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TheIndustry ...in Support of business
is published by December 29 Media

EDITOR-IN-CHIEF
Goddie Ofose
08028424987
goddie2fose@gmail.com

GENERAL MANAGER
Kikelomo Salam-Oyenuga

CORRESPONDENT
Kate Oboho

PHOTO JOURNALIST
Adewale Akinbuwa 07069504904

MARKETING & SUBSCRIPTION
Princewill Okike 07082145172

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. Mojeed Jamiu
Mr. Akin Fadeyi
Mr. RichardAkinola II
Nkechi Ali-Balogun

CONTACTS
ADDRESS:
7, Jollystar close off Wemi Akinsola
Off Allen Avenue, By First Bank Bus-Stop,
Ikeja Lagos
TEL:
08028424987, 08099400139, 08116759746

WEBSITES:
www.theindustryng.com
www.789marketing.ng

FACEBOOK:
@theindustry.ng

TWITTER:
@theindustry.ng

INSTAGRAM:
@theindustry.ng

LINKEDIN:
@theindustry.ng

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2025 has been a mixed bag, but we can't complain!

We were told earlier that 2025 wouldn't be an easy year, marketing-wise. Indeed, the prediction has not faltered. The year kicked off with the usual cautious approach, particularly from clients- the multinationals. Nothing, rarely, until the first quarter of 2025, when MTN launched the 'Go Make a Difference' (MAD) campaign.
Boom! Others followed suit, and in the third quarter, everything slowed down again. The federal government's forex and petroleum policies could be attributed to the slow pace of marketing activities over the past couple of years.

However, for the year, many describe as a stop-start, these campaigns have been launched. Indomie brought back 'mama do good', Pepsi reinvented long throat' into 'big big tinz'.
Airtel Nigeria – 'Live Limitless': In 2025, Airtel Nigeria is still turning heads with its November 2024 'Live Limitless' campaign, a bold narrative featuring Farooq Oreagba, the cancer survivor and surprise hero of Ojude Oba 2024.

The Live Limitless campaign was launched for Airtel's Home Broadband suite, which emphasizes empowering customers to connect, explore, and live without limitations.
The campaign was more than a nod to Farooq's viral fame; it was a celebration of resilience and the belief that connectivity can power possibility.
Airtel fused cultural relevance with personal triumph, positioning its broadband services as the fuel for dreams and determination. The ad wasn't just seen; it was felt.
FrieslandCampina WAMCO – 'Zero Waste': FrieslandCampina WAMCO took a bold step with its 'Zero Waste' campaign.
The initiative focused on sustainability, aiming to reduce waste and promote environmental responsibility within Nigeria's dairy industry.

The campaign extended beyond internal operations, involving consumers through recycling programs, school activations, and community clean-up drives.
Chivita – 'Everyone Has a Chivita 2.0': Chivita's 2024 campaign was a pure feel-good energy relaunch. 'Everyone Has a Chivita 2.0' was a celebration of Nigerian diversity: north, south, young, old, streetwise, and corporate. Influencers from across the country came together to share their "Chivita moment," making juice the symbol of joy, unity, and everyday refreshment.
It was vibrant, social-first, and unapologetically Nigerian. The juice was just the excuse; the vibe was the message.

inDrive – 'Rolls Royce Ride': Since 2024, inDrive has captivated Nigerian audiences with a culturally resonant campaign that combines humor, storytelling, and influencer marketing.
InDrive's 'Rolls Royce Ride' featured Nigerian content creators, including Dezny, in a comedic skit that struck a chord with local audiences. In the video, Dezny enjoys a luxurious cruise in a Rolls-Royce, only to narrowly avoid an accident.

He humorously attributes the mishap to his uncle's supposed village witchcraft, a nod to a common Nigerian belief that traditional powers can interfere with urban success.
The skit culminates with Dezny calling his uncle to confess that the car isn't his, leading the uncle to abort his ritual. This campaign adeptly blended cultural insights with humor, leveraging influencer marketing to engage a broad audience.

In 2025, the marketing ecosystem was described as bearish, but 2026 looks promising. Experts have predicted a bullish year, the year preceding a national election. A World Cup, but unfortunately, the Super Eagles won't be participating, hence the marketing budget won't be spent.
The African Cup of Nations begins on December 21st, 2025, and continues to January 18th, 2026. Marketing experts believe this could be a catalyst for 2026 to start on a good note. But we have to wait and see the outcome.
Most of the time, the morning does not define the day. Therefore, all fingers are crossed.
Goodbye 2025, welcome 2026!

FEEDBACK

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

FCT teacher, Serah Yusuf, emerges winner of 2025 Maltina Teacher of the year competition

Serah Yusuf of Wisdom International School of Excellence (WISE), Tudun Wada, Lugbe, FCT Abuja, has emerged the winner of the 11th edition of the prestigious Maltina Teacher of the Year Competition at the Grand Finale held on Friday, November 21, 2025, at Eko Hotels and Suites, Victoria Island, Lagos.

Yusuf, adjudged the winner of the 2025 Maltina Teacher of the Year Competition, received a cash prize of ₦10,000,000 (ten million naira), an all-expense-paid overseas capacity development training, and a ₦30 million school infrastructure project to be built in her honour by the Nigerian Breweries–Felix Ohiwerei Education Trust Fund.

The first runner-up, Adeola Akinsulure from Omole Senior Grammar School, Omole Phase 1, Ikeja, Lagos State, went home with ₦5,000,000, while the second runner-up, Chibuzor Amarikwa from Deeper Life High School, Kwana-Waya Village, Yola, Adamawa State, received ₦3,000,000. In addition, 24 other teachers who emerged as State Champions from their respective states received ₦1,000,000 each for their outstanding performance and commitment to excellence in teaching.

Speaking at the grand finale, the Special Guest and Governor, Lagos State, Babajide Sanwo-Olu, represented by the Commissioner for Commerce, Cooperative, Trade and Investment, Folashade Ambrose-Medebem, commended the initiative for elevating the teaching profession and reinforcing its value to society.



L-R: Managing Director/Chief Executive Officer, Nigerian Breweries Plc, Thibaut Boidin; Minister of State for Education, Professor Suwaiba Said Ahmad; Winner, 2025 Maltina Teacher of the Year, Serah Yusuf; Commissioner for Commerce, Cooperatives, Trade and Investment (CCT&I), Lagos State, Folashade Ambrose-Medebem; Human Resources Director, Nigerian Breweries Plc, Grace Omo-Lamai, and Corporate Affairs Director, Nigerian Breweries Plc, Uzodinma Odenigbo, during the presentation of the N10 million grand prize to the winner at the Grand Finale event held in Lagos on Friday.

Sanwo-Olu expressed profound appreciation to the NB-Felix Ohiwerei Education Trust Fund for its enduring commitment to celebrating teachers, supporting schools, and investing in the future of Nigerian children.

"Nigerian Breweries, what you're doing here today goes beyond corporate social responsibility; it is simply nation-building. Tonight, we honour the remarkable men and women whose passion, resilience, and creativity shape destinies and prepare our children not just for exams, but for life", he said.

He congratulated the overall winner, urging her to carry the honour with pride and humility as an ambassador of excellence for young people nationwide.

"To every teacher being recognized today, whether you leave with a trophy or not, Lagos State celebrates you, and Nigeria...*Read more on www.theindustryng.com*

Lagos State and AFD pledge inclusive implementation of Omi Eko project

Lagos State Government and Agence Française de Développement (AFD) have assured Lagosians and other satellite communities in the State of the inclusive implementation of the Omi Eko project, which was recently launched by the Lagos State Governor, Mr. Babajide Sanwo-Olu, in Lagos.

The assurances were made during the courtesy visit of the Lagos State and AFD officials to the palace of HRH OBA Afeez Oriyomi Adaran Shittu, (ADEYEMI 1) Agbojojoye of Ibasa, Ijegun, Egba, Oguntedo & Satellite Town in Oriade LCDA, Lagos over the weekend.

Lagos State Government, in collaboration with the AFD, European Union (EU), and European Investment Bank (EIB), had launched the €410 million Omi Eko Project to transform Lagos' inland waterways into a world-class transportation system.

According to Lagos State, the project is aimed at providing cleaner, faster, and safer water transport, reducing congestion, and promoting sustainable mobility.

Speaking after briefing the Oba on the State's preparedness to transform the waterways transportation, the Commissioner for Transportation, Lagos State, Mr. Oluwaseun Osiyemi, said, "The whole essence of this project is to develop the waterways. And also in doing that, communities will benefit because we would have jetties, we would have electric ferries that would come. And also, there will be upgrades in those jetties as regards the kind of jetties that will be. It's also an opportunity for us to move from fossil to clean energy, which this project will also provide."

Furthermore, he stated that "One of the major things that we should always remember is that this project also speaks a lot to inclusivity, which means that the communities that would be benefiting. They would be part and parcel of the project, because without them, we would not be able to run it well.

"Therefore, there will be a lot of stakeholders' engagements, there will be a lot of training that even the communities would have to go through in understanding how to manage the assets that will be handed over to them," he added.

An elated Osiyemi reassured the communities that the project will not take away their source of livelihood but enhance it and even provide jobs for them.

"So, it's a project that is not going to take away their jobs from them. It's going to add more to what it is that they have. And above all things, it's going to open up even the communities and ... *Read more on www.theindustryng.com*

Jamara Home offers consumers double delight with unbeatable promo

Jamara Home, Nigeria's leading wholesale and retail hub for electronics and home appliances, is thrilled to announce a double celebration sales event, offering customers an unparalleled shopping experience with unbeatable discounts and a promo dubbed "Everyday na Friday" on its Black Friday and Christmas sales.

The celebration sales event is currently ongoing at all Jamara stores online and offline. This exciting event promises to bring joy to customers, with a wide range of products at discounted prices.

According to Jamara Home's Managing Director, Rabi Jammal, during this period, customers can enjoy exclusive and numerous benefits for loyalty programme members.

He stated that "At Jamara Home, we are committed to providing our customers with the best products and services.

Our double celebration "Everyday na Friday" promo sales is a perfect opportunity to stock up on your favorite products and experience the Jamara difference. Get ready to shop till you drop," he affirmed.

He pointed out that consumers should not miss out on this incredible opportunity to save big and celebrate with Jamara.

"Visit our stores or website today and experience the thrill of shopping with unbeatable offers," With a convivial showroom experience to smooth online shopping,

Read more on www.theindustryng.com

Groups back NAFDAC's sachet alcohol ban

The Network for Health Equity and Development and the Corporate Accountability and Public Participation Africa have thrown their weight behind the National Agency for Food and Drug Administration and Control over its decision to enforce a ban on the production and sale of alcoholic beverages in sachets, PET bottles, and glass bottles of 200ml and below, starting December 2025.

In a joint statement released on Sunday, signed by CAPPA's Media and Communication Officer, Robert Egbe, the two leading public health advocacy organisations described the ban as a long-overdue intervention crucial for safeguarding the well-being of children, youths, and other vulnerable groups.

According to NAFDAC, the ban aims to curb the growing misuse of cheap alcoholic drinks among youths and drivers, linking their consumption to domestic violence, road accidents, school dropouts, and other social vices.

Meanwhile, the Manufacturers Association of Nigeria had warned that enforcing the ban could lead to losses of up to five million jobs and negatively affect investment.

NHED and CAPPA, however, supported NAFDAC, stating that the packaging, pricing, and aggressive marketing of these products make highly potent alcohol dangerously accessible, particularly to minors, and contribute to rising addiction, social disorder, road crashes, and non-communicable diseases nationwide.

They recalled that NAFDAC initially announced the ban in 2024, providing manufacturers a multi-year phase-out period to exhaust existing stock, which ends in December 2025.

Read more on www.theindustryng.com

Dangote Refinery to supply 1.5 billion litres of petrol monthly

Dangote Petroleum Refinery has announced plans to supply one billion five hundred million litres of Premium Motor Spirit (PMS) monthly to the Nigerian market in December 2025 and January 2026, a move aimed at ensuring uninterrupted nationwide fuel availability through the festive season and into the New Year.

President and Chief Executive of Dangote Industries Limited, Aliko Dangote, disclosed the plans at the weekend, noting that the refinery will make available 50 million litres of PMS daily beginning December 1.

"In line with our commitment to national wellbeing, and consistent with our track record of ensuring a holiday season free of fuel scarcity, the Dangote Petroleum Refinery will supply 1.5 billion litres of PMS to the Nigerian market this month.

This represents 50 million litres per day. We are formally notifying the Nigerian Midstream and Downstream Petroleum Regulatory Authority (NMDPRA) of this commitment. We will supply another 1.5 billion litres in January and increase to 1.75 billion litres in February, which translates to over 60 million litres per day," Dangote said.

Speaking during a visit by the South-South Development Commission (SSDC) to the refinery and the Dangote Fertiliser complex, he stated that the facility currently has adequate stock and is producing between 40 and 45 million litres of PMS daily.

He added that the daily supply of 50 million litres should dispel long-standing... *Read more on www.theindustryng.com*



L R: President and Chief Executive, Dangote Industries Ltd, Aliko Dangote; Managing Director/ CEOSouth South Development Commission, Usoro Akpabio

Fearless Energy Drink reaffirms support for audacious goals through Africa knockout 11

Fearless Energy Drink, Nigeria's market-leading energy drink from the stable of Rite Foods Limited, strengthened its footprint in youth culture and high-energy sports as the official energy drink sponsor of the 11th edition of the African Knockout Championship (AKO11) held in Lagos.

The event, hosted at La Madison Place, Lekki, on Saturday, 15th November 2025, brought together thousands of young, vibrant fans. This audience aligns directly with the brand's bold, ambitious, and energetic identity. With Fearless powering the night, the championship delivered unmatched excitement and reaffirmed its position as one of Africa's premier combat sports platforms.

Speaking on the brand's strategic partnership, Olaniyi Aderuku, Brand Manager, Fearless Energy Drink, stated that AKO embodies the spirit of resilience and ambition that defines the brand.

"AKO represents grit, courage, and an unyielding fighting spirit, qualities that sit at the core of the Fearless philosophy," Aderuku said. "This partnership allows us to connect authentically with a youth-driven audience that thrives on energy, action, and the pursuit of greatness."

Read more on www.theindustryng.com

2025 LAIF Awards: Shobanjo receives LAIF Icon Award

• X3M Ideas, Leo Burnett Lagos, Noah's Ark, others shine



L-R: Chairman, Lagos Advertising and Ideas Festival (LAIF) Management Board, Jay Chukwuemeka; Vice Chairman, LAIF Management Board, Henry Akpede; Member, Board of Trustees, Association of Advertising Agencies of Nigeria(AAAN), Omowumi Owodunni; Chairman, Board of Trustees, AAAN, Sir Udeme Ufot; Advertising czar, Biodun Shobanjo; President, AAAN, Lanre Adisa; Past Chairman, LAIF Management Board, Funmi Onabolu and Director General, Advertising Regulatory Council of Nigeria, Lekan Fadolapo during the presentation of LAIF Icon Award to Shobanjo at the 20th edition of LAIF Awards ceremony held in Lagos recently.

The 2025 Lagos Advertising and Ideas Festival (LAIF) Awards—marking its 20th anniversary—delivered an evening of glamour, emotion, and creative triumph on Sunday, November 30, 2025, at the Marriott Hotel, Ikeja, Lagos.

One of the night's most moving highlights was the presentation of the LAIF Icon Award to Dr. Biodun Shobanjo, MON, the revered Czar of Advertising, whose towering influence continues to shape the Nigerian and African advertising landscape.

A specially produced 15-minute documentary on Shobanjo opened the tribute segment, taking the audience through the humble beginnings of his legendary journey. The film revealed how his agency, in its early days, billed just N100,000 in its first year—a far cry from the industry giant it would later become. Even in those formative years, Shobanjo's hallmark was unmistakable: an uncanny ability to identify, attract, and assemble outstanding talent, a quality that ultimately redefined the practice of advertising in Nigeria.X3M Ideas, Leo Burnett Lagos, Noah's Ark, others shine

A significant highlight of the event saw advertising czar Biodun Shobanjo honoured with the LAIF Icon award for his contributions to advancing advertising in Africa.

X3M Ideas dominated the evening, clinching the coveted Agency of the Year award following an outstanding performance across multiple categories.

X3M ideas won 12 Gold, 26 Silver, and 24 Bronze, while the Leo Burnett Lagos went home with 2 Gold, 11 Silver, and 23 Bronze. Noah's Communication Limited made a big impression at the award ceremony by winning 7 Gold, 9 Silver, and 8 Bronze.

Marking its 20th anniversary, the 2025 LAIF Awards brought together industry leaders, creative professionals, agency executives, regulators, and young talents to celebrate innovation, craftsmanship, and the enduring impact of Nigerian advertising.

Delivering the welcome address, Chairman of the LAIF Management Board, Jay Chukwuemeka, reflected on the transformational strides the Board has made since 2023 and on the significance of the festival's two-decade journey.

Read More on www.theindustryng.com



Bokku Supermarket ad draws flak

The Advertising Regulatory Council of Nigeria (ARCON) has taken a strong stance against the unapproved and offensive BOKKU Supermarket advertisement on social media, describing it as unlawful and capable of instigating and inciting ethnic conflict.

In a statement made available to TheIndustryng.com, the council stated that "The attention of the Advertising Regulatory Council of Nigeria (ARCON) has been drawn to the exposure of unapproved and offensive Bokku Supermarket advertisements, which unlawfully instigates ethnicity and sectional prejudices, denigrating a section of the Nigerian tribe and bringing them into public contempt and ridicule which is against the Federal Government's policy of national unity and peaceful co-existence."

In a statement signed by the Director General/Chief Executive of ARCON, DR. Olalekan Fadolapo, he said, "This and several other advertisements of Bokku supermarket circulating on social media were not submitted, vetted or approved for exposure by the Advertising Standards Panel in line with the Nigerian advertising laws."

ARCON is committed to taking all necessary steps, including legal actions, to sanction platform owners, advertisers, and agencies that engage in the exposure of unapproved advertisements in line with Nigerian advertising laws.

According to the statement, "A special monitoring and enforcement task force has been mandated to track all unapproved advertisements across media platforms exposed to the Nigerian market.

While we express our appreciation to all patriotic Nigerians who report or notifies ARCON of gross violations of advertising ethics, we urge the public to also support ARCON's initiatives by reporting any advertisement that appears unethical, deceptive, illegal, and/or those with unrealistic claims/promises," the statement added.

At MPXM Agency, collaboration, not competition, is our watchword, says *Nana Biyang*



Chief Experience Architect at MPXM Agency, Nana Milagrosa Maximilliana Utomi A. Biyang, has expressed her desire to continue advocating for collaboration in marketing communication rather than the age-old tactics of competition for dominance.

She stressed this on her LinkedIn handle recently while delivering the Remy Cointreau #RémyMartinLouisXIII Gastronomy Immersive Dining Series, a private luxury pairing experience across Nigeria for high-net-worth guests this 2025.

"I have always been an advocate for Collaboration Over Competition, and it is always a Win-Win for the Experiential Marketing Industry," she said.

At MPXM Agency, we have always believed in the power of immersive storytelling, but we believe even more in the power of collaboration.

Collaboration over competition is a mindset and strategy that prioritizes working together for mutual benefit rather than competing.

This approach emphasizes that supporting others' success can lead to greater overall achievement and benefits, including shared resources, expanded networks, and stronger outcomes. This can be seen in business partnerships, professional communities, and even healthcare, where sharing resources and celebrating colleagues' successes leads to better community-wide results.

Nana, who is fondly called by colleagues 'The Experiential Chic', wrote "The team MPXM Agency #collaborated with a fellow Experiential Marketers' Association of Nigeria agency, 5th Element Creative Media, to elevate the Abuja leg of this exquisite experience.

"From hashtag#3D creative simulation, immersive video capture, editorial-grade photography...***Read More on www.theindustryng.com***

Loeries 2025: Middle East agencies dominate as X3M Ideas emerges with one gold, four finalist medals

As the list of the 2025 Loeries winners was released in South African creatives city, Cape Town, on Thursday, 9th October 2025, it was evident that creative agencies from the Middle East, South Africa, and Kenya had dominated the medal list, leaving agencies from sub-Saharan Africa gasping for breath.

However, a West African and Nigerian-born creative powerhouse, X3m Ideas, shone like a million stars, taking home one gold and featured in four finals - Campaign Crafts Gold in the Print Category –Photography for its campaign for Red Cross titled 'Blood Sacrifice'.

Leo Middle East was also named in the category, winning the campaign crafts certificate for its work for McDonald's titled 'Taste the Familiar'.

The first night of The Loeries Awards took place at the iconic Cape Town City Hall. The Loeries Awards Creative Week culminated in the Awards event on Friday evening, with Joe Public named Agency of the Year and Independent Agency of the Year.

The Brand of the Year went to Chicken Licken, and the Regional Agency Group of the Year is Publicis Groupe.

Nayla Tueni, CEO and editor-in-chief of An-Nahar... ***Read more on www.theindustryng.com***

Advertising Law: Stakeholders enlightened on advertising offences

The jurisdiction of the Advertising Offences Tribunal (AOT), which had previously been unclear to some stakeholders, has now been affirmed by legal experts and key players in the advertising industry, who recognise the tribunal as a coordinate court with the power to adjudicate advertising-related offences.

The tribunal was inaugurated in May 2023 by the Federal Government to deal with violations of the provisions of the Advertising Regulatory Council of Nigeria, ARCON.

Some legal experts who spoke at "The Nigerian Advertising Law: The role of the AOT" at the Town-Hall meeting on Tuesday, in Lagos, organized by ARCON in conjunction with the Nigerian Bar Association, NBA Lawyers in the Media, NBA-LIM, affirmed that AOT rulings carry the same judicial weight as those of other courts of equal status.

This clarification clears previous doubts in some circles about the tribunal's authority to handle advertising-related disputes. The speakers stated that the tribunal's judgment is appealable to the Court of Appeal.

Speaking at the forum, Charles Odenigbo, Director-General of the Centre for Media Law and Development, urged businesspeople to take advantage of the law's provisions and called for compliance.

"It is very clear about the jurisdiction of the AOT under section 37, but every Nigerian must be conversant with section 34 that deals with the offences".***Read more on www.theindustryng.com***

Court affirms ARCON legitimacy

The Federal High Court sitting in Lokoja has issued a landmark judgment affirming the constitutional validity, scope, and enforceability of the Advertising Regulatory Council of Nigeria (ARCON) Act 2022, over the outdoor advertising in Nigeria.

The judgment, delivered on November 12, 2025, by Hon. Justice Isa Dashen, dismissed in its entirety the suit filed by Godec Power Nigeria Ltd and upheld ARCON's powers over advertising content across all platforms in the Federation and targeted at the Nigerian market.

The ruling comes barely few days after a separate Federal High Court in Lagos reached a different conclusion in the Massilia Motors v. ARCON case, affirms the constitutionality the ARCON Act.***Read more on www.theindustryng.com***

ARCON inducts 44 Fellows

The Advertising Regulatory Council of Nigeria has inducted 44 new Fellows into the advertising profession, reaffirming its commitment to strengthening professional standards and ethical practices in the industry.

Speaking at the induction ceremony held in Lagos, the Director-General of ARCON, Olalekan Fadolapo, described the fellowship status as the highest professional recognition in the advertising industry, urging the newly inducted fellows to uphold integrity and serve as mentors to younger practitioners.

He noted that the Fellowship Selection Committee worked diligently for over three months to arrive at the final list of inductees, assuring that the council would implement recommendations to review and improve the fellowship criteria to reflect current realities.

According to him, "Fellowship is not just a title but a call to higher responsibility. As fellows, you must be ambassadors of the profession and ensure that the next generation of advertising professionals benefits from your experience and mentorship."

Read more on www.theindustryng.com

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L-R- Nollywood Actor, Richard Mofe-Damijo; Group Chief Executive Officer, Lafarge Africa Plc, Lolu Alade-Akinyemi; Nollywood Actress, Kate Henshaw; Chief Finance Officer, Lafarge Africa Plc, Zhigang Ke, and Commercial Director, Lafarge Africa Plc, Gbenga Onimowo, during the premiere of a thematic campaign, "Beyond Building" in Lagos, Nigeria

Lafarge Africa remieres "Beyond Buildings" campaign

Lafarge Africa Plc, a building solutions company and manufacturer of premium building materials and solutions brands across cement, mortar, plaster of paris and readymix concrete, has unveiled a new thematic campaign tagged" Beyond Buildings" geared towards highlighting its impact and contributions to Nigeria's infrastructural development.

The campaign was unveiled by the Group Managing Director/Chief Executive Officer, Lafarge Africa Plc, Lolu Alade-Akinyemi, on Monday, November 8, 2025, in Lagos.

Alade-Akinyemi noted that the campaign highlights how Lafarge, through innovative and sustainable building solutions, has continued to shape the socio-economic development and progress of Nigerians and Nigeria by contributing to the construction of various structures, including iconic buildings and bridges, stadiums, hospitals, roads, and more, ultimately aiding the nation's overall growth.

"For over six decades, beyond the manufacturing of building solutions, we have partnered in building the very foundation of Nigeria's infrastructural development and its future. With our innovative solutions, we have made a significant contribution to our nation's progress by providing essential building materials for numerous landmark projects. This also extends to the expansion of our production capacity nationwide, creating jobs and livelihoods, bringing development to communities, and introducing innovative products to meet the ever-evolving construction needs of Nigeria," he said.

He described the campaign as a celebration of strength, innovation, history, shared success, and the power of progress, noting that it is the story of the company's humble beginnings, which dates back to 1960 when its first factory began production.

"The Beyond Buildings campaign is the story of our vision, which is to be the leading building solutions company, driving innovation and operational excellence to create a greener planet and enable national progress. ***Read more on www.theindustryng.com***

Amstel Malta sets three cities aglow, launches the First-Ever Festiville in Aba

This December, Amstel Malta brought the magic and warmth of Christmas to life across three major cities — Enugu, Port Harcourt and Aba — with spectacular light installations that transformed streets into festive destinations for families, visitors, and returning loved ones.

From December 2nd to 4th, thousands gathered across the three cities to witness the lighting ceremonies, marking the official start of Amstel Malta's 2025 festive campaign themed "Be Your Best all Season Long."

This initiative, a part of Nigerian Breweries 'Legendary Christmas' campaign, was designed to celebrate homecoming, inspire joy, and strengthen community connection during the most anticipated time of the year.

Speaking on the significance of the three-city celebration, Sarah Agha, Marketing Director, Nigerian Breweries Plc, explained that this year's activities were anchored on Amstel Malta's Be Your Best All Season Long message, a reminder that encourages Nigerians to show up for one another, reconnect during



homecoming, and embrace the warmth and joy that help us bring our best selves into the season.

"The reason we are here today is rooted in the purpose of our company — to brew the joy of true togetherness. That is what we care about most. At Nigerian Breweries, we are a company committed to spreading joy, and this season holds a special place in the hearts of Nigerians.

December is not just a date on the calendar; it is a time when distance no longer matters, when families come home to reconnect, share meals, settle differences, and celebrate as one.

"So, when we asked ourselves how we could make this season even more meaningful, the answer was clear: we would light up cities across the country. And we are a company that has the credibility to do this because our footprint spans across Nigeria."

Read more on www.theindustryng.com

Access Holdings marks international men's health month with groupwide activation across Africa

Every November, the world turns its attention to the health and wellbeing of men, an important but often neglected conversation.

This year, Access Holdings embraced the moment with renewed purpose, rolling out a comprehensive, groupwide campaign across the African subsidiaries of its Banking Group to promote awareness, early detection, mental resilience, and community support for men.

The month-long activities affirmed that men deserve deliberate care and attention, and the organisations they work for must help close the empathy gap that too often leaves men to navigate health challenges on their own.

In Nigeria, where Access Holdings and Access Bank's largest employee population is based, the conversation began with the Under the Tie podcast episode dedicated to men's wellness.

The session, designed to spark open, relatable dialogue, encouraged male staff to reflect on their physical, emotional, and mental health.

The focus on destigmatising vulnerability was deliberate; many men struggle silently with concerns ranging from work stress to family responsibilities and age-related health conditions.

To complement the internal conversation, Access Bank extended the initiative beyond the workplace by organising prostate health screenings for men in Ebute Metta, Lagos in Nigeria. The outreach showed the organisation's belief that the well-being of the community is deeply tied to the well-being of its people.

Across Ghana, adopted a highly engaging, visibility-driven approach anchored on the global Blue November movement.

Thousands of employees ...

Read more on www.theindustryng.com

MTN rolls out VibeTide to bring Nigerians together

MTN Nigeria has launched VibeTide, a nationwide festive campaign created to power the vibrant festive season in the country. The initiative blends culture, lifestyle, music, generosity, and digital engagement into one connected celebration that brings millions of Nigerians together across cities and communities.

The festive season is widely recognised as one of Nigeria's most energetic and emotionally significant periods. It is a season defined by homecomings, concerts, nightlife, cultural festivals, travel, and family gatherings, and MTN is stepping fully into this national mood with an experience built around surprises, joy, connection, and community.

The campaign came alive this morning with Y'ello Santa, a multi-city activation that lit up Lagos, Abuja, Port Harcourt, Kano, Ibadan, and Enugu with surprises, gifts, entertainment, and heartwarming interactions. Thousands of Nigerians were celebrated and rewarded as MTN teams visited high traffic locations to create spontaneous festive moments. The turnout and excitement across the cities reflected the early momentum that the season typically brings.

Speaking on the campaign, Onyinye Ikenna Emeka, Chief Marketing Officer, MTN Nigeria, said VibeTide was created to elevate the energy and emotion of the season. She noted that the initiative celebrates the joy Nigerians naturally bring to this time of year. She added that the company aims to create moments that remind people of what it means to come together, appreciate one another, and share happiness. She also stated that the excitement across the cities this morning shows that Nigerians are ready for a season filled with light and connection.

VibeTide will continue throughout the festive months with a rich mix of activities designed to meet Nigerians wherever they gather.

PalmPay celebrates users in purple December campaign

PalmPay, one of Nigeria's fastest-growing fintech platforms, has announced the beginning of Purple December, its annual month-long digital activation created to celebrate, appreciate, and reward its vibrant community of users during the festive season and end-of-year period.

Running from December 1 to December 26, Purple December is a social media-led campaign that invites PalmPay users to participate in simple weekly online tasks for a chance to win exciting prizes, including smartphones, earbuds, airtime/data coupons, and branded gift items. Four winners will emerge each week as tasks go live across PalmPay's social media channels.

Speaking on the campaign, Head, Marketing and Communications at PalmPay, Olorunfemi Hanson, said the campaign builds on the brand's tradition of rewarding loyalty while amplifying the real stories of Nigerians who rely on the platform for everyday financial transactions.

"Purple December is our way of saying thank you to the millions of people who trust PalmPay to power their daily payments. This year, the campaign is entirely digital, designed to meet our users where they already are on social media, online communities, and the spaces where they share, celebrate, and connect," he commented. "We want to close the year by spotlighting the voices, stories, and memorable moments that shaped 2025 for our users."

According to him, throughout the month, participants will engage with tasks that showcase PalmPay's impact, from its CSR initiatives to the financial convenience it provides, to its international recognitions, and the personal experiences users have shared over the course of the year. The campaign culminates in a Christmas-.

Read more on www.theindustryng.com

Glo brings smiles to 'Play Up' lottery winners

The first set of millionaires have emerged in Globacom's "Play Up" lottery, a fun and rewarding game that combines entertainment with the chance to win life-changing cash prizes.

At a prize-presentation event held by the company in Lagos on Wednesday, four lucky subscribers from different parts of the country who won in the first draw of the lottery received N1 million each.

They included Engineer Edward Worgu, 48, from Port Harcourt, Rivers State, who said the win could not have come at a better time. "Initially, I didn't believe it," he explained, but after speaking with a very persistent Glo customer care agent, "I made the journey to the Lagos regional office. It's a very timely surprise that I least expected. My wife is currently hospitalized, so this will go a long way in paying for her treatment. Kudos to Glo."

Another winner, Mr. Akindele Ayenugba, 68, from Ondo State, described the experience as nothing short of a miracle. "I came all the way from Ondo State despite monetary constraints. I also wasn't convinced at first, but on arrival at the Glo office, everyone started congratulating me. That is when it dawned on me that it was real. ***Read more on www.industryng.com***



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ENTREPRENEURSHIP

EDC, Fast Credit, sign N2billion credit access for MSMEs, inaugurate a single-digit financing initiative

In the face of mounting challenges faced by small businesses struggling under high-interest loans, the Enterprise Development Centre (EDC) of Pan-Atlantic University has partnered with Fast Credit to launch a single-digit financing scheme aimed at empowering MSMEs.

Speaking at the unveiling recently in Lagos, Yetunde Faulkner, Acting Managing Director of Fast Credit Finance Company Ltd., said the essence of the partnership is to ensure that micro, small, and medium enterprises (MSMEs) become scalable and sustainable through improved access to affordable finance.



L-R: Executive Director, FastCredit MFB, David Aviomoh, Lead, Access to Finance and Financial Inclusion, Mastercard Foundation, Onyeka Koldsweat Akpaida, Director, Enterprise Development Centre, Dr. Nneka Okerearu, Acting MD/Executive Director, Fast Credit, Yetunde Faulkner, Non-Executive Director, FastCredit, Tumi Tiyamiyu, and Chief Digital & Strategy Executive, FastCredit, Patricia Duru during the unveiling of the single-digit financing initiative between EDC and FastCredit at the EDC centre in Ajah, Lagos recently

"We are here to engage with EDC's partners, who are SMEs, and provide them the opportunity to access single-digit interest-rate financing through Fast Credit.

"We are offering any amount of loan, starting with N5 million, under a partnership with one of our developmental finance partners, BOI, at a flat monthly interest rate of 0.75 percent, which amounts to nine percent per annum," she explained.

Faulkner noted that Fast Credit has committed N2 billion to the SME financing partnership, to help entrepreneurs grow revenues faster than costs and remain sustainable. She added that the loan offering is expected to enable MSMEs to create more jobs, something the Nigerian economy urgently requires.

"We will be touching lives and families, and that, in itself, is one of the goals of Fast Credit, to make a tangible impact in the lives of everyday Nigerians, especially those in Lagos," she added.

Dr. Nneka Okekearu, Director of EDC, described the partnership as a historic step in bridging the funding gap confronting entrepreneurs.

"We have collaborations with several commercial banks, but the double-digit interest rates at which loans are offered have made it tough for entrepreneurs.

"Today, we are doing something historic. e are signing an agreement with Fast Credit for single-digit loans for our members," she said.

Dr. Okekearu emphasised that access to single-digit credit will significantly boost business productivity.

According to her, manufacturers, for instance, will be able to expand output, while many MSMEs will create more dignified and fulfilling jobs for young Nigerians as they scale up.

"Someone who previously had just N2 million to transact business now has access to N10 million, and that means increased production capacity and healthier margins," she explained.

She disclosed that entrepreneurs within EDC's network who meet the requirements will be able to access N5 million at a single-digit rate of nine percent per annum..

Read more on www.theindustryng.com

New excise bill could undermineTinubu's fiscal reform agenda, OPS warns

The Organized Private Sector of Nigeria (OPS), comprising the Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA), the Manufacturers Association of Nigeria (MAN), the Nigeria Employers' Consultative Association (NECA), National Association of Small and Medium Enterprises (NASME) and the National Association of Small Scale Industrialists (NASSI), has urged the National Assembly to withdraw the proposed amendment to the Customs, Excise and Tariff Bill stating that the current draft of the bill is misaligned with the Federal Government's fiscal reform direction and contains several legal and administrative gaps.

This was contained in the position paper presented by the Organised Private Sector of Nigeria (OPS) on Thursday, November 27, 2025, during the public hearing on the proposed amendment bill, which recently passed its second reading in the National Assembly.

The Organised Private Sector explained that the NAD sector is committed to supporting government revenue and public health objectives. However, policies must be holistic, harmonised, and context-appropriate, ensuring that they improve health outcomes without undermining jobs, investment, affordability, or industrial stability.

The OPS maintained that Nigeria's excise framework is increasingly fragmented, as new levies are introduced without coordinated...*Read more on www.theindustryng.com*

GEN, Providus Bank emphasize importance of vision, value for women enterprises

At the GEN Nigeria (Global Entrepreneurship Network) recently hosted a "Women Enterprise Day" event with the theme "Women Who Lead, Ventures That Thrive", stakeholders in the industry emphasized the importance of vision, values, and long-term impact for women-led businesses, and encouraged women to build sustainable enterprises rather than focusing solely on short-term gains.

This event was part of the larger Global Entrepreneurship Week (GEW) 2025 activities in Nigeria, and was powered by GEN Nigeria in collaboration with Providus Bank to bring together women-led businesses to mark GEW 2025.

The core message emphasized the importance of vision, values, and long-term impact for women-led businesses, encouraging them to build sustainable enterprises rather than focusing solely on short-term profits. The event served as a platform to celebrate the impact of women leaders and innovators across various industries in Nigeria

Speaking on the theme "Women Who Lead, Ventures That Thrive", the guest Speaker and co-founder of SoFresh, Mrs Abimbola Balogun, said that to build a sustainable business and compete favorably with their male counterparts, women must be able to see beyond short-term profits but focus on long-term gains.

Mrs. Balogun, who recognised the women who have continued to blaze the trail in the industry, stressed that "Women can do it. They are already doing it, and they can do it. So, let's build and lead," She added.

She said, "I have always advised on what the woman who leads ventures that thrive want to become, what they need to do, and what they need to have. All they need to have is clarity of vision and purpose, which is very important."

Read more on www.theindustryng.com

GEN Nigeria, others advocate the adoption of AI by local enterprises

Global Entrepreneurship Network (GEN Nigeria), in collaboration with Fidelity Bank Plc and other organisations, has encouraged young entrepreneurs from Nigeria to adopt Artificial Intelligence (AI) in their businesses.

The call was made during the Youth Entrepreneurship Dialogue, themed: 'Building the future with AI: technology, talent, and transformation entrepreneurship' held during the 2025 Global Entrepreneurship Week (GEW) in Lagos, and was powered by GEN Nigeria.

Speaking at the dialogue, the Managing Director of GEN Nigeria, Dr. Olawale Anifowose, said, "AI is important to local enterprises in Nigeria for enhancing productivity, driving innovation, and improving competitiveness.

It achieves this by automating tasks, personalizing customer experiences through data analysis, and enabling entrepreneurs to build and scale new products and services more efficiently."

He said, "AI is also critical for the growth of key sectors like finance, healthcare, and agriculture, and the adoption of these technologies is becoming essential for businesses to stay competitive."

On enhancing efficiency and productivity, Dr. Anifowose stated that AI can handle repetitive tasks, freeing up employees to focus on more creative and strategic work, ultimately boosting productivity.

Adoption of AI can improve decision-making, by analyzing vast amounts of data, AI provides businesses with actionable insights to make more informed decisions and predict trends, he said.

When a local enterprise adopts AI, this can drive innovation and economic growth. For instance, this can foster new products and services.

AI-powered solutions, like those in fintech, healthcare, and agriculture, are creating new opportunities for Nigerian entrepreneurs to innovate and address local needs. *Read more on www.theindustryng.com*

Access Bank unveils SME Academy, trains 100 entrepreneurs

Access Bank has launched the maiden edition of its SME Academy, training 100 entrepreneurs on taxation, valuation, finance management, customer service, and business structuring as part of its renewed push to strengthen small businesses across the country.

Speaking during the closing session of the three-day training in Lagos over the weekend, the Group Head of SME Banking at Access Bank Plc, Abiodun Olubitan, said the curriculum was designed around the real challenges faced by SMEs in their early growth stages.

"When we built the curriculum, we looked at the issues SMEs struggle with every day. Valuation is a problem, taxation is another key area, and financial management is too.

Those were the major pillars we focused on, and we also delved into customer service so they can build and retain their customer base.

We wanted them to understand how to use the data they already have to grow their businesses."

She added that the sessions were highly engaging.

"Some classes had to extend beyond time because participants had so many questions.

It showed the deep need for knowledge, especially around policies and tax compliance."

On the new tax policy that



Olubitan

recently confused business owners, Olubitan said the bank used the academy to simplify the information.

"The most recent tax policy created a lot of panic.

We broke it down into manageable parts, how it affects their business, the impact, and how they can align with it.

Government policies are improving, but compliance is usually the bigger challenge. That is where we come in."

Read more on www.theindustryng.com

Entrepreneurs, not foreign aid, will drive Nigeria's growth -Tony Elumelu



Chairman of the United Bank for Africa, Tony Elumelu, says Nigeria's economic transformation will be driven by entrepreneurs, not government handouts or foreign assistance.

Speaking on Monday at the Grow Nigeria Conference 2.0 in Lagos, themed "Empowering Nigeria's Entrepreneurs: Building Institutions That Last," Elumelu said the nation's future is already being shaped by business owners who refuse to settle for mediocrity.

Elumelu, who is also the founder of the Tony Elumelu Foundation, described Nigeria as an entrepreneurial nation but stressed the need to build institutions that can stand the test of time.

"Starting businesses is good. Sustaining them is critical, and that's how we transform this economy," he said.

He noted that many promising ideas fail because the systems and support structures necessary for growth are absent.

According to him, Nigeria's renewal must come from the private sector, backed by strong governance frameworks and proper succession planning.

"Nigeria will not be built by government handouts or foreign aid. Government's role is critical, but Nigeria will be built by entrepreneurs

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L-R: Executive Vice President, CNN International Commercial, Phil Nelson; Founder & CEO, Beyond Limits Africa and Non-Executive Director, Zenith Bank, Dr. Juliet Ehimuan; MD/CEO, NIBSS, Premier Oiwoh; Executive Director, Zenith Bank, Mrs. Adobi Nwapa; Founder & Chairman, Zenith Bank, Jim Ovia, CFR; Governor of Lagos State, Mr. Babajide Sanwo-Olu; Group MD/CEO, Zenith Bank, Dame Dr. Adaora Umeoji, OON; Executive Director, Zenith Bank, Mr. Akin Ogunranti; Executive Director, Zenith Bank, Mr. Louis Odom; Executive Director, Zenith Bank, Mr. Adamu Lawani; and Director, Information Technology Infrastructure Solutions, NITDA, Mr. Oladejo Olawumi during the Zenith Bank Tech Fair Future Forward 5.0 held at the Eko Convention Centre, Eko Hotels & Suites, Victoria Island, Lagos

Zenith Bank Tech Fair 5.0 spotlights innovation, awards N140 million cash prize to hackathon winners

A total cash prize of ₦140 million has been awarded to ten (10) African innovators to scale their transformative solutions after a keenly contested hackathon and pitch session at the Fifth Edition of the Zenith Tech Fair, themed "Future Forward 5.0: Tech for Success – Innovate, Adapt, Accelerate", which held on Thursday, November 20, 2025, at the Eko Convention Centre, Eko Hotels & Suites, Victoria Island, Lagos.

The 2025 edition of the Zenith Tech Fair featured an expanded, dual-competition structure that included a high-stakes Hackathon for product development and a Startup Pitch Competition for early-stage ventures, and drew participation from thousands of developers, founders, and entrepreneurs across the continent.

The prize money was shared among ten finalists who emerged from the over 2,000 contestants that took part in the Zecathon. In the hotly contested final, two major winners emerged, each receiving the top prize of ₦30 million. The winner of the Hackathon, Trust Loop, clinched first place for its innovative solution that delivers seamless digital KYC and liveness verification. Simultaneously, the winner of the Startup Pitch Competition, Cubbes Technologies Limited, secured the top spot for its revolutionary AI-powered EdTech platform that enhances learning and career readiness.

The remaining eight (8) finalists across both categories were equally recognised, each receiving ₦10 million in non-dilutive funding. They include Venille Ltd, Sowota, FLOW, InvoPay, Zenith Intelliscore, The Very Hacked Men, Konfam and Zerax. All ten finalists will also be entitled to a six-week mentorship and incubation programme designed to help them grow and scale effectively, and this will run from December 2025 to February 2026.

The Group Managing Director/CEO of Zenith Bank Plc, Dame Dr Adaora Umeoji, OON, in her welcome address, thanked the Founder & Chairman, Dr Jim Ovia, CFR, for the visionary foresight that led to the creation of the Zenith Tech Fair. Commenting on the Zecathon, she said, "Our theme this year, 'Tech for Success: Innovate, Adapt, Accelerate', is very timely. To appreciate its urgency, it helps to reflect on the speed of human progress.

According to the Harvard Business Review, it took humanity millions of years to master fire, yet only 66 years to move from the first powered flight to landing on the moon.

Read more on www.theindustryng.com

Ecobank, Proparco seal €10m trade finance deal for SMEs

Proparco and Ecobank Group have signed a €10m trade finance guarantee for Small and Medium-sized Enterprises (SMEs) in Africa.

In a statement made available to the media on Thursday, the partners said the trade agreement was signed on the first day of the Africa Financial Summit 2025.

The €10m trade finance guarantee facility was signed for Ecobank Chad to facilitate imports of raw materials essential for creating added value in the country.

The programme addresses supply needs not covered by the local market and is part of the Food & Agriculture Resilience Mission (FARM) initiative launched in 2022 by France, together with the European Union, the G7, and the African Union. Its objective is to strengthen food security in the most vulnerable countries.

This guarantee is also part of the Choose Africa programme run by the AFD Group (Agence Française de Développement, Proparco, and Expertise France), which provides financing solutions to small African businesses, start-ups, micro-enterprises, and MSMEs, supporting them through the various stages of their growth via local partners backed by the AFD Group.

Speaking on the agreement, the Ecobank Group Chief Executive Officer, Jeremy Awori, said, "This renewed partnership with Proparco reflects our shared commitment to strengthening the economic resilience of Chad and the wider region, contributing to the implementation of Chad's new National Development Plan.

Read more on www.theindustryng.com

LAPO MFB charts path to a greener future at sustainable finance conference

The 2nd edition of the LAPO Microfinance Bank (LAPO MFB) Sustainable Finance Conference brought together policymakers, financial leaders and sustainability advocates at the Civic Centre, Victoria Island, Lagos, on October 31, 2025, to explore how Nigeria's financial system can drive inclusive growth while addressing the realities of climate change.

The conference, theme, "Microfinance for Climate Resilience — Empowering Communities, Driving Innovation, Shaping Policy," underscored the growing need to embed sustainability into financial systems to build a resilient and inclusive economy.

Chairperson of LAPO's ESG Board Committee, Angela Omeiza, said finance must go beyond profit-making to embrace purpose-driven impact.

"At LAPO MfB, we believe finance should empower people economically while safeguarding the environment and promoting social well-being," she said.

Delivering the keynote address, Professor Franklin Nnaemeka Ngwu of the Lagos Business School stressed that microfinance institutions play a pivotal role in advancing climate resilience.

"By channeling capital towards renewable energy, sustainable agriculture, and green enterprises, microfinance can become a catalyst for climate-smart development," he said.

The Lagos State Governor Babajide Sanwo-Olu was represented by Kazeem Adegboyega, Managing Director of Ibile Microfinance Bank. In his statement, he unveiled details of the state's $400 million Waste-to-Energy Project in Epe, describing it as a bold step toward sustainable urban management.

The discussions resonated with global concerns about climate financing. According to the Climate Policy Initiative's Global Landscape of Climate Finance 2024, total global climate finance stood at $1.46 trillion in 2021/2022 — still far below the $5 trillion required annually to meet global net-zero targets. The OECD recently confirmed that developed nations have only just met their $100 billion annual climate finance goal, exposing the vast funding gap facing developing economies.

Read more on www.theindustryng.com

AfDB Group loans $500m to support economic governance and energy transition



The Board of Directors of the African Development Bank Group meeting in Abidjan, approved a $500 million loan to the Government of the Federal Republic of Nigeria to finance the second phase of the Economic Governance and Energy Transition Support Programme.

The policy-based operation is for fiscal years 2024 and 2025.

"The second phase of the programme aims to stimulate inclusive growth by accelerating structural reforms in the energy sector, while supporting progressive reforms of fiscal policy to boost non-oil revenues and expand fiscal space. The new phase will consolidate and build on the achievements of the first phase," said Abdul Kamara, Director General of the Office of the African Development Bank Group in Nigeria.

The programme will place emphasis on three main areas.

· First, the programme will deepen fiscal policy reforms by strengthening public financial management systems and enhancing the transparency and efficiency of public spending.

· Second, it will accelerate the reform of the power engineering sector to reduce energy poverty, expand access to energy, improve sector governance, and attract private investment.

· Third, it will support implementation of the energy transition plan through measures that promote climate change adaptation and mitigation, including the introduction of energy-efficiency standards for electrical appliances.

The Nationally Determined Contribution (NDC) will also be updated for the 2026–2030 period.

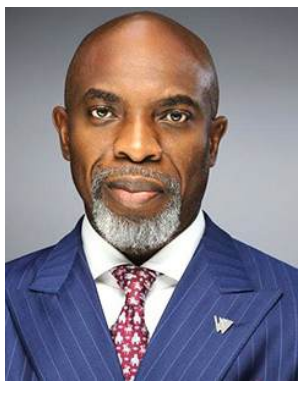
The programme's direct beneficiaries are the Federal Ministry of Power, the Federal Ministry of Finance, the Federal Inland Revenue Service, the Office of the Auditor General, the Debt Management Office, the National Climate Change Council of Nigeria (NCCC), the Federal Ministry...*Read more on www.theindustryng.com*

Wema Bank empowers tech innovators at Akure, Zaria, Ibadan and Lagos with Hackaholics 6.0

Wema Bank, Nigeria's most innovative bank and pioneer of Africa's first fully digital bank, ALAT, has continued to deepen its commitment to youth innovation and entrepreneurship with Hackaholics 6.0, its flagship campus ideathon.

This year, the Hackaholics train has toured four Nigeria cities from the Federal University of Technology, Akure (FUTA) and Ahmadu Bello University (ABU), Zaria, to the University of Ibadan (UI) and Purple Academy, Lagos, bringing together some of the brightest young minds in Sub-Saharan Africa to create transformative solutions to real-world problems.

With over 3,000 entries submitted so far, at each location, hundreds of students and young entrepreneurs gathered to receive industry-led masterclasses, and develop ideas aimed at solving challenges in the ecosystem. For four days in each location, participants were immersed in the full Hackaholics experience, from ideation to mentorship to pitch readiness, culminating in high-energy final pitches where the best ideas emerged. In every location, three Ideathon winning teams; including one women-led group and two Hackathon teams walked away with invitations to compete at the Hackaholics 6.0 Grand Finale. These teams now stand a chance to scale their solutions with the backing of Wema Bank's innovation ecosystem.



Speaking on the initiative, MD/CEO Wema Bank, Plc, Moruf Oseni, said, "Hackaholics has always been about more than technology.

Elumelu embarks on Pan-African tour championing entrepreneurship, infrastructure, and inclusive growth

United Bank for Africa (UBA) Group Chairman and Founder, Tony Elumelu Foundation, Tony O. Elumelu CFR, a leading advocate for Africapitalism and transformative private sector leadership, will undertake a high impact working tour across East, Central, and Southern Africa this week.

The multi-country visit underscores UBA's unwavering commitment to fostering economic resilience, empowering entrepreneurs, and unlocking investment opportunities to propel Africa's sustainable development.

The tour will span key nations including Kenya, Republic of Congo (Brazzaville), Uganda, Zambia, Mozambique, Rwanda, and the Democratic Republic of Congo (DRC). Elumelu's itinerary will feature high-level engagements with Presdients of these countrires, policymakers, business leaders, and youth innovators to discuss collaborative strategies for infrastructure financing, digital inclusion, and youth-led entrepreneurship.

These discussions aim to harness Africa's demographic dividend, where over 60% of the population is under 35 and position the continent as a global engine of innovation and prosperity.

"Africa's story is one of immense potential, and it is time we take ownership of it," said Tony Elumelu. "Through this tour, UBA is not just visiting these vibrant nations; we are igniting partnerships that will drive real impact, we must build resilient foundations together. This means empowering our entrepreneurs, bridging infrastructure gaps, and creating shared prosperity for generations to come."

The tour builds on UBA's legacy as Africa's Global Bank. Recent milestones include the launch of UBA's White Paper, Banking on Africa's Future: Unlocking Capital and Partnerships for Sustainable...*Read more on www.theindustryng.com*

ADVERTISNG FEATURE

‘Firsthand exposures of Nigerian creative talents will herald a harvest of global awards’

Goddie Ofose

Chief Executive Officer (CEO), Steve Babaeko, has reiterated the need to regularly expose creative talents in Nigeria to firsthand global standards to polish their professional abilities to compete and win awards commensurate with their innovative prowess.

Babaeko, who served as a juror in the 2025 Loeries, said more investment in "our people, in their training and growth" is inevitable to advance global competitiveness for the country's creative hounds.

Acknowledging that the country is a fertile cultural entity, enabling enthralling storytelling that can compete and win on global stages.

Babaeko said, "We have to keep investing in our people, in their training, in their growth, and in their exposure to the world beyond our borders.

"The more our talents see and experience global standards firsthand, the better equipped they are to compete and win at that level. Exposure isn't just about travel or conferences; it's about broadening creative horizons, sharpening craft, and learning how to tell our uniquely Nigerian stories in ways that resonate globally.”

He added that the uniquely Nigerian creative contents need to be deliberately placed on the global stage to attain the prominence it genuinely deserves.

"We also need to be very deliberate about putting our work out there. Award shows are not just competitions; they are platforms that amplify great ideas and open doors to new opportunities.

"The truth is; we can't win if we don't enter. And if we want to be seen, we must consistently make that investment. Nigeria is a country with a deeply rooted creative and storytelling culture. We have rhythm, we have soul, we have authenticity, the kind the world cannot ignore when it is well packaged and well presented. I genuinely believe that with the right investment in our people and a bolder commitment to entering global shows, we will not just participate, we will dominate."



Babaeko, who, in an exclusive interview with The Industry, expressed his delight over the privilege given him as a juror in the Film category at the Loeries 2025, said, "Watching the entries up close was nothing short of inspiring. The quality of work was simply outstanding.

From South Africa to the rest of Africa and the Middle East, the competition was fierce, making our job as judges anything but easy. One thing is clear to me: the winners at this year's Loeries will hold their own on any global stage.”

He said the creative house he superintends was able to enter some of its finest creative works in this year's edition of the Loeries Awards, adding that, beyond mere entries, it was an excellent opportunity to fly the Nigerian flag.

"This year, we proudly entered some of our work, from impactful campaigns for BetKing to a powerful collaboration with the Red Cross designed to encourage blood donation and save lives.

"For us, this goes beyond just submitting entries; it is about flying the flag for Nigeria and West Africa with pride. We understand the weight of that responsibility, and it pushes us to raise the bar constantly."

In X3M, Babaeko said it is their hallmark to ensure that "Every single project we create is crafted with excellence in mind, not just to meet expectations, but to exceed them. Our goal is simple but ambitious: to ensure that the stories we tell and the ideas we bring to life are given the chance to shine on the biggest stages in the world, standing shoulder to shoulder with the best from across the globe.”

Expressing his confidence in Nigerian ad agencies, Babaeko said, "I have always held Nigerian agencies in very high regard, and I say this without looking at the Loeries 2025 medal table. What really matters to me is the strength of our presence and the impact we continue to make on that stage. This year was a clear reminder of that.

We had some of our finest minds representing the country in key roles: serving as jurors, presenting awards, and contributing meaningfully to the entire festival experience.”

He specifically stated that "seeing the legendary Dr. Biodun Shobanjo being inducted into the Loeries Hall of Fame, a true pioneer and, to the best of my knowledge, the first West African ever to receive that honour.

That moment alone was a huge win for the Nigerian advertising industry. Could we have picked up a few more medals? Absolutely. But that's not a loss, it is fuel. It shows that the quality of work coming out of Nigeria is strong, but there's still room to stretch further, refine more, and keep raising the bar. We have the talent, we have the hunger, and most importantly, we have the spirit.

I genuinely believe our biggest wins are still ahead of us."

He stated that the country's agencies are not doing anything wrong professionally but need to do much to the ante in global competitiveness.

"I don't think the conversation is about what Nigerian agencies have been doing wrong. It is really about what we need to do more of. And to be fair, we have already started taking some of those steps. For one, we are raising the standard of our own LAIF Awards, making it a stronger platform that can stand proudly beside any global award show.

“We have also begun opening up the awards to other regions, which will only make the competition richer and the recognition more meaningful. Of course, we cannot ignore the economic realities.

The current headwinds naturally limit the volume of entries we can push out compared to other regions. But despite these challenges, the trajectory is clear. Nigerian creativity is bold, it is resilient, and it is only going to get stronger. I genuinely believe the best chapters of our story on the global stage are still ahead of us."

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TECH

Interswitch's Cherry Eromosele calls for human-AI balance in marketing at BJAN conference 2025



L–R: Dr. Dare Ogunyombo, Lecturer, Olabisi Onabanjo University, Ago Iwoye; John Ehiguese, CEO, Mediacraft Associates, Lagos; Daniel Obi, National Chairman, Brand Journalists Association of Nigeria (BJAN); Clara Okoro, Immediate Past Chairman, BJAN; Dr. Samuel Ayetutu, Chairman, NIPR Lagos Chapter; and Tomi Ogunlesi, Divisional Head, Brands and Communication, Interswitch, at the 2025 Brands and Marketing Conference organised by the Brand Journalists Association of Nigeria (BJAN), held recently at the Oriental Hotel, Victoria Island, Lagos.

At the 2025 Brands and Marketing Conference hosted by the Brand Journalists Association of Nigeria (BJAN), Dr. Cherry Eromosele, Executive Vice President and Group Chief Marketing and Communications Officer, Interswitch Group, emphasised the need for marketers and journalists to adopt a balanced, collaborative approach to Artificial Intelligence (AI).

Her keynote address was delivered on her behalf by Tomi Ogunlesi, Divisional Head, Brands and Communications, Interswitch. Speaking to the conference theme, "AI and the Future of Marketing Workflow: Disruption or Opportunity?", Dr. Eromosele noted that AI has already reshaped how content is created, distributed, and evaluated.

She emphasised that while the technology unlocks new levels of efficiency, it also requires responsible adoption and continuous human oversight.In her words:"The real risk is not in the technology itself, but in the reluctance to adapt. AI will enhance human output, but it still requires human judgment to ensure accuracy, context, and responsible use."

She stressed the importance of sustained capacity building for marketing and communications professionals, adding that organisations must empower their teams with the skills needed to work confidently with AI-powered tools."Human insight, creativity and ethical consideration remain essential.

Professionals who understand how to integrate these strengths with AI-driven capabilities will be better positioned for the evolving landscape," she said.

Her session also incorporated interactive elements, including demos and video clips that showcased both the promise and the pitfalls of AI such as AI-generated newsroom mistakes and unpredictable outputs, reinforcing the need for careful human review in all automated workflows.

Read more on www.theindustryng.com

Google revenue hits $100bn milestone

Alphabet Inc., the parent company of Google, has reported a record-breaking quarter with revenue surpassing $100 bn for the first time in its history, marking a major milestone driven by rapid advances in artificial intelligence and strong performance across its business units.

Chief Executive Officer Sundar Pichai said the results reflect Alphabet's strategic investments in generative AI and its diversified portfolio, which includes Google Cloud, YouTube, and subscription services.

"This was a terrific quarter for Alphabet, driven by double-digit growth across every major part of our business. We're seeing AI now driving real business results across the company," Pichai said during the Q3 earnings call.

Alphabet's quarterly revenue has doubled in five years, climbing from $50bn to $100bn, underscoring its rapid growth and transition into what Pichai described as the "generative AI era".

The company's Gemini AI models are at the centre of that transformation, now processing seven billion tokens per minute through direct API use by customers. The Gemini app has grown to more than 650 million monthly active users, with queries tripling from the previous quarter.

Alphabet's cloud business also delivered robust results, with AI revenue emerging as a key driver. The company's cloud backlog jumped 46 per cent quarter-on-quarter to $155bn, reflecting increased enterprise adoption of AI tools. "Our complete enterprise AI product portfolio is accelerating growth in revenue, operating margins, and backlog," Pichai said.

Read more on www.theindustryng.com

T2 named technology partner for CIArb conference

The Chartered Institute of Arbitrators (CIArb) Nigeria Branch has announced T2 as the exclusive technology partner for its annual conference and gala night 2025, scheduled to take place from 12th to 14th November 2025 at The Jewel Aieda, Lekki, Lagos.

This year's conference, themed: 'Connecting the Dots: Core Principles, Innovation, and Meaningful Outcomes in ADR', brings together legal practitioners, corporate executives, policymakers, and industry leaders to explore emerging trends and innovations shaping the future of Arbitration and Alternative Dispute Resolution (ADR).

Senior Vice President, Corporate Services, T2, IfelojuAlakija, said: "At T2, we see technology not just as a tool, but as a lifestyle enabler that connects people to new possibilities. Our partnership with CIArb Nigeria reflects our mission to deliver seamless connectivity and smart digital solutions that empower individuals and institutions to work, learn, and live better."

The Alternative Bank, Utiva train women in digital skills

The Alternative Bank has announced the launch of The Alternative Bank-Utiva Women in Tech Scholarship, an initiative designed to empower women entrepreneurs with digital skills, innovation design, and business growth training.

In a statement, it was revealed that the scholarship was unveiled during a virtual convening held to commemorate the International Day for Rural Women.

UBA Business Series, digital entrepreneurs highlight authenticity, consistency, passion as real game-changer

Africa's Global Bank, United Bank for Africa (UBA) Plc, hosted another enlightening edition of the UBA Business Series, bringing together some of Africa's most dynamic digital entrepreneurs and influencers to discuss the secrets behind building impactful online communities.

This edition of the Business Series, which had the theme, "Content that Converts: Building Influence and Driving Growth Through Strategic Marketing," was held at the Tony Elumelu Amphitheatre in UBA Head Office, Marina, Lagos on Thursday.

The very engaging session, shed light on how authenticity, consistency, and passion remain true cornerstones of success in the ever-evolving digital landscape, while the content creators shared first-hand experiences from their journeys across diverse industries and markets.

UBA's Group Head, Digital Banking, Kayode Olubiyi, who welcomed participants and the panellists to the session, reaffirmed the bank's commitment to empowering entrepreneurs across Africa through knowledge-sharing and capacity-building initiatives such as the Business Series.

He emphasised that the quarterly event continues to serve as vital avenues for supporting innovation and entrepreneurship, equipping individuals with practical insights to grow their brands and businesses in a competitive digital economy.

In his keynote address, the Managing Director/CEO at Nitro 121, Dr. Lampe Omoyele, who said that "You can create something out of what appears to be nothing," gave insight on key trends to develop content that creates Impact.

He noted that content creation should go beyond aesthetics or trends to focus on value, purpose, and agility as he pointed out that creators who aim to make a difference must develop a clear personal brand identity and remain consistent in delivering messages that resonate with their audience.*Read more on www.theindustryng.com*

Glo excites customers with "Take A Guess"promo, rewards winners with cash and gifts

Telecommunications giant, Globacom, has, in the spirit of Yuletide, launched "Glo Take A Guess", an exciting new Value-Added Service designed to entertain, engage, and reward its customers.

Globacom explained in a press statement that the innovative lottery service offers its subscribers the opportunity to test their knowledge on various lifestyle and topical issues in society by answering trivia questions to win airtime, data and cash prizes.

Glo said further that customers who opt-in by dialling *20999*2# can select their preferred plan from daily, weekly and monthly options. They will thereafter receive SMS confirmation upon subscription with a URL to click and play the Trivia game.

"Customers stand a chance to win fantastic rewards, such as airtime, data and cash prizes when they provide correct answers to trivia questions covering diverse and engaging topics, under a fun-filled and interactive experience", Glo added.

Interested customers are free to choose auto renew or one-time subscription, charged at N100/day, N300/week and N500/month.

The more the customer plays the game, the higher his or her chances of winning in the different categories.

The company further disclosed that the fun game was designed for customers to test their knowledge while enjoying an entertaining experience. "The exciting rewards will also help to cushion the effects of rising living costs on our subscribers ", the digital solutions provider quipped.

Netflix's ad-supported tier hits 190 million viewers



Netflix has announced that its ad-supported tier now reaches more than 190 million viewers worldwide, marking a major milestone as the streaming giant enters its fourth year in the advertising business.

The company revealed the figure in a new update on its corporate site, alongside details of a fresh audience measurement metric designed to give advertisers a clearer sense of scale.

The new measure, called Monthly Active Viewers (MAVs), counts members who have watched at least one minute of ads on Netflix in a given month, multiplied by an estimated average number of people per household. The move represents a shift from Netflix's previous focus on individual account metrics, which the company said did not fully reflect how many people are actually watching together.

In its announcement, Netflix said the change would offer a "clearer, more transparent representation" of ad reach and align its reporting more closely with television industry standards. The company also confirmed that its ad tech platform, the Netflix Ads Suite, is now fully operational across all 12 markets where the ad-supported plan is available.

Read more on www.theindustryng.com

Interswitch strengthens connection, mentorship among tech developers

Interswitch, one Africa's leading integrated payments and digital commerce companies, through its Interswitch Developer Community, recently hosted the Coded Meetup at the Interswitch Innovation Hub, Lagos, where it strengthened connection and mentorship among technology developers.

The social and learning experience brought together developers, engineers, and tech enthusiasts from across Africa to connect, collaborate, and learn within the continent's thriving tech ecosystem.

Designed to bridge the gap between coding and community, the Coded Meetup created an environment where professionals and aspiring tech talents could move beyond their screens to share experiences, exchange insights, and build lasting relationships.

Commenting on the significance of the Coded Meetup, Managing Director, Commercial Inclusion (Interswitch Inclusio), Muyiwa Asagba, said the initiative was a reflection of Interswitch's ongoing commitment to empowering Africa's tech ecosystem through mentorship and knowledge-sharing.

"At Interswitch, we've always believed that Africans should solve Africa's problems, because no one understands the nuances, challenges, and opportunities of our continent better than we do. But solving these problems requires more than just talent; it takes the right motivation, mentorship, and community. That is why we created the Interswitch Developer Community, to empower developers with the right skills, knowledge, and connections they need to build solutions that truly make a difference. When we invest in people, we invest in Africa's future," Asagba said.

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Faces @ the inaugural Industry Men of Impact ceremony

Male practitioners are rarely praised for their efforts in building the industry. To this end, The Industry Newspaper braced the tape to banish this stereotype.At the event, Bolaji Abimbola, CEO at Integrated Indigo, Anietie Udoh, Division Director, Marketing at MarketingEdge Publications, Wole Oladundoye, CEO at Outori Limited, Raheem Akingbolu of Thisday Newspaper, Bayo Adeoshun, and Group Head, Communications at Origin Group, discussed the theme 'Empowering Men: Achieving Balance in a Fast-Paced World'.It was agreed that men also feel pain and need all the support in the world.





























EVENTS

















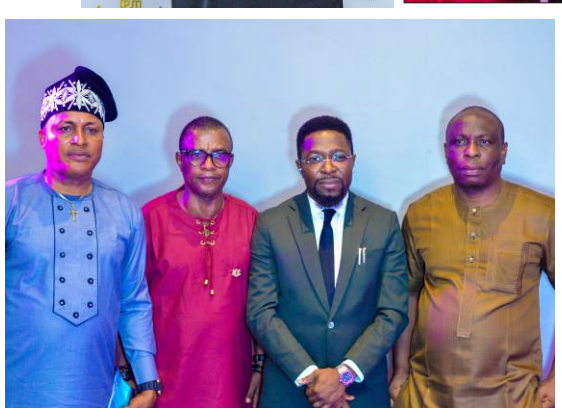



















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'ROADBLOCK named Nigeria's biggest dance music event and most modern rave project 2025'



ROADBLOCK has been officially voted Nigeria's Biggest Dance Event and Nigeria's Most Modern Rave Project 2025 by the Brand Journalists Association of Nigeria (BJAN), a prestigious recognition celebrating innovation, cultural influence, and youth engagement in the Nigerian entertainment landscape.

This was contained in a statement signed by the 2025 BJAN Awards Committee Chairman, Mr. Lukman Ayobami Ishau, and titled 'Announcing Roadblock as the Biggest Dance/Engagement Event 2025'.

The letter, which was sent to the Founder/Chief Experience Architect of ROADBLOCK, Dr. Felix King Eiremiokhae, stated that "On behalf of the Brand Journalists Association of Nigeria (BJAN) Awards Committee, it is with great enthusiasm that we announce that Roadblock has been voted Nigeria's Biggest Dance Event for 2025."

The statement added, "This landmark recognition celebrates a movement that continues to redefine nightlife and ADM (African Dance Music) culture across the country. Roadblock's unparalleled energy, innovative programming, and unwavering commitment to showcasing homegrown talent have set a new benchmark for dance events in Nigeria.

The award will be presented at the upcoming BJAN Marketing Conference/Awards ceremony, where we look forward to honoring the visionaries behind Roadblock and sharing this milestone with industry peers, artists, and fans alike."

According to Ishau, "We trust that this recognition will further amplify the impact of Roadblock and inspire even greater creativity within Nigeria's Afrobeat and Afro Dance Music scenes. Thank you for your continued support in promoting the vibrant cultural landscape of our nation."

Speaking on the development, Dr. Eiremiokhae said, "This landmark announcement has solidified Roadblock's position as the country's leading modern rave movement, pushing forward the new genre and culture known as ADM (Afro Dance Music) while redefining the future of nightlife, festival culture, and experiential youth entertainment across Africa."

The formal crowning ceremony will take place during the BJAN National Conference, scheduled for November 28, 2025, in Lagos. .

Read more on www.theindustryng.com

Abelinis hosts second edition of WITFLIX experience, inaugurates high-impact leadership conversation

...Screens Kunle Afolayan's "October 1" in a convivial atmosphere



L-R Femi Bello, the moderator, Milagrosa Nana Utomi, CEO MPXM Africa, Tolu Medebem, President EXMAN, Abiodun Oshinibosi, Founder WITFLIX, and Larry Thompson, Country Manager WITFLIX

It was an atmosphere of conviviality and knowledge sharing as Abelinis Limited, a forward tech-driven experiential marketing company, hosted industry practitioners, undergraduates, students, and upwardly mobile high-net-worth individuals to the second edition of WITFLIX, an experiential learning initiative.

The event, which was held at the Kunle Afolayan Production Cinema on Wednesday, 26th October, featured the screening of Kunle Afolayan's October 1 and a high-impact leadership conversation. brought together students from the Nigerian Institute of Journalism (NIJ), Bells University, and a vibrant network of young individuals eager to learn, connect, and grow.

This edition featured an exclusive screening of Kunle Afolayan's October 1, a film that blends history, conflict, culture, and national identity. Beyond entertainment, the movie served as the backdrop for a powerful conversation on leadership, communication, pressure, complexities of human behavior, and conflict navigation, key themes embedded in the storyline.

Following the film screening, attendees were treated to an engaging and insightful panel session featuring two distinguished industry leaders, Mrs. Victoria Adewunmi, CEO, Watermark & Victoria, and Mr. Kingsley James, Managing Director, IDCL.ng. Their discussion offered profound insights into how the film mirrors real-life leadership challenges, communication lapses, and the emotional and psychological factors that influence human behavior.

During the session, the facilitators explained that true leadership reveals itself in moments of pressure. Using the film's protagonist as a reference, they highlighted the importance of clarity, courage, and strong values when navigating difficult situations. They also reminded the audience that communication goes beyond talking it requires active listening, understanding context, and managing emotions with intention and empathy.

Read more on www.theindustryng.com

The Macallan, Alexis Galleries, bring OMẸMITỌNLẸẸ

As Nigeria's contemporary art scene continues to attract global attention, partnerships that empower local artists are taking centre stage, driving the growth and visibility of the nation's creative ecosystem.

Reaffirming its commitment to nurturing this landscape, The Macallan once again partnered with Alexis Galleries, this time to spotlight the debut solo exhibition of Badagry-based interdisciplinary artist, Francis Agemo.

The exhibition, which was held at Alexis Galleries in Victoria Island, Lagos, on Saturday, October 18, 2025, was titled OMẸMITỌNLẸẸ, an Egun word meaning "ancestors and living legends." It offered a deeply personal and spiritual journey into Agemo's world of carved wooden sculptures, paintings, and mixed-media works.

Rooted in the cultural traditions of Badagry and inspired by the cosmology of the Egun people, Agemo's works explore themes of ancestry, community, and remembrance. Drawing from his upbringing with his grandparents, traditional worshippers and artisans, he uses wood as a storytelling medium to honour lineage...*Read more on www.theindustryng.com*

Cheers, tributes as family, friends celebrate Prince Ademola Haastrup at 80

The atmosphere was radiant, the hall beautifully adorned, and the mood joyful. Guests arrived in colourful attire, reflecting the splendour of the occasion. It was immediately evident to all who attended that a great man was being honoured.

Such was the carnival-like ambience at the grand celebration of Prince Ademola Haastrup, a retired senior police officer, held on November 4th at Marcellina's Place, Ikeja

The event brought together family, friends, former colleagues, and well-wishers in an outpouring of admiration and thanksgiving for a life of impact and purpose.

For many in attendance, it was a moment of reflection — a reminder of the blessing of longevity and the joy of being surrounded by a loving family that cherishes one's legacy while still alive.

A Love That Has Endured the Test of Time

Leading the chorus of tributes was Princess Olufunke Haastrup, the celebrant's devoted wife, who spoke with deep affection about their enduring bond.

"I thank God for the love we have shared for 56 years," she said. "Your dedication to our home and your unwavering faith in God reflect the good Christian that you are. You have always been a hardworking man and a generous giver — one who worked tirelessly to ensure the comfort and well-being of both your immediate and extended family."

A Godly Father and Disciplinarian

Speaking on behalf of the children, Prince Dr. Adeniran Haastrup painted a heartfelt picture of his father's strong moral compass and godly upbringing.

"From when we were very young, daddy would say he didn't care what we all did, but on Sundays, everyone must go to church," he recalled

Read more on www.theindustryng.com

"I can now dream big!", MTN-MUSON scholar confesses

The Music Society of Nigeria (MUSON) welcomed new students in the MTN MUSON Scholarship Programme. With beaming pride as he discussed his passion for music and the new boost his career was about to take, Olaifa Ebenzer Abiodun, a new student in the MTN MUSON Scholarship Programme, "I can now dream big," he said with a smile. "I need to thank MTN because they are doing a lot for us, they are doing a lot for me personally because now they are giving me an allowance and even providing some books for us. So I just need to thank them and say thank you, MTN."

MTN and Musical Society of Nigeria (MUSON) welcomed Olaifa and a class of new students under the MTN-MUSON Scholarship Programme. The event brought together faculty, alumni, and representatives of the MTN Foundation.

The MTN-MUSON Scholarship Programme provides fully funded scholarships to young Nigerians passionate about music. For the past 18 years, the programme has served as a bridge for talented students to receive structured training in classical music, develop professional skills, and access opportunities that help transform their artistic potential into lifelong careers.

Sir Emeka Nwokedi, Deputy Director of the MUSON School of Music, commended the long-standing partnership between the MTN Foundation and MUSON. He emphasised the importance of focus and consistency for the scholars, saying, "You need to be focused and consistent in your pursuit of musical excellence. With the right mindset and dedication, you can achieve great things and become the best in your field." He also encouraged the scholars to reach out to him or their teachers whenever they needed guidance or support, saying, "Our door is always open to you, and we're always here to listen and help in any way we can. Don't hesitate to come to us with any questions or concerns you may have." *Read more on www.theindustryng.com*

Spinall, Neptune & Mule lead the ADM revolution to headline Africa's most sought-after DJ set — Roadblock, December 19

Roadblock, the fastest-rising rave movement in Africa and the defining force of Detty December nightlife, has officially announced its headliners for Saints & Sinners III – RISE, taking place on December 19, Lagos.

Leading this year's Roadblock DJ Ascension are three of Africa's most respected sonic alchemists: SPINALL – Africa's global icon, whose footprint runs from Lagos to Ibiza, celebrated for his mastery of Afro-electronic dance fusion, DJ NEPTUNE – The God of Greatness, a continental hit maker and crossover king with unmatched crowd control, and YK MULE – the new-era phenomenon pushing street energy into futuristic soundscapes.

Additional DJs will be revealed in the coming days as Roadblock completes the full Afro Dance Music (ADM) lineup, said the statement from the organisers.

In a strategic move to entrench Roadblock's philosophy, the organisers have declared ADM as its official sound —Afro dance music for the global stage.

This year's edition marks a historic moment as Roadblock formally aligns its identity with ADM – Afro Dance Music.

According to Dr. Felix King Eiremiokhae, Founder & Chief Experience Architect, Roadblock, "ADM is Roadblock's official music statement: a high-energy fusion of Afrobeats rhythms, indigenous street sounds, and electronic dance engineering designed for massive crowds, ritual-like movement, and emotional release. *Read more on www.theindustryng.com*

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APPOINTMENTS

Olusanya Adesanya moves from Guinness to FrieslandCampina to boost sales credentials

In an audacious move to assist FrieslandCampina WAMCO in consolidating its position as the leading dairy brand in Nigeria, Olusanya Adesanya, former commercial director at Guinness Nigeria, has joined FrieslandCampina WAMCO Plc as the Group Director of Sales.

Adesanya, who announced this on his LinkedIn and was captured by the media, said, "I'm happy to share that I'm starting a new position as Director of Group Sales at FrieslandCampina."Adesanya, who wrote on his social media handle after his announcement, stated that as players in Nigeria's complex and fragmented business landscape, we must adapt, focus on what's within control, and remain obsessed with our users/consumers.

In his meeting with the chief commercial officer of MTN,



Olusina Adegoke, during the Sales and Distribution Conference recently, Adesanya said, "We explored the secrets to unlocking market share in a near-saturated market.

The algorithm for success is precise: agility, customer obsession, effective commercial footprint, and flawless execution – every day, everywhere.

These remain relevant also to what we continue to strive and drive flawlessly with the commercial engine in Guinness Nigeria."

The foremost commercial expert, who had driven the fortune of the foremost brewery giant, has been integral to the Guinness resurgence in recent years.

In a statement released by Guinness Nigeria and signed by its managing director/chief executive officer, Girish Sharma ...

Read More on www.theindustryng.com

QS Bolaji Sotunde emerges spokesperson for NIQS

Mr. Bolaji Sotunde, a consummate and dedicated Quantity Surveyor, Cost Management consultant, and project management professional, has been voted as the spokesman for the Nigerian Institute of Quantity Surveyors (NIQS) in the recently held national election.

QS Sotunde, who is the Principal of E320 Associates, a firm which provides Quantity Surveying, Project Management, and Development Services solutions, and also the Chairman of the BusyBee Group, an Event Planning, Training, and Management company, had previously contested for the office of the Secretary, International Affairs of the NIQS in the 2023 national election.

Sotunde brings cognate experience to the role as a training consultant, facilitator, lead strategist, and public speaker. He is passionate about leadership and the development of young professionals. He has been a speaker at several international events, including those organized by the Rwanda Institute of Quantity Surveyors in Kigali, Rwanda, and the International Federation of



Surveyors (FIG) in Florida, USA.

In 2018, QS Sotunde was part of the delegation from the Nigerian Employer's Collaborative Association (NECA) to the African Union Headquarters in Addis Ababa, Ethiopia, to discuss matters of job creation and opportunities for youth development and capacity building. Due to his contributions to the leadership cause, he is a Fellow of the Institute of Leadership.

A decisive, action-oriented, and results-focused individual with strong leadership, technical, and analytical skills and a clear understanding of processes and their application to manage and achieve expectations on project mandates through timely and systematic delivery, strict adherence to quality, while judiciously expending budgets within stipulated durations.

He commenced his professional career in 2005 with Royal Robe and Associates, a Quantity Surveying firm, as a Trainee Quantity Surveyor, where he gained primar... *Read More on www.theindustryng.com*

SBI Media named Nigeria's largest independent media

... 2nd largest agency overall in RECMA 2024 rankings

SBI Media Group has been officially ranked as Nigeria's largest independent media agency and the second largest media agency overall in the newly released RECMA Nigeria Overall Activity Ranking 2024, further cementing its leadership position in the nation's media landscape.According to the ranking published by RECMA—the world's most authoritative media agency research and benchmarking organisation—SBI Media holds a commanding 16.3% share of the Nigerian media industry, outperforming several global network competitors and rising above All Seasons Zenith, PHD, Carat, iProspect, and others to secure the #2 position nationally.This year's ranking also highlights SBI Media as the fastest-growing media agency in Nigeria over the last three years, with a remarkable 266% growth



between 2021 and 2024. The 2024 data shows the agency delivering an 80% year-on-year growth, more than tripling its activity volume compared to three years ago—making it the most accelerated growth trajectory in the Nigerian market. *Read More on www.theindustryng.com*

LASAA raises new requirements for outdoor advertising structures

The Lagos State Signage Advertisement Agency (LASAA) has notified all outdoor advertising practitioners of the introduction of a mandatory application process for the use of creative embellishments in advertising campaigns on approved advertising structures.

In a notice titled "Registration of Embellishment on Approved Outdoor Advertising Structures", dated 19 September 2025, and signed by Olurmuyiwa Ajayi Bembe, Head, Registry Department at LASAA, the agency said, "Please note that all outdoor advertising practitioners are directed to approach LASAA for a "special permit" before launching any advertising campaign with creative embellishments that exceed the approved dimensions of their respective structures.

"An embellishment includes any creative artwork, attachment/extension of campaign material that exceeds or extends beyond the approved dimensions of an advertising structure," the statement stated.

Consequently, outdoor practitioners are hereby advised as follows: Applications for embellishments are temporary (i.e, on a "pay as you go" basis) and are separate from permits for the original structure.

Secondly, the required application must be submitted and duly approved before deployment or commencement of the campaign. Any display with embellishments without the Agency's approval will be subject to appropriate sanctions in line with the Agency's regulatory framework.

Therefore, all stakeholders are strongly advised to ensure strict compliance to avoid penalties, as this directive takes effect immediately. The agency advised stakeholders with further inquiries and application submissions to kindly contact the Agency's customer service desk.

Reacting to the development, Kingsley Onwukaeme (King of Ads), OOH Maestro and Location Marketing Expert, has stated that the new directive regulating the approval and use of embellishments on billboard structures has raised fresh questions across the Out-of-Home (OOH) advertising industry. *Read More on www.theindustryng.com*

Emma Agu joins Champion Brewery as Chief Commercial Officer

Dr. Emmanuel Agu, a renowned marketing strategist and former chief marketing officer at PremiumTrust Bank Limited, has joined Champion Brewery Plc, a subsidiary of enJOYcorp, the foremost brewer.

Dr. Agu moved to Champion Brewery in October 2025 after a brief stint at PremiumTrust Bank.

According to him, "As Chief Commercial Officer and an award-winning C-level Marketing and Brand Strategy Consultant, I bring over two decades of experience driving multimillion-dollar growth, market expansion, and brand transformation initiatives across Nigeria and Sub-Saharan Africa. Holding a PhD in Marketing Communication, I blend academic rigor with practical leadership to deliver measurable commercial impact through strategic brand launches/activations and comprehensive transformation programs."

He said, "I develop and execute executive-level commercial strategies, advise CEOs, boards, and senior government officials, and lead cross-functional projects that increase market share, profitability, and stakeholder value. I also influence national policy through impactful public-private partnerships and remain deeply committed to mentoring and developing emerging marketing leaders."

Some of the key achievements of Dr. Agu include: Drove P&L responsibility for 65% of Guinness Nigeria's total volume and 54% of revenue by the end of FY12 — leading business-critical brands within a multi-billion-naira portfolio.

He spearheaded a strategic portfolio comprising 60% of Nigerian Breweries Plc volume and 52% of revenue by the end of 2017 — managing a business valued at ~₦1 trillion on the Nigerian Stock Exchange.

"Grew portfolio volume from 2.2mhls (2013) to 8.5mhls (2017); expanded market share from 42% to 68% in mainstream lager and from 26% to 48% in stout, and expanded Life Lager Beer's market share through culturally resonant storytelling and regional activations across Southeast



Nigeria, scaling volume from 86khl (exit 2012) to 3.104mhls (2017)."

Dr. Agu has achieved 6x growth in carbonated soft drink (CSD) volume from 10M cases (exit 2018) to 60M cases (exit 2022) and quadrupled market share from 1.6% to 7.4%, firmly positioning the LaCasera Company (TLCC) as a national challenger brand. *Read More on www.theindustryng.com*

Franklin Ozekhome unveiled as keynote speaker for Creative and Branding Icons Award 2025



MARKETING SPACE, Nigeria's leading and most consistent brands and marketing magazine and the organisers of the Brand Handlers Summit & Awards has announced Mr. Franklin Ozekhome as the Keynote Speaker for the upcoming Creative & Branding Icons Award 2025.

The event is scheduled to take place on Thursday, December 18, 2025, at Suru Express Plus Hotel, opposite Marriott Hotel, GRA Ikeja, Lagos, by 1:00 PM.

The Creative & Branding Icons Award is dedicated to honouring the visionaries behind notable brands for their remarkable contributions to brand building and to serve as a convergence point for leading stakeholders, innovators and thought leaders across the creative, branding and marketing communications landscape.

The platform provides a unique opportunity to examine the evolving dynamics shaping brand growth today while recognising excellence, celebrating innovation and inspiring professionals committed to advancing the Nigerian marketing ecosystem.

Commenting on the selection of Mr. Ozekhome as keynote speaker, Lukmman Ishau, Publisher of Marketing Space magazine and Convener of the Creative & Branding Icons Award, stated that...

Read More on www.theindustryng.com

PHD Media Nigeria celebrates 15th anniversary

PHD Media Nigeria has announced its 15th anniversary celebration.

The agency which debuted as a challenger agency has since morphed into a global media network in just 15 years.

In a terse statement released via the agency's LinkedIn account, the agency said, "We are proud to celebrate 15 years of journey, powered by our people, strengthened by our clients, and defined by an unwavering passion for excellence."

According to the statement, "From pitches that stretched our creativity, to strategies that reshaped categories, to campaigns that became industry benchmarks, every brief and every idea has contributed to the story we are celebrating.

"We have grown, evolved, challenged norms, and built a culture where innovation, collaboration, and leadership stand at the core of everything we do."

The statement said, "15 years later, we are not just looking back with pride, we are looking forward with even greater ambition. The next chapter promises bolder ideas, deeper partnerships, and a renewed commitment to shaping the future of media and helping our clients Outthink, Outpace & Outgrow the competition." *Read more on www.theindustryng.com*



Lolu Akinwunmi



Zacch Adedeji



Tolulope Medebem



Kayode Ebatamehi

New tax act: Brighter future awaits ad agency business

***Goddie Ofose**, who spoke to key industry watchers about the impending new tax act, writes on the looming consequences of the new policy for Nigeria's advertising and marketing business.*

It is no longer news that the Nigerian government is embarking on a new tax regime that will make big earners pay more, while low-income earners pay according to their slim wallets.

The new tax overhaul, set to take effect on January 1, 2026, will reshape the advertising and marketing landscape in a few concrete ways.

Experts and ad agency gurus are so fascinated by the new tax benchmark that they foresee a brighter future for the industry rather than a glimmer of hope for tax administration.

On the personal income side, the exemption floor rises to ₦800,000, so junior creatives and freelancers who earn below that amount keep more of their pay.

However, anyone above the threshold faces a steeper, progressive scale that tops out at 25%, meaning agencies will have to factor in higher payroll taxes when budgeting for salaries. They may see pressure on take-home pay for senior talent.

Corporately, the new tax act makes small agencies with a turnover of about ₦100 million (and assets of ₦250 million) completely exempt from company income tax, capital gains tax, and the new 4% development levy, freeing up cash for media buying or tech upgrades.

On the other hand, mid-size and large firms, however, will pay the standard 30% CIT (dropping to 25% in 2026) plus the 4% levy on assessable profits, which could shave a few points off margins.

The 15% minimum effective tax on multinational groups with €750 million+ turnover adds another layer for big holding companies that own many agencies.

The digital & VAT twists, such as digital-asset earnings (crypto, crypto-ads, NFTs) are now taxable, so any campaign that leverages those channels will need to model the tax cost.

On the upside, VAT can be recovered on tech and software purchases, and the zero-rating of essential digital services (SaaS, fintech apps) may lower costs for agencies that rely on cloud tools

Cash flow in compliance with mandatory e-invoicing and real-time VAT filing will increase administrative overhead, especially for agencies that have not yet digitized their billing.

Late-filing penalties will jump dramatically, so firms will likely invest in tax-tech or advisory services to stay compliant.

More disposable income will have to reinvest in growth, but must still register and file.

The higher tax burden and compliance costs could lead to price adjustments or tighter budgets for creative projects.

For international brands/agency groups, the new minimum-tax rules and the 4% levy may affect profit repatriation and make Nigeria a slightly less attractive hub than their regional peers.

In short, the new tax regime offers relief for the very small while tightening the noose on larger players, and it pushes the whole industry toward better digital record-keeping and tax planning.

To navigate this, a quick audit of turnover, asset base and digital-asset exposure can clarify which brackets you fall into and what deductions you can claim.

Mr, Kayode Ebatamehi, GMD/CEO, Bluebird Communications, in his view noted that "the new tax act is in the right direction. It has tackled some anomalies in our tax system."

According to him, the new tax act is a welcome development, as it will make the rich pay more, reduce the tax burden, and, in some cases, ease the tax burden on the poor and vulnerable.

Kayode noted that "The devil is in the details. The act is billed to take off next year. It will be interesting to watch how it's implemented. Especially in the areas of withholding tax, how it affects Influencers, content creators, etc, in the digital media space."

To Kayode, "the new tax act may initially be chaotic in the digital media space, but expected to be clearer as we learn more, and understand it better."

Kayode concluded that practitioners need to understand the scope and operation of the new act by seeking experts' opinions where necessary.

Lolu Akinwumi, former Chairman of the Advertising Practitioners Council of Nigeria (APCON), now the Advertising Regulatory Council of Nigeria (ARCON), said the new income tax "is the most sweeping reform of Nigeria's tax laws in decades."

According to him, the new tax "unifies the system, creates a single tax authority, introduces a 4% development levy, modernises VAT, and imposes stricter rules on large groups. For our industry, it brings both new costs and opportunities."

He noted that the new tax act "consolidates multiple taxes into a single framework, replaces several levies with a single 4% development levy, modernises VAT with e-invoicing and improved input recovery, and sets stricter rules for large companies."

The Integrated Marketing Communication sector, Akinwumi noted, "will face higher compliance costs and tighter margins due to the new levy, but will also benefit from better VAT credit recovery, more transparent refund processes, and greater certainty when dealing with foreign suppliers and clients."

He enjoined IMC stakeholders to "prepare early, upgrade finance systems for e-invoicing, review pricing and contracts, fully exploit VAT credits, and work through our associations to engage the new tax authority so that industry-specific concerns are appropriately addressed."

Mrs. Tolulope Medebem, President, Experiential Marketers Association of Nigeria (EXMAN) and CEO, Aster Integrated Marketing Communications, said, "The new tax act is the most far-reaching reform in decades. It consolidates over 50 old tax laws into a single clear framework and streamlines administration under the new Nigeria Revenue Service.

"It introduces digital compliance tools such as e-invoicing and real-time VAT reporting. It also provides relief for low-income earners and small businesses, while increasing obligations for larger companies through higher capital gains tax, a 4% development levy, and a minimum effective tax rate.

"In short, it is a bold attempt to simplify taxation, broaden the tax base, and increase government revenue."

To her, the impact of the new tax regime "will be mixed", as she noted that "On one hand, smaller agencies may benefit from exemptions, giving them breathing space to grow.

"On the other hand, medium and large firms will face higher costs due to the development levy and stricter digital compliance requirements.

"The extension of VAT to digital services will also affect advertising, content creation, influencer marketing, and tech-enabled campaigns.

"Overall, the act will raise the cost of doing business in the short term but also push our industry towards better systems, transparency, and professionalism."

She urged stakeholders in the IMC sector to be proactive. "Agencies need to upgrade financial and invoicing systems to meet digital compliance standards, strengthen internal tax knowledge, and partner with experts where necessary. We should also educate clients on the new VAT obligations around digital services.

"Importantly, IMC associations like us at EXMAN (and other sectoral bodies) must continue to engage the government for clarity, fairness, and phased implementation. With preparation and collaboration, we can turn these reforms from a challenge into an opportunity to build a more sustainable industry."

She concluded that "The new tax act is a wake-up call. If we adapt quickly, the IMC industry will not just survive, but thrive in a more transparent and professional marketplace."

ADVERTISING FEATURE

Alcohol advertising: How a ban may impact revenue beyond threats to underage drinkers

The proposed ban on alcohol advertising in the South African market has gained momentum, and the advocacy's success is gradually spreading across Sub-Saharan Africa, including Nigeria. ***Goddie Ofose****, Editor of The Industry Newspaper, examines the impact this development may have on the Nigerian market if the government decides to paint the issue with the same brush it uses for cigarettes.*



Unchecked alcohol consumption and its accompanying health hazards have generated structured discourse over the years, which has led the authorities concerned to impose stricter measures to reduce the habit, especially among underage drinkers.

While the proposed outright ban on alcohol advertisements, as mooted by the Nigerian government, may be a welcome development on health grounds, the same singular stroke will, in no small way, shrink revenue generation from the beer-wine-spirit sector to the government and, by extension, the ad agencies.

South Africa, another major investment destination on the continent, has prohibited all ads relating to alcohol to curb the influence of alcohol advertisements on innocent youths who indulge in the habit for fun but are very oblivious of the inherent dangers of the harmful habit.

The purported Federal Government's move to outlaw alcohol advertisements has caused agitated debate among ad industry experts.

Dr. Charles O'Tudor, Founder and Chief Executive Officer of the Charles O'Tudor Foundation, first acknowledged that the South African and Nigerian socio-economic climes are not the same, noting that the latter is multi-cultural, which obliterates any basis for comparison.

Charles O'Tudor doubts if the planned ban would fly, owing mainly to the humongous revenue in the form of tax from distilleries and breweries.

O'Tudor said, "The tax earned by the Federal Government from alcohol sales is over N82 billion annually. Not to mention the income states earn. I doubt if this intended plan would scale through."

According to him, "Most alcohol adverts are regulated by the designated authorities and vetted before approval. The only gap I have noticed is that most of them don't have the tag '18+ only. Drink responsibly. Don't drink and drive. This should be the standard on all alcohol beverage advertising across the different multimedia platforms."

O'Tudor described the exposure of children below the age of 18 to alcoholic drinks as a national disaster in Nigeria.

According to him, "The issue of underage individuals having access to alcohol has become a national menace. Most of these individuals are not mature enough to manage the same. I recommend that the government require all drinking spots to verify one's age with an identity card before serving. This is the norm in other countries globally. I am sure this would reduce the menace of underage drunks drastically."

He said, however, that such restrictions must align with "the alcoholic beverage manufacturers who are mostly interested in their sales and bottom line."

He concluded while emphasising that the "government has also imposed an average of N137. 5 on each litre of alcohol (wine and spirits), and with the blenders and distillers producing 600 million litres each year, the government will be earning N82.5 billion from alcohol taxes."

Mr Stanley Obi, Chief Executive Officer (CEO) Innova Hive Ltd, in his contribution, noted that "There are indeed global precedents, often referred to as 'dark markets,' where alcohol advertising is completely or partially banned."

Obi added that "These restrictions are usually positioned as consumer protection measures, especially when governments believe self-regulation among manufacturers or marketers is weak.

"While Nigeria has a relatively structured advertising code under APCON and the Advertising Standards Panel, it's still possible that a full or partial ban could be introduced, particularly if public pressure grows around underage consumption or public health."

Obi, however, emphatically stated that "Nigeria's alcohol industry has maintained reasonable compliance over the years, with most players following existing regulations closely.

"So, while a ban is possible, it's not imminent unless there's a clear policy shift or a major public health campaign driving it."

Obi said the effect of such a blanket ban on alcoholic drinks will have a significant impact on the revenue coming to the government from the sector.

He said, "The immediate impact would be a sharp decline in revenue across multiple sectors. Alcohol manufacturers would face significant challenges in reaching consumers through traditional media, while advertising agencies, outdoor media owners, and event sponsors would also incur financial losses.

"However, over time, the industry would adapt. Global experience shows that when above-the-line advertising is restricted, manufacturers shift their focus toward on-trade activations, point-of-sale visibility, digital engagement (where allowed), and consumer experience-driven marketing."

Should the ban become effective as mooted, Obi said "Nigeria's vibrant nightlife and bar culture could become the new battleground for brand differentiation, with more emphasis on community-driven and experiential interactions rather than mass advertising."

Mr Corné Kritzinger, Communications Specialist, DG Murray Trust (DGMT), noted that "Why the proposed ban on alcohol advertising has a valid point, South Africa has a problem with alcohol, and I contributed to it."

According to Kritzinger, "from 2002 to 2013, I worked in advertising. Much of that time was spent on alcohol brands for major producers and agents for international brands. In strategy sessions and pitches, I don't recall anyone asking: 'Are we adding to the alcohol problem in South Africa?' Our job was to sell, not solve. Alcohol is an addictive substance; that is indisputable.

The World Health Organisation (WHO) says there's no safe level of consumption. But where campaigns were made, the focus was on making alcohol feel aspirational. We'd do immersions in taverns and shebeens. We'd ask men drinking at noon what they liked about their drink.

They'd say: 'It's got the most alcohol,' or 'It makes me feel strong.' We weren't there to understand why they were drinking at midday, or if they had a job. We were there for insights. No one I worked with deliberately obscured harm. But no one grappled with it either. The advertising industry's lack of critical reflection wasn't unique. Nor is my own retrospective discomfort."

Kritzinger added that in "abroad, former tobacco marketers Emerson Foote, Warren Braren and Alan Landers later became critics of their own work from the 60s and 70s. Advertising is a powerful tool. When teens see alcohol linked to themes of confidence or belonging, they're not just seeing ads, they're seeing identities."

He stated that studies show early exposure leads to earlier, heavier drinking, "a study in China found youth with high ad exposure were twice as likely to start drinking. The goal is early brand loyalty and normalisation of drinking. That's why the WHO recommends restrictions on alcohol advertising.

"Other countries have acted. France's Évin Law states that alcohol ads may contain only factual product information. Norway banned alcohol advertising. SA's Liquor Amendment Bill of 2016 includes an ad ban, except at the point of sale. And recently, the Economic Freedom Fighters introduced a private members' bill that bans alcohol advertising, sponsorships, and product placement across all media."

Kritzinger cautioned that restricting alcohol advertising wouldn't curb freedom of expression on the part of liquor producers or interfere with consumers' right to information, as researchers at the universities of Cape Town and Bath have argued. Yet, the Liquor Amendment Bill, which opened for public comment nine years ago, has stalled, not for lack of evidence, but because of the liquor industry's influence at the table.

"Between 2017 and 2021, alcohol companies embedded themselves inside Nedlac's policy process, sometimes outnumbering community representatives 15 to 1. And while producers preach personal responsibility, it keeps normalising alcohol through every tactic, including pricing. Large formats, such as 750ml and 1L beers, are marketed at prices that incentivise heavy drinking.

In 2010, Carling Black Label ran a billboard campaign that read: 'Groot man van laaitie? Vra vir die volle 750ml'. Loosely translated it means: 'Big man or small boy? Ask for the 750ml'. It implied moderation was for the weak. Sonke Gender Justice complained that it promoted excessive drinking.

The brand's owner, South African Breweries (SAB), pulled the campaign before the Advertising Standards Authority (ASA) could rule on it. The Advertising Regulatory Board (ARB - the successor to the ASA) upheld complaints against two alcohol brands in 2025.

"One of them suggested that alcohol helped with workplace stress; the other depicted drinking on the beach, which is not allowed in South Africa. Both were pulled from TV but remain online. The problem with the "drink responsibly" tagline the industry loves to talk about is that it focuses on personal responsibility. 'Drink responsibly,' they say, but you can't place all responsibility on the individual while creating messages that normalise heavy drinking. This harmful behaviour has devastating outcomes for society: homicides, crashes, GBV, and even residential fires.

"Producers cling to a carefully crafted myth: drinking is a personal choice; all problems lie with the drinker, and the producer is not to blame. Apparently, advertising is powerful enough to grow sales, market share, and 'share of throat', but not strong enough to be (at least partly) to blame for harmful drinking. The alcohol industry has codes of conduct for alcohol marketing, such as those by Aware.org and the Drinks Federation of South Africa. By and large, these aren't ignored. Nor are the regulations set out by the ARB. These codes prohibit direct advertising to children or creating false links between alcohol and success.

"But in my experience, the agency was always briefed by the brand to make the drink aspirational. Beer equals masculinity; wine equals class; cider means fun. It shows up in concerts, music videos, sports, and price promos, reinforcing alcohol as part of adult success and celebration. This messaging doesn't bypass children or the vulnerable; it surrounds them. The influence isn't about who it's 'aimed at', it's about who is exposed and what is normalised."

Research shows that alcohol companies are not responsible enough in their advertising. How accurate is this claim? In Nigeria, most alcohol manufacturers have demonstrated a fair level of responsibility and self-regulation. Major players have consistently included safety messages such as 'Drink Responsibly,' 'Not for Persons Under 18,' and 'Don't Drink and Drive.' These are backed by clear labeling standards that include ingredient disclosures, alcohol content, and health warnings.

Brands have also invested in public education campaigns, both independently and through industry associations, to promote responsible consumption. While there's always room for improvement, it would be inaccurate to label the Nigerian alcohol industry as irresponsible, especially when compared to some emerging markets where such cautionary practices are less consistent.

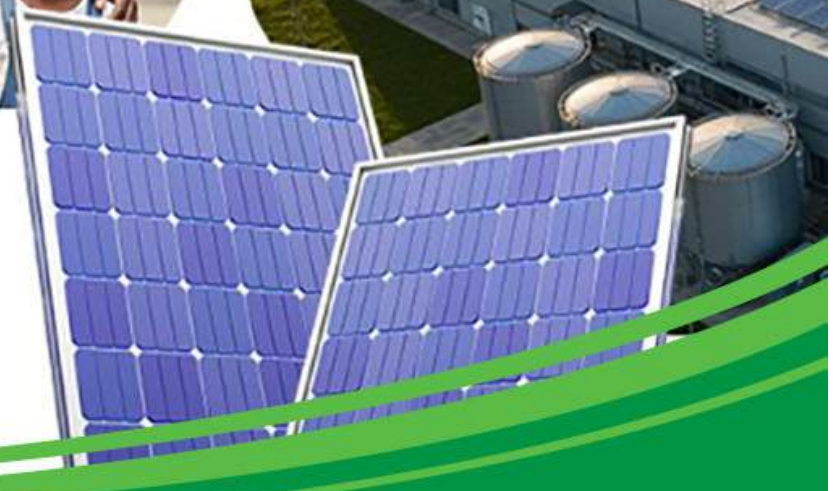
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INSPIRE, ACHIEVE, ASPIRE:
THE NEW GENERATION OF CAREER WOMEN

The modern workplace is being reshaped by a cohort of women who are redefining what it means to build a career. Their journey is a continuous loop of inspiration, achievement, and aspiration—each phase feeding the next. Below is a snapshot of how today's career women are turning vision into reality.

Inspire

The first spark often comes from seeing someone who looks like them succeed. Whether it's a mentor within the corporate ladder, a founder of a start-up, or a social-media influencer sharing behind-the-scenes moments, these role models provide tangible proof that the path is possible.

Companies that champion visibility—through awards, speaker panels, and internal sponsorship programs—create ecosystems where inspiration can flourish. For many young professionals, the act of being "seen" is as powerful as any formal training.

Achieve

Inspiration turns into action when concrete goals are set and pursued with purpose. The new generation is data-savvy, using analytics to measure progress across metrics such as project outcomes, revenue impact, and skill acquisition.

They lean on flexible work arrangements, continuous learning platforms, and cross-functional projects to broaden their expertise. Yet achievement isn't solely about promotions; it also includes mastering negotiation, building robust networks, and cultivating a personal brand that resonates beyond the office.

Aspire

Once a milestone is reached, the horizon expands. Aspiration is the forward-looking mindset that asks, "What's next?" It involves envisioning leadership roles, entrepreneurial ventures, or even industry-wide change. Many career women are now crafting "legacy projects"—initiatives that outlive their tenure, such as mentorship pipelines, diversity funds, or sustainability programs.

By aligning personal values with professional impact, they ensure that success is both meaningful and enduring.

Putting It All Together

The cycle of inspire-achieve-aspire is not linear; it's a dynamic loop. A senior leader might inspire a woman, achieve a pivotal project, and then aspire to mentor the next cohort, thereby becoming the inspiration she once sought.

Organizations that recognize and nurture this cycle—through structured mentorship, transparent pathways to growth, and a culture that celebrates both wins and learning moments—will attract and retain the brightest talent.

A Call to Action

To the rising professionals: seek out mentors, set measurable goals, and dare to dream beyond the next title. To the leaders: create spaces where women can be seen, supported, and empowered to lead. Together, we can ensure that the next chapter of the workforce is not just about breaking barriers, but about building bridges for generations to come.

Below are the Industry Top 50 Changemakers in 2025

BUNMI OKE:
Steering new-generation ideas built on creative communication and strategic brand building



With a career spanning over three decades, Bunmi Oke stands tall among Nigeria's most respected figures in advertising and marketing communications since she kicked off her career trajectory in 1986 as a PR-executive/trainee at Grant Advertising (a McCann-Erickson affiliate). From there, she joined LTC/JWT in 1989 and after over a decade of distinguished service, she rose to become the first female Client Service Director at the firm.

From 2005, Bunmi served as the Pioneer Chief Operating Officer and Executive Director of 141 Worldwide (now NITRO 121), an integrated marketing-communications agency affiliated with WPP. Under her leadership, the agency evolved into a world-class outfit, winning multi-national accounts spanning telecoms, FMCGs, tobacco, and media.

In 2017 she founded Ladybird Limited, where she now serves as CEO and Lead Consultant while steering a new-generation agency built on strategic brand building, creative communication, and digitally-driven marketing.

Throughout her career, Oke has combined business leadership with industry stewardship; she served as the 17th and Second Female President of the Association of Advertising Agencies of Nigeria (AAAN) from 2012–2014 and remains a Fellow of the Advertising Practitioners Council of Nigeria (APCON).

Her accomplishments have been recognised through several professional honours, including the Advertising Personality of the Decade and a Lifetime Achievement / Advertising Excellence Award from WIMCA. In 2023, she joined the global jury of the Gerety Awards, placing her among the elite in terms of international brand leadership.

As CEO of Ladybird Limited, Oke, whose career has been defined by upward professional mobility, leadership in multinational brand building, and consistent advocacy for women's inclusion in marketing communications leadership, leverages her wealth of experience to mentor emerging talent, shape creative strategy, and drive growth for both local and international clients across Nigeria and Africa.

MAUREEN IFADA:
Driving sustainable brand and business growth in marketing communications

Maureen Ifada's name rings loud in the integrated marketing communications industry in Nigeria not just because of her pedigree, intelligent execution of marketing campaigns but also due to high-level professionalism throughout her years in the terrain.

A multi-skilled professional business manager with a strong technical background in Marketing and Sales, Ifada boasts excellent communication and people skills, keenness for organizational strategy, business development and competitive ideas, she brings over two decades of progressive leadership experience in brand building, commercial strategy, and category development into her current role as Marketing Director of FrieslandCampina.

Armed with an MBA from the Edinburgh Business School, Heriot-Watt University, and a B.Sc. in Business Administration, she combines a strong academic background with a proven track record of driving profitable growth for leading FMCG brands.

Maureen began her career at FrieslandCampina WAMCO as a Management Trainee and rose steadily through key marketing roles, including Senior Brand Manager for Three Crowns Milk and Marketing Manager for Peak Milk, Nigeria's number-one dairy brand. Her expertise spans P&L management, integrated communication development, shopper marketing, retail conversion strategies, and cross-channel visibility execution.

Beyond her consistent streak, she expanded her commercial capabilities by transitioning into Shopper Marketing in 2019 and later became Head of Channel & Category Development for FrieslandCampina's Sub-Saharan Africa Cluster, where she led strategic channel initiatives and partnerships that enhanced product relevance and prominence across diverse markets.

As Marketing Director, Ifada oversees the development and execution of holistic marketing strategies, financial planning, and high-performing team leadership to drive sustainable brand and business growth. She is a Fellow of the National Institute of Marketing of Nigeria and a Certified Professional of the Chartered Institute of Marketing, UK.



ROSELINE ABARAONYE:
Shaping the marketing directions for consumer brands

A force in the African brand marketing terrain, Roseline Abaraonye is the Marketing Director of Imperio Int'l Ltd. An award-winning executive with nearly two decades of experience in transforming consumer brands into household names, Abaraonye is adept at converting business teams into growth engines. Widely regarded as a marketing powerhouse and growth architect and advocate of women in leadership positions, Abaraonye has two decades of experience across FMCG giants and emerging market leaders.

In the course of her professional career, she has helped shape some of Nigeria's most iconic brands with a distinct mix of strategic foresight, creative excellence, and commercial knowledge. In her current role, she leads the brand's growth transformation agenda with a visionary approach that blends innovation with consumer-centric strategy.

So far, her career is a testament to the mastery of the dynamics of marketing communications. This is reflected in how she spearheaded the narrative of Molfix into category dominance in Nigeria and orchestrating over 20 award-winning brand executions across multiple categories, including campaigns that earned ADVAN's Brand of the Year awards in both 2018 and 2019.

Abaranoye, a graduate of Economics from Abia State University with an MBA from Business School Netherlands, is also an alumna of the Tiger School of Marketing Magic (South Africa). On the professional front, Abaraonye is a Fellow of the Institute of Brand Management of Nigeria, and WIMBOARD (2024).

Among other leadership roles, she currently serves as an Executive Council Member of ADVAN, Nigeria's leading body of brand owners and Assistant Secretary for the Ikeja Chapter of the National Institute of Marketing of Nigeria (NIMN). She has held other senior leadership roles across Hayat Kimya Nigeria, NNFEMS Group, Tiger Brands (Dangote Flour Mills), PZ Cussons Nigeria, and Union Diagnostics.

With a track record that dwells not just on brand success but a deep belief in purpose-driven leadership and the transformative power of marketing in society, Abaraonye was named one of WIMCA's Top 50 Most Influential Women in Marketing & Communications in Nigeria since 2022. She is not just about breaking glass ceilings but redesigning the ceiling entirely for the next generation of female leaders.



TOMISIN ADELEYE:
Impacting marketing communications through corporate narratives and brand equity



Tomisin Adeleye is a strategic brand and communications professional with a proven track record in brand management by shaping corporate narratives, building brand equity, and driving market engagement. Currently, Adeleye serves as Head of Brands and Corporate Communications at Leadway Pensure PFA, where she leads the organisation's brand strategy, stakeholder engagement, and integrated marketing initiatives

With a degree from Redeemer's University in Mass Communication and professional certifications in strategic communications, project management, content marketing, inbound marketing, and digital marketing, Adeleye's impact has been felt across financial services, FMCG, health and energy sectors.

Beyond her recognition as a marketing communications expert with a proven ability to translate strategic vision into creative execution, Adeleye is also known to employ results-driven approaches that usually lead to cross-functional teams with no room for failure.

An active member of the Advertising Regulatory Council of Nigeria (ARCON), and the Nigerian Institute of Public Relations (NIPR), Adeleye has successfully led impactful campaigns, high-profile corporate events, and integrated marketing initiatives that vastly enhanced visibility, strengthened market positions and delivered measurable business impact.

OYINADE ADEGITE:
Leading communication, growth in Africa's finance sector

A proven finance management and communication expert, Oyinade Adegite is the Chief Communication Officer at GTCO Plc, one of the leading financial services groups on the African continent. In her role, Adegite is responsible for developing and executing the brand and communication strategy of GTCO, one of the largest financial services groups in this part of the world. With over 20 years of experience in the endlessly competitive and constantly evolving banking and finance services sector, she has been aided by her strong background in communication, strategy, and banking

Along with a Master's degree in Finance and Management from Cranfield University, Adegite, whose mission is to create and deliver communication solutions that align with the group's vision, values, and goals, and also enhance stakeholder engagement, corporate reputation, and market position of the group, is passionate about leveraging communication as a strategic tool to drive business performance and social impact.

Drawing on her expertise in finance and growth to craft impactful and effective messages, she has been able to foster trust, loyalty, and innovation among customers, employees, partners, and regulators. Before her current role, Adegite was the Head of Corporate Communication at GTBank, leading the communication team to generate marketing leads for key banking products across multiple African countries and achieving exponential growth in revenue and customer base.

Also experienced in Global Markets, she served as the Head of Interest Rate Sales and Structuring at Stanbic IBTC, managing the sales and structuring of interest rate products and solutions for various segments and regions.



AMINA OMOIKE:
Navigating high impact media relations strategies for sustained visibility



Senior Manager and Group Head, Media Services at Mediacraft Associates, Amina Omoike brings two decades of distinguished, hands-on expertise to Nigeria's communications landscape. A seasoned media strategist, she has successfully led high-impact media relations for leading global and regional brands including Stanbic IBTC, Interswitch, Verve, Quickteller, Olam Agri, Crown Flour Mills, ICAEW, Truecaller, AERC, ASLM, US Soy Export Council, Flourish, Pfizer and Sanofi.

Before transitioning into public relations, Amina built a celebrated journalism career across top Nigerian publications such as The Comet, National Mirror, Daily Newswatch, Nigerian Compass and Marketing Edge. Her excellent streak earned her multiple accolades, including the Nigerian Media Merit Award for Brands & Marketing Reporter of the Year (2014) and Media Nite-Out's Female Reporter of the Year (2009).

Omoike, whose place on the list is due to her impressive career journey, holds degrees in Psychology and Mass Communication, complemented by advanced professional training across prestigious media and marketing institutions. Beyond corporate practice, she is a passionate youth mentor and Certified Marriage Counsellor committed to strengthening families and communities.

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TOLULOPE MEDEBEM:

Driving Change Across the Marketing Landscape



One of Nigeria's foremost Experiential Marketing professionals, Tolulope A. Medebem is the COO/Lead Consultant of Aster Integrated Marketing Limited and President of the Experiential Marketers Association of Nigeria (EXMAN).

A female pioneer in the experiential marketing ecosystem, Medebem has about two decades of experience in the marketing communications industry, spanning Experiential Marketing, Event Management, Brand Management & Marketing.

Medebem, who runs Aster Integrated Marketing Limited, a marketing communications and experiential marketing agency, has been instrumental towards the success of several successful big-budget campaigns. At Aster, she is responsible for leading the development of bespoke experiential marketing solutions for a combination of private and public sector clients.

Having honed her skills and expertise since inception of this new marketing concept, her career experience spans several top-notch Experiential/Through the Line Agencies such as Brand Footprint Communication, FKG2 (Troyka Group) and Miss Commonwealth Organization, apart from serving as Consumer Development and Marketing Manager at Dansa Foods Limited, a subsidiary of Dangote Group.

With a first degree in Dramatic Arts from Obafemi Awolowo Univeristy, Ile- Ife, the EXMAN president had a stint in broadcasting early in her career, working across institutions like AIT, M-Net New Directions and UNFPA, Klink Studios, among others.

A 2014 cohort graduate of China European International Business School (CEIBS)/WELA Programme, she was one of 500 women selected to pioneer the EDC/Cherie Blair Foundation Road to Women's Business Growth programme in 2016. She has continued to blaze the trail across sectors and areas and is today a Fellow of the Chartered Institute of Management Consultants, full member of Nigerian Institute of Management (NIMN), associate of Advertising Regulatory Council of Nigeria (ARCON), among other sectorial and industry associations. She was named WIMCA's Female Experiential Marketing Professional of the year 2018 and in 2020 and one of Top 50 women in Marketing and Communications

DR. ROSEMARY OTALOR

Charting a path of new ideas in strategic communication and reputation management



A strategic communication expert with an unbending resolve for meaningful development, Rosemary Otalor has over 14 years professional experience in Public Relations, Brand Communication & Management, Reputation Management, Crisis Management, Media Relations as well as Event and Stakeholder Management.

With a still burning for everything professional, Otalor has her cap draped with lovely feathers even in the academic settings. Not satisfied with studying Mass Communication at Olabisi Onabanjo University, she proceeded for her Master's in Media & Communication from the prestigious Pan-Atlantic University's the School of Media & Communications.

Thinking that was it, not for Otalor, as she did not just go ahead and bag an MBA in Marketing from the University of Lagos but recently completed her Doctorate in Business Administration at the Rome Business School, focusing on Strategic Management.

The academic degrees are far different from several other professional trainings and certifications across places like Lagos, Accra, London, and the United States.

On the career front, she joined Caritas Communications after her Masters' degree as an Account Manager, honing her skills in public relations, media relations, stakeholder relations, crisis management, advisory services and communication. This saw her planning and executing several successful campaigns across different markets, including Ghana, Liberia, Kenya, Sierra-Leone, Cameroon and Cote d'Ivoire for some of the most reputable local and international brands such as including MainOne, Honeywell, Schneider Electric, Total Nigeria, Upbeat Centre, Synlab, ExxonMobil and Pan Ocean across the telecommunications, FMCG, energy, oil & gas, hospitality, health and other sectors.

At Media Craft Associates, she was a Senior Account Manager on Special Projects and worked with notable brands such as Sanofi-Avensis Nigeria Limited and Olam Nigeria Limited, among others.

Before Joining APO Group, Rosemary was the Head of Brand & Experience Management at FITC Nigeria where she led the rebranding project of the 40-year-old organisation and oversaw several brand & corporate communications initiatives.

In her current role, she manages accounts such as Nestlé CWA Region, Western Union, American Towers Corporation, Africa Data Centres, Angola Cables & TelCables, United Nations Global Compact's Global Africa Business Initiative (GABI), leading strategic communications projects for their premier platform for bringing together African Heads of State and business leaders through the Unstoppable Africa event which takes place yearly at UNGA, among others.

Associate Member of the Nigerian Institute of Public Relations (NIPR), the Advertising Regulatory Council of Nigeria (ARCON) and the Young Directors' Forum, Otalor, is also a member of the Nigerian Women in Public Relations Association (NWiPR) is a strong believer in building and impacting the African continent, and empowering women with knowledge.

DR. OMOBOLANLE VICTOR-LANIYAN

Weaving the tapestry of sustainability anchored on brand management

Widely respected as a sustainability champion, Omobolanle Victor-Laniyan has over 20 years' experience in the fields of branding, communications and of sustainability long before the latter became a buzz word.

With decades of experience spanning various industries including manufacturing, media, and the financial sector, Dr. Omobolanle Victor-Laniyan is currently the CEO, KRATOS Sustainability Consult.

Call her a woman of many parts and you won't be wrong, she used to be the Business Correspondent and Consumer Page Editor at the country's leading newspaper, Punch Nigeria Limited. From there, she joined Cadbury Nigeria Plc with responsibilities focused on Events Management, PR and Media Relations, Consumer Relations, Corporate Communications, Corporate Social Responsibility and Sustainability.

She has pioneered many notable sustainability-focused initiatives, placing Nigeria, Africa and the financial sector on the global map. In 2023, Omobolanle was appointed to the Banking Technical Committee of the Global Sustainability Standards Board (GSSB) to develop global sustainability reporting standards for the banking sector.

She recorded another feat by leading the development of the Nigerian Sustainable Banking Principles (NSBP). She was also the only West African on a global team that developed the Global Principles for Responsible Banking in Africa. In 2020, as Head of Sustainability at Access Bank, Omobolanle led the Bank to become the first Sustainability-Certified Commercial Bank in Africa under the Sustainability Standards and Certification Initiative (SSCI) championed by the European Organization for Sustainable Development.

A multiple award winner, Victor-Laniyan has received several personal professional awards including the Sustainability Leader of the Year Merit Award 2022 by Karlsruhe Sustainable Finance Awards, Outstanding Female Sustainability Professional of the Year by WIMCA (2020-2022), Sustainability Icon of the Year 2021 by Industry Summit Awards, Top 50 Women in Marketing & Communications (2020-2022), the 2019 Shenomics Award, the prestigious CEO Employee of the Year 2018 award at Access Bank Plc, and the Most Outstanding Sustainability Practitioner in Africa Award (2017 and 2018) by the Sustainability Enterprise and Responsibility Awards (SERAs).

With a B.Sc. in Mass Communications and M.Sc. in Sociology, both from the University of Lagos, Nigeria, she also bagged a Chartered Banker MBA from Prifysgol Bangor University, UK and has received management and leadership trainings at leading institutions such as Wharton Business School, London Business School, and University of Edinburgh.

She is the only African member of the S&P Global Sustainable Finance Scientific Council and served as a Judge of the Adam Smith Panmure House Prize. A member of the International Society of Sustainability Professionals (ISSP), International Association of Business Communicators (IABC), Chartered Institute of Bankers, Scotland (CIOBS), Associate of the Nigerian Institute of Public Relations (NIPR), and Chartered Institute of Bankers, Nigeria (CIBN).

She is also a Fellow of the Institute of Corporate Responsibility and Sustainability, UK (ICRS), the Sustainability Professionals Institute of Nigeria (SPIN) as well as the National Institute of Marketing of Nigeria (NIMN).



OMOLARA BANJOKO

Leveraging engineering in brand architecture and communication

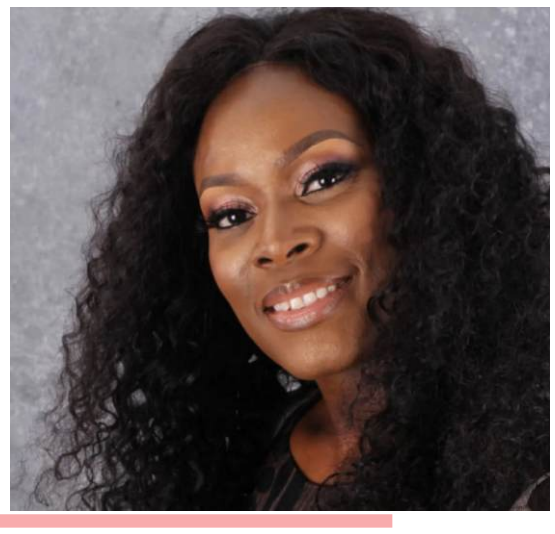
A dynamic, results-oriented marketing manager, Omolara Banjoko has a proven track record of driving business growth while delighting consumers across multiple product categories. She brings a wealth of experience to both small and large brands, crafting strategies that fuel expansion through portfolio innovation, brand communication and channel development.

Currently the Marketing Manager at FrieslandCampina WAMCO, Nigeria's leading dairy company, Banjoko bagged a bachelor's degree in Chemical Engineering from the University of Lagos and proceeded to the University of Sheffield UK for a Master's degree in Environmental and Energy Engineering. Little wonder she brings scientific thinking and rigour to campaign strategies and brand building.

In her current role as Marketing Manager, Banjoko is responsible for brand strategy development, portfolio management, and execution in the Nigerian market. And armed with valuable experience across categories ranging from personal care and NGOs to food and beverage, she has successfully led diverse teams to deliver product launches and integrated brand campaigns.

Her career in the integrated marketing communications industry began at the British Council Lagos, where she worked as a Communications Assistant. At PZ Cussons Nigeria Plc., which she joined after her British Council stint, she spearheaded brand strategy development for iconic brands like Carex and Imperial Leather.

Today, the expertise of Banjoko, who holds certifications in Marketing Analytics, Digital Media and Plant-based nutrition, spans marketing strategy, brand positioning, digital and traditional marketing, consumer insights, team leadership, revenue growth management, competitive analysis, customer targeting, marketing materials development, financial analysis, and project management.



CAROLINE OGHUMA:

Reinforcing Brand Awareness in a Rapidly Changing Marketing Ecosystem



Caroline Oghuma is a distinguished communications professional who is the Executive Head, Corporate Affairs at MultiChoice Nigeria, a role she assumed in 2017 following a successful tenure as PR Manager for DStv. Appointed during a major organisational restructuring, Oghuma has since become a key driver of the company's corporate reputation, strategic communications, and stakeholder engagement initiatives across its diverse brands and platforms.

Oghuma, whose career spans nearly two decades across telecommunications, banking, and broadcast media, began her professional journey at MTN in 2002, before joining Stanbic IBTC in 2008 as Communications Manager, where she strengthened corporate messaging and stakeholder relations.

In 2014, she moved to the pay TV industry, bringing her expertise to bear on MultiChoice's communications processes as PR Manager for DStv, before rising to her current leadership role.

Known for delivering innovative communication strategies, she has led critical initiatives in PR, CSR/CSI, crisis management, internal communications, and public affairs.

Oghuma, widely recognised across the integrated marketing communications landscape in Nigeria, is an Associate Member of the Nigerian Institute of Public Relations and holds a B.A. in English from the University of Lagos, complemented by business and senior management certifications from the Metropolitan School of Business and Lagos Business School.

Her excellent streak has earned numerous accolades, including Most Effective Corporate Communications Professional (Pay TV) by the Brand Journalists Association of Nigeria (BJAN), WIMCA's Outstanding Female Public Relations Professional, Marketing Edge's Outstanding Public Relations Personality. She was listed on the GLG Power List in 2022.

CHIOMA AFE

Impacting marketing communications and expanding Nigeria's ESG credentials

A notable Senior Communications Executive and Business Leader, Chioma Yvonne Afe currently serves as Director, External Affairs & Social Performance at Seplat Energy Plc. In this role, she oversees the company's corporate reputation, industry-wide stakeholder engagement, and alignment of internal practices with Seplat's ESG priorities.

A woman seemingly built for marketing communications leadership, Afe leads a multidisciplinary team responsible for strengthening the organisation's external positioning and driving sustainable development initiatives across its operating environments.

In the course of her career, Afe has led and continue to lead multinational companies and top-tier indigenous business corporations. Before joining Seplat Energy, she served as Group Head, Marketing and Communications at Access Bank, where she was a member of the Africa Leadership Team.

Afe, who has had a storied career across critical sectors, was formerly the Head of Corporate Communications at Diamond Bank and also in organisations including MultiChoice Nigeria, Cadbury Mondelez, Airtel, Coca-Cola Nigeria, British American Tobacco, Andersen, and Tequila Nigeria.

A Board Member of WIMBIZ, Afe is a member of the National Institute of Marketing of Nigeria (NIMN) as well as the Association of Advertising Agencies of Nigeria (AAAN).



MOJISOLA SAKA:

Visionary leadership enhanced by entrepreneurial initiative



Mojisola Saka has forged a distinguished career spanning over two decades across advertising, banking, brand marketing, and strategic communications.

Her professional journey began in 2003 as a Client Account Executive at Prex Advertising, followed by impactful roles at Exp Nigeria and as a Relationship Manager at First Bank of Nigeria, before transitioning fully into marketing communications.

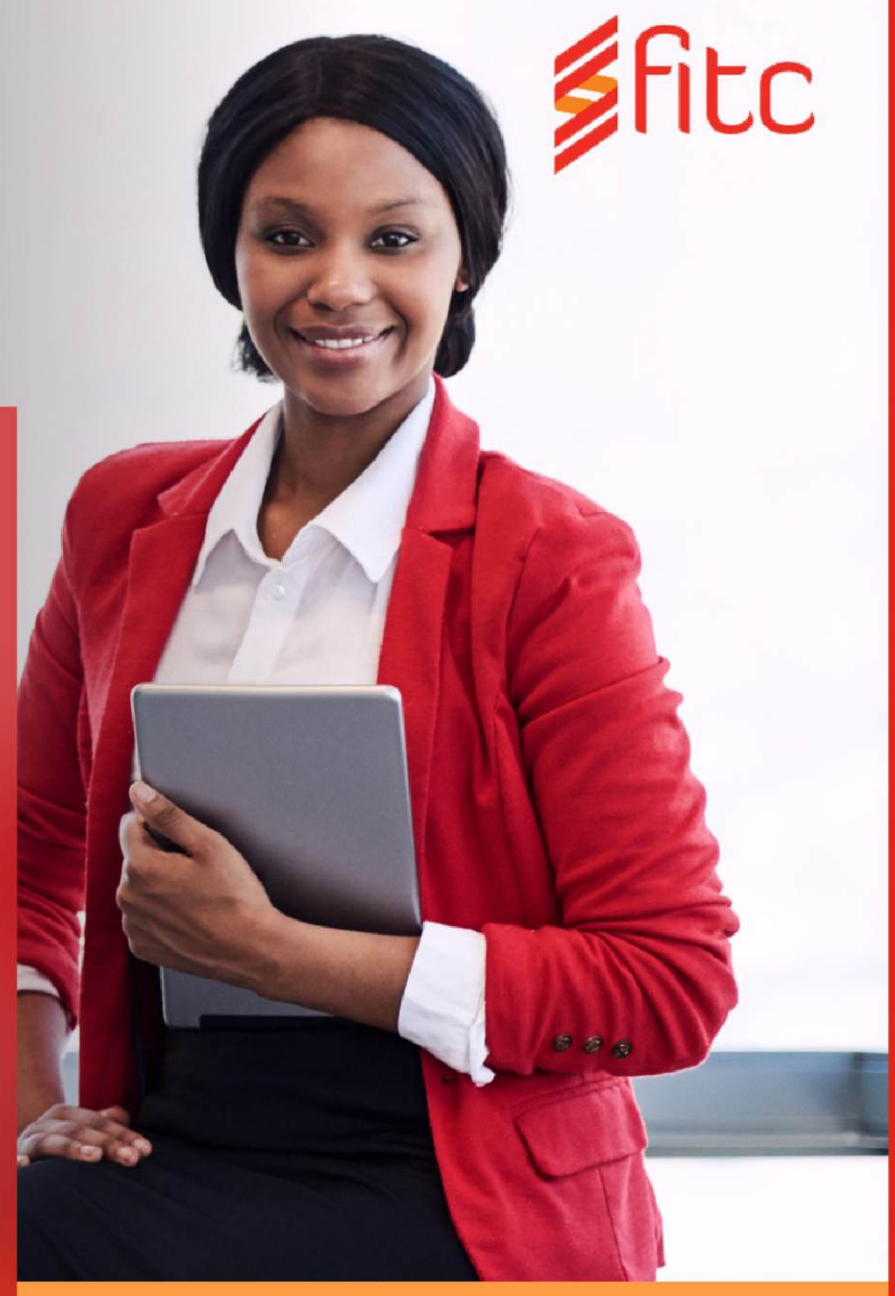
In October 2010 she joined the then-emerging communications firm Soulcomms and by February 2011, was appointed Chief Operating Officer, a role she held for 13 years. During her tenure, she steered Soulcomms to sustained growth, built a reputation for high-impact brand activations and advocacy campaigns, and broke barriers as a woman leader in a male-dominated sector.

Her creativity and commitment to societal good are evidenced in initiatives she conceived, including an advocacy platform for election-awareness and accountability, a talent-marketplace for African creative professionals, and corporate citizenship engagements with nonprofits.

Saka's contributions have earned serious acknowledgement across the industry. She was named Outstanding PR Personality of the Decade at the Marketing Edge Awards and beyond her professional role, she is a mentor to emerging communications talent, especially women, and remains a vocal advocate for gender balance and career equity in Nigeria's marketing communications industry.

Mojisola Saka's blend of visionary leadership, entrepreneurial initiative, industry stewardship, and social advocacy makes her a stand-out inclusion for Industry Women of Impact 2025.

Bridging The Knowledge Gap. Shaping The Future



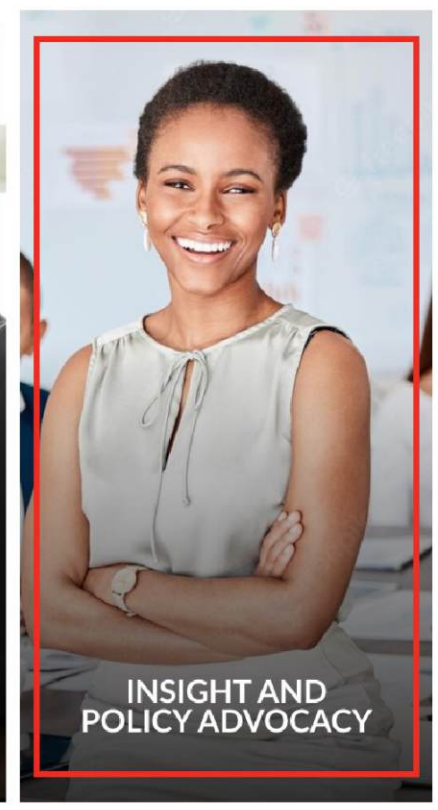
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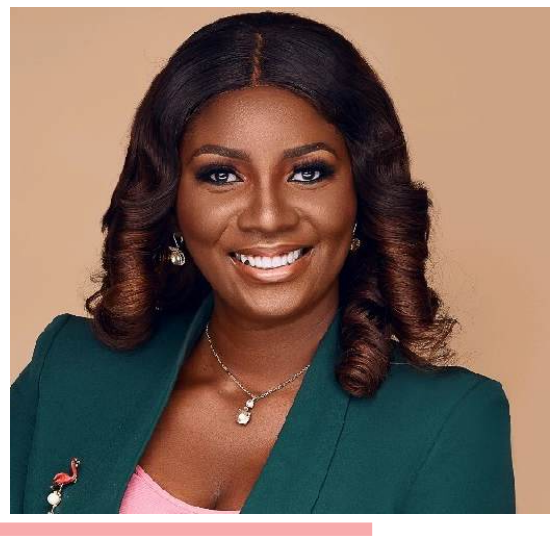
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ABUJA: BOI House, Plot 256 Cadastral Zone AO,Off Herbert Macaulay Way Central Business District, Abuja. 08033870938,08023564486

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CHIOMA MBANUGO:

Delivering brand growth through profound marketing strategies



Chioma Mbanugo is the Head of Marketing at PZ Wilmar, where she leads the development and execution of marketing strategies that drive brand growth and profitability across Nigeria.

With over a decade of experience in strategic marketing, brand management, and project leadership, Mbanugo has built a strong track record of delivering high-performing brands and impactful marketing solutions.

Her career spans multiple industries and markets and before joining PZ Wilmar, where she spearheaded major brand initiatives and innovation projects and consistently delivered business growth while nurturing a highly capable marketing team. This includes contributing significantly to the success of top consumer brands at Cadbury Nigeria and GlaxoSmithKline.

At PZ Wilmar, Mbanugo, who holds a Bachelor's degree from Nnamdi Azikiwe University and an MBA from the University of Baltimore, has also undergoing training in executive courses in strategy and management, including Disruptive Strategy at Harvard University.

Passionate about problem-solving, she remains committed to mentoring young professionals and inspiring insight-driven innovation.

CHINEZE AMANFO:

Powering change through strategic communications and corporate positioning



Chineze Amanfo is a respected communications leader and currently serves as Lead, Public Relations at T2Mobile, where she brings strategic depth, creativity, and industry insight to the organisation's external engagement and corporate reputation efforts.

With a career spanning critical sectors such as telecoms, technology, real estate, and corporate advisory, she has built a distinguished professional footprint through roles at Rendeavour, Inlaks Nigeria, Reputation Solutions Providers Limited, and notably Etisalat Nigeria.

Well-known for her expertise in media relations, strategic communications, and corporate positioning, Amanfo played a pivotal role at Etisalat, where she established thought leadership platforms for senior executives across CSR, innovation, customer experience, and service quality.

Amanfo, who holds a B.A. in Languages from the University of Calabar, also led the company's Corporate Identity Campaign, a transformative initiative that strengthened brand equity, reshaped stakeholder perception, and drove a cross-functional cultural movement within the organisation, is celebrated for her commitment to communication excellence, earning industry recognition for her contributions to PR practice and brand-building in Nigeria.

Amanfo, who has come to be known in the perception industry as a creative corporate communications professional, has extensive experience for years, commencing with a career at C&F Porter Novelli, one of Nigeria's leading agencies at the time.

GEORGE-TAYLOR:

Pioneering insight-driven approach to brand strategy



Adetokunbo George-Taylor is a trailblazer in Nigeria's communications industry and the Founder/CEO of SKOT Communications, a strategic advisory and reputation-management firm known for its high-impact, insight-driven approach to public relations, community engagement, and brand strategy.

With a career spanning nearly three decades, George-Taylor has earned a reputation as one of the sector's most trusted counsellors known for guiding organisations across corporate, energy, finance, healthcare, education, FMCG, and technology ecosystems.

Before establishing SKOT Communications, she served as Managing Director of Hill+Knowlton Strategies Nigeria, where she led global-standard campaigns and cemented the firm's presence in West Africa.

Her 14-year tenure at Oando Plc further distinguished her career, with leadership roles across Corporate Services, Corporate Communications, and the Oando Foundation, where she championed impactful social investment initiatives.

A respected strategist, thought leader, and mentor, George-Taylor, who holds a B.A. in Economics from the University of Wisconsin, USA, continues to shape the industry through her commitment to excellence, ethical leadership, and the advancement of next-generation communication professionals. She has been consistently recognised for her contributions to public relations, responsible business practice, and community development.

MABEL ADETEYE:

Exploring marketing communication strategies for corporate restructuring, brand equity



Mabel Adeteye is a distinguished communications leader and brand strategist, currently serving as Head, Brands & Marketing Communications at Wema Bank Plc. With over 15 years of multi-industry experience, Adeteye has built a reputation for excellence in strategic communication, brand management, marketing innovation, and public relations.

An official member of the Forbes Communications Council, which is a testament to her influence and professional authority, she is a recognised thought leader with a career marked by the successful leadership of high-profile communication programmes for both local and international brands.

In terms of career trajectory, Adeteye's journey spans corporate restructurings, major product launches, market entry strategies, crisis management, sustainability initiatives, and large-scale digital campaigns.

An alumna of Babcock University, Ahmadu Bello University, and the Lagos Business School, she stands out for her strategic insight, digital fluency, and ability to shape compelling brand narratives. Her work continues to strengthen Wema Bank's market presence while advancing best practices within the Nigeria communications terrain.

Adeteye's credentials reflect an unyielding commitment to continuous professional development, hence her accreditation by the Chartered Institute of Public Relations (CIPR) UK, the Nigerian Institute of Public Relations (NIPR), and the Chartered Institute of Marketing (CIM) UK, alongside multiple Google digital certifications. A certified Advanced Branding expert, she is also a member of the Public Relations and Communications Association (PRCA), UK.

FOLUKE FEMI-SANDA:

Reinforcing consumer-centric approaches for sectoral growth



Foluke Femi-Sanda is a seasoned marketing leader and the Head of Marketing at BIC, bringing two decades of proven expertise across Sales Management, Trade Category Development, and Brand Building. Renowned for her strategic clarity and consumer-centric approach, she has built an exceptional career shaping some of the most successful brands in Nigeria's fast-moving consumer goods sector.

Foluke established her professional foundation at Unilever Nigeria Plc, where she excelled in Customer Development—delivering double-digit growth across multiple territories and leading trade category programmes. Transitioning into marketing, she went on to distinguish herself in the foods and FMCG industry, managing iconic brands such as Knorr, Royco, Lipton, Glen Tea, and most notably Gino Tomato, where she served as Senior Brand Manager and became recognised as a leading authority in seasoning and tomato category marketing.

Her track record includes delivering impactful consumer engagement platforms, successful new product launches, P&L stewardship, integrated marketing campaigns, and cross-functional leadership that consistently drives brand love and business growth.

Foluke holds a Bachelor's degree in Food Science & Technology, an MBA from Obafemi Awolowo University, Ile-Ife, and a postgraduate diploma in Professional Marketing from the Chartered Institute of Marketing (UK). She is an Associate of the National Institute of Marketing of Nigeria and a member of the Digital Marketing Institute (UK).

Passionate about continuous learning, women's empowerment, and inclusive leadership, Foluke remains a respected voice in Nigeria's marketing landscape, celebrated for her depth of expertise, strategic foresight, and commitment to building strong, purposeful brands.

AMAKA UREMEH:

Steering Performance-driven campaigns in Nigeria's banking terrain



Amaka Uremeh is a dynamic and innovative digital marketing leader with over seven years' experience of driving brand expansion, customer engagement, and digital transformation across diverse industries. Renowned for her strategic insight and execution excellence, she has built a reputation for delivering high-impact marketing initiatives rooted in data, creativity, and customer-centric thinking.

In her current role as Head of Digital Marketing at ProvidusBank, Amaka leads the bank's digital strategy and online activities, steering performance-driven campaigns that convert insights into measurable growth. Her work directly supports the bank's mission to be an enduring, customer-centric financial institution.

A hands-on and forward-thinking leader, Uremeh excels at crafting sustainable marketing strategies that elevate brand loyalty, expand market share, and foster long-term value. Her expertise, which is at the intersection of digital marketing, strategic management, and process optimisation, enable her to not only design innovative campaigns but also streamline internal workflows for greater efficiency and impact.

Throughout her career, Uremeh has been recognised for her outstanding contributions to marketing excellence and organisational growth and has earned commendations for her leadership, creativity, and ability to turn complex challenges into strategic opportunities.

Driven, insightful, and purpose-oriented, Uremeh continues to make significant strides in shaping brand success and inspiring the next generation of digital leaders. Beyond her professional achievements, she embodies balance and authenticity, seamlessly navigating the corporate world while maintaining meaningful personal connections. Her trajectory makes her a compelling inclusion on the list of Industry Newspaper's Women of Impact list.

BLESSING PETER:

Managing communication initiatives toward measurable growth



Blessing Peter is an accomplished communications and marketing professional with nearly a decade of proven expertise in corporate communications, brand strategy, and digital marketing. Known for her strategic vision and execution excellence, she has built a distinguished career delivering visibility, engagement, and measurable growth for brands across multiple sectors such as banking, fintech, real estate, media, logistics, and the non-profit space.

In the course of her career, Peter has led and managed communication initiatives for both emerging start-ups and established organisations like Eazzy Tranzact, MigraPay, GTEXT Homes, Bondly, Stephanie John & Associates, among others. Her experience spans end-to-end brand development, strategic communication planning, digital campaigns, and stakeholder engagement, which positions her as a versatile leader capable of navigating dynamic and competitive markets.

A results-oriented strategist, Peter has designed and executed high-impact marketing and public relations initiatives, from influencer-led campaigns to media visibility programmes that have strengthened brand positioning and deepened customer and stakeholder trust. Her work is characterised by a strong grasp of storytelling, market insight, and data-backed strategy, enabling her to consistently deliver campaigns that resonate and drive business objectives.

Peter, who is also an experienced public speaker, trainer, and communications coach, is committed to helping teams communicate with clarity, confidence, and excellence. Her facilitation style blends creativity with practical insight and empowers professionals to build compelling narratives that elevate their personal and corporate brands.

Throughout her career, she has earned recognition for her leadership, creativity, and contributions to brand growth, cementing her reputation as a forward-thinking communications specialist with a strong commitment to impact and innovation, hence her place on the list.

OLUWATOSIN ODIAGBE:

Deliver measurable business results that resonate with consumers



The Marketing Manager of Simba Group, Oluwatosin Odiagbe is a seasoned marketing professional reputed with driving brand growth, consumer engagement, and market expansion across FMCG, pharmaceutical, and alternative power industries. Known for her strategic foresight and creative excellence, Odiagbe has successfully led campaigns that elevate brand visibility, deliver measurable business results and resonate with consumers.

Throughout her career, she has built and strengthened high-impact brands, combining data-driven insights with innovative marketing strategies to achieve sustained growth. Her leadership style fosters collaboration and innovation, empowering teams to deliver excellence across diverse markets.

Odiagbe's contributions have been recognised through multiple industry accolades, which reflect her ability to marry strategic thinking with creative execution. Her proven track record in building impactful brands, inspiring teams, and delivering results that shape industries underscores her inclusion in the Women of Impact 2025 list, celebrating professionals who are driving meaningful change and setting new standards of excellence in marketing and business.

Her commitment to professional excellence, mentorship, and transformative marketing practices has positioned her as a trusted voice in the industry and as a role model for emerging women marketers.

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Dear Partners,

*We wish to extend our heartfelt thanks for your invaluable support of the *Industry Men of Impact 2025*. Your support helped us spotlight extraordinary men shaping our industry and amplified the event's reach across Nigeria and beyond.*

Your commitment not only made the evening possible but also reinforced the power of collective action in driving positive change. We look forward to continuing this partnership in future initiatives.

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JUMOKE AKINYELE:

Aligning brand purpose and strategic insight with business performance

Jumoke Akinyele is a transformational brand and business-focused professional whose influence continues to shape operations at Noah's Ark Communications Limited, one of the nation's most respected creative agencies.

Akinyele, who stands out based on her ability to align brand purpose with business performance, has earned a reputation for delivering ideas that not only resonate culturally but also drive measurable results. She provides strategic oversight for business operations, steering the agency toward sustained growth, innovation, and client success.

With a career anchored in strategic clarity and creative excellence, Jumoke excels at building strong partnerships, inspiring collaboration, and elevating organizational performance. She leads with empathy, precision, and a continuous-improvement mindset, empowering teams to innovate and thrive in an increasingly dynamic communications landscape.

Jumoke's influence extends beyond the boardroom. A dedicated mentor and advocate for female advancement, she actively nurtures emerging talent and champions opportunities for women in the industry. She serves on the LAIF Management Board and the Women in Advertising Board, where she contributes to shaping industry standards and amplifying diverse voices.

Passionate, purpose-driven, and people-centered, Jumoke embodies the spirit of impact—professionally, creatively, and within her community. Her work in innovation, leadership, and mentorship continues to inspire the next generation of women trailblazers.





ANGELA UKARA-MAKINWA

Leveraging multi-sector experience for insight-driven experience

A distinguished marketing communications leader, Angela Ukara-Makinwa has over 20 years of multi-sector experience spanning core areas such as advertising, experiential marketing, public relations, and broadcasting.

She began her professional journey in broadcasting with Clapperboard Television and Disc Communications, where she excelled as an on-air presenter and content creator. This foundation in storytelling continues to shape her strategic approach, enabling her to craft culturally resonant and insight-driven campaigns.

In the course of her career, Ukara-Makinwa has designed and led award-winning brand experiences for some of the world's most influential brands, including MTN, Coca-Cola, Reckitt, Interswitch, BAT, Airtel, and Samsung.

Along with her current role, she is a member of the pan-African EXP Group operating in 17 countries, which enables her drive strategic growth, nurture key client partnerships, and elevate creative excellence while mentoring emerging talent across the industries.

A respected industry figure, Ukara-Makinwa is a Fellow of both the National Institute of Marketing of Nigeria (NIMN) and the Advertising Regulatory Council of Nigeria (ARCON). She is the Vice President of the Experiential Marketers Association of Nigeria (EXMAN) and its first female former Secretary-General.

A sought-after speaker and thought leader, Angela continues to champion creativity, compliance, inclusion, and professional excellence across the marketing communications ecosystem. Her service extends to industry governance as a member and former Secretary of the Award Decision Council of the Nigerian Marketing Awards and her impact has earned numerous recognitions, including being named among Nigeria's Top 50 Women in Marketing & Communications (2024) and The Guardian's 100 Inspirational Women (2018).

DAMILOLA SOBAJO:

Shaping impactful brand and communication strategies across diverse industries

Damilola Sobajo is a seasoned marketing communications strategist with more than 15 years' experience of shaping impactful brand and communication strategies across diverse industries. Renowned for her ability to translate insights into compelling narratives, she has built a strong reputation for delivering integrated communication solutions that foster brand visibility, strengthen stakeholder engagement, and support business growth.

A graduate of English Language and Literature from the Lagos State University, Sobajo also holds an MSc in Mass Communications from Liverpool John Moores University, UK. She further refined her expertise through an Executive Programme in Advertising at the Pan-Atlantic University's School of Media and Communication and is an alumna of the Nigerian Institute of Public Relations (NIPR).

She spent over a decade in top-tier public relations and marketing communications agencies and developed core competencies in strategic communications, media and client relations, corporate reputation management, crisis communication, event management, brand activation, and CSR-led campaigns. Her work consistently demonstrates a strategic blend of creativity and business alignment to produce measurable outcomes for clients and organisations.

In her current role, she oversees brand strategy, marketing direction, and customer engagement across Black Pelican Group's growing portfolio and has been recognised for her strategic leadership and excellence in brand management.





PEGGY AKUDO ABENGOWE:

Driving impactful campaigns across key consumer markets

Peggy Akudo Abengowe is a dynamic media professional, and integrated marketing communications practitioner whose influence continues to shape Nigeria's media and brand communications landscape. With a career spanning leading organisations, including True Tales Publications, Studio24 (Colvi Nig Ltd), G2M Creatives, and currently Checkers Africa Ltd, Abengowe has consistently demonstrated excellence in storytelling, brand building, and strategic communication.

As Marketing Manager at Checkers Africa, Abengowe, who holds an HND in Mass Communications from IMT Enugu and an MCS in Communication Studies from Lagos State University, drives impactful campaigns that strengthen brand equity across key consumer markets. Her marketing communications education is further complemented by specialised training in Film/TV Production, Emotional Intelligence, and Temperament studies.

adding literary impact to her broad professional footprint, Abenogwe, an accomplished author, published her debut mini novel, River Girl, in 2019. She is also the Editor of Xplore Magazine and CEO of Satt Media Advertising, amplifying voices and brands through innovative media platforms.

An ARCON-certified professional, she also serves on the executive committees of Project Nwafor Igbo (PNI), the St. Joseph's College Aba Alumni, and the Funmi Babington-Ashaye Foundation Mentoring Program.



BLOSSOM DEJI-FOLUTILE:
Redefining communication patterns with purposeful storytelling

A forward-thinking public relations strategist and storyteller, Blossom Deji-Folutile has charted her career with clarity, purpose and influence. Recognised for her ability to merge creativity with strategic intent, she helps organisations articulate stories that resonate deeply, shape perception and drive meaningful engagement.

With a portfolio spanning fintech, FMCG, ICT, entertainment and development, Deji-Folutile has crafted and managed communications that strengthen visibility and align brand narratives with business outcomes. In her role as PR Specialist at Kuda—one of Africa's fastest-growing digital banks—she leads external communications, media engagement and thought-leadership initiatives that position the brand as a trusted voice in the financial technology space.

A Certified Sustainability (Communications) Practitioner with the Chartered Institute of Public Relations (CIPR), she is committed to advancing purposeful, ethical and responsible storytelling. Her editorial precision, calm leadership style and ability to simplify complexity make her a standout professional in fast-evolving industries.

Blossom represents a new wave of communications practitioners championing authenticity, integrity and impact. Her dedication to using storytelling as a tool for trust-building and societal progress continues to inspire peers and emerging professionals across the continent—firmly establishing her as a Woman of Impact in 2025.

EFE OBIOMAH:
Outlining brand building towards the goal of business impact



Efe Obiomah is a renowned marketing communications strategist, storyteller, and entrepreneur. Respected for her expertise at the intersection of public relations, brand building, and purposeful entrepreneurship, Obiomah has shaped narratives that connect human stories to business impact while inspiring trust, engagement, and growth.

Her career highlights include pivotal roles in landmark launches, such as being part of the pioneer team that introduced Etisalat (now T2 Mobile) to Nigeria and leading public relations for GOtv's national rollout at MultiChoice.

As the founder of Brand Spark and Teesas Education, she has driven successful brand-building initiatives across sectors, from edTech, where Teesas is now recognised among Nigeria's top three education technology companies, to manufacturing with the launch of Izedon Carbonates, and technology and healthcare with Imose Technologies and Mindsplace.

An acclaimed author of the Christian fiction collection titled The Unfettered Woman, she is also a respected thought leader whose insights on public relations, branding, and communications are regularly featured in national newspapers, trade media, and digital platforms.

A committed mentor and trainer, Obiomah has empowered communications professionals across sub-Saharan Africa through programmes with the Chartered Institutes of Marketing and Public Relations (UK), the London School of Public Relations, and top corporate clients.

Obiomah, featured in Celebrating 100 Women Shaping the Future by TechEconomy, exemplifies strategic vision, creativity, and impact. making her a standout Woman of Impact in 2025.



VICTORIA UWADOKA:
Fostering business and social impact through effective communications

Victoria Uwadoka is a leading voice in public relations, public affairs, and sustainability, whose career spans logistics, entertainment, beauty, healthcare, Nollywood, ICT, and food and beverages. Renowned for her strategic insight and relationship-building expertise, she helps organisations drive both business and social impact through effective communications and stakeholder engagement.

Uwadoka currently serves as Public Relations, Public Affairs & Sustainability Lead at Nestlé while also leading industry initiatives as chairman of the Committee of Corporate Communications and Public Affairs Experts of the Nigeria Employers Consultative Association (NECA) since 2021. She has co-chaired and led major industry events, including the Lagos PR Industry Gala and Awards (LaPRIGA), Brand Journalists of Nigeria (BJAN) Annual Marketing Conference & Awards and NECA's Employers Summit Planning Committee. These, along with her role on the Steering Board of the Nigeria National Plastic Action Partnership (NPAP) and the Technical Committee of the Food and Beverage Recycling Alliance (FBRA), demonstrating her leadership in shaping Nigeria's PR and corporate communications landscape and her commitment to sustainable business practices.

As founder of Power Words, Uwadoka, recognised on the GLG PR Power List (2023, 2024), among other awards for excellence in CSR and sustainability, including SERAS Africa accolades, consistently champions purposeful communication and fosters meaningful conversations around the power of language and social engagement.

In all, her dedication to advancing Africa's potential and authentic storytelling cements her place among the Industry Women of Impact 2025.

GIFT UCHE-EWULE:
Translating consumer insights into powerful brand experiences



A frontline marketing professional and emerging leader, Gift Uche-Ewule is recognised for her strategic vision, creativity, and impact across the FMCG sector. As Assistant Brand Manager at Indomie, she plays a pivotal role in shaping brand positioning, driving product innovation, and executing integrated marketing campaigns that strengthen consumer engagement, loyalty, and market share. Her ability to translate consumer insights into powerful brand experiences has consistently delivered measurable business results, distinguishing her as a rising force in the industry.

Uche-Ewule's influence extends beyond brand management; she is a passionate advocate for menstrual hygiene, gender equity, and youth empowerment, advancing the UN SDGs 3, 4, and 5 through community initiatives and thought leadership. Her commitment to empowering women and girls underscores her belief that impactful marketing is both commercially effective and socially transformative.

A dynamic strategist with a blend of analytical acumen and creative excellence, she has earned praise for leading high-performing teams and inspiring innovative thinking. Her professional achievements, advocacy work, and dedication to driving meaningful change make her a worthy and influential member of the Industry Women of Impact 2025, exemplifying the future of purpose-driven leadership.

SHUHDA MUHAMMED:
Driving economic growth and social impact in Nigeria's corporate travel ecosystem



Shuhda Muhammed is a visionary leader and trailblazer in tourism, entrepreneurship, and women's empowerment. As CEO of Tripoint Travels LLC, she has, for over 15 years, steered one of Nigeria's leading corporate travel management companies which serves more than 900 organisations with excellence and innovation.

Her expertise in tourism is internationally recognised, having earned IATA's TTP (Travel and Tourism Professional) Best Performer Award in Nigeria and gained global exposure through visits to over 90 countries.

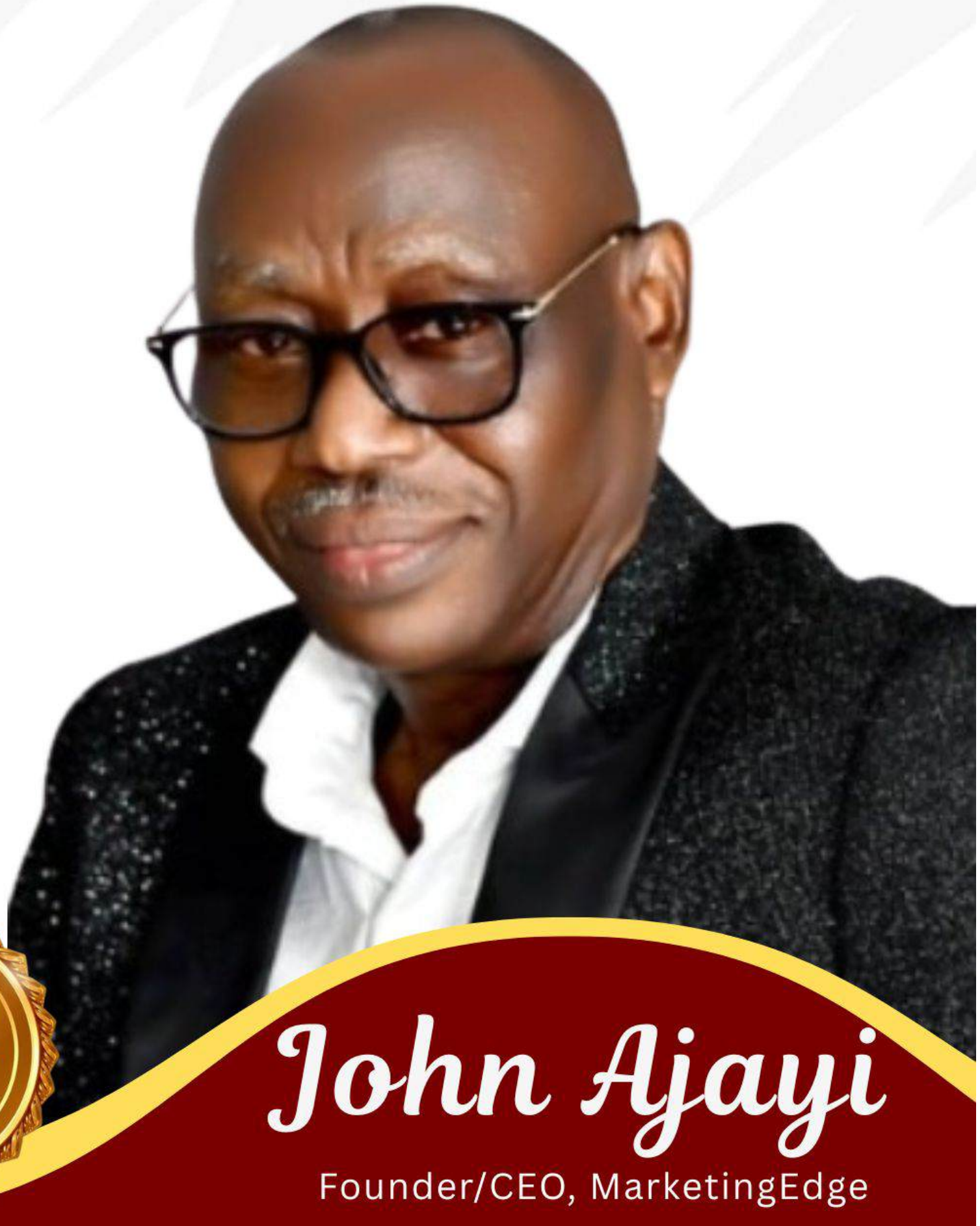
Beyond corporate success, Muhammed has been a catalyst for female entrepreneurship and education in Northern Nigeria. Through her Tripoint Academy, she has empowered women with skills and opportunities in travel, creative industries, and business, driving economic growth and social impact.

She has successfully led large-scale initiatives, including the Global Entrepreneurship Week Walks across 19 Northern states and the Arewa Festival campaign, amplifying the voices of women and entrepreneurs in the region.

Muhammed holds a BSc in Pure and Applied Mathematics, a Master's in Budgeting and Public Financial Management, and is pursuing a PhD on Sustainable Tourism Financing Models for Economic Development in Sub-Saharan Africa.

Muhammed, with her strategic vision, commitment to empowerment, and demonstrable impact securing her inclusion on the Women of Impact 2025 List, is advancing her leadership expertise through the Women in Leadership programme at Saïd Oxford Business School.

Painful Exit of an Icon



62 years

John Ajayi

Founder/CEO, MarketingEdge

The Family and Staff of MarketingEdge Magazine,

We are deeply saddened to hear of the passing of Chief John Ajayi. His visionary leadership and unwavering commitment to the media industry left an indelible mark on all of us.
Please accept our heartfelt condolences and our prayers for his family, friends, and the entire MarketingEdge team. May his legacy continue to inspire us all.

With sympathy,

Management & Staff

The Industry Newspaper

Goddie Ofose
Publisher
The Industry Newspaper
Theindustryng@gmail.com
+2348028424987

OLUWASEYI LAYADE:

Championing innovation, organisational culture in nigeria's integrated marketing landscape

A distinguished marketing communications leader with 17 years of experience shaping the industry in Nigeria and beyond. As Chief Operating Officer of Leo Burnett Lagos, she drives a vision centred on creativity, innovation, and organisational culture, championing the agency's "Humankind" philosophy that prioritises human-focused communication.

Under Layade's leadership, Leo Burnett Lagos won the prestigious Grand Prix at the LAIF Awards in 2023, reflecting her ability to foster excellence and inspire high-performing teams.

Her career began at 141 Worldwide, which saw her managing major global brands, and later, leading operations for Nigeria's first marketing communications Special Purpose Vehicle (SPV) under Omnicom Group, delivering integrated campaigns for MTN through a consortium of seven agencies.

An alumna of Metropolitan University (UK), Lagos Business School, London School of Business and Management, and the AUsso Leadership Academy, her leadership roles at Ogilvy Nigeria and Insight Publicis further cemented her reputation for driving strategic innovation and seamless client service.

Layade, who also serves as Chairperson of Women in Advertising (WIA), exemplifies leadership, vision, and impact and has been recognised among The Guardian's "25 Leading Women Shaping the Future of Marketing" (2024) and Brand Communicator's "50 Most Influential Women in Marketing & Communications".

Today, her career spans top-tier agencies and high-profile client portfolios across telecommunications, finance, FMCG, and global brands, including MTN, Airtel, FCMB, VISA, AXA, Coca-Cola, Mondelez, PZ Cussons, Bic, Quaker, Scanfrost, and British American Tobacco, earning her place on the Industry Women of Impact 2025 List





AYODELE ALABI:

Powering strategic communications in Nigeria's evolving FMCG sector

Ayodele Alabi is an award-winning corporate communications innovator, writer and dynamic public speaker with over 12 years of extensive experience in strategic corporate communications. As Head of Integrated Communications at Nigerian Breweries Plc, she oversees leadership communications, media and public relations, stakeholder engagement, policy and sustainability communications, investor relations, crisis management, and Inclusion & Diversity initiatives.

Alabi's expertise spans corporate reputation marketing, digital campaigns, project management, content development, and special events direction, reflecting a career dedicated to delivering measurable impact across the FMCG sector.

A graduate of Communications and Business Management from Covenant University and the University of Lagos, Ayodele has consistently leveraged her creativity, strategic insight, and compelling storytelling to transform public perception, enhance corporate reputation, and develop communication frameworks for high-profile projects.

Her impact has been celebrated across the industry, with accolades such as one of 9to5Chick's Top 100 Leading Career Women in Nigeria (2022) and Most Valuable Outstanding Indigenous Perception Manager of the Year (Female) at the 11th Young Achievers Nigeria Awards.

Beyond her corporate accomplishments, Alabi is a published author of Happiest Girl in the Room, where she shares her journey through widowhood and inspires resilience and the power of turning personal pain into purpose. With visionary leadership, award-winning trajectory, and commitment to empowering others, she is uniquely positioned as a standout inclusion on the Industry Women of Impact 2025 List.

CHIOMA OTISI-IGWE:

Converting complex marketing challenges into impactful campaigns

Chioma Otisi-Igwe is a distinguished marketing communications leader with over a decade's experience of driving brand growth and building consumer loyalty within the beverage and dairy industry.

As Marketing Manager for Three Crowns Milk at FrieslandCampina WAMCO, Otisi-Igwe has established herself as a strategic visionary, transforming complex marketing challenges into impactful campaigns that resonate with consumers and stakeholders alike.

Otisi-Igwe holds a Bachelor's degree in Marketing from the University of Huddersfield and an MSc in International Marketing from the University of Birmingham, UK. She is an active member of the National Institute of Marketing of Nigeria (NIMN) and brings a methodical, results-driven approach to every aspect of brand management.

Her professional journey began with a marketing internship at Nigerian Breweries Plc during her NYSC and advanced through a pivotal Management Trainee role at FrieslandCampina WAMCO in 2016. Rising through the ranks from Junior Brand Manager to her current role, she has led innovative product launches, revitalised existing portfolios, and spearheaded initiatives that strengthen consumer engagement.

Her consumer-centric campaigns have fostered strong emotional connections with families, driving brand loyalty and market growth. Under her leadership, Three Crowns Milk has become the first dairy brand in Nigeria to champion mothers as well as promote health, wellness, and nutrition.

With a combination of creativity, strategic insight, and commitment to excellence, she has earned multiple industry recognitions, which solidify her position as a standout leader in Nigerian marketing communications.





MAUREEN HUMPHREY-IZZI:

Shaping brand storytelling to drive measurable results

Maureen Humphrey-Izzi is a dynamic and results-driven business leader with over 20 years of experience in Sales, Marketing, and Business Development across financial services, media, PayTV, fashion, and renewable Energy.

Recognised for her strategic vision and commercial acumen, Humphrey-Izzi has consistently driven growth, enhanced brand visibility, and delivered transformative campaigns for startups and established organisations alike.

She has played a pivotal role in shaping some of Africa's most iconic brands, including Access Bank, DStv, GOtv, Kwesé TV, and Lumos Solar. Currently, she champions marketing and expansion initiatives for Simba Group, overseeing brands such as Luminous, Genus, Simba Solar, Talegent, and KStar.

Her leadership blends creativity with commercial intelligence, delivering go-to-market strategies that drive measurable results while inspiring teams to achieve excellence. A Paul Harris Fellow and Charter Member of the Rotary Club of Greenfield, Humphrey-Izzi is also an Associate Member of WIMBIZ, ARCON, and an alumna of CEIBS (China Europe International Business School).

Her career exemplifies resilience, empathy, and purpose-driven leadership, with a focus on sustainable energy and community impact, demonstrated through her ability to combine business success with social empowerment, marking her worthy inclusion on the Industry Woman of Impact for 2025.

NANA UTOMI BIYANG:

Leveraging cultural intelligence, digital innovation for brand awareness



An award-winning experiential marketing leader and cultural engagement strategist, Nana Utomi Biyang's career has transformed how brands connect with audiences across Africa. As founder and CEO of Mabatpro Experiential Agency Ltd., she has designed and executed data-driven and emotionally resonant campaigns for luxury, premium spirits, FMCG, tech, and lifestyle brands. Her work includes MAYBELLINE NEW YORK experiential activations, The Macallan's 200-Year "Tales of The Macallan" immersive launch, Rémy Martin's VS Launch, and the groundbreaking DANO Evaporated Milk Immersive Launch.

Nana is celebrated for pioneering Gen Z-focused campaigns that combine cultural insight, technology, and storytelling, notably the Bruichladdich Culture & Vibes activation in Port Harcourt, which demonstrated how grassroots engagement can drive premium brand success.

Beyond agency work, Biyang is a sought-after speaker on brand storytelling, experience-led marketing, and women in leadership and serves as Vice Chairperson of the Experiential Marketers Association of Nigeria (BEX Summit Committee 2025).

Recognised among Africa's top marketing professionals, Nana's career embodies excellence, cultural intelligence, and leadership, her entrepreneurial ventures span marketing, sustainability, digital innovation, and youth empowerment, making her a popular choice on the Industry Women of Impact 2025 list.

MORENIKE ALAYEROGUN:

Shaping people-centric workplaces across global and regional realms



An eminent Human Resources Executive with over 23 years of progressive experience across the Agri-Manufacturing, FMCG, Financial Services, Real Estate, and HR Consulting sectors, Morenike Alayerogun is known for her deep expertise in talent strategy, industrial relations, organisational development, and leadership capability building.

Across her illustrious career, Alayerogun, who is the General Manager, Human Resources at OLAM Agri IFP, has consistently shaped high-performing, people-centric workplaces across global and regional organisations. In her current role, she oversees HR strategy for over 3,500 employees and drives organisational effectiveness within a dynamic global agri-value chain.

Her career began at Solid Foundation Estates Limited, where she established core HR and administrative structures before advancing into HR consulting with Human Capacity Development Consultants, supporting major organisations on recruitment, training, and organisational development projects.

She joined Cityscape International not long after, strengthening her performance management expertise before assuming leadership at Leadway Pensure PFA, where is reputed with building a strong HR framework that supported business expansion.

Alayerogun's 11-year stint at PZ Cussons marked a significant phase in her strategic evolution, as she partnered senior leadership across Nigeria, Ghana, and Kenya, later heading HR for PZ Wilmar and is recognised for championing fairness, data-driven HR, and transformative people practices.

A graduate of Philosophy from University of Ado Ekiti (now Ekiti State University), she bagged an Advanced Diploma in Human Resources Management from the University of Lagos, and a certificate in Strategic Human Resource Practices from Cornell University. On the professional side, she is a member of CIPM, SHRM, and the WeQual Rising Leaders Community.

ENOBONG OSSAI:

Transforming brands through strategic positioning and experiential marketing



A results-driven Marketing and Brand Management leader, Enobong Ossai has over 15 years of cross-sector experience spanning FMCG, beverages, telecommunications, hospitality, and B2B industries.

As Group Head, Director of Brand Management & Public Relations at Ogilvy Nigeria, she is renowned for transforming brands through strategic positioning, integrated campaigns, experiential marketing, and consumer engagement initiatives that deliver measurable impact.

Ossai's career trajectory is marked by high-profile achievements, including leading the 2025 Share-A-Coke Africa campaign in Nigeria, the FMN Soup Festival campaign, and spearheading the Mr Bigg's brand transformation and experiential rebranding with Sauce Advertising SA.

Apart from also driving the Smoov Chapman "Flavor of Youth" campaign, which grew annual volume from 3M to 21M cases in two years, and successfully launching Yanga Lotto across multiple Nigerian cities, she has directed major events such as BBNaija (WAW), Airtel The Voice, and Hilda Baci's Guinness World Record Cook-a-thon

With an M.Sc. and B.A. in Mass Communication from Babcock University, alongside certifications in Project Management (PMP) and Sales & Marketing, Ossai, having managed global brands including Guinness, Baileys, Smirnoff, and Johnny Walker, combines strategic insight with excellent execution.

Her leadership, creativity, and record of transforming brands make her a standout inclusion on the Industry Women of Impact 2025 list.

CHIZOR MALIZE:

Positioning FITC as company built on futuristic ideas and innovation



An accomplished corporate leader, strategy expert, and transformation executive, Chizor Malize is the Chief Executive Officer of FITC, Nigeria's premier knowledge institution providing innovative learning, consulting and research solutions to the financial services sector and allied industries. Renowned for her visionary leadership and strategic nuance, Malize has positioned FITC as a globally recognised company built on futuristic ideas and innovation.

Since her appointment as CEO, she has led FITC through an era of digital advancement, service innovation, governance across emerging markets. Under her watch, the company has become known for talent development, regulatory capacity-building, and institutional strength across the African financial ecosystem.

Her career trajectory includes leading strategic initiatives for some of the continent's most influential institutions, where she consistently championed digital transformation, customer-centric business models, and gender-inclusive leadership. With more than two decades of experience spanning financial services, telecommunications, consulting, and professional services, Malize has earned a reputation as one of Africa's foremost experts in brand strategy, leadership acceleration, and enterprise transformation.

With steady focus on innovation, agility, and operational excellence, FITC has received more than 30 global awards for excellence in learning and development, technology-enabled knowledge delivery, and organisational transformation under her stewardship.

ABISOYE ORUYE:

Delivering measurable business growth and brand leadership in highly competitive markets



A high-performing media and marketing leader, Abisoye Oruye's distinguished career spans more than a decade across West and Central Africa's most influential media agencies and global FMCG brands. Known for her data-driven media planning, strategic acumen and ability to translate consumer insights into impactful campaigns, Oruoye has built a reputation for delivering measurable business growth and brand leadership in highly competitive markets.

She began her career at MediaReach OMD in 2008, rising from Media Buying Assistant to a core member of the agency's strategic planning team. Her tenure included nine years of delivering high-impact campaigns for multinational brands and mastering end-to-end media optimisation.

In 2018, she joined Algorithm Media (GroupM), where she played a pivotal role in securing major FMCG pitches, including Ovaltine (2020), Procter & Gamble portfolio brands—Ariel, Oral-B, Gillette, Always (2018)—and Nigeria's leading dairy brands Peak and Three Crowns (2022). These wins underscored her expertise in competitive analysis, consumer insight mining, and integrated marketing communications.

As the current Media Manager for the FrieslandCampina WAMCO portfolio, Oruoye leads media strategy, innovation, and optimisation for Nigeria's foremost dairy brands, ensuring market leadership and commercial efficiency.

A graduate of the University of Lagos, Oruoye, who is a member of NIMN and ARCON, is widely regarded for her leadership, excellent marketing communications approach, and contribution to award-winning campaigns. She continues to shape the future of media strategy in Nigeria's dynamic marketing landscape.

ENIOLA MAYOWA:

Extending leadership influence across multiple professional lanes

Eniola Mayowa is a highly accomplished marketing communication strategist, public relations leader, and entrepreneur with over 26 years' experience of shaping brands, growing businesses, and empowering professionals across Africa and beyond.

With a career spanning key sectors such as telecommunications, banking, FMCG, hospitality, aviation, Agro-allied, and international development, she has consistently delivered transformative communication solutions and advisory support to leading local and global brands including MTN, Emirates, Colgate, Stanbic IBTC, Coca-Cola, Samsung, World Bank, Allied Energy, Bridge Clinic, and Digital Jewels.

Mayowa holds a B.Sc. and M.Sc. in Mass Communication from the University of Lagos and a Diploma in Journalism from Times Journalism Institute. Her exposure to public relations practice in South Africa and the United States has enriched her multidisciplinary strengths across core skill areas such as public Relations, branding, experiential marketing, journalism, corporate training, and strategic advisory.

A seasoned trainer and advocate for enterprise development, Mayowa has equipped over 5,000 participants through programmes covering marketing communication, leadership, entrepreneurship, business development, and financial literacy.

Besides being the COO of StepCraft Nigeria Limited and leading Shift Communications, a branding and print solutions company, Mayowa is a CBN-certified Financial Literacy Trainer, a Lead Trainer for the ILO/ITC Women in Digital Business Program, an ILO WE-Check Facilitator with certifications in AI Mastery, Project Management, and Integrated Digital Marketing.

With her leadership influence extending across multiple professional bodies, including serving as Vice-Chairman of the Lagos Chapter of the Nigerian Institute of Public Relations (NIPR), Secretary of the NIPR Aviation Hub (National), Chairman of the AGM Local Organising Committee, and Executive Coordinator of the LaPRiga Awards, among other key roles in industry councils and committees, she also serves as Executive Director and Board Member at Global Financial Digest.

As a Fellow of the Nigerian Institute of Public Relations, Mayowa, who contributes as a faculty member at institutions including FATE Foundation, The School of Impartful Communication, ReadySetWork (Lagos State Government initiative), and the University of Lagos Mass Communication Masterclass Series, is widely respected for her dedication to capability development, social impact, and advocacy for women-led enterprises. She With a career defined by innovation, mentorship, and service, Eniola Mayowa, fitting for recognition among the Industry Women of Impact 2025, stands as an influential voice in the marketing communication landscape.



TOLULOPE OLANIPEKUN:

Deepening consumer trust through communication strategies



An accomplished marketing leader whose career reflects a powerful blend of strategic clarity, creative excellence, and consumer-first brand building, Tolulope Olanipekun has over a decade of experience spanning multinational FMCG, nutrition, and manufacturing.

Olanipekun, whose journey began at Reckitt Benckiser, where she developed her foundation in health-and-hygiene brand management, crafting communication strategies that deepened consumer trust and strengthened household penetration, has consistently shaped brand narratives that inspire loyalty, drive growth, and set new industry benchmarks.

She later joined FrieslandCampina, where she led transformative, insight-driven campaigns that improved brand relevance, expanded market share, and as well refined her expertise in integrated marketing and digital engagement.

As Head of Marketing at Mouka Foam, Nigeria's leading sleep and wellness brand, Olanipekun has redefined the company's positioning by championing purpose-driven storytelling anchored on consumer insight. Her leadership has delivered bold brand refreshes, high-impact national campaigns, and measurable improvements in brand equity. Under her direction, Mouka strengthened its reputation as a trusted partner in quality sleep and holistic well-being.

Her contributions have earned prestigious industry recognition, including Outstanding Marketing Personality of the Year at the 2025 Marketing Edge Awards, and her listing among the Top 50 Most Influential Women in Marketing & Communications by WIMCA. Beyond her corporate achievements, Olanipekun continues to elevate marketing practice in Nigeria as a strategist, storyteller, and industry role model, which makes her a standout candidate for the Industry Women of Impact 2025.

VICTORIA ADEWUNMI:

Combining strategic precision with cultural insight and creative storytelling

Victoria Adewunmi is the founder and CEO of Watermark & Victoria, an experiential-marketing and brand-innovation agency that has rapidly become one of Nigeria's most influential creative firms.

With a background in systems engineering and over 15 years of experience in brand management, marketing strategy, events, and consumer behaviour insights, Adewunmi has led high-impact campaigns for global brands including Coca-Cola, Nivea, Macallan, Beefeater, Jack Daniels, and more.

Under her leadership, the agency has distinguished itself through a combination of strategic precision, cultural insight, and creative storytelling.

This approach was emphatically validated in 2025 as Watermark & Victoria stunned the industry by sweeping nine awards including the Grand Prix, Best Consumer Activation, Best B2B Event, Best Trade Activation, and Best Use of Technology at the EXMAN Awards 2025, the premier industry event.

Beyond its commercial success, Adewunmi has actively positioned her firm as a vehicle for empowerment and inclusion, establishing Watermark Academy, an entrepreneurship-development centre that offers training, mentorship, and capacity-building to aspiring marketers, young professionals, and women aiming for leadership across Africa's creative economy.

With a blend of technical discipline, strategic vision, creative leadership, and commitment to mentorship, Adewunmi is a noteworthy inclusion in the Industry Women of Impact 2025.





YAHAYA ABIOLA AMINAT:

Promoting innovation in public relations, shaping industry standards

A frontline communications strategist, Yahaya Abiola Aminat is the Chief Executive Officer of LemonLime Nigeria, an integrated communications and public relations agency that has increasingly earned a reputation for creative brand strategy, reputation management, and impactful media work.

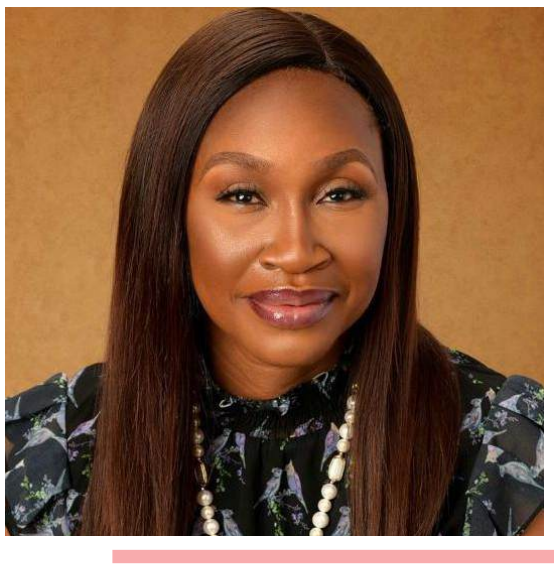
Under her leadership, LemonLime has delivered strategic campaigns and public relations solutions that have elevated brand visibility for clients across sectors, contributing to the development of Nigeria's communications landscape.

Her entrepreneurial vision, business acumen, and capacity to lead high-performance teams have driven the agency's steady growth, even in a competitive and rapidly evolving environment.

In 2025, her contributions were formally recognised when she was named Emerging PR Champion at the Brand Handlers Summit & Awards. Beyond commercial success, Aminat has used her platform to promote innovation in public relations practice, mentor younger professionals, and shape industry standards.

She has demonstrated leadership, impact, and innovation in communications and with the ability to combine strategic insight, ethical brand stewardship, and creative execution distinguishes her as a rising thought leader, no wonder she is a worthy inclusion among the Industry Women of Impact 2025.

DR. SOROMIDAYO GEORGE:
Elevating corporate reputation and championing purposeful business practices



Dr. Soromidayo George is a respected voice in strategic communications, public policy engagement, and ESG advancement with a career spanning more than two decades of transformative impact across multinational environments. A seasoned corporate affairs, sustainability, and communications leader, George has built a reputation for elevating corporate reputation, driving stakeholder value, and championing purposeful business practices across Africa.

Her career journey reflects a steady rise through roles of increasing responsibility, as she has spent many years shaping the corporate affairs narrative of leading global brands, providing strategic counsel to senior leadership and steering integrated communication agendas that earned industry-wide recognition.

The expertise of George, who has led award-winning CSR and sustainability initiatives focused on youth empowerment, education, and women's economic inclusion, spans government relations, crisis management, sustainability leadership, employee engagement, media strategy, and community development, which makes her one of the region's most versatile communication executives.

With roles across countries and markets such as Director, Corporate Affairs and Sustainable Business, West Africa at Unilever; Director, Corporate Affairs & Sustainable Business, Ghana and Nigeria; Head, Corporate Affairs, BAT West Africa Area/Executive Director BATN Foundation, among others, her work has been celebrated with multiple professional accolades, including recognitions for innovation in corporate communications, leadership excellence, and contributions to social impact and community development.

A lifelong learner and respected industry leader, she serves on notable professional bodies and panels, contributing thought leadership that strengthens communication practice across the continent. George is also a sought-after speaker, mentor, and advocate for women in leadership, inspiring the next generation of communicators and purpose-led professionals.

Her blend of strategic insight, people-centered leadership, and commitment to societal progress firmly positions her as a worthy honoree on the Industry Women of Impact 2025.

DR. INI ABIMBOLA:
Leading voice in international sustainability discourse

An internationally respected management consultant, sustainability strategist, and governance expert with more than 25 years of impact across the public, private, and development sectors, Dr. Ini Abimbola's work spans Management Consulting, Public Policy, ESG & Resource Efficiency, Corporate Governance, Institutional Reform, Stakeholder Engagement, and Strategic Communications—positioning her as one of Africa's most influential voices in sustainable development and organisational transformation.

A 2008 Draper Hills Fellow on Democracy, Development, and Rule of Law at Stanford University, Dr. Abimbola is a Fellow and Vice-President/Founding Trustee of the Sustainability Professionals Institute of Nigeria (SPIN), and a member of globally recognised bodies including the Institute of Corporate Responsibility and Sustainability (ICRS) and the Nigerian Institute of Management (NIM).

She is the Founder of ThistlePraxis Consulting Limited, Nigeria's pioneering sustainability, CSR, and management consulting firm, where she served as Lead Consultant/CEO for nine years. A leading voice in the international sustainability discourse, she curated the Africa CEO Roundtable and Conference on Corporate Sustainability and Responsibility (ARCSR) for eight years, cementing her influence in shaping corporate citizenship across Africa.

Dr. Abimbola's diverse professional portfolio includes advisory and consulting roles with the African Union, UN Economic Commission for Africa, and various state governments and multinational institutions. Until May 2023, she served as the UN Technical Expert on Women's Political Leadership supporting the Nigerian House of Representatives.

A lecturer and faculty member of the MBA Program in International CSR Management at the Ferdinand Porsche FernFH University of Applied Sciences in Austria, her early career includes serving as Executive Secretary of WIMBIZ and as the pioneer Executive Director of Defence for Children International, Nigeria.

Celebrated for her ability to diagnose institutional challenges, design transformative strategies, and deliver measurable results, she continues to contribute scholarly insight and leadership expertise, sits on several boards and has led the development of political strategy frameworks, sustainability blueprints, and business expansion roadmaps for organisations across Africa.

A respected thought leader, reform advocate, and solutions architect, Dr. Ini Abimbola continues to shape policy, strengthen institutions, and drive sustainable development, affirming her place among Africa's most influential and impactful leaders.



TEMITOPE OGUNTOKUN:
Blending regulatory oversight with reputation management and sustainability strategy



Temitope Margaret Oguntokun is Executive Director at International Breweries Plc (IBPlc), a subsidiary of Anheuser-Busch InBev (AB InBev), where she also serves as Corporate Affairs & Regulatory Director. Her appointment to the board, which was announced in April 2024, caps more than two decades of progressive leadership across corporate communications, sustainability, legal and regulatory affairs.

Her career began in journalism as a staff writer at Independent Communications Network Limited, before transitioning into public relations and strategic communications roles. She later joined major firms, including Corporate & Financial Communications Ltd and The Quadrant Company, before moving into corporate-brand management at Lafarge Africa Plc in 2008, where she rose to Head of Sustainability and Brand.

At Lafarge Africa, she led large-scale sustainability initiatives aligned with UN Sustainable Development Goals and the parent group's 2030 plan. Her record earned her recognition among Africa's leading CSR professionals — including the CSR Practitioner of the Year (First Runner Up)" at The SERAS CSR Awards in 2017.

Oguntokun holds a Master's in Communications, Media and Public Relations from the University of Leicester (UK); a postgraduate diploma from Lagos State University; and diplomas in Mass Communication from The Polytechnic, Ibadan.

Oguntokun, who blends governance, regulatory oversight, sustainability strategy, stakeholder engagement and reputation management, is also a Fellow of the Nigerian Institute of Public Relations (NIPR), Executive Council Member of the Sustainability Professionals Institute of Nigeria (SPIN), and a member of the International Association of Business Communicators (IABC).

Her board-level role and multidisciplinary expertise position her among Nigeria's most influential corporate affairs leaders, with a demonstrated commitment to sustainable business practice, ethical governance, and social impact.

LAOLU THOMAS:
Driving profitability through strategy, brand awareness

Laolu Thomas is the Senior Public Relations Manager at DStv/MultiChoice Nigeria, where she leads strategic communication, brand positioning, and media relations for one of sub-Saharan Africa's foremost entertainment platforms. Her role involves shaping the company's public image, driving awareness campaigns, and enhancing stakeholder engagement across broadcast and digital media platforms.

Under her stewardship, MultiChoice Nigeria has strengthened its reputation for corporate social responsibility and public transparency, with her participation in the company's donation of ₦1.6 billion in medical supplies to the Sickle Cell Foundation Nigeria a notable highlight that demonstrates her capacity to link corporate communication with social impact.

Before her current role, Thomas once led the media team at CMC Connect Burson Marsteller and also served as Corporate Communications & Partnerships Lead for 9PSB, Senior Communications Manager for Paga, Marketing Communications & Corporate Engagement Manager for Ajua.

Throughout her career, she has combined brand strategy acumen with compelling narrative execution, positioning her as a leading voice in African media communications and corporate public relations ecosystem.

Her contributions have earned her recognition among Nigeria's top public-relations professionals and she has been featured on influential industry lists such as the "Top 50 PR Practitioners" in Southern Nigeria.



VICTORIA ABIOLA-AJAYI:
Firebrand of financial acumen and visionary leadership



A distinguished business executive, chartered accountant, author, and social entrepreneur, Victoria Abiola-Ajayi is the Group CEO and Managing Director of TVC Communications, which operates a suite of influential media platforms including TVC News, TVC Entertainment, Max FM and Adaba FM.

With over fifteen years of cross-industry experience with a solid background in corporate finance and strategic management, Abiola-Ajayi brings a rare blend of financial acumen and visionary leadership to her role, following her appointment in May 2024.

Before her CEO role, she served as Deputy Chief Finance Officer at TVC, where her stewardship helped navigate complex industry dynamics and laid the foundation for her elevation.

Beyond corporate management, she is an influential advocate for women's leadership and financial inclusion, reputed with founding the Accounting Women's Network and Women Inclusive Boardroom Africa (WIBA), social enterprises designed to mentor, equip and elevate women into strategic roles and board-level positions across Africa. She is also author of the leadership guidebook The Precision-Led Woman, which documents her leadership philosophy and provides a practical roadmap for professionals aspiring to senior roles.

Her achievements have been widely recognized. In 2025, she was honoured among the 65 Women of Impact by Arise News for her transformative contributions to media, corporate governance, and women's empowerment.

Victoria Abiola-Ajayi, who combines visionary corporate leadership with committed advocacy for gender parity and professional development, has also been listed among The Top 100 Career Women in Nigeria and Top 50 Women in Accounting. These and more make her a leading example of industry impact and entrepreneurial empowerment in Africa's media and finance sectors.

VIVIAN OSIGWEH:
Driving high-impact brand activations, trade marketing, and experiential campaigns



Vivian Osigweh is the Managing Director of Experiential Edge Ltd, a leading integrated marketing-communications agency known for delivering high-impact brand activations, trade marketing, and experiential campaigns across Nigeria and beyond.

With more than 15 years in the marketing and brand-activation sector, Osigweh has successfully steered the agency to become a reference point for creative, insight-driven campaigns that drive consumer engagement and measurable business results.

Under her leadership, Experiential Edge has delivered major campaigns for multinational and local clients across consumer goods and corporate services, blending creative storytelling with data-led insights. She also founded E-Edge Direct2U, a complementary product-distribution business, a demonstration of her entrepreneurial versatility and strategic expansion beyond service delivery.

Her leadership style is characterised by a deep understanding of consumer behaviour, strong brand building, and consistent delivery of ROI for clients. She is known to have built and led high-performance teams that successfully navigated a competitive marketing landscape and leveraged innovation and professionalism to deliver exceptional results.

What stands Vivian Osigweh for inclusion among the Industry Women of Impact 2025 is her rare combination of strategic vision, entrepreneurial drive, and operational excellence. By growing a creative agency into a major force in Nigeria's experiential-marketing space and launching a distribution arm, she exemplifies leadership, business growth, and impactful contribution to the marketing industry.

SARAH AGHA:
Spreading gospel of analytical rigour and strategic foresight in brand management



Sarah Agha is a seasoned marketing leader, whose appointment as Marketing Director of Nigerian Breweries Plc (NB) became effective on June 1, 2025 under the company's EverGreen 2030 growth agenda.

Educated initially in chemical engineering at Obafemi Awolowo University before pivoting into marketing, her background education was boosted by an MBA from Business School Netherlands and executive training including the Senior Management Programme at Lagos Business School and Duke University Fuqua School of Business.

Agha, who has delivered remarkable results across both international premium brands (like Heineken and Desperados) and beloved local staples (such as Legend Extra Stout, Star Lager and Gulder) since joining NB in 2018, brings analytical rigour and strategic foresight to brand management.

Under her stewardship, Desperados was successfully launched in Nigeria—among only a handful of African markets to do so in decades—and Heineken's 33 cl sleek can became the top-selling SKU segment in the country.

Prior to her global role with HEINEKEN International, where she was the AME Regional Marketing Excellence Director shaping regional brand strategy across Africa and the Middle East, Agha held senior leadership roles in FMCG, telecommunications, and marketing-communications agencies.

Recognised within the industry as an inspiring "brand-builder" and people-developer, she is known for mentoring talent, advocating inclusive leadership, and embedding high-performance culture in marketing teams.

Her blend of technical background, global exposure, proven track record in brand transformation and market growth, and commitment to developing people makes her a deserving candidate among the Industry Women of Impact 2025.

DORIS OHANUGO:
An embodiment of sectoral expertise and transformational leadership



Doris Ohanugo stands out as one of Nigeria's most seasoned media industry leaders, with a career spanning more than two decades across customer service, marketing, sponsorship, and broadcast sales.

After joining MultiChoice Nigeria in 2012 as Sponsorship Manager for DStv Media Sales, she steadily rose through the ranks, first as Regional Sales Manager and, in 2022, was appointed Executive Head of DStv Media Sales.

In her current role, Ohanugo drives media-sales strategy for one of Africa's leading entertainment providers, blending deep sector experience with strategic innovation to deliver results. Her track record includes managing high-profile campaigns and sponsorship inventory tied to major broadcasts and events while leveraging her nuanced understanding of audience engagement and advertising dynamics.

With a bachelor's and master's degree in History & Strategic Studies from the University of Lagos supplemented with professional certifications from the Lagos Business School, Pan-Atlantic University and the Gordon Institute of Business Science, University of Pretoria, Ohanugo is grounded in strong analytical and strategic approaches.

What makes Doris Ohanugo a deserving inclusion on Industry Women of Impact 2025 list is not just her rise through a highly competitive media environment but her consistent delivery of growth, her leadership in a male-dominated industry, and her role as a mentor and example for women aspiring to executive positions in media and sales.

Through her career journey, she has embodied resilience, professionalism, sectoral expertise, and transformational leadership, attributes that define impact in contemporary Nigerian media and marketing communications.

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Building an effective and sustainable destination brand

Mr. Udeme Ufot, MFR, *Group MD, SO&U*

Introduction

In thinking about destination branding, what tends to come to mind for many people is glamorous print advertising and television commercials showing exotic images of destinations. Destination branding goes beyond that.

It is about capturing the essence of a destination, crafting a differentiating promise around it, and delivering same through strategically crafted narratives to create and manage a perception that guides what people think, feel and believe about the destination.

Building the destination brand starts with a consensus of what the people want to be known for, a reality they are committed to living and which they demonstrate in their daily interactions.

Creating an attractive destination brand offers tremendous rewards. It becomes a destination for investments, conferences, exhibitions, and leisure travel. Above and beyond that, it confers a form of soft power as the country gains more respect and influence in the comity of nations and its people have a more heightened sense of nationhood and pride.

Even goods manufactured in the country and services rendered can benefit from more premium pricing, while the country itself becomes more resilient to crisis.

The three most attractive destinations in Africa are noted as Johannesburg, Marrakesh and Hurghada in Egypt.

According to Road Genius, a travel site, Johannesburg attracted 4.12 million visitors in 2024 who spent over $303m in the month of December alone. Marrakesh in Morocco attracted 2.8million visitors who spent $11.3billion in 2024.

Compared to above figures, Nigeria attracted $1.8billion in tourism revenue in 2023 and just above $2billion in 2024.

Projections by Lagos State Government, driven by the opportunities offered by Detty December, is that revenues from tourism in 2025 could hit $3.45billion and rise to $3.75billion in 2027.

Growth of tourism in Africa over the next three years is projected at 8% year on year with revenues projected to exceed $90billion by 2027 according to the World Trade and Tourism Council (WTTC).

To benefit from this opportunity, we must strategically market our destination in a way that will attract the best of conferences and a large number of fun seeking leisure tourists, including diaspora Nigerians. Despite accounting for 18% of African GDP, over 200million consumers, and offering some of the largest delegations at African conferences, we capture less than 2% of Africa's conference economy.

We have all that is required to make a difference. All we need is the commitment at the leadership level create the enabling environment on which an attractive destination brand can be built.

Imperatives for building a strong destination brand.

Visionary and committed leadership

Brand perceptions are built on the essence of products that are created or carefully curated to support desired perceptions. For destination branding, there must be elite consensus on what they want their City, State or Country to represent. Once this is agreed, it is up to the leadership to set the agenda, engage stakeholders and drive the agenda through demonstrated commitment to the ideals.

No destination brand can thrive without strong leadership. Leadership provides direction, continuity and conviction. Around the world, great destination brands like "Incredible India", "Malaysia, Truly Asia", "Amazing Thailand", all had one thing in common: committed political leadership that stayed the course.

Two of the most successful state destination branding projects I have had the privilege of working on had the Governors as Chief Marketing and Sales Officers of the states.

In 2015, Governor Udom Emmanuel of Akwa Ibom State launched the Dakka Da initiative. "Dakka Da" means stand up, and it was a call to action for the people to jettison the image of a laid back agrarian and civil service state and "Rise to the Faith of Greatness". This was encapsulated in the Dakka da Creed, personally crafted by the Governor. It was a call to rise above limitations, to realize their God-given potential for greatness and to take pride in their identity.

Every public speech the Governor gave had elements of the Dakka Da Creed inserted leaving nobody no doubt as to the seriousness the governor accorded the program.

Carnival Calabar, was driven by Governor Donald Duke's passion to redirect the outbound Nigerian elite to Calabar for Christmas. He believed he could offer better "Christmas lights" and fun than any European capital. All briefings were directly handled by him and all presentations received by him, even if it meant late night presentations. In executing the brief, he led from the front by leading his own Carnival Band on the streets of Calabar, accompanied by his wife. Budgets were tight, but his personal commitment and salesmanship saw the carnival through during his tenure. In both Dakka Da and Carnival Calabar, the Governors were not only integral to conceptualizing the destination branding concepts, they were the Chief Marketing and Sales Officers of both initiatives. They modeled what they expected of every citizen as regards the program.

With such passionate commitment, there was no way the initiatives would not succeed.

Deep Knowledge Of The Target Audience

There are two key audiences involved in crafting your strategy for destination branding.

- The local audience who will contribute to building the brand by their actions.
- The external audience to which the brand would be sold.

For the brand to be sustainable, the imagery and communication must be authentic and connected to the history, culture, attributes and experiences of the people. For instance, the destination branding for Cross River State had its roots in the culture, food and folklore of the people. Tinapa was a mythical place of enjoyment in Efik folklore.

The Carnival Calabar and Street Parade was simply an amplification of what people in Calabar were used to during the yuletide season. It was now being amplified, glamourized and targeted at an external audience.

It was imperative that Cross Riverians were sold on the concept and would commit to playing their part in the transformation of Calabar to Nigeria's premier Christmas holiday destination. The communication also needed to understand the expectations of the immediate external audience (Nigerians from other states) who would travel outside their locations to seek a fun filled holiday wherever they could find it. They were known to spend millions to visit London in the cold of winter to see the Christmas lights of London or join the New Year countdown in Times Square New York.

Define A Clear Promise



The destination strategy needed to offer the audience something they could look forward to. Carnival Calabar curated a month long series of fun experiences across the state, that climaxed with the Street Carnival and Parade.

Working in partnership with tour managers, packages were created to take visitors beyond Calabar to Obudu Resort, Tinapa, the Forest Reserves, wildlife sanctuaries and the various waterfalls, and historical sites. Engagement of the citizenry turned Calabar into one big fun location through the month of December as everyone contributed to create a fun experience. Cross River State promised visitors "Africa's warmest welcome" and rehashed an old acronym for Calabar "Come And Live And Be At Rest". In support of this acronym government offices in Calabar stopped work end of November and resumed in January.

Consistency of narrative

A consistent narrative with effective utilization of storytelling, visuals and amplification of experiences is critical for impact. Leveraging and glamorizing old images as well as folklore of Calabar gave the narratives greater authenticity.

Everything was done to project an image of fun, enjoyment, colour and glamour that could not be found anywhere else in Nigeria.

Read more on www.theindustryng.com

Whispers That Move Mountains

By Steve Babaeko, CEO, X3M Ideas Marketing



Sometimes, the most powerful forces in life are not loud. They do not arrive with the sound of drums or the blare of trumpets. They appear softly like a breath, like a thought, like a whisper.

I learned this early.

Growing up, I remember quiet mornings in our small home. My mother would wake up way before the sun, moving gently through the room, humming a familiar hymn. There were no grand speeches. No dramatic lessons. Just a soft melody rising into the stillness. Yet it was the cue for us to get up or else…

But something in those moments rooted itself in me. It taught me that life is shaped not only by the noise around us, but by the quiet voice within us, the whisper of purpose.

Today, we live in a world that rewards noise. The loudest opinion is often mistaken for the truest. The most visible person is assumed to be the most valuable. We are encouraged to announce our every move, to demand attention, to shout in order to be heard.

And yet, history shows that the greatest transformations begin quietly.

The seed that becomes the Iroko tree takes root underground.
The first light of dawn does not argue for space, it simply fills it.
Faith, when it is real, does not scream. It knows.

The whisper is direction. It is conviction. It is the inner assurance that says:

This is the way. Keep going.

When I left Kaduna for Lagos about thirty years ago, I had no google map to show me what was ahead. I had no guarantees. But I felt a whisper pushing me forward.
When I founded X3M Ideas, thirteen years ago, the resources were very scarce and the risks were obvious. Yet the whisper said: Build. Trust. Create. The world will catch up. Today X3M Ideas has footprint in about nine countries and still counting.

The whisper does not promise certainty. It promises clarity of purpose.

And purpose is what moves mountains.

Mountains, in our lives, take many forms. They may be fear. Doubt. Inequality. Limited opportunity. The labels placed on us by systems, by history, by perception, by the world's storytelling, even by ourselves.
For Africa and for Nigeria, one of our greatest mountains has been the narrative others created about us.

We have responded to that narrative mostly with noise, protest, anger, knee-jerk reaction. But noise is not strategy. Noise may be heard, but it is rarely remembered.

Our ancestors understood something deeper. They spoke of àṣẹ, the power to make what we speak become reality. The greatest African kings did not need to shout to command power. Their authority was not in volume, but in certainty.

So the question becomes: How do we hear the whisper in a world overflowing with noise?

We must learn to be still.
We must remember where we come from.
We must choose the voices we allow around us.
We must have the courage to begin even when we cannot see the entire path.

Innovation is often quiet in its early stages. Vision rarely makes sense to those who have not been given the same whisper. Every meaningful change in the world was once something only one person could hear.

And so it is today.

Nigeria is not short of talent. Africa is not short of brilliance. What we need is a renewed confidence in our own narrative. The whisper speaking to our generation is clear: we must tell our own stories, build our own institutions, defend our cultural identity, and shape the world on our own terms.

We do not need to shout to prove who we are.
We need to know who we are.

When the mountains move, and they will, people will call it sudden. They will call it luck. They will call it coincidence.

But we will know the truth:

It began in silence.
It began in alignment.
It began with a whisper.

May we have the discernment to hear the whisper meant for us.
May we have the courage to follow it.
And may our lives, our work, and may our generation move mountains. (àṣẹ)

Steve Babaeko is the Group CEO/Chief Creative Officer of X3M Ideas and a Visiting Fellow at Henley Business School, UK.

Steve Babaeko, CEO, X3M Ideas Marketing