

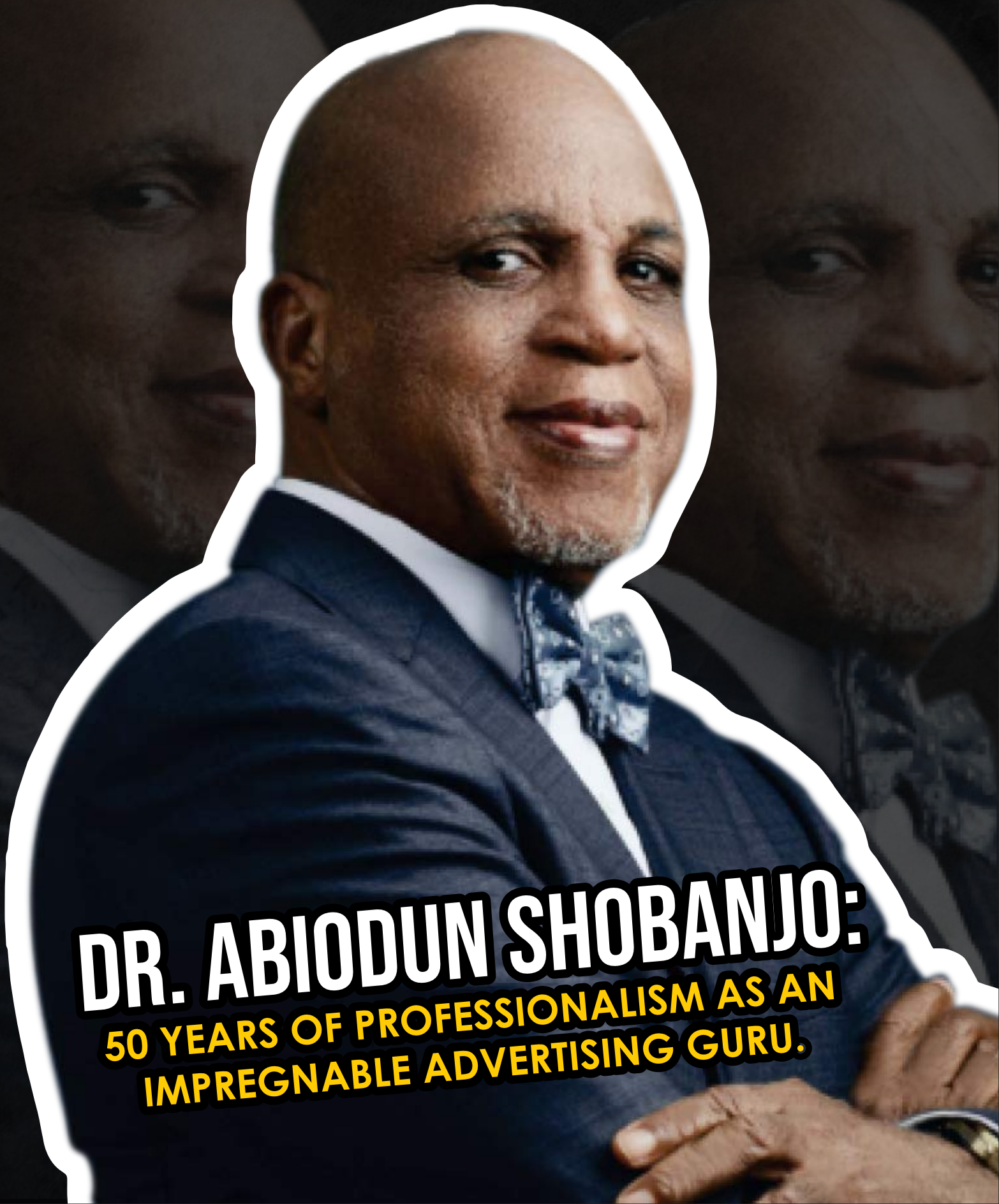
BrandMatters

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... Communicating Brand Ideas

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FEEDBACKS

- ◆ Rich Contents as usual, keep it up - **Bolu Adekoya**
- ◆ Work and rework on colour while planning.
It will give it a better appearance - **Anonymous**
- ◆ Your team is doing well with good industry updates. Keep it up. - **Anonymous**

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WE BUILD, GOD REWARDS.

Scaling through in the face of Covid-19 Pandemic

Innovate or die is a quote by Peter Drucker an educator and entrepreneur. This statement reflects why most brands scaled through; as the world still battling with the economic meltdown caused by Covid-19 pandemic. In spite of the third wave companies, organizations, some self-determined individuals who believe in 'I can do it spirit' scaled through and are still building business plans, ideas that have opened doors of businesses for them. Whether you agree or not Innovation is the mother of all business concept breakthroughs.

In order to thrive, or even survive, companies have no choice but to constantly innovate and find new ways of doing business. ...Without innovation it's easy to lose your competitive advantage and for some companies this has happened very rapidly with disastrous results.

Our Lead Story has Dr. Abiodun Shobanjo who clocked 50 Years in Advertising/ Marketing Communications; He is a leader of leaders in the advertising sector.

He once said in an interview “when things are not going right, ask yourself, as a leader, what guidance or assistance are you giving?”

Shobanjo is of the opinion that Leaders should never take success for granted, “always take advantage of whatever you have, always take into consideration every piece of information in your brief” This is absolute in every organization, group of people, corporate bodies etc there will always be politicking; so what matters according to Dr. Shobanjo is what you do to rise above it and demonstrate your ability and innovation to scale through in all circumstance especially in this era of economic meltdown.

The 14th edition of Brandmatters Magazine also has Lion Kayode Oshinuga, District Governor 404B2 Nigeria on the Humanitarian Watch Column; Oshinuga is an insurance practitioner who believes in humanitarian causes, little wonder he stated in his interview that “Voluntarism is a the sacrifice of time, treasure and talent for the love and benefits of our communities and humanity in general” Also on our Executive Woman column is Ms. Clara Okoro, the newly elected Chairman of Brand

Journalists' Association of Nigeria (BJAN) for Ms. Okoro the 3 years tenure seeks for innovation and a strategy document which would be created as a road map to guide and guard the sector to achieve set goals.

The edition also has Brand News, Industry News, Research and Marketing Strategy just to mention few.

As we draw the curtain of this 14th edition ending in this yuletide season, we use this medium to express gratitude to all our clients and prospective clients. We look forward to a greater innovation in 2022 to enable us remain on top of our business game.



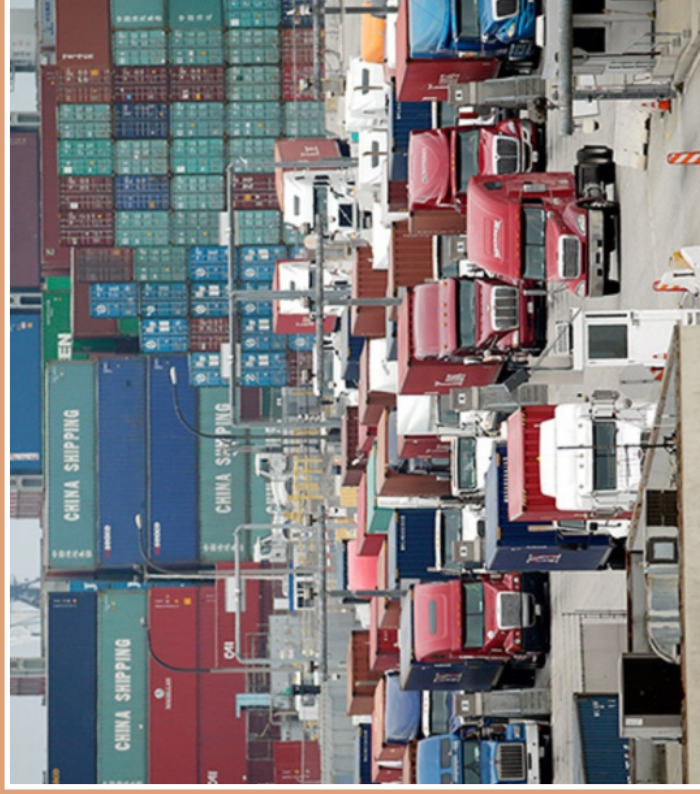
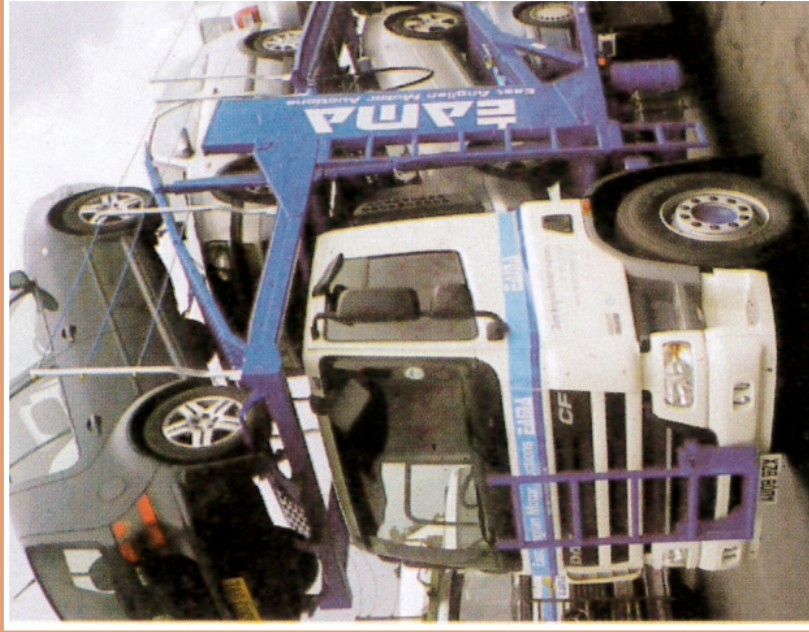
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MTN, one of the leading telecommunications in Nigeria has introduced its first digital version of season of surprises. This initiative is an effort to consistently give and reward customers..

The company, which offers broadband fixed wireless access service, telecommunication services and mobile financial services (fin-tech) respectively, in this year has put smiles on its subscribers – customers as they have been made to be part of the giving process as they are also allowed to refer any MTN subscribers of their choice by dialing *135# or using the new myMTN NG app to receive a range of gifts like the Jumia shopping vouchers to purchase curated festive hampers, 1GB data valid for seven days and TECNO mobile devices for free.



He said, “It’s a great opportunity for people to connect through giving and this time, we can all be an Y’ello Santa spreading happiness and good cheer”.

“We are committed to making Nigerians smile this special season. This presents a unique opportunity to spread the giving spirit and inspire people to show love to those around them,” He affirmed.

Season of Surprises is in line with MTN’s practice of giving back to communities and Nigerians as a whole. In previous editions, Nigerians have been surprised with food items, electronic gadgets, home appliances, mobile devices, bus and airfares as well as cash donations, and it is expected to run from December 17 to 24, 2021.

According to the Chief Marketing Officer, MTN Nigeria, Adia Sowho, said this year’s edition has been digitalized because of restriction of physical movement caused by Covid-19 pandemic.

FrieslandCampina WAMCO launches documentary magazine titled 'Dairy4Growth'

FrieslandCampina WAMCO has announced the launch of a documentary magazine titled, “Dairy4Growth Nigeria: Pathways for Change,” while lauding achievements of the Project and its impact on the country’s dairy sector.

The magazine was unveiled at the FrieslandCampina FDOV Technical Conference, which showcased knowledge gained during five years of work on Dairy4Growth Nigeria, a project aimed at proffering solutions to challenges in the dairy industry.

Explaining this, Ore Famurewa, Executive Director Corporate Affairs, FrieslandCampina WAMCO, said “The Dairy4Growth Nigeria Project is an example of international public-private partnership to build sustainable socio-economic structures. It is funded by the Dutch Government with partnership from Royal FrieslandCampina, FrieslandCampina WAMCO Nigeria, International Fertilizer Development Center, Wageningen University and Research, and Bles Dairies Consultancy.

“In the course of its implementation and in addition to tangible changes in the dairy sector, the Dairy4Growth Nigeria Project produced relevant technical knowledge that is very useful for the Nigerian dairy sector and the pathways of change mobilised



L-R: Mrs. Yvonne VanderVorst, Dairy Development Director, Royal FrieslandCampina; Mrs. Marieke Spenkelink, General Counsel and Global Director Legal and Business Conduct, Royal FrieslandCampina; Dr. Peter Umanah, Director, Veterinary Services, Federal Ministry of Agriculture and Rural Development; Mrs. Ore Famurewa, Executive Director Corporate Affairs, FrieslandCampina WAMCO; and Mr. Joel Ariori, Dairy Development Director, FrieslandCampina WAMCO, at the FrieslandCampina FDOV Technical Conference themed 'Dairy4Growth Nigeria' held in Ibadan, Oyo

by the Project, provides valuable lessons for establishing practical solutions and implementation for a sustainable dairy chain. To fully scale the benefit of this Project, we have launched this documentary magazine to share with the broader dairy development community,” Famurewa said.

Ben Langat, Managing Director, FrieslandCampina Sub-Sahara Africa Cluster said, “we are proud to see that the innovations from the Project will not only continue in use, but also grow and be scaled up.

As the first multinational dairy company to champion backward integration in Nigeria,

we hope to inspire others to contribute to the sustainable development of the dairy sector.” Langat stated.

In his keynote address, the Honourable Minister of Agriculture and Rural Development, Dr. Mohammed Abubakar, called on dairy experts to offer solutions on how to accelerate growth across the dairy value chain and transition it to a profitable economic sector. “The Federal Ministry of Agriculture and Rural Development is determined to increase food security in Nigeria and employment along commodity value chains; it is our goal to strengthen Nigeria’s self-sufficiency and we shall not relent in creating enabling environment and partnerships to achieve this.”

Access Bank Plc has intensify its commitment to Corporate Social Responsibility (CSR) with its donation of 150 set of tables and chairs, fully equipped first aid box and two sickbeds St Peter's Nursery & Primary School, Costain in Ebute-Metta, Lagos.

Brandmatters gathered that the gesture behind this project was meant to promote public interest through social investment in community needs development as a way of giving back to the society for a healthier nation.

According to Pattison Boleigha, Group Chief Corporate Social Responsibility Access Bank Plc, the bank had within three years, shown commitment on improving the quality of education in Lagos state.



In his words, "we took the initiative to address some of these social welfare issues by adopting St Peter Nursery & Primary School for renovation and upgrade.

"The educational system of Nigeria is witnessing several challenges such as inadequate critical infrastructure like classroom, modern teaching aids, libraries and laboratories." He informed.

Speaking at the event, Babatunde Aro, Chairman, Conduct and Compliance Group CSR Project Committee, Access Bank, said N26 million on the project,

which is a three year programme spilt into three phrases. " Today, we celebrate the last phase of the project by furnishing the classroom" he hinted.

Aro further stated that the project means a lot to the bank and its aspirations to be the world most respected African bank; stressing that the bank wants to be a reference bank for anything that is good and this is one of the things that is good that Access Bank through the CSR has done for the society and improving education in Nigeria is a core value to the bank.

Also speaking Mrs. Bardi Onuwa, the school Head Master, thanked the bank, for the facilities and support for the school. She said that before the project was completed, the school lacked the required facilities to ensure friendly learning environment for the students.



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NASCO group contests assertion of terrorism financing

NASCO Group of companies, one of the largest Fast Moving Consumer Goods (FMCG) companies in the West Africa region, through its management says the company has noted the 'defamatory and slanderous' contents of an online editorial currently being circulated in certain sections of the media about its business and alleged involvement in terrorism financing.

Brandmatters can categorically inform you that a Press release issued by the manufacturing company recently stated its objection to the assertion, rebuffing the rumour.

The release states, "We state categorically that we have never and will never be sponsor any criminal act, organisation, or violence of any kind that will disrupt the peace and tranquillity of the Nigerian state or any country in the world."

The company said that, after the "unfortunate events of 2001," thousands of people and entities around the world were subjected to investigations.

"A detailed examination by the United Nations Security Council and the US Government totally exonerated NASCO's late founder.

Dr. Ahmed Nasreddin, and his business interests of all allegations.

The Press release further stated. "It was clearly established that NASCO was never at any time associated with the sponsorship of terrorism directly or indirectly anywhere in the world;" adding that "a similar investigation was done by the National Intelligence Agency of Nigeria, where it also came to the same conclusion, thereby exonerating our late founder and NASCO Group of any act or complicity in the sponsorship of terrorism in Nigeria or any other country.

"NASCO can also categorically affirm that it has never been associated with nor had business dealings with any of the persons mentioned in the false report.

"NASCO Group is one of the leading companies in Nigeria, with an acknowledged legacy of working towards the economic growth and development of the nation, while positively impacting the lives of millions of people. Since 1963, the company had been committed to best practices in the manufacturing of quality products of international standards."

Still on the release "We therefore firmly reject this false report, which was done in a clearly orchestrated manner with malicious intent aimed at causing commercial damage to our successful brands."



NASCO

Hundreds of residents at the Ugha Internally Displaced Persons camp in Benue were ecstatic as they received their food palliative packs from leading telecommunications services provider, Airtel Nigeria under its '5 Days of Love' annual Christmas initiative. Airtel had announced plans to distribute 1,000 palliative packs to five select IDP camps in five states across the country over a period of five days during a held virtual press conference.

Expressing heartfelt gratitude during the kick off of the programme in Ugha IDP Camp, Benue, Makurdi State, one of the camp residents who received their palliative food pack commented, "We want to thank Airtel for what they have done for us, we really appreciate and we are praying to the almighty God to give them wisdom so that they can share this to others who are in need."

"We want to thank them so much for this wonderful gesture they have shown to us today."



And we pray that when they depart here, going to their various destinations, God should guide them safely to where they are going in good condition", he concluded. Speaking at the distribution, the Zonal Business Manager, Benue, Airtel Nigeria, Clinton Alimi, reaffirmed Airtel's commitment to make life better for Nigerians despite the pandemic currently ravaging the country.

"On behalf of us at Airtel, I am happy to be here to start off this year's edition of our annual 5 days of Love Christmas initiative with the distribution of palliative food packs."

"For the past six years Airtel has staged 5 days of Love across 20 cities and has fed well over 20,000 Nigerians through this programme."

Despite the challenges that covid-19 brought upon us, we still have many things to be grateful and thankful for. "Airtel is committed to touching lives

of the underprivileged across the society, as a critical stakeholder in Nigeria, we are also passionate about uplifting the less privilege and providing to the vulnerable as this aligns with our overall CSR of touching lives and improving the standard of living of the less privilege", Alimi concluded. On Tuesday, December 14th, 1000 palliative packs were distributed in Kasaisa IDP Camp in Damaturu, Yobe State while on Wednesday, December 15th, residents of IDP camp in Ekiti State received palliative packs. On Thursday, 16th December, the programme held in Anka, Zamfara State, while distribution concluded at the IDP Camp in Ekende, Ogoja, Cross Rivers State on Friday, 17th December.

The Airtel '5 Days of Love' programme, which is in its 7th edition, is designed to identify with less privileged persons as well as support the downtrodden in communities where Airtel operates. Through the programme, Airtel says it is uplifting the less privileged and providing support for the vulnerable as a CSR theme of touching lives and improving the standard of living of the less privileged.

Leadng telecommunications services provider, Airtel Nigeria, has been awarded 'Best Brand in Storytelling' and 'Excellence in Internal Communication' at the just concluded Lagos Public Relations and Industry Gala (LaPRIGA) award.

LaPRIGA, a platform at the instance of the Lagos Chapter of the Nigerian Institute of Public Relations (NIPR), is regarded as a credible award source by communications professionals in Nigeria and also considered as the foremost conclave for reputation managers and public relations practitioners in Nigeria's commercial capital.

Commenting on how Airtel emerged the 'Best Brand in Storytelling,' the award organizers said the telco has consistently leveraged on the transmedia storytelling approach to tell compelling and coordinated story experiences as evident in its 'Airtel Touching Lives' series and its integrated campaign on superior 4G network experience, which has appeared on different channels including online and offline channels.

The organizers also noted that Airtel skillfully leveraged its Internal Communications platform to boost employee engagement, interaction and productivity despite the fact that its Banana Headquarters has been shut down for over 21 months and employees are still working remotely.

Emeka Oparah, Vice President, Corporate Communications & CSR, Airtel Nigeria, received the award on behalf of Airtel at a colourful Gala night held at D'Podium International Event Centre, Ikeja, Lagos.

In his remark, he thanked the organizers of the event for their consistency in promoting excellence in the PR practice as well as always challenging professionals to go the extra mile in contributing to the development of the PR profession in Nigeria.

Oparah also commended his colleagues at Airtel for their outstanding work.



"I dedicate this to my team members and our PR Agency (CMC Connect), who do the heavy lifting, and members of the Airtel Family for entrusting a special part of the business to my care," he said.

Inaugurated five years ago, the LaPRIGA Awards is regarded as the communications industry Oscars, aimed at recognizing excellence, celebrating practitioners, corporates, and stakeholders via awards dinner, and to boost professionalism and more investment in the Public Relations practice.

Over 400 leading communications professionals in consultancies, government, corporate and not-for-profit organizations, captains of industry including media personalities, academia and C-Suite executives from across various sectors and industries attended this year's edition of the event.

FIRSTBANK, DRIVING DOLLAR REMITTANCES, ECONOMIC GROWTH VIA IMTOS - BY CHINWENDU OBIENYI



For centuries, there have been heated debates over the sources of economic growth in developing economies and why some countries reflect strong economic growth compared to others.

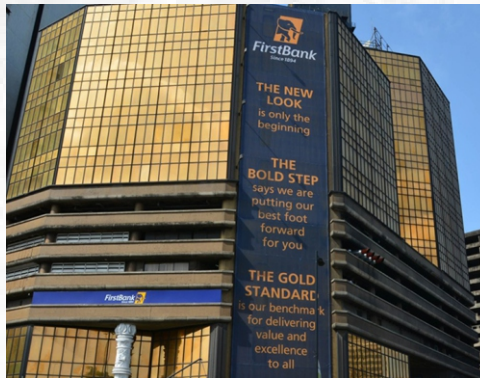
The hypotheses have often centred around crude oil, agriculture, revenues, private capital, bubbling stock market, stable security, low unemployment rate, high standard of living amongst others. But in recent times, one factor that has been added to this list is diaspora remittances as it is one of the major international financial resources, which sometimes exceed the flows of foreign direct investment (FDI). Remittances promote economic growth by increasing household income and increasing income creates the opportunity to boost consumer spending, accumulation of assets, promotion of self-employment, and investment in small business. Data from the World Bank in 2014 indicates that global remittances stood at \$430 billion dollar in 2011 and was 0.31 per cent of global GDP in 2009.

The impact of remittances on any economy is more profound in developing countries because they receive \$307.1 billion of the total N416 billion inward remittances, amounting to about 74 percent.

Remittances also account for about 27 percent of the GDP of developing countries. According to the World Bank, remittances flows to the developing world have reached \$414 billion in 2013 (up 6.3 per cent over 2012), and are now, behind foreign direct investment, the second largest source of external financial flows to developing countries.

Daily Sun investigations reveal that the enormous upward movement in remittances payments may be attributed largely to two factors, namely; immigration between developing and developed countries, which increased dramatically in the past 20 years and declined in transaction costs as technological improvements have allowed for faster, lower cost mechanisms for the international transfer of payments between individuals.

This means that it is different from other external capital inflows like foreign direct investment, foreign loans and aids due to its stable nature. Little wonder why the Central Bank of Nigeria (CBN) unveiled a new policy in 2020 that granted unfettered access to forex from the diaspora and other money transfer remittances like Western Union and MoneyGram.



The bank also clarified transactions that are eligible under the policy in line with global best practices. The policy allows beneficiaries of diaspora remittances through International Money Transfer Operators (IMTOs) to henceforth receive such inflows in the original foreign currency through designated bank of their choice.

It explained that the new regulation was part of efforts to liberalise, simplify and improve receipt and administration of diaspora remittances into Nigeria. Under the new policy, recipients of remittances may have the option of receiving such funds in foreign currency cash (US Dollars) or into their ordinary domiciliary account. "These changes are necessary to deepen the foreign exchange market, provide more liquidity and create more transparency in the administration of Diaspora remittances into Nigeria," the apex bank stated. It explained that the changes would help finance a future stream of investment opportunities for Nigerians in the Diaspora, while also guaranteeing that the recipients of remittances would receive a market-reflective exchange rate for their inflows. Backed by these words, several commercial banks swung into action to tap into this virgin zone by introducing a variety of offers that yield fruits as more remittances started coming in. However, the CBN in March 2021, in a bid to encourage more inflows, introduced a new incentive tagged "Naira 4 Dollar Scheme".

In a circular signed by Saleh Jibrin, CBN's Director, Trade and Exchange Department, said, the scheme would allow all recipients of diaspora remittances to be paid N5 for everyone dollar received. This explains why First Bank of Nigeria Limited chose to expand diaspora remittances inflow into the country by increasing its network of International Money Transfer Operators (IMTOs) targeted

at easing accessibility of its customers to receive money from close to 100 countries across the world in a safe and secured manner. Before then, it was on record that FirstBank has maintained a long-standing partnership with Western Union, MoneyGram, Ria, Transfast, and WorldRemit.

The Bank is also in partnership with other IMTOs including Wari, Smallworld, Sendwave, Flutherwave, Funtech, Thunes and Venture Garden Group to promote remittance inflows into the country, thus putting Nigerians and residents at an advantage in receiving money from their families, friends and loved ones across the bank's 750 branches especially in this Yuletide season. For potential customers without an existing domiciliary account, they can have their dollar account automatically created for their remittances and can also receive inflow directly into their account through Western Union.

In addition, FirstBank has launched its wholly owned remittance platform named First Global Transfer product to promote the international transfer of funds across its subsidiaries in sub-Saharan Africa. These subsidiaries include FBNBank DRC, FBNBank Ghana, FBNBank Gambia, FBNBank Guinea, FBNBank Sierra-Leone, and FBNBank Senegal. Reiterating the bank's resolve in promoting diaspora remittances, regardless of where one is across the globe, the Deputy Managing Director, Mr Gbenga Shobo said, "At First Bank, expanding our network of International Money Transfer Operators is in recognition of the significant roles diaspora remittances play in driving economic growth such as helping recipients meet basic needs, fund cash and non-cash investments, finance education, foster new businesses and debt servicing. We are excited about these partnerships, as it is essential to ensure our customers are at an advantage to receive money from their loved ones and business associates, anywhere they are across the world." Having been at the forefront of pioneering international funds transfer and remittances over 25 years ago, it is safe to say the bank's wealth of experience and operation in over 750 locations nationwide gives it the edge in the market. With its total principal standing at N100 billion and over one million customers to service in 2020, FirstBank is providing prospective investors wishing to explore the vast business opportunities that are available in Nigeria, an internationally competitive world-class brand, a credible financial partner, thus promoting economic growth and development.

Culled from The Sun

MULTICHOICE REVEALS FESTIVE CONTENT LINEUP FOR DSTV, GOTV CUSTOMER

Leading entertainment provider, MultiChoice Nigeria, has announced a wide selection of content, pop-up channels, key sporting events and a special festive lineup for DStv and GOtv customers this festive season.

The company recently launched a new GOtv package, GOtvSupa, which will focus on an extensive catalogue of general entertainment channels available on DStv such as Honey, Africa Magic Urban, WWE, TL Novelas, Novela Magic, ROK, KIX, Nick Jr and NickToons. worth N5,500.

DStv Customers also get to experience the new Add-Movies functionality which allows customers on lower packages to select premium movie channels to their existing DStv packages at a fraction of the price.

“As part of our commitment to ensure that our valued customers have an enriching entertainment experience, and as Africa's most loved storyteller, we take the Festive season seriously and have a special line-up in store for everyone” says John Ugbe, Chief Executive Officer, MultiChoice Nigeria.

This wide range of added entertainment includes a dedicated Holiday channel which will show, among others, live broadcasts of The Afrima Awards,



which celebrates the rich musical heritage of African continent on Sunday, 21 November, The Experience, which is an annual gospel music concert on Friday, 3 December, a night of powerful music with Unusual Praise on 10 December, Akwa Ibom Christmas Carol on 17 December and The Lituation concert experience on Boxing Day.

Moreover, DStv and GOtv viewers will continue to be given unrivalled access to the most thrilling variety of sporting action anywhere in the world, and the months of November and December of 2021 will only see the volume turned up even higher! From the NFL and NBA on ESPN and ESPN 2 to SuperSport's world class coverage from the likes of the Premier League, La Liga, Serie A, and UEFA Champions League, Europa League and much more!

For customers on DStv, the 2021 Formula 1 season will draw to a close with races in Qatar, Saudi Arabia and Abu Dhabi through November and December. The Golf's PGA Tour will see action from the RSM Classic, while tennis fans can enjoy the WTA Finals and ATP World Tour Finals.

Dstv customers will also get to watch the best fighting action with the UFC. GOtv customers are not left out, they get access to thrilling WWE action, which will feature pay-per-view events Survivor Series and TLC: Tables, Ladders and Chairs before the year is out – also available on Dstv.

For more information on the festive offer as well as other products and services, visit www.dstvafrica.com and www.gotvafrica.com.

DANGOTE GROUP, FOLIO MEDIA AND CREATIVE ACADEMY TRAIN SIXTY JOURNALISTS TO BOOST SKILLS

Dangote Group, a leading manufacturing company in Nigeria whose presence has added value in the Africa economy, recently organized a special training program for sixty journalists in Kano, as part of its Corporate Social Responsibility.

Brandmatters gathered that the company's target with such commitment is organized to sharpen the Multi-Media Skills of newsmen drawn from the North-Western States of Sokoto, Katsina, Kebbi, Kano, Kaduna, Zamfara and Jigawa States.

The training which is in collaboration with the Folio Media and Creative Academy had earlier been conducted previously in other zones of the country.

The three-day workshop is themed: The Convergence Journalism.

At the commencement of the training in Kano recently, the company's Group



Chief, Branding and Communication, Anthony Chiejina, said the training was planned to upgrade the capacity of practicing journalists on multimedia skills.

"The training will help equip newsmen to face the challenges associated with the transition from traditional to the new media while describing the media as a partner in progress." He asserted.

Chiejina described the company's relationship with media as cordial.

In his presentation, a lecturer from the Bayero University Kano, Dr. Mukhtari Magaji urged journalists to prepare for the transition, as the skill will empower them and make them relevant in the new world.

Dr Magaji described convergence Media as a mixture of texts, audio, and video for production and consumption via a single medium of communication. He categorized the overlapping convergence into economic, technological, and socio-cultural.

Other lecturers who spoke at the training program include Dr Bala Muhammad, a former journalist with the BBC World Service in London and lecturer with Bayero University Kano; as well as Dr Saminu Umar, a lecturer with the same University.

Speaking, a participant and founder of Good Governance Website, Dr. Aliyu Machika, said the training was apt as it will enable newsmen from North West Zone to sharpen their skills and economically empower them.

ABDUAL SAMAD RABIU AFRICA INITIATIVE DONATES NEWLY EQUIPPED AMBULANCE TO EKITI STATE

The Abdul Samad Rabiu Africa Initiative (ASR Africa) has donated three brand new fully-equipped ambulances to the Ekiti State Government through the BUA Foundation Health Equipment Support Scheme as part of its commitment to Health, Education and Social Development in Nigeria.

Brandmatter gathered that this donation to Ekiti State brings to 66, the number of ambulances distributed to 19 states since the start of the COVID-19 pandemic in 2020.

While presenting the ambulance to Dr. Kayode Fayemi, Governor of Ekiti State at the Government House in Ado-Ekiti, Ubon Udoh, Managing Director, Abdual Samad Rabiu Africa said the donation is aimed at supporting emergency health response within Ekiti State, which is

in-line with the goal of ASR Africa to give back to the society in the areas of Education, Health and Social Development in Africa.

Commenting to the donation, the Governor Kayode Fayemi stated that his administration remains committed to providing affordable, accessible and quality healthcare to the Ekiti people, and noted that his government had also upgraded various health facilities across the state at the primary, secondary and tertiary levels.

He went further to thank Alhaji Abdul Samad Rabiu for his visible commitment to creating lasting developmental impact in Africa through ASR Africa and the BUA Foundation.

The brainchild of African Industrialist, Philanthropist and Chairman of BUA Group, Abdul Samad Rabiu, the Abdul Samad Rabiu Africa Initiative (ASR Africa) was established in 2021 to provide sustainable, impact-based homegrown solutions to developmental issues affecting Health, Education and Social Development within Africa.



L-R: Mr. O'tega Ogra, Group Head, Corporate Communications, BUA Group; Mr. Ubon Udoh, Managing Director, ASR Africa; and Mr. Kayode Fayemi, Executive Governor, Ekiti State during the handing over of the 3 ambulances in Ekiti State.



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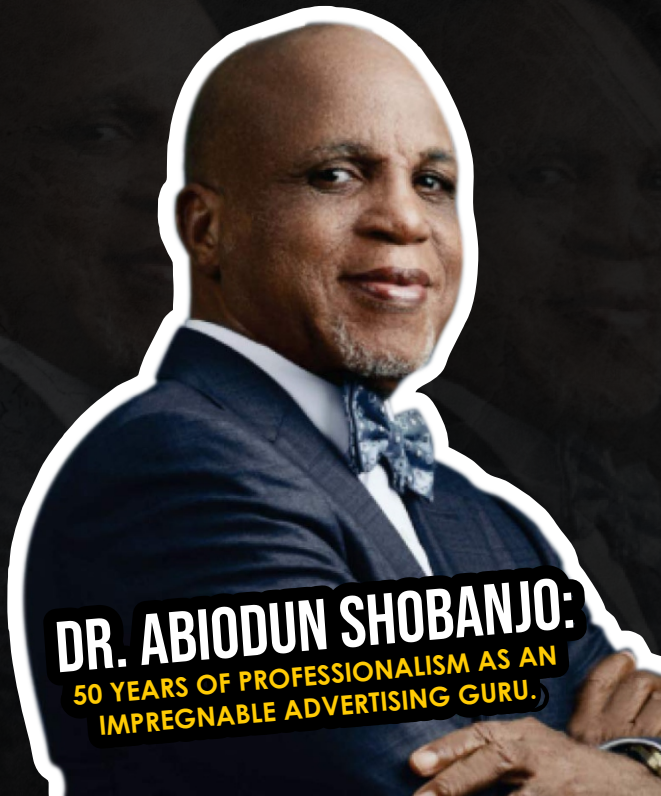
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OSUN STATE GOV, OYETOLA INAUGURATES \$500,000 LIONS CLUB COMPREHENSIVE EYE CARE CENTRE IN OSOGBO ...says citizens' health topmost priority of his Govt

As part of efforts to improve the wellbeing of people of the State, the Governor of Osun, Adegboyega Oyetola on Thursday inaugurated the newly rehabilitated and revitalised comprehensive eye care centre in Osogbo to scale up access to quality eye service in the State.

The new eye care centre situated within the premises of the State Specialist Hospital, Osogbo, is a joint project of the Osun State Government and the Lions Club International, Multiple District 404 Nigeria.

The initiative was aimed at offering ophthalmological, medical, surgical and optical comprehensive eye care services to the citizens and people of the neighbouring states.

It would be recalled that Governor Oyetola in February, 2019, signed a Memorandum of Understanding, MoU, with the Lions Club International, Multiple District 404, to revitalise the eye care centre to better serve the people of the State.

Commissioning the centre recently, Governor Oyetola said treatment of and care for the eye was a critical component of the health initiative of his Administration.

He added that the initiative was one of the many achievements of his Administration in its three years of existence, noting that health and wellbeing of the people remains a topmost priority of his government.

On how the comprehensive eye centre came to being, Oyetola said: "In year 2019, the State government entered into a Memorandum of Understanding with Lions Club International to erect a fully-equipped Comprehensive Eye Care Centre and to employ competent and qualified staff, including Eye Specialist Consultants to ensure universal eye health for all.

"The eye is undoubtedly the light of the body and a good and functioning eye is an important part of our daily living.

"In view of this truism, our Administration embraced the Eye Care Project in conjunction with Lions Club International in setting up a high- standard and well-equipped comprehensive eye care centre for the use of the citizens of Osun State and beyond at the State specialist Hospital, Asubiaro, Osogbo, to offer ophthalmological, medical, surgical and optical comprehensive eye care services.

"Though the Covid-19 pandemic was a major reason for the delay in opening this eye care Centre, we are grateful to God that the project has been completed and is now ready for use, hence our gathering here today for the inauguration.

"This initiative is one of the many achievements of our Administration in its three years of existence.

"I wish to note that the Lions Club International with the full support of my government renovated an existing structure at the State Specialist Hospital, Asubiaro, Osogbo, and equipped the building with state-of-the-art equipment with the goal of providing excellent eye services to our population.

"Some Personnel have been trained in India to provide clinical services as well as equipment maintenance services.

"Our government also gave approval for employment of key technical staff and facilitated port clearing of imported equipment to be used in the Centre," Oyetola added.

Speaking earlier, the Special Adviser to the Governor on Public Health, Pharmacist Olasiji Olamiju, said the project was another testimonial of the Oyetola's unprecedented commitment to the welfare and good health of the people.

Olamiju who disclosed that about 500, 000 US dollars was expended to revitalise the centre said "it is not only built but equipped with state-of-the-art facilities that will aid adequate treatment.

"It is a centre where referral can be taken care of. This will complement our efforts in making quality, qualitative and affordable health service available for the people," he added.

In his remarks, the District Governor, Lion Clubs International District 404 B2 Nigeria, Kayode Oshinuga, commended Governor Oyetola for the express approval given to take the dream of the project to fruition.

He said the commissioning of the project was another giant stride in the landmark of charitable projects undertaken by Lions Clubs as it adds to the growing list of proud interventions of the club in all areas of public health and well-being.

"I cannot but acknowledge the support and cooperation of the government of Osun while the construction and equipping of this project lasted. We are confident that the project would be put to proper use for the benefit of the communities," Oshinuga said.

In his welcome address, the project chairperson, Lion Kola Oyekanmi, lauded the Administration of Governor Oyetola for investing hugely in the health sector since the assumption of office.

Oyekanmi, who described the project as a welcome development to stimulate the health sector noted that it would go a long way at enhancing eye care service in the State.



L-R: Lion Kayode Oshinuga, District Governor, 404B2 Nigeria; Lion Engr. H.O.B Lawal, Past International Director, & Grant Administrator; Mr. Adegboyega Oyetola, Executive Governor, Osun State; Lion Kola Oyekanmi, Project Chairperson; Lion Seyi Michael, Chief of Protocols, District 404B2 Nigeria; Lion Babatunde Raji, Cabinet Secretary, District 404B2 Nigeria and Lion Dosu Gidigbi all at the Commissioning of Lions Club Comprehensive Eye Care Centre in Osogbo, Osun State

BJAN Conference: Expert Advocates Dialogue On AISOP, Unconscionable Contracts

A veteran Integrated Marketing Communications (IMC) lawyer and Managing Partner of Gee Law Firm, Mr. Nosakhare Uwadiae, has urged stakeholders displeased with the new Advertising Industry Standard of Practice (AISOP) document to embrace dialogue in the interest of bringing sanity to the industry.

He also warned IMC agencies to be careful with the document they sign with brands as most of those contracts fall within the regime of unconscionable contracts.

Nosakhare made this known at the Brand Journalists Association of Nigeria (BJAN) 9th Annual General Meeting/Conference held at Presken Hotel, Opebi, Lagos recently where he spoke on the sub-theme, "Advertising, Impartiality and Regulation" based on the theme of the 2021 conference: "Media Management in Difficult Times".

Commenting on the contract signed between agencies and brands, he emphasised that most contracts are unfair and at times adapted from other countries which are not in line with the laws of the land, adding that most of the contracts have unfair contract terms and unequal bargaining powers.

"From experience, it is observed that most contracts between clients and agencies are bereft of equity. More often, the contracts are more to the advantage of clients (one-sided) and the agencies' bargaining power is weak because of desperation to get business from the client. Most of the contracts clients sign with agencies falls within the regime of unconscionable contracts," he stated.

Speaking on AISOP, Uwadiae stated: "I would recommend that Advertising Stakeholders in Nigeria should take another look at the AISOP and come up with balanced recommendations. A short, medium and long-term assessment of the recommendations should be candidly reviewed to make recommendations that will be far-reaching in the interest of all parties. There should also be an agreement amongst stakeholders for review of the AISOP every five years to plug gaps and adjust to current realities. This should be part of the AISOP. More engagement should be encouraged and all stakeholders should shun grandstanding. We must work together for the collective interests of the industry."

Noteworthy, according to APCON, AISOP is a business framework that seeks to improve mutual respect, eradicate unfair advantage, unethical competition, and

inequitable engagement terms between stakeholders in the Advertising and Marketing Communication sector of the Nigerian economy which took effect from the 6th of October 2021

The AISOP code captures engagement policy, how stakeholders engage agencies, payment terms, and commission, remuneration, disengagement protocol, returns on advertising investment and measurement, peaceful resolution, and other related protocols. However, the Advertisers Association of Nigeria (ADVAN) rejected the AISOP code, stating that it infringes on the rights of private entities to determine their contractual terms.

Stating the benefit of self-regulations like AISOP, the IMC legal expert said:



L-R - Mr. Goddy Ofese, former Chairman, BJAN; Mr. Afolabi Idowu, Immediate Past Chairman, BJAN; Mr. Nosakhare Uwadiae, Esq, MD Partner, Gee Law Firm; Miss Blessing Umebali, former Auditor, BJAN and Peter Jones Ailuro, former electoral committee chairman, BJAN all at the just concluded BJAN 9th Annual General Meeting/Conference held in Lagos recently.

"Marketers benefit from self-regulation because responsible advertising helps build consumer trust in brands, which in turn builds brand loyalty and increases sale."

On another note, Nosakhare said AISOP should have taken cognisance of the fact that some agencies do not live up to the service-level agreement (SLAs) and do not act as strategic business partners to clients and even when clients pay, some agencies and media independents do not pay third parties

"If not properly handled, it could worsen the present situation of payments. There is need to have more engagements with ADVAN so that realistic timelines can be agreed upon based on SLAs and KPIs," he pointed.

Earlier in his welcome address, immediate past Chairman of BJAN, Afolabi Idowu said the association picked the theme and subtheme to address salient topical issues in the industry and help members get a firm grasp of the issues so as to be able to provide the sound analysis and reportage

Nigerians and other stakeholders need for better understanding of the subject matter.

"We believe that the knowledge shared at this event today would deepen the knowledge base of individuals, groups and the entire Nigerian ecosystem.

"We thank the brands and organisations that embraced the strategic marketing opportunities that this event provides to consolidate and deepen the visibility and presence of their product and services in the marketplace," Idowu enthused.

Recall that the association held its maiden edition of the conference in 2013 in Abeokuta, the Ogun State capital, with the theme: "Repositioning Centenary Brands to Align with Modern Realities" while the 2020

edition held in Lagos had "Consolidating Nigeria's Agricultural Revolution: Challenges, Opportunities, and Lessons" as theme.

BJAN is repositioned to become a major thought leadership stakeholder group in advancing the

objectives of the IMC industry in Nigeria and would be driving a lot of key topics affecting the industry to this effect.

At its AGM, it elected new executives that would pilot the affairs of the association for the next three years.

They include Clara Chinwe Okoro of Brandworld Media as Chairman with Lukman Ishau of Marketing Space as Vice-Chairman.

Others are Adejuwon Osunnuyi of the Daily Bells Newspaper as General Secretary, Adedayo Odulaja of New Telegraph as Assistant General Secretary, Melvin Udosen of Brand Essence as Treasurer, Olufemi Adeyemi Matthew of Brand Icon Image as Financial Secretary and Amechi Obiakpu of ESPI News as Chief Information Officer (CIO).

The sixth edition of the Lagos State PR Industry Gala and Award (LaPRIGA), which was held on Saturday December 18, 2021, lived up to its billing as leading communication professionals in consultancies, government, corporate and not-for-profit organisations, captains of industry, media personalities, academia and C-Suite executives from across different sectors and industries converge to celebrate professional excellence.

Over twenty honourees from public relations consultancies, practitioners in the public and private sectors, stakeholders, and the media were honored with colorful figurines in different categories.

Three individuals – Yeye Agnes Shobajo, Mr. John Ehiguese and Dr. Phil Osagie – were honored with the Lifetime Achievements Award for their outstanding contributions to the Lagos State Chapter of NIPR and the PR Profession over the years.

Here is the list of all the winners:

1. Bolaji Abimbola - PR Practitioner of the Year
2. Integrated Indigo - Agency of the Year
3. Carole Oghuma (Multichoice Nigeria) - Corporate Communication Practitioner of the Year
4. Joshua Ajayi (Brand Communication) - PR Journalist of the Year
5. Marketing Edge - PR Magazine of the Year
6. Gboyega Akosile (Chief Press Secretary, Lagos State Governor) - Outstanding Public Affairs Practitioner of the Year
7. Airtel Nigeria - Best Brand in Storytelling
8. Red Media - Best Innovation in PR
9. Black House Media - Best Use of Digital Tools for PR Campaign
10. Godfrey Adejumoh - Rising PR Practitioner
11. Abiodun Ajala (Thisday) - Photojournalist of the Year



APRA President, Mr. Yomi Badejo-Okunsanya Perm Sec. Lagos State Ministry of Information, Mr. Shina Thope; VP, Corporate Communications and CSR, Airtel Nigerian, Mr. Emeka Opara, and the Chairman of Lagos NIPR, Mrs. Comfort Nwankwo an at the event.

12. Funso Aina (MTN) - Best in Crisis Management
13. Nkechi Alli-Balogun - Most Inspiring PR Practitioner
14. Stanbic IBTC - Corporate Sustainability Award
15. Airtel Nigeria - Excellence in Internal Communication
16. MTN - Excellence in Community Relations Award
17. Access Bank - Excellence in Corporate Communications (Team)
18. Nigerian Army School of Public Relations and Information (NASPRI) - Outstanding Armed Forces PR Training Institution
19. Nigerian Maritime Administration and Safety Agency (NIMASA) - Outstanding House Journal

Lifetime Achievement Award

1. Yeye Agnes Shobajo
2. Mr. John Ehiguese
3. Dr. Phil Osagie

In her welcome remark, the Chairman of the Lagos Chapter of NIPR, Mrs. Comfort Nwankwo noted that: "Today's event is further proof of our commitment to continue to maintain leadership in professionalism and excellence."

She congratulated all the nominees for this year's LaPRIGA, while stating that "they all deserved to win."

The Lagos NIPR Chairman challenged members to set the agenda for stakeholders' engagement and lead the discus to reawaken national consciousness.

As part of the activities for the event, there was a drama skit that amplified the Institute's CSR initiatives, tagged: Extra Mile Projects (formerly called Anti-Connect), an advocacy agenda to give back, touching lives, especially people living with Autism Spectrum Disorders [ASD].

A percentage of the profit from the event has been set aside to promote this initiative.

Meanwhile, in order to solidify its leading status among the state chapters of the Nigerian Institute of Public Relations (NIPR), the Lagos Chapter members' unanimously approved the motion moved by the President of the African Public Relations Association (APRA), Mr. Yomi Badejo-Okunsanya, to forthwith refer to the Lagos Chapter of NIPR as the 'Premier Chapter'.

“We are building Brands and Brand Drivers that are driving the economy of the world”- **Ms Clara Chinwe Okoro, BJAN Chairman.**

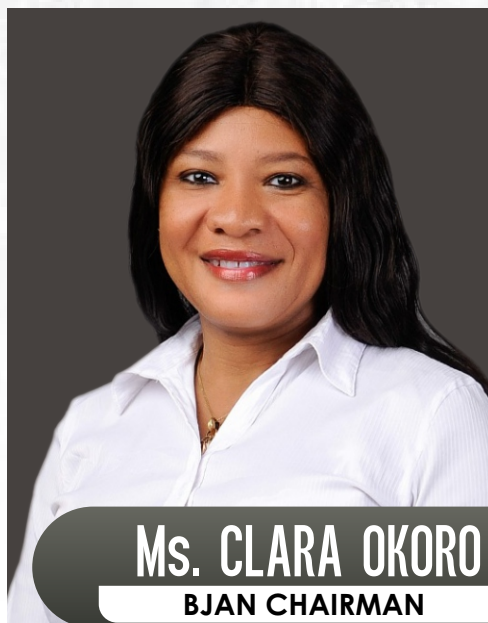
Clara Chinwe Okoro is an eloquent television personality, a prolific writer and of course the Executive Producer of Brandworld Television whose leadership style is democratic. Okoro, believes that the brand journalists association of Nigeria (BJAN) through their writings and content developments have helped in shaping perceptions, either make or mar these entities is what has positioned the beat association from other beats. The fair-skinned lady recently granted interview with **Brandmatters Magazine** shortly after the BJAN election, which she emerged as the Chairman. She speaks about her leadership styles, 3 point agenda for the association and amongst other key issues.

Let's start by congratulating you as the Chairman of Bjan to pilot the affairs of the association in the next 3Years.

Thank you very much for the congratulatory message, highly appreciated.

Could you pls take us through your educational background and who Clara Chinwe Okoro is?

I started off at Onward Nursery and Pry School in Surulere Lagos 1974-1979 Then on to Methodist Girls High School Lagos 1979-1984 And then to University of Lagos 1985-1990.



I am Clara Chinwe Okoro, I was born in Mbano Eastern Nigeria and lived most of my life in Lagos Nigeria, attending all my schooling years and began my work life there also. I come from a Family of 6 children of, which I am the eldest.

What caught your fancy into Journalism, and what's the idea behind it?

I am a voracious reader and I loved the world of communication growing up. TV, Radio, magazines, I was always interested in finding the current status of goings on in the world so I would say that spurred my interest in journalism.

Prior to Brand World TV, where have you worked?

I started off my working life as follows, first at Gulf Oil Company Nigeria Ltd-1990-1991:

Journalist National Youth Service, Afrohand Nigeria Limited – 1992-1995 –Documentary Research Officer. MC&A Advertising Limited - 1995-1996 Copywriter Ziess Limited - 1996-2003. Tv Producer Brandworld Media -2003 – to date as Executive Producer/Coo Onwheels Magazine - Columnist (Branding) Ice Magazine – Publisher, and My Beautiful Africa---2014-To Date as Founder/COO.

How do you feel about your new post?

It is with utmost and necessary gratitude that I am once again relaying my appreciation for the mandate handed over to me by an overwhelming majority of our members to guide our course and chart ground breaking deliverables for members. I feel very honoured and deeply appreciate my members who are also my family.

Give 3 things that a leader should focus on that should spur his drive in result hunt? Empathy ; Team Building; and Humility.

I Feel very Honoured and Deeply Appreciate My Members who are also my Family.

“We are building Brands and Brand Drivers that are driving the economy of the world”- Ms Clara Chinwe Okoro, BJAN Chairman.

Could you please shed more light on your 5 point agenda and what should Bjan be expecting of the association under your leadership as the chairman?

It's actually a 3 point agenda of COLLABORATIONS; WELFARE; and PARTNERSHIPS. COLLABORATIONS, my executive will collaborate with different corporate organizations for capacity building, trainings, events and pitching for funds. WELFARE, the most important accomplishment would be for us to activate and materialize the BJAN Estate, which would put an end to the problem of housing for our members and also how we can make BJAN Financially self-sustaining through investments to take care of member's needs. PARTNERSHIPS, not much can be achieved by any organization in this day and time without partnering with other likeminded organizations to succeed in achieving their set goals. So, we would seek partners that can deliver through, funding, barter, alignments and processes development.

What is it that BJAN is doing differently from other Beats?

We are building the Brands and Brand Drivers that are driving the economy of the world.

Our writings and content shape perceptions, and either make or mar these entities, so this is what sets us apart as a beat association.

What is your view on imprisonments of journalists, kidnappings, killings, abductions etc, without true justice. And what in your opinion should be done?

In plain words we are looking at a failed system, there is no justification whatsoever for Nigeria to be in this position but it looks like we are yet to find the will to change this ugly situation. It is obvious some powers that be are benefitting from this chaos and that's why it has been difficult to curtail.

What do you have to tell your members in terms of commitment?

I am counting on all of them and we are going to form a formidable cohesive front to achieve these results in no distant future. The future looks exceedingly bright for BJAN and my administration would do everything within our capacity to make BJAN a globally recognised IMC organisation.

This can only be achieved with the quality of the output of BJANs content in the right spaces and the repository of our collective talents through our writeups and electronic contents and how it is shaping thoughts and narratives in the industry both in Nigeria.

This is no time to play small anymore you have worked hard to build successes for companies and by extension lives of individuals in those organisations.

You and your families can and will benefit from that success as you deserve it We will create a strategy document which would be a road map guiding us in the short medium and long term to achieve these goals.

We would run an inclusive government and none would be left behind.

3 years is not a long time so we will hit the ground running and with all your support we will triumph over every single obstacles and deliver the BJAN of our dreams.



Afolabi Idowu Celebrating the Newly Elected Chairman of BJAN, Clara Okoro after the Election

“We are building Brands and Brand Drivers that are driving the economy of the world”- Ms Clara Chinwe Okoro, BJAN Chairman.

In your view, what are the elements that make up a true brand?

Two things are really important to shape this outcome.

First is the right Brand Personality, i.e. Colours, tone, image, perception etc.

And secondly delivery of your Brand Promises to the consumer.

How can we change this narrative that when a Woman is successful in her chosen field, people tag it as she must have used the influence of her Father or through other means instead of looking at the Content she has acquired as a Human Being or her intelligence?

My take has always being that you must focus on the future before you and ignore distractions. When we bring out the organ known as the brain from a man and woman you can hardly tell the difference.



The place of tradition and Culture is gradually being blurred by the rise of the modern life style. In cities the working system has made it imperative for most women to live alone, women are discarding various limiting beliefs that could be traced back to tradition and culture.

Besides women have never had it so good unlike in the current time in the world, so many support systems to succeed to bridge the gender gap in the corporate world.

There is always a tiny line with Culture and Tradition, when it comes to a woman who has got to her prime in life. How can this be balanced?

The place of tradition and Culture is gradually being blurred by the rise of the modern life style. In cities the working system has made it imperative for most women to live alone, women are discarding various limiting beliefs that could be traced back to tradition and culture, so, they can embrace their new life and maintain their mental health, and some of the original cultural beliefs and traditions are still being practiced quite alright but with some modifications.

As a top lady in your chosen field, how do you cope with business deadlines, & stress?

It's quite a daunting challenge but I try my best to cope by balancing out with me time for my mental health. I step down on some offers and I also try the time allocation method so I can meet my deadlines.

Who are your mentors & role models?

My major role models are my Mother and late Father other mentors and role models are in the league of Richard Branson; Elon Musk; Cosmas Maduka; Ngozi Okonjo Iweala and Angela Merkel.

What comes to your mind when you heard of Dr. Ngozi Okonji -Iweala, do you identify with any of her leadership skills and strategies,?

She is an astute technocrat and has accomplished quite a lot to the benefit of women worldwide. She has always exhibited impressive Leadership traits that are inclusive in nature and tilts towards gender balance.

What defines you & could you kindly give three words that reflect your leadership style?

My simplicity defines me. 3 words that define my Leadership style are Democratic; Inclusive and Participative.

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Calcium	- 39.70
Magnesium	- 14.00
Silica	- 17.80
Zinc	- 0.30
Copper	- 0.02
Chloride	- 28.50
Sulphate	- 19.70
Nitrate	- 0.97
Sodium	- 8.50
Fluoride	- 1.00
Potassium	- 1.00
TDS	- 335.0
Conductivity	- 671.00
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According to Steven Johnson, a science author and media theorist, if you look at history, innovation doesn't come just from giving people incentives; it comes from creating environments where their ideas can connect. This statement truly depicts the structure, attitude and professionalism that Dr. Shobanjo brings into the marketing and advertising sector not only in Nigeria but Africa predominately, little wonder Late Torgbor Mensha, Founder & DDP Outdoor Advertising Limited Accra, Ghana stated in an interview describing Dr. Shobanjo as a teacher and a mentor'. **The Publisher/Editor-in-Chief, Blessing Umebali**, narrates his world, golden jubilee in advertising sector, background, managerial style amongst others.

HIS BACKGROUND

The advertising guru whose managerial style is tailored to his 'I-can-do-spirit' was born on December 24th, 1944 in Jebba, Moro local government area in Kwara State, Nigeria to father Joseph Shobowale Shobanjo and a mother, Morinatu Shobanjo. His father's job as a Weighbridge Superintendent saw him moving across Nigeria from Jebba to Zaria to Enugu.

Due to instability of his father's job movement, Dr. Biodun Shobanjo at age 8 had already attended schools in two different cities. So, when his father was transferred to Enugu, he decided that his son, Biodun, who had started school needed some measure of stability, so, he planned for Biodun to head for Lagos where he was enrolled at Ijero Baptist School.



Dr. Abiodun Shobanjo
Advertising Guru

Brandmatters gathered that after an attempt to attend Methodist Boys High School was truncated, Biodun was sent "home" to Odogbolu Grammar School where his life underwent a sea change under his principal, Victor George Chinwah.

In 1957, catastrophe happened and it was a blow that spurred his true personality, just like one of the motivational books authored by Joyce Meyer 'never give up.' He didn't give up on the death of his father who died at the age of 49 even though the demise caused him is education beyond secondary school level.

The sweet story was that his determination, focus and I can-do-spirit pushed him into the reality of life as he faced it head-on. So, he was compelled to get a job. His first job was in the Customs and Excise Service, then at the National Broadcasting Corporation before heading to Advertising Grant where he cut his teeth in pure advertising.

CAREER & INDUSTRY IMPACT

The quote from Milton Hershey on "Give them quality. That's the best kind of advertising"; is an extract to put a figure on the type of structure, attitude and professionalism that Dr. Shobanjo brought into his career. He commenced his communication career in the program department of the Nigeria Broadcasting Corporation. The Advertising rare talent rose to the post of Deputy Managing Director of Grant Advertising before he clocked 30 Years. And in 1979, he cofounded Insight Communications (now Insight Grey). He is the Chief Executive Officer of the e new reality TV series, The Apprentice Africa, Chairman of Troyka Holdings Ltd, which is a group company of Azzagai, Media Perspective, The Quardrant, Optimum Exposure, MediaCom, Insight Communications Ltd as well as Halogen Security with nearly ten thousand Nigerians working in the aforementioned companies. This is the kind of leadership that John Mellecker once quoted, "leadership is the creation of an environment in which others are able to self-actualize in the process of completing the job".

"I was young when I left Grant advertising and young people are very daring, so it didn't cross my mind that I wouldn't make it. Again, without meaning to be immodest, I really have never failed in my life."

The brand icon who started his career at a young stage of his life is a leader of leaders. He said, "I was young when I left Grant advertising and young people are very daring, so it didn't cross my mind that I wouldn't make it. Again, without meaning to be immodest, I really have never failed in my life. If you're not used to failing you don't even contemplate failure." He stated in one of his interviews. Shobanjo listed four essential elements that are ingredients for success, Professionalism; Honour; Integrity and Passion. They come in any order but if you have these four things, chances are that you're going to succeed." Shobanjo submitted.

The consummate advertising and marketing communications expert is a chartered member of British Institute of Public Relations and British Institute of Marketing whose aptitude and managerial styles has helped built high ranked leaders in advertising and marketing and communications industry etc.

His business style has favoured a mentoring ambience, which has spawned protégés who are leading lights of the advertising and marketing communications industry in Nigeria today. He was also at the College of Marketing, Cookham, and Maidenhead, England where he obtained the College's Certificate in Marketing. Dr. Shobanjo is a fellow of the Advertising Practitioners' Council of Nigeria, APCON, fellow of the Commonwealth Journalists Association, and a past president of Association of Advertising Agencies of Nigeria. The mentor of mentors is the first Ambassador-General of Mass Medical Mission of National Cancer Prevention Programme.

VIEWES ABOUT HIM

Taking few lines from the publisher of Yes Magazine, Azuh Arinze's 50 takeaways from Biodun Shobanjo's Biography- SHOBANJO IS A GREAT MAN: Even if his enemy is saddled with the responsibility of chronicling the story of advertising in Nigeria, a chapter MUST be devoted to Shobanjo.

And the reasons are legion. Other than his personal contributions and sacrifice, no other agency, arguably though, has produced his intimidating list of mentees, especially those that passed through his group – Udemé Ufot of SO&U; Funmi Onabolu of Batters Cosse; Enyi Odigbo of DBB Lagos; Lere Awokoya of TBWA Concept; Lanre Adisa of Noah's Ark; Bolaji Okusaga of Precise; Longley Evru of Angels Communications; Chuddy Oduenyi of Compact Communications; Vincent Oyo of TQC; Osaremen Emokpae of Peapo Co Group; Gbemi Sagay of S.H.O.P.S; Phil Osagie of JSP; Paris Agaro of Franchise; Georgie Umunna of Hot Shoppe and George Noah of LASAA, among others.

Shobanjo, truth told, has a knack for spotting and nurturing talents. NEVER PUT ALL YOUR EGGS IN ONE BASKET- In the mid 80s, and notwithstanding that he was sitting pretty at the top, in his sector, Shobanjo still knew that it was time to diversify and ignite multiple streams of income. Thus the berthing of Klinsite Outdoor Service, later rechristened Optimum Exposures, The Quadrant Company (TQC), MC&A, etc. He even tried newsprint importation and boat acquisition in Akwa Ibom State, which both failed. LEARN FROM YOUR MISFORTUNES-Four heavily armed robbers visited his home on January 30, 1992. And despite how obnoxious the experience was and still is to him and his family, Shobanjo went away with a lesson – and that's the need to provide better security services and fill a huge gap that exists there in Nigeria. He plunged into the security business six months after, and the result is Halogen Security Company, which currently ranks among the best in their sector, employing thousands of workers.



Managing Director of Havilah Books, Lanre Adesuyi (left); Mrs. Joyce Shobanjo, Chairman, Troyka Holdings, Dr. Abiodun Shobanjo; chief launcher, Chief Oladele Fajemirokun; author, Mr. Dotun Adekanmbi; reviewer, Mr. Ray Ekpu and Pastor Tunde Bakare at the public presentation of *The Will To Win: The Story Of Biodun Shobanjo* few years ago.

HIS TAKE ON LEADERSHIP/YOUTH

“A leader must be daring and cannot be seen to abdicate responsibility. He or she must manifestly lead from the front, if the boat is sinking, a leader does not keep quiet and pass the buck. A leader must be bold, must own up to his decisions and does not need to sacrifice himself just so he is perceived as a 'nice' leader. A leader must clearly define tasks and be very clear and specific about the parameters for measuring results.”

He said, “when things are not going right, ask yourself, as a leader, what guidance or assistance are you giving? Never take success for granted, always take advantage of whatever you have. Always take into consideration every piece of information in your brief. In every organisation, there will always be politicking. What matters is what you do to rise above it and demonstrate your ability.”

“A leader must be daring and cannot be seen to abdicate responsibility. He or she must manifestly lead from the front, if the boat is sinking, a leader does not keep quiet and pass the buck. A leader must be bold, must own up to his decisions and does not need to sacrifice himself just so he is perceived as a 'nice' leader.”

Shobanjo said he was able to achieve all that was chronicled in the book titled *The Will to Win*, authored by Dotun Adekanmbi, not just because of hardwork and diligence; he was lucky to have interacted with destiny helpers, who believed in his dream. In particular, he commended his partner of over 40 years.

Youths shouldn't give up on their dreams and with the necessary entrepreneurial mindset, they can achieve the unimaginable. He said with proper guidance and support, the young people of Nigeria has a lot to contribute.

In his word, “I believe that young people will find nuggets in *The Will To Win: The Story of Biodun Shobanjo* that will serve as motivation for them to go out there and do things for themselves; for me, that is the thrust of the whole thing. People who have worked with me and have equally become successful in their own rights are positive proof that people can do wonders for themselves.” He asserted.

AWARDS/HONOURS

His dedication and contribution to the industry has been acknowledged by numerous recognitions and honours that include the Doctor of

Letters (D.Litt) Honoris Causa from the Obafemi Awolowo University in 2019; Silverbird Extraordinary Achievement award in 2018; Sun Newspapers; Most Influential Personality in Advertising in Africa by Africa Development Magazine, Ghana; Advertising Man of All Time award in 2013 just to mention a few.

In conclusion to this piece it will be better to bring one of Joshua J. Marine's quotes “Challenges are what make life interesting and overcoming them is what makes life meaningful.”



Dr. Abiodun Shobanjo
Advertising Guru

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When a leader commits self to service of humanitarianism, the communities get better for it and the result is indescribable, then naturally he reaps nothing but more grace to continuously serve humanity and making the world a better place.

The leader is none other than Lion Kayode Oshinugha PMJF, NLCF an exemplary volunteer who is an epithet of humanity. He is the District Governor, 404B2 Nigeria, a leader who so much believes in the Lions motto “we serve”, little wonder the District theme under his leadership is 'Service Our Way OF Life'. Recently, BRANDMATTERS MAGAZINE had an interview with him and he highlights the work done in the different sectors of Lions Clubs International, namely Vision, Diabetes, Childhood Cancer, Environmental Protection and Hunger Relief amongst other humanitarian causes.

Can you walk us through some of the highlights of the initiatives that have been done over the last six months of your tenure?

We started this administration on July 1 to the glory of the Almighty God and to prepare ourselves for the task ahead, we put our heads together. We had leadership training for our club officers and also in the month of August, we went into youth activities where our clubs undertook the training and empowerment of our youths across the district. Some were taught life skills; some were given basic equipment to work. Also in the

month of August, the most memorable event we had was the fundraising and the presentation of the new district governor, which happened on August 8 at Eko Hotels. It was a very memorable and successful event because we were able to raise funds, although not enough, but substantial funds that we needed to carry out the activities for the year.

In September, we continued with our youth program but also added childhood cancer advocacies across our district. Hunger relief projects also took place in our time, where all our members were on the field feeding the hungry and making life a bit more comfortable for them. October came with our eyes initiative because in October we have World Sight Day and that was the first major activity of the district as far as the district was concerned.

The first major activity of the district was on October 14 when we screened over 800 people who had had eye defects. About 250 free eyeglasses were given while we referred about 100 for further checks. Those who needed eye drops were given. Out of the 100 that were recommended for further checks, 50 were recommended for cataracts surgery.

Out of those 50, three of the cases actually touched me; one was a 13-year-old boy. To operate on that boy, special anaesthesia had to be provided to the hospital and other things, and thank God the operation was successful. Also, during the process of preparing those patients who needed surgery, we discovered that two of them are HIV positive, so

we had to provide personal protective equipment that the doctors and nurses would use to protect themselves while carrying out the surgery. If you ask me, that was the most touching part of October and a very fulfilling one.

There are two more reasons why it was touching for me; these surgeries were undertaken at a Lions Club eye centre located at Sango-Ota, Ogun State. This centre was built in 2006/2007 and I remember that I was part of the committee that worked hard to make sure that the project would come to reality.

Out of those 50, three of the cases actually touched me; one was a 13-year-old boy. To operate on that boy, special anaesthesia had to be provided to the hospital and other things, and thank God the operation was successful. Also, during the process of preparing those patients who needed surgery, we discovered that two of them are HIV positive, so we had to provide personal protective equipment that the doctors and nurses would use to protect themselves while carrying out the surgery. If you ask me, that was the most touching part of October and a very fulfilling one.

I am reaping the fruit of it by also sending patients there to be operated on and to the glory of God they all came back successful. We also had a screening at Osun State at the palace of Oluwo of Iwo where about 500 people were screened, eyeglasses were given, eye drops were given, those who were scheduled for surgery would be undertaken this December, and the reason why it has taken this long is that the Lions Club has an ultra-modern eye centre at Osogbo, which is going to be commissioned this month so those patients in Osun State would be the first set of people to utilise that theatre once it is commissioned.

In Kwara State, due to logistics, we haven't had the screening, but it would be done any time from next week as other axis would undergo screening of patients, giving of eyeglasses to those who need it and other eye medications. We would also slate those who need eye surgery. At Ekiti, we also held a screening at the school for the blind in Ikere-Ekiti in October. We discovered two students who were not actually supposed to be in that school because what they actually needed was just minor care, eyeglasses, eye drops, and other antibiotics. But because their parents are very poor and uninformed, once the children start exhibiting issues of eyes sight, they just push them to the school for the blind.

So when Lions got there, they screened all the students there and they found two, and what the doctors told us is that after the surgery they would no longer need to be in the school for the blind because they will be able to see normally. The month of October was personally a joyous and fulfilled one because we were able to reach a lot of people and give sight to many also.

In November, we had the month of diabetes. Diabetes is one of the greatest silent killers of humanity in the world. We did advocacies through social media, carried out virtual lectures and training for people on how to live a healthy life, both for those who are already diabetic and for those who are not even diabetic.

We did about three virtual lectures on zoom for people, not only Lions. On November 13 we had a massive roadshow along with all the areas in Ikeja and after the roadshow, we settled down to screening members of the public at two different locations; one at Computer Village and one under the bridge of Ikeja Bus-stop and people who were passing by branched to have their blood pressure and sugar level checked free of charge.

So many patients were discovered, and because we have a working relationship with the Ilupeju Lions Club Clinic at LASUTH, we referred all those people to LASUTH and the information that is getting back to us indicates that they have begun treatment and management of their ailment. It is also being done in Osun, Ekiti, Kwara, and other areas. So those are some of the highlights of what we have done in the past five months.

"We had the groundbreaking ceremony of our core project, the construction of the Lions Club Eye Clinic at Ogbomosho General Hospital, Oyo State on November 11, and work has started there. There is also an eye clinic which Lions are constructing at General Hospital, Kwara State".



LION KAYODE OSHINUGHA PMJF, NLCF
DISTRICT GOVERNOR 404B2 NIGERIA

As a humanitarian, not just as DG, which of the five Lions focus of the year means the most to you?

I would say Vision. I choose the vision program because we made a lot of impact on the people, and we had the groundbreaking ceremony of our core project, the construction of the Lions Club Eye Clinic at Ogbomosho General Hospital, Oyo State on November 11, and work has started there. There is also an eye clinic which Lions are constructing at General Hospital, Kwara State.

What are the activities that are lined up for December?

December as we know it is a month of merriment, holidays, and fellowship but that does not mean that we would not serve, we would perform extraordinary service and that has started from the World AIDS Day that we have organised, and our outing was awesome.

We had collaboration with Lagos State Agency against HIV/AIDS, which we kicked off some days back where the district governor was given a seat among Lagos State officials to sit with them and was given the last spot to speak. It happened that I was the only one who got applause for that speech.

That opened the month of December for us. At the sideline of that flag off, the Iyaloja of Ikeja approached us and said that she has gone into the market and her people have also requested that we provide BP and blood sugar screening for them.

Tell us about the golf tournament that is to hold on Saturday, December 11. Golf for many people is perceived to be an elitist game and I am sure that there are other sporting activities that you would have considered, why did you choose golf?

Simple, because golf foots the bills. It is played by people who are above the middle class of the society, people who can afford to part with a few of their resources for the benefit of the community and of mankind. Also, we are doing this for the love of Golf. In the course of preparing for this, one of our members is actually involved with 'For The Love Of Golf, and we have so planned it to the extent that Lions are not putting a penny into this but rather proceeds from there would be put together to impact certain communities. So we are not trying to be elitist, but we are trying to get those elites that play golf to also spare a thought for the underprivileged, that is the reason.

After golf, in the next quarter, that is January, between January and March we also would be doing activities for our special athletes and in those areas, Lions are expected to spend money but in golf, we are not spending money because those who play golf are the endowed people but for those special athletes we need to spend money to get them to come and compete and to encourage them to be the best they can be.

In light of Omicron, the new variant of the COVID-19 pandemic and Nigeria is one of the countries that have numbers recorded. Is there any initiative that would create more awareness because it seems people are forgetting that we have a full-blown pandemic on our hands?

COVID-19 awareness has not stopped. We have continued with advocacy on social media, within our meetings, and we have continued to advocate for keeping safe especially now that we are in the fourth wave.

We pray that it would not be as bad as the second and third wave but we are not going to pull our legs off the pedal, we are going to sensitize the general public to keep safe since we don't even know the characteristics of this Omicron.

All those on social media talking are just guessing, the full characteristics have not been determined yet but in that regard, we have to take caution and we are urging all our members to keep safe. In fact, our safety control officer just

discussed with me that we need to step up our advocacies and awareness program for COVID-19.

As a man, are you fulfilled with what you have achieved so far from the beginning of your tenure up until now?

I have only spent five months in the saddle with six months to go. I am not yet fulfilled. I came in to do so many things and to the glory of God we have been able to achieve so many things but we can still do better. Before the end of this month, we are going to have an evaluation session, my cabinet, my team, and we would lock ourselves up in 24/48 hours, no distractions, no phone. We are going to evaluate what we have done, what we have missed, and what we can do better so that in the second half of the year I can come out and say yes, I am fulfilled. But as for now, as much as I have done, I am not yet fulfilled.



L-R- PDG Taiwo Adewunmi; Lion Kolapo Adedeji; PCC Dr. Tesilim Sanusi; PDG Ayobola Samuel; IPDG Ademola Adesoye; DG, Kayode Oshinuga; Dr. Funke Adebajo; PCC Abiodun Adediji; PDG Wesley Kafidiya and SVDG, Prof Dayo Fagbohun all at the first District Retreat held in Ede, Osun State.

If you build it, they will come.” Or so say some baseball movie that everyone seems to quote in times like these. The problem is that it's not exactly true.

Audiences today are more inundated than ever with marketing messages, new businesses and brands, and more tools that promise privacy, security, productivity, ease of use, and efficiency.

Building “it” doesn't mean anything if no one knows “it” exists in the first place.

Enter the brand awareness campaign. Your quest is to put your brand name in front of as many relevant users as possible. That means not spending millions on a billboard when you have no idea who's going to read it. Untargeted campaigns are campaigns that waste money.

So, how do you maximize the success of your brand awareness campaign? Here are the six steps you'll need to take in order to make your campaign successful:

1. Know Who You're Trying to Reach

Do yourself and your brand a favour: Sit down and map out exactly who you're trying to reach. [Campaigns with no targets are campaigns that fail. The problem with these campaigns is that the marketers behind them don't know who they should be talking to in the first place. Only 44% of marketers actually develop buyer personas before they begin their brand campaigns, and 85% of those people aren't using personas effectively. No wonder there are so many bad campaigns out there.](#)

2. Figure Out Where They “Live” Online

After defining who you want to target, you have to figure out how to make sure they actually see your campaign. Are they on LinkedIn regularly? Place ads there. Is there a forum or message board that they frequent? Get involved there. Are there blogs that this type of person reads regularly? Contact the website to see if you can guest-write or have someone write about your brand on that blog. Don't advertise everywhere—Facebook, Pinterest, Snapchat, et al.—if your audience isn't there. You will waste money and messaging because you're going to reach people who aren't your audience.

3. Keep Your Budget in Mind

Only when you know your budget you can then allocate funds properly. Know how much money you have to spend before you start spending. If you don't have much money to spend, it's time to start getting creative: what platform will put your brand in front of the most potential buyers within your target? Use the bulk of your ad funds there. Are there platforms you can get on for free by guest-writing? Use those platforms and get creative about getting that organic search done.

Maybe you sell data security software and you know your audience is on Twitter: set up your brand's Twitter account (using third-party software) to follow anyone who tweets and uses the phrase “data security.” Then interact with them. There are lots of organic things that you can do to get your brand in front of your intended audience. Have a huge budget? Don't make it rain just yet: figure out where the bulk of your money should be spent, which is the platform your audience will typically be on. Use organic, creative approaches where you can. Why? Because you never know what carrot they're actually going to follow.

4. Know What Success Means

How will you know your brand awareness campaign is successful? What are you trying to accomplish through this brand awareness? Is it just awareness? Do you want lead captures and email addresses? Do you want website visits? If you're only tracking awareness, your metrics or key performance indicators (KPIs) will likely be your content's likes and follows, shares and retweets, or impressions and reach. If you want to push your audience through their buyer's journey a bit more, establish that up front.

What numbers do you need to see in order to know that you've done a good job? Figure that out now. In other words, don't look at the data and determine your takeaways; determine your takeaways and then [seek out the data that will match it. And don't be afraid of failing. Retargeting is a necessity in marketing—no one gets it right the first time.](#)

5. Push the Red Button

You've figured out your audience and where they live, you know what you have to spend and have allocated it accordingly, and you know what data you need in order to call this campaign a success. All that's left to do now is craft your messaging, push the big red button, and wait. Congratulations! You put together a brand awareness campaign...and you did it the right way.

6. Don't Forget to Track Your Results: Remember when I said that you can't measure success unless you know what your yardstick looks like? Don't forget to watch those measurements carefully. Look at the data that shows you whether or not you did well according to the KPIs you set up.

Maybe you got more impressions from the Facebook campaign than views on the blog, but you spent more time on the Facebook campaign. Don't forget to track the amount of time and effort each one took as a KPI as well. It's how you'll measure ROI in the future. And remember: don't be afraid to fail and then change things up. Retargeting is designed to let you learn from your data and make better ads the next time around. Compile information, deploy, track. Compile better information from that campaign, deploy another one, track. That's how excellent brand awareness happens.

Untargeted campaigns are campaigns that **waste money.**



Digital signage is everywhere. You can see them while driving down the road, walking into a coffee shop or visiting your local supermarket. They are the LED projectors or LCD screens used to display a mix of content like images, video, text, and other information.

As these screens feature various types of content, they can immediately grab attention, as well as prompt people's sense of alertness. No wonder they are a vital part of today's smart marketing and advertising. From retail stores to restaurants, businesses of every size and type use digital signage to boost their business and brand awareness.

According to one study, the digital signage market is estimated to be USD 16.3 billion in 2021, and projected to reach USD 27.8 billion by 2026. The impact of this marketing tool has been proven time and again to offer a wide range of benefits for businesses, ranging from increased profits to greater engagement from viewers. In fact, digital displays have been found to capture 400% more views than banners or traditional signboards.

Besides, digital signs can improve the customer's experience, according to a consumer survey by business IT solutions provider BLM Technologies. Moreover, digital signage has been found to trigger impulse shopping decisions among customers.

With the numerous benefits of digital signage, you should consider using the tool creatively in your business. It can give you a competitive advantage in the market.

Apart from promoting products and services, digital signage can also be used for various other purposes like navigation, alert, explanation, and information.

Here's a roundup of some interesting and creative ways you can use digital signage in your business to reap its benefits.

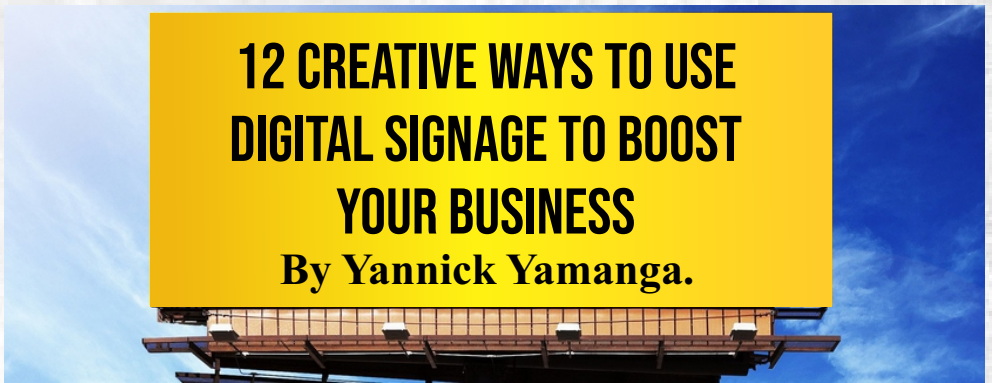
1. PROMOTE A PRODUCT, ITEM, OR SERVICE:

Well, that's a key benefit of using digital signage. They visualize and promote your offerings to the customers and visitors. They are likely to capture attention due to their brighter screen and contrastable background.

Besides that, the scrolling text on digital signage screens make viewers slow down and read the displayed sentences and messages to the end.

2. EXPLAIN THE VALUE OF YOUR SERVICE OR PRODUCTS:

What you sell or do is important, but perhaps what's more important is the why your product or service is worth it. Consumers look for the value of what's on offer before buying.



Therefore, you need to explain to your potential customers why they should stop, shop and buy your products.

For example, an auto store can run marketing content explaining the quality of its spare parts and guarantees. For a grocery store, it might be about organic foods. For a restaurant, it could be the healthy ingredients used in dishes. The point here is to explain the "WHY" behind your offerings.

3. CREATE A SENSE OF URGENCY:

Triggering a sense of urgency is an effective strategy to upsell at the point of purchase. For example, you can flash the "90% discount" message over the screens on a particular item to boost sales.

4. ENTERTAIN CUSTOMERS:

Digital signage can be used to entertain your customers, especially when they have to sit in a waiting room. You can offer family-friendly entertainment content within your business premises. And while at it, you can also display ads and run custom messages sparingly on screen.

5. PROVIDE INFORMATION:

Today's marketing is built around content, so if you can provide something valuable to the consumer, even if it isn't directly associated with a product or service, you can win over the customer.

For example, a dietician's office can run information on the right foods to improve immunity. Although it doesn't advertise the product directly, it helps create a positive experience for the visitors that boosts brand affinity.

In other words, using digital signage in this way can help you to establish your brand as one that cares for its customer. This will reflect positively on your brand image and increase customer loyalty.

6. INTRODUCE YOUR STAFF:

One of the effective ways to humanize your brand is by introducing your staff and making your team familiar to people. And this can be easily done using digital signage.

You can create a bio slide for each person on your team—where they're from, their hobbies and their favorite sports team. This way, a customer feels more connected to your brand.

7. COMMUNICATE WITH YOUR TEAM:

You can also use the screens in your business to communicate with your staff. You can share a meeting calendar and new guidelines over the screen.

Besides that, you can run an appreciation note for the employees on achieving goals and putting in efforts.

8. SHARE BRAND VALUES:

The digital screens can be used to share your vision, brand promise, core values, and mission statement.

And while you may not create a commercial about those things, digital signage gives you a great platform to run a free, custom graphic about your brand values.

9. CREATE A REVENUE SOURCE:

Digital signage also lets you promote a product or service that other businesses might want to put in front of your customers.

With custom messaging and regulated playlist length, you may be able to get other brands to pay you to have their ads run on your screens, helping to build another source of revenue.

10. DISPLAY REVIEWS:

Most customers check the reviews of the product before buying it. They are more likely to purchase the product with positive reviews. While there are many online review platforms and word of mouth marketing, why not use your digital signage to run positive reviews about your products?

The customer reviews can be fetched from social media accounts like Instagram, Twitter and Facebook and displayed on the screen.

11. HELP CUSTOMERS NAVIGATE AROUND YOUR PREMISES:

A screen at an entrance, transition point, and elevator can help customers find their way around your premises.

12. ANSWER FREQUENTLY ASKED QUESTIONS:

Are you getting the same questions over and over again from customers?

You should provide answers the questions as soon as possible.

And a great way to do that is to display answers to frequently asked questions (FAQ) right away on your digital signage.



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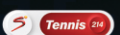
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