



## 'We Rise by Lifting Others' PUMA X DAVIDO Create Sportstyle Collection



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Seven-up Bottling Announces  
the Confam Collabo



Dstv Prestige: MultiChoice Unveils  
New Super Exclusive Subscription Package



Nigerian Idol to Premiere in April as D'banj,  
Simi and Obi Asika Return as Judges



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## Seven-up Bottling Announces the Confam Collabo

**W**ith the objective of providing customers with a 100% refreshing experience, Seven-Up Bottling Company (SBC), a leading beverage manufacturer in Nigeria, has announced the “Confam Collabo” partnership with Eat’N’Go Africa, the master franchisee for Domino’s Pizza, Cold Stone Creamery and Pinkberry Yoghurt, Under the collaboration, SBC will make available its renowned beverages, including Pepsi, 7Up, Mirinda, Teem, Mountain Dew, Rockstar Energy Drink, Lipton Ice Tea, Supa Komando Energy Drink, H2Oh, and Aquafina premium drinking water, to customers across 175 Eat’N’Go outlets across Nigeria, starting from Thursday, April 6, 2023.

Speaking on the partnership, General Manager, Marketing SBC, Segun Ogunleye said SBC is excited about this Collabo because the brand’s signature drinks will perfectly compliment the delicious menu offerings at Eat’N’Go outlets, giving customers better value, more refreshment flavour choices, leading to 100% wholesome experience. With this partnership, customers will continue to experience Confam enjoyment from the combination of Domino’s Pizza and Pepsi as well as other refreshing food, drinks, and treat combos with Coldstone and Pinkberry. Definitely, this collaboration between these renowned consumer-centric brands will give Nigerians value, more refreshments and nutrition. This is indeed the Confam Collabo we have all been waiting for. –Ogunleye said. Confirming the collaboration, the Chief Executive Officer of Eat’N’Go Africa, Patrick

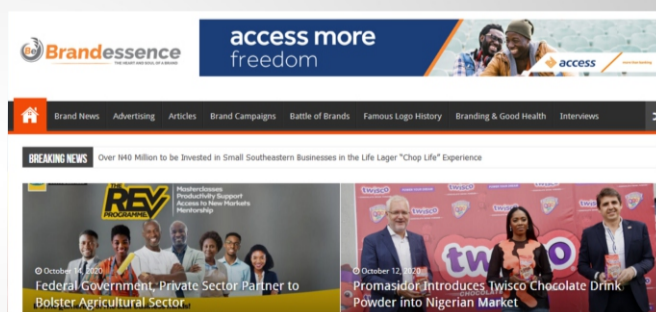
McMichael, said the partnership solidifies the company’s status in the QSR market and will improve customers’ experience at its outlets across the country. As an organization, Eat’N’Go is driven by the passion to give customers the best flavour choices and best products, hence, we continuously explore innovative ways to keep improving our menu offerings. This Confam Collabo is a testament to our appetite to continue to focus on our customers.

### About Eat’N’Go

Eat’N’Go is Africa’s master franchisee for the Domino’s Pizza, Cold Stone Creamery, and Pinkberry Gourmet Frozen Yoghurt brands in Nigeria. Renowned for being a master deliverer of high-quality food & services, Eat’N’Go has established over 200 stores across Africa. The company continues to expand its presence

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in key markets by focusing company goals with new strategic development goals and has a target to increase its footprints across the markets in which the group operates. Eat’N’Go is dedicated to bringing the best global food brands and concepts to Nigeria and Africa at large.

**About Seven Up Bottling Company**

Seven-Up Bottling Company is a leading soft drinks manufacturer headquartered in Lagos, Nigeria. Its range of products includes Pepsi, 7Up, Mirinda, Teem, Mountain Dew, Rockstar Energy Drink, Lipton Ice Tea, Supa Komando Energy Drink, H2Oh, and Aquafina premium



**PUMA X DAVIDO Collection**



**B**rand collaborations and partnerships are an excellent way for companies to cross-promote and reach new audiences. When two brands team up, they each bring their own customer base, social media community and resources to the table. This can help: To expand the reach of both brands and introduce customers to new products and services

Sports company PUMA and Nigerian musician Davido have together created a Sportstyle collection, which captures Davido’s philosophy and sends a strong message of supporting others. The collection are a beautiful mix of Nigerian culture and current trends, and it consists of a tracksuit, t-shirts, shorts, and hats, featuring the vibrant green and white colors of the country’s flag. Each piece has been carefully designed by Davido to ensure comfort and style. The tracksuit along with the t-shirts, shorts, and hats can be worn on various occasions.

When working on the collection, Davido said he felt inspired by the philanthropic work of his father which had a strong influence on his own philosophy in life: “We rise by lifting others’ is a quote I always loved,” said Davido. “It means that as I grow, I want other people to grow with me.” Each piece of the collection emblazoned with the same motto. By choosing these clothes, Davido’s fans and the wider audience are not only wearing modern shapes but also spreading a message of encouragement to those around them.

The first PUMA x DAVIDO collection is filled with bold, statement pieces inspired by the award-winning artist’s roots – including this tee with its all-over graphic print

Prior to the announcement, Puma and Davido had been teasing the brand-new collection via a series of posts on social media following the latter’s return to the limelight.

This collaboration captures the artist’s philosophy and sends a strong message of support to others.

*Melvin O. Udosen*  
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## Dstv Prestige: MultiChoice Unveils

### New Super Exclusive Subscription Package

**M**ultiChoice, the leading provider of video entertainment services in Africa, announced the launch of a new subscription package with exclusive benefits for subscribers today March 30, 2023 at the MultiChoice Studio, Victoria Island, Lagos, Nigeria. The new package, 'DStv Prestige' offers subscribers access to a range of exclusive channels and value-added services.

DStv Prestige is an ultra-premium offering designed to provide the ultimate entertainment and lifestyle experience for customers who demand nothing but the best. It is a testament to DStv's commitment to providing exceptional customer service and ensuring that customers always have access to the very best in entertainment and lifestyle benefits.

The package is an annual members-only entertainment package that offers a world of exclusivity and unrivaled lifestyle benefits to subscribers, including access to an annual Premium subscription with access to first in class entertainment like Formula 1, Tennis grand slam, over 20 High-Definition channels, unlimited streaming on Showmax, BoxOffice movies, free PVR access, the DStv App, invitations to partners' exclusive events, deals and community, raffles for invitations to special events (i.e. AMVCAs, movie premieres), exclusive travel Concierge service, and more.

Furthermore, Prestige members will gain exciting members-only events, lifestyle benefits including applicable discounts from over 25 most sought-after brands across fashion, hospitality wellness & beauty, household essentials and others. Prestige members will have access to the exclusive VIP Desk for support and queries, quality check visits and installations, a limited edition Gold Explora decoder and remote, priority customer service with an assigned account manager.

Speaking on the new package, Chief Executive Officer at MultiChoice Nigeria, John Ugbe, said, "It's a great honour to



be in such esteemed company, as we – MultiChoice/DStv – announce a new version of our heritage product for our premium subscribers. DStv Prestige is an ultimate subscription package for you – our high-value customers who want – and I would say deserve – an ultra-premium viewing experience that has the added benefits of access to exclusive lifestyle activities and services."

Commenting on his new status of being the first DStv Prestige customer, Collins Onumajuru said, "I'm really glad to be a part of this journey. I have been an ardent customer of DStv beyond subscriptions and packages for quite some time now. I consider this privilege a great honour. Without you being aware of this, MultiChoice and I have had a long-standing professional relationship and I'm honored to be the

first member of the prestige club without any compensation. With this opportunity, I look forward to more entertaining experiences with MultiChoice/DStv.

The DStv Prestige subscription package is available to new and existing DStv Premium subscribers and can be purchased on the website [www.dstv.com/prestige](http://www.dstv.com/prestige). The launch of DStv Prestige is expected to further strengthen MultiChoice's position as a prestigious brand that provides the best offer to its customers in Nigeria and Africa at large. With a focus on delivering premium content and services to its subscribers, MultiChoice continues to lead the charge in the African entertainment industry

## Union Bank, CIG Motors Announce Partnership

**U**nion Bank of Nigeria has signed a commercial partnership agreement with Choice International Group (CIG) Motors Limited, a member of CIG Group of Companies, to provide auto financing services to the Bank's customers on purchase of GAC range of cars, through its asset finance loan scheme.

The deal, which was recently signed at Stallion Plaza, Union Bank's head office in Marina, Lagos, will allow customers to purchase brand new GAC vehicles with as low as 0% interest and N242,000 monthly instalment. In addition, subscribers to the Union Bank asset finance loan scheme will enjoy after-sales service and warranty during the tenor of the financing as well as access to other products from CIG Group at competitive prices.

Speaking at the official signing ceremony of the agreement, Mr. Mudassir Amray, Managing Director/Chief Executive Officer of Union Bank said: "I am genuinely delighted to have a partnership with CIG Group who are inevitably a market leader in terms of providing quality products at affordable prices. We are determined to bring value to our clients through partnerships, be it health care, cross border business



or transportation. We are convinced that with this agreement, our customers will be able to buy quality cars with easy payment terms, which will provide comfort and convenience to our customers."

Also commenting on the partnership, Chief Diana Chen, Chairman of CIG Group urged potential car owners to take advantage of the partnership and purchase brand-new vehicles that will withstand the



test of time.

This partnership is a culmination of Union Bank and CIG Group's desire to collaborate and explore mutually beneficial business opportunities. This strategically aligns with the bank's aim to examine various options to provide financial support and incentives for its customers.

## Jay Jay: The Chosen One Is Now Streaming on Showmax

The much-awaited animated series, Jay Jay: The Chosen One is currently streaming on Showmax. The 13-episode series reimagines the childhood of legendary footballer, Augustine “Jay Jay” Okocha.

Jay Jay: The Chosen One follows the life of Augustine, an 11-year-old boy who dreams of representing his school at a prestigious football tournament with a team made up of his rag-tag group of friends. The series charts Jay Jay’s passion for football, as well as his love for the animal kingdom, who in return for his fight against illegal poaching, bestow superpowers upon him.

In the first episode of the show, we’re introduced to young Augustine who shares a special bond with the animal kingdom. He is soon rewarded for the kindness he has shown the animals over time, and thus begins his great adventure.

Augustine, alongside his group of friends overcome several obstacles in their journey to achieving their dreams, and the show takes viewers on a magical and enchanting ride.

The series will attract and motivate kids across Africa through adventure and sports while allowing them to see themselves represented in the characters positively and



educationally.

Jay Jay: The Chosen One is voiced by talented actors led by Prince Unigwe who plays Jay Jay. The cast also includes Chinedu Ikedieze, Samuel Ajibola, Eric Obinna,

Mena Sodje, Lexan Peter and Pamilerin Ayodeji.

Jay Jay: The Chosen One is available exclusively on [www.showmax.com](http://www.showmax.com) with new episodes available every Thursday.

## MTN’s Funso Aina Named ‘Innovator of the Year’ in Europe, Middle East and Africa

Funso Aina, MTN Nigeria’s Senior Manager, External Relations, and one of Africa’s most decorated media and public relations professionals, has been announced ‘Innovator of the Year’ in the brands category at the highly respected SABRE IN2 awards.

Awarded since 2013, the SABRE IN2 awards recognise excellent work that highlights the expanding scope of the PR profession, from content creation to the evaluation process using data and analytics to inform, enhance and evaluate campaign successes across the globe.

Aina’s recognition was announced by Provoke Media on February 15, 2023.

The award was presented at the PProvoke EMEA Summit in Gesellschaftshaus Palmengarten Frankfurt, Germany on Thursday March 23, 2023.

CEO & Editor-in-chief, PProvoke Media, Arun Sudhaman said, “The media and communications industry is in the age of convergence, with every discipline demonstrating decent impressions to be most valuable to organisations and agencies. The innovation SABRE awards recognises campaigns that are groundbreaking- having factual data analysis and implemented with the use of technology for evaluation by industry leaders. The award category spotlights professionals in agencies and brands that empower and enable reputation excellence within their organisations.”

This innovation award is a testament to Funso’s trailblazing efforts in media relations, through MTN Nigeria’s Media Innovation Programme (MIP): a six-month certificate programme for Nigerian media practitioners to increase the knowledge and skill base of the participants, help them understand the changing media landscape and how to effectively use technology to create impactful media content in the country and Africa at large.



During the study, 20 media practitioners from various media sectors engaged in capacity-building sessions to stir up their innovations and improve ways of practice to create sustainability in the industry. This was apparent in their study trip to the University of Witwatersrand, South Africa, where the participants engaged in interactive sessions on creativity and innovation, explored opportunities in the media business and brainstormed on solutions to some of the challenges to successfully running media businesses in Africa.

Funso, a member of the Nigerian Institute of Public Relations (NIPR), and a corporate communication professional with over two decades of experience emerged top across Europe, the Middle East and the African region (EMEA). He was named ‘Most Influential Public relations professional in Nigeria’ by the industry regulator, NIPR in 2022.

Aina says: “I am grateful for the recognition from SABRE and its dedication to acknowledging exceptional content produced by modern PR professionals. This award is inspiring for all of us at MTN; it emboldens our commitment to improving the media landscape and implementing our ‘Good Together’ initiative. I am convinced we still have feats to achieve in the industry, and with strategic thinking, we will cover even more grounds.”

Funso Aina has close to three decades of work experience in journalism, cultural diplomacy and telecommunications. He has various competencies and hands-on experience in public relations, corporate communications, media relations, public affairs and reputation and crisis management. He is a Fellow of the prestigious US State Department’s International Visitors Programme (IVP) and the British Commonwealth Press Union (CPU).

Prior to joining MTN Nigeria in 2009, he was Communications Manager of the British Council, Chief Correspondent at Punch newspapers, Assistant Editor with The Nation newspapers and Senior Reporter with Independent Communications Network Limited (ICNL), publishers of The News, Tempo magazines and PM newspapers. He holds a Bachelor of Arts degree in History (University of Ilorin, 1992) and a Master’s degree in International Relations (Obafemi Awolowo University, Ile-Ife, 1998).



## Africa Magic's New Original Series Lahira to Address Insecurity, Terrorism and Insurgency

It was a night of combat chic fashion, emotional reactions, and great entertainment as Africa Magic unveiled its brand new drama series, *Lahira*, at a watch party held at The Wheatbaker Hotel, Ikoyi, on Thursday, March 16, 2023.

*Lahira* tells the story of a courageous young girl whose village gets destroyed by armed men. This destruction forces the girl, Lahira, into an IDP camp, but her stay is short-lived as the same insurgents who obliterated her home also stormed the IDP camp and abducted her and other young girls. Doctor Louis Michel, the head of the IDP camp, becomes the insurgents' target. In captivity, the fearless Lahira stages several escape attempts and will stop at nothing to liberate herself and the other girls. In doing so, she becomes an insufferable plague within the camp. Meanwhile, a special military team – the Combat Search and Rescue (CSAR) squad leads the search for Lahira and the girls while Doctor Louis must continue trying to evade abduction. The series, which will focus on the daunting challenges of terrorism, insurgency, and survival in Northern Nigeria, features a diverse cast of actors from across the country. They include Norbert Young, Gloria Anozie-Young, and XXX, who plays the lead cast as Lahira. Acclaimed Nigerian filmmaker Justice Atigogo produced the series, while Peter Fada created and directed the film.

Busola Tejumola, Executive Head of Content and West Africa Channels, MultiChoice Nigeria, said, "This story is very dear to our heart because it speaks to a part of the country and an unspoken series of occurrences that no one shines any light on. We hear about the insurgency in the news, but we don't feel the experiences of those there. I'd like to say thank you to the Nigerian military. We made this happen with their support, and we wouldn't have been able to pull it off authentically without them."

The military, who supported the production from start to finish and provided advisory and protective services for the cast and crew while they shot in Nassarawa, also had representatives at the watch party. Brigadier General O. Adegbe represented the Chief of Defense and gave a



short speech, commending Africa Magic for telling the very challenging story of *Lahira*.

He said, "In those days, you don't mention what happened in the trenches, but it's a new military. We are fighting a war where you cannot call the opposition an enemy – we call them adversaries, bandits and terrorists. I'm so highly pleased to watch the show being scripted and screened. As I'm standing right here, I remember the faces of soldiers who died between 1997 to 1999, and that's what we signed up to do. We sacrifice our lives to keep the citizens safe. So, thank you to Africa Magic and the production crew for telling these stories and bringing them to life through *Lahira*."

As part of the festivities at the watch party, popular media personality Wana Udobang also did a spoken word performance of a poem titled 'Lahira', where she talked about the trials the

onymous character will face on the show over the 26 episodes of the first season. The event had notable guests like Zeb Ejiro, Norbert and Gloria Anozie-Young, Bovi, Yemi Cregx, Sandra Essiene, Bade Smart, Sunday Afolabi, and more in attendance.

The series is timely as terrorism and insurgency are causing significant concerns. *Lahira* aims to shed light on these issues and showcase the resilience and determination of those who fight to protect their communities. The show will resonate with African audiences because of its focus on this topical and relevant issue. *Lahira* will air every Tuesday at 9:00 pm on Africa Magic Showcase (DStv ch.151).



## Insight Publicis Launches Creative Interns Academy to Bridge Nigeria's Advertising Talent Gap

Insight Publicis, West Africa's leading creative advertising agency, has launched a selective creative academy aimed at closing the growing gap created by a lack of experienced and passionate creative manpower in the marketing communication industry in recent years.

The new creative academy will be a training ground for top-tier creative professionals in the Nigerian and African marketing communication landscape.

Dr. Tayo Oyediji, Group Chief Executive Officer of Insight Redefini, said of the academy, "We are excited to announce the birth of the Creative Interns Academy (CIA)." This is the creation of Nigeria's creative advertising powerhouse, Insight Publicis. The academy is aimed at producing thoroughbred creative professionals and providing a talent pool for the Insight Redefini group of companies to feed the creative yearning of the marketing communication industry from entry-level and through the ranks. This initiative is a timely intervention aimed at reaffirming the world-class creative leadership Insight Publicis and the Insight Redefini group are known for."

Commenting on the creative academy, Group Creative Director, Insight Redefini, Sinmisola Hughes-Obisesan noted, "We are thrilled to launch this creative enterprise and are committed to producing brilliant, passionate, and dexterous creative professionals from our Creative Interns Academy. The course content, both theoretical and practical, has been designed to cover every aspect of the creative chain, from ideation all the way to production, to ensure our interns get holistic and robust training across the entire creative process." According to Sinmisola, "Insight Publicis has developed a world-class creative curriculum to ensure the interns are positioned to be seamlessly onboarded onto projects for both global and local clients upon completion of their training and final assessment."

Having recently developed very successful global and local campaigns across a range of sectors for brands such as Amazon Prime Video, Pepsi, Heineken, Aquafina, Gulder, 2Sure, VISA, NNPC, FCMB, and many others, Insight Publicis remains poised to continue to lead the creative charge with the launch of the Creative Interns' Academy.

Oluwaseyi added that there won't be any dull moments at the academy, as the interns are due for a truly memorable creative academic session: "Scheduled to run for a period of six months, the interns will experience a robust learning program under the tutelage of erudite experts."

Serial award-winning Insight Publicis, formerly known as



Similarly, the Account Management Director at Insight Publicis, Oluwaseyi Layade, sees the new Academy as a "boost" for both Insight Publicis and Nigeria's creative industry. "The academy will bring a huge boost to solving the challenge of quality manpower for our business while also ensuring there is steady continuity of Insight Publicis' renowned global standard."

Insight Communication, was incorporated in 1979 and commenced operations in 1980 as an integrated marketing communications group. Dr. Biodun Shobanjo (OON), the Chairman of Troyka, and Mr. Jimi Awosika, Vice Chairman of the group The Agency is the iconic creative powerhouse in Nigeria and on the African continent, building vibrant brands across all sectors.

## Dentsu Deepens Relationships With Clients

Dentsu has deepened its relationship with its clients and partners in Nigeria. During the one-day dentsu Procurement Academy programme, clients also expressed confidence in dentsu Nigeria.

Some of the clients who spoke at the event commended the company for quality delivery, according to a press statement by dentsu Nigeria's Corporate Communications Manager, Sodiq Oyeleke, on Thursday.

They also hailed dentsu Nigeria for cost-effective campaigns and expressed satisfaction with the company's result-oriented approach.

Speaking at one of the sessions, dentsu Africa's Chief Executive Officer, Dawn Rowlands, assured the clients of amazing deals that would help drive business growth.

Rowlands who spoke on 'How to Measure Brand Performance in Media, Digital and Creative and the Value of Integration', said, "With your collaboration, we can drive inspiration and efficiency together. We'll use integrated skills to promote your business and give you a massive impact on the entire business, and meet set values and success measurements," she added.

She also noted that dentsu's Consumer Connection System would be of great benefit to their businesses if they keyed into it.

According to her, dentsu has one of the best procurement systems in the world.

On his part, the Group CEO of dentsu Nigeria, Emeka Chris Okeke, emphasised that MediaFuse-Dentsu would not relent in ensuring optimal value in every deal.

While boosting the client's confidence, he said, "We are more interested in building a long-lasting working



relationship with you. As our business partners, your growth is our priority, and we will not relent in ensuring that you see value for every money spent."

Also, Global Managing Director, Programmes and Change Management, Paul Hughes, said that dentsu has a robust and dependable structure for transitioning.

He said, "We got a really clear process through our hierarchy so that we can find out what's going on about a brand and the action (s) needed. We have a strong reporting hierarchy that mitigates risk. We coordinate in a flexible and scalable manner."

Also, the Managing Director of Dentsu Location Services in Nigeria, Chike Oputa, and Dentsu Transformation Director, Elizabeth Akinyele, urged clients to leverage data to develop their brands.

"Leverage the power of data to drive growth. Data powers businesses and accelerates business performance," Chike added.

Akinyele explained how data could be used to increase

consumers' experience of brands.

She said, "We unlock your data and use it to drive digital transformation, make a customer purchase more and improve customer experience."

While speaking on 'Value of Creative', the Group Creative Director of MediaFuse-Dentsu, Sola Mosuro, cited how creativity had driven sales for products and moulded consumers' behaviour positively.

He also encouraged brand honesty, adding that "We are careful with our designs. We also need brands to develop courage for honesty."

General Manager, D'Agyle, Marian Ogaziechi, and Associate Media Director, RedStar, Ugochukwu Maduagwu also spoke on 'How to measure media value'.

On her part, Ogaziechi said the company strives to ensure that everybody wins in all deals.

"Our target is long-term sustainable growth for us and our partners. The goal is to ensure everybody wins," she noted.

In other to deliver value, Maduagwu said the company ensured that capable hands handled accounts.

He said, "We get the best cost in other to deliver quality. While doing this, we understand that not everything efficient is effective and not everything effective is efficient. We also know that agency delivery will only be as good as the team on your account."

With a strong presence in approximately 165 countries and regions across five continents and with over 75,000 dedicated professionals, dentsu provides a comprehensive range of client-centric integrated communications, media, and digital services through its leadership brands. dentsu is the world's largest single-brand agency with a history of innovation.



# THE INDUSTRY AWARDS 2022

AWARDEES & MORE



## The Industry Summit 4.0: Stakeholders Urges Practitioners to Brace up for More Challenges

**S**takeholders in the marketing profession have been urged by experts to prepare for a difficult time ahead in 2023.

This call was made at the just concluded The Industry Summit 4.0 with the theme: "how marketers should handle 2023" recently in Lagos.

Speaking at the event, the chairman of the occasion who is also an authority in Nigeria's marketing communications landscape and chairman of STB-McCann, Sir Steve Omojafor disclosed that, the outcome of 2023 election petitions and national population census (NPC) will impact how Marketers will handle 2023 and subsequent years, noting that, how positively or negatively, remains a matter of conjecture.

The marketing expert further stated that, "what we do know, however, is that the Marketing Communication Industry in Nigeria, will not be immune from both local and global trends."

For example, he continued, "the World Bank in its Global Economic Prospects (January 2023) makes it clear that the pronounced weaknesses of the United States, Europe and China, which are described as 'the world's three major engines of growth, would have 'adverse spillovers for emerging markets and developing economies.'

According to him, "this is not hard to understand, I am not an Economist, but it is safe to say that marketers should expect a bumpy ride in 2023. In Nigeria, for instance, when you throw in a mish-mash of the country's low crude production, weak exports, the dynamics of the workplace and importantly, a budget deficit of N11.34trillion, derived from a projected total revenue of N10.49 trillion and total expenditure of N21.83 trillion, budgeted by the outgoing Buhari administration, it is easy to infer that the picture is far from rosy either for the country's economy or, more strongly, for us in the Marketing Communication Industry."

While presenting the first paper at the event entitled: "Turn Data to Action: How Marketers Can Rationalize & Drive Efficiencies with Intelligence", keynote speaker, Tolu Ogunkoya, Regional Group Managing Director, OMD West and Central Africa {WeCA} who was represented by the Executive Director, mediaReach OMD, Yinka Adebayo pointed out that, "some say, Data is Oxygen, Data is life but,



for us, data is blood, adding that data is needed to address the gaps in today's dynamic environment / everchanging landscape."

According to him, "big data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it, to sum it, business is about having foresight, agility, scale and tenacity."

"We should learn never to waste a crisis situation because crisis will always be the best platform for good managers to excel. Your ability to showcase your potential is when you are in deep situation. If everything is going on normally everybody will thrive but when the whirlwind is putting everybody aside and one decided to put in the creative cap at the end of the day you see opportunity." He noted.

Speaking further he said: "For example, during the lockdown, when everybody went to sleep some people made the money they have never made before. That is a crisis situation, but rather than see the cup half empty they saw it

as half full".

Also, presenting the second paper entitled: "FMGC: Impact of government policy shift on the industry and the Consumer" the second keynote speaker, the Corporate Affairs and Sustainability Director, NBC, Ekuma Eze pointed out that, Nigeria's Foreign Direct Investment (FDI) has declined steadily over the last five years.

He stressed that, "some may tend to attribute the declining FDI as stated to COVID-19 issues between 2019-2020. This is not entirely true because countries like India and China saw a rapid rise in FDI in the two years despite outbreak of the pandemic. Since the mid-2000s, China and India have seen FDI soar as both countries beat the poverty trap."

According to him, the simple reason why China and India have continuously recorded rising FDI is their policy thrust that has placed emphasis on productivity and workforce quality. The two countries have set a national work ethos that has made their citizens among the most productive on the

planet.

"I have tried to lay this foundation to underscore the importance of government policy in creating a favorable business environment for FMCGs. Public policy is the foundation for business creation, growth and overall economic prosperity. Public policy processes represent the fundamental processes of governance and development. I stress on development here because public policy should be about people's needs and for their good. Therefore, the principles should be efficiency, effectiveness and responsiveness, consensus and adequate participation of the people in a transparent and accountable process." He noted.

Continuing, he said that, Nigeria unfortunately has been largely plagued by policy inconsistencies, reversals and lack of coherence, noting that, between 1960-2000, real income per capita grew at only 0.43% per year.

He however, stated that 2001-2006, real per capita GDP grew at an annual rate of 4.2%. The difference between the two periods is simply due to policy choices.

The improved performance between 2001-2006 was owing to comprehensive economic reform program via the National Economic Empowerment and Development

"His words: "Strategy (NEEDS). NEEDS encompassed important structural reforms designed to enhance the transparency and accountability of public sector policies and institutions. It focused on improving the macroeconomic environment, pursuing structural reforms, strengthening public expenditure management, and implementing institutional and governance reforms. This resulted in real GDP growth averaging 7.1 percent per year between 2003 and 2006, an inflation rate of 10 percent in 2006, foreign exchange reserves of US\$45 billion in 2006, and total external debt of only US\$5 billion in 2006. An oil price-based fiscal rule was introduced in which government expenditure was based on a prudent oil price benchmark. Any revenues that accumulated above the reference prices were saved in a special excess crude account. Government



budgeting was based on conservative oil prices of \$25 per barrel in 2004, \$30 per barrel in 2005, and \$35 per barrel in 2006, despite higher realized prices of \$38.3 and \$54.2 in 2004 and 2005, respectively."

For him, adoption of this rule ensured that government expenditures are de-linked from oil revenue earnings, thereby limiting the transmission of external shocks into the domestic economy. There was a marked improvement in the government's fiscal balance, with the previous deficit of 3.5 percent of GDP in 2003 turning to consolidated surpluses of about 10 percent of GDP in 2004 and 11 percent of GDP in 2005.

Also, he stated that, "fast Moving Consumer Goods (FMCG) as it is broadly categorized, comprises of three major segments: Household care, personal care and food and beverages. FMCGs form the largest chunk of the manufacturing sector in Nigeria, which is the fourth largest sector of Nigeria's economy, creating employment for over 3 million Nigerians."

"The FMCG industry in Nigeria is worth about US\$20 billion. In Q3, 2022 Nigeria's Gross Domestic Product (GDP) grew by 2.25 per cent (year-on-year) in real terms, representing a 1.78 per cent decline compared to the 4.03 per cent growth

recorded in Q3 2021, according to the National Bureau of Statistics (NBS). The manufacturing sector contributed 8.59 per cent to GDP, lower than 8.96 per cent in Q3 2021, as well as 8.65 per cent in Q2 2022." He added.

He further disclosed that, the declining performance of the manufacturing sector according to the NBS data is indicative of the realities of the operating environment characterized by high lending rate, forex illiquidity, high energy cost and adverse effect.

In his opening remark, Goddie Ofose, convener of The Industry Summit stated that immediately the CBN governor announced the cash swap policy on November 2022, it was very certain that the first quarter of 2023 would be difficult for marketers.

According to him, "the theme encapsulate what has transpired in the first quarter of this year, therefore, the remainder of the year should be much easy if marketers have taken lessons from the happenings of first quarter."

He also stressed that, "besides cashless policy challenge, general election and population census pose another huge challenge for the imc industry because during every election circle, the marketing vehicles which are media and it's channels are usually being taken over by politicians. This makes very difficult for marketers to compete because politicians would always outspent brands during this time."

"Brands are conscious of their adventure because new government usually come with new policies. It is my believe that the outcome of the summit would better put marketers in a good stead to manage their expectations in the remainder of the quarters in 2023."

The Industry Summit is an annual event put together by The Industry Newspaper to promote marketing value and heritage in Nigeria. In recent times, it has become an avenue to encourage marketing practitioners to have first-hand information on marketing.

The summit which is in its fourth edition has recorded tremendous success in bridging the knowledge in Nigeria's marketing landscape.

**Postly Emerges Industry Digital Marketing Startup Of The Year**

**P**ostly, a leading marketing automation platform, has been awarded 2022 Industry Digital Marketing Startup of the Year at the just concluded Industry Awards which was held at the D'Podium Center in Lagos.

The recognition follows the platform's innovative solutions and exceptional performance in the digital marketing space. Postly has been instrumental in revolutionizing the digital marketing industry by providing cutting-edge automation tools and strategies that have enabled businesses of all sizes to achieve their marketing goals efficiently and effectively.

"We are excited about the opportunities that winning this award may bring. It is a tremendous boost to our startup's reputation and credibility, helping us to attract more clients, investors, and partners," said Paul Onu, founder and CEO of Postly.

Expressing his gratitude to his team, customers, partners, and mentors who have contributed to the continued success of Postly, the Postly CEO revealed that the recognition is a validation of all the hard work, dedication, and creativity that have been put into building Postly.

"We took a risk and pursued our dream, and it has paid off in a big way. It is a tremendous boost to our startup's reputation and credibility, helping us to attract more clients, investors, and partners," Onu said, adding that the award will serve as a source of motivation for the company's efforts towards innovation and pushing boundaries in the field of digital marketing.

"This success is incredibly validating and affirming, and it inspires us to continue pursuing our passion and making a positive impact in the world. I feel a sense of satisfaction and fulfillment that comes from seeing our vision and efforts come to fruition. We feel a range of emotions, including



pride, excitement, satisfaction, and gratitude," he added. Postly has been at the forefront of innovation in the digital marketing industry, constantly exploring new tools and techniques to stay ahead of competition. By embracing new technologies and staying on top of industry trends, Postly has helped marketers to drive positive change and growth across the board.

The platform integrates marketing tools and features such as AI Writer, AI Art, AI Chat, Image Editor, Video Editor, Link



Shortener, and Bulk Post so that you do not need to have multiple tabs open just to get the job done. The in-built AI Writer can generate Marketing copies 10 times faster for product descriptions, social media content, digital ads, and high-converting sales funnels.

Postly's One-Click publishing allows users to post on multiple social media platforms with a single click. By linking accounts from Facebook, LinkedIn, Instagram, Twitter, Pinterest, TikTok, YouTube, Google My Business, and even Reddit and Telegram groups to a single Postly dashboard, a user can post and manage all accounts from a single dashboard.

The platform's user-friendly interface, advanced analytics, and integrations with various marketing channels have made it the go-to choice for marketers.

This award recognizes Postly's commitment to excellence and its dedication to helping businesses achieve success through its innovative solutions. It highlights the platform's exceptional performance in providing marketing automation solutions that enable businesses to streamline their marketing processes, improve their ROI, and enhance their overall marketing efforts.

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## ‘We Rise by Lifting Others’ Puma X Davido Create Sportstyle Collection

By Adwin Monoyo

**G**lobal Sports brand, PUMA and Afrobeats legend, Davido have created a Sportstyle collection, which captures the artist’s philosophy and sends a strong message of support to others.

The collection which consists of a tracksuit, t-shirts, shorts and hats is a vibrant mix of colors and patterns, portraying the Nigerian culture. Each piece has been carefully designed by Davido to ensure comfort and style and can be worn on various occasions.

The collection which consists of a tracksuit, t-shirts, shorts and hats is a vibrant mix of colors and patterns, portraying the Nigerian culture. Each piece has been carefully designed by Davido to ensure comfort and style and can be worn on various occasions.

When working on the collection, Davido said he felt inspired by his father’s philanthropic work, which had a strong influence on his own philosophy: *We rise by lifting others*. Each piece of the collection is embellished with the same motto. By choosing these clothes, Puma customers and the wider audience are not only wearing modern shapes but also spreading a message of encouragement to those around them.

“I’m so proud to announce my first apparel line with Puma,” Davido said of the debut collection. “I had a great time working creatively on the line. This collection to me represents Nigeria and the power of Africa’s growing influence on style, art and music.

In addition to his collection, through his music,



Davido continues to transcend the concept of time, trends, and fashion as a certified hitmaker. His new album *TIMELESS* will reminisce and super serve core engaged fans while strategically connecting with new audiences who are familiar with Davido’s pioneering roots and achievements. Founder of Persianas Retail, PUMA’s Nigerian partner, Ayo Amusan, said the collection marks another step in the company’s commitment to delivering exceptional retail experiences to customers around the world, and establishing PUMA as number one in Africa’s



vibrant market. “We are proud of Davido and the impact his music is having around the world, and couldn’t ask for a better partner to bring our message to global audiences,” Amusan said in a statement.

Davido is one of Africa’s most successful music artists with a 50M+ social footprint, and over 2 billion in music streaming, making him the most followed Afrobeats artist in the world. With four platinum albums, and sold-out world tours, Davido is the embodiment of Nigeria’s influence

**COVER**



on global culture, proven by his impact on music, fashion, and pop culture over the last decade. The PUMA X DAVIDO collection is now available for pre-order on PUMA's official retail site in Nigeria, TheMix.ng and will officially launch on April 7 2023





## oraimo Exciting Partnership with Burna Boy & Brings More Attention to HavyBass Technology

**A** Burna Boy and oraimo collaboration is surely one that nobody expected but one that should be well received.

Burna Boy announced the partnership on his social media pages, showing his excitement about working with a big brand making strides in Africa.

The Nigerian singer and songwriter is a consistent top player in the music industry, with multiple award nominations both locally and internationally. The Grammy award winner was recently announced as one of the features on the soundtrack for the newly released movie, 'Black Panther-Wakanda Forever'. His journey inspires many young Nigerians.

When asked how he felt about the deal he said;

“This is a big win for my generation of Africans all over the world, and this should be a lesson to every African out there: no matter where you are, no matter what you plan to do, you can achieve it, no matter where you’re from, you are a king.”

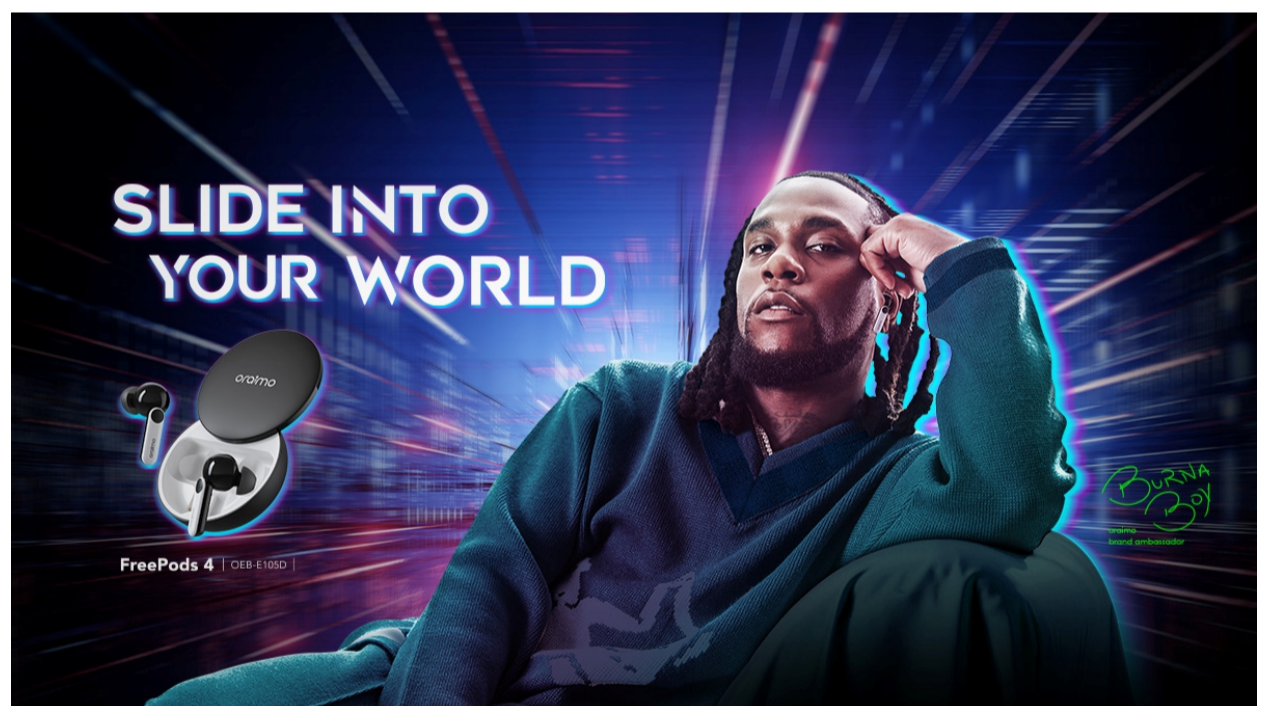
oraimo is getting notice for providing innovative solutions like the HavyBass technology.

The HavyBass is a sound-tuning technology for punchy bass, which makes for a sublime experience for lovers of Afrobeats. with a range of products from oraimo audio like Wireless Stereo Earbuds, Wireless Headphones, Wireless Earphones, Wireless Headsets, Wired Earphones, and Wireless Speakers providing a variety of listening options for a smooth experience for Afrobeat enthusiasts.

The partnership helps connect Afrobeats community more. As fans get to enjoy solid music experiences from their favourite artists using this innovative sound technology.

With the rise of Afrobeats both locally and internationally it makes sense for the brand to expand its existing customer base to aid brand globalization.

Beyond oraimo sound, the brand has a variety of products cutting across innovative accessories



like smartwatches, and power banks; personal care products such as trimmers, toothbrushes, body fat weight scales, and portable fans.

Responses have been coming in from fans of both Burna boy and oraimo with positive comments excited about this collaboration. and other comments expressing their expectations from this partnership.

The brand has dropped no hints on what's to be expected. After an earlier partnership with 2Baba that brought considerable attention, this new partnership is expected to do the same and take oraimo to new heights. the HavyBass technology is expected to provide a crisp sound experience for afrobeat lovers across Africa.

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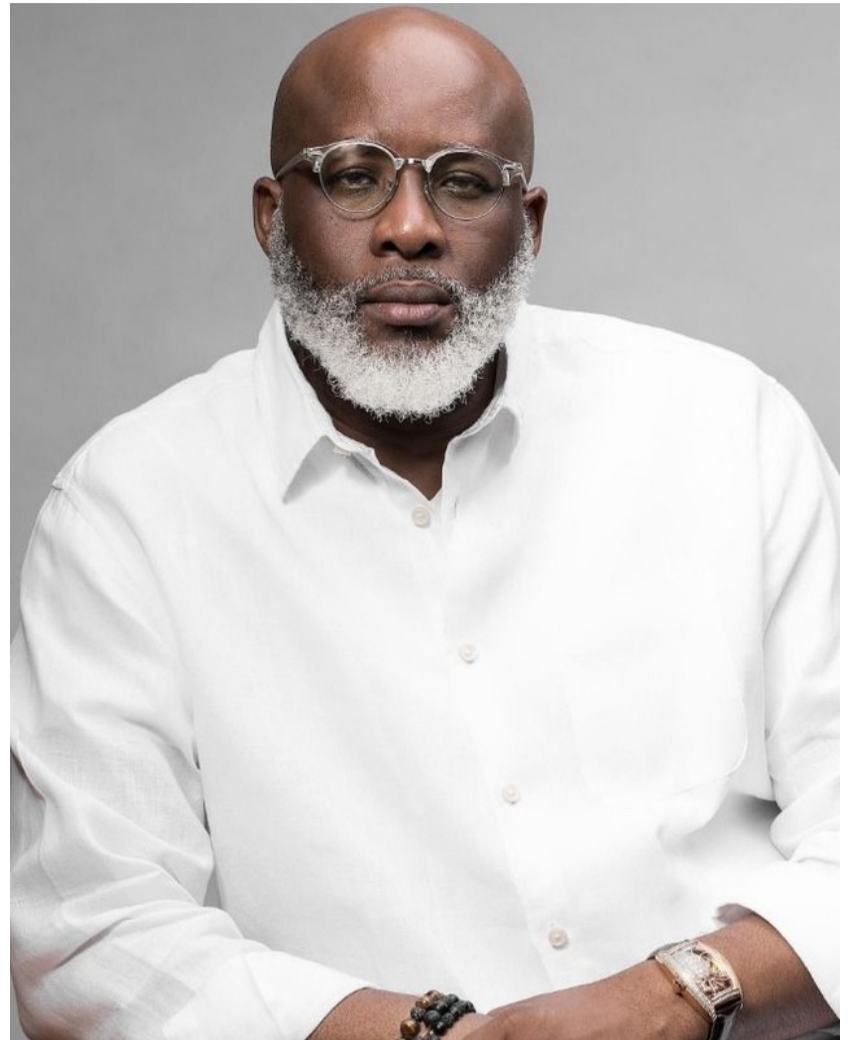
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# Be Transformed with The Catalyst: These Hacks Will Help You Overcome Stress

By Lanre Olusola



**S**tress can be defined as a state of worry or mental tension caused by a difficult situation. Stress is a natural human response that prompts us to address challenges and threats in our lives. Everyone experiences stress to some degree. The way we respond to stress, however, makes a big difference to our overall well-being.

Stress affects both the mind and the body. A little bit of stress is good and can help us perform daily activities. Too much stress can cause physical and mental health problems. Learning how to cope with stress can help us feel less overwhelmed and support our mental and physical well-being.

Stress is your body's response to environmental interpretations, perceptions, or beliefs. These responses can be good or bad.

When you feel stressed by something going on around you, your body reacts by releasing biochemicals like adrenalin and cortisol into your blood. These biochemicals give you more energy and strength, which can come in handy if your stress is caused by physical danger.

But this can also be bad if the stress is in response to something emotional and there is no outlet for this extra energy and strength. The biggest problem here is that when the response is negative and sustained over extended periods, your body, mind, and spirit will be stretched, stressed, and eventually break down.

Oftentimes, stress manifests when we carry over yesterday's concerns into our consciousness today. We must be able to "dump" all of our concerns from the previous day or days, learn from them, release ourselves and concentrate wholly on our today.

According to Dr. Bruce Lipton, 95% of disease is caused by stress and 100% of stress is caused by a wrong belief. Stress leads to various health issues such as heart and vascular problems, palpitations, high blood pressure, high cholesterol, weight issues, diabetes, chronic pain, arthritis, joint problems, irritable bowel syndrome, loss of libido, erectile dysfunction, infertility, chronic depression, migraines, organ dysfunction, immunity issues, and so on. Here are 6 hacks to reduce stress:

## Resolve to release negative thoughts of yesterday

Be mindful of the now – this thought only, this breath, this moment. Take in three deep breaths and slowly release each one. At the same time, feel every concern, every problem, and every unresolved moment.

In this special moment, be calm. Free your mind and body from worry, regret, disappointment, anger, and

grief. Just be at peace with yourself. You can deal with issues at a later time, but for now, be in this very moment. Bask in it.

You can also do something else like playing the saxophone, taking a quick stroll, gardening, or pottery while simultaneously keeping your mind quiet and calm. Practice this act of quiet and calm each day and see how much you'll accomplish. At the first sign of being stressed, go back to this mindful, quiet place and start again until you have reached your inner place of calm.

## Do something you enjoy

In my book, *The Morning Commander*, I explain how the best thing you can do for yourself is to do what you enjoy, like going out for lunch, dinner, or having drinks. Limit the amount of salt, sugar, caffeine, and alcohol in your diet. Drink plenty of water, and do at least moderate exercise each day.

## Sleep and rest more

It's very common, in this part of the world, to have less than 6 hours of sleep daily, however, experts recommend 6-8 hours of sleep per night to rest our bodies and rejuvenate our minds. Sleeping helps our bodies rest and heal.

## Turn your gadgets off

The convenience that cell phones have added to our lives can be a double-edged sword: we now depend on them so much that it seems we can't live without them. Our minds are constantly filled with news, social media, emails, and so on, and it is nearly impossible for us to get settled. Put your phone down at least 30 minutes before bed.

## Take a holiday

It doesn't have to be a fancy vacation resort. A day at the beach, spa, hotel, staycation, or an afternoon at the park will do – anywhere you can be and not think about the bills, work, or whatever tensions you may have. It's important to take time out for yourself, so do it! You cannot give what you do not have.

Take time to breathe properly. Take deep belly breaths to send pure oxygen to all of your body. Laugh and then laugh some more; it is food for the soul! Spend time doing the things that please you most. Engage in healthy and fulfilling relationships.

When we are content and living a balanced life, everyday stress seems to pale in comparison. We are better equipped to deal with the unexpected. To command your day, you have to master your stressors and take command of your life.

## WHO's stress management guide

Doing what matters in times of stress – aims to equip people with practical skills to cope with stress. A few minutes each day are enough to practise the guide's self-help techniques. The guide can be used alone or with its accompanying audio exercises.

## Keep a daily routine

Having a daily schedule can help us use our time efficiently and feel more in control. Set time for regular meals, time with family members, exercise, daily chores and other recreational activities.

## Get plenty of sleep

Getting enough sleep is important for both body and mind. Sleep repairs, relaxes and rejuvenates our body and can help reverse the effect of stress.

Good sleep habits (also known as sleep hygiene) include:

- Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends.

- If possible, make your sleeping area quiet, dark, relaxing and at a comfortable temperature.

- Limit your use of electronic devices, such as TVs, computers and smart phones, before sleeping.

- Avoid large meals, caffeine and alcohol before bedtime.

- Get some exercise. Being physically active during the day can help you fall asleep more easily at night.

## Connect with others

Keep in touch with family and friends and share your concerns and feelings with people you trust. Connecting with others can lift our mood and help us feel less stressed.

## Eat healthy

What we eat and drink can affect our health. Try to eat a balanced diet and to eat at regular intervals. Drink enough fluids. Eat lots of fresh fruits and vegetables if you can.

## Exercise regularly

Regular daily exercise can help to reduce stress. This can include walking, as well as more intensive exercise.

## Limit time following news

Spending too much time following news on television and social media can increase stress. Limit the time you spend following the news if it increases your stress.

## How Allawee is Building a Financial Control Platform For African Businesses

One of the biggest operational challenges businesses face is managing expenses. It is mostly done manually hence its complication, especially when tracking and recording. For instance, it's a common practice in Nigeria for employers to demand that employees keep receipts of expenses incurred and present them to be reimbursed. This means that employees will have to collate both paper and digital receipts and label them accordingly before submitting, a process that can lead to omission error and even fraud. What happens in cases where an employee misplaces receipts or chooses to tamper with the amounts on them? It becomes difficult to confirm the validity of the claim. This is the problem Allawee, a Nigerian fintech headquartered in San Francisco, is solving with its all-in-one financial platform. The startup has built a suite of financial software and hardware that takes away the hassle of expense management and reduces the error and fraud ratio to zero. Allawee, a B2B fintech founded by Ikenna Enenwali and Oreofe Olurin in 2022, allows entrepreneurs to create business accounts, deposit money, and spend via both physical and virtual cards—powering business-to-business transactions via card payment. “We are building a financial control platform for businesses,” Enenwali told TechCabal over a Google Meet call.

The platform gives control to founders, accountants, managers or anybody with a designated authority to handle the business account. Allawee, via its partnership with Providus bank, provides a business current account to its users. Users can load their account with money and create naira or dollar cards or both to spend money physically anywhere in Nigeria or virtually online. Businesses can create an unlimited number of cards, depending on the number of employees they intend to give. Once an employee spends via the Allawee card, the platform automatically records it with receipts and descriptions. This removes the chance of fraudulent activities and saves time during auditing.

For instance, a business owner can choose to budget for a project to be undertaken by a particular employee, and create a new card for the project or load up an existing card



used by the employees. The owner can also set up different controls like daily spend, or markup a spend for a particular activity like food or fueling of vehicles. Enenwali said that businesses can even set controls on the exact filling station to buy fuel and the exact place to eat. This means that the card will not work outside of the preset controls. At the point of reporting, all business owners need to do is to extract the details and export them into whatever third party platform they wish. “This saves time and removes doubts when recording expenses,” Enenwali added.

### Building a Financial Ecosystem

Allawee is barely two years old and has pivoted twice. The original idea that birthed the company was to solve lack of credit and capital for small businesses on the continent. So it launched as a credit card lender, but along the line, it became apparent that the company's risk assessment wasn't strong because they weren't privy to customer's credit information. “The actual credit risk data was a problem in Nigeria, there was not enough data for us to figure out who was a good borrower and who was not. So we decided to build our own credit risk API aggregator,” Enenwali told TechCabal.

With its API and web app, Allawee simplified the process of accessing multiple credit bureaus for credit checks and reporting. With one API call, customers were able to receive reports across the three major credit bureaus—CRC Bureau

Credit Limited, CR Services Credit Bureau PLC, and First Central Credit Bureau Limited. But as time went on, that became insufficient, as the company was still at the mercy of others because it needed to fetch data from banks and card issuance agencies. “To solve this, we decided to build our own card infrastructure. We want to be the issuer of cards, collect data directly, and then make credit decisions based on that. You see, we have built a financial ecosystem for business,” said Enenwali.

The strategy and roadmap may have changed, the company's CEO maintained that the goal hasn't changed. Allawee wants to build a well-rounded credit facility for business and is currently building the peripherals, which can stand as products on their own, that will make the facility formidable. Today, while this model is quite prevalent in retail fintech, Allawee seems to be the only startup playing this direction for businesses. B2B neobanks like Brass and newly launched Kuda Business, which seems to be offering everything Allawee offers, aren't issuing cards for businesses nor do they offer robust expense management tools.

To build an ecosystem, a company must have gathered momentum or be leading a particular vertical it can leverage to bundle more. Allawee appears to be using its card issuing & payments infrastructure to create a moat that will carry the ecosystem it is building. Considering that the global expense management market is projected to grow from \$6.51 billion in 2022 to \$12.05 billion by 2029, at a CAGR of 9.2% in the forecast period, this seems like a strong vertical to build on. According to the CEO, the company has experienced rapid growth since launching “with hundreds of businesses signing up and over half a million dollars of payments volume already.”

Last year, the company raised a pre-seed led by Voltron Capital with participation from ODX, a fund by On Deck Co-CEO, Erik Torenborg and Founding Partner, Shawn Xu. RaliCap and Piggy Tech also co-invested. Enenwali told TechCabal that the next thing for the business is to focus on expense management and card issuance infrastructure as it will lay the actual foundation they need to build a full-on financial ecosystem.

## Fintech Launches Community Loan Scheme for SMEs

Moni has launched a new range of business loans that will enable market traders, spare part dealers, textile traders, and other small business owners in Nigeria and other African countries to leverage the power of their communities to access the working capital they need to run and scale their businesses.

Community groups and associations serve a vital purpose in many emerging markets, providing essential services and protecting the collective interests, according to the firm.

It stated that it is pioneering a community finance model that builds on the importance of this form of group responsibility in African communities to improve access to essential financial services for small business owners on the continent.

Commenting on the scheme, the Chief Executive Officer and co-founder of Moni, Femi Iromini, said, “Our community-powered business loans product is just one of the ways we are innovating around our unique context in Africa to make the most of what is already in place to deliver the financial services business owners need to create long-lasting wealth for themselves and their communities.

“We have ample evidence to show that this approach



works. We are excited to bring more businesses on board to drive the economic development we all want to see on the continent.”

The firm noted that it has built a risk engine that combines financial data and business performance with social intelligence to enable more effective credit decisioning for African SMEs.

It stated that small business owners with a positive social reputation simply needed to join a lending cluster with an invite from an existing user of its product, and once their eligibility had been confirmed, they could access financing in about five minutes.

It added, “Once the loan is disbursed, the cluster shares responsibility for the loan, and members are able to access funds from an automated savings pot to bail out members if needed.”



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## Eighth Season Of Nigerian Idol To Premiere in April As D’banj, Simi and Obi Asika Return As Judges

**N**igeria’s most prestigious reality TV singing competition, Nigerian Idol, is back for the eighth season!

The show will premiere on April 23, 2023, as D’banj, Simi, and Obi Asika also return to preside as judges for the season alongside beloved host IK Osakioduwa. It follows the brilliant success of the past edition that saw Progress Chukwuyem emerge as the winner and walk away with 100 million Naira worth of gifts.

On Tuesday, March 28, MultiChoice Nigeria announced the show and judges’ return at a media launch in the company’s multipurpose Lagos studio. Popular TV personality, IK Osakioduwa, will be returning as the show’s host for a third time alongside Obi Asika, who will also be judging his third season. Superstar singer/songwriter Simi and multiple-award-winning entertainer D’banj are also back for a second time, ensuring the band stays together.

The leading entertainment company announced the return of the show in January, with the online and physical auditions following shortly after. The eighth season will premiere on April 23, starting with recordings from the auditions. Fans expect to be thrilled by hilarious and beautiful performances from upcoming superstars. The auditions and theatre week will air from April 23 till May 21, so fans can follow the journey of the final live-show contestants. The live shows will begin on May 28 and end on July 16, when a new Nigerian Idol will emerge.

Dr Busola Tejumola, Executive Head of Content and West Africa Channels at MultiChoice Nigeria talked about MultiChoice’s reasons for producing an eighth season of the show. She said, “Nigerian Idol has continued to offer talented Nigerian artists the platform to show the continent what they can do and an opportunity to rise to fame through hard work and dedication. It is a rare chance to gain access to the hands-on mentorship provided by the judges, our vocal coaches, the world-class production team and the choreographers that altogether unveil the intricacies of the industry to these talents and a chance for them to hone the skill in readiness for their contracts.

This year we are thrilled to have our entire panel of



judges back – D’Banj, Simi, Obi Asika. They will return to steer the course of affairs. We look forward to a wide array of music and song choices across genres and spectacular performances that together deliver a fantastic show.”

Returning judge Simi spoke about the qualities a Nigerian Idol must possess. She said, “Have a great work ethic and be passionate about your work Talent is never enough.”

On the other hand, Obi Asika confessed he was looking forward to beginning the journey of choosing a new winner. He said, “If you are going to make it to the top 20, that’s a real fight because there are a lot of people, and many fall off. Every single year, I’m upset that we left some people behind. It’s always a battle, but it’s also a pleasure. We are blessed with incredible talents. It’s one of the things that make Nigerians special. These amazing talents come through every year, and I can assure you that there are special

people this season.”

Nigerian Idol is a platform created to showcase remarkable Nigerian voices to a global audience whilst empowering participants with an opportunity of a lifetime. As usual, the show will bring fans the best entertainment as they watch the individuals with the best talent battle to the top.

Over the years, Nigerian Idol has produced some of the most prominent musicians in Nigeria, such as Timi Dakolo, Mercy Chinwo, Kingdom, Progress, and Omawumi, who made a name for themselves in the local and global music scenes. The goal is to produce another superstar at the end of this season.

For more information on Nigerian Idol, visit [www.africamagic.tv/nigerianidol](http://www.africamagic.tv/nigerianidol). You can also follow the official Nigerian Idol social media pages for news and updates with the hashtag #NigerianIdol on Twitter, Instagram and Facebook.

## Nigerian Idol Winner Will Win 35 Million Cash Prize – MultiChoice

**A**frica’s leading entertainment company, MultiChoice Nigeria announced its plan to award the winner of Nigerian Idol a cash prize of 35 million Naira. The announcement was made at a media briefing event held at the MultiChoice Studios, Lagos, Nigeria on March 28, 2023.

Speaking at the event, the Executive Head of Content and West Africa, MultiChoice Nigeria, Busola Tejumola, expressed her excitement about the upcoming Nigerian Idol competition and the huge cash prize for the winner. “Last season, we were taken on a journey of self discovery and thrilling performances that saw Progress Chukwuyem emerge the well-deserved winner, taking home a whopping 30 million Naira cash prize. This year, we are back with a bigger reward.”

“The winner of this new season will not only walk away with a cash prize of 35 million naira but also with the grand prize of a 100 million naira; including a rare chance to gain access to the hands-on mentorship provided by the judges, our vocal coaches, the world-class production team and the choreographers that will altogether unveil the intricacies of the industry to this talent and a chance for them to hone the skill in readiness for their contracts; and we are proud to be setting the standard,” she said.

Busola further added that the Nigerian Idol competition is not just about the cash prize, but also



about providing a platform for young and talented Nigerians to showcase their musical abilities. “We are committed to empowering and promoting the creative talents of young Nigerians, and the Nigerian Idol competition is one of the ways we do that.”

The media briefing event was attended by top executives of MultiChoice Nigeria, as well as

journalists and entertainment industry stakeholders. The event was also an opportunity to introduce the judges for the upcoming Nigerian Idol competition, which include popular Nigerian musicians Simi, Obi Asika, and D’banj

The Nigerian Idol competition will kick off on April 23, 2023, with live performances beginning on the 28th of May. The grand finale will air on the 16th of July and will broadcast across Africa Magic Channels – Africa Magic Showcase, Urban, and Family. As always, the Nigerian Idol pop-up channel (DStv ch. 199) will be open 24/7 with audition tapes.

It promises to be an exciting and competitive show. The winner of the competition will also go home with a grand prize up to 100 million, and gain nationwide recognition and exposure in the music industry.

## Five Reasons You Should Be Watching Showmax's Original Telenovela, Wura

The much awaited Easter is here and a good time to unwind with family and friends. The best way to do this is to unwind with a good binge; while there are many options, we're currently enjoying Wura, a Showmax Original Telenovela.

### A little background, shall we?

Wura is a tantalizing tale of a woman who will go to any length to keep her gold mining business running, Wura tells it all as a wife, mother, and ruthless businesswoman. The telenovela is set in Osun State's Iperindo Community and stars industry heavyweight Yomi Fash Lanso, Scarlet Gomez, and others. The show premiered on January 23, 2023 and it's already such a hit, it's not hard to see why.

We're watching Wura and here's why you should too:

### The Themes

Wura is the story of Wura Amoo-Adeleke, the ruthless CEO of Frontline Gold Mine who will do anything to keep her company afloat. In order to do this, she goes above and beyond and gets her hands dirty. The series delves into complex themes such as greed, justice, family, corruption and its realistic portrayal of the people of Iperindo community. It emphasizes the rich history of gold mining as well as the people's impoverished way of life. It serves as a significant call to action for Nigerians to give back to the community that has given so much of its natural resources; it is now up to Nigerians to heed the call.



### The Production

It's impossible not to fall in love with Wura's aesthetic and cinematography. It's subtle in a good way, with excellent camera movement and cinematography. The details, from the casting to the interactions to the makeup and settings, are all realistic and beautiful to watch.

### The Cast

The diverse cast is a joy to watch on screen, which is not surprising given that the characters were left in the hands of such talented individuals, including Yomi Fash Lanso, Ego Ihenacho, Scarlet Gomez, Carol King,

and other newcomers. The characters all interact in such an organic way that it adds to the story's intrigue, and it's all due to the cast's natural chemistry.

### The 'Lewks'

Lights, camera, FASHION! Scarlet Gomez, in her role as Wura Amoo-Adeleke, completely embodies the character with her stellar acting and more accurate costumes. Her appearance is not extravagant; she is dressed smartly and nicely and exudes a no-nonsense demeanour. Wura appears in the first scene wearing a ruffled nude dress with red bottoms and a red purse that matches the soles of her shoes. Every other character is dressed correctly and reflects the characters' economic disparities; kudos to the costume designers!

### The Drama

If not for the drama, why would you watch it? The plot is suspenseful and will keep you on the edge of your seat. The first scene is terrifying, as Wura lights up... Watch to find out! Wura is a delight to watch, with a woman who will do anything for her business, an adopted daughter investigating her father's death, a man obsessed with his wife, lies and greed and more!

Wura is a new take on family melodramas that promises to transport viewers on a dramatic and thrilling journey. Hope you are convinced to watch Wura, now available on Showmax!

## Africa Magic's Brand-New Series, Lahira Debuts April 4



The highly anticipated action-packed series, Lahira, will premiere tonight on Africa Magic Showcase (DStv ch.151) at 9:00 pm.

Get ready to be transported into a world of drama, suspense, and intrigue, as this captivating series follows the life of a courageous young girl whose



village gets destroyed by armed men. This destruction forces the girl, Lahira, into an IDP camp, but her stay is short-lived as the same insurgents who obliterated her home also stormed the IDP camp and abducted her and other young girls. Doctor Louis Michel, the head of the IDP camp, becomes the

insurgents' target.

The series focuses on the daunting challenges of terrorism, insurgency, and survival in Northern Nigeria, with a diverse cast of actors across the country. They include Norbert Young, Gloria Anozie-Young, and fast-rising Miracle Iyanda, who plays the lead cast as Lahira. Acclaimed Nigerian filmmaker Justice Atigogo produced the series, while Peter Fada created and directed the film.

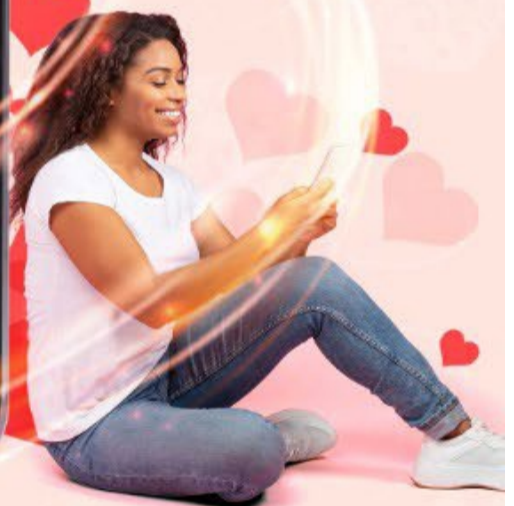
With a talented cast of seasoned actors and fresh faces, Lahira promises to be a riveting and unforgettable viewing experience. The series is filled with plot twists and unexpected turns, as the characters grapple with love, family, and the pursuit of their dreams.

So, what are you waiting for? Grab some popcorn, gather your friends and family, and tune in to Africa Magic today to catch the debut of Lahira. This is a show you definitely don't want to miss, and we guarantee it will have you hooked from the very first episode! For more information, visit Africa Magic's website or follow the story on Instagram and Twitter.



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# Incorporating Human-centered Solutions for Workplace Transformation

Emmanuel Asika, Country Head, HP Nigeria, spells out the significance of focusing less on products and more on people

A usual workweek for some could read: Traditional Monday meetings, outfield customer oversight on Tuesday, convene strategic think-tank session with colleagues working remotely from the corporate office, whilst deploying the HP Smart App to print meeting outlines for physical attendees on the go. Just as you go about your day, the relationship with your team is somewhat multi-dimensional with Slack and Teams holding sway.

Incidentally, for over two years, institutions globally have persistently recorded a multifaceted paradigm shift; seeing people getting jobs done on the go - from the comfort of their homes, hotels, in-flight, and in coffee cafés or shared workspaces. While most employees welcome hybrid work, it has its peculiar glitches. These dynamics – tools and processes driving the engagement and efficiency of in-person work environment is now jaded; hence, businesses ensure productivity is not impeded by striving harder through the adoption of a flexible work model.

One of the noticeable trends in Nigeria in recent times is that HR leaders have identified organizational redesign as a priority and are moving towards building a cross-functional network of teams to become more agile. Efficiency is key to successfully execute organizational strategy.

So, to generate, share, and protect data amongst a mass workforce, business leaders must devise effective strategies. Therefore, whilst acknowledging that ways to handle once-printed material is one struggle, yet for other workflow, the issues reach farther.

Embracing digital transformation rightly is arduous; according to Boston Consulting Group, about 70% of digital transformations fall short of their objective expectations, reasons giving as uncomplimentary company culture not endearing to change or poor data gathering and management methods. The concept of "human-centered transformation" – which is a tactic that sustains workers at the forefront is one reliable concept being entrenched by HP worldwide. This deals with the needs of employees to work proficiently and successfully today. This, in the workplace, further connotes great understanding of end-user's behaviour, wishes, and own experiences. Consequently, whilst you want to imagine employees' adaptability to stale technologies, tools, and procedures - can be unproductive and unsatisfying for many to deploy, exclusively in our dynamic work



world—tools, technologies and procedures essentially must, speedily, meet employees' needs. Incidentally, accepting "human-centered transformation" is expressly imperative as employee roles are now more flexible than ever; hence, HP is distinctively determined to explore this as it undergoes its own swing to digital processes, workflows, and systems.

## Deepening worker-focused solutions

Nigeria's remote work scene is thriving, as more and more businesses embrace the hybrid model. Lately, the 'japa' syndrome has compelled employers to rethink work conditions and embrace customised work arrangements, new research, Temporal Contexts and Actors vis-a-vis I-deals' Timing and Creation: Evidence from Nigeria, has found. Also, according to the International Labour Organisation (ILO), 85 percent of 1,017 Nigerian companies adopted hybrid work arrangements during the pandemic, while at least four percent of those surveyed will operate a fully remote work approach post-COVID. Nigeria also leads the way in the number of organisations in Africa planning a hybrid work model (56 percent) going forward.

HP, as a global corporate citizen, prides itself as more than a manufacturer of discreet products and solutions like computers, printers, webcams, and other peripherals. We aim to provide a holistic, intuitive suite of products and services that are flexible, scalable, and anticipate customers' needs. It is layering valuable insights into products and services through advanced technologies such as AI, machine learning, and crowdsourcing that enable greater problem-solving, faster decision-making, and increased sharing of vital information.

The objective for HP is to inspire customers in line with their own digital transformation paths by providing ongoing, informed decision-making. Thus, for reference, the HP Presence portfolio uses AI for real-time monitoring to guarantee that video calls users perpetually stay in frame, look their best, and are audibly heard by all. Additionally, HP's acquisition and integration of Poly broadens these capabilities as we launch our new Workplace Services & Solutions organization. These steps will help HP further expand our device, software, and digital service offerings while providing more insights, manageability, and data security to hybrid workforces.

## Resolving end-user demands

Primarily, customer experience is key. HP needs to display good understanding of user journeys, pain points, and their expected results. Appreciably, we need to get daily direct feedback from our products and services users, like doctors and nurses in hospitals, teachers in classrooms, and field engineers. Inquire what they require today to work more effectively? Just as having conversations with business leaders, procurement specialists, and IT staffers amongst others.

By extension, how can technology lead the quest for a better hybrid work experience? What will be needed a year, or five years, from now? Technology is assisting us here, too. We are now able to deploy digital innovations to pool everything from a single user's feedback to crowdsourcing solutions that can apply to specific roles, industries, geographic areas, and much more.

Conclusively, as we push further, we need to have sustainable engagements in this ever-evolving market as we test, experiment, and discover varied means. Though, we may not have all the answers initially, but solutions will continually be vital as we incorporate human-centric evolution.

## Players Excited as Voting Begins for NAIJA Super 8

**N**aija Super 8 football tournament, which was recently unveiled for Nigerian clubs, has kicked off fan voting process for clubs to participate in the playoffs, scheduled to hold in Uyo, this June.

The voting, which commenced, yesterday, and closes on Friday, May 12, has elicited excitement by football clubs shortlisted to participate in the tournament.

Speaking on the voting, Managing Director, Flykite Productions, Jenkins Alumona, acknowledged the excitement and commitment shown by shortlisted football clubs, and urged them to embark on innovative fan engagement initiatives that will enable them garner votes from the fans.

“In line with our pronouncements on the process for selecting teams to participate in the Super 8 tournament, we are pleased to inform the Nigerian football community and stakeholders that voting commenced on Monday, April 10, and will end on Friday May 12.

“We urge all football fans to take advantage of this new era in Nigeria’s club football history, by voting their preferred club, either through the Naija Super 8 website, the mobile site, or via the MyDStv and MyGOtv apps. MyDStv and MyGOtv App voting are open to active DStv and GOtv subscribers with eligible packages in selected countries.

“Like we have previously reiterated, this tournament intends to reignite fan interest in the Nigerian local football league. As such, we believe that it is imperative that the fans be enabled to participate in the team selection process of the



tournament because football without the fans is nothing.” Alumona also assured all stakeholders that the votes, collated by internationally recognised audit firm, Deloitte, would be credible.

“We can assure all stakeholders of the highest standard of transparency devoid of any form of malpractice, as the voting process will be managed and audited by Deloitte, the

same company, which handles the voting process for Big Brother Naija,” he said.

The Naija Super 8 tournament is a Flykite Production sponsored by DStv, MTN, SuperSport, GOtv and Moniepoint. To vote, visit the Naija Super website [www.naijasuper8.ng](http://www.naijasuper8.ng) and follow Naija Super 8 on all social media handles for more information.

## Bidding Process For Man United Enters Third Round

**R**ival bidders for Manchester United have been invited to submit a third offer by the end of April, according to reports.

Qatari banker Sheikh Jassim Bin Hamad Bin Jassim Bin Jaber Al Thani and British billionaire Jim Ratcliffe both submitted a second bid for the Premier League club last month.

Several offers are understood to have been received in recent weeks but Sheikh Jassim and Ratcliffe remain the front runners to buy United should the Glazers give up control of the club they bought in 2005 for £790 million (\$980 million).

United’s unpopular owners announced in November they were conducting a strategic review, with the sale of the club one option being considered.

The Qatari group has reportedly made an offer of about £5



billion for 100 percent ownership of the club while Ratcliffe, a boyhood United fan, wants to buy the combined Glazer shareholding of 69 percent.

The Americans’ asking price is believed to be around \$6 billion — a figure that would make the 20-time English champions the most expensive sports club in history.

Finnish entrepreneur Thomas Zilliacus last month entered the race and US hedge fund Elliott Investment Management is understood to have made a bid for a minority stake.

The Glazers have angered many United supporters by saddling the club with huge debts over the past 18 years.

They appeared ready to cash out at an enormous profit when they invited external investment in November but they could yet shun the option of selling a controlling stake.

## Sporting Lagos Partnership Thrills Danish Club Fans

**S**upporters of Danish division two side, Aarhus Fremad, have expressed optimism about the financial fortunes of the club following its takeover by Nigerian tech businessman, Shola Akinlade.

Akinlade who is the co-founder and CEO of Paystack, a leading Nigerian FinTech company, acquired a 55 per cent stake in Aarhus Fremad last week, establishing the team as a sister club to Sporting Lagos FC, a Nigeria National League side founded by him in 2022.

As reported by soccernet, the Nigerian visited the Danish club for the first time to meet with the fans and that coincided with the game between Aarhus Fremad and FC Roskilde at the Riisvangen Stadium on Monday. He also held his first board meeting at Fremad and met the city’s mayor to discuss his ideas for the club on Tuesday.

The latest financial report reveals that the club has suffered a loss of two million kroner over the past two years and the fans are hopeful the takeover will spark a turnaround for the club amid

“This is a community-based club, so it is important to keep



that in mind going forward with Mr. Shola. But I have been looking into what he has been doing with Sporting Lagos and it looks like it is based on familiar ideas and values. So maybe this can turn out to be a good thing.” One of the fans, Phillip

said.

The club’s director, Lars Kruse, also acknowledged the potential of the takeover.

“It has been quite difficult for us running this club as a business. It has been a passion project for a few of us,” Kruse said.

So, it is really good for me now that we have some significant economic strength due to Shola coming to the club.”

Akinlade had expressed his enthusiasm for the joint venture, which will power local communities. “I am truly honoured and excited to embark on this new chapter with Aarhus Fremad and further our shared commitment to engaging and empowering local communities.”

Currently, Aarhus Fremad tops the 2nd division and has a chance of being promoted to Denmark’s second-best league. However, the club has faced financial difficulties in recent years, with Kruse, the former primary equity owner, covering its deficit.



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## BRAND NEW



Live vivid  
 Redmi Note 12 Series



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## Xiaomi Launches Redmi Note 12 Series in Nigeria inspiring users to “live vivid”

**R**edmi Note 12 Series continues to bring flagship-exclusive features to upper-mid range devices, redefining photography, and overall user experiences.

Xiaomi today announced the highly anticipated Nigeria release of Redmi Note 12 Series at a launch event held at the Lagos Marriott Hotel in Ikeja. Available for the Nigerian market are 2 models of the popular lineup – Redmi Note 12 Pro+ 5G and Redmi Note 12, with prices starting at 116,900.

Building upon the incredible success of Redmi Note 11 Series, Redmi Note 12 Series delivers remarkable enhancements to the features that matter most to its fans. These upgrades include the camera system, battery life, charging speed and user-friendly design, all offered at an exceptional value. With the launch of Redmi Note 12 Series, Xiaomi is demonstrating once again its commitment to making high-end smartphone features accessible to many more Nigerians.

Speaking about the launch, Mr. Max Ma, Xiaomi Africa General Manager said, “We are very delighted to be launching Redmi Note 12 Series in Nigeria, which is also the first market in Africa to launch the new devices. Redmi Note 12 Series represents the best of innovation, higher than any smartphone in its price category. With Redmi Note 12 Series, Xiaomi promises and delivers high-end flagship qualities in upper mid-range devices at very honest prices, and we have introduced these devices so that many more Nigerians can experience and have a better life through our innovative technology”.

**Flagship features that inspire users to “Live vivid”!**

The headline-maker in Redmi Note 12 Series is Redmi Note 12 Pro+ 5G with its powerful triple camera system. Featuring a flagship-level 200MP main camera with OIS, an ultra-wide camera and a macro camera, the top-of-the-line device aims to redefine photography for the upper mid-range smartphone segment.

Redmi Note 12 Pro+ 5G will delight users with its remarkably bright and vivid 120Hz Flow AMOLED

displays, which are Dolby Vision® and Dolby Atmos® supported. Together with the flexible P-OLED materials that enable slimmer bezels, Redmi Note 12 Pro+ 5G allows for a superb and immersive visual experience.

Redmi Note 12 Pro+ 5G is also shipped with flagship-level charging speed, with 120W HyperCharge and a 5,000mAh long-lasting battery for extended daily usage even under heavy content consumption. Smooth and reliable 5G performance is ensured with MediaTek Dimensity 1080 high-performing chipset. Redmi Note 12 Pro+5G comes with 8GB+256GB at the price of 279,000.

**Redmi Note 12: Experience smooth impressive performance every time.**

Every member of the Series exceeds expectations beyond their price segment. Redmi Note 12 offers impressive performance and enhanced entertainment experience. Boasting a super-smooth 120Hz AMOLED display, users are presented with stunning picture quality with accurate colors. Powered by the latest Snapdragon 685 Mobile Platform, operations are smooth and seamless, allowing for easy multi-tasking with enhanced power efficiency.

Redmi Note 12 features 33W fast charging and a 5,000mAh long-lasting battery, meaning users can use more apps and take more photos without battery concerns. Add to that a solid AI triple camera, stunning Night Mode feature as well as a host of useful fun features and filters, Redmi Note 12 is putting the kind of camera power once reserved for flagship phones in more users’ hands at budget-friendly prices.

Both Redmi Note 12 Pro+ 5G and Redmi Note 12 are immediately available at Xiaomi Exclusive store in computer village Ikeja and all retail stores of Slot, 3C Hub, Finet, Pointek, and Raya nationwide. It’s time to grab yours and get ready to live vivid.

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