

Stakeholders gather to celebrate 'THE INDUSTRY SUMMIT 3'



# The Industry

www.theindustry.ng  
...in support of business

ISSUE 08



theindustry



theindustry.ng



@theindustry.ng



@theindustry.ng

N500



# GUS:

## Cultural phenomenon sparked by a brand

### ADVERTISING

**Advertising:** Regulator turns attention to online, social media -9

### PR FEATURE

**PR:** How not to tweet, react on social media -14

### APPOINTMENT

**Former Puncher** joins Mediafuse-Dentsu -9

### AGENCY

**SBI Media** hoists 142.4 metre wall drape -5

### FOREIGN NEWS

**ARCON** bans foreign models, voiceover artists on Nigerian advertising -21

### FINANCE NEWS

**FITC** launches banking reports -7

### INTERVIEW

**PR** needs continuous training, retraining, says **LSPR boss** -16





# Supporting Payment Needs of Agribusiness

At **9PSB** we are enabling food security by providing farmers with accessible, efficient and inclusive payment solutions. Through the services of our broad agent network and USSD code, **\*990\*0#**, the farmers on our platform can conveniently carry out all their financial transactions from any part of the country.



**Interested Cooperatives and Farmers' Associations can reach us through the contacts provided below.**



Contact us to become an Agent or Partner and join **9PSB on a mission to Bank9ja**

**0809 908 0005, 0903 642 7811**  
**www.9psb.com.ng**

**9psb\_ng** **@9PSB\_ng** **@9PSBNG**

# \*990\*0#

## OUR TEAM

**The Industry**  
*...in Support of business*
*is published by December 29 Media*

### EDITOR-IN-CHIEF

Goddie Ofose  
 08028424987  
 goddie2fose@gmail.com

### CORRESPONDENTS

Kate Oboho  
 Abigail Gold

### MARKETING & SUBSCRIPTIONS

Sharon Obed Ezeonye 09022831916

### OPERATIONS

Kikelomo Salam-Oyenuga

### FRONT DESK

Funmi Oleghe

### CONTRIBUTING EDITORS

Daniel Obi  
 Akin Adewakun  
 Raheem Akingbolu  
 A. Lukman Ishau  
 Godwin Anyebe  
 Ralph Tathargata

### EDITORIAL ADVISERS

Dr. Felix King- Chairman  
 Dr. Onyekachi Onubogu  
 Mr. Tolu Ogunkoya  
 Mr. Mojeed Jamiu  
 Mr. Akin Fadeyi  
 Mr. Richard Akinola II  
 Nkechi Ali Balogun

### CONTACTS

ADDRESS:  
 54, Oluwaleimu Street,  
 Off Allen Avenue, By First Bank Bus-Stop,  
 Ikeja, Lagos.

TEL:  
 08028424987, 08099400139, 08116759746

WEBSITE:  
[www.theindustry.ng](http://www.theindustry.ng)  
[www.789marketing.ng](http://www.789marketing.ng)

FACEBOOK:  
[@theindustry.ng](https://www.facebook.com/theindustry.ng)

TWITTER:  
[@theindustry.ng](https://twitter.com/theindustry.ng)

INSTAGRAM:  
[@theindustry.ng](https://www.instagram.com/theindustry.ng)

LINKEDIN:  
[@theindustry.ng](https://www.linkedin.com/company/theindustry.ng)

All rights reserved. Reproduction in full or part of any content from THE INDUSTRY without prior permission from the publishers is prohibited.



## As APCON becomes ARCON

Having operated as Advertising Practitioner Council of Nigeria, (APCON) for over 34 years, the apex advertising regulatory body in Nigeria has metamorphosed to Advertising Regulatory Council of Nigeria (ARCON). APCON was established by the Advertising Practitioners Act No. 55 of 1988, as amended by Act No. 93 of 1992 and Act No. 116 of 1993 (now Advertising Practitioners Registration Act Cap A7 of 2004).

The adoption of a broad national mass communication policy by the National Council of Ministers in January 1988 was a milestone in the establishment of APCON. The various discussions that followed the adoption of the national mass communication policy articulated the relevance and the leadership role of advertising to the nation's social, political and economic development, as well as, the need for official recognition and regulation of the practice.

After 34 years, the apex advertising regulator has finally dropped the toga of APCON and adopted Advertising Regulatory Council of Nigeria (ARCON), to operate at the level of Standard Organisation of Nigeria (SON), National Agency for Food and Drug Administration and Control (NAFDAC), Nigerian Communications Commission (NCC), and Nigerian Broadcasting Commission (NBC) among others.

Advertising in Nigeria is regulated by a combination of federal laws, including state laws, subsidiary legislation and guidelines.

In recent times, Nigeria's advertising landscape has experienced quite a number of changes, in fact, since Dr. Olalekan Fadolapo was appointed the Registrar/CE of APCON, the apex regulatory advertising body had undergone several 'surgical' operations. Some of the developments include Advertising Industry Standard Operation Practice (AISOP), which has generated so much controversies involving Advertisers Association of Nigeria (ADVAN).

Another is the introduction of guidelines to regulate online and social media advertising, which is the first of its kind in the annals of advertising regulation in Nigeria. APCON under Dr. Fadolapo's watch is the first, to step on toes of top multinationals for infractions. Glo and Sterling Bank have been openly named and shamed by the apex regulatory body, this year, for allegedly contravening the advertising law.

Recently, Dr. Fadolapo had hinted that the Advertising Regulatory Council of Nigeria (ARCON) bill was before the National Assembly. He specifically mentioned that the name change was imperative to the realization of his vision to reposition the advertising industry in Nigeria for growth.

In late July 2022, President Muhammadu Buhari signed the ARCON bill into law, which seeks to allow the advertising regulatory agency to operate as the Advertising Regulatory Council of Nigeria (ARCON) in line with its mandate of regulating the advertising industry in Nigeria.

The assented bill, which repeals the Advertising Practitioners' Act, recognises ARCON as the apex authority for the Nigerian advertising industry. By this recognition, it is the statutory responsibility of ARCON to make provision for the regulation and control of advertising in all its ramifications and create the Advertising Offences Tribunal among other powers. The new law also gives the federal government the rights and privileges to appoint anyone practitioner or non-practitioner to the post of chairman and/or chief executive officer where the office of registrar would no longer be in existence.

The approved ARCON bill, therefore, becomes a final imperative call for advertisers and agency practitioners to be aware of the potential legal ramifications of their advertising practice and initiatives, especially, with respect to regulated products, in order to obviate legal exposure and liability. Such need becomes even more compelling where the audience of the advertisement is, courtesy of technology and online platforms, which are running riot at the moment.

ARCON will continue to cooperate with sectorial associations- BON, AAAN, EXMAN, MIPAN, and OAAAN in regulating the conduct of their member organisation to ensure a socially responsible practice.

### FEEDBACK

For opinion, right of reply, articles and feedbacks to our articles, kindly reach us via [theindustry.ng@gmail.com](mailto:theindustry.ng@gmail.com), whatsapp:

+2348028424987

# Coca-Cola begins world cup campaign



As part of efforts to delight Nigerians with a unique experience of the 2022 Qatar FIFA World Cup, Coca-Cola Nigeria has kicked off a consumer-reward campaign for football lovers.

Tagged the Coca-Cola 'Believe and Win' Under the Crown Promo, with rewards worth over N400m, five lucky consumers across the country will get to experience the 2022 FIFA World Cup™ in Qatar with an all-expense paid trip to Qatar and instant airtime to be won by consumers across all networks.

The Coca-Cola Believe and Win Under the Crown promo was unveiled on August 5th at an elaborate event in Lagos, amidst a lively atmosphere where football fans and pressmen engaged in various experiential activities.

According to Bunmi Adeniba, Marketing Director, Coca-Cola Nigeria

Ltd., the Coca-Cola Believe and Win Under the Crown promo will cover 35cl/50cl RGB and 35cl/50cl/60cl PET of the core brands which includes Coca-Cola, Coca-Cola Zero Sugar, Fanta, Fanta Zero Sugar, Sprite, Sprite Zero Sugar & Schweppes. The five lucky winners would be selected from each region – Lagos, West, East, Central, and North regions; at national draws. To note, the promo is approved by regulatory authorities.

To participate in the promo, consumers are required to purchase any of the Coca-Cola products with a white cap and look under the crown for the unique code. On finding a code, consumers are expected to dial USSD string \*8014\*1\*CODE#, using their mobile devices at no cost to them. With the promo set to end on October 31st, 2022, football lovers are encouraged to enjoy the refreshing taste of these Coca-Cola beverages and enter the promotion for free.

Adeniba explained that all the white crowns would have unique codes

underneath them as all the participating entries would be entered into the draw for the grand prize, based on terms and conditions, with the final draws done from the pool of all numbers that have participated multiple times in the promotion.

She stated that the Coca-Cola Believe and Win Under the Crown promo was conceptualized to give back to our loyal consumers by taking 5 winners on a trip of a lifetime to watch the FIFA World Cup in Qatar and giving millions of consumers the chance to win instant airtime to stay connected with friends and family. She added, "It is about bringing people together, refreshing our communities and being there for our consumers at all times".

As official sponsors of the FIFA World Cup, the Coca-Cola Believe and Win Under the Crown promo reflects Coca-Cola's continued support for the football passion point across the country and a follow-up to other football related activities as the FIFA World Cup games begin.

## Modion's Onyeka Iyoha represents Africa on ICCO's inaugural Global PR Youth Board



global PR topics and raise youth perspectives for greater youth-led engagement among young PR professionals worldwide. In addition to assisting with ICCO activities, the Board will host workshops, webinars and talks to promote the industry and inspire the next generation.

Commenting on her role, Onyeka Iyoha said, "I am honoured to be selected as the only African on the Global PR Youth Board. I am delighted to be a part of the team alongside other global talents working to redefine the global PR and communications industry. I look forward to dedicating my talent and skills towards impacting our contemporary world and the future."

In his remarks, the Chief Executive Officer of Modion Communications, Odion Aleobua, said, "I am proud that Modion Communications continues to play a very prominent role in imprinting African PR on the global marketplace. Our winning campaigns are no longer our only route to emplacing Africa in the global PR industry, we are also now contributing talents to global PR conversations."

In her remarks, GPRYB Co-Chair Gigi Rice said: "The GPRYB are bringing together the best Creative and Accounts talent around the world to inspire and educate young people on the evolving public relations industry. At a time where the lines between PR, advertising, social media, and creative design are blurring, GPRYB strives to create a space to showcase the amazing work of PR youth and to attract more people to join this flourishing industry."

Also speaking, ICCO President Nitin Mantri said: "Nurturing the next generation of creative talent is hugely important to the PR industry. We have made great strides supporting Young Lions and developing the PR World Cup competitions. The Global PR Youth Board continues this legacy, uniting PR talent from around the world and providing a platform to

contribute to industry initiatives and campaigns. I look forward to seeing this group grow and be torch bearers for organisations like ICCO."

Modion Communications, Nigeria's fast-growing boutique Public Relations and Marketing Communication consultancy, is pleased to announce that one of the top members of its team, Onyeka Iyoha, has emerged as the only African member of the International Communications Consultancy Organisation's (ICCO) newly inaugurated Global PR Youth Board (GPRYB).

Recall that in 2021, Onyeka Iyoha was part of the Modion Communications' representatives (Team Vibranium) that won the 2021 Next-Gen PR World Cup Africa competition, becoming Africa's representatives at the global International Communications Consultancy Organisation (ICCO) PR World Cup.

Onyeka joins nine other global PR talents from Hong Kong, Malaysia, the United States, Italy, Singapore, the United Kingdom, and the United Arab Emirates as the Global PR Youth Board content lead. She will work directly with Sweta Fernandes of the United Arab Emirates on content, social media, and campaigns for the Board.

The Global PR Youth Board (GPRYB) members will serve as spokespersons on



L-R: Research & Intelligence Executive, Modion Communications, Onyeka Iyoha; Chief Executive Officer of Instinct Waves, Akin Naphtal and Motion & Creative Executive, Modion Communications, Stephanie Obayagbona, during the award presentations at the Marketing World Awards 2022 in Accra, Ghana.

## Dentsu Nigeria wins at Africa Brand Congress

MediaFuse-Dentsu International has been awarded Africa's Most Innovative Marketing Communication Agency of the Year 2022 by the African Brands Congress.

The award was presented to the company recently, according to a statement by Dentsu Nigeria's Group Corporate Communications Manager, Sodiq Oyeleke.

Dentsu Nigeria is a part of Dentsu International which operates in over 146 markets worldwide.

At the 2022 edition of the African Brand

Leadership Awards, the organisers said, "The technical committee research report shows that MediaFuse-Dentsu International is hereby chosen as the winner of Africa's Most Innovative Marketing Communication Agency of the year 2022 category.

"MediaFuse-Dentsu International was chosen as a winner because of its value creation and brand building efforts and growth in 2022."

Reacting, Dentsu Nigeria's Group Chief Executive Officer and Managing Partner, Mr Emeka Okeke (FRPA), expressed delight at the award, saying it further proved that the company is living by its core values.

He said, "Dentsu Nigeria is proud to have been awarded Africa's Most Innovative Marketing Communication Agency of the year 2022 at the African Brand Leadership Merit Awards ceremony held in Lagos.

"We are incredibly proud of our talents and their dedication to making us the best. We are particularly delighted to be acknowledged on the African stage. This is proof of the impact of our outstanding works and we shall sustain this."

"Being awarded as the Most Innovative is a piece of evidence that our operations are guided by our five core values - Agile, Pioneering, Responsible, Collaborative, and Ambitious."

The convener of ABC, Desmond Esorougwe, added that the award ceremony was organised to increase African brands' global competitiveness.

## MTN partners SME capacity building providers to make learning affordable



MTN Nigeria Plc has announced a new data bundle specially designed for micro small and medium enterprises (MSMEs) who desire to access free business capacity building content but cannot afford the data required to do so.

Recognizing the benefits of knowledge and information to growing businesses and the challenge for small businesses to access these knowledge resources at scale, the telco giant has partnered with reputable organizations that already

provide free focused developmental content and solutions for small businesses. The partner organizations currently include Small and Medium Enterprise Development Agency of Nigeria (SMEDAN), the foremost non-profit organization, FATE Foundation, Pan-Atlantic University's Enterprise Development Centre (EDC), with more partners to join these names in due course.

The learning data plan works exclusively on websites of partner organizations, currently offering free capacity building resources for MSMEs. Commenting on the partnership, Chief Enterprise Business Officer, Lynda Saint-Nwafor said "having understood the need for capacity building and the positive impact of continuous learning on MSMEs, MTN has partnered with reputable learning providers to bring learning closer to MSMEs. With these new affordable

plans, data access will no longer be an impediment to learning. She added that these partnerships are testaments to MTN's commitment to deliver the benefits of a modern connected world to businesses.

Similarly, the Director-General, Small and Medium Enterprise Development Agency of Nigeria (SMEDAN), Wale Fasanya noted that "This initiative will boost access to learning resources on the SME Digital Academy for micro and small businesses and greatly improve their chances of thriving. The businesses will also receive certificates of completion endorsed by SMEDAN. He commended MTN and its technical partner Sapphital Learning, for making this available and pledged the commitment of SMEDAN towards educating, empowering, and elevating millions of MSMEs across the country".

## FirstBank announces 2022

### CR&S Week

First Bank of Nigeria Plc has announced its FirstBank's 2022 Corporate Responsibility and Sustainability (CR&S) Week. The event will commence from 22nd August-27th August, 2022.

The theme of this year's CR&S Week is: "Kindness a Way of Life".

According to FirstBank, the CR&S Week is designed for employees and stakeholders to actively participate in defined causes.

Programmes lined up for the event include advocacy for Spark Pillars of compassion, civility and charity. Inspiring and encouraging people to be deliberate on the use of kind words in relation to others, and strategic



partnerships in empowering widows with vocational skills and machineries among others. There will also be less privileged engagements with visits and donations to orphanages/homes by volunteers from FirstBank.



L-R. Mrs. Nkechi Ali-Balogun, member, Nigerian Marketing Awards, NMA; Mrs. Bunmi Oke, member, NMA; Mr. Tony Agenmonmen, founder, NMA; Mrs. Nsima Ogedi-Alakwe, member, NMA; Mr. Julius Agenmonmen, Guest and Mrs. Joan Ihekwa, member, NMA at the unveiling of the Nigerian Marketing Awards held at Radisson Blu, Lagos.

## Nigerian Marketing Award debuts

A new marketing award, designed to redefine the way hardworking and highly professional marketing professionals are celebrated, has been unveiled, into the nation's marketing communications space.

Speaking at the unveiling of the Awards to a select group of journalists in Lagos, recently, the Convener of the Award, Mr. Tony Agenmonmen stated that the new award initiative is designed to stimulate hard work, innovation and overall quality in marketing planning and execution in Nigeria.

According to the former National Institute of Marketing of Nigeria (NIMN) boss, one of the measures put in place to ensure the credibility of the award was to seek the approval of relevant regulatory bodies in the industry, and enlist marketing communications practitioners, with proven track records into the award's selection panel.

"In keeping with the commitment to making the award the biggest and most credible marketing awards in Nigeria, we have obtained the full endorsement of the following industry sectoral groups, to have a full representation in the judging panel: Advertising Practitioners Council of Nigeria, Association of

Advertising Agencies of Nigeria (AAAN), the National Institute of Marketing of Nigeria (NIMN), Experiential Marketers Association of Nigeria (EXMAN), and the Outdoor Advertisers Association of Nigeria (OAAN)," he added.

Agenmonmen added that winners are expected to emerge from the 31 categories of the Awards, scheduled for November 11, this year.

He explained that the Awards Decision Council, known as the judging panel, comprising of seasoned marketing professionals, and which is expected to be led by Mr. Ekwunife Okoli, a former Guinness Nigeria chieftain, was deliberately infused with some sectoral representation to enhance ownership by the industry.

Speaking on the Awards, the Chairman of the Awards, Mr. Ekwunife Okoli, stated his decision to be a major part of Awards, was informed by need to support a laudable cause.

"This is something that Nigerian marketing professionals will be proud of; especially the category that sets out to reward the educators, which simply shows how creative the organisers are," he added.

## At 9<sup>th</sup> NIPR Stakeholders' Conference, Elumelu espouses need to work together on leadership, poverty eradication

The Founder and Chairman, Heirs Holdings, Mr. Tony Elumelu, who was the keynote speaker at the 9<sup>th</sup> Lagos Public Relations Stakeholders' Conference on leadership and poverty eradication, in Lagos had stated that there is need for everyone to work together against the lack of leadership and eradication of poverty in the country.

He noted that poverty remain the greatest enemy of humanity. "Apart from breeding hunger, poverty also opens up a flood of crime and conflicts."

Mr. Elumelu who was represented by the Mr Niyi Onifade, MD/CEO, Heirs Life, explained that everyone needs to be involved in the fight against poverty in the country.

"As corporate citizens, we have a moral obligation to lead the fight against this enemy. But it is not a one-man's fight, or for the government alone. It is a fight that must be owned and fought by every single one of us."

According to him, the government alone cannot provide all the economic and social needs of a country."

He highlighted four critical areas that will significantly

impact our push towards poverty alleviation in Nigeria; these include Positioning SMEs to thrive, Leadership, Governance and Structure, Promoting Financial Literacy and Inclusion and Tackling Unemployment.

On SMEs, he explained that "Government must create an environment and structure to enable capital flow freely across the country. The best way to do this is to incentivize the free movement of capital through the growth and development of small business enterprises."

"SMEs are the lifeblood of any economy, and countries that prioritise the success of SMEs position themselves for wealth creation. For instance, the development of countries like China, Germany, France, and others can be attributed to the success of their SMEs."

Available data show that SMEs in Nigeria contribute up to 48% of national GDP. SMEs account for 96% of businesses, and provide 84% of employment. In a country of over 200 million people with 40% of the population classified as youths below the age of 35 years, SMEs can create meaningful employment opportunities that will stall the

alarming talent drain across the country. SMEs have the capacity to create opportunities for people to feed themselves and care for their families.

He noted that the success of any country is a testament to its leadership and its governance structure. "To drive financial inclusion, regulators and our leaders have a key role to play. Restrictive policies should be relaxed to encourage more people, especially rural

dwellers, access financial services.

Regulatory requirements should be flexible and favourable to financial providers, which would then allow them to create more value-adding products and services for people.

"More importantly, our leadership must create rules and regulations that encourage growth and not stifle creativity."

**Read more on [theindustry.ng](http://theindustry.ng)**

## SBI Media launches 142.4-metre OOH wall drape

In a bid to maintain its position as one of the leading media planning and buying agencies in Nigeria and Africa, SBI Media has made history with the launch of 142.4 metres Out-of-Home (OOH) wall drape for Binance. The structure is strategically located at the Seymour Aviation Car Park, Murtala Muhammed International Airport, Lagos.

According to SBI Media

Group's Instagram post, the wall drape is the largest in an African airport, and the world's largest advertising Afor a Cryptocurrency company.

The post reads: "In partnership with the world's largest cryptocurrency and Blockchain Company, Binance, SBI Media Group has just hoisted the largest Out-of-Home (OOH) advertising wall drape at an African airport, and the

world's largest advertising structure for a cryptocurrency company.

"Located at the Seymour Aviation Car Park in the Murtala Muhammed International Airport with a horizontal length of 142.4 metres, Nigeria is positioned to accentuate Binance's leadership as the world's frontline cryptocurrency innovator. The wall drape has become a landmark fixture at Nigeria's busiest airport with annual traffic of 5.6 million

passengers as of 2021."

Commenting on the massive wall drape, Rotimi Bankole, Group CEO, SBI Media, noted that the structure is part of the agency's creativity, impactful buying strategy, sleek and excellent execution.

"SBI Media is not an Out-of-Home agency but this is part of our DNA, we choose creativity, impactful buying strategy, sleek and excellent execution. By impact we create Opportunity to see (OTP) and footfalls and travels," he said.

In the same vein, Alison Oyome, the General Manager of SBI Media Group, said: "The Binance wall drape is a symbol of recognition celebrating and showcasing the creativity and ingenuity of Nigerian youths, who continue to break records in every sphere and across the globe. "We are grateful to our partners Binance, our OOH partners and suppliers and, more importantly, our teams at SBI Media Group for making this project a reality. "At SBI Media Group, we continue to work with our partners to break records locally and globally."

## Modion Communications emerge West Africa's 'Most Innovative PR Agency' 2022

Modion Communications, one of Africa's most celebrated young Public Relations and Integrated Marketing Communication Consultancies, has clinched the Most Innovative Public Relations Agency in West Africa at the 11th edition of the Marketing World Awards, held in Accra Ghana, on Friday, July 15, 2022.

The Marketing World Awards recognise creativity and innovation among Public Relations, creative and communications agencies,

brands, and personalities within the West African region.

For Modion Communications, the win is its third international recognition in 2022 after the agency clinched two SABRE Awards Certificates of Excellence for its '#ZOLAEffect' campaign for ZOLA Electric Nigeria and 'Stand Back, Don't Touch Me', an in-house creative media relations tactic to support AriseTV Correspondent, over Police brutality in the course of her

work.

Commenting on the award, the Chief Executive Officer, Modion Communications, Odion Aleobua, said, "We thank the organisers of the Marketing World Awards for considering our creative endeavours deserving of this honour. This is our second Marketing World recognition in four years, now underpinned by other international, continental and regional recognitions befitting our status as an African ideas' powerhouse." He added, "We are very

proud as this win demonstrates our capacity to deliver superior, winning, creative and communications solutions to our growing clientele who have trusted us for their strategic communications solutions."

In his remarks, Chief Executive Officer of Instinct Waves, the organisers of the award, Mr. Akin Naphtal, said, "Modion Communications have consistently demonstrated how disruptive the agency could be with their ideas and excellent capacity delivery. The agency is deserving of

this recognition as proof of their inventiveness in the sector."

Since commencing operations in 2015, Modion Communications has continued to provide cutting-edge public relations and marketing communications advisory to leading brands, organisations, small businesses, and government agencies across variegated sectors, including financial services, mobility, insurance, aviation, oil and gas, manufacturing, and renewable energy.



# THE INDUSTRY SUMMIT/AWARDS 3.0



# THANK YOU

FOR YOUR SUPPORT, SEE YOU NEXT EDITION.

## FITC launches Gen Z, millennials banking report

Financial Institute Training Centre (FITC), has launched a first of its kind Millennial and Gen Z Banking Survey Report. The launch event themed "Tapping the Millennial & Gen-Z Markets: Redefining Opportunities for Financial Services Growth," in Lagos recently. The publication aligns with FITC's

commitment to continuously provide cutting-edge knowledge solutions to the financial services sector and provides vital consumer data on a demographic that is fast becoming a significant consumer segment globally. The publication was designed to provide crucial data on the Millennials and Gen Z market segment and support decision

making by key stakeholders within the financial services sector. Addressing the relevance of the report, the Managing Director/CEO, FITC, Chizor Malize, said the survey was conducted and published by the Insights and Policy Advocacy unit of the FITC. She disclosed that the unit provides support to businesses through industry analysis, to

enable them to strengthen their customer relationships and make better business decisions, driven by accurate data. In addition to the Millennials and Gen-Z report, the Insights and Policy Advocacy unit consistently publishes reports that provide actionable insights to the financial services sector. Malize described the publication as a vital tool for innovators and disruptors planning to design products and services for the Millennials and Gen Z demography. "Millennials and Gen Zs are set to become the most important customer group for most banks, neo banks and the financial technology (FinTech) companies. Combined, they currently form the largest adult generation globally with the largest economic impact. Their wealth more than doubled to over \$9 trillion since the

pandemic began. They are over two billion strong with spending power in excess of \$1 trillion. However, "banks" have largely left cutting-edge research on millennial banking habits out of the design processes for product design and marketing strategies development. Financial institutions can no longer afford to neglect this huge group" Malize said. "FITC is committed to equipping and supporting the financial services sector and indeed, players and stakeholders across all sectors of the Nigerian economy with the requisite skills and knowledge to succeed. One of several ways by which we accomplish this, is through research-backed insights and accurate data, to aid sound decision making." Speaking further, Malize noted that the Millennials and Gen Zs are the most digitally savvy market segment within the financial services sector. [Read more on theindustry.ng](#)



L-R - Chuma Ezirim, FirstBank's Group Executive, E-Business and Retail Products; Olakunle Animasaun, grand prize winner; Vincent Ogbunode, Managing Director Verve; and Folasade Femi-Lawal, Head of Card & Messaging Business First Bank, during the presentation of a brand-new Suzuki S-Presso car to Olakunle Animasaun at the recently concluded First Bank & Verve Transact and Win Promo on Friday 5th August.

## Verve rewards cardholders with prizes worth over N50million

Africa's leading payment cards and digital tokens brand, Verve, in partnership with First Bank has rewarded the grand prize winner of the Transact and Win Promo, Mr. Olakunle Animasaun, the Chairman of Kanwal International Limited, with a brand-new Suzuki S-Presso car during the prize presentation ceremony at First Bank's head office in Lagos. The Verve Transact and Win Promo organized in collaboration with First Bank was designed to reward loyal Verve cardholders with cash and exciting prizes during the 14-week period of the promo. Over 2,500 cardholders were rewarded with more than N50 million worth of prizes, such as; a brand-new car, Generators, Refrigerators, Television sets, Gas cookers, loads of airtime rewards and an array of cash prizes. Aside the grand prize winner driving away the brand-new car, 100 monthly winners emerged, winning N50,000 cash each and another 100 winning either Gas cookers, Refrigerators or Generator sets. Over 2,400 lucky cardholders were also rewarded weekly with either TV sets, N20,000 cash, N10,000 cash or N10,000 airtime each. It

was indeed a season of rewards and merriment for the First Bank Verve cardholders. Speaking at the prize presentation ceremony, Vincent Ogbunode, Managing Director of Verve International, said the firm partnered with First Bank to reward loyal customers because they both shared a similar vision of delivering world-class payment solutions to their esteemed customers. He further said beyond the overarching goals of providing secure and innovative solutions to its customers, Verve is committed to creating unique customer experiences and rewarding customers for their continued patronage. "We congratulate all the lucky cardholders, and we will be taking the excitement a notch higher with the presentation of the gift items and a brand-new car to lucky winners." Mr. Chuma Ezirim, FirstBank's Group Executive, E-Business and Retail Products, said that the aim of the promo was to appreciate the bank's over eight million Verve Debit Cardholders. He stated that the bank will continue to partner with Verve to reward the patronage of customers.

## Winners emerged in Union Bank's Palli promo 2

Union Bank of Nigeria has rewarded the first set of winners in the second edition of its Save & Win Palli promo. The first live draw of this season, which took place at Union Bank's Head office in Lagos, saw 50 customers win cash prizes of ₦105,000 each. The winners were selected randomly through a transparent, and electronically generated draw supervised by relevant regulatory bodies. Save & Win Palli Promo is a nationwide campaign aimed at rewarding customers with cash prizes and other exciting gifts worth over N55,000,000. The goal is to encourage and promote a healthy savings culture.

The promo is open to new and existing customers who save a minimum amount of N10,000 monthly. Savers who qualify to participate in the monthly draws stand a chance to win N105,000 each, while 5 winners will go home with N500,000 each in two of the quarterly draws. One lucky customer will snag the star prize of N5,000,000 during the grand finale set to hold in December alongside other consolation prizes. Speaking concerning the draw, the Head of Retail Deposits at Union Bank, John Obichie, said: "Union Bank is pleased to reward our customers through initiatives like this that

encourage them to save. This promo was introduced to support our customers during these trying times and to reward them for being consistent with their saving habits. The savings promo which kicked off in July will run until the end of the year and will see more winners emerge during the monthly, quarterly and end-of-year draws so there's still a chance to participate and win!

## Access Bank gives oxygen to SMEs with \$280million DFC financing

DFC CEO Scott Nathan and Access Bank Managing Director Roosevelt Ogbonna signed the commitment letter in a ceremony during CEO Nathan's visit to West Africa. U.S. International Development Finance Corporation (DFC) CEO Scott Nathan today signed a commitment letter for \$280 million in financing for Access Bank Plc in Nigeria alongside Access Bank Managing Director Roosevelt Ogbonna. The loan will help address the financing gap for small- and medium-sized enterprises (SMEs) and advance financial inclusion in Nigeria, including through the bank's commitment to supporting women-owned and -led businesses. "DFC's investment in Access Bank demonstrates U.S. support for private sector-led development in Nigeria and throughout West Africa," said DFC CEO Scott Nathan. "The \$280 million loan from DFC will boost financial inclusion in Nigeria and empower women, bolstering the country's economic growth." "Access Bank is extremely pleased to announce this strategic partnership with DFC to support the multitude of businesses across Nigeria who stand to benefit from greater access to finance, especially in an environment that is in

need of stronger economic diversification," said Roosevelt Ogbonna, Managing Director of Access Bank. "We look forward to utilizing the partnership with DFC in driving further economic expansion and inclusion in Nigeria, with a strong focus on non-oil sectors and women businesses." DFC financing for Access Bank will provide needed liquidity given the global economic downturn caused by the COVID-19 pandemic. The loan is expected to support at least 4,000 new SME loans in Nigeria. In addition, the loan proceeds will be on-lent across more than a dozen sectors in the Nigerian economy, with specific focus on women-owned SMEs, and on loans with longer tenors, which will provide more flexibility to borrowers. "We welcome U.S. International Development Finance Corporation CEO Scott Nathan to Nigeria," said Ambassador Mary Beth Leonard. "We look forward to discussing with the public and private sectors how DFC funding can be leveraged to unleash the full economic potential of Nigeria through support to the country's small and medium-sized businesses, financial sector, and climate change-focused enterprises."

## LIRS partners Deloitte to boost transparency in tax administration

The Lagos State Internal Revenue Service (LIRS) has said its Whistle-Blower Initiative will deepen transparency, and accountability and uphold a high standard in the administration of the tax system in the state. The Executive Chairman of the LIRS, Ayodele Subair, at the official launching of the initiative in Lagos on Friday, said the platform was introduced to encourage the reporting of illegal actions or financial crimes, through the

appropriate channel, with a view to correcting the violations and optimally boost the tax administration in the state. He said the scheme, an initiative of the state government, will be driven by Deloitte Anonymous and the Confidential Whistle-Blowing facility, a platform run by a globally recognised accounting and audit firm, Deloitte Nigeria. He added that the whistle-blowing facility will promote the reporting of acts of commission or omission that

borders on unethical conduct of the LIRS employees, management and other stakeholders through the designated channels to the authorities. "The facility is designed to ensure that concerns about wrongdoings or malpractice observed in the LIRS administrative and operational activities can be raised by any stakeholder without fear of victimisation, subsequent discrimination, disadvantage or dismissal.

## Heritage Bank supports Nigerian Airforce

Heritage Bank Plc has entered partnership with the 301 Heavy Airlift Group Cooperative Multipurpose Society, Nigerian Airforce (301 HAG CMS) to leverage impactful digital banking solutions that will enhance HAG CMS' financial wellbeing and take its members' experiences to a new level. The bank revealed that through its advanced all-in-one digital banking experience; 'Octiplus' which will guarantee a new level of customer experience on the omni-channel to 1500 members of the Cooperative. The bank disclosed this on the sidelines of the 14th Annual General Meeting of 301 HAG CMS, held at the Danjuma Hall of Nigerian Armed Forces Resettlement Centre, Lagos. Speaking on the benefits of the Octiplus to the Cooperative, the Ag. Group Head,

Corporate Communications, Ozena Utulu explained that as a forward-thinking institution, the bank is ready to satisfy customers' needs for financial health, wealth, trust, and security, with a new level of online, mobile, and omni-channel services for seamless, inspired, and innovative transactions. According to her, Heritage Bank is keeping the end customer at the heart of everything we do, we innovate to meet the demands of the new decade, including memorable experiences, instant solutions, robust security, ultimate convenience, reliability, and inspirational designs. "Aside the regular features that were known by all including Payment features, buying of airtime, payment of bills, flight bookings, movie tickets and one of the most interesting features that was mentioned, was that with Octiplus,

you can add all your debit cards from other financial institutions to this App and enjoy easy banking, easy life," Utulu explained. Speaking during the 14th Annual General Meeting of 301 HAG CMS, President, Nigerian Airforce, WG CDR JC Igweagum, disclosed that in a bid to replace measures to forestall possible negative impacts of future economic disruptions, the Cooperative is seeking for means to fully digitalize its financial operations. Igweagum, who disclosed this at the AGM, themed, "Evolving Business Concepts for the New Normal," stated how important it was for the Cooperative to key into fully digitalized operation that would leverage its members to perform financial transactions seamlessly from any part of the world.

**PHOTO NEWS**

**FINANCE NEWS**



**HAG** : R-L: Ozena Utulu, Ag. Group Head, Corporate Communications, Heritage Bank; WG CDR JC Igwenagum, President, Nigerian Air Force 301 HAG Cooperative Multipurpose Society and Rosemary Onwuka, Experience Centre Manager, Lagos Mainland 1, Heritage Bank at the 14th Annual General Meeting of the Nigerian Air Force 301 HAG Cooperative Multipurpose Society.



**ACCESS BANK ROOSEVELT**: L-R: Roosevelt Ogbonna, Managing Director, Access Bank Plc.; Dr. Herbert Wigwe, Group Chief Executive Officer, Access Corporation; Prof. Chris Ogbegie, Dean, Lagos Business School (LBS); Bolaji Agbade, Executive Director, Access Corporation, and Charles Ivenso, Chief Operating Officer, LBS, during the MoU signing agreement on strategic partnership between Access Corporation and LBS in Lagos.



**RISE 2**: L-R- Seni Williams, Director; Rise, Tyna Adediran, COO, Rise, Olawunmi Akalusi, Founder/CEO, Rise, Bisoye Coker-Odusote, MD, LASIMRA, Seun Banwo, Director; Marketing, Rise ng at the launch of rise.ng and Project Empower at Oriental Hotel, Victoria Island Lagos.



**SUNLIGHT**: L-R: Assistant Brand Manager, Homecare, Adedoyin Oluwatosin; Communications and Sustainability Manager, Unilever, Nigeria, Godfrey Adejumo; Director, Corporate Affairs and Sustainable Business, Unilever, West Africa, Soromidayo George; Category Manager, Homecare, Oladapo Oshuntoye; Brand Manager, Sunlight, Kolade Oluwapelumi and Brand Manager, OMO, Chinonyerem Opara during the Sunlight Purpose media workshop held in Lagos.



**X3M** :Chief Executive Officer, X3M Ideas, Steve Babaeko present a cheque of N1million to a Nigerian Digital Strategist, Abiola Waltz Tosin winner of the first edition of Pan-African creative advertising agency, X3M Ideas' novel creative contest, 'Idea Hackathon' in Lagos.

**Firstmonie agents made over 1 billion transactions**

First Bank of Nigeria Limited, Nigeria's premier and leading financial services provider has announced that its agent banking network – Firstmonie Agents – spread across the nook and cranny of the country has collectively processed transaction volume in excess of 1 billion, amounting to over 22 trillion naira. The Bank currently has over 180,000 Firstmonie Agents, spread across the country's 772 Local Government Areas. Firstmonie Agents have been integral to bringing financial services closer to the underbanked and unbanked segment of the society, providing convenient banking services that are easily accessible, thereby saving time and travel costs for individuals in the suburbs and remote environments with no access to financial services.

Popularly referred to as the 'Human ATM', Firstmonie Agents are empowered to reduce the reliance on over-the-counter transactions while providing convenient personalized services. Amongst the services carried out by the Agents include; Account Opening, Cash Deposit, Airtime Purchase, Bills Payment, Withdrawals and Money Transfer. Through various empowerment and reward schemes implemented to put its Firstmonie Agents at an advantage to economically impact their immediate communities whilst importantly having their business sustained, the Bank's Agent Banking scheme has remained a toast to Nigerians, irrespective of where they are in the country. Amongst these schemes is the Agent Credit – launched in 2020 – which has had the Bank provide credit facilities to the tune of 238

billion naira to its teeming Firstmonie Agents. Expressing his appreciation to the Firstmonie Agents, Dr. Adesola Adeduntan, CEO, FirstBank said “since the relaunch of our Agent Banking scheme in 2018, our Firstmonie Agents have played a vital role in bridging the financial inclusion gap in the country, as many more people have been able to undertake various financial and business transactions in cost-effective ways, thereby saving a lot of time and money in travelling over long distances for basic banking services.” “We are delighted by the giant strides of our Firstmonie Agents in promoting financial inclusion and commend them for their efforts in taking banking to the doorsteps of Nigerians - irrespective of where they are – in a very effective way”, he concluded

**Access Bank partners NYSC with N30million grant to corps**

Access Bank Plc. has partnered with the National Youth Service Corps (NYSC) through its Accesspreneur program to empower 20 NYSC corp members across the country with N30 million grant. A total of N30 million was given out to corps with winning entrepreneurial ideas in Abuja, Akwa Ibom, Bayelsa, Edo, Ekiti, Ogun, Ondo, Oyo and Rivers states as the star winners received N1 million each.

The Group Head, Consumer Banking, Adaeze Umeh who made the announcement during the NYSC-Access Bank Accesspreneur competition in Abuja, said; “Access Bank has been in a strategic partnership with NYSC since 2016. The relationship further evolved into the launch of Accesspreneur: The NYSC edition in February 2021.” “We have completed six editions of Accesspreneur competition, impacting over

390 corps members with over N165m seed capital.” “We have also created a Facebook community for all Accesspreneur winners to be able to interact freely amongst themselves and inspire other young people with similar aspirations. The community has about 5,000 members.” Access Bank also rewarded other corp members in the 3rd, 4th, 5th, 6th-10th positions with N400,000, N250,000, N150,000 and N100,000 respectively.

**Old Mutual Nigeria launches EduSure**

In recognition of the role of education in social and economic development for future generations, the Nigerian subsidiary of Old Mutual Limited (OML) has launched an Education Protection Plan (EPP or EduSure) that assists parents/guardians secure uninterrupted learning for their children/wards. With EduSure, parents/guardians save towards an educational goal for their children/wards, while Old Mutual provides that assurance of meeting that goal in the event of the policyholder's death. For instance, a policyholder can elect to save a specific amount of money for ten years towards a child's university education, EduSure ensures that the target sum is paid to the beneficiary should the policyholder, unfortunately, pass away within the policy tenure. The policy also provides a refund of premium,

delivering 40% of the premium to the policyholder should the beneficiary die before attaining the age of 25 and a cash back option to the policyholder for continuous payment over a 36-month period. Commenting during the launch of the product, the Executive Head, Marketing and Customer Experience, Old Mutual Nigeria, Alero Ladipo, said the product is targeted at helping more Nigerian parents/guardians achieve the desired future for their children/wards no matter what life serves them in the future. “The launch of the Old Mutual EPP is significant, coming at a time when the World Bank estimates that Nigeria has 11 million children out of school. Research has also shown that a very considerable portion of this population is children who were constrained to drop out of school due to the reversal of economic realities following

the death of a breadwinning parent. We know that death is a reality for any living being, but we now have the financial tools that insulate the children from the impact of death on their future education”, she said. The Managing Director of Old Mutual Life Assurance Limited, Olusegun Omosehin also stated that, “Investing in an education plan is an intelligent way of ensuring your child gets the best education possible without the exigencies of life interrupting their learning process. With our Education Protection Plan, parents/guardians are guaranteed that their children/wards can achieve the future they desire by simply setting aside a target amount for their future educational goals. “It is smart because if nothing happens with the policy term, the parent would have saved up a substantial amount to meet the financial demands for providing the kind of education they dream for their children,” Segun added.



# Advertising: Regulator turns attention to online, social media

Following several petitions by concern Nigerians to the advertising practitioners council of Nigeria (APCON), on unethical digital advertising, the House of Representatives directed APCON, the body with the mandate of regulating advertising in Nigeria to henceforth regulate adverts on the digital space.

It is a known fact that placement of advertisements in Nigeria has taken an amorphous form for years. Many advertisers flouted the laid-down rules and regulations for advert placements and exposure in the public space especially in the digital space. No doubt, the advents of the internet and new media, characterized by social networking sites such as Blogs, Facebook, Twitter, Instagram, WhatsApp etc., has massively revolutionized communication globally. This has enabled the giant tech and primary digital media platforms owners including, Facebook, Google, Twitter, YouTube and others to explore the Nigeria's digital media space with all sort of advertisements, some of which are in violation of the Nigerian Code of Advertising Practice, pre-exposure vetting and ethical requirements of an advertisement.

Speaking on this development in a media briefing recently in Lagos, the Registrar/Chief Executive of APCON, Lekan Fadolapo, said, "how will a mother feel seeing her ten-year-old boy or girl watching adverts on breast and pennis enlargement on the social media through his or her phones? Or a traditional medicine advertiser claiming his drug is capable of curing 200 plus diseases." According to him, the position of APCON on indiscriminate advert placements in the social media space is to sanitise the system and make advertisements conform with the laid-down rules and regulations.

He said APCON has received many petitions about the types and nature of adverts being placed in the social media space. He adding that, many people are bloggers and influencers offering themselves, their services, blogs and media handles as platforms for advertisement on without recourse to accepted principles and ethics of the advertising practice

"The sharp increase in violation and infraction of the Nigerian Code of Advertising is not only worrisome but also portends danger. APCON has been inundated with petitions over unethical advertisements exposed on the online media platforms targeting the Nigeria market by both the primary and secondary digital media platform owners."



Dr. Lekan Fadolapo

He continued, "we have had complaints and petitions from the general public to call online media platform owners to order because of some reprehensible advertisements such as those promoting rituals, private parts enlargement, breast enlargement, love potions, money charms, concoctions for political powers, and other many unimaginable things not worthy to be mentioned in the public media."

"Others have claimed the ability to cure all manner of ailments with one particular product without scientific proof. A particular advertisement offered ultimate solution with one product for cure of piles, HIV, diabetes, COVID, Stroke, Cancer etc." he noted.

While reacting to question on how ready APCON is to regulate advertising on the digital space, Fadolapo disclosed that, "the task of regulating advertisement on the social media may be a different and a difficult one, APCON is well-armed to effortlessly regulate the space with the help of The Federal House of Representatives. The legislators have observed the pathetic trend of the exposure of advertisements on online media advertising platforms. Consequently, they deliberated on the need to regulate online advertising. "To help APCON carry out this obligation successfully therefore, the legislators passed a resolution and directed APCON to effectively monitor and regulate online media advertisements.

The resolution passed by the House of Representatives unequivocally directs APCON to ensure that online advertisements conform with the prevailing laws of the federation and must be made to comply with the provisions of the Nigeria Code of Advertising Practice, Sales Promotion and other Rights/Restrictions on Practice." He said.

Dr Olalekan added that APCON's regulations extends to all advertisements broadcasted , published, or expose on any of the digital



## APCON

Advertising Practitioners Council of Nigeria

(Established by Act No 55 of 1988)

platforms directed or accessible within Nigeria.

According to him, this can be found in the section 23 of the Advertising Practitioners (Registration Etc) Act, CAP A7, L.F.N 2004 which established the Advertising Standards Panel and charged it with the responsibility of ensuring that advertisements conform with the prevailing laws in Nigeria as well as the code of ethics of advertising

Continuing, he pointed out that, the panel has the power to vets and approves all advertisements before exposure. He advised all advertisers, agencies and media platforms to seek the panel's approval of any advertisement prior to exposure.

He stressed that, "the Code has adequately provided a guide and basic standard, which, as a matter of necessity all advertisements should embrace as minimum and acceptable level. The Code demands that advertisement must be legal, decent, honest, truthful, respectful and mindful of Nigeria's culture, constitutional tenets and relevant lawful enactments." "With the electioneering season at hand, elective political office aspirants are also implored to ensure that their political advertisements are vetted and approved by the ASP before exposure on any medium. This will diminish the repugnant influence of hate speech and unethical political communication in the country," the registrar said.

In its readiness to carry out this mandate, the registrar said that APCON is working on its software which will allow it to work effectively in making sure that the digital space is sanitized, adding that, APCON will also pursue all lawful means and build up the capacity with in its system to carry out this function.

"APCON is committed to ensuring that the advertising ecosystem is sanitized and shall not shy away from pursuing all lawful means, including causing the prosecution of violators of the Act and the Code of Advertising Practice when violation occurs," he said.



## WHO WE ARE

FITC is a world-class innovation-led knowledge organization that is committed to leading the advancement in knowledge content creatively designed to strengthen the Nigerian financial system.

Through technology-driven capacity building knowledge and advisory solutions, thought leadership programmes, conferences, research and surveys, FITC equips industry talents for optimum performance.

## WHAT WE DO

### LEARNING & DEVELOPMENT



### ADVISORY SERVICES



### INSIGHT AND POLICY ADVOCACY



 FITC House, 164/166 Muritala Muhammed Way, Ebute Metta, Lagos

 08166206182, 08050200041

 [www.fitc-ng.com](http://www.fitc-ng.com)  [info@fitc-ng.com](mailto:info@fitc-ng.com)     @fitcnigeria

## MediaFuse-Dentsu engages former Punch digital editor, Oyeleke, elevates others

A multinational full-service marketing communications agency network, MediaFuse-dentsu International, has appointed Sodiq Oyeleke, a versatile multi-media journalist, as its Group Corporate Communications Manager in Nigeria.

Oyeleke, who is the first to occupy such a position in the company, is an award-winning journalist and one of the leading digital and data journalists in Africa with over 10 years of experience within the media industry. Before joining dentsu Nigeria, he worked at The PUNCH Newspaper, Daily Times; and Daily Independent as an Assistant Online Editor. Oyeleke is an Associate of the Nigerian Institute of Public Relations and a specialist in political, inter-governmental, corporate and crisis communications.

Also, Adeleye Fabusoro was appointed as Production Consultant of The Story Lab Nigeria.

Fabusoro, the Production Consultant for The Story Lab, spent over 14 years in several top media companies working for over 18 countries. He has produced

more than 2,500 episodes of drama series, 700 episodes of TV shows, 30 documentaries, 30 feature films, eight short films and television commercials.

Seventy employees, including top officials, have also been promoted by Media-Fuse Dentsu across its agencies – Carat, Dentsu Creative, dentsu X, IproViz, Red Star, The Story Lab and Amplifi System. Among them, six top officials of the company were elevated to senior management positions.

Marian Ogaziechi was promoted to General Manager/Chief Operating Officer of The Story Lab and Amplifi System (Agyle Nigeria); Adekemi Alegbeleye, General Manager/Chief Operating Officer of Dentsu Nigeria; and Funke Adekola, General Manager/Chief Operating Officer of Dentsu MegaryBowen (DMB) and Isobar transforming into Dentsu Creative. Others include Ugochukwu Maduagwu promoted to Media Director and Head of Business for Red Star Nigeria; Theresa Ogah, Media Director, IproViz Nigeria (formerly Vizeum); and Lola Akinyele elevated to the position of Strategy Director of Isobar Nigeria transitioning to Dentsu Creative Nigeria.

The announcement of the promotions was greeted with joy from members of staff as some employees also received appreciable rewards for their outstanding performance.

MediaFuse-Dentsu International's Group Chief Executive Officer and Managing Partner, Emeka Okeke, added that the promotions would take immediate effect.

According to Okeke, the promotions were done to recognise the contributions of the company's most valuable resource – human capital.



L-R: Mr Sina Thorpe, Council Member, NIPR; Mr Niyi Onifade, MD/CEO Heirs Life Assurance; Mrs Comfort Obot Nwankwo, Chairman, NIPR Lagos and Conference Convener; Mr Olabamiji Adeleye, Lead Consultant, Addefort Limited at the 9th Lagos PR Stakeholders' Conference on Leadership and Poverty Eradication on Thursday August 18, 2022.

## Olanrewaju Bamisebi appointed ED, IT digitization at Access Holdings



Ekwochi.

He said: "Access Holdings Plc Trading Corporation has announced the appointment of Olanrewaju Bamisebi as Executive Director, Information Technology and Digitization following the approval of the Central Bank of Nigeria."

"Bamisebi is a seasoned professional with over 2 decades of experience spanning across information technology, consultancy, project management, talent management and development, application development as well as strategy and automation."

"He has a robust Pan-African experience having managed information technology across 22 African countries in consulting, telecom, oil and gas, banking and

fintech sectors."

Chairman, Access Holdings, Bababode Olukayode Osunkoya said: "Bamisebi has been selected

based on his exceptionally rich, professional, academic and corporate board experience which is relevant to the needs of the board."

## Oliver Alawuba, Emem Usoro, others elevated at UBA

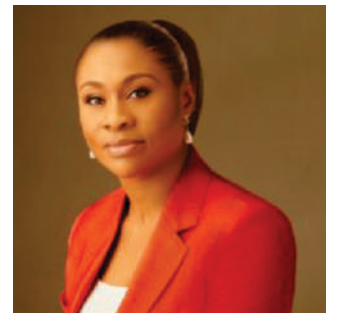
United Bank for Africa (UBA), has recently appointed Oliver Alawuba as the new Group Managing Director of UBA Plc bringing his experience in Nigeria and UBA Africa to drive UBA forward and fulfill the Group's ambitions and destiny.

The announcement came on a day the bank made known its plan to implement a separate holdco management structure, subject to regulatory approval.

The new GMD, Alawuba, joined UBA in 1997 and has held a series of senior positions, including as the CEO of UBA Ghana, the CEO of UBA, Africa and most recently, as Group Deputy Managing Director.

Muyiwa Akinyemi is the new Group Deputy Managing Director and will oversee the entire business in southern Nigeria and continue to provide GAM leadership to the entire Group.

Muyiwa joined UBA in 1998, as a Senior Banking Officer in UBA's Energy Bank and has served the Group in Nigeria and our broader Africa network for 24 years.



Also, Emem Usoro is now the Executive Director, Nigeria North. She joined the Group in 2011 and has served in a series of senior regional appointments across Nigeria, covering the retail, corporate and public sectors.

Sola Yomi-Ajayi is the new Executive Director, Treasury & International Banking. Sola has been with the Group since 2004 and has considerable international experience, culminating in her appointment as CEO of UBA America.

## Grey Group appoints Laura Maness as Global CEO



In the new role, Maness is tasked with building on Grey's international capabilities and AKQA Group expertise.

Grey, which merged in 2020 with AKQA, has undergone significant upheaval within its leadership team over the past six weeks. Former CEO Michael Houston switched roles within WPP to become the holding company's first North America president.

Earlier this month, two of its top creatives, global creative chairman John Patroulis and New York CCO Justine Armour, left the agency for personal reasons. Debby Reiner, who served as the global client lead for Grey Worldwide and global client lead for the P&G account, retired. She was replaced by Stacey Shelly on the global client lead role. Andre Gray recently left for a chief creative officer role at Annex88, a Havas agency.

"One of my favorite quotes is 'every day is a chance to begin again,'" Maness told Adweek. "And this really is a new beginning."

## Dolidol International appoints Adesegun Akin-Olugbade new VC



vote of confidence to the new Vice Chairman, who has an impressive resume of sterling accomplishments.

According to the Managing Director of Mouka, Mr Femi Fapohunda, the new Vice Chairman's expertise is in finance, corporate governance and law. As a Non-Executive Board Member, his input and guidance to decision-making by Mouka's Executive Directors would help propel Mouka to even greater heights.

Dr Adesegun is the Founder and Managing Partner of Luwaji Nominees, a legal and corporate advisory services firm and currently serves as of Counsel at Clifford Chance (CC Worldwide Limited) and International Counsel at AELX.

## REDTV emerges Best Online TV of the Year

REDTV, Africa's leading lifestyle entertainment online network, powered by Africa's global Bank, the United Bank for Africa (UBA) has been announced as the winner of Online TV of the Year at the prestigious 2022 edition of the GAGE Awards which was held over the weekend in Lagos, Nigeria.

The award came as a result of open online voting which saw REDTV top the list of very highly reputable online television platforms including Accelerate TV, Channels TV, Ndani TV and Nevada Bridge

TV, signifying the widespread acceptance of the YouTube channel. The 2022 edition of GAGE Awards themed, "Co-Create 2022", which, according to the organisers, was proof of how much Africans can achieve together in the tech space by collaborating, celebrated distinguished individuals and brands who have utilised technology and the digital space remarkably and with high impact.

Speaking whilst receiving the Award, REDTV's Creative Director, Obinna Okerekeocha said "We have UBA to thank for always supporting REDTV

## Puri, Wessels Boer joined NB board

Nigerian Breweries Plc has announced the appointment of two new Board Members – Mr. Ibrahim Puri from Nigeria and Mr. Ben Wessels Boer from Netherlands, who will also serve as the new Finance Director of the company.

In a notice to the Nigeria Exchange Limited (NGX), signed by the Company Secretary/ Legal Director, Uaboi Agbebaku, the

appointment of Ibrahim Puri is effective August 1, 2022, while that of Ben Wessels Boer takes effect from September 1, 2022.

Until his appointment, Ibrahim Puri was an Executive Director with United Bank for Africa (UBA), responsible for the bank's operations in Northern Nigeria. He joins the NB Plc board as a non-Executive Director with over 30 years of cognate banking experience encompassing operations, marketing, retail, corporate banking, and human resource management.

On his part, Ben Wessels Boer is the outgoing Finance Director, Al Ahram Beverages in Egypt where his broad financial experience was deployed towards improving efficiency and business results despite the negative impact of COVID-19 pandemic on the company.

## Flutterwave named new chief people and culture officer

Flutterwave has completed the recruitment process for its inaugural Graduate Trainee Program, hiring 200 trainees, and growing its employee base by 38 per cent while appointed Mansi Babyloni as the new Chief People and Culture Officer.

The paid program aims to nurture young Nigerians by up-skilling them with technical and soft skills, exposing them to the company's solutions and products, and giving them experience working at a global organization. The Program is the New Chief of People and Culture's first project upon rejoining Flutterwave. Babyloni, the New Chief People and Culture Officer, was previously Flutterwave's Global Head of People

Strategy and Special Projects in 2020, before she left for an opportunity at PwC's People and Org. practice in London, UK.

She rejoined Flutterwave as the CPO and will be focusing on investing in people, culture and processes to drive growth for the organization.

Flutterwave opened the application portal on July 1st 2022 to enable young graduates across Nigeria to apply for various positions at the company. The portal closed on July 15th with 11,000 applications and 200 candidates making it into the program after a thorough recruitment process.

"The candidates received their offers August 5th, with their 2-weeks onboarding to commence immediately.

## Odugbemi emerged CRO at JCDecaux Africa

JCDecaux, a global outdoor advertising company, has announced the appointment of Dele Odugbemi, a renowned marketing communication practitioner, as its Chief Revenue Officer for JCDecaux Africa.

Prior to his elevation, Odugbemi was the company's Country Manager of JCDecaux Grace Lake Nigeria. His new appointment took effect on the 1st of August 2022, and he would be reporting to Martin Sabbagh, CEO for JCDecaux Middle East & Africa. Odugbemi will be actively directing the strategic and commercial development of product categories,

key accounts and market segments across several business units. His acute business intelligence and vast experience across the continent will further enhance the business's market position, partnerships and ambitious financial objectives.

Dele is a distinguished and accomplished media, marketing and advertising industry veteran with over 20 years of experience, having worked across the continent at the major global media agencies on leading local and global brand accounts such as...[Read more on theindustry.ng](http://theindustry.ng)



# GULDER ULTIM

## A cultural phenomenon

*The Gulder Ultimate Search, popularly styled as GUS, is a survival-styled Nigerian reality television series created and sponsored by Gulder, a premium lager produced by Nigerian Breweries Plc. The first season premiered in 2004. The GUS series is also the very first 100% local content reality television programme in Nigeria and chronicles the journey of 10 -30*

*contestants, their struggles against themselves, the wild and their search for a hidden treasure that brings to the last person standing instant fame and fortune. In this report, **GODDIE OFOSE** highlights GUS cultural renaissance among Nigerian youths and the impact the reality TV Show has made on the brand, Gulder.*

### The new era

Last year, Gulder Ultimate search returned to the television screen after 7 years amidst glitz and funfair, with the last season airing in 2014. The 12th season ran from October 16, 2021, and was aired till December 26, 2021, on Saturdays and Sundays from 8pm to 9pm.

Eighteen contestants were unveiled for Gulder Ultimate Search season 12 which includes Damola Johnson, a 26-year-old Film director from Lagos, Mfon Mikel Esin, a 27-year-old Freelance writer from Akwa Ibom, Samuel Ishmael, a 35-year-old IT Expert from Ogun, Emmanuel Nnebe, 29-year old Paralegal from Anambra, Damilola Odedina, 25-year old Cinematographer, Solomon Yankari, 26-year old Fitness Instructor from Bauchi, Olayinka Omoya, Godswill Oboh, Omokhafa Bello, Chidimma Okeibe, Jennifer Okorie, Tobechukwu Okoye, Gerald Odeka, Tosin Michael Emiola, Iniabasi Umoren and eventual winner Odudu Ine-Otu.

The 12th season saw some new additions to GUS. Celebrity OAP, Toke Makinwa was selected as the anchor for the 12th season, while season 7 winner, Kunle Remi was chosen as the taskmaster. A jungle diary session was also added and during the course of the show, a previous anchor and veteran Nollywood actor Bob Manuel-Idokwu paid a surprise visit to the contestants in camp.

The return of GUS got viewers and consumers talking and tweeting so much so that GUS trended at number one on social media networking site Twitter at the time it was brought back. It remained a hot topic of conversation for the entire period of airing from October to December. Its refreshing themes, relatable stories as well as plot and the values it promoted, made it the toast of the young, and the young at heart who seek pure suspense, drama, tension and excitement.

### Creative minds behind GUS:

While contestants take centre stage in the reality show, there is always enquiry in regards to the creative minds whose foresight and marketing genius gave birth to and sustained Nigeria's longest-running reality TV show. When Gulder launched Gulder Ultimate Search 18 years ago, Nigerians

had wondered how the company would execute such a herculean project, because such reality TV was only heard and seen in developed markets such as South Africa, the United Kingdom and the United States of America.

At that time, Martin Anyanwu, Senior Brand Manager, Gulder Lager Beer and Dan Esiekpe, Marketing Director, Nigerian Breweries put up a fantastic team and produced what was adjudged by many as the best family reality television in the sub-Sahara African market.

The current GUS team led by Emmanuel Oriakhi, Marketing Director, Nigerian Breweries Plc include Maria Shadeko, Portfolio Manager Flavoured, Non-Lager & Craft, Olufunmilayo Ogunbodede, Senior Brand Manager Gulder, Chima Dim, Brand Manager Gulder and Sandra Amachree, Senior Manager, PR & Media.

Speaking on the team, Portfolio Manager, Flavoured, Non-Lager & Craft; Maria Shadeko walked us through the big picture of working with the dynamic team and creative minds behind the show.

"It is a very large team. It requires a lot of resources to put together the kind of team we have. The team comprises a group of well-educated, very insightful people. Working with a diverse set of people has helped us connect well to consumers in terms of their needs, their expectations etc.

"We are a youthful team in Nigeria Breweries; this encourages and enhances creativity. Last year GUS came back after seven years and it was a courageous move for the brand. It took courage for us to aggregate the best qualities of the young people in bringing GUS back to life and we opened up more to new and innovative ideas.

### The Production/ Gulder and The GUS

The Brand Manager, Gulder, Chima Dim, offers some insights into the exciting adventure that is the Gulder brand and its extension into the GUS show.

"The Gulder beer exudes confidence, courage and humanity. The very qualities that GUS is known for."

No doubt that GUS is the first of its kind in Nigeria, nay Africa when it debuted in 2004. And those virtues of courage and confidence were richly rewarded as it did not take long for GUS to become the toast of all and sundry. Though it went on a hiatus in 2014, it bounced back bigger

and better in 2021.

The annual screen extravaganza has helped seal the marketing position of Gulder as the first choice among beer lovers. Also noteworthy, is the management team's drive to work judiciously not only to consolidate on gains made but also to raise the bar of what success, creativity and expertise ought to look like. This professionalism afforded the consumers an inspiring experience.

In terms of marketing and market shares, Gulder has maintained its position as a top brand for decades. It attains this status by being different from other brands.

Coupled with the exciting initiatives and campaign rollouts, the brand substantiates its essence, as well as humanity, confidence and courage when juxtaposed to other brands.

"When we asked around, the consumers said the platform was the best and the brand is the best among other brands of lager beer," Brand manager, Gulder Chima Dim revealed about a survey carried out recently.

### The improved GUS

With the ever-changing landscape of television driven by cultural changes, the GUS show has adjusted some of its thematic elements to reflect contemporary views and tastes.

"A lot of work and research on how to continuously improve the platform has been done over time, and the GUS audience has also evolved. So, we found that followers of the programme want to see less exhibition of strength, they want to see more of mental ability," said Senior Brand Manager, Gulder Lager Beer, Olufunmilayo Ogunbodede explained.

He said, "What we changed is how the personalities come into GUS and the characters they portray; now, it is not just about how bold you are, it is also about your brain power. How they can balance their mental acuity with their physical strength."

### Gulder's new look

At the relaunch of the survivor-themed reality TV series, the Gulder Lager also unveiled a major rebrand as it deepens its position with a new offering in taste, content and packaging of the leading lager brand.

Commenting on the distinctive features as well as



# ATE SEARCH: sparked by a brand

remarkable offerings of the New Gulder beer at the relaunch event, Martin Kochl, Supply Chain Director, Nigerian Breweries Plc described the new Gulder as a product of unmatched craftsmanship and heightened potential.

In his words: "Today the brand is taking another bold step as it takes on a new identity as craft beer. Craft beer is not just a space for Gulder, brewing craft beer requires an elevated skill, levelled skill, heightened potential to the tiniest detail and laser-focused precision to choose specific and selected ingredients. These ingredients need to be reformulated to the right temperature as it impacts the taste, smell, the reaction and storage and the overall experience. This is what it takes to brew the new Gulder, and this is what Gulder has always stood for, brewing the next level of satisfaction for beer lovers nationwide."

According to Martin, the beer is produced from 100% malted barley which gives a very smooth taste to the beer as well as a prolonged fermentation time which makes it even smoother.

The new Gulder has also been refined to deliver a superior sense stimulating taste experience. In addition, the newly introduced unique offerings and brand essence complements the new identity with an improved design which projects the Gulder brand in a bigger, bolder, and better way.

"We have spent a lot of time to make sure we only use the best ingredients we have, starting with the water, we have also selected the right aroma hops which will give the right smell and taste to the beer. It has been quite a journey for Gulder filled with bold and exciting changes. For this we remain grateful to Nigeria and Nigerians for all the support and patronage over the years. We will not be where we are without you. We invite you to enjoy the new Gulder and all it has to offer. Welcome to the age of craftsmanship, welcome to the new Gulder," Martin concluded.

#### Sustaining the brand power

"It is a very big platform," Portfolio Manager, Flavoured, Non-Lager & Craft; Maria Shadako said when asked about the reach of GUS. "It is massive and we are quite proud to bring GUS back after a long period of absence."

She continued: "The sustaining power of the Gulder brand is the consumer. Concerning GUS, it is our unique way to connect well with our consumers. We try to create a 'Gulder' personality and we have a message: The Gulder brand is the Gulder personality. The sustaining power is the consumer and it is the demands of the consumers that push us to continue to expand and extend the boundaries. The show is one of the biggest extensions of the brand in the country."

#### Challenges and Impact

"One of the biggest challenges going into GUS was content. We know our consumers are evolving and have changing

needs. What appealed to them seven years ago may not appeal to them now so we need to ensure that we always have the right content"; Senior Brand Manager, Non-Lager and Craft, Olufunmilayo Ogunbodede pointed out.

"Secondly, you will agree with me that security has not been the best in the country. We ensured we have the best security for both cast and crew, and during the Covid period, we made sure contestants had the best treatments and the right medical equipment and facilities, in case of any eventualities. Working with the right set of people makes GUS overcome the challenges.

"GUS brought very positive impacts to the brand in terms of the value addition and value enhancement. GUS has involved the target audience and consumers more and more and the brand is today, seen as a unique and differentiated brand with different propositions and we have built ourselves as a very meaningful brand in the market. Gulder brand has been with us since 1970," he concluded.

#### Future Expectations for GUS and Gulder

The cultural movement that is GUS owes its longevity to consumer feedback that is processed and infused into the show. For the subsequent editions, Gulder promises to keep this strategy and incorporate more to continually improve the show

"Entertainment is one of the things we expect to deliver to consumers; we will deliver entertaining content to GUS shows and we will also commend and reward our loyal consumers," Brand Manager, Gulder, Chima Dim said.

"Gulder is made for people who really understand beer. In our communication we don't target the crowd; we target people who understand what beer is and how their beer should be. In all the communications about Gulder, the core projection of the brand is boldness and courage.

"Last year, however, we decided to optimize the taste of the brand. So, to the general public, I say that Gulder has changed positively and the taste is not what it was before. Gulder is a differentiated beer, the brand has always had a differentiated proposition, and the taste has always been different. The liquid has been more refined now compared to last year and it is 100% more value. We will continue to be different and insightful and be relevant to the consumer and deliver our differentiated proposition," Chima Dim stated.

#### Past seasons, past winners

The Industry Newspaper takes a cursory look at the past seasons and winners of GUS grand prizes.

The series is produced by a Nigerian-based producer, Olakunle Oyeneye and Executive Producer Oluseyi Siwoku of Jungle Filmworks with support from Oracle Experience, BHM Group and others.

GUS season 1 was produced on Snake Island in Lagos State.

The theme was 'The Legend of Captain Kush' and Ezeugo Egwuagwu made history as the first winner of the reality show and took home the Star Prize of N3 million.

GUS 2: Obudu Hills, Calabar Cross River played host to the 2nd Season 'The Lost Helmet of General Maxmilian' and Mr Lucan Chambliss took home the star prize of N5 Million.

GUS 3: NIFOR, Benin Edo State was the venue of 'The Brew Master's Secret' and Mr Hector Joberteh won the grand prize of 5 Million Naira and a Ford Explorer SUV.

GUS 4: The Shere Hills of Jos was the venue of 'The Search for the Golden Age' and the athletic Dominic Mudabai outpaced his contemporaries to claim the title that year.

GUS 5: In the stormy hills of Mmaku in Awgu, Enugu. Mr Michael Nwachukwu found 'The Lost Chronicle' and exchanged it for the 5 million naira and a brand new SUV.

GUS 6: GUS 6 was taken to the western part of Nigeria in the deserted Omodo Forest of Aagba in Osun State and 'The Horn of Valour' was found by Mr. Uche Nwaezeapu.

Celebrity showdown: The celebrity edition was the GUS series was launched in 2010 and the location was La Campagne Tropicana, Epe, Lagos. 'The Golden Goblet' was found by the Ace Nollywood Actor Emeka Ike and he went home with the sum of seven million naira.

GUS 7: In the same year when the Celebrity Edition was done, the GUS series moved to Omo Forest, J4 Ogun State for season 7 and 'The Ultimate Hero' was Mr. Oyekunle Oluwaremi.

GUS 8: The Kukuruku Hills, Egbetua Quarters in Ososo, Akoko-Edo Edo State won't recover from 'The Contest of Champions' when Mr. Chris Okagbue stunned the world by winning the 8th season.

GUS 9: 2012 was the year that the search moved to Usaka, Obot Akara, Akwa Ibom where 'The Gatekeeper's Fortune' was found by Paschal Eronmose Ojezele. GUS 9 was directed by Laszlo Bene, the American Director/Producer currently living in South Africa.

GUS 10: In the forest of Usaka, Akwa Ibom, Mr. Dennis Okike found 'The Tenth Symbol' and exchanged it for the 10 million naira and a brand-new Mitsubishi Pajero. GUS 10 was directed by Laszlo Bene, the American Director/Producer currently living in South Africa

GUS 11: GUS 11 was in Aguleri forest in Anambra state, where 'The General's Helmet' was found by Chinedu Ubachukwu. He was rewarded with 10 million naira and a brand-new Ford Explorer car.

GUS 12: The GUS season 12, which ended on December 26, 2021 was tagged "The Age of Craftsmanship". Fans witnessed Odudu Otu, a sports enthusiast, emerge as the new champion when he discovered the hidden chest and won prizes totalling 50 million Naira including a Sport Utility Vehicle donated by Innoson Motors.



## PR: How not to tweet, react on social media

The former vice president, Atiku Abubakar, recently came under intense fire for deleting his tweet condemning the murder of Deborah Yakubu, a student of Shehu Shagari College of Education in Sokoto state, who was allegedly lynched by her colleagues for blasphemy. In the deleted post, he wrote, "there cannot be a justification for such gruesome murder. Deborah Yakubu was murdered, and all those behind her death must be brought to justice. My condolences to her family and friends." His post was said to have infuriated a lot of Northern fanatics who openly told him to forget about his presidential ambition, as he will not get any votes from them. In a swift development, Atiku deleted the post and later disclosed that such post was made by his media aide without his approval which prompted him to delete it. Many analysts considered the action of the Wazirin Adamawa to be a very big PR mistake for a big political brand like him. For these analysts, the former vice president who is a serious contender in the forthcoming general elections ought not to have put up any tweet on the subject matter if he knows he will delete the tweet afterwards.

In a way, this Big PR Mistake by a big political brand like Atiku Abubakar reminds one of Brazilian footballer Ronaldinho who was axed from his Coca-Cola sponsorship deal after appearing with a can of Pepsi during a press conference at Atletico Minerio in 2012.

The mistake cost the star £1 million in unpaid earnings as his £500,000 per-year contract was set to run until 2014. After the slip up Coca-Cola's marketing chief, Marcelo Pontes, called the deal "embarrassing", telling a Brazilian newspaper it was "the straw that broke the camel's back". Ronaldinho was not the first to seriously hack off a soft drinks brand after being pictured with its competitor.

Back in the early 1990s pop princess Britney Spears was signed to a multi-million endorsement deal with soft drinks giant Pepsi but despite all the Pepsi she could drink, Britney kept getting snapped swigging on competitor brand Coca-Cola. In 2002 Pepsi began to phase out Britney in favour of new spokesperson – Beyoncé.

Also, in the 1970s and 1980s football star O.J. Simpson was the "dynamite spokesman" for rental agency Hertz. During his athletic hey-day Simpson was one of sport's most marketable names, until allegations of domestic abuse in 1992 saw Simpson dropped from his \$550,000 per-year contract. The rental company still cannot escape the irony of its endorsement in light of 1994's notorious car chase through California which preceded his arrest for the murder of his estranged wife and her friend. Cocaine Kate.

On 15 September 2005, the Daily Mirror published photos of supermodel Kate Moss snorting "line after line" of cocaine at a recording studio with then-boyfriend and known drug addict, Pete Doherty. Dubbed 'Cocaine Kate' by the press, Chanel, who had used the model since 2001,

promptly dropped Moss from their advertising, fashion house Burberry also dropped her in their statement, Burberry pointed out that though Moss had "worked successfully" with them, over the years, they too would be bringing her endorsement deal to an end.

Swedish clothing chain H&M also dumped Moss after "customer complaints". But seven years down the line it would appear all is forgiven as Moss fronts campaigns for the likes of Rimmel, Dior and Mango.

In 2011 Rihanna appeared in a series of adverts for skincare brand Nivea celebrating the brand's 100th anniversary. Despite being well known for her sexy outfits, raunchy performances, and even appearing in Nivea's ads nude, the brand decided RiRi was "too sexy" for its family image and ended its association with the singer.

Head of Nivea's parent company, Beiersdorf, Stefan Heidenreich told German media: "The advert starring Rihanna was a no go. I do not understand how Nivea can be brought into association with Rihanna," adding "Nivea is a company which stands for trust, family and reliability."

Actors, singers, model and sports stars alike have starred in the iconic 'Got Milk?' ads. In 2004 the campaign managed to attract child stars Mary-Kate and Ashley Olsen, who at the time were trying to move away from their 'tween' image. At the time the twins said they chose to star in the ads to "help make sure our fans are healthy like us". Unfortunately, some weeks later it was revealed that Mary-Kate was not healthy and was in fact suffering from an eating disorder which saw her checked-in to a rehab facility. The Milk Processor Education Program, who are behind the 'Got Milk?' campaign, pulled the ads after two months out of "sensitivity to the current situation".

For Atiku Abubakar, his recent action has sparked a lot of actions and debates among Nigerians both at home and in the diaspora. Many of them took to their social media accounts to criticize the presidential aspirant for such a mischievous act.

With the 2023 election gearing up, many citizens who once held Atiku in high esteem, as well as projecting him as the right one for the presidency, have withdrawn their allegiance after his recent action.

With the way he was criticized on the net, it is imperative to say that he has lost credibility from a lot of Nigerians, who once rated him high. Even if his claims that the post which was deleted was made without his approval, condemning such a callous act was obviously the right thing any sane person would do.

Another question many Nigerians are asking is, why did Atiku delete his comment if he is not in support of how and why Deborah was murdered? There is no justifiable reason for one to kill another over trivial issues like blasphemy, and for Atiku to delete his tweet in which he condemned the act means he supported the murder of Deborah.

For the fact that the killing of Deborah by the mob was indeed condemnable, judging it from all angles, should

have been enough reason to allow the post to fly as much as it could. He can scold the media aide, if truly the post never sought his approval, with exception of vice president, Yemi Osinbajo, top contenders, especially in the All Progressives Congress (APC) and the Peoples Democratic Party (PDP) refused to issue a statement condemning the murder of Deborah.

Obviously, the PR handlers of the former vice president failed to understand that, according to studies, most people tend to rely on their emotions instead of facts and logic when they're making purchasing decisions. This means that when companies create PR campaigns that are designed to elicit a specific emotion from the consumers, they're going to be a lot more influenced in their purchasing decisions.

In fact, according to research, some of the PR campaigns that have been the most successful with consumers across markets have been the ones that heavily relied on emotional content such as inspiration, friendship, happiness, and warmth. To that effect, companies can create marketing campaigns that can elicit four main emotions from their consumers – happiness, anger, sadness, and surprise.

It's worthy of note that, Most brands want to be associated with positive emotions from their customers, and in fact, according to studies, positivity has shown to increase both engagement and sharing with target audiences. While emotional content is something that most consumers tend to share with others in their social circle, positive content is a lot more shared than negative.

In fact, one of the most shared ads in recent history came from Android, which showed clips of unlikely friendships between different animal species in an ad titled "Friends Forever". Another great example came from Coca Cola, which changed its tagline from "Open Happiness" to "Taste the Feeling" which prompted consumers to refocus on happy people connecting with each other.

On this note, the action of Atiku has made Nigerians understand that many who are currently clamouring to emerge as the president of a heterogeneous country like Nigeria come 2023, do not actually deserve the honour being sought.

Rather than call a spade a spade, Atiku chose not to offend the north by deleting a post where he earlier condemned an obviously wrong act. This is someone that a whole lot of Nigerians once trusted to drive Nigeria in the right direction.

Atiku no doubt understands the importance of the Northern votes in his presidential ambition, which was what made him pull up such a despicable act. However, a lot of people have switched allegiance to other Presidential aspirants as his act has not only made him lose credibility but supporters as well.

To the discerning minds, he has also evidently shown to the majority of Nigerians that if elected, he cannot summon the courage of condemning evil act in the land. His burden of trust depleted and public perception and unfavourable national mood got worse after he deleted that tweet.

In or out, let your brand come alive  
*the world will see you better*



We are continuously innovating to connect Brands  
with their target audiences pan-Nigeria.

OUTDOOR  
ADVERTISING  
ASSOCIATION  
OF NIGERIA

**OAN**

2, Bode Thomas Street, Off Bode Thomas Road, Palm Groove. Lagos.  
Tel: 08181988696. E-mail: [oaan.acct@yahoo.com](mailto:oaan.acct@yahoo.com)

Website: [www.oaan.org](http://www.oaan.org)

## PR needs continuous training, retraining, says **LSPR** boss

*In recent time, public relations and communication practitioners have echoed on the need for those interested in the profession to engage in training, retraining and untraining. In the chat with Charles Edosomwan,*

*Founder, London School of Public Relations (LSPR Nigeria), the UK trained PR consultant says that LSPR Nigeria was established to ensure the industry does not lack skilled and competent offices. Excerpts....*

### What is LSPR about?

I went to London School of Public Relations (LSPR) about 8 years ago, when I was about to start Teksight Edge, a PR agency. By the time I came back, I realised that industry didn't have an adequate training curriculum. One of the shockers was that most Nigerian organisations did not even give out PR briefs, but advertising, media and/or digital marketing. PR briefs were hard to come by in the Nigerian integrated marketing communications industry.

Therefore, we started speaking to organisations about the importance of PR in business growth, and encouraged people to take courses in PR and that was what led to our partnership with LSPR. We had hope to bring quality training to Nigeria. Nonetheless, we do not just bring quality training to Nigeria or bring people to come and train Nigerians alone, we also tried as much as possible to develop local faculties in PR, so that Nigerians would be the one taking these trainings.

### Are you a PR practitioner?

I am practicing public relations. My company Teksight Edge is a PR agency. We are PR agency with a slight difference, the difference is we use data to develop our PR strategies. The company is Teksight Edge, it means we use technology and data to give brand an edge or advantage. Our strategy has always been based on data and information, because we realised that the world is just waking up to the value of data. 8 years ago, we saw that the world is heading to a data driven economy. And now, we are in digital economy and we know the currency of digital economy is data and that is why it is becoming more relevant now to get people trained in PR and other skills like data analytical, personal branding and others.

### How would PR play a role in the forthcoming election?

Firstly, public relations is a critical element in communication. Therefore, you must have trained communicators or PR people. That is why we need to train a lot of our practitioners. I had conversation with someone about PR issues in Nigeria. I spoke about how people tried to solve PR issues with press releases. But looking at the training yesterday, we have crisis management. There was an example of a hotel that had a bad review and the strategy used for addressing that was a core PR. There was no press releases or billboard or radio interview done to solve that problem for the hotel but the problem was solved. We understand that PR is based on certain strategies and rules and not just press releases at every point in time or engagement of influencers. There are well thought-out strategies around PR. Some of the political candidates and parties need to be enlightened on the importance of PR because most of them believe that PR starts and ends with press releases, print, radio, television interviews and

advertisements. One of the first thing to know about crisis management is that you need to tell it early, tell it all or tell it yourself, but in most cases, people find it difficult to tell early, tell it all or tell it themselves. So, that is when you realise that there is disconnect in how it is supposed to be practiced and how it been practiced. The only way to change anything is to have good knowledge about it, good information about it and that is the bedrock of training. We see a wider gap in Nigeria in respect to training because we also have a dysfunctional educational system. You realise that people come out of school in Nigeria, without cognate experience on the field and what they need is training, resources, and development, because training is a continuous process.

### When does your training commences?

This training has just started and it is the first in the series in Nigeria, but the school has been existing for about 30 years.

### What is your strategy to reach out to practitioners and agencies and even tertiary institutions?

Our first strategy is stake holders' engagement. It is a strong PR tool or PR direction. Stakeholder engagement is something we don't use these days, but it is very important, it is what we are doing now with your team. You cannot talk about PR without media. That is why we first engaged the media, the majority of people you see here today are either from the media or practitioners or client, but amazing percent of people here today are from the media. This is part of our strategy to make the partnership a lot stronger than to reach out to random people on the street.

### How difficult it is to tell the truth in PR?

There is something called the truth and there is something called design narrative. Yes, you must know the truth. For example, a man shot another person, you can call it murder, but you can realign the narrative, it can either be murder of self-defense, and whatever you go with will determine the outcome of that process. Once you look at data, you will always find a suitable narrative to help you come up with set of narratives. Unless your company has not been collecting the right set of data over time, but data don't lie. We need to have a good PR professional to help you navigate and know the data you need to put out there and that is one of the differences. The practitioner is important, the media is important and the stakeholders are important, and if

*...public relations is a critical element in communication, therefore, you must have trained communicators or PR people.*



they don't know how to go about it, you will not get good value even if you have the best PR agency.

### Have you engaged Nigerian Institute of Public Relations?

We have to and that was actually the first move we made. We contacted the Nigeria Institute of Public Relations. We also contacted Nigeria Institute of Journalism. We have reached out to every stakeholder that is concern. We also realise that NIPR has their own training, and there is a reason to bring trainers from NIPR and Nigeria Institute of Journalism. Irrespective of you having Council for the Regulation of Engineering in Nigeria (COREN), Society of Engineers you will still have engineering university that will collaborate with and for us, that is the narrative, the collaboration, the partnership and engaging stakeholders, it is really important.

We will engage everyone. The most important thing is to look for partners that would help you grow and once you start growing, you start becoming relevant and you will be able to reach out to more persons. We did free training recently, and we had about 89 people. I think that is the largest PR gathering for training in recent times, PR professionals and people who care about PR to see new perspectives to things. To most people, managing PR crisis is lying or hiding, but the right PR strategist will let you know that coming out with the truth and having the right data to lead or knowing how to do the best kind of bridge you have is the best strategy for you.



# Stakeholders gather to celebrate 'The Industry Summit 3'

## • Experts advocate on steps to eliminate unbanked population



L-R: Mrs. Chizor Malize, CEO, FITC and Mrs. Chioma Afe, Access Bank



L-R: Goddie Ofose, Azuh Arinze, Charles Udoh, Mike Effiong, Cornel Udoh

The third edition of the Industry Summit/Awards held recently in Lagos with the theme: "Financial inclusion, digital payment and the challenges of banking the unbanked" was indeed, a gathering of top professionals from Fintech, Marketing Communications, Banking, Politics among others. Their mission was simply to chat the way forward on how to deepen financial inclusion and proffer solution to banking the unbanked in Nigeria.

To set the ball rolling, the keynote speaker of the summit, Mrs. Chizor Malize who is also the Chief Executive Officer of Financial Institution Training Centre, (FITC), said that deposit banks and fintech companies needs to learn from their previous mistakes in driving financial inclusion in Nigeria.

According to her, "the CBN has led in the forefront of this drive. But to drastically reduced those segments of the unbanked and underserved, there is a need for synergy and collaboration between the deposit banks, fintech and financial regulators.

"Low cost of transactions, and greater expansion in reach and a reduction in the use of cash for business dealings will happen when synergy is achieved." She added.

While highlighting on the issue of collateral, she stressed that, "another major hurdle is the request for collateral when giving out loans. Most

low-income earners cannot afford a collateral. Therefore, they opt not to go to deposit bank. Instead, they prefer borrowing money from loan sharks who give them at very high interest."

"According to Proshare Nigeria, there are over two hundred (200) Fintech companies currently operating in Nigeria. This translates into about \$560million USD in investments between 2019 to 2021." She noted.

She pointed out that, the rise of these companies can be attributed to the increase in penetration of smartphone devices and the increase in the use of digital channels and agents to reach the underserved an unbanked in rural areas, adding that, some of these fintech have also personalized their services to make it easy for person to use their services including mailing of ATM cards to customers who open accounts online.

Also speaking, one of the panalist, Mojeed Jamiu, publisher/CEO, Upshot said; "there is the need for regulatory authority to harmonise our data base, what is the essence of demanding for utility bill among others when creating a new account when at different points some of these data have been demanded.

On his part, a panalist, Akeem Salami, Head of product and innovations, 9PSB disclosed that, "if we continuously educate people eventually even the illiterate ones will fall on board. For us, the exclusion of the unbanked arise from lack of education and so, we have a situation where even if these people can't read at least, they can be captured through voice command."

For one of the panelists, Chioma Afe, Group Head, Retail Marketing and Analytics, Access bank, collaborating with the telcos is a way of reaching the last mile, adding that, financial inclusion is also about the last mile, and Access Bank as a financial institution is tapping into that lifestyle.

Also, a member of the panel of discussant, David Okeme, Executive Director, Systemspec pointed out that, one of the big drivers of financial inclusion is how do we make it driveable? Noting that, it is not just about the banks creating financial institutions but how we create wealth in the country.

Earlier in his welcome address, the convener of the event and the Editor-in-Chief of the Industry Newspapers, Goddie Ofose who welcomed everyone to the event said; "we are no expert on this subject matter, that is why we have gathered the best of the best in the industry to do justice to this matter, and we sincerely hope that, in the end, justice would be done. The missing puzzle would be found, issues around the growing unbanked population would be sorted."

According to him, "this programme is two legged. The first is the morning session and the second leg is the dinner and awards that will be coming later in the evening. I wish to appeal to everyone here to kindly honour us with your presence and we won't take you for granted."

Meanwhile, The Team of Accessors for the Industry Summit/Awards adjudged the Executive Governor of Borno State, Professor Babagana Zulum the Industry Newspapers best Governor of the year 2021 at the second leg of the event, which was the awards Night/Dinner.

In his first year in office, Governor Babagana Zulum of Borno State reportedly undertook 375 projects; of which 326 stand as physical projects with the remaining 49 as capital-intensive. That equates to an average of one project per day, in sync with his development mission, aptly tagged: '10-pact Transformation Agenda.'

He further embarked on rehabilitation and reconstruction of health and educational facilities and amenities across the state by renovating dilapidated schools, hospitals, clinics, upgrading health centers and constructing new schools and hospitals in some communities including Monguno Resident Medical Doctors' house apart from upgrading the Monguno hospital. Constructed a new LGC secretariat in Biu town of Biu LGC.

His dedication and financial stewardship set an example for other state governors and Nigerians as a whole. The award, according to the team of assessors was in recognition of his outstanding doggedness and commitment to the cause of humanity.

Also, the Executive Governor of Akwa-Ibom State, Governor Emmanuel Udom was conferred with the award of the Industry Newspapers Governor of the year 2021 (infrastructural). Governor is known in his state for massive infrastructural development.

Some of the projects the Governor has concluded include: reconstruction work at; Ikot Okoro General Hospital, Awa Cottage Hospital, Relief for over 4,000 mal-nourished children, Free screening and treatment of over 15,000 people for various eye diseases, Training of 20 Biomedical Engineers, Provision of residential quarters for 48 House Officers in the State Hospitals and 50 in the University of Uyo Teaching Hospital (UUTH), Accreditation for Schools of Nursing, with 272 Registered Nurses, Training and Certification of 100 Doctors and Nurses in Basic Lives Support (BLS) and Advanced Cardiac Lives Support (ACLS) with Medical Emergency Experts from the USA, Procurement of Automated External Defibrillators (AEDs) and Electrocardiograph (ECG) Machines for use in Emergency Response (now fitted in all our ambulances).

In recognition of his contributions to the development of Akwa-Ibom state over the years, especially in the area of infrastructure, the team of Assessors for The Industry

Summit/Awards adjudged him the Industry Newspapers Governor of the year 2021 (Infrastructure).

In another development, the chief host of the event and the Executive Governor of Lagos State, Babajide Sanwo-Olu adjudged the Industry Newspapers Governor of the year 2021 (job creation).

Having served under three previous governors, Sanwo-Olu understands Lagos State and the various challenges facing the state and his knowledge of the state made his administration adopt a six pillars policy programme tagged T.H.E.M.E.S to deliver good governance to millions of Lagosians.

The six pillars are; Traffic Management and Transportation; Health and Environment; Education and Technology; Making Lagos a 21st Century state; Entertainment and Tourism; Security and Governance. Through these six pillars, he has continued to create jobs for Lagosians thereby reducing the unemployment rate in the state to a bearable level.

Another awardee on the night was Biodun Shobanjo, Chairman Troyka Holdings. Being an authority in Africa's marketing and marketing communications landscape, Shobanjo was adjudged by the Industry Summit/Awards Team of Assessors as the Doyen of Advertising in Africa.

Others include: Phil Osagie, Chief Executive Officer, JSP Communications, Enyi Odigbo, Chairman, Casers Group, Dozie Mbanefo, CEO, New Crystal Comms, Kunle Onime, CEO MPC, Emeka Okeke, GCEO Media Fuse Dentsu Aegis, and Onyekachi Onubogu were given Life Time Award.

In addition, Femi Adelusi, CEO, BrandEye Media, Chioma Afe, Group Head, Retail Marketing & Analytics, Access Bank PLC, Olumuyiwa Akande, Group Head, Corporate Communications, SIFAX Group, Charles Udoh, Commissioner for Environment, Akwa-Ibom State among others were conferred with award for special recognition impact players of the year 2021.

The award for special recognition was given to Lampe Omoyele, MD/CEO NITRO 121, Tunde Shobanjo, CEO, Leo Burnett Lagos, Steve Babaeko, COO/CEO, X3M IDEAS, Israel Jaiye Opayemi, CEO, Chain Reaction, Tokunboh George Taylor, CEO, H+K Strategies, Andrew Eiremiokhae, Executive Director, Oracle Experience among others for impact players of the year 2021.

Other recipients include the Chief Executive Officer of Modion Communications, Odion Aleobuah, who was awarded PR Man of the Year, Rotimi Bankole, Chief Executive of SBI Stagwell, (Media Man of the Year) and First Bank Plc., (Advertiser of the Year), Simisola Hughes Obisesan, Insight Redefini (Creative Director of the Year), Akin Adewakun of Nigerian Tribune (Brand Journalist of the Year) and Emmanuel Oriakhi, Marketing Director, Nigerian Breweries (Marketing Man of the Year).

In the corporate awards category, X3M Ideas bagged the Ad agency of the Year Award, Heineken snatched the Best in Marketing- FMCG category, Trophy won the Alcoholic Beverage of the Year Award, as Dangote carted the Best in Sustainability Award -FMCG category among awardees.

Commenting on the awards, the Team of Accessors for the Industry Summit/Awards said the awardees were selected through a painstaking process based on the impact their contributions have made in the industry, noting that, one of the

# FACES @ THE INDUSTRY



# SUMMIT & AWARD 0.3



3



4



5



7



8



9



14



15



19



20



24



25



31



32

1. L-R: Oti Ukubeyinje, VP Product Marketing & Growth Terragon Group; Mojeed Jamiu, Editor Upshot Media; Goddie Ofose, Convener The Industry Summit; David Okeme, Divisional Head Payment, Solutions & Vertical Market SystemSpecs; Chizor Malize, MD/CEO FITC; Charles Udoh, Commissioner for Environment & Solid Minerals, Akwa Ibom State; Chioma Afe, Group Head Retail marketing & Analytics Access bank; Akeem Salam, Head Product Management 9PSB.
2. Akeem Salam, Head Product Management 9PSB; Goddie Ofose, Convener The Industry Summit; 9PSB Staffs.
3. Stephen Ipalibo Lawson, Compere The Industry summit & Awards; Goddie Ofose, Convener The Industry Summit, Peggy Abengowe Checkers Custard and Staff.
4. Goddie Ofose, Convener The Industry Summit; Chizor Malize; MD/CEO FITC; Bridget Oyefeso-Odusami, Group Head Marketing & Communications Stanbic IBTC Bank.
5. Charles Udoh, Commissioner for Environment & Solid Minerals Akwa Ibom State; Chizor Malize, MD/CEO FITC.
6. Goddie Ofose, Convener The Industry Summit; and Guests
7. Goddie Ofose, Convener The Industry Summit/ Awards with fellow BIJAN Members.
8. A Guest; Goddie Ofose, Convener The Industry Summit; Ekine Akonte, Founder Absolute PR.
9. Goddie Ofose, Convener with December 29 Media Staffs.
10. Goddie Ofose, The Convener giving his speech.
11. Chizor Malize, MD/CEO FITC Delivering her speech at The Industry Summit.
12. Raju Pandet, Checkers Africa at The Industry Summit/ Awards.
13. Participants At The Morning Session.
14. Olumide Iyanda, QED News; Azu Arinze, Editor Yes International Magazine; Mike Effiong, Editor Ovation Magazine; Goddie Ofose, Convener The Industry Summit; Charles Udoh, Commissioner for Environment and Solid Minerals, Akwa Ibom State.
15. Goddie Ofose, Convener The Industry Summit; Stella Sawyer, Corporate Affairs Manager International Breweries PLC; Olumide Iyanda, QED News.
16. Stephen Ipalibo Lawson, Compere The Industry Summit, Cornell Udofia; Editor CMC Consultancy; MC Halaluya.
17. Guests and Goddie Ofose, Convener The Industry Summit.
18. Emeka Okeke, Group CEO, Media Fuse Dentsu, Nigeria; Goddie Ofose, Convener The Industry Summit/ Award; Andrew Eimokhare, Oracle Experience.
19. Agbo Susan Ngozi, Representing Olalekan Fadolapo, APCON Registrar; Goddie Ofose, Convener The Industry Summit.
20. Goddie Ofose, Convener The Industry Summit; Paxi Otene, Lilvera Group.
21. Staffs Of Eat 'N' Go with Goddie Ofose, Convener The Industry Summit.
22. Goddie Ofose with Colleagues
23. Goddie Ofose, Convener The Industry Summit/Awards; Azu Arinze, Editor Yes International Magazine; Mike Effiong, Editor Ovation Magazine.
24. Goddie Ofose, Convener The Industry Summit/Awards and Guests.
25. Goddie Ofose, Convener Of The Industry Summit/Awards with Guests.
26. Mike Effiong, Editor Ovation Magazine presentation of award to Dare Ogunyombo, Associate Director Brooks+Blake.
27. Azu Arinze, Editor Yes International Magazine; Bola Audu, Corporate Communications, Nestle Nigeria PLC; Goddie Ofose, Convener.
28. Charles Udoh, Commissioner for Environment and Solid Minerals, Akwa Ibom State Presenting Award to JSP Communications.
29. Emeka Okeke, Group CEO, Media Fuse Dentsu, Nigeria Presenting Award to Anthony Ogamba, Quadrant MSL and Goddie Ofose, Convener The Industry Summit/ Awards.
30. Ediri Ose-Ediale, ADVAN Presenting Award to a Representative of
31. Mike Effiong Presenting an Award to Chiza Oladebo and Goddie Ofose, Convener.
32. Charles Udoh, Commissioner for Environment and Solid Minerals, Akwa Ibom State Presenting Award to Representative of Lagos Intercontinental Hotel.



L-R Ahmed Alaga, Program Manager, Jobberman Nigeria; Lanre Coleman, General Manager, U-Connect HR Limited; Tumi Onamade, Senior Manager, Participant Engagement & Programs, United Nations Global Compact Network Nigeria; Shakiru Lawal, Country HR Manager, Nestlé Nigeria PLC and Goke Olaleye, Marketing Manager, Big Bottling Company Limited



L-R: Minister of Health, Dr Osagie Ehanire, Chairman of the Nigeria End Malaria Council (NEMC) and President of Dangote Group, Alhaji Aliko Dangote, President Muhammadu Buhari and SGF Mr. Boss Mustapha during the inauguration/launch of the Nigeria End Malaria (NEMC) held at the Presidential Banquet Hall, State House, Abuja

# Dangote Cement excites Ibese with 5-Year plan to impact community

As a demonstration of its commitment to human capital and infrastructural development of its host communities, leading Cement manufacturer, Dangote Cement Plc has signed a new refined five-year

Community Development Agreement (CDA) with its Ibese plant host communities. In what was described as a novel idea, the decision to sign the agreement in full glare of the public, management of Dangote

Cement, Ibese plant said the move was to underpin the fact that the company was irrevocably committed to the wellbeing of the residents in all the communities. The Dangote Cement, Ibese Plant Director, Mr. Azad Nawabuddin

explained that the signing of the CDA is the beginning of a new dawn both for the Company and the host communities in the execution of the laid out social investment projects under the company's Corporate Social Responsibilities (CSR) activities. According to him, the CDA specifies Dangote Cement, Ibese Plant's commitment to building infrastructural projects for the socio-economic development of the host communities which are well deserving.

He said, "We gather as key stakeholders in fulfilment of the provisions of section 116 of the Minerals and Mining Act 2007, and 193 of the Minerals and Mining Regulation 2011 of the Federal Republic of Nigeria. "This occasion is a demonstration of our commitment to the development and

overall well-being of our host communities and their people, as a responsible corporate entity. It also provides an opportunity to renew and refresh existing partnership between Dangote Cement and its major stakeholders in complementing the effort of the Government in nation building. "Dangote Cement Plc, Ibese Plant signed the first Community Development Agreement with its host communities in 2013. This marked the beginning of concrete infrastructural and social supports in the areas of Employment, Education, Health, Training and Empowerment, Road, Potable Water, Electrification and so on, that have contributed immensely to improving the standard of living in our communities.

## Risé.ng set to empower 36 million Nigerian youths via empower project

Risé.ng, an innovative blue-collar online market source, has unveiled plans to empower 36 million Nigerian youths with capacity building certifications necessary to connect artisans to customers to provide employment and stem the country's brain drain tide. Mrs Olawunmi Akalusi, Chief Executive Officer (CEO), Risé.ng, made this known at the official launch of the Risé.ng App in Lagos.

Akalusi said Risé.ng was created to bridge the supply gap for blue-collar jobs and introduce professionalism to the informal sector. She said that Risé.ng empowerment initiative called "Project Empower" was aimed at addressing the increasing youth unemployment and lack of startup capital. The Risé.ng CEO said the initiative would also equip the Nigerian youths with the necessary skills and knowledge to start and manage successfully their own businesses. "The programme will transform 36 million youths across Nigeria; one million per state, building their capacity through intensive training and internships. "Thereafter, listing them on the rise.ng platform to reach a wider audience for business opportunities," she said.

Akalusi revealed that a proposal was in the offing with Harvard University to train the youths for three days to enable them deal with customer acquisition and retention. This, she said, was to engender business sustainability and equip youths with skills that could be achieved export and at the same time, build the nation. She called for partnership across private and public sectors to ensure that Nigerian talents were not exported to other countries to build the country's blue-collar sector.

"There's no one to help us build our country if we go out to build other people's countries. "We, however, want the government to help the country by first providing electricity and other aspects would follow for the country to be great. "On our part, we would continue to promote self-employment among Nigerian youths making them viable assets to the country's economy," she said. Mr. Samuel Avwersuo Egube, Commissioner, Economic Planning and Budget, Lagos, described Risé.ng as a solution from the youthful population that would empower artisans and create a

market place around work ethics for blue collar jobs. Egube said the development was in line with the governor of Lagos, Mr Babajide Sanwo-Olu, administration's agenda for the youths, particularly with the launch of the 30-year development plan for the state.

## Aliko Dangote leads battle to eradicate Malaria as Buhari inaugurates council

Chairman of Aliko Dangote Foundation and Africa's richest man, Aliko Dangote has been named the pioneer Chair of the National End Malaria Council (NMEC), a body established by President Muhammadu Buhari to eliminate the scourge of malaria in the country. The National End Malaria Council (NMEC) was inaugurated by the President at a well-attended event in the Presidential Banquet Hall, Aso-Rock Villa, Abuja yesterday. Dangote, who accepted the responsibility of chairing the Council,

said the new function was in tandem with his current roles as the Nigerian Ambassador for Malaria, his role on the Global End Malaria Council, and with the work that his Foundation, Aliko Dangote Foundation is doing to mobilise the private sector to support malaria control in Nigeria in particular, and Africa at large.

While inaugurating the 16-member Council, President Buhari projected that the successful implementation of the Council's agenda and savings from the estimated economic burden of the disease would save Nigeria about N687 billion in 2022 and N2 trillion by 2030. The President told the Council that beyond improving the quality of life, health and well-being of Nigerians, the concerted strategy to tackle malaria had both public health as well as socio-economic benefits for Nigeria. "Our inauguration today will therefore ensure that malaria elimination remains a priority on our agenda, with strong political commitment from leaders at all levels. Additionally, the End Malaria Council will provide a platform to advocate for more funding to protect and sustain progress made so far by our

country, and put us on a pathway to ending malaria for good," the President said. Expressing concern that the age-long disease had remained a major public health challenge in Nigeria, the President cited the World Health Organisation (WHO) report of 2021, showing that Nigeria alone accounts for 27 per cent of all cases of malaria and 32 per cent of deaths globally. On his choice of Dangote to chair the Council, Buhari explained that it was in recognition of the track record and passion of Africa's richest man in supporting initiatives on various health issues such as polio and primary health care system strengthening. Others include, Tony Elumelu, Chairman, Board of Directors, UBA, Folorunsho Alakija, CEO, Rose of Sharon Group, Herbert Wigwe, CEO, Access Bank, Femi Otedola, CEO Forte Oil, Hajiya Lami Lau, President, National Council of Women Societies, John Cardinal Onaiyekan, Emeritus Archbishop of Abuja Catholic Archdiocese, Alhaja Rafiyat Sanni, National Amira, Federation of Muslim Women Nigeria (FOWAN) and Dr. Perpetua Uhomobhi, NEMC Secretariat/National Coordinator, National Malaria Elimination Programme (NMEP).

## Mouka boosts business partners nationwide

Mouka, Nigeria's leading manufacturer of mattresses, pillows, and other bedding products, has rewarded its loyal Business Partners with fabulous prizes in recognition of their contribution to the company's growth trajectory. Gifts such as Tricycles, Air Conditioners and Television sets were presented to the highly elated Business Partners amidst the glitz and glamour of the African-themed evening. Celebrities, medical practitioners, media and other professionals attended the fun-filled event in Lagos.

Commending the market leader, a Business Partner from the South-west region and one of the beneficiaries of the award, Alhaji Mufutau Owolabi, stated that the relationship with Mouka has been cordial, mutually beneficial and rewarding. He eulogised the company for its immense support over the years. Also, another beneficiary, Ismaila Amusa, avowed that Mouka has been adding value to his business through similar rewards that have positively impacted his trade. "I am highly delighted to be one of the company's Business Partners; I can confidently say it is the best in the industry," Amusa stated. In his remark, Mouka's Managing Director,

Femi Fapohunda, commended the Business Partners for their continued loyalty to the brand. "Mouka's success story spanning over 63 years would not have been possible without your hard work and dedication. Our ability to maintain the leading position in the sleep industry of Nigeria could not have been possible without you. We call you partners because you have continued to demonstrate immense commitment to this

relationship which has resulted in steady growth and achievement of our business objectives", Fapohunda stated. Furthermore, Mouka's MD stated that the tricycles would augment the trucks they were presented with in easing the challenges relating to logistics. With these tricycles, their Business Partners can service smaller orders quickly and cost-effectively.

## REDTV emerges Best Online TV of the Year

REDTV, Africa's leading lifestyle entertainment online network, powered by Africa's global Bank, the United Bank for Africa (UBA) has been announced as the winner of Online TV of the Year at the prestigious 2022 edition of the GAGE Awards which was held over the weekend in Lagos, Nigeria.

The award came as a result of open online voting which saw REDTV top the list of very highly reputable online television platforms including Accelerate TV, Channels TV, Ndani TV and Nevada Bridge TV, signifying the widespread acceptance of the YouTube channel. The 2022 edition of GAGE Awards themed,

"Co-Create 2022", which, according to the organisers, was proof of how much Africans can achieve together in the tech space by collaborating, celebrated distinguished individuals and brands who have utilised technology and the digital space remarkably and with high impact.

Speaking whilst receiving the Award, REDTV's Creative Director, Obinna Okerekeocha said "We have UBA to thank for always supporting REDTV from inception. REDTV is committed to telling the best stories from Africa and empowering the next generation of young African content creators".

According to the REDTV Executive Producer, Bola Atta: "REDTV's content is diverse, modern and versatile, but also distinguishable. We want to continue to tell positive African stories in the most entertaining and informative manner. We also want to remain very conscious about adding value to this segment of the economy, focusing on employing young talents across Africa in the film industry."

REDTV's Creative Director, Obinna Okerekeocha receiving the award. REDTV is the home to award winning content such as The Men's Club(TMC); Unintentional; Mighty; Assistant Madams;

RED Hot Topics; Inspector K; Our Best Friend's Wedding; The Sauce; Boutique Hotel; Here and Now and many others. The GAGE is Nigeria's leading digital awards focused on promoting and rewarding digital personalities and brands on a global platform with strong federal government backing through the Nigerian Communications Commission and National Information Technology Development Agency (NITDA). This year's event featured the biggest brands and personalities in fintech, adtech, edtech, healthtech, insurtech, logistics and supply, content and media.

## KZN Film opens up calls or internships



The KwaZulu-Natal Film Commission (KZN Film) has opened calls for aspiring filmmakers to apply for internships at production houses. KZN Film is an entity established in terms of the KwaZulu-Natal Film Commission Act, 2010. The Commission has been set up with its main vision being to position KwaZulu-Natal (KZN) as a globally competitive, diverse, and sustainable industry and choice film destination. Its aim is to enhance the economy by providing and encouraging opportunities for persons, especially from disadvantaged communities to enter and participate in the film industry in the province. In so doing, it aims

to contribute to an enabling environment for job creation. The Human Capital Development (HCD) Programme under marketing and industry development is designed to develop skills in KwaZulu-Natal focusing on previously disadvantaged filmmakers across the value chain of film and television. HCD aims to extend its training and skills development by offering internships to its trainees with long-term productions in the province. KZN Film has engaged with productions in KZN who are prepared to take on interns. The production companies will provide the work-readiness

training that, mid to long-term productions are able to do. The internships range from one to 12 months based on the needs and requirements of the productions. KZN Film opens up calls for internships

The KwaZulu-Natal Film Commission (KZN Film) has opened calls for aspiring filmmakers to apply for internships at production houses.

KZN Film is an entity established in terms of the KwaZulu-Natal Film Commission Act, 2010. The Commission has been set up with its main vision being to position KwaZulu-Natal (KZN) as a globally competitive, diverse, and sustainable industry and choice film destination. Its aim is to enhance the economy by providing and encouraging opportunities for persons, especially from disadvantaged communities to enter and participate in the film industry in the province. In so doing, it aims to contribute to an enabling environment for job creation.

## ARCON bans use of foreign models, voiceover artists on Nigerian advertising

In line with the federal Government's policy of developing local talent, inclusive economic growth and the need to take necessary steps and actions aimed at growing the Nigerian Advertising Industry, the Advertising Regulatory Council of Nigeria (ARCON) being the apex advertising, advertisement and marketing communication's regulatory agency of all federal government, has in accordance with its statutory mandates, responsibilities and powers as conveyed by the Advertising Regulatory Council of Nigeria Act No.23 of 2022 bans the use of

foreign models and voice-over artists on any advertisement targeted or exposed on the Nigerian Advertising space with effect from 1st October 2022. All Advertisement, Advertising and marketing communications materials are to make use of only Nigerian model and voice-over artist.

Ongoing campaigns are permitted to run out their terms, however, subsequent applications for revalidation for continued exposure of such materials will not be granted by the advertising standards panel (ASP).

Advertisers, Advertisement



DR. OLALEKAN FADOLA, PhD, FCA, *arj*  
agencies, media houses, Advertising community and the general public are hereby enjoined to take note.

## How Acrobat Sign, e-signatures Support global media brands

Every day, millions of readers worldwide open a paper, log onto a website, or glance through a mobile app powered by German publishing house Axel

Springer. The company has provided readers with timely news, information, and entertainment for 75 years. Axel Springer Publishing runs dozens of brands including the German national newspaper Die Welt - Stepstone, the leading job portal brand across 25 countries - and Bild, the highest-circulation tabloid newspaper with millions of readers across Europe.

An important element of Axel Springer's success is its embrace of digital technologies. Digital activities currently make up a significant amount of the company's revenue with web portals and mobile apps continuing to grow in popularity. Internally, besides software development, Axel Springer has invested in enterprise technologies from major names such as Salesforce, Microsoft, and Adobe to keep its more than 15,000 employees worldwide connected through seamless electronic workflows. Dax Data, local Adobe Distributor, offers a proof of value service, demonstrating how your organisation can also benefit from Adobe Acrobat's digital solutions.

Holger Weber, head of contract & license management for finance IT and procurement at Axel Springer, was especially interested in using Adobe Acrobat Sign to streamline contract management for the groups he supported, knowing that electronic signatures could free employees from time-consuming paperwork.

"Much like many of Axel Springer brands have gone digital, it was time to fully digitise our paperwork processes as well," explains Weber. "But many teams still liked the familiarity of working with paper. Big parts of our organisation switched to almost entirely electronic signatures within a week, with many other departments across the company jumping on

board. The impact has been so great that we don't plan to ever go back to paper and wet signatures".

Before adopting Acrobat Sign, most departments at Axel Springer relied upon stacks of printed paper. Each document needing signature would be placed in a signature folder and carried between offices. Folders might sit on the edge of a desk for three weeks before they were signed and returned.

Axel Springer took steps to make the transition to Acrobat Sign as fast and seamless as possible. "We recorded training videos for new users and set up a support portal where people can apply for an Adobe Acrobat Sign license," explains Marc Belohoubek, a CRM engineer at Axel Springer who supports Acrobat Sign users. "Some people had one or two questions, but in general, people were surprised at how intuitive Adobe Acrobat Sign is".

Today, groups across Axel Springer complete several thousands of transactions a quarter through Acrobat Sign. Delivering electronic documents is easy. Users receive an email and click on the link. Signing is just as easy, taking just a few more clicks. Between the easy delivery and signing, the average turnaround time for signatures has been reduced from several weeks to just 25 hours.

The accelerated speed is critical for many teams. For human resources, it means the ability to deliver offer letters to prime candidates as quickly as possible, providing a better experience, making a strong impression, and encouraging candidates to sign with Axel Springer. The corporate law team can get contracts finalised faster, even when dealing with multiple signers working from different locations.

## New programme aims to fast-track entrepreneurial education among African youth



Zurich Foundation (ZZF), JA Worldwide and JA Africa aim to scale and fast-track youth entrepreneurship education through a three-year partnership. Registration is now open for interested participants between 18-35 years, with the programme kicking off in 2023.

The partnership aims to equip 35,000 South African out-of-school youth with work readiness and entrepreneurial skills.

JA Africa, of which JA South Africa is the oldest African member, delivers hands on, immersive learning in work readiness, financial health, entrepreneurship, sustainability, STEM, economics, citizenship, ethics, and more.

The partnership with ZZF will also enable JA Africa to expand existing operations in four countries, and launch operations in five new countries, namely Burkina Faso, DRC, Togo, Sierra Leone and Liberia. In total, 550,000 African youth will be empowered to succeed as both

innovative job creators and well-qualified job seekers.

According to the African Development Bank, each year 10 to 12 million African students finish their education and compete for three million jobs, resulting in sub-Saharan African youth becoming entrepreneurs by necessity, not by choice. This partnership and the JA programmes encourage young people in Africa to succeed and sets them on the path to success, not just as individuals, but as leaders who will influence positive change within their communities.

"We are very proud of this new partnership, delivering interventions and skill-based expertise with the aim to create brighter futures in Africa, building on impactful programmes we've already built with JA around the world. The Zurich Foundation's expertise on social equity and mental well-being nicely complements JA's track record in building resilience and self-efficacy in more than 12

million young people every year," says Grégory Renand, head of Z Zurich Foundation.

JA Africa CEO, Simi Nwogugu, has led efforts in Nigeria and sub-Saharan Africa for more than 25 years.

"Many young Africans are entrepreneurial by nature, but may be limited in their ability to develop solutions to the challenges around them and capture value from those solutions. This partnership will help African youth develop the resilience, problem-solving and design-thinking skills, and mental well-being they need to understand the complex problems in the region and design sustainable solutions, and mentorship will play an important role," says Nwogugu.

"All of Africa's youth need access to immersive education that leads to economic success. Through this partnership, we'll create entrepreneurship ecosystems that work together to fuel young Africans to become changemakers, creating businesses that solve the continent's challenges with climate change, food shortages, and inadequate infrastructures for health and education," says Nwogugu.

Create an incidence Frequently Asked Questions (FAQs) - When an attack occurs, internal and external parties have questions. These questions are centred around how an attack occurred, when it occurred, how it affects customers or clients as well as what the organisation is doing to prevent a recurrence of a similar attack. Instead of letting the

media and other news entities control the narrative of an attack, PR can publish an FAQ (Frequently Asked Questions) that is updated regularly address all pressing questions about the attack.

Publish organisation-wide incidence reporting guidelines - After an attack, internal members of an organisation might want to talk about the cyber-attack incident to reporters and clients or share information on social media. To control the narrative, PR may find it useful to create incidence and publish reporting guidelines which will ensure all the information about the attack comes from one source and such information is issued correctly.

Conduct post incident analysis, evaluation, and reputation review - a cyber-attack will affect a business's standing. PR should analyse the severity of the incident, evaluate the impact, and review the business's reputation. The post incident analysis also entails the creation of a recovery plan to manage the reputational fallout, regaining confidence and rebuilding trust with key stakeholders.

PR should take great care when responding to cyber-security-related incidents during and after an attack. The IT department may be the vanguard against cyber-attacks but, PR has the effective means to communicate. This needs the partnering of IT and PR business functions in developing cybersecurity plans. A partnership of IT and PR enables both functions to create robust, credible, and resilient cyber security plans.

## HEADGEAR

**I**t is also called headwear or headdress, it is the name given to any element of clothing which is worn on one's head, including hats, helmets,

turbans and many other types. Headgear is worn for many purpose.  
The purpose for headgear are  
1. For protection or defence

2. Fashion
3. Religious significance
4. Symbol of status and office
5. Social conventions.

### The types of headgear

#### Bonnets:

It is a hat, usually tying under the chin and often framing the face, formerly much worn by women but now worn mostly by children. Bonnet has been used as the name for a wide variety of headgear for both sexes- more often female- from the middle Ages to the present.



#### Caps

It is a Special head covering to indicate rank, occupation etc. It is a type of soft flat hat with a peak, caps are especially worn by men and boys.



#### Crowns



A representation of such a headdress, as in heraldry; it may even be that only the image n exists, no physical crown, as in the case of the kingdom of Belgium; by analogy such crowns can be awarded to moral persons that don't even have a head mural crown for cities in heraldry

#### Fillets

A fillet was originally worn in classical antiquity. It is a type of headband worn by unmarried women in certain monk hoods, usually with a wimple or barbette. It has another dimension which are for the babies and it is classical in various forms.



#### Hair covers



#### Hats

A covering made to fit the head, often with a brim and can be worn out of doors.



#### Helmets

It is a type of hard hat that protects the head, worn by the police officer, soldier or a person playing some sports.



#### Hoods

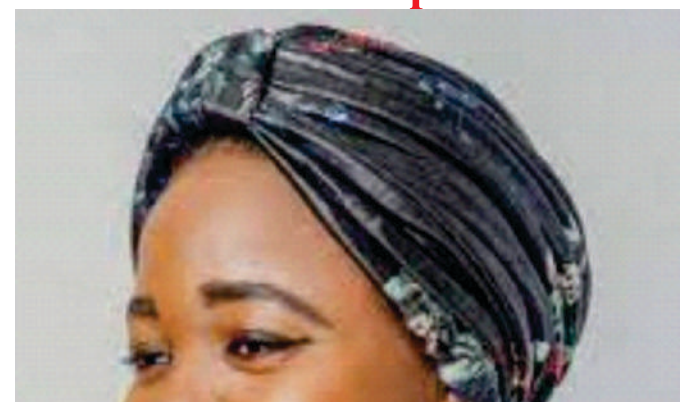
A hood is a kind of headgear that covers most of the head and neck, sometimes the face. Hoods that cover mainly the sides and top of the head and leave the face mostly or partly open may be worn for protection from the environment [typically cold weather or rain] for fashion as a form of traditional dress or uniform or in the knights, an armoured hood is used for protection against bladed weapons.

#### Turbans



Turbans is a type of headwear based on cloth winding featuring many variations, it is worn as customary headwear by people of various culture.

#### Viels and head wraps



# Our Total Solutions assure Total Rewards

At Dentsu International, we believe that the right solution to a brand's needs, is one that merges creativity with research, experience with bespoke services, all tailored to maximize our client's returns and connect them deeply with their consumers.

As such, our network of companies and unbridled talents coalescent into a total solution that not only builds brands, but also guarantees results.



isobar

dentsu  
MB.

V8  
advertising

THE  
STORYLAB

CARAT

vizeum

dentsu x

RED STAR  
POWERED BY DATA. DRIVEN BY RESULTS.

DCC

iProspect

amnet

Posterscope

RAPID Xtra

First Media  
Red Star Int'l

Amplifi

SALESNET

Deals  
Warehouse



# Thanks to digital marketing, every entrepreneur can go global

Elyse Estrada, Global Chief Marketing Officer, Aleph Group, Inc

The dream of every entrepreneur is to have a global customer base. After all, nothing shows you've made it like people all around the world

buying your products or digital services. Until recently, getting to that point was reserved for a select few who manage to expand outward after saturating their home markets. Today, thanks to ecommerce and digital marketing in particular, even entrepreneurs in niche fields can build a global customer base. Whether they're building an online fashion empire or selling handcrafted designer decor, an entrepreneur in Accra or Lagos can compete on a global scale with their counterparts in Paris or New York.

To ensure that they have the best chance of doing so, however, it's critical that they market themselves on the most relevant online platforms with the highest reach of potential consumers.

The growth potential of emerging markets

This growth opportunity is especially true for entrepreneurs targeting emerging markets with rapidly growing online populations. Nigeria, for example, is set to add 35 million new internet users by 2026, according to Statista. In Ghana, meanwhile, World Bank figures indicate that 58% of the population is online, with the number of internet users having grown more than six percent between 2020 and 2021.

Not only does this opportunity for growth exist from industry momentum, it also exists from demographic dynamics. Both of these markets have incredibly young populations. In Ghana, the median age is 21 and in Nigeria, it's a shade over 18. As populations in the rest of the world age out, it's to these

often underserved markets that businesses around the world will look to for growth.

This young population is increasingly becoming tech-savvy and connected. They want and expect the same kinds of consumer experiences they see their counterparts in other parts of the globe having. This means that with the right messages on the right platforms, businesses can reach these consumers and make sales, no matter where they might be based.

But these young people are also looking to develop their digital skills so they can seek careers in the high-growth industries that promise economic advancement. In Nigeria, for example, the Digital Development Program Trust Fund estimates that 35% to 45% of jobs will require some level of digital skill.

These same young people are also entrepreneurial and have a growing pool of successful entrepreneurs from across the region and continents to draw inspiration from. Outside of the tech unicorns like Flutterwave, Jumia, and Wave there are local entrepreneurs in fields as diverse as fashion, healthcare, and decor who have proven that with more equal access to the digital marketing ecosystem, it's possible to expand regionally and internationally, ultimately building businesses that thrive at a bigger scale and enrich the rest of the world through their products and services.

Building the right skills through access to digital media education

In order for that to happen on a large scale, they need the requisite skills to market themselves online in whatever markets they want to reach. At the very least, those entrepreneurs should have easy access to people with those skills.

It's important to note here, that these aren't just fundamental digital marketing skills, but ones that relate to the specifics of marketing on the world's leading digital advertising platforms such as Twitter, Snapchat, and Spotify where

people across the globe spend most of their time online. With the right types of messages, these platforms are the most effective places to reach new customers across a broad range of markets.

This is something that we're passionate about at Aleph Group and is the reason we launched our Digital Ad Expert programme, which aims to educate, certify and connect thousands of Africans with the digital skills needed to succeed in a rapidly digitising economy. While it is entirely possible that someone with the right degree of determination and curiosity could develop those skills on their own, it's critical that more and more resources are accessible to build them up at scale.

This is crucial to ensure that markets such as Ghana and Nigeria are not just growth targets for international companies, but incubators for a new generation of entrepreneurs capable of competing on a global level themselves.

Turning small businesses into international players

Fortunately, there is a strong base of small businesses across the region with untapped potential. With the requisite skills, those businesses will be ready to take the next step and globalise their customer base.

In Nigeria, for example, SMEs contribute 48% of national GDP, account for 96% of businesses and 84% of employment. And in Ghana, it's estimated that more than 90% of the country's businesses are SMEs, employing 60% of the labour force and accounting for 70% of the country's GDP. If even just a small fraction of those SMEs are able to build international customer bases they'll unlock and drive economic growth in these growing countries, bringing momentum for the next wave of entrepreneurs.

Thanks to currently available digital marketing tools and increasing access to digital marketing skills, that's entirely achievable too.

## Four ways young Nigerians can enhance their digital skills for free

Sean Riley, CEO, Ad Dynamo by Aleph

The start-up economy in Africa is booming, but all that noise makes it hard to get the correct message across to the right customers. In order to thrive, new businesses require the marketing skills relevant in our current digital age, and there has never been a better time to be a digital marketer, capturing audiences and achieving business targets by curating campaigns and crafting narratives.

Lagos has been ranked the best city for start-ups by [StartupBlink](#), maintaining its standing as the continent's sole entry, within the top 100 global destinations, to stake a digital business. Moreover, in Nigeria the digital sector is contributing about 10% to GDP, making Nigeria the best home for digital skills in the continent.

That said, the youth unemployment rate in Nigeria has accelerated to over 53% during the pandemic. Many of these so-called digital natives, born during the digital age, despite their confidence engaging in the digital world, lack the skills or the funds to unlock the potential of this emerging tech market through traditional academic streams. There are, however, still other paths that can be explored.

Get a Digital Ad Degree

Aleph, a global leader in digital advertising, is the driving force behind the geographic expansion of the world's biggest tech companies, across emerging markets. Aleph is committed to educating more than 50,000 people across over 90 countries, thus forming the core of the next generation of digital professionals.

The training is provided through Digital Ad Expert, featuring the flagship programme of Digital Ad Degree. All you need is access the internet and Zoom. The course runs over 12 weeks with a mix of live and on-demand sessions, covering the basics of strategy and analytics, as well as platform specific advertising methodologies for all the major social media platforms.

The Aleph degree awards badges upon completion, allowing you to showcase your acquired skills across all social profiles. The programme also provides overviews of the current Nigerian and Ghanaian job markets so that you can put your skills immediately into practice.

The Latest Research

Digital Ad Expert also benefits from Aleph's industry leadership through regular uploads, featuring the latest marketing trends and insights from the company. Tap into a unique well of knowledge and content to enhance your digital skills, enabling you to stay ahead of the competition, and discover real world examples from the experts.

Listen Carefully

While social media can seem overwhelming, it can also be a valuable learning tool, allowing you to interact directly with your role models, and locate mentors. The Twitter Spaces tab is your door to topical discussions that are relevant to your interests and is the perfect way to further expand your digital understanding, wherever you are, at your convenience.

Similarly, applying the same strategy to podcasts, you'll

quickly build an audio library that will enrich your personal skills and feed your future career ambitions.

Watch and Learn

True digital natives already know that almost anything can be learnt from watching a few YouTube videos, but what you might not know is that the development of digital skills is no exception. The real magic of the internet is in the flood of webinars you can attend for free.

Yes, the pandemic taught workplaces that workers can be productive outside of the office, and that anyone can host a webinar. Therefore, keep a close eye open for event listings on relevant industry association websites (such as IAB for digital marketers), and discover an endless list of informative sessions to attend.

Sign up to Ad Experts for Free

Applications for the next group of Digital Ad Expert are now open. The first session is scheduled to kick off on August 17th, 2022. Candidates can apply to complete a free three-month comprehensive digital ad degree here. The program will be conducted in English, twice weekly, over Zoom.

