various panels including the prestigious Gerety Awards Paris as an Executive Jury and LAIF AWARDS Nigeria.



ADEDOYIN JAIYESIMI, CO-FOUNDER, THE COMMS AVENUE

Meet Adedoyin Jaiyesimi, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Adedoyin Jaiyesimi is the Co-Founder of The Comms Avenue, a capacity building and networking platform for communications professionals across Africa with over 1200 professionals from 20 African countries in its mission-driven community. Adedoyin is also the Author of the book, From Clueless to Success – a collection of 20 backstories from her journey as a communications professional.

Adedoyin is a member of the International Association of Business Communicators. She has a Masters in Corporate and Marketing Communications degree from IE Business School and she currently serves as the Vice President of the IE Nigeria Alumni Board.



ADEKEMI ALEGBELEYE, GM/COO, DENTSU X NIGERIA

Meet Adekemi Alegbeleye, GM/COO, Dentsu X Nigeria, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Adekemi Alegbeleye is a seasoned Marketing Communications Professional, who has helped brands achieve their business and marketing objectives across various Industries through the creation of connections strategies to ensure the profitability and growth of their businesses whilst harnessing new business opportunities and driving seamless integration and collaboration across teams.

Adekemi's mission is to drive growth and excellence by leveraging my expertise and experience in the dynamic and diverse Nigerian market.



ADEWUNMI DESALU, DIRECTOR, MARKETING & CORPORATE COMMS, BUA FOODS

Meet Adewunmi Desalu, Director, Marketing & Corporate Communications, BUA Foods one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Adewunmi is a highly skilled, brand building and marketing professional with over 15years of multi-sectoral experience acquired working with and for brands like Samsung, Tecno, Bank PHB, VISA, Nigerian Breweries, Nestle, Yves Rocher, Black Up and others, some of which she built from scratch to market leadership. Her Industry knowledge is vast, having managed brands in the FMCG, Oil and Gas, Telecommunications, Consumer electronics, Retail luxury, and Financial sectors.

In these roles, she was responsible for driving multifaceted, consumer-led campaigns from conceptualization to production coupled with launch execution management to achieve tangible brand results, while driving business growth.



ADIA SOWHO, CHIEF MARKETING OFFICER, MTN NIGERIA

Meet Adia Sohwo, Chief Marketing Officer, MTN Nigeria one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Adia is an experienced global executive who synthesizes her background in engineering, consulting, and product development to build and operate leading category-defining businesses. With deep expertise spanning technology, telecommunications, and finance, she has successfully designed, built, and scaled tech driven platform companies in emerging markets valued at over USD $100+ million.

Adia currently serves on the board of Hover and Sankore Investments. She holds an MBA from the Kellogg School of Management at Northwestern University and a bachelor's degree in electrical engineering from the University of Sheffield.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



AGBONS IGIEWE, CHIEF OPERATING OFFICER, ZIZA DIGITAL

Meet Agbons Igiewe, Chief Operating Officer, Ziza Digital one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Agbons Igiewe is a Business Leader and Marketing Professional with a sub-specialty in Marketing Strategy, Digital and Business transformation. She is the Chief Operating Officer of Ziza Digital, a Digital Marketing Consulting Firm that helps businesses reach today's consumers.

Agbons has garnered marketing and business experience in an interesting career spanning Brand Management, Advertising, Marketing Strategy, and Digital Marketing with organisations like Insight Communications, 141 Worldwide (Now Nitro 121), Workforce Group, Redsquare Digital, and Tranos Engineering.



AGNES AILUELOHIA, COO/GM, FIRST KATALYST MARKETING

Meet Agnes Ailuelohia, COO/GM, First Katalyst Marketing Limited one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Agnes Ailuelohia is a marketing communications expert. She has made a massive impact on the marketing communications ecosystem.

With over 17+ years of experience as a marketing communications professional, she has demonstrated capability as a go-to expert for top-notch solutions to marketing problems, driving growth for many businesses across Nigeria.

Agnes is progressive-minded, has good client-agency communication and relationships, is solution-driven and is an expert who goes all out to get the job done and in good time.



BODAM TAIWO, HEAD OF PORTFOLIO, BOND & CONNECT, WA, PERNOD RICARD

Meet Bodam Taiwo, Head of Portfolio, Bond & Connect, West Africa, Pernod Ricard one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Bodam is a Marketing, Branding, and Communications Expert, a Feminine Leadership Coach, and an Author, with an Extraordinary Visionary. During her impressive career spanning 15+ years, she has been instrumental in starting new businesses across Africa and building Luxury and Premium Brands across Western Africa. She has also managed the operations and performance of sales teams in the Fast-Moving Consumer Goods (FMCG) Industry.



BOLANLE OSOTULE, GM, HEAD, BRAND MARKETING & ADVERTISING, AIRTEL NIGERIA

Meet Bolanle Osotule, GM, Head of Brand Marketing and Advertising, Airtel Nigeria one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Bolanle Osotule is a growth-focused thought leader and brand strategist with a demonstrated history of working across various industries which include Advertising, Public Relations, Banking & Telecommunications.

Her multifaceted background has allowed her to develop a wellrounded skill set, and her professional focal points include Business Planning, Integrated Marketing Communications, Strategic Planning, Business Development, Media Management, and Marketing Strategy.



BRENDA NWAGWU, CHIEF EXECUTIVE OFFICER, QVT MEDIA

Meet Brenda Nwagwu, Chief Executive Officer, QVT Media one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Brenda is the Founder and CEO of QVT Media, a top-tier media and marketing communications firm, known for its exceptional strategic thinking and creative approach to delivering successful campaigns.

Beyond her professional accomplishments, Brenda is recognized for her unwavering commitment to driving growth and progress in the industry. She has earned a formidable reputation as a strong advocate for diversity and inclusion in the workplace, actively supporting young professionals in their career development.



BRIDGET OYEFESO-ODUSAMI, HEAD, MARKETING & COMMUNICATIONS, STANBIC IBTC

Meet Bridget Oyefeso-Odusami, Head, Marketing and Communications, Stanbic IBTC one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Bridget is a multi-faceted marketing professional with more than 24 years of global experience in brand strategy, sponsorships, digital marketing, data analytics, public relations, and all communications elements.

She is the author of "Dis Wk" devotional. Most recently, on her five decades on earth, she published her first memoir titled BUILT FOR THE STORM – journeying through life's wounds, healing, and scars. Bridget is married to Adewale, and together they have two adult sons.

WIMCA 2023

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



CAROLINE OGHUMA, EXECUTIVE HEAD, CORPORATE AFFAIRS, MULTICHOICE NIGERIA

Meet Caroline Oghuma, Executive Head, Corporate Affairs, MultiChoice one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Caroline Oghuma's passion for communication played an important role in her choice of study and career as a Communications professional. For over a decade and a half, she has been instrumental in shaping the reputation of organizations, bridging the gap between businesses and communities through CSR, effectively managing stakeholders in different industries and managing crisis during turbulent times.



CHERRY EROMOSELE, EVP, MARKETING & CORPORATE COMMS, INTERSWITCH GROUP

Meet Cherry Eromosele, Executive Vice President, Marketing & Corporate Communications, Interswitch Group one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Cherry Eromosele (Dr.) is currently the Executive Vice President, Marketing and Communications for Africa at Interswitch Group. In this capacity, her remit includes providing leadership and oversight for all key marketing and communications disciplines across Africa, where Interswitch possesses extensive footprints.

An award-winning marketing professional with cross-sectoral experience, her revolutionary approach to marketing has transformed its practice in the Nigerian fintech space, earning her recognition as one of the Global Top 100 B2B Marketing Leaders in Technology for two consecutive years – 2021 and 2022.



CHINWE BODE-AKINWANDE, HEAD, DIGITAL MARKETING AND INNOVATION, FIRST BANK

Meet Chinwe Bode-Akinwande, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

An energetic performer with an upbeat, positive attitude, Chinwe Bode-Akinwande (CBA) is an accomplished marketing communications practitioner. She has over twenty years of working experience in brand communication, marketing and strategy innovations cutting across the public and private sectors.

Currently Head, Digital Marketing at First Bank of Nigeria Limited's Marketing and Corporate Communications (M&CC) department, CBA is leading efforts to ensure FirstBank's message is cutting through the clutter in the digital space and resonating with all FirstBank's market segments. Prior to joining FirstBank, she worked with the United Nations Children's Fund (UNICEF) as Head, Product Line and Marketing division. Before UNICEF, she had worked with Zmirage Multi-Media Limited, Selcroft Associates, Ibeto Group of Companies and Lynx Tronix Computers.

She is an entrepreneur who considers herself a "doer" with a difference because she would rather take well-thought-out and appropriate action about a situation rather than bemoan it. She is an author with four published works – Warning Signals in Relationships, Battle of the Exes, Married Yet Single and Self-Love & The Best in You.



CHIOMA AFE, DIRECTOR OF EXTERNAL AFFAIRS, SEPLAT ENERGY

Meet chioma Afe, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Chioma is a motivated, proactive, strategic thinker, business leader, and digitally driven brand advocate. She has attended several leadership and professional courses in the course of her career at various institutions including the Metropolitan Business School London, Wharton Business School-Pennsylvania, and Lagos Business School.

Chioma sits on the EXCO of ADVAN (Advertisers Association of Nigeria), a Life member of Women in Management, Business and Public Service as well as an active member of the National Institute of Marketing Nigeria.



CHIOMA MBANUGO, HEAD OF MARKETING, PZ WILMAR

Meet Chioma Mbanugo, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Chioma Mbanugo is a credible and commercially minded multiple Brand Building award winner, with over a decade cognate experience in Strategic Marketing Management, Brand Management, Project Management and proven ability to quickly drive new ideas and concepts, develop innovative and creative solutions to problems as well as perform effectively.

She holds a Bachelor's degree of Science in Economics from Nnamdi Azikiwe University and an MBA in International Business at the University of Baltimore.



COMFORT NWANKWO, CHAIRMAN, LAGOS NIPR

Meet Comfort Nwankwo, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

With over two decades of experience in Public Relations with polyvalent training in Business Communication, strategic brand projection, reputation, and Human resource management. A focused and result-oriented person. She is an Entrepreneur, the CEO of Cicom International Limited (Signage Consultant, Corporate Branding, Promotion & Event Management), a farmer, a seasoned Sport administrator, member of the Nigerian Olympic Committee and The international Sport for All Association, TAFISA.

She is the Secretary General of the Nigerian Triathlon Union and Treasurer of African Zurkhaneh Federation.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



DAYO ADERUGBO, GENERAL MANAGER, STANDARD CHATERED BANK

Meet Dayo Aderugbo, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Aderugbo has over two decades of invaluable experience and an impressive track record of success in the banking and financial services sector. One of her crowning achievements was the launch of the Standard Chartered Digital Bank in 2019, which challenged traditional banking norms by offering unparalleled convenience, security, and accessibility to customers. This disruptive move also included a first-of-its-kind value proposition in the country, with zero charges or fees for transactions.

She is an alumnus of Obafemi Awolowo University, Ile Ife where she obtained a Law degree with Honours (LLB). She is a Barrister at Law having also received a BL Degree from the Nigeria Law School and holds a Masters Degree in Corporate and Commercial Law (LLM) from the prestigious University College (UCL), University of London, UK. Dayo has also completed a Special Executive MBA from the Metropolitan School of Business and Management, UK and is currently undergoing a PhD in Business Risk Management.



DEOLA ART ALADE, MD/CEO, LIVESPOT360

Meet Deola Art-Alade, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Deola, an experienced interior decorator and record label executive, runs Livespot 360 with her husband, the singer Darey Art Alade.

Deola is the CEO. So far, Livespot360 has produced live shows for Heineken, 9mobile, GTBank, Access Bank, UBA , Procter & Gamble, the Lagos State government, and several other big names. The shows it created for itself are just as consequential as those for which it is paid to manage. For Instance, its Love Like A Movie' series, which was a vehicle for Darey's performances and a showpiece of Livespot's capacity at One Time or Another featuring headline Ciara, Kelly Roeland, and Kim Kardashian. Thereafter, those events yielded long-tail conversations that lived on for months.



EDIDIONG UWEMAKPAN, VP BRANDS AND COMMUNICATIONS, MONIEPOINT

Meet Edidiong Uwemakpan, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Edidiong "Didi" Uwemakpan is a marketing & communications leader with a strong interest in how human behaviour shapes strategy and drives business growth. Her interest in behavioural economics, combined with extensive experience executing marketing programmes for underserved communities across Africa lends a unique perspective on building financial services for consumers in emerging markets.

She is deeply committed to sustainable development and an advocate of diversity, equity, and inclusion (DEI).



ELOHOR OLUMIDE-AWE, HEAD OF CATEGORY (NON-ALCOHOLICS), NB PLC

Meet Elohor Olumide Awe, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Elohor is an Entrepreneurial Senior Marketing Professional with 12+ years' experience leading teams and effectively building global brands. She is an agile leader who is passionate about supporting young talents. She has spearheaded multiple project teams on newproduct launches and marketing campaigns leading with a growth mindset.

Elohor started her marketing career at Unilever Nigeria Plc in 2011, as an Assistant Category Manager, working intensively across the food & and beverage category on brands like Lipton & Knorr. She grew to become the Senior Brand Manager of Savory before transitioning to Nigerian Breweries.



FOLUKE FEMI-SANDA, SENIOR BRAND MANAGER, GB FOODS

Meet Foluke Femi Sanda, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Foluke Femi Sanda is an experienced marketing professional with two decades of experience in Sales Management, Trade Category Management, and Brand Building. She has crafted a niche for herself in the food industry, especially in the food category having managed brands such as Gino Max, Knorr, Royco, Lipton and Glen Tea. She is a seasoning and tomato marketing expert. She is currently the Senior Brand Manager responsible for the iconic Gino Tomato Brand of GB Foods in Nigeria.

Foluke has distinguished herself with the ability to deploy consumer engagement activities for her brands.



FUNKE ADEKOLA, CHIEF OPERATING OFFICER, DENTSU CREATIVE

Meet Funke Adekola, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Funke is a strategic marketing communications and brand management expert. She is the current Chief Operating Officer, at Dentsu Creative.

As the COO, she has helped lead and profitably grow our priority/key client relationship, building a senior and trusted relationship with the client. Understanding the needs of the client's business and identifying opportunities for the Dentsu Line of Business to support them. While managing the client team and capabilities required to deliver business-driving ideas and solutions for the client.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



IFEOLUWA ESTHER OBAFEMI, HEAD DIGITAL MEDIA AND INSIGHT, SUB-SAHARAN AFRICA, FRIESLAND CAMPINA

Meet Ifeoluwa Esther Obafemi, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Ifeoluwa Esther Obafemi has 18+ years of experience leading and driving commercial excellence, Ifeoluwa is an accomplished Business Leader. Her expertise spans Marketing, Sales, Channels and Strategic management, Leadership and People Capability Development, Digital and media management, and Digital Business Transformation.

Started off her career in Academia and had a brief stint in Aviation before her long fruitful journey in FMCG starting with Nestle Nigeria PLC.



JUMOKE ODUNLAMI, CHIEF CUSTOMER AND MARKETING OFFICER, AXA MANSARD

Meet Jumoke Odunlani, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Jumoke Odunlami is the Chief Customer & Marketing Officer of AXA Mansard and Director, Director AXA Mansard Health limited. With a career spanning more than 20 years, Odunlami has a track record of leading critical business functions, managing transformational initiatives, and leading innovations across the financial, automobile, and Real Estate sectors.

Before her move to Chief Customer & Marketing Officer for the leading global insurance and Asset Management brand, Odunlami was Chief Operating Officer at AXA Mansard Investments Ltd, where she was responsible for corporate strategy, business development, and operations.



KEMI LONGE, HEAD OF MARKETING, PZ CUSSONS

Meet Kemi Longe, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Kemi is an experienced Marketing Manager with a demonstrated history of working in the fast moving consumer goods and consumer healthcare industries. She is currently the Head of Marketing at PZ Cussons.

She is skilled in Negotiation, Business Planning, Analytics, A&P management, innovation management, traditional and digital media management and operations Management. Kemi is a dynamic business leader who focuses on achieving the baseline. She holds her teams accountable and also supports them to deliver.



MABEL ADETEYE, HEAD, BRAND AND MARKETING COMMUNICATIONS, WEMA BANK

Meet Mabel Adeteye, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Mabel Adeteye is an official member of the Forbes Communications Council with and an exceptional brand communications expert specializing in strategic communication, brand management and public relations. With an impressive 15 years of experience, she has excelled in various areas including; strategy, marketing communication, brand and product management, digital media marketing, events planning and management, CSR, and sustainability.

In her 15 years career, Mabel has showcased her extensive knowledge, expertise, and professional judgment by managing numerous high-profile communications initiatives for both local and international brands.



NANA MILAGROSA, FOUNDER AND CHIEF EXPERIENCE CURATOR CXC, MPXM

Meet Nana Milagrosa, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Nana Milagrosa Utomi A. Biyang, a visionary leader and the Chief Experience Officer (CXO) of MPXM, boasts over 19 years of unparalleled expertise in curating Experiential Initiatives, Strategy, and Customer Experience Management (CXM). A maestro at developing brand experience strategies, Nana crafts consumercentric, strategic approaches that forge meaningful connections across all channel touchpoints.

With the heart of a creative artist and the soul of a strategist, Nana envisions and implements innovative solutions to age-old challenges.



NENE BEJIDE, PRINCIPAL CONSULTANT, BLANCHE AIGLE COMMUNICATIONS

Meet Nene Bejide, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Nene Bejide is the founder and principal consultant at Blanche Aigle Communications, a leading Marketing Communications Agency redefining public relations (PR) and Brand Communications with strategy and innovation. She brings six years of media experience, overseeing the daily operations and management of the team at Blanche Aigle, delivering effective campaign and project execution for local and international brands in Tech, lifestyle, FMCG, and the corporate sector.

Nene desires to see brands connect with their target audiences using an informed and efficient approach that yields positive results.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



NGOZI AKINYELE, GROUP EXECUTIVE, CHIEF MARKETING & COMMS OFFICER, CORONATION

Meet Ngozi Akinyele, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Ngozi Akinyele is a marketing and communications leader. An experienced management consultant and brand manager with a high sense of drive, initiative, and ability to apply knowledge as required in the workplace.

She has a specific interest in brand development, marketing, operational transformation, business intelligence, analytics, and change management across aviation, banking, retail consumer goods, and transportation sectors among others.



NWAMAKA ONYEMELUKWE, DIRECTOR, PUBLIC AFFAIRS, COMMS & SUSTAINABILITY, COCA-COLA NIGERIA

Meet Nwamaka Onyemelukwe, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Nwamaka Onyemelukwe is the Director, Public Affairs, Communications & Sustainability for CocaCola Nigeria Limited. She is responsible for enabling sustainable business growth by building a strong and consistent public policy and sustainable agenda for the Coca-Cola business in Nigeria. Amaka has a proven track record of improving lives and making a difference in communities where Coca-Cola business operates.

She is also a credible force in building the reputation and image of the Coca-Cola business in Nigeria. Her exceptional contributions have been recognized and Celebrated within the industry.



OIZA GYANG, NIGERIA BEAUTY & PERSONAL CARE LEAD/MARKETING HEAD, UNILEVER

Meet Oiza Gyang, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Oiza has 19 years of diverse experience at Unilever, spanning Sales, Marketing, Corporate Audit and General Management. She started her career as a Management Trainee in the Customer Development Function. From where she went on to become a Field Sales Manager – and worked in Lagos and the Middle Belt in this capacity for about 4½ years.

Oiza moved to Marketing in 2009 in what was supposed to be a 6 month stint but ended up staying for the next 6 years in which she worked across both Personal Care and Foods business.



OMOBOLANLE VICTOR-LANIYAN, HEAD, GROUP SUSTAINABILITY, ACCESS CORPORATION

Meet Omobolanle Victor-Laniyan, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Omobolanle Victor-Laniyan is a sustainability professional with about 20 years' experience in the field of sustainability and communications spanning various industries including manufacturing, media and the financial sector. She was the only West African on a global team that recently developed the Global Principles for Responsible Banking.

She was awarded the prestigious CEO Employee of the Year 2018 award at Access Bank Plc. She is also a two-time recipient of the highly coveted Most Outstanding Sustainability Practitioner in Africa Award (2017 and 2018) by the Sustainability, Enterprise and Responsibility Awards (SERAS).



OMOLARA BANJOKO, MARKETING MANAGER, FRIESLAND CAMPINA

Meet Dr. Omolara Banjoko, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Omolara is the Marketing Manager of FrieslandCampina where she develops the long-term brand portfolio and strategy across life stages and across category to expand the powder portfolio and successfully launch two new powder SKUs to achieve profitable revenue in 1 year and grow HH penetration Pan Nigeria. She is a dynamic Results-oriented Marketing manager delivering strategies to small and big brands to aid business growth in double digits while delighting consumers across multi product categories.

Proven ability to lead organizations to successful product launches and higher revenues based on the 5P strategies, hero SKUs focus, portfolio optimization across channels, and team development.



ROSELINE ABARAONYE, MARKETING MANAGER (NIGERIA MARKETING LEAD), HAYAT KIMYA

Meet Roseline Abaraonye, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Roseline Abaraonye is a seasoned, goal-driven marketing professional with a proven track record of driving impactful and successful campaigns thereby achieving tangible business results.

With over 16 years in the Fast Moving Consumer Goods (FMCG) industry, Roseline has consistently demonstrated her ability to elevate brands. She has garnered prerequisite experience in building successful brands and teams. With a keen strategic vision and a knack for creative innovation, Roseline is one of the few women making a huge difference in the brand marketing space in Nigeria. Her extensive experience spans various multinationals and brands, showcasing adaptability and a deep understanding of diverse market landscapes.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



ROSEMARY AKPO, MANAGING DIRECTOR, EXP MARKETING NIGERIA

Meet Rosemary Akpo, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Rosemary is a motivated, high level achiever with visible senior management accountabilities, eager to bring to organizations the ability to significantly increase growth, efficiencies, and shareholder value.

Before joining EXP Marketing Nigeria, she was the Marketing Director, Africa and Middle East of Lucozade Ribena Suntory where she was responsible for developing the business and the market strategy for the LRS brands in the Africa and Middle East markets. She also served as the Africa Marketing Director of the same company.



SADE MORGAN, CORPORATE AFFAIRS DIRECTOR, NIGERIAN BREWERIES

Meet Sade Morgan, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Sade is a Corporate Affairs Management specialist with wide cross geographical experience. I am inspired most when working within fast-paced environments where my skills, experience, and passion for building winning teams can make a significant contribution to operational success.

Morgan is a graduate of the Obafemi Awolowo University Ile-Ife, a Prince II certified project manager with a certificate in executive management from the Institute of Management Development, Lausanne, Switzerland. She is a member of the Institute of Directors, the Nigerian Institute of Public Relations and Chairman of the Food and Beverage Recycling Alliance (Nigeria).



SAIDAT LAWAL-MOHAMMED, DIRECTOR, MARKETING COMMUNICATIONS, 9 MOBILE

Meet Saidat lawal Mohammed, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Saidat is a dynamic, versatile and passionate marketing professional with a proven track record of more than +20 years' experience in business & marketing strategy core marketing, relationship marketing, telecoms marketing, trade marketing, marketing communications, sponsorships, media (traditional and digital) and event management as well as project management.

She has successfully grown revenue and generated subscriber growth for two of Nigeria's foremost telecoms operators. In both instances, she spearheaded business and marketing plans for various consumer segments, including high net-worth, professional, youth and mass segment customers.



SINMISOLA HUGHES OBISESAN, EXECUTIVE CREATIVE DIRECTOR, PUBLICIS GROUPE

Meet Sinmisola Hughes Obisesan, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

A global award-winning Executive Creative Director, Sinmisola is one of Nigeria's most admired and decorated creative storytellers.

Sinmisola creates deeper experiences between brands and consumers by leading her formidable team of vibrant and passionate creatives to develop clutter-breaking and impactful ideas that resonate with today's digital consumer.

A creative maven in the marketing communications industry, Sinmisola has led both agencies; Insight Publicis and Leo Burnett Lagos, to deliver impactful campaigns in Nigeria and across international markets for Pepsi, Amazon Prime Video, Heineken, Supa Kommando, VISA, Nivea, Spotify, YouTube, P&G, Nestlé, AXA Mansard, and more.



SOLA ANTWI, CHIEF OPERATING OFFICER, DIVERGENT MARKETING SERVICES

Meet Sola Antwi, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Solabomi Antwi is a highly experienced marketing communications professional with over 20 years of experience in a variety of disciplines, including advertising, public relations, media planning and buying, events management, audio-visual production, and experiential marketing. She is a strategic and creative thinker with a proven track record of developing and executing successful marketing campaigns that achieve her client's objectives.

Sola began her career at SO&U Saatchi & Saatchi, where she worked on blue-chip and multinational accounts such as MTN Nigeria, Citibank, Nestle, Hewlett Packard, Motorola, and GT Bank.



TEMITOPE OGUNTOKUN, CORPORATE AFFAIRS AND LEGAL DIRECTOR, INTERNATIONAL BREWERIES

Meet Temitope Oguntokun, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Temitope is the Corporate Affairs and Legal Director of Nigerian Breweries, a business leader with impactful experience in Corporate/Public Affairs, Strategic Communications, Sustainability, and Management.

Her experience spans Nigeria, Africa, and global contexts, having provided integrated communications and sustainable development services for organisations/brands in different industries and within multinational/multicultural backgrounds. She supports organisations to build their reputation, enhance their d,positive image, and safeguard their legal and social license to operate.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



TOKUNBOH GEORGE-TAYLOR, MANAGING DIRECTOR, HILL+KNOWLTON STRATEGIES, NIGERIA

Meet Tokunboh George-Taylor, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Tokunboh George-Taylor is the Managing Director of Hill+Knowlton Strategies Nigeria. She draws upon over 25 years of experience in public relations and corporate communications to guide the office in providing strategic insight and counsel to clients. She is well versed in the business operating landscape in Nigeria.

Her areas of specialization include Public Relations, Community Relations, Advertising, Branding and Marketing in the Telecoms, Information Technology, Finance, Education, Energy, Oil & Gas Sector. She is experienced in Governance and Compliance, CSR Strategy and innovation Development.



TOLA BAMIGBAIYE-ELATUYI, MARKETING AND INNOVATION DIRECTOR, PLADIS GLOBAL

Omotola is a senior executive with over 20years of Category/Marketing Management and Customer & Shopper Marketing.

Her specialties evolves around highly self-motivated, demonstrated tenacity, persistence and ability to lead and complete tasks in a team-oriented and professional manner. She is aggressively innovative in Pursuing opportunities for change/improvement/growth through developed statistical, analytical and problem-solving skills, directed at efficiencies in systems, processes, procedures and product delivery.

She is as well a Multi-disciplinary experience Leadership who possess solid management experience across key markets and industries working in a highly matrix structure



TOLULOPE MEDEBEM, CHIEF EXECUTIVE OFFICER, ASTER INTEGRATED MARKETING

Meet Tolulope Medebem, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Tolulope is one of Nigeria's foremost Experiential Marketing professionals. With almost two decades of Marketing Communications experience spanning Experiential Marketing, Event Management, and Brand Management & Marketing, she has been instrumental in the achievement of many successful campaigns on behalf of big-ticket clients.

Tolulope currently owns and runs Aster Integrated Marketing Limited (AIML), a marketing communications and experiential marketing agency. Her Client base includes British Council, Nokia (HMD Global), Sunking (Greenlight Projects), FlyFix (Erel Worldwide) and so many more.



TOLULOPE OLANIPEKUN, HEAD OF MARKETING, MOUKA NIGERIA

Meet Tolulope Olanipekun, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Tolu is a Passionate Marketer. Her multitasking ability is second to none. She is very professional and compassionate while handling difficult conversations and situations. This natural skill of her supported the Team and business to deliver business KPIs even in tough times.

She is very analytical and detailed in her job. A goal getter with a strong people management skill, Tolu is an asset any organisation would be proud to have. She is diligent, friendly, empathetic and smart with humility and good sense of humour.

She holds a Bachelor of Science in Psychology from University of Lagos.



TOLULOPE OLORUNDERO, FOUNDER & PRINCIPAL CONSULTANT, MOSRON COMMUNICATIONS

Meet Tolulope Olorundero, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Tolulope is a versatile B2B public relations and strategic communications consultant for multinational organisations and global executives. With exemplary skills in crises management, strategy development and digital communications garnered over 17+ years of business experience, she is the Founder and Principal Consultant at Mosron Communications, a boutique public relations consultancy in Lagos, Nigeria.

Amongst their impressive clientele, Tolulope has led the Mosron team to sign on and consult for FIRST E&P, Landmark Africa, Flying Doctors, HealthCap Africa, Outsource Global, Volition Capital, and many others.



TOSIN ADEFEKO, MANAGING DIRECTOR, AT3 RESOURCES

Meet Tosin Adefeko, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Tosin is a corporate executive and entrepreneur with over 25 years of multi-sectoral experience in Nigeria. She has led and delivered outstanding business results in the financial services, print/broadcast media, and marketing communications industries.

She is the Founder/CEO, of AT3 Resources Limited, an awardwinning specialized communications consultancy focused on enhancing the productivity of key clientele which include global corporates like META (Facebook), local conglomerates, and influential private clients using strategic communications. The multi-disciplinary consultants at AT3 Resources are the go-to specialists for public relations, and special events.

TOP 50 MOST INFLUENTIAL WOMEN IN MARKETING & COMMUNICATIONS



TOYIN NNODI, MARKETING DIRECTOR, CHI LIMITED

Meet Toyin Nnodi, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.
Toyin is an experienced senior Marketing and Corporate Communications professional with a successful track record of leading marketing teams and delivering volume, revenue and market share for the companies she works for.

She is skilled in Consumer Marketing, Brand Management, Brand Advertising, Corporate Communications, New Product Development & Launches, Strategic Planning, Business Data Reporting & Analysis, Consulting, and Training.

She holds a Bachelor of Science (BSc) in Mathematics and Statistics from University of Lagos as well as an MSc in Management, Business Administration and Management from University of Leicester.



UCHE AJENE, MANAGING DIRECTOR/FOUNDER, STEPHANIE JOHN AND ASSOCIATES

Meet Uche Ajene, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Uche is a Corporate Marketing and Communications Executive with a successful track record in marketing, communications, corporate affairs and media management, CSR and event management.

She is currently the Founder/Managing Director of Stephanie John & Associates, a unique PR and Strategic Communications agency that is driven by the Human Experience, a philosophy which pushes us to create Strategies and Stories that closes the GAP between you and your audience.



DR. YETUNDE ADEGBITE, CLUSTER MANAGING DIRECTOR, VIZEUM IPROSPECT & POSTERSCOPE

Meet Dr. Yetunde Adegbite, one of WIMCAs Top 50 Most Influential Women in Marketing and Communications.

Yetunde is a multi-skilled marketing and brand-building professional with experience in brand strategy formulation, product innovation and launch, brand management, experiential marketing & events, advertising and media.

Hands-on project manager driven to add value that seeks to disrupt and dominate markets with innovative consumer-centric ideas that produce commercial value for stakeholders.

She began her journey in the IMC industry in 2012 with Primedia Out of Home Nigeria as Head of Sales and Marketing where she was till 2016 when she joined Serengeti as Marketing Controller.








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WMCA 2023 INDIVIDUAL AWARD WINNERS



OMOBOLANLE VICTOR LANIYAN, HEAD SUSTAINABILITY, ACCESS BANK PLC
MOST OUTSTANDING SUSTAINABILITY PROFESSIONAL OF THE YEAR

Omobolanle is a tasted and seasoned sustainability professional. She is a change maker in the field of sustainability and communications spanning various industries including manufacturing, media, and the financial sector.

With over 20 years of experience, she has pioneered many notable sustainability-focused initiatives, placing Nigeria and the financial sector on the global map. She was the only West African on a global team that developed the Global Principles for Responsible Banking released by UNEP FI (United Nations Environment Programme Finance Initiative).

She is an executive member of the Access Women Network (AWN), an advocate for youth and women empowerment. She mentors and is the Chair of Women in Development and Sustainability, a not-for-profit organisation that primarily utilizes mentorship and customized education to support the development of women.

Omobolanle holds a Chartered Banker MBA from Prifysgol Bangor University, as well as a bachelor's degree in Mass Communications and a Master's Degree in Sociology both from the University of Lagos.

She is a Fellow of the Institute of Corporate Responsibility and Sustainability, UK (ICRS), a member of the International Society of Sustainability Professionals (ISSP), and an Associate of the Chartered Institute of Bankers, Nigeria (CIBN) among others.



OPEYEMI ABE, ASSISTANT BRAND MANAGER, BEVERAGES, PROMASIDOR NIGERIA
EMERGING MARKETING PROFESSIONAL OF THE YEAR (FMCG)

Opeyemi is infused with the ability to create solutions to problems on-the-go and due to her versatility and team spirit; She can achieve the best results on short notice and within the best possible time. She has been featured in 4 national newspapers, 1 national TV interview, and 2 Radio interviews so far due to her prowess, intelligence, and inspiring achievements as a young person.

She has good communication skills, leadership qualities, Moral ethics and values, proficiency and efficiency, reliability and diligence, great sense of responsibility, on-feet-thinking capability, ability to keep up with the trend and vogue, finesse, and meticulous nature.

Opeyemi started her career at Cadbury Nigeria PLC as a Sales and Marketing Intern where she participated actively in brand promotion activations and programs. She then moved to UAC Diaries as a Quality Control Intern where she carried out analysis of food products daily (Chemical, Microbial), to ensure conformance to specifications and I documented findings.

At Friesland Campina, she served as a Strategic Brand Communication Specialist with the responsibility of Marketing and Branding, Medical channel understanding and marketing, Customer development and management, Key Account Management, Segmentation and targeting of clients, Brand Communication, Business plan and Marketing strategy development, Territory planning and execution, Infant and Child Nutrition, Stakeholder Management, Lead and Demand Generation.



ESOSA OSAGIEDE, CREATIVE DIRECTOR, INSIGHT PUBLICIS
MOST OUTSTANDING ADVERTISING CREATIVE DIRECTOR OF THE YEAR

For reasons that could very possibly be DNA (or very more possibly childhood rebellion), Esosa has always tended to zag when everyone else zigs. She zagged when she decided to become a copywriter in Nigeria, instead of a lawyer almost two decades ago. She zagged when she "owned" briefs during her first rodeo at Centerspread FCB – and zagged when she chose 141Worldwide (a member of the WPP group) out of all the other agency-suitors because who doesn't gravitate towards challenges? She zagged when she, a fierce loyalist, said goodbye to the WPP family after 8 years of great vibes (and work, I promise) and said hello to the Leo Burnett Lagos in 2016.

She zagged when she applied for the Cannes Lions See It Be It program (a unique program that recognizes the most creative female leaders around the world), and her application was selected as the only one from West Africa, becoming one of the top 16 selected from over 800 applications sent in globally. This unique creative scholarship then took her to the Cannes Lions Creative Festival in France for an immersive life-changing program with 16 other women.

A copywriter by craft and a human behaviour analyst by training, Esosa puts people at the center of her creative solutions and this is why she is a well-sought-after creative and has served as a juror on several local and global awards. Her portfolio of award-winning work includes but is not limited to Mondalez, Nivea, YouTube, Chivita, TGI, British American Tobacco, Nestle, World Bank-The Lighting Africa Project, several brands under the Nigerian Breweries portfolio, with a recent launch of the Gulder "Senior Man campaign, Burger King, and other indigenous and global brands.



TEMITOPE AYENI – DIRECTOR, BRAND MANAGEMENT AND STRATEGY, X3M IDEAS
MOST OUTSTANDING CREATIVE MARKETING PROFESSIONAL OF THE YEAR

Temitope Ayeni - Director of Brand Management and Strategy - at X3M IDEAS, is the first female to fill this role within the organization. She joined the industry as a management trainee at Troyka Group) and has worked across core advertising and experiential marketing for 14 years.

Temitope is an ardent account management and brand-building professional who believes that the success of her key client contacts is the true measure of her worth as a suit. She is not only a suit but also an ardent student of human behavior. She believes that creative work should not only deliver volumes or awareness but also seek to impact society positively by causing a positive change in human/consumer behavior and breaking stereotypes.

Working through the ranks, she has led teams to launch several major campaigns and products across varying industries/sectors both locally and globally such as Alcoholic and Non- Alcoholic beverages (Lager, Malt, White and Brown Spirits), CSD, Oil & Gas (Petroleum and Lubricants), Telecommunications (mobile network, mobile phones, Internet service providers), Financial Services, Fintech, Food and Agro-Allied, Nutrition, Home and body care, Pay TV, Government, NGO's, Automobile, Home Appliance, Religion, etc.

Just like a wee child, she is a dreamer and believes nothing is impossible. In her free time, she loves exploring the concept of luxury.



OMOEFE OHWORAKPO, CORPORATE DIGITAL BRAND MANAGER, FMN
MOST OUTSTANDING DIGITAL MARKETING PROFESSIONAL OF THE YEAR

Omoefe O. Ohworakpo is a seasoned Digital Marketing professional with over nine years of experience in both Digital Marketing and Brand Building. Before her role as the Corporate Digital Brand Manager for Flour Mills of Nigeria, Omoefe led the digital execution for the award-winning 'Find Your Beautiful' consumer campaign by Darling Hair Nigeria. Having worked with top Digital Marketing Agencies, Banks, and FMCGs in Nigeria such as Anakle LTD, Dage Digital, Access Bank, British Council, and Godrej Nigeria, amongst many others, Omoefe has led awarding winning digital marketing strategies that impacted both brands and consumers.

Omoefe holds a B.Tech in Animal Production and Health from the Federal University of Technology, Akure, and a Digital Marketing Diploma, from Digital Marketing Institute, Ireland.

She has implemented digital campaigns across various channels, such as pay-per-click, display, SEO, content, social media, and mobile, to increase brand awareness and engagement, drive lead generation, and grow usage of the products and services.

She has also set up and managed direct-to-consumer e-commerce channels for the African markets, and developed and executed influencer marketing and content marketing strategies. She is passionate about digital innovation and learning new skills that can help me deliver value to my clients and stakeholders.


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WMCA 2023 INDIVIDUAL AWARD WINNERS



CHIAKA ELUCHIE, CATEGORY MARKETING LEAD (BALL FOOD), FMN
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (FOOD)

Chiaka Eluchie is an experienced consumer and customer-oriented business leader with strong cross-functional experience and knowledge in Marketing, Business Strategy, Distribution, Planning, and Execution. Passionate about brand building and collaborating with people to build winning brands.

She started a career at Cadbury Nigeria as a management trainee while at Cadbury she worked on the key categories: Beverages and Confectioneries. She has over 20 years of experience in Marketing and has been privileged to work in other multinational FMCG organizations: Nutricima Limited (a subsidiary of PZ Cussons), and CFAO.

She has worked on notable brands like Cadbury Bournvita, TomTom, Cadbury Chocolate Eclairs, and Olympic Milk, and birthed new brands like Supreme noodles and Golden Penny Jollof noodles to mention a few.

Chiaka is well-grounded in end-to-end commercial terrain in the FMCG space, In her position as the Category Lead for flour Mills of Nigeria, she has successfully grown the Ball Food business and was responsible for the brand relaunch of Semovita and Goldenvita and is also the brain behind the Consumer value Proposition on Semovita and the award-winning consumer engagement platform – Golden Penny Semovita Soup Festival by Brand Communicator Magazine.

Chiaka is currently the Career Lead for the FMN Women network in Flour Mills of Nigeria.



CHIAMAKA EZURUIKE, HEAD OF ACTIVATIONS AND CONSUMER MARKETING, SBC
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (BRAND ACTIVATION)

Chiamaka Ezuruike, a purpose-driven individual, is the current Head of Activations and Consumer Marketing at Seven-Up Bottling Company Ltd. Her career at SBC, one of Nigeria's largest manufacturing companies, has been remarkable since Joining the Marketing unit in June 2012, after touring all business units across the regions as a graduate trainee in 2011.

Chiamaka Ezuruike, Before joining SBC, worked as a Marketing Executive at Sterling Bank Plc in 2010, where she gained some experience in stakeholder and customer relationship management, this was where the drive to pursue a career in marketing began for her.

She has attended some developmental and leadership programs in reputable business schools, such as the prestigious Chartered Institute of Marketing at Simon Page, and a diploma in strategic marketing at the Lagos Business School.

Chiamaka Ezuruike has over 10 years of experience in Customer/Consumer Marketing, team leadership, and strategic management, and holds a Bachelor's degree in Languages & Communications from Ebonyi State University, Nigeria.

From the time she joined SBC as a graduate Trainee, and since becoming the Head of Activations and consumer Marketing, Chiamaka has Challenged the statuesque and has delivered excellently across all her deliverables. She has transformed a team of events & activations that had little or no experience in the field, into an army of achievers who take pleasure, passion, and pride in what they do.



MARIAN OGAZIECHI, GENERAL MANAGER, DENTSU INTERNATIONAL
MOST OUTSTANDING MEDIA INDEPENDENT PROFESSIONAL OF THE YEAR

Marian Ogaziechi is a dynamic and influential figure in the world of advertising, with a career spanning over two decades. She has earned a reputation as a strategic mastermind in trading and investment management, content, production, acquisition, media buying, and negotiation in the advertising industry.

As an Integrated Marketing Specialist with a demonstrated high-performing track record in Trading and Investment Management, Ogaziechi possesses an extraordinary ability to see the bigger picture. She envisions the future of advertising trends and anticipates market shifts, allowing her to make strategic decisions that consistently place her clients at the forefront of their industries.

The intrapreneur, who leads teams to various commercial bids through competitive investment offerings for local and multinational clients in various categories, is a meticulous thinker, known for her analytical prowess.

With her keen eye for detail and ability to dissect complex data, turning it into actionable insights, Ada-beke as she is fondly called among friends, ensures that every advertising money is spent with precision and purpose.

The negotiation maestro has an unparalleled knack for striking advantageous deals, whether in media buying or forming strategic media partnerships. She understands that in the advertising world, every negotiation is an opportunity to create win-win situations.



IFUNANYA OBIAKOR, SENIOR CATEGORY AND INNOVATION MANAGER, ARLA FOODS
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (DAIRY)

Combine a strong business acumen, with a passion for building brands, and you will have perfectly described the professional side of Ifunanya Obiakor – Ugoagu.

Ifunanya is a consummate marketing expert with over 10 years of experience in brand building.

She is currently the Head of Marketing in Arla Global Dairy Products Nigeria and leads a team of Category Managers across Milk Powder, Liquid Milk, Cheese, and BSM categories.

She has been instrumental in transforming the Arla Nigeria business into a sustainably profitable business, significantly improved Dano brand metrics, and led the successful launch of new products.

Under her watch as marketing manager, Arla's flagship Milk brand, Dano, has grown to become a strong Powder brand in Nigeria, Arla Nigeria set a Guinness World record for the longest drinks-pouring relay in 2018, launched into Cheese, butter, Creams, Spreads and Growing up Milk categories, won prestigious awards, and executed several outstanding Marketing initiatives.

Ifunanya started her Career as a Management trainee at PZ Cussons in 2011 and rose to the role of Brand Manager in 2014. In 2015, she joined Friesland Campina as a Brand Manager beginning her journey in the Dairy industry. In 2016, she joined Arla as Category Manager and has since been a valuable asset to the fast-growing dairy company.

Ifunanya was selected among the 40 under 40 Women in Marketing and Communications in 2020 and has continued to break new ground and lead multiple initiatives in marketing.

She is also a member of the National Institute of Marketing in Nigeria (NIMN).



ADESOJI OMOIGUI, DIRECTOR, MARKETING PORTFOLIO, THE COCA-COLA COMPANY
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (BEVERAGE)

Soji Omoigui, a seasoned Senior Marketing Professional and current Marketing Portfolio Senior Manager at the Coca-Cola Company possesses a wealth of expertise in Business Planning, Business Intelligence, Marketing Strategy, Brand Management, Consumer Insight, and Innovation.

With an impressive 18-year career, Soji is a distinguished brand transformation expert, credited with building and ensuring the consistent success of renowned brands such as Coca-Cola, 5alive, Eva, Fanta, Sprite, and Schweppes in a fiercely competitive industry. Her journey began with six years in strategy before seamlessly transitioning into consumer marketing, where she played a pivotal role in strategic initiatives, including leading world class campaigns like Share a Coke and orchestrating FIFA World Cup/Trophy Tour campaigns. Noteworthy achievements also encompass overseeing the launch of 5alive Pulpy and spearheading the Schweppes portfolio revamp.

Soji's superpower lies in collaboration, a quality that distinguishes her in her role as Marketing Portfolio Senior Manager. In this capacity, she continues to contribute her expertise to the dynamic landscape of brand building and transformation at the Coca-Cola Company. Soji holds an MBA from Lagos Business School and is a proud member of the National Institute of Marketing, Nigeria.


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BOLANLE OSOTULE – GM – HEAD OF BRAND MARKETING & ADVERTISING, AIRTEL
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (IT AND TELECOMS)

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 is a member of various professional bodies. Her multifaceted background has developed her into a well-rounded practitioner, with professional focal points that include Integrated Marketing Communications, Strategic Planning, and Business Development.

At the early stage of her career, Bolanle worked for well over a decade at CentrespreadFCB where she rose to the position of Account Director. She was also with Union Bank as Head, Brand Management, and Keystone Bank as Divisional Head, Marketing & Corporate Communications

She joined Aitel in 2019 as Head, Home Broadband Communications and in 3 years, she rebranded the home broadband communications unit, launched new businesses, and built world-class teams, besides driving nationwide marketing, branding, and communications strategies for the nation's largest telecom service provider.



OGE MADUAGWU, WEST AFRICA MEDIA MANAGER, UNILEVER
MOST OUTSTANDING MEDIA MANAGER OF THE YEAR (FMCG)

Oge Maduagwu is a consummate media & marketing communications professional with a bias towards innovative, insight-driven end-to-end media & communications for brands. With about 13+ years of experience under her belt, Oge is always poised to go above and beyond for the brands under her purview. Infusing the much-needed positive energies in teams to ensure staying power despite constraints.

She currently heads the Media team for the Unilever West Africa business and has a proven track record from both the agency and client sides. Before joining Unilever, she had spent 7 years with one of the largest media independent agencies in Lagos, Nigeria working across FMCG, Telco, Banking & Tech brands exiting as Team Lead of one of the business units.

Oge is a certified Digital marketing professional and currently holds memberships with APCON, NIMN & NIM. She is a One Young World ambassador, and two-time jury member for Cannes Young Lions (Nigeria) Media competition & had cliched first place twice in 2010 & 2012 to represent Nigeria in Cannes, France in the Young Lions Media category for both years.

With a wide industry network, Oge genuinely likes people, has a keen interest in the girl child and is an avid bookworm. She is passionate about her work with brands and is constantly seeking ways to add value in any space she finds herself.



MOROLAKE EMOKPAIRE, HEAD OF MARKETING WEST AFRICA, MONDELEZ INTERNATIONAL
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (FMCG)

Morolake is a passionate and creative individual with a genuine love for brand building. She is an advocate for insight-driven business operations and excellence in execution.

She is currently the Head of Marketing West Africa, Mondelez International where she is responsible for crafting strategies, managing budgets, and setting goals for marketing teams. She also ensures consistent brand messaging, analyzes consumer behaviour, and identifies market expansion opportunities.

Before her new position, she was the Category Manager of the same company where she was charged with the responsibilities of business management, brand and marketing management, annual and strategic business planning, innovation and consumer insight, and strategy planning/execution.

Morolake started her career at Nestle S.A as a Consumer Services Specialist where she developed and drove the execution of BTL consumer marketing campaigns and events pan Nigeria in line with the brand's Integrated Commercial Plan.

She then moved to May & Baker Nig. Plc as the Brand Manager where she was responsible for developing the annual Mimee Business Plan to reflect projections for the business growth and design the roadmap to achieving them. She also designs Marketing strategies and assigns objectives to drive volume and value growth.

Morolake also worked at Flour Mills of Nigeria Plc as the Marketing Innovation Manager and Brand Manager, at Ball Foods and NPD.



KARIMA OKUNOLA, HEAD OF MARKETING (MOTORS DIVISION)
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (AUTOMOBILE)

Karima is a proficient MarkComms and Project Management professional, with a science-related background in Microbiology. Passionate about helping "brands" make meaningful connections with their desired audience.

She is currently the Head of Marketing (motors division) at Mikano Motors where she is responsible for

Karima started her career at MTV Base Africa as a Television Presenter where she Co- host for the 'pro-social' TV show, "MTV Base Uncensored", reaching 40 million viewers in 48 countries across sub-Saharan Africa. The show was focused on the socio-cultural influences that African youths are exposed to and their effects on the community. Traveling around the African continent, and interviewing celebrities and youth opinion leaders was equally as eye-opening as it was a fun experience.

At Chris Parkes Marketing Solutions, she served as Client Services Manager where she developed comprehensive marketing analyses and solutions and created integrated marketing models for clients and also managed and supervised events and marketing solutions for various multi-national clients and brands, such as telecoms giant Etisalat (formerly Zain), Diageo, Guinness, PZ Cussons and the State Government, among others.

She also worked at LWIL (Lekki Free Zone) as a Marketing Associate, and also Lekki Worldwide Investments Limited as Head of Marketing and Communications. Karima also worked at Schoonwater Limited as Head of Business before she joined Mikano Motors.



ROSEMARY EGABOR-AFOLAYAN, HEAD, COMMERCIAL, NEWS CENTRAL TV
MOST OUTSTANDING MARKETING PROFESSIONAL OF THE YEAR (BROADCAST MEDIA)

Rosemary is the Head of Commercial at News Central TV, where she leads the Commercial and Communications division of the company. Her mission is to drive innovation and strategic partnerships in the dynamic media industry.

With skills in financial literacy and customer relationship management, she has contributed to the expansion of our media presence and optimized revenue streams.

At News Central TV, her team has been instrumental in launching the brand on multiple platforms, including a significant onboarding project onto DSTV's platform. They have leveraged new media channels to enhance brand visibility, focusing on market trends and audience analytics to shape compelling content and foster growth.

Rosemary started her career at Spring Mortgage Bank as an Account Officer, she then moved to First City Monument Bank Limited as an Account Officer.

She also served at NN24 as Senior Marketing Officer where she contributed to the success of NN24 by implementing effective marketing and publicity strategies to promote products and services. At PetroSmart, she served as Senior Client Service Specialist where she played a key role in supporting sales and marketing activities, including gathering market intelligence in product lines such as FMC Separation System and ALC.

Other places she has worked include Urban 10 Hub Limited and Plus TV Africa. Rosemary holds a Bachelor of Science in Marketing from Covenant University as well as a Master of Science in Media and Communications from School of Media and Communications, Pan-Atlantic University.

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Standard Chartered Bank Appoints Dalu Ajene Chief Executive Officer For Nigeria



Standard Chartered Bank has announced the appointment of Dalu Ajene as the new Chief Executive Officer of its Nigeria operation.

The appointment of Dalu, who has over 23 years' experience in the global financial services sector, is a testament to the Bank's established culture of promoting excellence and assurance of its esteemed stakeholders in the Nigerian financial industry.

Speaking on the appointment, Kariuki Ngari, the bank's Regional CEO said "We are pleased to announce the appointment of Dalu as the Chief Executive Officer for Standard Chartered Bank Nigeria Limited. With an extensive background in banking and finance, Dalu brings a wealth of experience and expertise to lead our operations in Nigeria.

"As a leading international bank, Standard Chartered remains committed to driving economic growth and supporting our clients in Nigeria. The Bank's leadership will further strengthen our presence in the region and enable us to continue delivering exceptional service and innovative solutions to our customers." "Dalu brings a strong business and commercial leadership acumen to the new role. He has managed several portfolios across multiple markets in Africa, the US, and the Middle East which have helped to deepen his understanding and appreciation of the complex landscape of delivering results across diverse markets," the statement continued.

Ifunanya Obiakor Elevated To Head Of West Africa Marketing For Arla Foods



Marketing Amazon, Ifunanya Obiakor has climbed higher on the professional rung of her career, following her recent elevation as Head of Marketing, West Africa, for multinational dairy giants, Arla Foods.

Ifunanya, a consummate marketing expert with over 10 years' experience in brand building, was until her new appointment, Head of Marketing for Arla Foods in Nigeria, where she led team of category Managers across Milk Powder, Liquid Milk, Cheese and BSM categories.

In her new position, Ifunanya's marketing oversight will expand beyond Nigeria to spearhead marketing drives and efforts across the West African region for the dairy company.

Instrumental to transforming the Arla Nigeria business into a sustainably profitable business, she has significantly improved Arla's flagship milk brand, Dano brand's metrics and led the successful launch of new products.

The Heineken Company Elevates Sandra Amachree To Global Senior Brand Manager



In what can be described as a career milestone, marketing Amazon and Nigeria's Sandra Amachree has been elevated to the position of Global Senior Brand Manager at The Heineken Company.

Prior her elevation, Amachree, an accomplished brand expert and commercial leader, served as the Head of Marketing Communications at The Heineken Company, where she spearheaded innovative brand communication initiatives across the company's diverse portfolio of more than 21 national and international brands. Her oversight extended to managing media excellence for two West African countries within the Heineken International Group, demonstrating her strategic vision and cross-functional expertise.

Amachree's journey with the company has been marked by progressive roles and noteworthy achievements. She previously held the position of Senior Manager – Media, Brand PR & Sponsorships at Nigeria Breweries, where she led the entire brand portfolio, crafting bespoke narratives for each brand while also managing sponsorship acquisitions, a crucial aspect of brand promotion and consumer engagement.



Versatile Marketing Professional, Idemudia Dima-okojie Appointed Marketing Director, West Africa For Mastercard.

Idemudia is a dynamic business professional with about 18 years of experience in the telecommunications, technology, and logistics sectors. Before his appointment, he was the marketing and communications manager, West Africa at DHL Express, where he spearheaded Digital Transformation initiatives, enhancing DHL's digital capabilities across Sub-Saharan Africa.

In his new role, Idemudia will oversee the strategy and execution of marketing initiatives for the Mastercard brand across West Africa.

Idemudia began his career in the mid-2000s as an engineer at Airtel Nigeria, where he subsequently transitioned to product management. During his tenure, he successfully rolled out major products such as 2G and 3G internet, international roaming, and BlackBerry services.

Idemudia holds a bachelor's degree in computer science and an MBA from the University of Liverpool. He is actively involved in community service projects as a member of the Rotary Club of Ikoyi. Idemudia is happily married and a proud father of two children.



Jubril Arogundade Appointed Executive Director Of CIG Motors Group

CIG MOTORS GROUP have announced the appointment of Mr. Jubril Arogundade as the new Executive Director effective from May 1st 2024.

In his new role, Mr. Jubril will spearhead the strategic direction and operational excellence of CIG MOTORS GROUP, a leading automotive conglomerate in Nigeria and West Africa.

With a distinguished track record in Marketing, Sales, Operations, Information Technology, and Media Communications, He brings 9 years of invaluable leadership and expertise to his new position. His proven ability to drive growth and foster innovation aligns seamlessly with the commitment of CIG MOTORS to delivering unparalleled value and service to its customers. Commenting on his new appointment, Mr. Jubril said "I am honored to continue with CIG MOTORS GROUP as Executive Director and I am excited to lead this esteemed organization to new heights.

"Together with our talented team, we will continue to elevate the automotive experience for our customers while driving sustainable growth and success across the region."



Opeyemi Abe Joins UAC Foods As Category Brand Manager

Marketing Professional, Opeyemi Abe has been appointed as the Category Brand Manager for Snacks Category at UAC Foods Limited.

In her new position, Opeyemi who announced her new position on her LinkedIn page, will be working collaboratively with the team at UAC Foods to grow the Snacks Category as well as achieve all set objectives for the company.

Prior to her appointment, she was the Assistant Brand Manager, Beverages at Promasidor Nigeria. In that position she was responsible for the end-to-end management of TopTea, Cowbell Coffee & Strawberry as well as developing brand plans to ensure attainment of set business and brand objectives.

Opeyemi is an enthusiastic and passionate person with the capacity to procure and inspire ideas, develop them into projects and see them through execution to completion.

She is infused with the ability to create solutions to problems on-the-go and due to her versatility and team spirit; She can achieve the best results on short notice and within the best possible time. She has been featured in 4 national newspapers and 1 national TV interview and 2 Radio interviews so far due to her prowess, intelligence, and inspiring achievements as a young person.


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Kehinde bankole



By Angela Ikpea

She was a struggling single mother who faced her worst nightmare when the father of her children accidentally returned to their lives, completely stealing their attention while trying to make amends for past sins in the movie "Sista." The movie "Sista" won both the Audience and Jury awards for Best Movie at the 11th edition of the Nollywood Week Festival in France. She has received various awards and nominations, including the Best Lead Actress for her role in "Adire" at the Africa Magic Viewer's Choice Awards (AMVCA) in May 2024 and 2015. She also won the Best Actress of the Year at the City People Movie Award (English), among others.

Her first foray into entertainment began when she auditioned as a contestant in the Miss Commonwealth Nigeria pageant in 2003. Although she did not win, she said the exposure was all she really wanted, as she made the top 10. She has been featured in many movies like "Super Story: Everything It Takes," playing the character "Caro", Papa Ajasco, and This Life. She also starred in other productions like "Desperate Housewives Africa, Prophetess, The Set-Up, Adire, and many others.

Kehinde Bankole, a renowned actress, model, and producer born on March 27, 1985, has garnered numerous international awards throughout her illustrious career. Her talent knows no bounds, as she has portrayed diverse roles, ranging from performances at Shakespeare's Globe Theatre in the UK to making significant contributions to the world of cinema. She has also lent her voice to animated characters in Disney's original series, starred in blockbuster films, and captivated audiences through her appearances in highly acclaimed movies on streaming platforms such as Netflix and Amazon Prime.

Raised in Lagos in a close-knit family of seven, Kehinde grew up alongside her twin sister, Taiwo. Their parents played a crucial role in fostering their early interest in the arts, nurturing a deep appreciation for artistic expression. While studying Mass Communication at Olabisi Onabanjo University, Kehinde also explored modeling and music. After earning her degree, she ventured into acting, where she found her true calling. Her breakthrough came with her television debut on the popular series "Super Story," which brought her widespread recognition.

Deeply passionate about African culture, Kehinde Bankole is committed to sharing her vibrant essence and continues to seek new adventures within its rich tapestry. Her storytelling prowess and ability to bring characters to life have established her as a prominent figure in the entertainment industry, both in Nigeria and internationally.

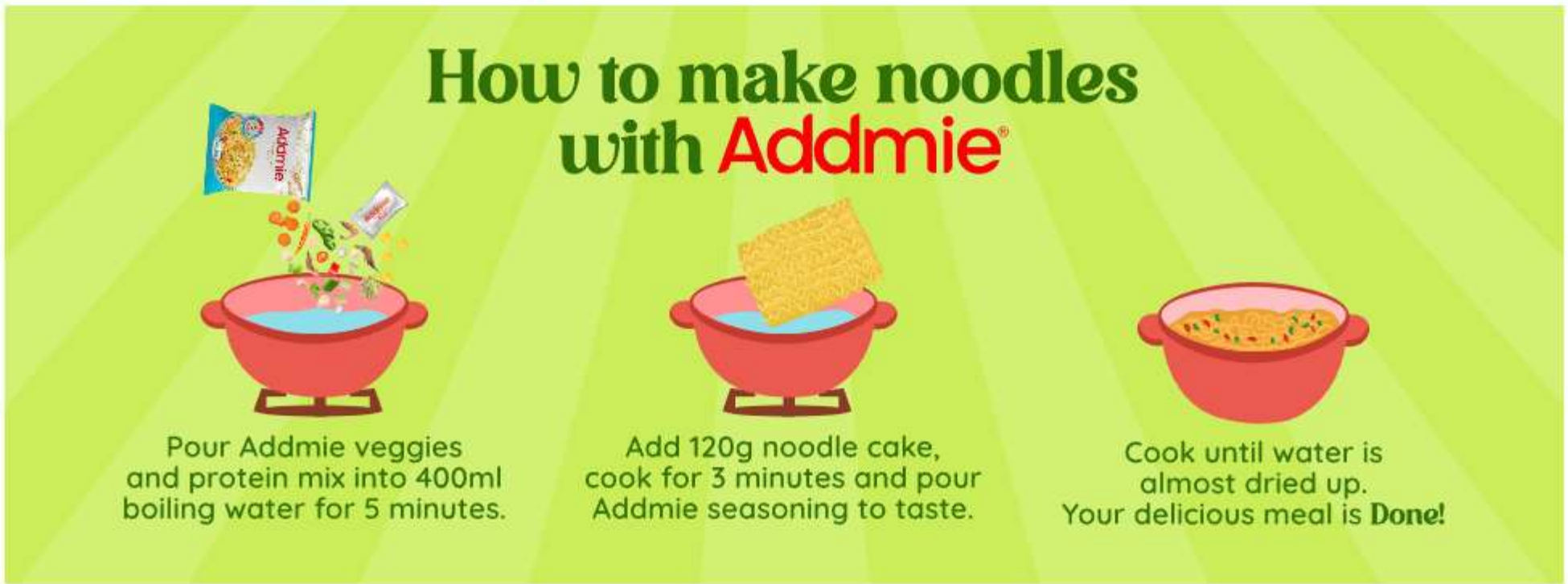







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Can Kimberly-Clark's Exit Shake Up The Sleeping Giant?



Ntia Usukuma
08037251638 (SMS ONLY)



This is not the first time Kimberly-Clark has burnt its fingers in the Nigerian market. The first time they started operations in Nigeria was in 2012. They battled for five years and 'ran out of gas', no thanks to some strange and unfavourable economic conditions. So, they left in 2019.

In 2021, they felt they had gotten the Mojo to tackle what chased them out initially. They felt with a war chest of over 100 million dollars, their market fecundity should be strong enough for big things to happen. When they landed, they plunged in with great dexterity, building a top-notch production facility at Ikorodu, a Lagos suburb.

The shocking news today is that Kimberly-Clark is in the process of shutting down its Ikorodu production facility, citing economic challenges despite the $100 million investment two years ago.

Kimberly-Clark is not a 'backyard' manufacturing brand seeking to reap without sowing. It is a listed multinational on the New York Stock Exchange with the majority of its shares held by institutional investors like Blackrock Inc., Vanguard Group, Morgan Stanley, etc. The company produces Huggies diapers, sanitary pads, Kotex, and other hygiene and personal care products. These are top-quality brands.

The Challenges

Sources reveal that the Ikorodu plant has been producing below capacity from 2023 into 2024 due to the harsh economic environment within the country.

The company, since late 2022, has battled with high energy costs, raw materials, and reduced demand from customers due to the prevailing economic situation. This has resulted in downsizing and reduced production time from every day of the week to just Mondays to Thursdays.

At the time it finally decided to pack up, the company was spending around N100 million on power generation monthly, aside from maintenance costs, and its monthly fixed spend on operations was over N500 million.

A source from the company revealed that: "Our first two years were fantastic in terms of sales growth and market shares within the diaper industry. 2022 and 2023 were really bad years for the company due to the economic situation."

Others That Left Nigeria

The planned closure of operations of Kimberly-Clark from Nigeria and the reasons provided are similar to those of manufacturing companies that exited the country in the last few years.

High production cost, currency depreciation affecting the import of raw materials, and weak purchasing power of the populace.

Last year, a U.S.-based company in the personal care business Procter and Gamble (P&G) closed production in Nigeria in a similar fashion after investing about $300 million (the single largest non-oil investment by a U.S company in Nigeria) in a production facility in Ibadan.

Similarly, a segment of PZ Cussons, still within the personal care sector followed this disturbing trend.

Consequences

The closure of production in Kimberly-Clark's facility in Nigeria is a huge blow government's drive to attract foreign direct investment into the country.

The baby diaper industry in Nigeria is estimated at $920 million according to Statista. Leaders in the industry include Pampers produced by P&G, Molfix, and Kimberly-Clark's Huggies. However, it is a hugely competitive industry with about 14 brands competing for market share.

With two of the three leaders in the diaper and personal care industry in Nigeria stopping production or transitioning to an import-based business model, it could exacerbate the cost of diapers and sanitary materials for babies and households following significant depreciation of the Naira and further increase the country's imports at a time when the drive for local production should be high.

Local Challenges

The problem of collapsing manufacturing firms is not limited to multinationals. The Manufacturing Association of Nigeria (MAN) revealed that about 767 manufacturing companies shut down operations while 335 experienced distress in 2023.

This development is attributed to the same economic difficulties multinationals face - exchange rate volatility, rising inflation, high cost of energy and a general worsening of the investment climate.

Other challenges are a decline in capacity utilisation, rising interest rates, scarcity of foreign exchange and persistent need to import essential raw materials and machinery even with limited resources available.

The sector also faces an inventory of unsold finished products valued at N350 billion, alongside a real growth drop to 2.4%.

A statement from MAN read: "The capacity utilization in the sector has declined to 56%; interest rate is effectively above 30%; foreign exchange to import raw materials and production machine inventory of unsold finished products has increased to N350 billion and the real growth has dropped to 2.4%.

Can The Sleeping Giant Wake-Up?

It is disturbing that despite being the largest economy in Africa with an over 200 million human population with potential to make fortunes, multinational companies are exiting Nigeria because of the high cost of doing business and lack of basic infrastructure, especially electricity.

Analysts have noted the need to bring the issue to the front burner, especially now that the Tinubu government is marking its first year in office.

The President of the Manufacturers Association of Nigeria (MAN), Francis Meshioye, revealed that more multinationals would exit Nigeria if the current electricity problems persist.

Meshioye, stated that some international manufacturing firms had already exited Nigeria as a result of the electricity crisis, coupled with the unpredictability of the country's forex. He added that over N144bn was spent on alternative sources of energy by manufacturers in 2022. The Manufacturers' Association of Nigeria (MAN) also revealed that in 2023, 80% of manufacturers experienced production disruptions due to power outages and power generation costs often exceeded 30% of the total production costs.

Despite the commitment to infrastructure development by the government, the infrastructure deficit remains an albatross, always threatening the survival of the manufacturing industry. The crumbling infrastructure constitutes a significant roadblock to manufacturing firms. Many companies transport fragile food products on pothole-riddled roads, spending hours before delivery and incurring damage and spoilage costs

These enumerated challenges, also present opportunities to draw up new term plates for the Nigerian economy as a whole. Beyond the challenges of closed factories, job losses, dwindling aggregate demand, and reduction in tax revenue, there are opportunities for the development of domestic FMCG brands, innovation, and pursuing a long-term diversification plan.

Nigeria can take a cue from other countries with similar challenges to draw out valuable insights that can yield result-oriented mitigation strategies such as building resilient infrastructure, providing macroeconomic stability, adapting to local preferences, and diversifying the economy.

The Nigerian government and other stakeholders need to wake up and be proactive in addressing the challenge



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