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N500

10 years after, 63 Admen emerged fellows



Steve Babaeko, President AAAN, Emmanuel Ajufu, President OAAAN and Femi Adelusi President MIPAN

How Burna Boy, Wizkid grammy kick-start entertainment in 2021-pg 22

Permutation media celebrates 3years-pg 20

UBA's Leo clock 4-pg 7

The rising of Nigerian women in banking-pg 9

Unilever to cull 1,500 jobs-pg 8

Campaigns that shaped 2021-pg 11

Stories are told at TechPR in a localized manner-pg 21

SIFAX Group spends N250m on CSR in 2021-pg 4

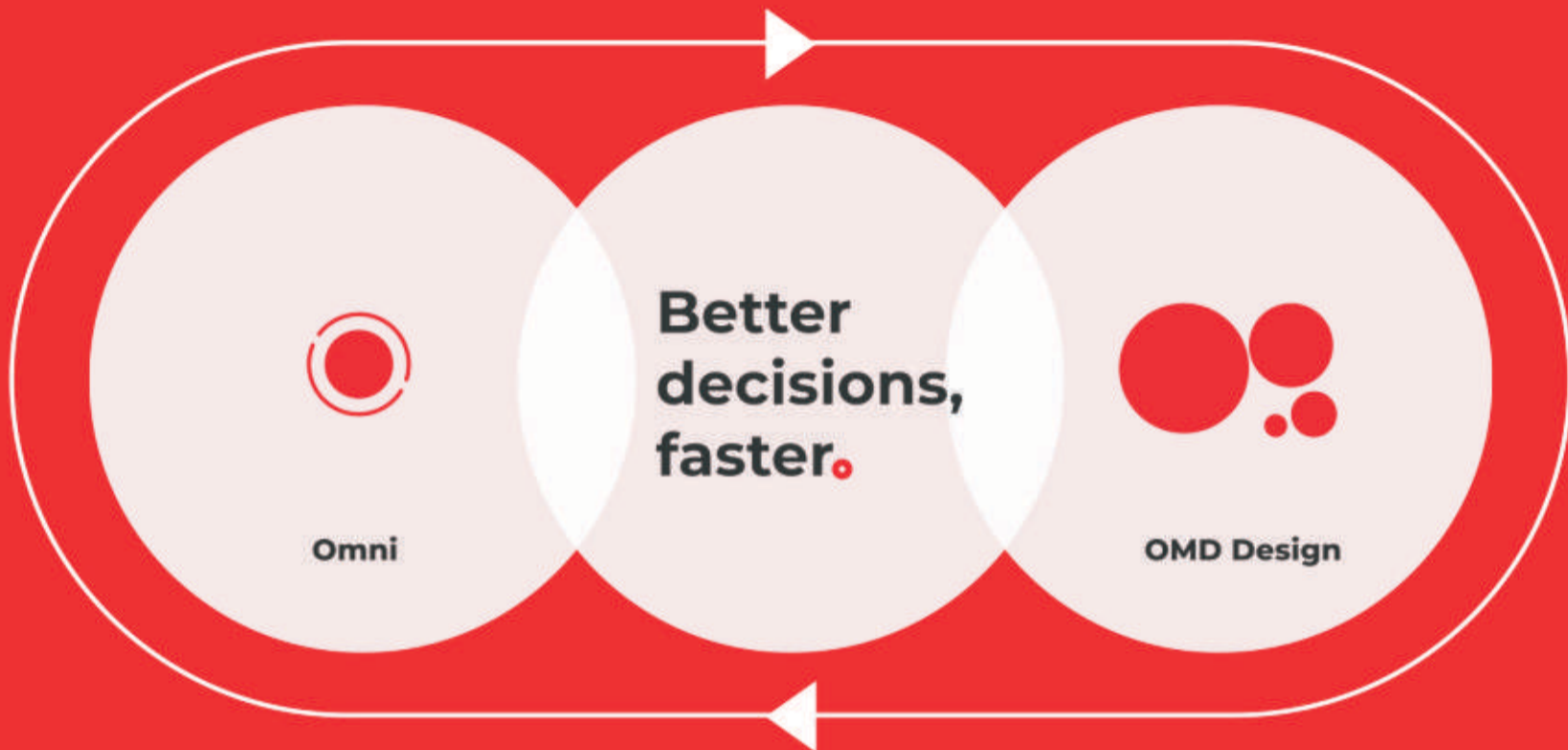
Tolu Ogunkoya leads Audience measurement task force-pg 6



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...in Support of business
is published by December 29 Media
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Time to constitute APCON council

There's no doubting the fact that Dr. Olalekan Fadolapo led management team at Advertising Practitioners Council of Nigeria, (APCON) has done an exemplary job since he was appointed as the substantive registrar/chief executive of the apex advertising regulatory body.

As soon as Dr. Fadolapo was appointed on August 26th, 2020, the former executive director of Association of Advertising Agencies of Nigeria, (AAAN), swung into action by consulting different sectoral groups and relevant bodies within the integrated marketing communications industry in the country.

Firstly, the new APCON management sought the backing of the Ministry of Information and Culture through the minister, Alhaji Lai Mohammed, which it got. Thereafter, the new management began to breathe new life into APCON by way of revitalizing membership of the council at all levels.

Practitioners started showing greater interest and there was absolute confidence in the regulatory body once more.

Secondly, the new registrar began to crisscross the landscape of the industry to seek the approval of the stakeholders such as Dr. Biodun Shobanjo, Sir Steve Omojafor, Chief Udemé Ufot, Mr. Enyi Odigbo, and several others.

According to reports, Dr. Fadolapo was very successful on that front. Then, he moved to engage the sectoral groups and other relevant bodies in the industry. Several memoranda of understanding were signed for collaborative efforts.

After these ground works have been done, the new registrar moved to achieve reform that has eluded the industry for like ever. It will be recalled that the former APCON chairman, Mr. Lolu Akinwunmi had tried without result to bequeath the industry a reform that would transform the advertising business, however, there were factors that never allowed that well intended initiative to see the light of day.

Since Dr. Fadolapo had been through those processes in the past, he understood what is needed to be done to achieve a reform; therefore, he moved to constitute all-encompassing committee with the support of the minister.

The committee was formed and chaired by Mr. Funmi Onabolu, Group Managing Director, COSSE Limited. The committee set out to achieve its aims and objectives and in short time, result was gotten, though there were some dissenting voices coming from members of the Advertisers Association of Nigeria, (ADVAN).

Although ADVAN seemingly rejected the outcome but that never stopped the overwhelming endorsement of the committee report by the influential figures in the industry. We now hear that ADVAN would be returning to the table for further discussions and eventual acceptance of the reform document.

Recently, the council broke the ice once more by inducting 63 fellows after 10 years it held such event last. It now looks like APCON is conveniently running its operations without council in place and no one is bothered anymore.

I am using the medium to call on all practitioners, especially the torchbearers in creative advertising, media, experiential marketing, Broadcasting Organisation of Nigeria, (BON), outdoor advertising and other relevant organisations to rise and save the industry from ridicule.

APCON is probably the only government parastatal/agency in the ministry of information and culture that its board and/or council is yet to be constituted in the last 7 years. We are better than this and therefore, it's about time we force the hand of the government to do the right thing.

Constitute APCON council.

FEEDBACK

For opinion, right of reply, articles and feedbacks to our articles, kindly reach us via goddie2fose@gmail.com, whatsapp: +2348028424987

BUA unveils 3MMT cement factory in Sokoto



APCON Fellows: L-R: Dr. Olalekan Fadolapo, Registrar/CEO, Advertising Practitioners Council of Nigeria, (APCON), Mr. Femi Adelusi, President, Media Independent Practitioners Association of Nigeria, (MIPAN) receiving certificate of induction as fellow registered advertising practitioners from Sir Steve Omojofar, a veteran advertising practitioners during the fello induction ceremony in Lagos

Nigeria's quest for self-sufficiency in cement production received a major boost as President Muhammadu Buhari commissioned the three million metric tonnes (3MMT) per annum BUA Cement Sokoto Line 4 Factory. Meanwhile, BUA Cement said it would soon complete the construction of two new plants of 3MMT each in its Sokoto and Edo plants, thus raising its production capacity to 17MMT per annum by 2023, from 11 MMT achieved with the commissioning of the

new Sokoto Line 4 factory. The commissioning which took place at the BUA Cement Sokoto Plant was witnessed by the Governor of Sokoto

CANTU Beauty to invest \$250,000 in women development across Africa

Cantu Beauty, an award-winning multicultural hair care brand, has announced N36.75million (\$250,000) investment to champion women of colour globally through a

series of career sessions, workshops, and leadership training.

CANTU Beauty and women empowering nations is a partnership to accelerate female leadership in the US, UK, South Africa, France, Ghana, and Nigeria

CANTU Beauty joins Women Empowering Nations (WEN), a non-profit organization whose mission is to provide exposure, development and mentorship for girls of colour in underserved communities to accelerate their path to executive leadership.

WEN and Cantu will be selecting 50 young women aged 17-23 from

State, Aminu Tambuwal; Governor of Kano State, Abdullahi Ganduje; Governor of Kebbi State, Senator Abubakar Bagudu; the Governor of the Central Bank of Nigeria, Godwin Emefiele; Sultan of Sokoto, Muhammadu Sa'ad Abubakar and Emir of Kano, Aminu Ado Bayero.

Speaking at the commissioning ceremony, President Buhari commended the BUA Group for its investment in the cement industry, which has made the company the largest employer of labour in the Northwest zone.

"I am also told that the company is set to complete two more plants soon. Through these investments, BUA has shown without a shadow of a doubt that they believe in Nigeria and its potential. Today, BUA and other entrepreneurs have made Nigeria self-sufficient in cement and a net exporter of this strategic product.

"Through these investments, BUA Cement has created employment opportunities for our citizens. Today, BUA is the largest employer of labour in the North-West region."

Speaking at the event, Chairman, BUA Group, Abdul Samad Rabi, said the

company had in the past four years invested over \$1 billion.

Stressing that BUA's investment in the cement industry was made possible by the support and commitment of the President to the development of the Nigerian economy, Rabi said, "We had a vision to support your government's infrastructure agenda by ensuring we use locally available raw materials to produce cement here in Nigeria."

Rabi also appreciated the support of the CBN in making the new plant a reality, adding that the apex bank should continue to support industries like BUA Group that use locally sourced raw materials to add value to the nation's economy.

Also speaking at the event, CBN governor, Mr. Godwin Emefiele, commended BUA's investment in the cement industry.

He said: "The BUA group's investment in Sokoto and in other parts of Nigeria reflects their belief in our country, and in the immense opportunities available in the industrial sector, given the abundance of human and natural resources in Nigeria."

leadership and entrepreneurship to apply now and throughout the month of January at www.wenations.org.

In a statement made available to the media, Cantu Beauty said, "The partnership programming will continue in June 2022, with the GLOW Virtual Summit featuring women and girls of colour who represent a spectrum of journeys in entrepreneurship and leadership. The event, with an anticipated global audience of over 1,000, will host young women leaders for engaging workshops to explore social change, economic justice, women's empowerment and leadership."

SIFAX Group spends N250m on CSR in 2021

SIFAX Group, a conglomerate with investment in Maritime, Aviation, Logistics, Oil & Gas, Financial Services and Hospitality, has spent over N250 million on corporate social responsibility (CSR) programmes across Nigeria in 2021. The company's CSR is focused primarily on education, health, economic empowerment (youth and women) and the physically-challenged.

On education and health, hundreds of indigent students enjoyed full scholarship while equipment and facilities were donated to public educational and health institutions. Individuals with medical emergencies also received financial support.

Youth and women economic empowerment also took a large chunk of the budget with skill acquisition trainings organized for unemployed youths and women across the country. Business grants were also extended to those who completed the training programmes. Some targeted and disadvantaged poor households were also catered to as food items were donated to them on a monthly basis.

Various initiatives targeted at the physically-challenged children living with conditions like autism, down syndrome and the blind were also supported by the company in the course of the year.

Most of these projects were executed through its philanthropic arm, Ajoke Ayisat Afolabi Foundation (AAAF) which has offices in Lagos, Zaria and Umuahia.

Speaking on the 2021 CSR projects, Dr. Taiwo Afolabi, Group Executive Vice Chairman, SIFAX Group, said one of the key pillars of the company's business philosophy is to positively

impact humanity and the society in any economy where the company carries out its operations.

According to him: "Right from the inception of our company in 1988, we have integrated social impact into our business strategy. Our businesses are not designed for profit making alone. We see ourselves as a platform that support social causes that provide access to opportunities, engender social stability and economic prosperity. We are motivated to do more when we see the physical impact of these CSR projects on the beneficiaries who today run into thousands."

Foluke Ademokun, Executive Coordinator, AAAF, on her own part, noted that the beneficiaries of the various programmes are making a judicious use of the opportunities, adding that the Foundation seeks to partner with more sponsors, both domestic and international, as well as other stakeholders, in order to touch more lives.

Private Sector set to launch N62.1B for HIV Trust Fund of Nigeria

It is set for the launch of the private sector led N62.1 Billion (US\$150 Million) HIV Trust Fund of Nigeria (HTFN). Recommended by Nigeria's National Agency for the Control of AIDS (NACA) and driven by the Nigeria Business Coalition Against AIDS (NIBUCA), the HTFN is a sustainable financing mechanism for the mobilization and deployment of domestic private sector resources to address the Prevention of Mother to Child Transmission (PMTCT) of HIV in Nigeria.

According to the National Agency for the Control of AIDS (NACA), Nigeria has the highest number of HIV new infections among children globally. Today, 1 out of every 7 children born with HIV in the world is born in Nigeria. In the absence of intervention, the rate of transmission of HIV from a mother living with HIV to her child during pregnancy, labour, delivery or breastfeeding ranges from 15% to 45%. With the right treatment however, this risk reduces to less than 1%.

The HIV Trust Fund of Nigeria will improve efforts to ensure coverage of

AfDB commends Dangote on petrochemicals, fertiliser plants

President of the African Development Bank (AfDB), Akinwumi Adesina has described Dangote Refinery and Fertiliser projects as the best industrialised project to happen to Africa. He said these projects, which are far beyond the expectation of his team and himself, would positively affect the economic growth and development of not only Nigeria but Africa as a continent.

The AfDB boss, who was on a tour of Dangote refinery and fertiliser projects over the weekend with the board members of the bank, described Aliko Dangote as an enigma, who should be honoured in Africa and even beyond

for his passion, vision and determination to develop and ensure that Africa, as a continent, is out of the poverty circle; with his aggressive employment generation scheme across most African countries.

According to him: "One of the things I admire the most about Aliko Dangote is that, he actually believes in Nigeria, and he invests his money in Nigeria. He believes in Africa and invests in Africa. Nobody could invest the type of billions of dollars that is here, unless the person not only has the vision but also the commitment and passion for his country. We are extremely proud of you and of your commitment to the continent."

"Aliko is quite an inspirational and

visionary business leader and for anybody to have done what I have seen here, I think that person deserves world class kudos for that... I see a company that I will proudly call Africa's growth accelerator company. With this project, we see an acceleration of how to reduce imports. We see an acceleration on how to have an outbound on export; a value chain development and how to compete regionally and globally", the top banker said.

"I am completely blown away with what I saw here today...I can't believe what I saw...this project will reverse the huge sum the nation spends on foreign exchange...when you look at how much we import, it is about \$57 billion worth of different products and we export only about \$50.4bn, so we have to balance that with about \$7bn and talking to them here, they showed us that they can have a domestic market of about \$11bn and that is an incredible market and that will save Nigeria about \$9 billion dollars, a year from importing petroleum products, so this is huge for Nigeria and even for Africa as a continent," Adesina enthused.

On the fertiliser complex, he said, "being a man passionate about agriculture, this is a company that is producing three million metric tonnes of urea, which will make Nigeria totally self-sufficient", and added that, "Nigeria will become net exporter of fertilisers. It will drive productivity growth in Nigeria, prices will come down and the quality will also improve."

high-IMPACT HIV interventions that will provide the requisite treatment for HIV positive mothers, while contributing to closing the funding gap for HIV in Nigeria that currently stands at about US\$108 Million per annum.

The Trust Fund's Managing Director and Chief Executive Officer, Dr. Jekwu Ozoemene, a seasoned banker, administrator, and finance expert opined that by deploying private sector competencies...[Read more on theindustry.ng](http://theindustry.ng)

Planoly data report highlights Social Media market trends for 2022

Clifford Amuzuo

A United States based Software development Agency, Planoly, recently unveiled a comprehensive social media market research data, a document which it claimed, has the capability to accurately predict expected market trends on the social media. The data report which it publicized recently is tailored at enabling and to enhance operational efficiency of professional marketers and more importantly to serve a handy tool to all brand centric and brand oriented businesses in the course of current year 2022. The agency, with its operational headquarters based in Austin city in Texas, has since inception served as a highly authoritative Visual management platform developer serving the social media and Instagram needs. The organization which started its operations, first, as visual planner for Instagram has over time grown to become industry-leading social marketing platform and is trusted by over 5 million users across the globe. The data report, captured simply as "The 2022 Panopoly Social Media Trends" is a detailed analytical research

study highlighting specific behavioral market patterns that are most likely to trend across the social media in course of 2022 business year and beyond.

The Planoly data report identifies seven distinct social media market trends to be looked out for, especially, for brand oriented businesses to be relevant in the current year 2022.

First amongst the seven market considerations, the agency identifies that Videos usage would get increasingly bigger in the year and that will be so because, as it presently stands, video alone currently generates about 1200 percent share higher than both text and image contents combined. According to the report, the push for video content is apparent because, virtually every central platform has added, or is adding a video component for users.

The report noted "Since video uses audio and features added text capabilities, it makes it easier for more people to consume, not to mention that it appears to younger audiences. It noted, for instance, that 47 percent of TikTok's active users ranges between age



Bolaji Abimbola CEO Integrated Indigo receives PR Practitioner and Agency of the Year Awards at 2021 LaPRIGA Awards along with other industry greats

bracket 10 and 29. On second note, the report identified that Creator economy would be on the rise, adding that Generation Z (abbreviated as (Gen Z) marketing would be at the center of business discuss. According to the data, Long term content usage would turn to Bite - size even as Brands would seek to become more

human and the Future of shopping would be entirely virtual.

The data further predicts, Influencer Marketing would reach \$15 billion mark by turn of the year 2022 and, this, the report noted would be the case because, "During the pandemic, many took to social media for entertainment, and as a result, it became the leading

channel for brand discovery and product sales.

According to Business Insider, Marketers increased their influence budget by more than 25 percent in 2021. As a result, influential marketing budget continues to grow in 2022 just as the increase in spend will cause a change in the typical influence business relationship. Instead of Influencers creating single post with an expected reach, brands will work more closely and thoughtfully with influencers for more meaningful collaboration.

Total creator market size, according to the report is over \$104.2 Billion. The figure is said to be on the increase daily, a pointer to the fact that the creator economy will ultimately experience a rise. The report noted; "Since the start of the pandemic, the creator economy has truly multiplied, making up more than 50 million people worldwide. The creator economy describes the business built by independent social media content creators and their ability to grow and monetize their online communities.

To take advantage of this creator -centric environment, the report suggests, brand will have to think of creators as partners and make the partnership work both

ways. Gen Z, the report says, has an estimated spending power of \$43 Billion, to that extent, making it a key component to market trends in 2022. Marketing to Gen Z is a must, and when done effectively, it can lead to more partnerships and a new audience of customers. Born from 1995 - 2009, they are the first group of customers that are mobile - first generation. They can't remember a world without Smartphones. Traditional advertising doesn't really affect Gen Z, which is why brands need to shift how they approach marketing with this group. Social impact or genuinely mission driven brands are important to Gen Z. More brands will need to create content that is not only entertaining, but also authentic. We are seeing more and more brands on TikTok or using members. Gen Z responds well to video content and is part of why video content is so popular. They are quick to respond and comment. The scrapper the content the better. They lean towards imagery over extensive text, and value originality.....[Read more on theindustry.ng](http://theindustry.ng)

PRCAN, NIPR synergise on industry regulatory framework



Association's President, Isreal Jaiye Opayemi said the absence of strong regulatory interventions in the PR space constituted a major stumbling block to the growth aspiration and development of the profession.

He said, to this end, the association has concluded plans to work in collaboration with the NIPR as apex industry regulator to ensure necessary machineries are put in place for a purposeful and efficient regulatory process for public relations practice and profession in the country.

The association boss who drew growth trends comparisons between Public Relations vis-à-vis the advertising industry noted also that, one of the things that have significantly contributed to growth of advertising sector in Nigeria is the factor of strong regulatory backing being provided by the Advertising Practitioners Council of Nigeria (APCON). On the industry growth performance records, Opayemi, who also is Chief Executive Officer, Chain Reactions Consultancy firm affirmed that the service sector in Nigeria of which PR is an integral part have seen phenomenal growth since the Covid-19 pandemic adding that despite Covid challenges the sector had witnessed 5.1 % upward swing in growth of the economy. "I'm happy that we are having

strong conversation with the leadership of NIPR, and we are taking the message from what our counterparts in advertising are doing. The kind of backing that AAAN is receiving from APCON is what we hope to receive. When you look at it, that's where the issues are really "APCON has done pretty well. APCON has become a strong voice in support of regulations of the advertising sector. So when you look at it, that's where the difference lies currently. I'm happy that the leadership of NIPR is aware of this. It's one thing for you to have a problem and not be aware of the problem you have. They are aware of

this, they are conscious of it and we are talking, and we intend to go out stronger together in 2022"

"Probably, the kind of growth that we would have seen in PR today would have been far better than what we are currently seen if we have that kind of strong regulatory backing, strong regulatory intervention, strong regulatory voice in the market which we must credit our colleagues in advertising for".

He added that based on standard and integrity of practice, consultancies in Nigeria were not doing badly whatsoever as they could compare favorably with their counterparts in other parts of the world.

Indigo, CEO, win PR Agency, PR Practitioner at LaPRIGA Awards

Integrated Indigo Limited, one of Nigeria's leading full-service Public Relations Consultancy firms, has emerged as the Agency of the Year at the 2021 Lagos Public Relations Industry Gala Awards (LaPRIGA) held in Lagos late last year. It was a double win for the consultancy firm at the event, as its MD/CEO, Mr. Bolaji Abimbola, also bagged the PR Practitioner of the Year Award. The award ceremony with the theme 'G'literrati: Will Celebrate the Best of the Industry and Key

Stakeholders' was well attended by distinguished practitioners and stakeholders, including the President, African Public Relations Association, Mr. Yomi Badejo-Okusanya, among others.

The agency emerged top ahead of other leading agencies such as Hill & Knowlton(H&K), CMC Connect, and R & B Public Relations, who was nominated for the same category. Receiving the award, the Managing Director, Integrated Indigo Limited, Bolaji

Abimbola, attributed the feats achieved by the agency to the tenacity of the team and the immense support received from its numerous clients.

"We are grateful for this recognition. For us, it means a higher calling to contribute our part to the growth of the Public Relations profession in Nigeria. This recognition would certainly motivate all our team members to aspire for excellence in delivering services to our clients," he said. He specially dedicated the awards to the entire team for their continuous creativity and

tireless effort to deliver value exceptionally to the clients.

Also speaking, the Chairman, Lagos Chapter, Nigerian Institute of Public Relations(NIPR), Comfort Nwankwo, explained that the recognition bestowed on the Agency bears testimony to the immense works and impact of the services delivered to clients.

Nwankwo stressed that the institute would continue to honor agencies, practitioners as a way of raising the bar of professionalism in public relations practice in Nigeria

Public Relations Consultants Association of Nigeria (PRCAN) has disclosed it would be working in close collaboration with the parent body, Nigerian Institute of Public Relations (NIPR) with a view to realizing long term objective of instituting strong and effective regulatory framework for public relations practice and profession in Nigeria.

The Association in its latest appraisal of business performances record of its corporate members in course of business year, 2021 viewed that PR consultancies in Nigeria have recorded phenomenal growth during the period judging by overall 55.56 % contributions made to Gross Domestic Product (GDP) by Service sector operators in the country as at Q 1, 2021 inspite of Covid-19 challenges.

Speaking recently during a personality television interactive programme, the

PHOTO NEWS



Audience Measurement: The Honourable Minister for Information Alhaji Lai Mohammed today in Abuja FCT inaugurated the Ministerial Task Force on Audience Measurement. The Task Force has Mr Tolu Ogunkoya as Chairman and Mr Joe Mutar as Secretary. My humble self and many other leaders/professionals in the Marketing Communications, brand management, Broadcasting, Content production/development, Government regulatory bodies such as APCON, NBC, MIPAN, AAAN, ADVAN, BON, EMCOAN, ITPAN, IBAN, NBC and distinguished individuals such as Former APCON Registrar Alhaji Garba Bello Kankarofi, Kadara Ahmed, Obi Asika, Hajia SA'A Ibrahim as members. MIPAN is looking forward to working with this unique private sector/Government team to accelerate the migration of our industry into an audience measurement system (AMS) driven industry to the benefit of all stakeholders.



ADB visits Dangote Refinery L-R, Solomon Quaynor, Vice President Private Sector, Intra & Industrial, African Development Bank (ADB), President/ CE, Dangote Industries Limited, Aliko Dangote, President African Development Bank (ADB), Dr. Akinwunmi Adesina, Group Executive Director, Strategy, Capital Projects & Portfolio Development, Dangote Industries Limited, Devakumar Edwin; During the African Development Bank (ADB) President, Familiarisation Visit to the Dangote Oil Refinery Projects, Lekki Lagos on Saturday 22nd January 2022



Betway Nigeria donates to a needy: L - R: The Chief Executive Officer, Lagos State Lottery Board, Mr Bashir Are; Marketing Manager, Betway Nigeria, Dotun Adepegba; and Chief Operating Officer, Betway Nigeria, Kunle Olanuyiwa at the presentation ceremony of N5,000,000, for medical assistance to Osagbemi Adebayo in Lagos State.



Marketing Space Magazine honours Oracle Experience: L-R: Afolabi Idowu, Chairman, Brand Journalists Association of Nigeria (BJAN), Publisher/CEO, Marketing Space Magazine, Goddie Ofose, Publisher/CEO, The Industry Newspapers, Segun Mathew, Head of Finance, Oracle Experience Ltd, Yetunde Adegoke, Head of Marketing, Marketing Space during award presentation to Dr. Felix King Eiremiokhae, CEO, Oracle Experience as Most Consistent Experiential Marketing CEO of the year held in Lagos recently.



SIFAX spends N250m in CSR in 2021: The company refurbished an operational vehicle for the Federal Road Safety Corps.

AGENCY NEWS

FG institutes Audience Measurement Board for broadcast media ...appoints Tolu Ogunkoya as chairman

The Federal Government of Nigeria (FGN) has inaugurated a joint industry Audience Measurement Board with Tolu Ogunkoya, Group Chief Executive Officer of Media Reach and Past President of Media Independent Association of Nigeria (MIPAN) as Chairman and Joe Mutar, a Media Practitioner with the Federal Radio Corporation of Nigeria as Secretary.

Inaugurating the board in Abuja, Honourable Minister for Information and Culture, Alhaji Lai Mohammed charged team to ensure a timely and reliable audience measurement system for the Integrated Marketing Communications (IMC) industry.

According to the Hon. Minister, the delivery of the world-class scientific audience measurement system for Nigeria stemmed from the pressing need for an objective and scientific audience measurement system that articulates the value of the content to consumers as well as the value of the audience to advertisers, particularly in the television sector.

"It is my pleasure to inaugurate the Audience Measurement Board, charged with delivering a world-class audience measurement system for our country. We are committed to delivering an empirical audience measure system that will catalyze investment in broadcast and advertising industries, ensure the success of the DSO project as well as fire the imagination and boost the morale of creatives. We are

undaunted by the enormity of the challenges we face in this regard, because we have a bunch of committed, patriotic and hardworking men and women to tackle the challenges headlong", said the Minister.

Submitting that Nigeria's broadcast advertising market previously plunged far below its weight due to the absence of a scientific audience measurement regime which resulted in under-investment in the sector, the Minister noted that the immediate challenge is to bring the under-performing Nigeria TV and radio advertising market to what it should be, which is two or three times what it is now.

The newly inaugurated 15-member task force will be

tasked with identifying best practice audience measurement system that will support the sustainable growth of the Nigerian Creative and Entertainment Industry; supervising the established framework for supporting the sustainability of the audience measurement system, independent of the Federal Government; and recommending a payment and disbursement framework among the key stakeholders in the industry, which includes the Broadcasting Organizations of Nigeria (BON), Media Independent Practitioners Association of Nigeria (MIPAN) and Advertisers Association of Nigeria (ADVAN).

Advertising experts project positive growth for 2022 business year

Advertising professionals across Nigeria's Integrated Marketing Communications sector have expressed optimism that the industry would surpass growth records of the outgone year and achieve greater performances in 2022 despite debilitating challenges occasioned by Omicron variant of the Covid-19 pandemics.

The experts have hinged their optimism on reasoning that the pandemic have enabled agencies to discover their inherent capabilities and are now able to surmount challenges by seeking creative and innovative means to navigate through daunting

setbacks. According to the experts some of whom shared their views with The Industry Newspaper, agencies are now more resilient and indomitable than ever before and hence are committed to deploying better communication strategies.

Chief Creative Officer at X3M Ideas and President of the Association of the Advertising Agencies of Nigeria (AAAN), Steve Babaeko is of the opinion that the pandemic disrupted businesses and that the advertising industry was not left out of its devastating impact.

In his words: "It has been a challenging year no doubt, and again, looking back from 2020, with the pandemic and the lockdown, we are still suffering from the hangover of all of that into 2021, and even though you saw a little bit of more bullish movement of activities in 2021, it was way better than 2020, but the challenges are still there, you saw the virus militating from Delta Virus to Omicron," While acknowledging impacts of the pandemic globally, the Association boss lauded the dogged nature of Nigerians which, he said, was evident in the way agencies adapted to the new normal occasioned by the pandemic.

"The average Nigerian entrepreneur is one that will stand up and fight despite all of the odds swimming against the tides to still make a global impact. What I will say is that the never say die spirit of the average Nigerian is what has kept us going. We are Nigerians; we know that tough times are going to come" he stated.

The agency boss who noted that advertising agencies in Nigeria recorded outstanding feats in the out-gone year with a plethora of global awards, assured that agencies are more enthusiastic to build on the existing successes in 2022... [Read more on theindustry.ng](https://www.theindustry.ng)

EXMAN canvasses sectorial group's support for AISOP



The Experiential Marketers Association of Nigeria (EXMAN) has called out to stakeholders across Nigeria's Integrated Marketing Communications industry, especially, Sectorial Groups, on the need to come together and work concertedly for the success of the industry new reform initiative, the Advertising Industry Standard of Practice (AISOP).

The scheme, midwifed under the regulatory purview of the Advertising Practitioners Council of Nigeria (APCON), is an industrywide initiative, specifically set up to provide regulatory framework for such controvertible subjects affecting business stakeholders, such as, the Engagement policy, Payment

terms and conditions, numeration model, media rates among others.

It is expected that with the implementation of this guideline, the Council will be placed among the most progressive advertising and marketing communications industries across the globe.

Speaking during an exclusive in chat with The Industry Newspaper, EXMAN President, Tunji Adeyinka said it was imperative sectorial groups in the industry to work together to ensure workability of the new reforms, stressing that, by so doing the industry could easily overcome and recover the business losses of past years brought about by impacts of the Covid-19 pandemic.

"You need to look at the reforms in two perspectives. AISOP is one leg. The industry code of conduct, the code of practice is another one. AISOP seeks to provide a more equitable level of relationship between the agency and client, a relationship which would in the long run provide better productivity for the industry" he said.

Adeyinka who took a critical appraisal of business performance in the *The Industry* last year observed that... [Read more on theindustry.ng](https://www.theindustry.ng)

UBA's Leo clocks 4, set to transform digital banking in Nigeria, Africa



well as put the bank at the heart of disruptive technologies that will transform the experience of esteemed customers, UBA did the unthinkable by getting 3 million users hooked in less than three years of its inception." Leo, which the bank stressed, has proven to be the most formidable artificial intelligence chat bot till date; serving an ever-increasing customer base who now have less transaction hassles to worry about is currently available on Facebook Messenger, WhatsApp, Apple Business Chat. To further extend its reach, UBA has concluded plans to commence Leo services on Instagram and Google Business, terrains none of its peers can lay claim to.

Group Managing Director/Chief Executive Officer, UBA, Mr. Kennedy Uzoka, affirmed that UBA customers indeed agree that Leo is one of the bank's biggest investments in cutting-edge technology and has been steadily changing the face of banking in the continent. "Three years later, and with over almost 4 million customers and counting, UBA's Leo, has without a doubt, remained the smartest Banking Chatbot

Africa's global bank, United Bank for Africa has said that it has concluded plans to commemorate the 4th year anniversary of its flagship artificial intelligence Chabot, with new offerings set to further change the face of digital banking in Nigeria. "Borned January 11, 2018, with a firm resolve to prioritise its customers as

Sterling & Founder Institute Fellowship Award holds in February

Sterling Bank Plc, Nigeria's leading commercial bank, has said it will organize an award in early February, known as the Sterling Heart Fellowship Award, for tech founders whose businesses employ innovative solutions to tackle challenges in the HEART sectors and have been selected to partake in the Founder Institute Lagos Virtual Spring Program.

The HEART sectors include health, education, agriculture, renewable energy and transportation. They represent the sectors where the bank is focusing investments on in its HEART's of Sterling strategy.

Head, Business Growth and Partnerships with Sterling Bank, Mr. David Adebayo who disclosed this in a statement issued by the bank recently, said recipients for the forthcoming awards includes founders who applied through the Founder Institute application link and whose businesses align with the Sterling HEART Fellowship guidelines.



Concerning eligibility, he added that a founder's business must fall within the HEART Sectors and the founder must have taken the Entrepreneurship DNA assessment test and made it to the "Accepted" category to be eligible for the award.

After receiving and reviewing successful applications, the admissions team will be assigning founders to one of the following categories, including: Accepted - these founders are invited to complete the final steps to enrollment, and immediately get access to all course materials; Reviewing - these are founders whose application or

in Nigeria because of its speed and quick learning intelligence and has continued to evolve with plenty to offer its teeming customers".

"While other financial institutions are still trying to find their feet as regards Artificial Intelligence, we can proudly say that our Leo has become a massive success as it continues to consolidate on its successes and accolades winning several awards in a short while of its existence," he added.

Uzoka continued: "In just 4 years, Leo's landmark achievements have been indeed overwhelming, covering 20 African countries as well as garnering

over 10 prestigious awards globally, a feat that is exceptional by every standard, I must say we are proud of Leo's intimidating achievements which is largely unbeatable".

"With this in mind, we have ensured that, Leo continues to enjoy periodic and systematic upgrade with special emphasis on enhanced advancements and specialised unique features where necessary".

"UBA's vision has always been and will remain to be a dominating force in Africa's digital banking space. Our resolve is to provide unparalleled experience across all channels. We are a

technology-driven institution with vast knowledge in the business that we do and Leo, being a tested, dependable and intelligent personality, did well to replicate on WhatsApp the success it recorded on the Facebook Messenger platform where it started its journey and later on the IOS (iPhone Operating System) platform. It is a solution that is from the customer's standpoint, easy to use by anyone regardless of demography. Leo is always ready and waiting to help with any form of banking service," Uzoka said. [Read more on theindustry.ng](#)

Ebenezer Onyeagwu named "CEO of the Year" as Zenith Bank emerged 'Most Responsible Organisation in Africa'

Zenith Bank's Group Managing Director/CEO, Mr. Ebenezer Onyeagwu, has emerged CEO of the Year for a second consecutive year at the Sustainability, Enterprise and Responsibility (SERAS) CSR Africa Awards held at the weekend in Lagos. According to the judges, he was selected for a number of reasons, including engendering a culture that promotes the continued investment in social initiatives in support of the United Nations Sustainable Development Goals

(SDGs). Under his leadership, the Zenith Bank's social investments totalled NGN3.285 billion in 2020, representing nearly 2% of the Bank's profit after tax.

The judges found him worthy for his commitment to promoting sustainability and responsible business practices in Nigeria, by his frontal leadership of sustainability in Zenith Bank, thereby enabling best industry practices in the banking sector, and for his passion for reducing carbon emissions in the Bank's operations.

Zenith Bank Plc also emerged winner in four other categories at the SERAS CSR Africa Awards, carting home the awards for "Best Company in Reporting and Transparency", "Best Company in Infrastructure Development", "Best Company in Gender Equality and Women Empowerment", and the coveted "Most Responsible Organisation in Africa".

Zenith Bank was adjudged the Most Responsible Organisation in Africa, winning the overall best sustainability award, for its continued commitment to the tenets of Sustainability and Corporate Social Responsibility, within its immediate community and in the society at large.

The Bank also emerged as the winner in the category for Reporting and Transparency for its consistency in disclosing and communicating its sustainability journey and progress annually vis-a-vis environmental, social, and governance (ESG) goals, in line with the guidelines and protocols set by the Global Reporting Initiative (GRI), Nigeria Sustainable Banking Principles (NSBP), NigerianExchange (NGX), United Nations Global Compact (UNGC), and United Nations Environment Programme Finance



Initiative (UNEP FI). The Bank also ensures the assurance of its sustainability report by reputable independent third parties. In 2021, the Bank's 2020 sustainability report was assured by PricewaterhouseCoopers (PwC) and disseminated through the Bank's website for the public and sent to all relevant stakeholders, including the United Nations Global Compact (UNGC).

In the infrastructure development category, the Bank was voted winner for its nation-building initiatives and investments, including supporting efforts towards establishing basic services and functional security, governance, and economic and infrastructure systems, especially in Nigeria. As a testament to this and in demonstration of its commitment to the development (often referred to as reform, restructuring and rebuilding) of the Nigeria Police Force for the preservation of law and order, protection of life and property, and law enforcement in Nigeria, the Bank supported the Lagos State Security Trust Fund with N500,000,000.00 for the provision of security-enhancing facilities and infrastructure. This is in addition to contributions to other state security trust funds.

Wema Bank named 2021 'Most Innovative Digital Bank' in Nigeria

Honours continue to roll in for Nigeria's leading digitally-driven financial institution, Wema Bank, following its announcement as the winner of the 'Most Innovative Digital Bank' in Nigeria at the 2021 Digital Banker Africa Awards.

Digital Banker Africa, the continent's premier, magazine and website organizes the Digital Banker Africa Awards to celebrate organisations from across Africa that have stood out from amongst their peers with outstanding innovation, infrastructure and development along with the use of pioneering technology to support their business and customers.

The award's judging panel comprises professionals with a combined experience of over 110 years of

financial and business journalism experience, and is supported by a team of

researchers who have ensured that the award winners are the most deserving in their category.

Last month, Africa's first fully digital bank, ALAT by Wema, was awarded the 'Most Outstanding Digital Bank Brand of the Year Award' at the 2021 Brandcom Awards, which honours brands, agencies, and notable individuals in the brands and marketing communications industry who have distinguished themselves with tangible and laudable impact. [Read more on theindustry.ng](#)



Stanbic IBTC showcases strong CSI through 'Together4ALimb' initiative

As a socially responsible organisation, Stanbic IBTC Holdings PLC is big on positively impacting lives within its host communities in Nigeria through its Corporate Social Investment (CSI) initiatives.

Stanbic IBTC's CSI is hinged on three core pillars: education, health, and economic empowerment, and aims to meaningfully contribute to enhancing the wellbeing of Nigerian communities, especially at the grassroots.

One of such is the Together4ALimb initiative, where the company provides support to enhance the quality of life of children with missing limbs. Through the provision of prosthetics and educational trust funds worth millions of naira, Stanbic IBTC ensures these young people can live a normal and productive

life like their counterparts.

The Organisation understands the need to make an impact in the lives of children living with missing limbs, either by birth or via accidents, and is determined to do so through its signature CSI.

It is important to give these children hope for the future, and enable them see the endless possibilities for greatness in life, irrespective of societal prejudices they face owing to their circumstances, which could pose a threat to the achievement of their dreams and aspirations. The educational trust support provides a platform for young people to access quality education needed to enable them maximize their potential and become whatever they want to be.

The signature CSI comes with an

awareness drive, "Together4ALimb charity walk", which is designed to draw attention to this health challenge and hopefully garner financial and government support for survivors. The annual Together4ALimb walk has recorded over 5,000 participants since inception.

Stanbic IBTC reiterates its commitment to empowering and creating better narratives for communities in Nigeria. In 2021, the Organisation took on several value-driven charitable initiatives such as school renovations, orphanage, nursing homes and special needs centre visitations, all targeted at empowering and enriching the lives of less privileged Nigerians.

Sharon Keith appointed new Heineken South Africa marketing director

Her portfolio will include the brewer's broad array of well-loved brands including Heineken, Windhoek, Amstel, Strongbow and Soweto Gold.

Jordi Borrut, managing director of Heineken South Africa, welcomed the appointment.

"We are excited to have Sharon join the Heineken South Africa team, as she has a great deal of pertinent experience and many successes in previous roles. She has assumed senior responsibilities across sub-

Saharan Africa and as well as in her global roles in the USA and Ireland.

"During her time with Brandhouse Beverages, she had also had the opportunity to work with Heineken directly for three years, so she has some familiarity with our brands and business," says Borrut.

Global experience
A seasoned marketer, Keith has more than 30 years of global experience in the FMCG and B2B industries. She has held senior marketing leadership roles at The Coca-Cola Company

(marketing director for Southern and East Africa), Diageo (global brand director for Bailey's) Brandhouse Beverages (marketing director), Unilever, and most recently at Standard Bank as head of brand / marketing for its Corporate and Investment division.

She is passionate about ensuring representation at a senior level and within marketing roles, and has worked with a broad array of creative agencies on well-loved brand campaigns in the past.

Keith holds an MBA from the

Graduate School of Business at the University of Cape Town as well as a BComm degree from the University of KwaZulu Natal with majors in economics, business administration and psychology.



GlaxoSmithKline rejects Unilever's £50bn bid for consumer health unit

GlaxoSmithKline (GSK), the owner of Aquafresh, Voltaren and Eno, has rejected a proposal from Unilever to acquire GSK's Consumer

Healthcare business for a total acquisition value of £50bn, comprising £41.7bn in cash and £8.3bn in Unilever shares.

The Unilever offer is the third unsolicited takeover bid for the GSK consumer health business, the British multinational pharmaceutical company said in a statement. GSK said it rejected all three proposals made on the basis that they "fundamentally undervalued" the Consumer Healthcare business and its future prospects.

The Consumer Healthcare business is a joint venture between GSK and Pfizer, with GSK holding a majority controlling interest of 68% and Pfizer 32%.

Pushing ahead with demerger
In 2019, GSK set out its plan to spin off the consumer healthcare business through a demerger of its equity interest to shareholders and a listing of the joint venture on the UK equity market. Last year, GSK said it planned to complete the demerger by mid-2022, end reiterating those plans this past Saturday.

The Consumer Healthcare business has been transformed since 2014 through the

integrations of GSK's business with the Novartis consumer health portfolio in 2015 and the Pfizer portfolio in 2019.

GSK said this transformation has also provided a platform to scale and optimise many aspects of the Consumer Healthcare business including divesting lower growth brands, introducing a new R&D/innovation model, optimising the supply chain and manufacturing network, alongside continued investment in new digital, data and analytic platforms and capabilities.

This has resulted in the creation of a global consumer healthcare business with annual sales of £9.6bn in 2021. "The business has an exceptional portfolio of world-class, category-leading brands; global scale with footprint and distribution capability to serve more than 100 markets; strong brand building, innovation and digital capabilities; and offers a unique proposition that combines trusted science with human understanding," GSK said.

...Read more on theindustry.ng

Unilever to cull 1,500 jobs in major restructuring



is designed to continue the step-up we are seeing in the performance of our business. Moving to five category-focused business groups will enable us to be more responsive to consumer and channel trends, with crystal-clear accountability for delivery. Growth remains our top priority and these changes will underpin our pursuit of this."

Management shake-up
The proposed new organisation model will result in a reduction in senior management roles of around 15% and more junior management roles by 5%, equivalent to around 1,500 roles globally. Unilever said it does not expect factory teams to be impacted by the job cuts. Any changes will be subject to consultation, it added.

As a result of the new set-up, Unilever is also making the following changes to its leadership team, effective 1 April 2022:

Fernando Fernandez, EVP Latin America, has been appointed president beauty and wellbeing, which includes hair care, skin care, as well as vitamins, minerals and supplements, and Unilever Prestige.

Fabian Garcia, president North America, has been appointed

president personal care, responsible for skin cleansing, deodorants, and oral care.

Peter ter Kulve will continue in his role as president home care, responsible for fabric care, home and hygiene, and water and air.

Hanneke Faber, president foods and refreshment, has been appointed president nutrition, which will be home to scratch cooking, healthy snacking, functional nutrition, plant-based meat, and food solutions.

Matt Close, EVP ice cream, has been appointed president ice cream, a business group in its own right.

These appointments are effective from April 1, 2022.

In addition: Nitin Paranjpe, chief operating officer (COO), will take on a new role as chief

transformation officer and chief people officer, leading the business transformation, and heading the HR function.

Reginaldo Ecclissato, chief supply chain officer, will lead the supply chain and Unilever Business Operations as chief business operations officer.

Sunny Jain, president beauty and personal care, has decided to leave Unilever to set up an investment fund in technology megatrends.

Other members of the Unilever Leadership Executive (ULE) will remain in role, including Sanjiv Mehta who will retain executive leadership of Hindustan Unilever.

The news of restructuring comes shortly after Unilever's unsuccessful acquisition of GlaxoSmithKline's Consumer Healthcare business.

Global consumer packaged goods giant Unilever is set to cut 1,500 across the globe, and move away from its current matrix structure to reorganise its business around five distinct groups: beauty & wellbeing, personal care, home care, nutrition and ice cream.

Each of the new business groups will be supported by Unilever Business Operations, and will be fully responsible and accountable for their strategy, growth and profit delivery globally. Unilever said the restructuring will make it a "simpler, more category-focused business".

Alan Jope, CEO Unilever, explains, "Our new organisational model has been developed over the last year and

10 global consumer trends setting the course for 2022

The recently released Euromonitor International Top 10 Global Consumer Trends report shows that 2022 will see consumers taking back the power they were forced to relinquish last year due to the pandemic and forge their way forward according to their passions and values.

10 consumers trends

The report shows how shifting consumer behaviour is disrupting businesses through 10 global trends.

Backup planners
Covid-19's disruption of supply chains led to a shortage of products, but Backup Planners took control to get ahead of the

crowd.

Using subscription services or community group buying to secure deliveries, and, when thwarted, finding alternatives, or even delaying purchases or changing shopping habits, this group has moved to the first in the queue.

Despite the stabilisation of supply chains later this year, new shopping habits will dictate how Backup Planners discover and select products, with localisation and optimisation becoming the norm. Companies and distributors should use data to improve supply chain visibility, hone operations and rethink investments.

Climate Changers
Covid-19 has been a catalyst in the transition towards a net-zero economy. As concerns over climate change grow, consumers are looking to brands to step with consumers taking action through the products they purchase.

Climate Changers make more sustainable choices, and

demand action and transparency from brands - there is no gap between climate awareness and intention to act. Digital innovation is reshaping how retailers, manufacturers and consumers transition to a new era of environmental transparency. Tech tools, such as digital product labelling and mobile tracking apps, help consumers trace ethical claims, their carbon footprint and recycling habits on their phones.

The largest spending cohort of the future, Millennials and Generation Z, will use these tools to ensure minimal climate impact. The more offerings that align with expectations of Climate Changers, the more brands will see their products and services resonate.

Digital Seniors
The pandemic broadened older consumers' minds to the benefits of the digital world as they were forced online as the world shut down. ...Read more on theindustry.ng

Shoprite launches standalone pharmacy format MediRite Plus

Shoprite Group has opened its first standalone pharmacy store, MediRite Plus, in Willowbridge Village in Cape Town.

While the retail group has more than 140 MediRite pharmacies, until now these have all been located inside the company's supermarkets.

The launch of MediRite Plus marks the group's third new store format unveiled in just one week, following the recent opening of the Checkers Little Me baby store and the smaller format Checkers Foods store.

Health and wellness

The Shoprite Group said that the new

MediRite Plus is a one-stop health and wellness destination, with an affordable and accessible product range that includes collagen, almond milk, beauty, skincare and baby brands, and the UK's popular Salt of the Earth natural deodorant.

The standalone store was designed to offer a tranquil environment - complete with a specially developed, calming scent - where customers can fulfill all their pharmacy needs, including specialised healthcare items like wheelchairs, walkers and crutches.

Getting prescription medicine is also convenient with PrepMyScript, which

SHOPRITE

makes it easy to pre-order chronic repeat medication. And MediRite Courier Pharmacy Service will deliver repeat prescription medication straight to a customer's door at no extra cost - a free service contracted to most medical aids. The pharmacy accepts all major medical aids, and customers can also use their Xtra Savings cards to benefit from the rewards programme. Qualified, professional pharmacists are on duty to assist and advise customers, the group said.

2021: A year of unprecedented rise by women in banking

Kola Bola

The banking industry in 2021 is no doubt packed with many thrilling tales, some of which are the dramatic downfall of bankers of note, some are the outside-the-box innovative diversifications, while the year also witnessed exciting elevations of women especially to head some of the leading banks in the country. The Central Bank of Nigeria (CBN) in its characteristic dynamism also introduced e-naira to fastrack

development, seamless accessibility to cash among the underbanked in the rural areas, and to cut expenses on the huge amount of money often spent on printing naira notes.

While Francis Atuche, former BankPHB Chief Executive Officer was jailed after a protracted litigation, Okonkwo was arrested and the drama led to his retirement as Chief Executive Officer of the

FirstBank.

Many heads actually rolled in the royal rumble that beset the FirstBank's board of directors as not a few investors signified interest in controlling the rein of the A-list bank. Despite the intervention of the CBN to stabilize the situation the crisis seemed far from being over as the bank ignobly switched from one CEO to another in the year under review.



The Advent of Women CEOs

There is an unprecedented surge in the number of women taking up top positions in the banking industry in 2021, a move many financial experts said would accelerate the achievement of the SDGs.

Described as a paradigm shift, the Nigerian banking sector has seen no fewer than eight women serving as Chief Executive Officers (CEOs)/Managing Directors (MDs) of the country's leading banks.

Miriam Olusanya (GTBank)

Miriam Olusanya emerged as the first female MD/CEO of Guaranty Trust (GTB) since its establishment in 1990.

The development is a radical move in a sector aiming to meet up with the Nigerian Sustainable Banking Principles (NSBP) specifically in gender diversity and inclusiveness at the top management levels.

Miriam Olusanya's appointment earned her the accolade as the first female MD of the financial institution as she succeeded Segun Agbaje.

Olusanya, before her new position worked as an executive director at the bank, obtained her first degree in pharmacy from the University of Ibadan before she bagged a Master of Business Administration (MBA) from the University of Liverpool. She joined GTBank as an executive trainee in 1998.

Nneka Onyeali-Ikpe (Fidelity Bank)

Nneka Onyeali-Ikpe was named the leader of Fidelity Bank on January 1, 2021. This is the only time a woman has risen to the MD/CEO post since the organization started operation in 1988.

Nneka is a graduate of the University of Nigeria (UNN) where

she earned a Bachelor of Laws (LLB) degree. Since joining the bank in 2015, she has attended several executive trainings in many globally acclaimed business schools.

The new MD also has a Master of Laws (LLM) degree from Kings College, London.

Tomi Somefun (Unity Bank)

Tomi Somefun began her journey as the MD/CEO of Unity Bank in August 2015 after a career stretching 26 years in the banking industry.

An alumnus of the Columbia Business School and several top-level schools outside the country, she is a member of many professional associations. Her experience spans corporate banking, retail, and commercial banking operations.

A graduate of Education in English from the Obafemi Awolowo University, Somefun also holds an Honorary Degree of Doctor of Business Administration (D.B.A) from the Redeemers University, Nigeria.

Yemi Edun (FCMB)

Yemisi Edun became the first female MD of First City Monument Bank (FCMB) after formerly serving as acting Managing Director of the bank.

She is a member/fellow of many institutes, holds a Bachelor's Degree in Chemistry from the Obafemi Awolowo University, a Master's Degree in International Accounting and Finance from the University of Liverpool.

Yemisi started working in FMCB in 2000 as a Divisional Head of Internal Audit and Control.

Until her appointment as the CEO/MD of FCMB, she has held other key positions in other companies.

Bukola Smith (FSDH Merchant

Bank)

Bukola Smith has a Bachelor's Degree in Economics from the University of Lagos and later bagged an MBA from the Alliance Manchester Business School, University of Manchester.

Smith has 28 years of experience in the industry and boasts an impressive profile and fellowship/membership of high-ranking institutes in the financial sector and was appointed as the MD of the bank in April 2021.

Ireti Samuel-Ogbu (Citibank)

With work experiences in South Africa and the UK among others, Ireti Samuel-Ogbu has carved her name in the sands of history after becoming the first female MD/CEO of Citibank Nigeria.

Her experience in the 36-year-old bank cuts across relationship management, sales, and corporate finance.

Halima Buba (SunTrust)

A champion of youth and women empowerment, Halima's 20 years of experience in the banking industry saw her taking SunTrust's top job.

With a Bachelor of Science (B.Sc.) degree in Business Management from the University of Maiduguri, she is equally a member of several institutes and holds an MBA from the Borno-based educational institution. She is also a board member of other renowned institutions.

Kafilat Araoye (Lotus Bank)

Having had a 25-year experience as a commercial banker, Kafilat leads Lotus Bank, a non-interest bank as the MD/CEO.

She has expertise in human resources, business development, payments, international and domestic operations among others.

Dramatic Royal Rumble At First Bank's Board



But for the timely intervention of the Central Bank for Nigeria in the avoidable board squabbles at First Bank of Nigeria, the relative confidence and stability observed in the banking system in recent times would have been seriously shaken.

The royal rumble began with the news that the erstwhile Board of Directors of First Bank of Nigeria Limited, chaired by Mrs. Ibukun Awosika, had approved the appointment of Mr. Gbenga Shobo to succeed Mr. Adesola Adeduntan as the new Managing Director/Chief Executive of the bank.

Adeduntan was ousted after leading the bank since January 2016, but when still within the term limit of his tenure, which is due to expire in December 2021, he was shown the exit door.

The appointment of a new chief executive was immediately celebrated by the public and depositors, who thought the move was in tandem with good corporate governance of FBN. But little did anyone know the underbelly issues that led to the change, until the CBN, the apex regulatory institution in the financial industry, interpreted the change as a gang up against Adeduntan.

The apex bank, immediately issued the board a rather damning query over the unpopular leadership manoeuvres.

The content of the query apparently deflated the board's ego and exposed the bank's frailties.

The CBN had raised stern objections to the removal of Adeduntan, as his tenure ought to elapse in December

2021 – and not getting the requisite approval from the apex bank prior to the board change, further violated laid down rules.

In the CBN's correspondence to the board, it argued that, given that FBN had been on a sort of life support in term of regulatory forbearances and other sorts of financial and regulatory support since 2016, it was particularly

wrong for the former board to attempt any board changes without the knowledge of the regulatory body.

While the board was yet to offer explanation for its action, but rather perceived the inquisition by the CBN as unnecessarily meddling in its internal issues – the apex bank, understanding the consequences of the ensuing development on the financial system, as this could cause a run on FBN, decided to wield the big stick to save the situation.

The CBN removed all directors of FBN and those of its parent company, FBN Holdings Plc, with immediate effect, to stave off a boardroom crisis that had led to the retirement of Adeduntan.

The CBN Governor, Mr. Godwin Emefiele, at a press conference in Abuja, further announced the reinstatement of Adeduntan.

He said the apex bank took the actions in order to preserve the stability of the bank and protect minority shareholders and depositors.

He also announced the appointment of a former Minister of State for Finance, Mr. Remi Babalola, who replaced Mr. Oba Otudeko as Chairman of FBN Holdings.

Also in the sweeping changes, the CBN also appointed other new directors on the FBN Holdings' board including Fatade Oluwole, Kofe Dosekun, Remi Lasaki, Alimi Abdulrasaq, Ahmed Modibbo, Khalifa Inam and Peter Aliogo.

Mr. UK Eke retains his position as Managing Director of FBN Holdings.

First Bank Nigeria Limited now has as Chairman, Tunde Hassan-Odukale, who replaced Mrs. Ibukun Awosika.

Other board members are Tokunbo Martins, Uche Nwokedi, Adekunle Sonola, Isioma Ogodazi, Ebenezer Olufowose, Ishaya Elijah B. Dodo and Adeduntan.

Gbenga Shobo, deputy managing director; and Remi Oni and Abdullahi Ibrahim, executive directors, are members of the reconstituted board.

The CBN had queried the erstwhile board of First Bank Nigeria Limited over the removal of Adeduntan, saying the action was without regulatory approval.

The query followed the earlier announcement of the appointment of Shobo as the new managing director/Chief Executive Officer.

On whether Otudeko was given the opportunity to engage with the central bank before the decision to remove Adeduntan before the expiration of his tenure, Emeziele said, efforts he personally made in that regard were rebuffed. He added that the CBN had exhausted all measures to forestall the crisis after Hassan-Odukale called him to intervene in the matter.

He said the CBN would not "allow a shareholder who feels that he cannot subject himself to regulatory control and authority to remain as a director of the bank."

He said there was no need for the initial changes at the bank, but all entreaties to Otudeko to save the situation fell on deaf ears.

Emezele gave reasons why the CBN spared the executive directors, deputy managing directors and managing director of the bank from being removed in the shake-up.

He said having worked with them since 2016, the CBN perceived the board crisis to be more of a breakdown of governance and insider abuse by shareholders. The apex bank aims to insist on the recapitalisation of the bank and restore it not only to profitability, but also to its erstwhile leadership position in the industry.

In a recent development on the story, The Central Bank of Nigeria (CBN) approved the appointment of Alhaji Ahmad Abdullahi as non-executive Director of First Bank of Nigeria Holdings Plc and Chairman of the company to replace Mr Remi Balalola as the latter bowed out.

His resignation as Chairman of the company came against the backdrop of a contest by some significant shareholders for control of First Bank Holdings Plc.

The CBN described Babalola's resignation as regrettable, especially given the fact that CBN's regulatory interventions had made positive impact and increased attractiveness of the company to both local and foreign investors.

In line with its statutory mandate, the CBN remained committed to ensuring transparent governance practices at the bank and the continued independence of the chairman and other persons holding key governance positions.

CBN Launched eNaira

Originally scheduled to take off on October 1, the Central Bank of Nigeria (CBN) deferred the official launch of the Digital Currency, the eNaira due to other key activities lined up to commemorate the country's 61st Independence Anniversary.

The CBN said the enaira would serve the overall benefit of the customers, particularly those in the rural areas and the unbanked population.



Executive Director, Public Sector Accountant, First Bank Plc, Mr. Danda Lawal, in order to conceal the source.

On January 6, the EFCC had approached Justice Muslim Hassan and obtained an interim order, directing that the funds be temporarily forfeited to the Federal Government.

Francis Atuche Walk To Prison



Francis Atuche's trial actually began on July 6, 2011 after the judge dismissed the defence lawyer's application for a stay of proceedings. A mild drama ensued at the home of the Atuches in Ikoyi, Lagos, on the evening of May 3, 2011, as nearly a dozen operatives of the Economic and Financial Crimes Commission (EFCC) stormed the palatial home of the former Managing Director, Bank PHB, to arrest him and his wife, Elizabeth.

Though they were told the couple had travelled out of the country, however, the officers, relying on their intelligence, thought otherwise.

After forcing their way into the house to conduct a search, they found Mrs Atuche, though her husband had bolted.

The EFCC declared Mr Atuche wanted over money laundering allegations amounting to ₦8.6 billion, he was also accused of using his wife's company to steal depositors' funds totalling over ₦100 million.

The banker turned himself in two days later.

On May 17, 2011, the EFCC arraigned Mr Atuche on two separate charges before Justice Adeniyi Onigbanjo of the Ikeja Division of the Lagos State High Court.

In the first charge, Mr Atuche allegedly conspired with Funmi Ademosu to steal ₦4.2 billion which were part of the proceeds from the sale of 241,579,284 units of Afribank shares and joint property of Caverton Helicopters Ltd and Bank PHB.

In the second charge, Mr Atuche allegedly conspired with Lekan Kasali to steal ₦7.2 billion which they fraudulently described as loans to Cogipar Nigeria Limited.

The EFCC said all the offences were committed between April and September 2008.

On the same day, Elizabeth Atuche was arraigned before another judge, Lateefah Okunnu, on a three-count charge of conspiracy and stealing. She was accused of fraud totalling ₦11.4 billion "being property of Bank PHB Plc by fraudulently converting the proceeds of several illegal loans for the acquisition of 337,500,000 units of Bank PHB Plc shares on behalf of Ghazali Yakubu Investment Ltd. and AFCC Associates Limited."

In June 2011, the EFCC amended the charges against the Atuches. The couple were re-arraigned before Mrs Okunnu on a 27-count charge bothering on conspiracy to commit felony and stealing of ₦25.7 billion belonging to the bank.

Mr Atuche's trial before Justice Okunnu began on July 6, 2011, after the judge dismissed the defence lawyer's application for a stay of proceedings.

In March 2012, Mr Atuche's lawyers filed an application seeking to stop the EFCC from presenting additional evidence in the trial. The judge dismissed the application.

On July 9, 2012, Justice Onigbanjo, who is also hearing one of Mr Atuche's cases, granted the bank chief permission to travel to the United Kingdom for medical treatment, between July 17 and September 7, 2012.

When trial resumed in September, the EFCC presented documents that appeared to show Mr Atuche releasing ₦35 million and ₦10 million as tithes to St. Monica Catholic Church, Ibusa, and St. Augustine Catholic Church, both in the bank chief's native Delta State. The trial was, however, stalled for weeks after Bolaji Ogunsoola, the witness who allegedly made the claim, said he received death threats from people in Delta State.

After calling 12 witnesses to give oral evidence and subpoenaing six others to tender documents, the prosecution closed its case on March 4, 2013.

Atuches got a temporary relief in June 2015 after the high court, in response to the decision of the court of appeal that the charges are capital market issues, dismissed the charges against the defendants for lack of jurisdiction. The court also directed that the case be reassigned to a different judge.

The EFCC swiftly appealed the decision, so Atuches victory was, however, short-lived.

In 2017, the apex court held that the court of appeal failed to give reasons why the case should be reassigned to a new judge.

In her 12-hour judgements, Mrs Okunnu upheld the arguments of Mr Pinheiro, the EFCC counsel, that the ₦25.7 billion was stolen, not loaned, as argued by Mr Atuche. Mr Atuche's wife, however, was discharged and acquitted. In pleading for leniency, Mr Atuche said that as a professional banker and chartered accountant, he did not want to become a convict.

The judge sentenced Messrs Atuche and Anyanwu to six years in prison each.

Highlighting the benefits of the eNaira, the apex bank said it would ease peer-to-peer transfer to another person's eNaira wallet as well as pay for goods and services at selected merchants.

The eNaira would also help reduce the use of cash and ensure the stability of the Nigerian economy.

On the readiness of banks and other financial institutions in the financial ecosystem for the launch of the eNaira, the apex bank reiterated that eNaira was a journey, as it explained that not all banks customers were expected to commence transactions on the day of the launch.

It was assured that financial institutions in Nigeria remained key actors and were a critical part of the Central Bank Digital Currency (CBDC).

The CBN was mindful of concerns expressed about the eNaira, being among the first central banks digital currencies in the world.

CBN had put a structure in place to promptly address any issue that might arise from the pilot implementation of the eNaira.

EFCC Nabbed Nnamdi Okonkwo



Economic and Financial Crimes Commission (EFCC) got arrested the Managing Director of First Bank of Nigeria Holdings Plc, Nnamdi Okonkwo.

The arrest was part of ongoing investigations of former Minister of Petroleum Resources, Diezani Alison-Madueke.

Okonkwo was arrested and detained by the anti-graft agency over an additional \$72, 870,000 million still hidden in the coffers of the bank. Okonkwo, alongside others, had earlier been grilled over a sum of \$153 million and \$115 million by the commission.

The EFCC had claimed Diezani siphoned \$153 million out of the Nigerian National Petroleum Corporation and stashed it in three banks in the country.

The anti-graft agency had in January 2017 said Okonkwo allegedly helped Diezani to take delivery of the money, and kept \$40 million with the former

GBank transformed



Aiming to strengthen its long-term competitiveness and growth prospects, Guaranty Trust Bank plc, has completed its re-organisation, to a Holding Company Structure. Under the terms of the re-organisation, a new operating company has been established. The

corporate name of Guaranty Trust Holding Company Plc (GTCO) will be used by the newly established operating company.

Part of the restructuring process, the Board of GTCO was constituted and the Board of Guaranty Trust Bank Limited (GTBank) was reconstituted following the retirements of the following Directors: Mrs. Osaretin Demuren (Chairman), Mr. Adebayo Adeola (Non-Executive Director), Mr. Demola Odeyemi (Executive Director) and Mr. Bolaji Lawal (Executive Director).

GTCO also announced its new Board of Directors as well as changes to the Board of its banking subsidiary, GTBank. All the appointments have been approved by the Central Bank of Nigeria.

GTCO's Board comprised Mr. Sola Oyinlola as Chairman, Mr. Segun Agbaje as the Group Chief Executive Officer, Mrs. Cathy Echeozo as Non-Executive Director, Mr. Suleiman Barau and Mrs. Helen Bouygues as Independent Non-Executive Directors and Mr. Adebajani Adeniyi as Executive Director.

GTBank Board comprised Mr. Ibrahim Hassan as Chairman, Mrs. Miriam Olusanya as Managing Director, Mr. Olabode Augusto as Non-Executive Director, Ms. Imoni Akpoture and Mrs. Victoria Adefala as Independent Non-Executive Directors, Mr. Jide Okuntola as Deputy Managing Director and Mr. Haruna Musa as Executive Director.

Commenting on the completion of the Corporate Re-organisation, Mr. Segun Agbaje, the Group Chief Executive Officer of GTCO said: "We believe that a Holding Company Structure will allow us take advantage of new business opportunities in the emerging competitive landscape and strengthen our earnings base. We are very excited to get started on the next phase of our incredible journey to driving Africa's growth by making end-to-end financial services easily accessible to every African and African Businesses by leveraging Technology and Strategic Partnerships. As a bank, we were always looking to meet every customer need; with our corporate re-organisation, we will be able to do more to help our customers thrive in this new world of digital technologies and unprecedented possibilities".

Prior to its corporate re-organisation to Guaranty Trust Holding Company Plc, Guaranty Trust Bank Plc has been at the forefront of delivering innovative banking products and services to customers and best-in-class Return-on-Equity to shareholders. It is widely regarded as the best managed financial institution in Nigeria and has over the past decade, embarked on a period of unparalleled growth, growing its customer base from less than 3 million customers in 2011 to over 24 million customers in 2020, and profit before tax from 45.5 billion at the end of the 2010 financial year to 8238.1 billion at the end of the 2020 financial year.

Campaigns that redefined IMC industry post-pandemic

Clifford Amuzuo

Campaigns and marketing activities in course of the Year, 2021 started on quite eventfully delightful note with brands emanating from different economic sectors launching out with series of marketing brand related activities aiming to better position their brands in consumers' minds, and to catch their fair share of consumers purchasing power.

Amongst the brands which floated impressive marketing campaign initiatives considered as outstanding across Nigeria's media space in year 2021 includes, notably, The Big Brother Naija campaign which was exclusively

GUS comeback



Gulder Ultimate Search reality TV show sponsored by top brewer, Nigerian Breweries' lager brand, Gulder Lager beer made a comeback to the scene and to consumer's delight, seven years after the last season was aired in 2014. The new season of the reality TV show started to run from October 16, 2021 up till December 19, 2021 between the hours of 8 pm to 9 pm every Saturday and Sunday. The 12th Season produced a winner in a sports enthusiast from Akwa Ibom State, Odudu Otu, by beating eighteen other contestants to emerge as the Ultimate Man in the 2021 edition.

FirstBank docuseries feat



FirstBank, Nigeria's leading financial services provider, in a bold move, reinforced its commitment to youth empowerment and entrepreneurship through the sponsorship of yet a new marketing campaign, a docuseries by the tag "First Class Material". Deploying the campaign series that ran on the stables of Linda Ikeji Television, First Bank, arguably Nigeria's most valuable bank brand continues to pride itself as indeed the bank of many firsts. "First Class Material" is a docuseries designed to celebrate Nigerians who are excelling in various fields of

endeavour whether academic or non-academic. It is a programme that aims to chronicle the success stories of Nigerians who are distinct and exemplary in their achievements, and most importantly, a testament to the greatness of the West African country. The series ran between November 26 to December 25, 2021.

MTN opened floodgate



Likewise, MTN, Nigeria's leading telecoms brand was to launch its Y'ello Santa campaign which ran in the yuletide season of year 2021. Through this campaign, the brand aimed at championing the digital channels for CSR projects throughout the country. As part of efforts to reward its customers for their continuous patronage and loyalty, MTN empowered and enabled customers to do the giving while deploying the campaign platform. Customers were offered opportunity to give and to receive different items, without having to perform any form of chargeable activity on the new my MTN NG app or via USSD. And following after its formal listing on the Nigerian Stock Exchange, the telecoms brand was to further launch another campaign in course of year through which it announced its public offer to shore up local content in its shareholding. The public offer campaign was targeted at making the telecoms brand truly Nigerian, urging

Nigerians to take advantage of the opportunity to own a bit of the company.

Airtel followed suit



In addition, Airtel Africa, leading provider of telecommunications and mobile money services had launched a new campaign following its formal listing on the floor of the London Stock Exchange. Having its presence in about 14 countries on the continent, Airtel Africa serves a large and fast growing addressable market, with attractive mobile data and mobile money growth prospects as non-voice revenue remains lower than other geographies.

Wema broke the ice



"Smart WEMA" campaign by Wema Bank featuring Davido as music brand ambassador was yet another brand campaign that made the media waves, impacting positively on consumers purchase decision in 2021. The digital bank made the ambassadorial announcement on Friday, December 3, during the official signing session at Wema Banks Head Office in Marina. Since its inception in 2017, ALAT by Wema had invested over N2billion in various youth-oriented business ideas such as ALAT business, as well as other campaign initiatives and marketing activities such as ALAT Talk series, ALAT Food Challenge and partnered with Social Liga.

sponsored by Multichoice. *Big Brother Naija, formerly called "Big Brother Nigeria", is a Nigerian reality competition television series that featured various contestants who lived in isolated houses to compete for a large cash prize as well as other material prizes. The TV series that ran between July 24 to October 30, 2021 was put in net worth estimate of about N90 million. By the end of the show, winners emerged through a process of avoiding eviction from the house by viewers who voted for their favorite housemates to remain in the show.*

First Bank's "The Voice Nigeria" music talent hunt



First Bank, in yet another grand brand marketing campaign initiative bankrolled "The Voice Nigeria" Reality TV show. The Bank, which is the acclaimed pioneer commercial bank in Nigeria deployed the campaign platform to demonstrate its intent and commitment at promoting Nigeria's entertainment industry vis-à-vis the emerging talented youths in the country and across Africa in general. In actualizing the dreams and discovering talented singers who are groomed to become international singers, the campaign aligns with First Bank's corporate goal and vision to provide a veritable platform for nurturing talents and for driving social cohesion. The premier bank's support for "The Voice Nigeria" supported by Baba Ijebu is a demonstration of the bank's commitment to contributing to the projected revenue of US\$86m by 2021 from Nigeria's music industry aimed at promoting a diversified economy, in line with the Federal Government's diversification policy.

Globacom with BOTY dance competition



Nigeria's indigenous telecoms brand, Globacom, similarly, unveiled in course of the year, The Glo Battle of the Year (BOTY) dance competition. Through

deploying this marketing campaign platform, the brand aimed to unleashing the unlimited potential of Nigerian dancers who had emerged as regional champions. Several dance and showbiz icons from across the world were also brought on board the project, including; Kaffy, Paco Lee, Pinky Debbie, Izzy Odigie, Big Flo, Maxbuck, Dunamis, Frank Okwara, JC Jedor, POXY (Cameroon), Gidnasty (USA), and Menno (Netherlands). All the thrills, frills and joy of the nation's finest and most energetic dancers on the BOTY competition were put together in a 13-series television show to be aired early this year. The dance fiesta was a further demonstration of Globacom's commitment to giving more value to its subscribers, promoting the Nigerian entertainment industry and youth talent development across the country.

Pepsi's "Cocoa" Cola fair well



Likewise, beverage giant, Pepsi, bade goodbye to the year 2021, deploying its newest social brand campaign platform which was tagged Pepsi 'Cocoa' Cola. As the unofficial beverage of winter, hot cocoa, the brand emphasized, is getting a new twist, thanks to the latest product innovation from Pepsi. Pepsi "Cocoa" Cola is a blend of cocoa and hint of marshmallow mixed with Pepsi Cola. The Pepsi test kitchen team only whipped up a small batch, but is in the giving mood to share the cocoa goodness with Pepsi fans and cocoa enthusiasts alike, the company had said. To do that, Pepsi announced via Twitter morning that if the tweet reaches 2,021 re-tweets, the brand will drop Pepsi

"Cocoa" Cola later this winter. "There is nothing more classic than hot cocoa on a winter day, but this year has been anything but typical" said Todd Kaplan, vice president of marketing at Pepsi, in a recent statement.

"So why not bring together the delicious taste of a Pepsi with the delicious, wintery taste of chocolate and marshmallow and bring some unexpected joy to our fans this season? We are confident we nailed 'Cocoa' Cola and can't wait to get this in the hands of cola fans this winter"

Coca-cola's 70th Anniversary brand campaign



Leading beverage company, Coca-cola, alongside its bottling partner, Nigerian Bottling Company Limited also launched a unique brand campaign in course of the year to celebrate 70th anniversary of the brand's presence in Nigeria. The campaign centered around the heritage and history of the brand in Nigeria with a host of other exciting stakeholder engagements that spanned through remaining part of the year. The anniversary celebration presented opportunity to reminisce on the brand's storied history in Nigeria and also highlight the company's future plans for the brand. The platinum anniversary celebration also coincided with the launch of Coca-cola's new global philosophy, 'Real Magic' which encourages everyone to celebrate the resilience and magic of humanity. Real Magic marks the first new global brand platform for Coca-cola since 2016 and it was launched alongside a revitalized visual identity, as well as a new perspective on the Coca-cola trademark logo that will feature across Coca-cola marketing communication materials.

10 Years after, APCON inducts 63 new fellows



Steve Babaeko , President AAAN, Emmanuel Ajufo, President OAAN and Femi Adelus President MIPAN



Femi Adelus, President MIPAN, receive his certificate from Sir Steve Omojafor

Ten years after it last inducted qualified practitioners to the class of Fellows, the Advertising Practitioners Council of Nigeria (APCON) have recently admitted 63 distinguished practitioners to the coveted Fellowship cadre of the advertising profession. The new fellows drawn from the various sectorial groups making up the advertising industry were formerly

inducted during a highly colourful ceremony that held at the Radisson Blu Hotels, Ikeja, Lagos. The event was graced by a large audience of integrated Marketing Communications (IMC) industry practitioners who converged in large numbers, inclusive of top veterans of the industry, former Chairmen and est while Registrars of A P C O N . Administering the professional oath to formally admit the new Fellows, APCON Registrar, Dr

Olalekan Fadolapo congratulated the distinguished Fellows, urging them to be above board in their professional conduct and to diligently represent the advertising profession in all progressive ramifications and to promote resourcefully the best interest of the profession. Fadolapo stated that, the Council was to committed to providing conducive business and professional grounds with a view to ensure that the practice and business of advertising in Nigeria is

conducted in an ethical manner without compromising best practices. He said in the bid to compliments efforts in that regard, the Council had earlier introduced some reforms to compliment prevailing regulations and proclamations as well as other subsidiary instruments established and adopted as legal frameworks for the industry. The Council boss disclosed that the Council would be introducing a new vetting regime across board with

effect from April 1, 2022, to the effect that only licensed advertising organizations would be permitted to apply to the Advertising Standards Panel (ASP) for vetting, adding that the move is to further reduce unlawful and unethical practices and more so to encourage the business of APCON- licensed organizations. Also speaking on the occasion, Veteran practitioner and Chairman, STB MacCaan, Sir Steve Bamidele Omojafor commended APCON on the AISOP industry regulatory initiative, pointing out that Advertisers Association of Nigeria (ADVAN) constitutes a critical element for the successful implementation of the AISOP framework. He further urged to new inductees to remain steadfast and faithful to their obligations and to the oath of advertising practice which they had repeatedly affirmed to as fellows, adding that compliance to the laws and other regulations guiding advertising and marketing communications in Nigeria must be adhered to and be seen as asset in their undertakings. "Let me mention that you are also obligated to give yourselves and the industry the best improvement and capacity building worthy of fellows of the profession" he stated, adding, kindly continue to render every necessary support to APCON, especially in training and professional development of the younger practitioners who aspire to improve their career and advance themselves in this valued field. Meanwhile, a sector by sector breakdown of list of the new inducted fellows shows Creative Advertising sector as having the lead with 27 new fellows, followed by the Out-of-Home sector with 20 new fellows, the Media Independents sector has 12 new fellows while the Broadcast and Experiential marketing sector has single fellowship slots respectively.

Great works by top IMC agencies in 2021

Marketing wise, 2021 was a far better year than 2020 and the reasons are not farfetched. The Nigerian integrated marketing communication industry suffered a setback at the outbreak of COVID-19 in early 2020 in Nigeria. All marketing campaigns were abruptly postponed following government orders for a lockdown. From March 31st, 2020 to September, 2020 when the federal

government first relaxed the lockdown, the industry suffered a great deal. While creative advertising, experiential marketing, media were never considered for any brief, public relations somehow had worked albeit skeletal. But in 2021, the fortunes of the imc practitioners seem to have turned the corner. In the review, seven key sectoral players have been selected for doing a

great job in the year under review. These agencies are Oracle Experience-experiential marketing, X3M Ideas-creative advertising, DKK- creative advertising, mediaReach OMD-media buying, Modion Communication- public relations, Chain Reactions-public relations and Integrated Indigo-public relations.

ORACLE EXPERIENCE:

Producing great ideas, building new world for consumers, clients

In 2020, the experiential marketing industry faced a herculean task. Its task was greater in density and consequence than other sectors in the integrated marketing communication industry. To comply with government stay-at-home order as a result of the Coronavirus pandemic, clients halted almost every activity associated with promotion through brand activation. Therefore, after a difficult 2020, early 2021 presented a faint hope but was quickly truncated by announcement of the third wave of COVID-19 otherwise known as 'Delta Variant'. The marketing activities that started surfacing were once again cut short.

Not much was done in 2021 but the little that was handled by Oracle Experience; it was a tripod joy. Clients were impressed, consumers satisfied and the agency proud of the level of work that was put into those activities.

At the Dr. Felix King Eiremiokhae's led agency, Oracle Experience, it is said that the bedrock of every successful activation starts with intensive and diligent training, understanding of the brief and infusion of new ideas.

Oracle Experience is an award-winning brand experience agency. It believes that brands need extraordinary ideas that create emotional connections, fuel conversations and deliver business results. Since 2006, Oracle Experience has brought brands to life through event marketing, promotional marketing, sponsorship marketing, employee engagement and digital deployment.

Oracle Experience considered itself a TECHNOVATION- a fusion of 'technology and innovation.' According to the agency, through its instagram page it said, "We create a radical new approach and experience from a technological and innovative point of view."

To kick start the 2021 marketing year, Oracle Experience hoisted the Star Triple X giant bottle on a rooftop somewhere in Lagos. The piece of art drew some positive reviews as well as consumers' commentaries.

Consumers described the activation as 'one of a kind wonder'. The Star Triple X which was similar to the statue of liberty. It was first of its kind in Africa. the huge bottle housed a multi-sensory experience centre for consumers who attended the brand experience.



Dr. Felix King Eiremiokhae



Andrew Eiremiokhae
Executive Director Operations

During the year under review, Oracle Experience created experiences for Big Brother Naija, Gulder Ultimate Search, Gulder relaunch, Legend Extra Stout campaign-It Flows, Goldberg new TV, 33 larger beer and Life larger beer- 'Turu Ugo Lota' campaign in the east.

Life Turu Ugo Lota campaign that features veteran actor, Pete Edoche and his son Yul hosted a massive experience event in Enugu. The campaign cemented Life beer as the only beer that cares about the easterners and the Igbo consumers home and elsewhere have come to love and cherish Life larger beer.

The BBN 2021 was the most fun and engaging and this was made possible by the Oracle's power of creative engagement. Gulder relived Gulder Ultimate Search after resting it for 6 years and which agency could best represent Gulder brand through creative activation than Oracle Experience?

Oracle provided creative solutions for the Gulder Ultimate Search from contestants unveiling to crowning of the winner in Lagos. Consumers at both unveiling and crowning parties attested to creative nuances of Oracle as empowered by Gulder lager.

Oracle Experience creates experiences that strengthen the relationship between brands and the people that matter most to them. Clients build a better customer experience by investing in Brand

experience, experiential marketing, brand strategy, user conferences, activations, consumer engagement, event marketing, sales enablement, shopper and retail, product launch, employee engagement, broadcast design.

On storytelling, the leading experiential marketing agency said, "We spend a lot of time worrying about the categorization of what we create, but storytelling is greater unite than the media touchpoints that divide us. The bottom line for brands this year and beyond: balance a back-to-basics approach to storytelling with a stronger understanding of how all the touchpoints in the broader brand's story fit together."

At Oracle, what we do is hard. "So we take care of each other. By taking the work seriously - but not ourselves. By demystifying smart and speaking like humans (No jargons), By enhancing our delightful diversity (No uniforms), By getting joy out of seeing our impact on people," agency stated.

The Agency believes more in how brands act than what they say, proof than promise. According to Oracle, happy humans are the world's best advertisers. Great brands aren't B2C or B2B - they are B2E (brand to everyone)

Passion for results: Enthusiasm for the outcome of our actions, we make things happen, for our customers, our

audiences and ourselves.

On team work, coordinated effort on the part of a group of persons acting together as a team, in the interests of a common cause or goal. We will work together to exceed expectation, creativity and communication.

Accountability: The obligation to be responsible for something. We act with integrity, and take personal responsibility for our actions and results, expecting others to do the same.

Commitment: Pledge or promise We are personally committed to the success of our clients, our teammates and the company and won't stop until you say "WOW!"

Intrepid: We are resolutely fearless; dauntless. We embrace challenge and complexity with a sense of adventure and enthusiasm.

Some of the personel behind some of these great creative adventures include Dr. Felix King Eiremiokhae, chief executive officer, Mr. Andrew Eiremiokhae, chief operating officer, Ororo Pataya, Creative Director, Paul Osondu, Operations/Business Dev. Director, Kehinde Agboola, HOD/Snr., Client Manager, Client Service, Bukola Akinola, Senior Account Manager, Segun Mathew, Finance Director, Nicholas Akwuewabbhor, Operations Manager, and Wale Alabi, Project Coordinator

CHAIN REACTIONS: Strategic business growth influencers

Chain Reactions is one of Nigeria's leading public relations and integrated communications consulting firm. Founded by the year 2010, the firm operates around the philosophical belief system of "Influence" and constantly is driven by persistent goal to always influence its environment, remote and immediate, whether that influence is of a purchase decision, a behavioral change or perhaps acceptance of a new public policy or national agenda.

Chain Reactions is the Exclusive Nigerian Affiliate and West African Partner to Edelman, the world's number one and largest communications company with presence in 65 countries around the globe. Chain Reactions has a rich and extensive experience in managing strategic communications for clients across several sectors and industries including beverage, telecom, technology, banking, tourism, manufacturing, as well as public affairs, government relations, and political communication among others.

The agency was founded based on a core corporate value which emphasizes Ownership, Responsibility, Respect, Discipline, Creativity and Audacity, and well imbued with a corporate vision "To become Africa's preferred PR and Reputation Management Consultants and solution house for clients who wish to play in the reputation economy" Its mission statement simply is "To always offer strategic solutions to clients with uncommon passion and deep market insights. By these process, the firm has been able often to successfully turn prospects to clients and clients to faithful witnesses of what things it practices.

At Chain Reactions, the work team is made up of some of the brightest, most creative and passionate individuals to ever behold in industry. They combine a rich and storied background in Strategy Development, Public Relations, Advertising, Brand Management, Business Consulting, Corporate Social Responsibility, Multimedia and Creatives, Events and Experiential, Journalism, Digital PR, and Digital Marketing.

Heading the work team in capacity of Managing Director/Chief Strategist is Isreal Opayemi, (FNIPR). He is also the President of the Public Relations Consultants Association of Nigeria (PRCAN). As Chief Strategist for Chain Reactions Nigeria, he currently provides overall strategic team leadership for clients and top C-level executives across multi-sectors and industries. These include The Governors of Lagos State and Ekiti State, Babatunde Sanwo-Olu and Kayode Fayemi respectively, the then Governor of Lagos State and current Minister of Works & Housing, Babatunde Fashola, SAN; CEOs and Senior Management Teams of 9mobile, Wema Bank, Facebook, RB Nigeria, First Bank and Oando to mention a few. Chidiebere Onuorha is Senior Consultant (Strategy & Business Management) at Chain Reactions. Chidiebere is a Communications

Consultant, with over 14 years of experience in Corporate and Brand Communications. His career has seen him work in both journalism and marketing communication sectors in Nigeria and Ghana. He currently works with Chain Reactions Nigeria, the Nigerian affiliate and West African Preferred Partner to Edelman, the world's largest communications firm, as the Head, Strategy and Business Management.

Adekunle Dixon Odokoya is (Senior Consultant, Insight & Strategy) at Chain Reactions. He is a creative Brand Strategist with over 12 years' experience in developing and ensuring consistent and effective brand message.

A Chartered Marketer with the Chartered Institute of Marketing, Nigeria, and holder of the Bloomberg Media Executive Certificate in Financial Journalism and Analysis, as well as a PRCAN Certificate in Digital PR, he boasts an extensive work experience in the Integrated Marketing Communications field having worked in Advertising, Brand Management and Public Relations Consultancies.

Adedamola Danso is Senior Analyst, Strategy & Business Management. She has experience that spans different sectors including Financial Services, Automobile, Health and Fitness. She worked with PiggyVest, an online savings and investment platform, on a financial literacy book in partnership with online media platform, YI/YNaija.com.

She handled Public Relations for STEM in Africa (SIA) 2020 conference sponsored by MedPlus to create opportunities for underserved children by promoting interest in science through exciting experiments and workshops.

At Chain Reactions each clients brief is taken through a systematic and yet organic process. The firm has overtime earned for itself a reputation for being a dynamic workforce with quick turn around response time. They work hard to ensure that the public, customers, investors, partners, employees and stakeholders remain well informed. The ultimate goal being to ensure that client's messages persuade stakeholders to maintain a certain view, or to take certain purchase decisions.

The agency is known to have handled several top class and major key campaigns for a number of public and



private sector organizations notably among which includes:

Spotify's Launch in Nigeria

Chain Reactions Nigeria was recruited and put on retainer for the official launch of Spotify in Nigeria. The brand needed to create excitement and buzz around its expansion in Nigeria and other key African markets. One key objective for the Client was to drive brand awareness and introduce Spotify to the market.

Given that Nigeria is one of the priority markets for the brand, the agency adopted a more tailored media relations and influencer approach, using key influencers to drive awareness and download of the Spotify app, all of these with a very limited budget.

Similarly, Chain Reactions delivered a top class and highly successful brand campaign for HP's Africa First Time Buyer

HP as a brand has always shown a commitment to quality education. This can be seen in the several education developments initiatives and programmes it has rolled out both in Nigeria and across the world, including the 'Mentor-a-Teacher program'.

Following the outbreak of the COVID-19 pandemic in late 2019, and the resultant closure of schools in early 2020, the brand entered into a partnership with the African Union on Distance Learning in 55 African Countries during COVID-19 as countries needed to adapt quickly to ensure the school year wasn't lost. It also enable HP launched a campaign to educate Nigerians on how best to utilize technology for kids' education as the world deals with the new normal.

Wema Bank Valentine's Day was yet another key Campaign roll out successfully executed by Chain Reactions.

The Valentine's Day campaign was an audacious social media campaign

strategically designed to disrupt the social media space. It was also orchestrated as a holistic approach to connect to trends, generate positive talk ability & create top of mind awareness for the Wema Bank brand among young people.

The agency using its in-house creative and digital unit, designed and deployed several creatives, Wema Bank, #WithYouAllTheWay. Activities executed included Content design, development and deployment, as well as influencer engagement.

Davido's Unveiling of ALAT By Wema's Ambassador was yet another grand campaign effort strategically executed by Chain Reactions.

Given the engagement that the Wema Bank brand and ALAT by Wema, Nigeria's first fully digital bank, got from Davido's Online Challenge to his fans and friends on the 17th of November, 2021, the bank decided to sign him on as a Brand Ambassador.

With the announcement of the signing coming up, there was the need to take control of the narrative, sustain the wave of positive comments and perception to ensure that the bank continues to reap immense reputational benefits across the Digital Space.

Governor Babajide Sanwo-Olu's 731 Days Anniversary Campaign was yet another grand creative execution by Chain Reactions.

The administration of Governor Babajide Sanwo-Olu was marking its second year in office. There was thus an opportune ity to demonstrate the Governor's commitment to his campaign promises to the people of Lagos State despite the challenges occasioned by the COVID-19 pandemic, the economic recession and the EndSars protest which destroyed critical state infrastructure.

MEDIAREACH OMD:

Setting the pace in global standard media practice



L-R : Femi Dada, Head of Finance, mediaReach OMD, Amina Adekoya, Buying Lead, Lukman Ishau, Publisher/CEO, Marketing Space Magazine, Donatus Chukwujekwe, Head, Media Implementation and Seye Odebummi, Business Lead during award presentation to MediaReach OMD as Most Consistent Media Buying Agency of Year by Marketing Space held recently in Lagos.

MediaReach OMD is Nigeria's leading independent media specialist agency. Founded in 1999, the agency has grown in lips and bound with established network of branch offices spread out across regions of African. The outfit, presently is unarguably West and Central Africa's Number One independent media agency. Since commencing business in Nigeria, the agency's operations were set out with focus on developing and providing world class media planning and buying services to leading international clients across the sub-region.

Going by its mission statement "To be Nigeria's most professional and reputable media communications agency, MediaReach OMD has no doubt, single handedly revolutionized media practice in Nigeria through initiating best-in-class standards, pioneering measurable world class solutions, focused business that applies evident and data based solutions.

The agency has given direction to the practice of media planning and buying in Nigeria and indeed the West and Central African sub-region by initiating standards to ensure unprecedented high media compliance by media owners and prompt payments for placements implemented.

Within just eighteen months of its operations, MediaReach OMD led the industry in positive directions by championing the launch of media planning data and tools. Amongst the proprietary tools launched by the agency and still in use presently include the ESPRI and Media Star for effective and efficient media plans. Since 2003, MediaReach OMD appears yet unsatisfied with these accomplishments as it has continuously challenged the dynamics of the market place. Its burning desire to leverage international work tools, talents and ideas led the agency in 2003 to affiliate with OMD, the global media advertising company of Omnicom Group. Omnicom is arguably the world's largest marketing

communications network, with offices in over 80 countries across the world. This affiliation places at the agency's disposal the global capabilities of OMD to the benefit of its local and international clients and their brands.

The agency is reputed to be the leading media agency in Nigeria and have constantly pioneered thought leadership in the industry through the introduction of syndicated tools, the AMPS and Diaries. It also offers local proprietary tools by conducting researches to gain insights into consumer behavior. OMD Nigeria has bespoke products like the Media Facts Book and the use of global tools like OMNI, OMD Design among others.

With the advent of Covid-19 pandemic that hit businesses across the globe, MediaReach partnered through innovative ideas for brands belonging to their local and global clients. With Covid - 19 came the opportunity to think more emphatically through ideas that would relate with today's consumers, and drive meaningfulness while connecting with their aspirations. This way, the agency was able to drive the expected value and ensure planned KPIs (Key Performance Indicators) were delivered.

The agency boasts of rich crop of talented and brilliant work force efficiently led by Tolu Ogunkoya, Regional Managing Director of Omnicom Media Group West and Central Africa, with offices in Lagos, Accra and Cameroon and partner offices in 3 other locations across West and Central Africa, overseeing two large Media companies, mediaReach OMD and PHD Media, the biggest media agency network in Nigeria but unarguably in West and Central Africa.

Its numerous state of the art specialist media execution for several of its local and international clients brands has earned the agency excellence recognition awards in course of the year just ended.

These include, Most Pioneering Media Agency-West Africa (MEA 2021 Awards), Media Agency of The Year Award- Pan African Award 2021 (PitcherAward), as

well as winning 11 distinct trophies at the Pitcher Awards. Other award wins by the agency are, M&M Global Gold Award 2021 for Kellogg's Study from Home, #1 Media Agency in Nigeria - RECMA Ranking as well as Silver laurel won in the OMD LightAward.

MediaReach also bagged Media Agency of the Decade Award at the Marketing Edge Awards 2021. In addition, talents in the agency won the 2021 Cannes Young Lions Competition -Media Category for Nigeria including as well Most Outstanding Media Personality of the Year Award at Marketing Edge Awards 2021.

In its comprehensive highlights 2021 IMC industry appraisal, the agency averred, the industry continues to ride on the waves of the economy to thrive or otherwise, and accordingly, it could not be isolated from the general economy.

It stated that, though still recovering from the pandemic that became radically noticeable in early 2020, the GDP of Nigeria was seen to increase in Q2 2021 by 5.01%, while consumer price index (CPI) which measures inflation rate (rate of change in prices) increased by 17.38% (year on year) in July 2021. This, it noted, is 0.18% lower in points as against the 17.75% recorded in June 2021.

"This implies that prices continued to rise but at a slower rate as compared to May. The composite food index rose by 21.83% in June as against 22.28 in May, this implies that food prices continued to rise in June 2021 but slower than it did in May 2021. This suggests that in the following categories, FMCG's, Dairy, CSD and meat have had a consistent increase in the CPI.

It noted further that the Central Bank of Nigeria currently barred the exchange of foreign exchange by BDCs to reduce the pressure on the nation's currency, and hopefully, this will help reduce the impact of FOREX volatility on the naira"

Another feat in 2021, the agency noted, was the launch of Digital Switch Over in 5 cities in Nigeria with Lagos joining in April 2021. Broadcasting is embracing innovation in the technology of signal

generation, transmission, and reception. Interestingly, the agency noted, there seems to be a looming 'war' among Operators of digital satellite service providers in the country if recent happenings in the Industry is anything to go by. The race for market share and subscriber base in the industry is getting keener in an industry previously dominated by a single provider.

The agency in its report noted that, Nigeria currently has about 3.4million active subscribers which represents 14.5% of the Africa Pay TV market (Source: nairametrics.com). Operators in the Nigerian market includes Multichoice owners of Dstv and Gotv, StarTimes, Daarsat, Consaat, Kwese TV and the new entrant TSTV.

Prior to the coming of TSTV, the industry has enjoyed maximum monopoly which has lasted for more than two decades. Dstv commands the largest market share in Africa with 10.4 million subscribers and 1.5 million subscriber bases in Nigeria, (Source: nairametrics.com). This represents 60% of the Pay TV industry in Nigeria. Cable boosting of sample size on Media Star, the current industry planning tool, will enhance reach of media and account for value for ad spend from advertisers

The agency noted further that, the IMC industry also witnessed the announcement on Thursday November 25th, of a 13-member Task Force to oversee and deliver the Audience Measurement Service on Nigeria Media Platforms. This will help with the development and delivery of audience measurement service on Nigeria Media Platforms to deepen advertising spend, improve the advertising and broadcasting eco-system and increase investment in advertising media content.

According to the agency, "In September 2021, the President granted approval to 159 companies, communities, and institutions of higher learning to operate radio and television stations and it noted that, this will further inject new contents on air and competitive programming within the broadcast industry

"Reviewing the IMC industry, the agency 2021 out-performed 2020 in the sense that brands peaked in-terms of IMC activities in 2021, as saved or ploughed back budgets due to the outbreak of the pandemic in 2020 were deployed in 2021 on media and advertising activities by some advertisers. The period witnessed an increase in sponsorship particularly of big tickets Media assets such as The Voice Nigeria, Nigerian Idol, Big Brother Naija and series of thematic campaigns. IMC thrived better in 2021 versus the IMC scene in 2020 when marketers were thrown into large scale confusion on how best to engage with the equally anxious consumers. The year 2021 unfortunately ended with the outbreak of the Omicron Covid variant noticed in early December, which will further create uncertainty due to restrictions at least the early part of 2022, and marketers would require to think without a box on how best to engage today's consumer who is consistently needing empathy and brands that are friendly to his/her aspirations and values in addition to brands that can fit into their challenged disposable income".

INTEGRATED INDIGO: Assemblage of right team for greater goal

No doubt, there are various entities in town that you can saddle to handle your brand's image, events and relationships with the public, however no one does it better than Integrated Indigo Limited.

Indigo as a PR consultancy firm, boasts of an assembly of expertise imbued with the ability to inject local insight to help client deliver an ambitious goal into a sparkling reality.

Indigo has successfully handled many national and international brands across almost all the sectors of the economy such as Mastercard Foundation, Nigerian Breweries, Maltina Teacher of the Year, SERAs Award campaign, Solar Power campaign, Lekki Port campaign among others. All these are the masterful footprints of Integrated Indigo in establishing and improving brands' visibility and awareness to corporate world and ultimately, the end-users of the brands they intercede for at one time or the other.

Integrated Indigo was established in 2013 by a group of 'fresh thinkers' to provide creative insights and cutting-edge ideas as a communication solutions partner to help clients achieve set marketing and corporate communications goals. So far Indigo has taken its mandate with uncommon passion especially in improving brands' recognition and recall.

As a result of its keenness to details, no matter how minute, Indigo has been able to strengthen brand positioning in the industry. This in turn has helped many brands to create positive conditioning for business operation and expansion.

Indigo operates with indelible support to the Corporate Affairs department of its clients, hence it partner with them in planning and implementing personalized strategic communication framework to achieve set targets. This masterstroke approach has immeasurably improved relationship between client and public stakeholders - customers, media and government.

Run with an impeccable vision "To be in the 'A' league of the new generation of professional Marketing Communication Agencies in Africa," and on a mission "To constantly add value to the client's businesses through innovative integrated marketing communication (BTL) solutions", Integrated Indigo says "Excellence is not a destination but a journey, so we are constantly on the journey to be better than our yesterday."

Result driven, global best practice, partnership, integrity and professionalism as its core values Indigo ploughed Public Relations into the core of all it does, as it analyzes clients' briefs to proffer the most suited solutions for their business and brand goals.

Indigo says it has to design exceptional ideas due to COVID-19 pandemic and its readiness to help clients and their businesses to survive the economic



meltdown that came at the tow of the novel virus. The ideation, development and execution of Mastercard Foundation Public Awareness campaign, especially Integrated Indigo focused on reaching people and creating impact at the community level through direct engagement and advocacy of public adherence to Covid-19 protocols and guidelines.

As a PR firm with great foresight, Indigo is of the belief that as technology grows, it also changes how brands and businesses engage stakeholders, so it situates itself to be growth partner to brands and clients while ensuring that the clients and their businesses succeed and thrive.

In delivering these great jobs at this digital age, Indigo paces away from analogue to embrace digitization of its operations in the upwardly mobile world, so it positions itself to become clients growth partner, while ensuring that both the clients and their brands succeed and thrive.

While helping clients to craft effective creative communications by leveraging insights and strategy, Indigo also houses Nigeria's best event managers offering end-to-end event planning, specialised ideation, design, content and production that aligns with the clients corporate goals.

Various awards of recognition have been given to the Integrated Indigo for its rare display of dexterity in 2021. Awards won during the year in respect includes PR Agency of the Year at LaPRIGA, Best Media/Consulting Agency Promoting Sustainability and Recognition at Sabre Award

No man does his work diligently

without having the natural room to grow and expand. This assertion is so true of the indigo as it seals new businesses with Folorunso Alakija Group of Business - Famfa Oil, Digital Reality, Dayspring Property Development Company, Flourish Africa, The Rose of Sharon, Folorunso Alakija brand, Unilever-Sunlight, Mastercard Foundation and Lagos Free Zone.

Describing IMC industry in 2021 against 2020, team Indigo noted that "The marketing communication industry performed relatively better in 2021 compared to 2020 because many clients were just recovering from lockdown occasioned by the COVID-19 pandemic."

At the apex of this dynamic team is Mr Bolaji Abimbola, who has a very vast experience cutting across Public Relations, Advertising, Events and Experiential Marketing.

Bolaji, an Alumnus of the prestigious Lagos Business School, International School of Management and Strathmore Business School, Kenya, has worked with MC Seeks Associates, an Advertising Agency as a Copywriter/Client Service Executive, worked with Consumer Goods & Services Ltd. before joining MediaCraft Associates as Senior Executive/Business Development. He later joined BD Consult Limited as Media Relations Manager and rose to the position of Head of Media Relations and Strategy.

He has worked on different brands including Exxon Mobil, Bank PHB, Nigerian Breweries, LG, Samsung, CocaCola, Starcomms, Indomie, La Casera and Cadbury to mention but a

few.

Also in the team is Mr Tobi Tiyamuyu, a graduate of Accountancy/Business Administration from the University of Benin, who later obtained his MSC in Marketing Communication from the University of Birmingham, United Kingdom, in 2014. He parades experience cutting across Public Relations, Advertising, Event Mgt and Digital Marketing.

Tobi started his professional career at BD consult Ltd in 2010 where he rose to the position of a Senior Media Relations Executive; he joined Cogent Elliott UK as a strategist/media consultant, working on the company's rebranding and notable brands such as Arriva, Landrover UK and NFU.

He has also worked on other notable brands such as Mastercard Foundation, Nigerian Bottling Company, Nigerian Breweries Plc, Famfa Oil, Swipha - Polyfort, Lekki Port. Lekki Free Zone, Lekki Gardens, Ultimus Holdings, Hope PSB, Indomie, Nobel Carpet, VConnect, Hypo, Lafarge WAPCO, Panasonic, UAC and Cadbury to mention but a few.

Others are Mr Olamide Bakar, a seasoned media expert with experience across financial and business marketing reporting; Ms Temitope Mustapha, a graduate of Mass Communications from the University of Lagos, who started her professional career at Aiico Pensions Managers Limited before moving to First Bank of Nigeria Plc. as a Customer Relations Officer. She joined Integrated Indigo Limited more than 5 years ago.

MODION COMMUNICATION

Bestrides PR firmament in 2021

It is almost incredible to see a Nigerian agency rank third in the world's benchmark for creativity in public relations. Yet that is the feat Modion Communications pulled in 2021, six years after it was founded in 2015.

Modion Communications hit the ground running since its establishment as it keeps garnering laurels after laurels for its exceptional crafts in PR, activations, media relations and consumer engagements.

Having Set the vision to be an African dominance PR agency for itself, Modion has interestingly cornered the image-making space with creative, avant-garde thinking and a 'winnovative' mindset that keep others on their toes.

Modion came third in PProvoke Media's Top 15 Weighted Global Creative Index with a 538 score behind Singapore's Pinpoint PR and Portuguese Corpcom with 545 and 800 points to emerge second and first respectively.

This, no doubt, is a milestone achievement not just in the country but across the continent of Africa, considering that PProvoke Media is one of the world's most authoritative performance and ranking agencies in the global PR industry.

As if that was not enough, Modion was also rated second most creative PR agency in the EMEA (Europe, Middle East, and Africa) region in the Top 15 weighted 2021 ranking.

Organisers of the event noted that the "measure of agency creativity comes from weighing agency scores according to their staff size", so PProvoke Media "used a point per head calculation to identify 'pound for pound', the most creative PR agencies in the world".

Prior to this enviable height attained by Modion, the agency is the first PR Agency in Africa whose work in 2021 reached the highest rank ever at the Top 10 Global SABRE Awards since Ogilvy SA came 8 in 2015.

For the record, Modion's campaign for Lumos Nigeria, titled 'Touching Lives Through A Determined School Child - Dele Fathia', came 7th in the Top 10 SABRE Award.

Lumos, a Nigeria based leading provider of solar and renewable energy, bankrolled the PR campaign that also clinched the Platinum SABRE Award for Africa, first of its type by any Nigerian PR Agency.

An Ondo town schoolgirl, whose viral picture of her using the illumination from one of her town's ATM facilities to study at night, prompted a social impact PR response from Modion

Communications with support from Lumos Nigeria.

Modion in collaboration with Lumos installed the company's power system in Dele's home within 48 hours. With that provision, Dele was able to do her next schoolwork in the comfort of her home. This gesture tremendously amplified the narrative of how solar could help improve access to electricity in the unconnected and under-served rural communities in Nigeria.

Chairman, SABRE Awards' Jury, Paul Holmes, described the campaign as "a campaign that understood the power of one person's story to illuminate a broader issue." Holmes added that "the company took tangible steps to improve the situation, drawing wider attention to a serious issue and establishing itself as a leader in its market".

SABRE Award is the most prestigious award for outstanding achievements in PR across the world. Speaking on this feat, Chief Executive Officer, Modion Communications, Odion Aleobua, said "This is another historic milestone by the Agency that shows clearly that the creative solutions offered to our clients are globally competitive. We are humbled to fly the Nigerian and African flags high on the global stage. It is indicative of the growth of creativity on the continent."

In total, Modion has won six SABRE Awards and commendations - One Platinum, three Diamond trophies and two certificates of excellence in the last two years.

Modion Communications, a full-spectrum agency focused on providing public relations, brand development, marketing activations, media engagement, crisis communications, financial PR, investors' relations support, event management, digital marketing and media publishing, is headquartered in Lagos, Nigeria.

Driven with the vision to be superior, innovative and creative while offering cutting-edge communications solutions to individuals, small businesses, large corporates, industries and government agencies, Modion has indelible footprints on the continent. Modion offers dynamic, creative, strategic, client-tailored, result-driven advisory and know-how in public relations, brand management, tactical media engagement, event management, marketing communications and digital marketing with a mastery touch too rare to find elsewhere.



Barely a year after it commenced operations, Marketing Edge recognised Modion Communications as Nigeria's Outstanding Young PR Agency of the Year in 2016, and in 2018, Marketing World Awards Ghana awarded the Nigerian Most Innovative PR Agency of the Year to Modion Communications.

Modion Agency makes the list of young PR agencies in Africa to have won six SABRE Award recognitions in its first six years of operations.

Odion Aleobua, after he had received marketing communications industry accolade as Nigeria's 'Outstanding PR Personality of The Year' in 2018, was not so keen to celebrate, as he insisted that the team was hungry for more laurels, international laurels.

True to his hunger of greater achievement, the agency was recognised as the Outstanding Young PR agency of the year, to which he said the successive accolades have humbled him and his team.

"To be recognised by the industry for the work we do at Modion Communications, is a testament that we are evolving into market leadership quite well. This is a significant milestone for the PR agency we founded in 2015, just three years ago. We have now graced this podium twice in two years, back-to-back, year-on-year in the three years since our establishment. This is an indication that we are driving our vision of being Africa's most respected PR agency in the right

direction and must continue to produce compelling and superior ideas for our clients," he said.

He added, "We understand that though we are a very young agency, we have been able to touch brands and corporates that are way older. We take that opportunity to demonstrate our capacity to these brands very seriously. Which is what we are eternally grateful to brands like Oando, Leadway Assurance, Lagos State Government, Arcskills, Axxela, Rainoil, Nexus, Lumos Nigeria, Platform Petroleum, Nepal Oil, Nigerian Content Development and Monitoring Board (NCDMB), Nigerian Gas Association (NGA) to mention but a few, for believing in our ability to drive or shape their narrative or their reputation building efforts.

"Working with this calibre of clients had been instrumental in our continually pushing the envelope to ensure we deliver the most thought-provoking PR initiatives at all times and at different levels, even under the tightest of schedules. We will continue to develop new initiatives, give insights and as well create mind-blowing innovations that will shape how the end users perceive our clients in line with achieving brand objectives. We will continue to show competence as we offer dynamic, strategic, client-tailored initiatives in our quest for providing unique solutions with unparalleled excellence."

DKK:

A pacesetter in IMC space



DKK Agency, with a 360-degree communication interests in advertising, events/activation, PR and digital marketing, has in no small measure redefined Integrated Marketing Communication (IMC) space, especially with its Mastercard sponsored dining series to mellow down the harsh effect of the Covid-19 induced lockdown.

Priding itself as an agency that creates integrated marketing communications solutions that speak to the clients' audience in a language the end-users understand.

Despite being about 17-year-old in the business of providing full-service marketing communications as an agency, DKK has chosen to remain a start-up in its thinking and idea execution strategies.

As a 21st century marketing communications company, DKK understands that to make a wholesome brand, every aspect of the IMC must be deployed. "We dial-up the necessary service to meet the dynamics of a brief each time. For your brand, we develop tactics that will resonate with the target and deliver on the bus objectives. We understand the need to ensure strong stakeholder management; that deploys different offerings from Advertising, Public Relations, Event/Activation and Digital that will deliver to all relevant stakeholders."

No wonder, DKK got Lagos and Abuja especially literarily agog when it hit the two famous cities in the country with The Mastercard Dining Series, an annual event organised to identify with one of the passion points of its customers, enabling them to start something priceless and make new connections.

Recollect that in early 2020, when the world was put into lockdown and people were all confined to their homes for most of the year, that essential social opportunity to connect with each other and the world was nearly at zero level.

DKK, through its client, Mastercard, aimed to support small and medium-scale

businesses in Abuja and Lagos that were struggling with the tough dynamics of COVID-19 and decided to put a spotlight on some of these businesses; and to reduce the blow on SMEs had the task to create a culinary-inclined campaign to help exciting Chefs and restaurants.

The campaign that got DKK awards at the Lagos Advertising and Ideas Festival had digital and social media generated 316,000 clicks against the projection of 72,000. The campaign also had an online click through rate of 7.54% thrice the industry standard for such campaigns.

Therefore, DKK was able to make a difference to the lives of consumers and small business owners by starting a movement and restarting something priceless.

This campaign began by showing the human side of businesses which struggled with sales due to the pandemic before evolving into the timeless celebration of cuisines at discounted rates for consumers. The videos garnered attention and re-enacted a connection between Chefs, restaurants and consumers.

DKK, nurtured with passion to build strong brand messaging through advertising with the right reputation through PR, creating the right experience through event/activation, remains unwavering and are ever able to offer its clients best value for services that constantly blow their minds.

This rare quality is the reason DKK is able to work with clients who may already have an agency of record as a fresh alternative because it is fast thinking, fast acting amidst array of young, energetic and innovative partners. Above all it has matured its craft.

Mastercard Dining Series keeps evolving in 2021 as DKK activated events such as Burger Week, Suya Week, Pizza Week and Restaurant Week, all running at some points during the year with various offers to customers.

In partnership with Lost in A City to

execute the events, DKK worked with select restaurants in Lagos and Abuja to avail both casual and fine dining to customers at discounted rates.

Pizza Week was the first event with a Buy 1 Get 1 Free Pizza deal offered to customers with Mastercard at selected participating restaurants, Burger Week came second and finally Suya Week under the same terms as Pizza Week.

With the Mastercard Restaurant Week Series in Lagos and Abuja, DKK has the mission to get the customers to visit the participating restaurants and take advantage of the promotional offer available courtesy of Mastercard.

The 2021 edition of the series was successfully executed across 59 Restaurants in Lagos and Abuja for 21 days, the key offers to Mastercard Debit and Credit Card holders was a 3-course set menu at discounted prices.

At the end, a total of 2,743 customers were served during the restaurant week period, a significant increase to the 1,496 in 2020, thereby showing a growth in adoption by consumers in Lagos and Abuja as customers spent over N32million during the period of the activation in these restaurants.

DKK said on its site that "By the way we get down to business, you'll want to do one of two things: keep us on the side to satisfy your special needs, or just go steady with us. Whatever you settle for, it's perfectly okay because we've got only one desire: to bend over backwards to please you."

DKK added consumer engagement during the Mastercard Restaurant Week with star prizes including all-expenses paid trips for lucky winners, who were chosen from a treasure hunt to find pieces of a puzzle and free meal vouchers and branded gifts items for all diners in the Peel and Reveal promotion.

Slated to unveil the next top restaurateur, The Kitchen Nigeria welcomed applications from aspiring restaurateurs from anywhere in Nigeria irrespective of

their background, as long as they had a serious ambition to own their own restaurant.

The Kitchen draws attention to the three most important pillars of a successful restaurant: Food, Ambiance and Service, the winner was awarded N2 million towards actualizing the dream of owning a restaurant.

These solutions were simultaneously customer-focused and business-oriented; with the Restaurant Week being the B2C solution and the SME Series being the B2B solution.

For the SME Series, some restaurant owners granted interviews which put faces to brands and showed the struggles/challenges in light of COVID-19. This created an empathetic bond between customers and restaurants after the lockdown was systematically lifted and showed the import of Mastercard's support to their businesses.

For this creative effort, DKK won not a few awards of recognition such as LAIF Gold Medal in the "Campaign" category for "Bank, Investment and Other Financial Communication", LAIF Silver Medal in the "Film Craft" category for "Best Use of Copy" and LAIF Silver Medal in the "Film Craft" category for "Best Use of Digital and Social Media Content".

While the IMC industry in 2020 was geared toward survival, in 2021 the industry has taken the challenge of the pandemic in its stride and exciting works are being successfully launched again.

Dave Chukwuji, an accomplished, quiet and unassuming consummate professional with three decades of experience in the advertising business, is the Creative Director overseeing campaigns at DKK Nigeria.

Folabomi Salami, Creative Operation Officer (COO), DKK, is an experienced marketing professional with over two decades experience in the advertising business.

Feyikemi Adewunmi, Account Director, DKK, is an enterprising, focused, result-driven and a personable individual with excellent interpersonal, analytical and communication skills. With 9 years as a marketing communication consultant, Feyikemi is pivotal in ensuring brand plans are executed to achieve the overall set objectives. She is an Associate member of the Advertising Practitioners Council of Nigeria (APCON), and member of the Chartered Institute of Marketing, UK (CIM).

Qasim Owokunle, Copywriter, DKK, is a hedonistic writer with a solid grounding in communications, content creation and copywriting, likes to work in capacities that simultaneously offer opportunities for organizational, professional and personal growth. A geoscientist by training, Qasim has a keen sense of observation, analysis, research and inference.

Opeyemi Kaffo, Creative Designer, Art Director and Editor, is adaptive and passionate about visual design and art. Besides beautifying communication, he also finds solace in volunteering, as he helps generate funds to help orphaned children by being a member of and creating designs for WeCareWeShare Foundation

X3M IDEAS:

Redefining the paths in global creativity

X3M Ideas is undoubtedly Nigeria's leading Concepts and digital creative agency. Founded by Steve Babaeko, a public advocate and highly talented music executive, the agency commenced operations on August 1, 2012 with a single goal in mind, to completely redefine the way advertising is practiced and how it is perceived in Nigeria. Upon making its debut, the agency had set out for itself the vision, to always be the partner that understands the brand and client through delivery of the most creative and effective ideas, backed up by sound strategy and unique thinking.

At X3M Ideas, there is a constant belief in creating superior value, not for the client alone but also, the employee and the agency shareholders. As such, there is the constant push to continuously inspire its work force and people to aspire to always be the best.

X3M Ideas is definitely a one – stop – shop marketing communications company totally based 100% on ideas. In terms of its approach to creative executions, the agency believes strongly in covering the bases, which is the reason why it adopts a through-the-line marketing approach.

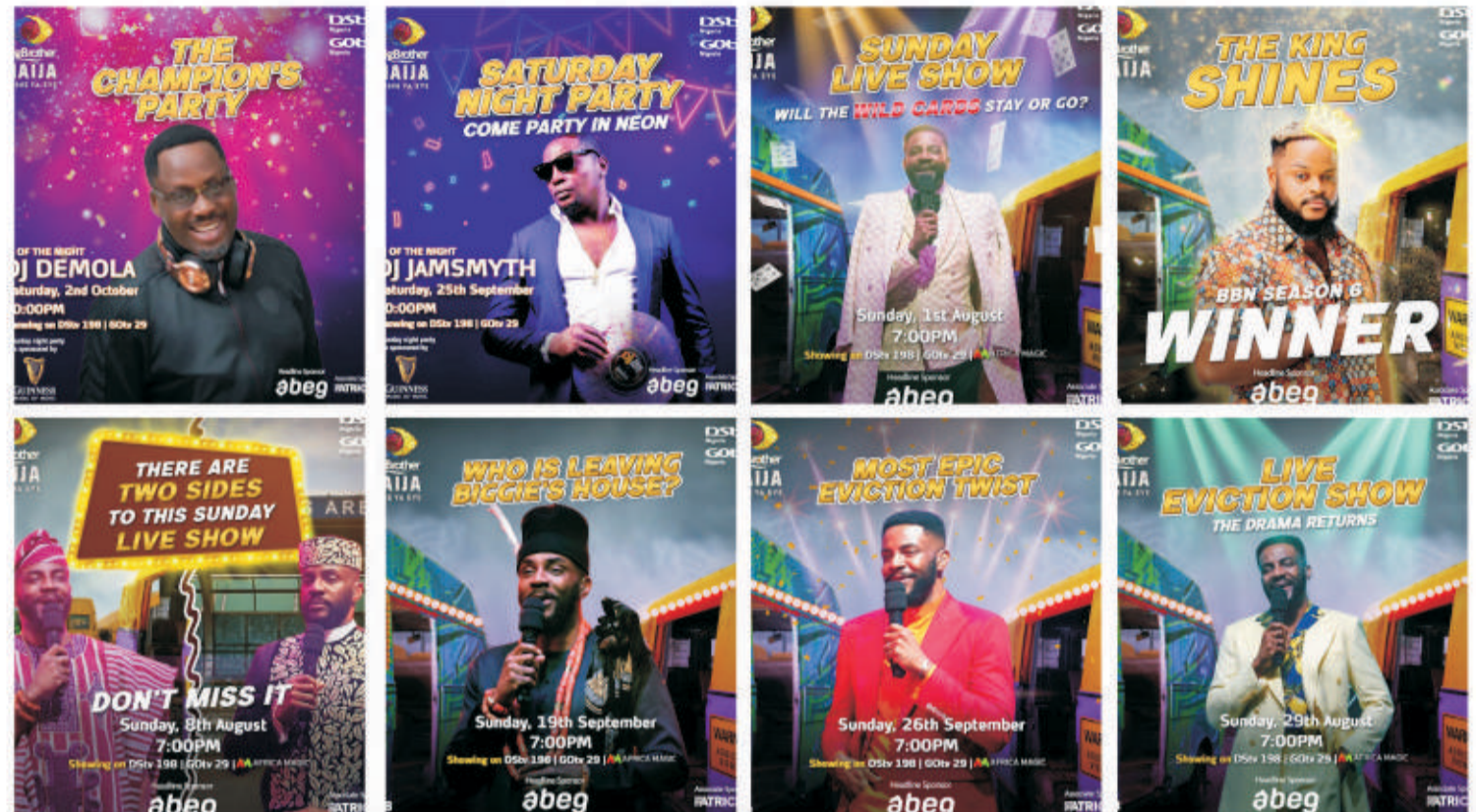
Indeed, it is common knowledge that X3M Ideas has created Consumer Footmarks, and a proprietary tool which, often, it has deployed to deliver tailored solutions for every of its clients campaign.

This fact, it captured so vividly in the statement "We study and understand the consumer, We cut through with Trade and Channel activities, We expand our reach using Digital and Interactive Media and We always measure the impact of every campaign for further development"

At X3M Ideas, there is the strong belief that, its people are its biggest assets, and for this purpose, employees are given the opportunity for full fledged development- both professionally and personally. The agency is well equipped and provides a global work culture for its people, a culture that creates for them opportunities for innovation, collaboration, constant learning, reward and growth based on performance.

The agency's service profile cuts across full service advertising, Digital Advertising, Brand Management, Media Planning, Media Buying as well as Strategy and Planning.

The agency's creative works force resolves around some extremely brilliant and creative minded individuals spearheaded by the idealistically radical and erudite CEO / Chief Creative Officer, Steve Babaeko, who presently calls the shut as President of the Association of Advertising Agencies of Nigeria, AAAN. Other members of the team includes Mike Mille, constantly



standing in place as Executive Creative Director. Fikayo Ogundairo handles the brief as Director, Brand Management and Strategy and Lai Boboye doubling as Visual Designer / Art Director.

Under Steve Babaeko's leadership, X3M Ideas has, in just a little above the space of one decade of operations recorded a phenomenal growth and expansion and was in 2017 listed as one of Nigeria's fastest growing communications agency, with hundreds of staff, and a wide reach. The agency currently has its operational offices spread out across Africa including Lusaka, in Zambia, Accra in Ghana, and Johannesburg, in South Africa. No thanks to Covid-19 pandemic, the agency is optimistic about expansions into Namibia and Cote d'Ivoire in the nearest future.

In 2019, the agency's CEO, Steve Babaeko was recognized as one of the top 100 creatives in the world by Adweek, as well as Adweek's list of 13 global creative leaders. He is also a member of the jury at the New York Advertising Festival, the Loeries, and Cristal Awards. In 2021, he was selected by the Cannes Lions Advertising Festival organisers as a member of the jury for 2021 edition of its Young Lions Creative Awards. The agency's kept promises has continued to earn it global recognitions as one of the world's best creative house.

X3M Ideas has earned its place in the minds of creativity loving Nigerians and this is rightly so. From the agency's stables has emerged several musical gems such as award – winning Simi, Praiz and a string of advertisement copies that have entertained Nigerians for years.

On the wall of the office of the CEO, X3M Ideas and AAAN President, Steve Babaeko, are paintings and

frames to live by. A part of the writings depicts the agency's philosophy "Shapeshift or die; and leadership philosophy by D.G - "Give the team what they need to create magic, and stay out of their way". These philosophies have contributed immensely to X3M Ideas creative house which has become, overtime, known for – tenacity and breaking the boundaries.

Between 2012 when he started X3M Ideas and now, Steve Babaeko has become one of Africa's most admired advertising CEOs. With branches in Nigeria, South Africa and Zambia, X3M Ideas holds a big part in Nigeria's \$450 billion advertising industry and in the global creative world.

Under just a decade long legacy in its operations, X3M Ideas has worked on and produced multiple ground breaking creative works for many iconic local and international brands including Dstv, Globacom, Peak Milk, British American Tobacco (BAT), Conoil, Lacasera, Migo, Evans Baroque, Blue Band, Royal Exchange, Pernod Ricard and more.

When the company started in 2012, Etisalat was one of its first and biggest clients. The agency had led the campaign for the launch of the telecom company in 2008. In 2017, X3M Ideas resigned from the Etisalat account and added Nigeria's largest telecom brand, Globacom to its portfolio. Presently the agency has added Dangote, Multichoice and FrieslandCampina WAMCO (Peak Milk).

Amongst the long list of creative works developed by the agency in course of year 2021 include

ESCAPE 2020, a creative master piece which basically encourages Nigerians and the world at large to rise above and overcome the damning impacts of Covid-19 pandemic. The agency also

created a unique creative piece, tagged "Exceptional Ideas Due to COVID" in the year, and stating, "Thanks to Covid, 2020 was highly unusual, filled with lockdowns, economic problems, restriction on travel, social distancing etc. This made most Nigerians feel the year was doomed and they couldn't wait for the year to end. So we made that happen, we gave them opportunity to escape the year. We created a multi-player board game that simulated all the big events of year 2020 as they happened across the year. BLM. Lockdowns, natural disasters etc. It added "all you had to do was play to escape".

Other campaign works developed in the year by the agency also include: Lacasera Super Heroes, Nirvana Headlines of Innocence, Evans Baroque Alhafen, Mani – Body and Mind, Mani Suicide Notes, Peak Milk Protein Breakfast, International Women's Day, Awon Boyz, CSR 2013 – 2019 among others.

Further more, the agency has been in the forefront of driving women's gender equality campaign in Nigeria and across Africa. Following the recent launch of the Nigeria chapter of the Unstereotype Alliance by the United Nations Entity for Gender Equality and Empowerment of Women, X3M Ideas has played pivotal role in addressing harmful gender stereotypes in the media, marketing and communications industries which has been raging since the second wave of the feminist movement hit in the 60s. The agency is leveraging its wealth of influence and reach to use advertising as a force for progress by depicting positive portrayals of women and girls, and ensure the industry rejects all harmful stereotypes, including gender stereotypes.

Charles Imuzeze shares experiences as Permutation Media clocks 3



Mr. Charles Imuzeze, media marketing communication practitioner and CEO of Permutation Media Concepts Limited, has stated that the experience he has had in the last three years of being entrepreneur

has been that of learning, relearning and unlearning. He spoke exclusively to The Industry on the occasion of his agency, Permutation Media clocking 3 this month. Charles said, "The experience is worth having so that one can really understand where employers of labour are situated. The experience has been more of learning and unlearning in diverse ways. In all, it is a venture worth taking. I put it this way "no retreat, no surrender" According to him, "I love the concept of you personally responsible for the rise and fall of the business. So you take responsibility first for that without trying to push the ball to someone else." Highlighting some key accomplishments by the agency in 3 years, the media marketing communication practitioner

stated that "When we started three years ago, we had focused on one thing, to grow bottom-up. We will not chase after the big clients but we will go to the silent ones and market ourselves to them," he said. In the very first year, he continued, "We achieved that. That was our entry mantra. We never went to the big corporations. Infact, it was a waste to us because we don't have the muscle to carry them and we were not in highest to announce that we have arrived. We actually didn't need to impress anybody. Just do the business, make the money and move on. That perhaps was our key accomplishment, which we have actually sustained the company through the bottom-up strategy and also we were careful of carrying overheads that we make us to depend on others. So we

were strategic in our location, in our entry and in our offering." On how the agency got its first brief and the client that first trusted him a brief, Charles said, "You know some people who know your capability will actually wish you are managing your own business. So, before I took my leave from my former agency, I had met with some people I regarded as my mentors. Therefore, when I left, my very first brief came from BERVIDSON GROUP - a leading retail and brand consulting, training & development group."

They are the organizers of the annual Retail Leaders Conference. So, we managed all their media and we still do. Infact, our first cheque was from Bervidson and it was intentional. The CEO wanted to make history as the first person to give me a cheque in my new business. It works because I told him, I will always say it.

Then it followed by VIDORA, a luxury lifestyle brand. We were opportune to work for some agencies without a media arm," he revealed.

On how the agency cope during pandemic, the CEO Permutation Media recalled, when the pandemic came, it really slowed them our speed of growth. Then we couldn't go everywhere we wanted to be. People were reaching out to us and making enquiry on how.... [Read more on theindustry.ng.](#)



Management change at Redefini

Redefini, a creative consultancy and integrated marketing communications company in West Africa, has announced the appointment of Dr. Tayo Oyedeji as its new Chief Executive Officer (CEO).

Oyedeji, who is renowned for his outstanding record and experience as a leader in communications and technology, will chart a new path for the communications group with his bold new directions. He has over 20 years in experience, including a three-year stint as the MD/CEO of Starcom Media Perspectives, a media planning and buying arm of Redefini; a role as Managing Director of Starcom MediaVest South Africa and concurrently Head of Publicis Media Africa in Johannesburg, where he was responsible for driving the growth of Publicis Groupe's media brands across 34 countries in Sub-Saharan Africa; as well as founder of investment technology firm, Overwood.ng.

Speaking on the future of the agency and his optimism about the Redefini group, Dr Oyedeji said, "As West-Africa's largest integrated marketing communications group, with a record of some of the best campaigns Nigeria has seen, Redefini is positioned for the new world. All-round creativity, a nimble structure, and focus on digital and technology integration will push us further to seize defining moments for our people and our clients' brands. I look forward to working with a team of visionaries to build an agency where creativity thrives and ideas translate into growth and stronger brand equity for our partners."

Oyedeji's appointment comes on the back of Dr Ken Onyeali-Ikpe's retirement as CEO of the integrated marketing communications group. After an over two-decade-long career, during which he served with honour, integrity, and dignity, Dr Ken Onyeali-Ikpe will be transitioning into a new position as a Non-Executive Director on the Board of Troyka, effective February 9, 2022. This would allow Redefini the privilege of his continued guidance and expertise.

Gbenga Sogbaike leaves Plaquad

Plaquad is today announcing the exit of Gbenga Sogbaike, its founding chief executive officer.

"Plaquad Inc. and its Board of Directors hereby announces, effective today, the exit of Gbenga Sogbaike, our Co-founder and CEO, who is leaving to begin the next chapter in his entrepreneurial journey," read a statement made available to the media.

"We're immensely grateful for all of Mr. Sogbaike's contributions during his time here, and we look forward to the many great things he will do from here on. I speak for the entire company when I say best wishes, Gbenga Sogbaike, on your next venture. We'll miss

you, but we're excited about your next steps," said Plaquad founder and BHM Group CEO Ayeni Adekunle.

Gbenga Sogbaike joined Plaquad in 2018 as its founding CEO after three years running his own content marketing agency, Time&Ink which has since been merged with Plaquad.

Over the last four years, Mr. Sogbaike has created a culture of mutual respect, collaboration, and innovation within Plaquad, steering the team to achieving very important milestones that have positioned the company as one of the leading tech startups in Nigeria.

Founded in 2017 by Ayeni Adekunle as a content trading platform, Plaquad has grown to become a global automated



communications platform helping brands, agencies and individuals collaborate better. Earlier in June 2020, the company launched SocialCred, a free social media influence ranking tool that leverages non-traditional metrics to measure and report influence on top social media platforms like Twitter, Youtube, and Facebook.

It went on to launch Plaquad.com, Africa's first end-to-end communications platform in November of the same year.

The platform integrates the features of an online freelance marketplace and a robust campaign analytics capability to help brands seamlessly connect with their target audience. Plaquad.com provides them with the people, platforms, and tools they need to communicate, eliminating the need for multiple, and expensive third-party tools and long, tedious, manual processes.

Bunmi Adeniba leaves Unilever for Coca-Cola



Bunmi Adeniba, an experienced marketing professional and commercial operator with a strong bias for using consumer insights and her understanding of an end-to-end manufacturing process to harness value for multiple stakeholders, has been appointed as the new Marketing Director of Coca-Cola Nigeria Plc.

Prior to her current appointment, Mrs. Adeniba, the Acting President of Advertisers Association of Nigeria (ADVAN), was the Marketing Director of Unilever Nigeria. She is also the Vice-President of the World Federation of Advertisers (WFA). The WFA Executive Committee brings together senior marketers and public affairs executives to reflect the dual mission of helping marketers be more effective and efficient in terms of their marketing spend, while helping brand owners protect and future-proof their license to operate through advocacy and effective advertising self-regulation.

Mrs. Adeniba has worked in several other FMCG companies in her chequered career trajectory. She is a customer focused professional with broad

spectrum, cross functional work experience spanning brand building, new products and category development, supply chain/quality management and quality systems set up.

Her ability to quickly understand, interpret and apply strategic directions is believed to be highly remarkable and commendable. She has a great deposition and always willing to learn and share knowledge.

Mrs. Adeniba's over two decades experience spans across brand building, innovation design, and quality management system. She has an MBA from Hult Business School, Boston and a certificate of Strategic Marketing Management from Harvard Business School, Massachusetts, USA.

Onabanjo-Daniel becomes head of brand & marketing at GDL



Marketing. In his new position, Onabanjo-Daniels will be responsible for the overall management and leadership of the company's brand and marketing department, overseeing the marketing functions of the company as well as the offline and online brand marketing approaches of the GDL, among other responsibilities.

A strategic analytical thinker with keen interest in brand innovation and concept development, Onabanjo-Daniels is a writer and author of fast selling book on life brand and relationship management. His career journey began at Aeon Brand Concept as a Creative Director in 2013. He was there for two years before leaving to join Maximedia Global Limited as a Channels Management Executive in 2015 before leaving a year later to join Eat 'N' Go.

Also a life and a relationship catalyst, Onabanjo-Daniels is committed to helping people discover their purpose, coaching them to develop and achieve their goals.

After five years of a stellar career at Eat 'N' Go, Africa's leading master franchisee for the Domino's Pizza, Cold Stone Creamery, and Pinkberry Gourmet Frozen Yoghurt brands, highly flying marketing communications professional, Ademola Onabanjo-Daniels has exited the services of the QSR company, where he rose to the position of Assistant Brand Manager.

He has joined Growth and Development Asset Management, GDL, a diversified financial institution creating wealth and transforming society, in the capacity of Head, Branding &

Bolarinwa, Oze, Imoyo make new ACAMB exco

The Head, Corporate Communications of Polaris Bank has emerged as the new President of the Association of Corporate Affairs Managers of Banks (ACAMB) at the Association's annual general meeting in Lagos.

In a statement signed by the Association's Publicity Secretary, Mr. Abdul Imoyo, he said, "The Association of Corporate Affairs Managers of Banks (ACAMB) - an umbrella association of communications and marketing professionals, working in Nigeria's banking sector - has elected new executives who will

pilot the affairs of the Association for the next two years."

According to the statement, "The hugely attended AGM/ election for key positions, saw Mr. Rasheed Bolarinwa, Head, Corporate Communications of Polaris Bank emerged the new ACAMB President."

First Bank's Mr. Oze K. Oze was elected First Vice President; Mrs. Lola Egboh of First City Monument Bank (FCMB), Second Vice President, while the new Secretary-General is Mr. Sipe Babajide of Ecobank.

The position of Assistant Secretary General was won by

Mr. Omede Odekina of United Bank for Africa (UBA), while Mr. Patrick Osilaja of Fidelity Bank emerged the Financial Secretary.

Wema Bank's Mrs. Fumilayo Falola is the new Treasurer while Mr. Abdul Imoyo of Access Bank will serve as the Association's Publicity Secretary. Also on the new executive list is Mrs. Ozena Utulu of Heritage Bank as Social Secretary.

Four distinguished members of the Association namely: The immediate past President, a staff from CBN, NDIC and CIBN respectively are to serve as Ex-

officios. The election of the new officers held on Thursday, 19 January at the Bankers' House, CIBN Building, Victoria Island, Lagos.

In his post-election acceptance speech, the new ACAMB President, Bolarinwa, assured members that he would reposition ACAMB as a foremost professional Association that they would all be proud of.

He added that his vision also includes innovating post-retirement strategy that ensures members have a sustainable livelihood long after exiting the industry.

We create contents and tell stories in a localised manner, says *Abiola Bonuola*

Abiola Bonuola is a Tech-PR Consultant who actually migrated from the media to the PR world before branching out as a Tech-PR specialist, a sort of new wing in the image making world. A graduate of Bowen University, Iwo, Osun State, where she studied Mass Communications, Bonuola discloses, in this exclusive interview with KOLA BOLA of The Industry, how she create contents and tell

stories in a localised manner. She explains states there are several tools and technologies, that aid her as a Tech-PR consultant to make her job easy and faster. She noted also that often founders of tech brands tell stories that most of the time are not the brands' stories, insisting, it is her job to listen to both sides tales and then merge them for an exciting tale about the brand. Excerpts:

Who is a Tech-PR Consultant, and how do you as a professional help to package tech brands for better image projections?

A Tech-PR Consultant is someone that is into public relations of tech companies, tech products and companies that are startups and are just starting in the tech industry, in an environment using technology to solve their problems. Now Tech PR Consultant thus uses public relations. So public relations itself is a field that is very very wide, and a lot of people use different kinds of things. You can see public relations in the governments, in the celebrities, you can even see public relations in the entertainment industry, you can find it in health and the FMCG. So public relations is something that people are very familiar with, but secondly it is a bit different if you are trying to build startups or a tech company or a product from the ground. A product that people don't even know anything about. So you need to be able to build credibility for the product. So it is a very different field completely. So, for better image projections most of the times Tech-PR Consultants do PR for technology companies, they are also using technologies themselves to assist companies. As you can see I work at home, and most of the time I just use my systems, the internet and reach out to my different clients. And with the internet I can also engage a lot of people - engage the media, engage the governments, engage the investors that are interested in this tech brand. So it is all about using technologies. There are different tools that we use in the industry as for Tech PR. We use different tools that can also help us to measure and manage the activities, that is PR activities. So this really helps a lot of people like me to make our work faster, easier, some of us can get at least 10 clients just because there are technology tools to be used.

What stands out as a Tech-PR Consultant among other public relations practitioners in the image making world?

What stands me out, for me as a Tech-PR Consultant, is that I get to create contents, I get to tell stories, in a localised manner. The difference between me and other public relations practitioners is that I'm doing something not necessarily unusual but the difference is like a niche. It is like a field on its own. It is not a field that everybody is into, it is a field that there is not much money and startups don't really have enough money to help. But the thing with startups is about following them on the journey from the beginning. That is what I do that is different. Most PR professionals, they just get the brand. This is the brand, this is the history of the brand and they just switch in from there. But for me I usually start from the beginning - who are you guys, what have you been doing, let's work out something together.

Content creation is core to PR handlers, how do you arrive at the accurate contents for the tech-brand clients that you manage?

Most of the time, for content creation, we usually start from a story that the founders actually have to tell, a



The future of tech brands and tech PR consulting is that they will be able to tell their own story themselves. A lot of companies are already creating PR and the media. That is, they already employ PR professionals. So in the future I see more of them having more PR professionals in their workforce, in their management

story that a brand needs. Sometimes the stories that the founders want us to tell may not be the same as the story that the brand needs. So it is important that we look at the two stories and combine them together, and that will now inform the kind of content that we create for the tech brands that we work with. So most of the time you find us sitting down in the offices of our tech clients because we need to understand where they are coming from, what the brands look like - their focus, their vision and what they have done. And sometimes we need to listen to what the founders are. Is it a brand that is named after a person that died or is it a brand that is built with passion or is a side hustle. So you need to understand where they are coming from and all these will inform your content creation.

Agri-tech, fintech and credit-tech, what connects you to

all of them, techwise?

What connects me is that I already have experience working with different tech brands, so I kind of understand where tech brands are coming from most of the times. And that is why I'm comfortable with different fields - agritech, credit-tech, fintech. What connect me is that I already have the experience. And because I already have the experience I can easily relate with them and I now find myself helping them with public relations.

There is no brand without moment of success and it is just normal to expect moment of crisis, how do you manage crisis for your clients using tech to proffer solutions?

There are a lot of Tech-PR Consultants, sometimes they have issues and crises, meaning that there might just be news that they need to respond to. Something happened recently in PDBest where everybody was afraid that they have made a bad investment. So all their customers were just trying to withdraw their funds. To the extent there was this kind of stampede. So the thing is that to avoid such crisis or to manage such crisis, you need to already have a crisis template. So in the time of crisis this is how we are going to manage it. These are the people who will speak with the media, these are the people that will even handle the social media during this crisis. So, there are no surprises, even there are surprises, we are already prepared for the crisis. And

you expect that anything that arises you will be able to manage it no matter how difficult it is.

How long have you been operating as a tech-based PR communication strategist?

As a Tech-PR communication person I have been operating for over a year. I used to be with an agency, I have worked with different agencies. I actually migrated from the media, I used to be a journalist. From there I went into PR. I went to do NIPR. I started doing PR and from PR I moved into Tech-PR specifically, because I found that it was a huge market. And I found that a lot of companies do not understand PR in the Tech industry and they need it to be able to survive and succeed in Nigeria marketing market.

Tell us the future of tech brands and tech PR consulting in the upwardly mobile world?

The future of tech brands and tech PR consulting is that they will be able to tell their own story themselves. A lot of companies are already creating PR and the media. That is, they already employ PR professionals. So in the future I see more of them having more PR professionals in their workforce, in their management. And they will be able to work with external agencies like I myself to ensure that their stories are been told the right way. Even if they have PR professionals that are working with them, they still need the services of tech-PR agencies.

Burna Boy, Wizkid's Grammy sparked off 2021 entertainment

Recovering from the devastating fangs of the Coronavirus pandemic which brought planet Earth to a standstill in 2020, entertainers who were the worst hit had high hopes that 2021 would be better for them.

Following the relaxation of the lockdown, Nigerian entertainers went to work and as the year is coming to a close can look back at the moments that shaped their sector.

Though a lot happened – some good, some bad, some lucky, some unlucky, however, below are 10 of the many stories that got people talking so far in 2021.

Burna Boy's Grammy award



Damini Ebunoluwa Ogulu popularly known as Burna boy 'hoisted the flag' of Nigeria high as he smiled home with the prestigious 63rd Grammy awards as Best Global Music Album category for his album 'Twice as Tall.'

Ogulu who beat the likes of American, Brooklyn-based afrobeat band Antibalas; a group of Tuareg musicians, Tinariwen; British-Indian composer, Anoushka Shankar and Brazilian-American singer, Bebel Gilberto to win the coveted award was not alone as homeboy, Ayo Balogun better known as Wizkid also won the Grammy for his collaboration with Beyoncé and Blue Ivy on the song "Brown Skin Girl."

Paul Okoye's marriage crisis/Psquare reunion

Another issue that got tongues wagging was the leaked petition of Anita Okoye, wife of one half of Psquare duo, Paul Okoye.

She was said to have filed for a divorce, demanding N7.8m as spousal support citing irreconcilable differences as the basis for the divorce after seven years of marriage. Paul, took the bull by the horn and travelled to the U.S where Anita had relocated to and reunited with his family. Shortly after, news filtered in through a video clip where the Psquare brothers who separated five years were seen shaking hands and hugging each other at a private party organised by their elder brother, Jude Okoye and few friends. Currently, they are working on mother-of-all-concerts show this December.

Tonto Dikeh versus Prince Kpokpogri, Bobrisky



Controversial actress, Tonto Dikeh was in the news with her ex-lover, Prince Kpokpogri whose voice note and phone call with a socialite about some of his escapades were leaked online.

Dike as usual went for his jugular and then began a series of back and forth allegation by both estranged lovers. Not too long after, her former best friend, Bobrisky joined the fray in another brick-bat accusing themselves of all sorts of embarrassing allegations.

Tiwa Savage's sex tape



Of all the scandals that rocked 2021, that of sexy singer, Tiwa Savage could be the worst. Savage shocked her fans when she revealed during a radio interview in the United States that someone was trying to blackmail her over a sex video.

Thinking it was a publicity stunt, many did not take her revelation serious until the blackmailer carried out his threat of posting the sex video clip involving herself and her lover.

The mother of one said that the video was mistakenly posted on Snapchat by her lover who immediately deleted it but it had been downloaded already by a stalker.

BBNaija: Tega and Boma's tango

Aside the fact that the BBNaija television reality show kept Nigerians glued to their TV sets for three months, a lot of intrigues and twists happened in the house. As expected, Enugu-born Hazel Oyeze Onuo aka White money won the prize money of N90m but the highlight of the event which is still been talked about was the sex scandal involving Tega, a married woman and Boma who were caught on camera making out. Both of them were evicted but the social media would not let them be which forced both of them to apologise to Nigerians for their action.



Davido's N250m donation to orphans

What started as joke became a phenomenon of gargantuan proportion when music star, David Adeleke better known Davido jokingly solicited for funds to celebrate his birthday posting his account details

online. To his shock and that of many of his fans worldwide, he raised N100m within 24 hours and ended up raising N240m from friends and fans. But the singer who have had a rough year by losing two members of his crew, a photographer, Fortune and Obama DMW won the hearts of many when he donated an additional N50m to make it N250m which he heartily donated to orphanages across the country.



Regina Daniels and Jaruma war

Another issue that made headlines was the spat between star actress, Regina Daniels and the Kayamata queen, Hauwa Saidu Mohammed, popularly known as Jaruma. She is founder of Jaruma Empire Limited. Daniels accused Jaruma of seeking ways of promoting her brand through her even after their contract expired as she also dissociated herself from Jaruma's brand.

Jaruma returned the favour by demanding the return of all her products with Daniels while claiming she paid Daniel N10m.



Baba Ijesha's rape scandal

Yoruba actor, Olanrewaju Imiyinka aka Baba Ijesha was arrested in April for allegedly molesting a minor, foster daughter of his female colleague, Damilola Adekoya better known as Princess about seven years ago.

The matter was so bad that it involved some actors - Iyabo Ojo, Nkechi Blessing and Yomi Fabiyi who threw caution to the wind to battle themselves.

The matter is currently in court where Imiyinka is facing trial on a six - count charge of sexual assault by penetration, indecent treatment of a child, sexual assault among others.



Nedu and wife's quarrel over DNA test

Media personality and skitmaker, Chinedu Ani popularly known as Nedu invaded the social media with his marital matter accusing his wife, Uzoamaka Ohiri of infidelity which made him conduct a paternity test on his children and discovered that his first son isn't his biological child. As a result, the On-Air Personality claimed that his marriage had been dissolved but his estranged wife countered the claim challenging him to produce the divorce papers since they separated four years ago.

...And they departed

It was also gloom in the entertainment sector as some prominent stars died in 2021.

The blogosphere was awash with the shocking death of Olanrewaju Fasasi better known as Sound Sultan. He died and was buried in the U.S. after a long battle with cancer.

Veteran Yoruba comic actor, Babatunde Omidina popularly known as Baba Suwe lost his life after a protracted illness that kept him bedridden for months. His health started failing him after his ordeal at the hands of Nigeria Drug Law Enforcement



Agency (NDLEA) after he was accused of drug peddling.

Veteran actress, Rachel Oniga also was harvested by the grim reaper. She was said to be on treatment of typhoid and malaria before she died, Known for his comedy in films, actor, Stanley Okoro, a content creator, allegedly died of food

poisoning after a movie shoot in a hotel in Enugu State.

Following a brain injury he sustained in a car accident in October 2016 at Apple junction, Festac, Lagos, popular Tinsel TV series star, Victor Olaotan known as Fred-Ade Williams in Tinsel died in August. It was reported that he has been ill for the

past five years.

At aged 80, legendary singer, guitarist and composer, sir Victor Uwaifo died of pneumonia in the month of August. Sir Uwaifo was a professor of Arts at the University of Benin. Popular Nollywood actor, Ernest Asuzu who has been battling stroke since

2015 slumped and died at aged 49.

Founder and chairman Board of Trustees, Actors Guild of Nigeria, Prince Ifeanyi Dike also joined his ancestors. He battled a kidney related ailment for years.

Last son of the late prolific movie director, Chico Ejiro, Viano died of cancer.

A young girl with dark curly hair, wearing a white sleeveless dress, is lying on her back on a large, hand-drawn chalk rocket ship. The rocket ship is drawn on a dark grey surface, and the girl is positioned as if she is floating inside the cockpit. The background is filled with various chalk-drawn elements: a large sun or moon with a face in the top left, several stars of different shapes, and a large, stylized arrow pointing upwards and to the right. The overall theme is space exploration and childhood dreams.

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FirstBank delivering resilient performance within challenging macro-economic environment-Adeduntan

The Managing Director/Chief Executive Officer of First Bank Nigeria Limited, Dr. Adesola Adeduntan, last year saw his tenure extended as part of efforts to ensure the stability of the financial institution. In this interview, he speaks about the intervention of the Central Bank of Nigeria, the future of the bank, trends that

shaped the economy in 2021, his expectations for 2022 and other pertinent banking sector issues. The Industry in this edition decides to replicate it. Excerpts...

What is the level of the Central Bank of Nigeria's involvement in First Bank?

The central bank's involvement in FirstBank is essentially about playing the role of the regulator. CBN's intervention has been in the best interest of the bank's stakeholders and its performance; aimed at restoring confidence in the bank as well as to reassure the depositors, creditors and other stakeholders of the bank of its commitment to ensuring the stability of the financial system.

Your third quarter results saw a decline in some of the key indicators such as gross earnings, profit before tax and profit after tax, what was responsible for this?

The Commercial Banking reported a resilient performance resulting in a Profit before Tax of N44.3 billion for the nine months period ended September 30, 2021. This result was delivered in a sustained low yield environment, which continues to compress margins as the macro-economic environment remained challenging amidst the negative impacts of the COVID-19 pandemic.

FirstBank's focus on putting the customers first continues to be a driving force as we keep supporting our customers in meeting their business needs. The evidence of this support is reflected in the 24.1% y-t-d growth in the loan book, underpinned by solid risk management practices and from which sustainable good quality earnings are being delivered as asset quality remains firmly under control. Furthermore, in our concerted efforts at sustaining our dominance in financial inclusion and digital banking, we continue to record growths in our agent banking business, supporting the 17.5 per cent growth in non-interest income.

We remain determined to continue strengthening our capabilities across our footprints, as we are confident that our investment in technology and the strong balance sheet, which the Group has built over the last six years, will provide the solid platform for more impressive results into the future.

The CBN recently introduced the eNaira, what has been the acceptance rate by FirstBank's customers, and do you think this will positively impact your bank?

The Central Bank of Nigeria (CBN) as the regulator of the banking industry continues to lead and drive development in the industry. In the banking industry, digital currency is the future and the CBN is staying ahead of the curve in Africa with the introduction of the eNaira given the several benefits associated with the digital currency, such as safety, speed, and convenience. A review of the events over the course of the past few years has shown that digitalisation in its different forms has been net positive for the financial services industry.

The eNaira is no different; the digitalisation of the naira expands upon Nigeria's already advanced payment ecosystem; the roadmap for the eNaira over the next couple of months will reveal some exciting use cases that will further grow the ecosystem and encourage even more interaction with this new form of currency. Currently we have a whole segment of digitally curious customers who have started interacting with the eNaira, and as the eNaira ecosystem grows and acceptance increases as a store and exchange of value, so will those numbers.

FirstBank's channels currently account for about 17 per cent of the total reported eNaira transaction volume. The bank is dependably dynamic and continues to be at the vanguard of innovation in the banking industry. Overall, I am confident that the eNaira will positively impact the bank as our customers continue to transact through the bank's channels, supporting the digital economy drive. The number of customers will increase as the eNaira will enable the sign-on of excluded people in the financial system, thereby supporting the financial inclusion drive of the CBN. The eNaira will reduce the cost of processing cash for the bank, thereby making it a cheaper, reliable and faster way of exchange and the bank will have access to customers across the continents, simplifying and facilitating cross border payments and trade.

What is your opinion about the CBN's FX and what long-term impacts will it have on the exchange rate and has your bank been able to meet the demands of customer?



The main objectives of exchange rate policy in Nigeria are to preserve the value of the domestic currency, maintain a favorable external reserves position and ensure external balance without compromising the need for internal balance and the overall goal of macroeconomic stability. The new CBN's foreign exchange (FX) policy is geared towards harmonising the FX rates across the various markets and increasing the availability of FX to those who genuinely need it and not for those who are speculators or those who deliberately try to distort the market. The current FX policy of the CBN has recorded some successes in improving the availability of FX for transactions and curbing the incessant decline of the naira exchange rate in the parallel markets.

The current policy is expected to strengthen the naira exchange rate, however, there are several other factors that are critical to the movement of the exchange rate, predominantly oil prices and capital inflows. If these factors continue to trend positively, then we can expect a relative stability of naira relative to other international currencies. I believe the long-term impact will be the relative stability of the naira, as the CBN continues to meet all legitimate needs, increasing the confidence of the people and sending the right signaling effect to foreign investors. Typically, FirstBank engages the regulators, providing all the necessary foreign exchange bid documentations and following defined processes to ensure that our customers' bids are successful, and we get as much allocation as possible for all our needy customers.

How prepared do you think banks are for Basel III?

The Basel III accord was developed by the Basel Committee on Banking Supervision (BCBS) and is built upon the frameworks of the existing Basel II accord, with the aim of strengthening regulation, supervision, and risk management within the banking industry, globally. Due to the impact of the 2008 global financial crisis on banks, it became imperative for the current frameworks under Basel II to be revised to improve the ability of banks to handle shocks from financial stress and to strengthen their transparency and disclosure. The Central Bank of Nigeria (CBN) on September 2, 2021, issued a circular to all banks in Nigeria titled Basel III Implementation by all Deposit Money Banks. The circular aims to inform all banks of the issuance of guidelines for the implementation of the Basel III standard which is a voluntary global regulatory framework that addresses banks' capital adequacy, stress testing, and market liquidity risk.

Basel III standard will prevent banks from taking excessive risks that can negatively impact the players and the economy.

Implementation of Basel III will have significant implications for capital requirement – there will be a higher minimum CAR requirement for players in the industry. However, the apex bank has engaged and defined a road map to ensure that operators in the banking industry meet and surpass the higher capital requirements. The Basel III will be implemented in phases and banks have developed their capital plan to ensure they meet and surpass the higher capital and liquidity requirements for the Basel III implementation. Many banks have revamped their operational and credit risk infrastructure to mitigate operational and credit risk losses. The effect is already being seen in the general decline in the industry's non-performing loan portfolio. The successful implementation of the Basel III frameworks would be beneficial to the banking industry and the economy at large.

Do you think it would spur more mergers and acquisitions in year 2022?

The Basel III standard implementation by the Central Bank of Nigeria is aimed at decreasing the risk of the financial services sector. The main aim of Basel III is to improve financial stability – the standard is set to increase the soundness of Nigeria's financial services sector and the confidence of the people in the financial system. The implementation is expected to impact banks' capital adequacy by raising liquidity and lowering bank leverage. Analysts believe that the implementation of Basel III would increase the capital requirement of Systemic Important Banks (SIB) in Nigeria to 17 per cent from 15 per cent but, most banks in Nigeria are well-capitalised and are expected to increase capital buffer that can be drawn upon in periods of stress. However, despite being well-capitalised, the implementation of Basel III would reduce the capital headroom of operators and banks would have to resort to various strategies to strengthen their capital positions to drive credit and business growth. These strategies may include mergers and acquisitions (M&A) as Basel III policy implementation takes effect to strengthen their capital positions as the policy requires higher capital requirements/enhanced capital cushions. Nonetheless, I believe Nigerian banks are well-positioned to withstand regulatory headwinds whilst driving growth.

How would you assess your bank's performance through the pandemic?

The Covid-19 pandemic disrupted several sectors of the economy, the banking industry was one of the most impacted given the critical role that banks play in the economy and across all sectors. However, FirstBank navigated the pandemic crisis successfully and recorded the best financial performance since 2015 in the 2020 financial year. FirstBank delivered a strong performance both on the financial and non-financial front underpinned by resiliency, digital innovation and customer centricity. On financial performance, despite the pandemic, the bank recorded significant growth in its revenue base, profitability and asset. Revenue and Profitability Performance: In the context of the pandemic, FirstBank Group delivered strong financial results, generating gross revenue of N539 billion for the year ended 31 December 2020. The Group's non-interest income grew impressively by 24 per cent between 2019 and 2020, closing at N154.5 billion for the year ending 31 December 2020.

The non-interest income growth was propelled by transactional and eBusiness income and credit related fees. In 2020, FirstBank Group delivered its most profitable year since 2015. The Group's profit before tax increased from N70.8 billion for the year ended 31 December 2019 to N73.6 billion for the year ended 31 December 2020, resulting in a year-on-year profitability growth of 4 percent between 2019 and 2020. Strong Asset Growth and Stable Funding Base: FirstBank Group experienced solid total asset growth of 25.5 per cent to N7.4 trillion as at December 31st, 2020 (2019: N5.9 trillion). The Group continues to maintain a strong liquidity and capital position driven by its high volume of customer deposits held in low-cost current and savings accounts, which amounted to over 75 percent of the Bank's customer deposit base as at 31 December 2020....[Read more on theIndustry.ng](#)