



THE HEART AND SOUL OF A BRAND

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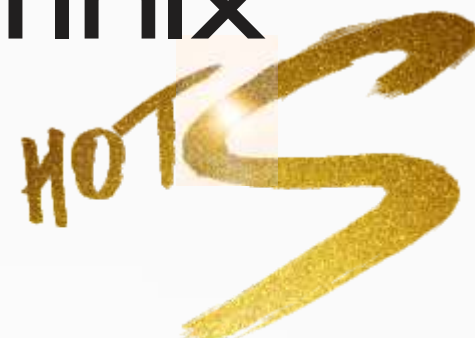
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Infinix



'The aim of the entertainment industry is to tell our story, then sell it' – John Ugbe



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THE HEART AND SOUL OF A BRAND



***966# EaZybanking: Zenith Bank's**

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Zenith Bank is pleased to announce the launch of our USSD Banking service themed the 'Easy Way to Bank.' The solution embodies every word in that statement by enabling you perform financial transactions on any kind of mobile phone (Feature, Smartlite or Smart), without having to go on the Internet or download a mobile app. So you can pay

bills, buy airtime, transfer funds and lots more from any kind of phone, no data required.

To open a Zenith Bank account, users only need to dial *966*0# and follow the prompts. An account number is automatically generated for the customer and they can start running the account after a short visit to any of our branches.

To perform transactions with the solution, our customers are required to perform a one-time registration by dialing *966*00# and following the prompts. After registering, they can easily carry out a myriad of banking activities 24/7, such as:

- Account Balance Enquiries – Dial *966*00# (Registered Users)
 - Airtime Purchase – Dial *966*Airtime Amount*Mobile Number#g *966*1000*0803456789# to purchase N1000 for the mobile number in the string.
 - Funds Transfer – Dial *966*Amount to Transfer*Beneficiary Account Number#g. *966*1000*1234567890# to transfer N1,000 from your account to account 1234567890.
- *966# transactions can only be performed from the phone number registered against a customer's account with Zenith Bank and require a 4-digit PIN for transaction authentication. Visit www.zenithbank.com/966 to find out more.

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5

Small Business Ideas That Can Increase Your Income



With the current state of economy, salaries are bound to remain stagnant as companies can not afford to increase their workers' salaries as they look for ways to reduce their overhead cost.

Good news is, you can increase your own income by having multiple inlet streams. Surprisingly, starting your own business is really simple, you just need to take the first step – checking to see things that you have penchant for.

Tired of answering queries, brainstorming ideas and solutions for employers? Ready to be your own boss? Here are some of the best small business ideas you might find useful.

PERSONAL SHOPPER

If you're interested in shopping, and you like working with people, this job could be ideal for you. A personal shopper gives advice and suggestions to customers on products that fit their needs. This could be anything from gifts to household goods to clothing. You do not need any particular qualification to get into this job. As a personal shopper, you'll shop in a number of stores for your customers. You'll need to keep on top of trends and know exactly where to get what you're looking for. Sounds like fun right?!

ONLINE STORE

Do you make your handcrafted items? Yes! It's possible to own your own online store where you can sell your products and items. All you need is an ecommerce website and the right software to start. Nevertheless, several online marketplaces in Nigeria like Jumia Market (Formerly Kaymu) allow you to sell items- fashion, health and beauty, electronics and even handcrafted items on their platform.

HOME MADE FOOD SERVICES

Is cooking your expertise? You can turn your passion into a business. Everyone loves a good home cooked meal. With logistic services available everywhere, you can supply different types of foods to individuals and corporate organizations. Also, you can start outdoor catering business as the rate at which outdoor events hold these days have increased more than ever before. These type of events may be weddings, corporate and informal events.

ERRAND SERVICE

All you need for this job is a car and a telephone. In some ways, the recession has made people busier than ever as people have to work doubly hard. You can make money by helping them work around their busy schedules. Errand services involve performing personal tasks which people are physically unable to do which includes dropping off items, dry cleaning, paying bills etc. To be successful in this business, it's highly important to network with a lot of people in order to get clients.

ESTATE SALE SERVICE

If you have some knowledge about selling antiques or used items, you may be able to offer your services in this area. People who need to move or liquidate their belongings usually need help setting up estate sale services. An Estate sale often happens when someone is in need of a way to sell items due to downsizing, moving, divorce, bankruptcy, or death. Most liquidators will charge a commission of a percentage of the net profit and this is a really cool way of getting some extra cash.

*Article by Jumia Market (formerly Kaymu).
Appeared first on Premium Times Nigeria.*

LIVE YOUR DREAM



As Managing Director of MultiChoice Nigeria, John Ugbe is responsible for developing strategies that have resulted in the growth of local content. He has driven a mass-market strategy that has recorded substantial business expansion in a very short time.

MultiChoice is committed to partnering with local entrepreneurs, governments and broadcasters in Africa, tailoring its operations to suit local needs while maintaining the highest levels of service and product quality.

Recently, MultiChoice Nigeria unveiled a brand new campaign for the DStv Compact package called **Live Your Dream** and it features its latest brand ambassador, **Odion Jude Ighalo**.

The Live Your Dream campaign celebrates the passion, perseverance and determination of Nigerians to achieve their dreams against all odds with Ighalo's story as a perfect backdrop. The campaign uses Nigeria's most loved sport and one of Africa's finest football exports to tell a story of hope and victory.

Customers on DStv Compact will have a chance to live their dream as well by watching all the Premier League games on the DStv Compact package for only N6 000.

The benefits are endless. Go get yours today as you **LIVE YOUR DREAM...**

Melvin O. Udosen
BrandEvangelist

Turning passionate customers into your brand evangelists
melvin@brandessenceNigeria.com

Did you know?
Did you know, you can back up all your photos using Google photos app which is tied to your Gmail account.



Infinix *NOTES*

'The aim of the entertainment industry is to tell our story, then sell it' – John Ugbe

By Melvin Udosen & Azeez Disu

MANAGING DIRECTOR, MULTICHOICE NIGERIA, JOHN UGBE shares some **INTERVENTION STRATEGIES** that would make entertainment industry become a key contributor to Nigeria's economic growth and development.



"Entertainment currently contributes approximately 2.5% to Nigeria's Gross Domestic Product (GDP), an equivalent of N9 Trillion in total earnings"

The glamour, the fun and excitement that music, films and others entertainment shows have brought to many homes cannot be quantified. Entertainment has over the years proved to be the best friend and companion anyone can have, from the state of depression or stress, good music lifts the mood, joy and strength gradually returns.

Same with good film and television programmes, loneliness is quickly submerged with companionship. You feel the presence of the actors and actresses right before you, you laugh, you smile, at times tears drop.

With all the wonders of entertainment, it is still confronted with a lot of challenges that need urgent intervention, the intervention many believe will create a boom in Nigeria's economy and Africa at large.

The Roadblocks

Entertainment currently contributes approximately 2.5% to Nigeria's Gross Domestic Product (GDP), an equivalent of N9 Trillion in total earnings; despite this height experts believe that the industry has not fully achieved its true potential.

Meanwhile, 2face, Dbanj, Wizkid, Olamide, Falz, Tiwa Savage,

Timi Dakolo, Omawumi, Uti Nwachukwu, Ebuka Uchendu, Kunle Afolayan, Eku Edewor, and host of others have proved to the world that Nigerians have great musical and artistic talents, all thanks to Channel O, Africa Magic Viewers' Choice Awards (AMVCA), West African Idol, Big Brother Nigeria/Africa, The Voice Nigeria and other MultiChoice's Programmes and platforms on DStv and GOtv.

Sadly, Privacy, Dearth of skills; inadequate Infrastructure, poor funding, poor distribution system, and lack of structure continue to dwindle the contribution of the entertainment industry to the GDP. A recent study revealed that there are 8 pirated works to two original works out of every ten works you find in the market. Yearly, billions of US dollars of the industry wealth are lost to Piracy. Entertainers are left with the little choice of living on the meagre returns from the sale of their original copies.

Managing Director, MultiChoice Nigeria, John Ugbe is not pleased with this development, he disclosed that "Privacy is the bane of the Creative industry", he therefore urged stakeholders to urgently find a lasting solution to the menace.

Ugbe pointed out that Nigerian artistes are imbued with the natural skills to excel but inadequate resources; studios and production facilities; and funding are some of the factors dashing their hope of succeeding in the industry.

What Have Others Done?

In the United States, the entertainment Industry contributes about 6% to the economy, and this is valued at about \$700 billion, Nigeria contributes far less. "Our contributions seem



small in comparison, but there is massive potential for improvement” Ugbe said.

He revealed further that Canada has 5 Funds for the Media and Entertainment industries worth \$1.6Bn. The CFFF is about 49% equity or 49% recoupable advance in a feature film and its Tax Credits is 25% of Labour and up to 15% of total costs.

Similarly, South Africa gives 20% tax reduction on production expenditure for foreign productions filmed in South Africa with a budget of R12-million (about \$1, 3-million) or above. Also, a 22.5% to 25% reduction if filming and post-production takes place in South Africa. Post-production expenditure must be R1, 5-million (about \$166000) or above to qualify. The story is different in Nigeria, she gave \$3.3bn in tax breaks to the Oil & Gas sector in 10 years while the entertainment industry received \$200million grant in 2010.

Why MultiChoice is Intervening

Ugbe made known that MultiChoice's contribution to the Nigerian economy from 2011/2012 till 2014/2015 is estimated to be N1.5 trillion (\$796.8m) while it promises to do more.

He explained that affirming Nigeria's leadership position in music and movies on the continent, creating jobs, development of the market were some of the reasons why his company intervened in the industry.

Between 2009 and 2014, Nollywood produced well over 5,000 titles, 80% of which were acquired by the Africa Magic channels, thus giving Nollywood a bigger platform than any other sole broadcaster.

Also, in 2013 alone, MultiChoice launched 13 fantastic new channels on the DStv platform, which include three M-Net Series Channels, M-Net Movies Zone, Fox, Ebony Life, Telemundo, Hip TV, Spice TV, CBS Action, CBS Drama, JimJam and MGM. These platforms give Entertainers the opportunity to showcase their potentials internationally. In the same vein, MultiChoice's Africa Magic Viewers'

“Ugbe made known that MultiChoice's contribution to the Nigerian economy from 2011/2012 till 2014/2015 is estimated to be N1.5 trillion (\$796.8m) while it promises to do more”.

Choice Awards (AMVCA), a recognition of excellence and outstanding achievement in television and film, has enhanced creativity, quality production, and professionalism, as winners are picked by the general public through votes.



Ugbe stressed that MultiChoice has been in the forefront of the promotion of local television content that promotes family values, in Nigeria with over N15.5billion investment in local productions.

“We have gone to great lengths to customize our services for the Nigerian market. This is why we have commissioned a range of top content from our channel providers like Doctors Quarters, Edge of Paradise, Big Brother Nigeria, Gladiators, Money Drop Nigeria, Tinsel,

Jara, Studio 53, NFL, DStv Basketball league, Fashion Protégé, AfricaMagic Original Films.

Policies that Encourage Growth

Ugbe is optimistic that diversifying the entertainment industry into areas like Animation, Documentary Filmmaking, and telling new stories or finding new ways to tell old stories at this time is critical, especially with the downturn in the country's economy due to drop in Oil revenue.

He pointed out that more jobs would be created; and more forex would also be earned when creative works are exported. For this to happen, he hinted that friendly business environment must be in place “We must fix our distribution value chain, leverage on new digital technologies” he said this at the fourth Nigerian Entertainment Conference 2016 held in Lagos.

He added that strong regulatory and legal framework through effective copyright protection law would make creative materials or projects secure from theft. More so, he urged the government to intervene in the area of funding and grants, while the banks should help with loans, these he explained would help solve the challenges of acquiring quality production equipment and catering for other logistics.

Like the success in Canada and South Africa, he advocated for Tax credit, this he emphasized would help the entertainers find their feet.

On a successful note, Ugbe revealed that Kunle Afolayan's film “October 1” which was released 2014; hit the top chart, out grossing Hollywood titles on DStv BoxOffice. He urged entertainers to take a leaf from Afolayan's film by telling new stories or finding new ways to tell old stories.

Among others, he said a friendly business structure, capacity building, and cross-continental movie collaboration like Nollywood-Hollywood productions would encourage the growth of the industry.

We are the Pulse

MTN Pulse

We enjoy 1GB for N500 on Dealzone

DIAL
*406#
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#MTN Pulse and the Pulse Generation

#MTN Pulse is Back, #ItsWhoWeAre Campaign is one of MTN's attempts to Unlock the Youth Market, but above that, it seeks to Rise the youth at Heart to Greatness.

Won't you rather join the pulse generation? Young at heart grab all opportunities at their doorsteps. Brands are now tailoring their product offerings to the young generation. The elderly now associate themselves with many of the packages targeted at the youth.

Old school music is now infused to the new generation music; you would be amazed how the older generations dance to the hit tracks of Davido, Falz and others. Brands are using entertainment to capture youth's attention. Telecommunication companies are using the same approach, MTN and others are leading the digital revolution with unbeatable internet connectivity, tailored made business packages, cheaper calls and unlimited streaming of music, movies, and other entertainment packages.

MTN Pulse is one of the innovative packages from MTN; brand analysts describe it as the biggest, hippest, hottest and trendiest package exclusively for the youth and the young at heart.

Pulse Generation

There is one group of global consumers who have their fingers on the pulse more than any other. They are considered as an important segment in consumer market. Firm's revenue largely depends on how well they are reached. Marketers formulate series of strategies to attract and retain them.

Over 7.4 billion of the world's population is Millennial or youth, they are critical to the success of most brands, they have a high influence on the buying decision of the other market segment. They set trends that are adopted by other demographic groups.

"Of all the currents of change running through the consumer marketplace, Millennials are the greatest disruptor," says Willy Kruh, Global Chair for Consumer

Markets at KPMG International.

Telecommunication companies globally are targeting youth as their major customers and adopting various strategies to attract them. Quality of service, pricing, value added offers, trust and switching cost have impacted on the youth purchasing behaviour.

Today, youth are the most active segment on the internet; they use the internet for entertainment, to enrich their lives and their communities. The driving force behind this growth, particularly in Nigeria and many other African countries is Smartphone penetration and cheaper internet services. In Nigeria, over 70% of online users access the web via their phones.

MTN understands this growing trend; it understands that reaching the youth requires the right data, the right tools, the right strategy, and the right people.

Pulse is Back

The social media space was disrupted when MTN Pulse was re-launched recently. The message travelled far and wide, the revamped data package for the youth set the social media blazing with the hash tags **#PulseIsBack** **#ItsWhoWeAre** and **#MTNPulse** took over Twitter, Instagram and other social media.

Pulse is an enabler that allows the youth express themselves however they choose, empowering them with relevant offerings tailored to their lifestyle. Pulse is beyond a data package, it's a movement of trendy individuals in a world of limitless possibilities. To join the movement, dial *406# and use the hash tag **#ItsWhoWeAre** to express yourself online.

General Manager, Consumer Marketing, MTN Nigeria, Richard Iweanoge, disclosed that subscribers on the pulse plan can enjoy unlimited streaming of the latest and exclusive hit jamz on music, browse, download movies all night, and also get 1GB data for just a token.

Beyond the exciting data package, he further stated that the product is an enabler that empowers the youths with relevant offerings fit for their daily academic and lifestyle needs.

Iweanoge said: **"MTN Pulse is much more than a tariff plan; it's a lifestyle and a movement of individuals who want to**

stand out from the crowd, proud of their originality, pacesetters, and trendy. With MTN Pulse, you can enter into an unlimited world of possibilities."

Giving the major benefits of the package, MTN's Public Relations and Protocol Manager, Funso Aina stated that with pulse, subscribers can get 1GB for ₦500 from deal zone valid for seven days as well as enjoy all night browsing for ₦25 only. Others benefits according to him includes; access to unlimited streaming on music+ at ₦10 daily.

The Commercial

The launch saw the screening of the Pulse movie and hit track 406 Na the Code done by Pulse ambassadors, Falz, Tekno and Skales.

The commercial lasted for about two minutes, it employs the use of humour, action and a wonderful setting. Three executives of a rival brand drives in high speed to the waiting hand of Falz, who is refer to simply as CSO to attend to urgent distress call. Falz, in his humorous manner faces the most senior of the trio and announced; "have your seat first, hactually sir, hawaworxt fear hav just been conformed, MTN Pulse is back!"

He goes on to explain to them that MTN has come again with MTN Pulse, which is meant to change the face of entertainment. He tells them how the network is trying to help the upcoming artists to showcase their talents, either they are popular or not popular. At this stage, the scene shifts to where a number of young boys and girls are making effort to outdo one another in various entertainment areas.

At this stage, one of the three executives announced; "We must stop them." In a jiffy, the four of them including Falz, rushed out in a commando style. A roving helicopter appears from the moon and zooms off, living the four scampering for their lives. Frustrated, the most senior of them turns to Falz and shouts "CSO do something," but this appears too late as the comedian seems uninterested in the whole drama. At a corner, Falz is shown fumbling with his phone and after some seconds simply tells his colleagues that he too has migrated to MTN Pulse. The well scripted video throws jab at rival brands through the use of selected colours that readily tells viewers

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Head of Marketing, Brian Munro, Abayomi Ajao, Campari Ambassador, 2Baba and Campari Materclass Trainer, Tommaso Cessa at the home of Campari in Milan, Italy.

Nigerian Pop icon 2face Idibia Becomes First African Musician to be Hosted at Home of Legendary Italian Inventor and Tycoon Gaspare Campari

His career is full of many splendid firsts. And he's now added another remarkable one. The pop giant is being hosted this week, at the Campari house situated on the outskirts of Milan, on the invitation of the respected Italian Organisation.

The singer and his team kept the news on the low, refusing to let the cat out of the bag, even after word leaked that they were spotted arriving in Milan.

2baba is a brand ambassador for Campari, the first African act to be so decorated in over 200 years. He now joins a global elite list of celebrities who have been invited to the home of Campari, where he toured the Campari museum, brewed his own Campari cocktails and

had lavish lunch at the summer home of the company's founder Gaspare Campari.

Two generations of Camparis lived at the sprawling property, which housed the first ever Campari bar. The property is now enveloped by the massive Campari global headquarters, housing corporate offices, a multi-purpose venue, first-class museum, and an academy.

Idibia joins the list of global celebrities like Eva Mendez, Penelope Cruz, Salma Hayek, Milla Jovovich, Benicio Del Toro, Eva Green and Kate Hudson, that have either paid a visit or participated in signature Campari activities since the drink was first brewed in 1860.

The visit, Idibia says, is a continuation of his amazing

relationship with Europe where he won his first-ever international award at the MTV Europe Music Awards in Portugal 11 years ago.

While in Milan, he has participated in a workshop at the Campari academy, visited Italian landmarks, taken a tour of relevant facilities and work with select experts to create his own special Campari cocktail.

He is accompanied by his friend and manager of many years, Efe Omorogbe. Also on the trip is Campari Head of Marketing Abayomi Ajao and public relations expert, Ayeni Adekunle from Campari's PR agency BHM.





1. 2Baba at Home of Campari
2. 2Baba and Campari Materclass trainer, Tommaso Cessa at the home of Campari
3. 2Baba Learns from the Materclass trainer, Tommaso Cessa at the home of Campari
- 4-5 2Baba in training at home of Campari
- 6-7 2Baba Mixing campari signature cocktails
8. Ayeni Adekunle & 2Baba at home of Campari
9. 2Baba serving a glass of Campari
- 10-12 2Baba explores home of Campari
13. Abayomi Ajao, Ayeni Adekunle and 2Baba at Home of Campari
14. Ndubuisi Onyenanu, 2Baba, Thadeus Abugu and Okonkwo Chukwunonso at the home of Campari
15. Head of Marketing, Brian Munro, Abayomi Ajao, top distributor, Ndubuisi Onyenanu, Campari ambassador, 2Baba distributor, and Thadeus Abugu at the home of Campari in Milan, Italy
- 16, 17, 19. 2Baba at Home of Campari
18. Materclass trainer, Tommaso Cessa at the home of Campari

UBA, MasterCard Announce Pan African Partnership

...Five year deal across 19 markets focused on driving financial inclusion in Africa

United Bank Africa (UBA) and MasterCard have announced a partnership which will see UBA act as the issuer for MasterCard in 18 new markets in Africa. The partnership which came into effect in the second quarter of 2016 will see UBA issue MasterCard credit, debit and prepaid cards across these markets.

The partnership will also focus on increased payments infrastructure across Africa, including the roll out of point-of-sale and mobile-point-of-sale technology, to ensure merchants are able to accept the cards when introduced into these markets.

MasterCard and UBA are partnering across the 19 African countries in which UBA currently operates: Nigeria, Benin, Burkina Faso, Cameroon, Chad, Cote D'Ivoire, Democratic Republic of Congo, Equatorial Guinea, Ghana, Gabon, Guinea, Guinea-Bissau, Kenya, Liberia, Mozambique, Republic of Congo, Senegal, Sierra Leone, Tanzania, Uganda and Zambia.

"As the needs of our customers change, we are adapting through strategic innovations and partnerships to provide them with excellent and convenient services. Through these strategic partnerships, we are able to accelerate the drive for financial inclusion and economic well-being across the

African continent" said Kennedy Uzoka, Group Managing Director-Designate, UBA plc.

Division President for Sub-Saharan Africa, MasterCard, Daniel Monehin says; "This focus on infrastructure and the roll out of easy-to-access solutions is a key part of driving financial inclusion and a move away from cash in these markets. MasterCard's continued innovation in the payments space coupled with UBA's extensive pan-African network will mean the introduction of increased competition and a stronger financial sector in these regions."

According to the World Bank there are approximately 2.5 billion people who are financially excluded. Access to financial tools creates economic empowerment and reduces poverty. MasterCard has the tools and resources – including potential partnerships – to drive real change today.

On June 27, 2016, MasterCard set a goal to connect 40 million micro and small merchants to its electronic payments network within five years. This expands on the company's



Universal Financial Access 2020 commitment made last year. To date, financial inclusion has been predominantly centered on providing the underserved and the unbanked with tools and transaction accounts. This remains a critical need with two billion unbanked people, the majority of whom are women, forced to operate in a cash economy. In order for financial inclusion efforts to truly have an impact, there needs to be an equal focus on both access and usage.

"Collaborating with UBA has allowed for maximum impact when it comes to changing lives and introducing smarter ways for people to pay in Africa. Creating financially inclusive societies is dependent on these kinds of partnerships and we will continue to look for ways to partner in Africa going forward," Monehin said.

Access Bank Upgrades Digital Solution, PayWithCapture

Determined to make its digital banking application fast, convenient and hassle-free, Access Bank Plc has refreshed the revolutionary lifestyle solution, PayWithCapture to a more illimitable version.

The latest version, PayWithCapture 5.0 comes with additional features that enable customers to transfer funds from any bank account (one or more) to any bank account or phone number and email addresses. PayWithCapture 5.0 has also expanded to the web for users to experience the many benefits on larger screens. It also offers a USSD service *901# that allows users to carry out most of the listed functions without the need to access the internet.

PayWithCapture 5.0 users can, still enjoy the success of QR code scanning for payments but with the added ability to make transfers to bank accounts, phone numbers and email addresses.

Users can also set up a savings club through PayWithCapture. Savings Clubs, commonly known as Ajo or Esusu enable them save jointly with friends towards a common goal as the funds can

be pooled and rotated among all members of the group or pooled and given to one person.

The Head of Digital Banking at Access Bank, Adeleke Adekoya explains, "We heard about the issues and complaints our customers had on the old app. With this new version, we've tried to resolve them all" According to him, the latest version has extended beyond simply scanning QR-Codes to pay for transactions to allowing customers experience banking in a way that feels as personal as they want it to be.

Another key feature of the upgrade, according to Adekoya is the introduction of the PayWithCapture Titanium Card. "Simply request for the card on PayWithCapture, then transfer funds from payment methods linked to your account and you can use your PayWithCapture debit card anywhere around the world you see the MasterCard sign," he added.



L-R: Executive Director, Personal Banking Division, Access Bank Plc, Victor Etuokwu; Executive Director, Commercial Banking Division, Access Bank Plc, Roosevelt Ogbonna; Group Managing Director, Access Bank Plc, Herbert Wigwe and Head, Digital Factory and Innovation, Access Bank Plc, Olugbenga Agboola at the launch of the Bank's upgraded lifestyle solution, PayWithCapture5.0 at the Civic Center Today.

Alcatel Product Roadshow Kicks Off, Enlighten Consumers Across Nigeria



Alcatel has hit the road for its 2016 roadshow across Nigeria. The brand will be visiting ICT markets, shopping complexes and tertiary institutions across the South-West and South-South parts of the country in the month-long roadshow which is aimed at showcasing the full range of Alcatel's affordable devices to consumers.

Speaking on the roadshow, Nick Imudia, Regional Director, Alcatel Nigeria and Central Africa, said, "At Alcatel, we take pride in the fact

that we've reduced the price points for premium products. Our devices are stylishly designed and packed with premium features but come very affordable. We want to give Nigerians the opportunity to experience the rich features of our product line up which is why we are taking it to them in their own spaces."

"The Alcatel range has something for everyone from entry-level to premium devices but we go one step further by giving more than the standard features at every level. At a time like this consumers want real value for money and this is guaranteed with our brand."

The Alcatel roadshow kicked off in Lagos last week with product experiences and activations at the Ikeja Computer Village and will move to neighbouring Ogun and Oyo States. Other Alcatel teams will

be covering Edo, Delta and Rivers States while a third team will cover Abia, Akwa-Ibom and Cross Rivers States in the first phase of the roadshow. The second phase will cover the South East and the Middle Belt.

Alcatel markets both feature phones (a basic phone without internet connectivity) as well as smart phones and tablets like the PIXI family range, the POP STAR and the award-winning IDOL premium range featuring the Idol 3 and 4 available across the global market. The Idol 3 smartphone was presented with the 2015 Good Design Award by The Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Center for Architecture, Art, Design and Urban Studies.

Infinix Unveils 'Infinix HOT S' at SLOT Store with Celebrity 'Dbanj' at Ikeja City Mall

Infinix Mobility unveils its first lifestyle smartphone series 'HOT S' in Nigeria with offline partner Slot Limited & Dbanj at Ikeja city mall in Lagos on Friday 5th July 2016.

Infinix & Slot introduced the new smartphone to fans, customers and members of the media. 'Dbanj' Slots brand ambassador also showcased the new smartphone and its unique features, taking selfies with finger print scanner with fans and customers using Infinix Hot S.

Dbanj & Infinix also awarded the winner from the #InfinixHotSLargestselfie competition that engaged Infinix fans on social media for two weeks. The winner with the largest selfie 'Usman Horlarniyi Boladale' was awarded a brand new Infinix HOT S.

Infinix continues to thrill Nigerian consumers with its innovative products, making its new smartphone the excellent photography device for users. With effortless selfies, using 8MP front camera & Finger print scanner. The new smartphone is available at all Slot stores nationwide and online on Jumia.com.ng



L -R: Marketing Communications Manager, Infinix Mobility Nigeria Olamide Amosu, Infinix largest selfie winner with Dbanj

Airtel's The Voice Nigeria Winner, Arese Gets SUV, All-Expense Paid Ticket to Abu Dhabi

The winner of the first ever edition of The Voice Nigeria, Arese Emokpae, has been presented with an SUV valued at seven million Naira by Africa Magic.

The presentation, which followed a press conference at the Wheatbaker Hotel in Ikoyi, Lagos, was done with Airtel Nigeria and Coca Cola, respective lead and associate sponsors, and also saw Arese receiving her four day, all-expense paid ticket to Abu Dhabi courtesy Etihad Airways. Originally launched in 2010, The Voice has won audiences in the US, Australia, South Africa and the UK, where renowned artistes have occupied the show's famous red chairs as coaches. The recently concluded first season of The Voice Nigeria employed the same format including a panel of four respected coaches, Waje, 2baba, Patoranking and Timi Dakolo.

Speaking at the press conference, the Director, M-Net West Africa, Wangi Mba-Uzoukwu, said: "We are extremely delighted with the success of The Voice Nigeria. It's the first ever season and we are thrilled with the outcome. For three months, Nigerians and indeed the rest of the continent were treated to the best entertainment on television with our amazing coaches and contestants putting their best feet forward. Today we celebrate Arese who is undoubtedly a deserving winner and in the same vein thank our sponsors whose support made the show possible."

The Voice Nigeria which began on the 10th of April with 48 contestants ran for three months and featured all the excitement of blind auditions, contestant battles and the intrigue of the live shows and public voting. At the end of the nail biting season, stage actress Arese Emokpae emerged as the first ever winner of show after an exciting live finale on the 31st of July, 2016.



L-R: Director, Brands & Advertising, Enitan Denloye; winner of The Voice Nigeria, Agharese Emokpae and Director, M-Net West Africa, Wangi Mba-Uzoukwu during the presentation of the SUV to Arese, held in Lagos.

Mr. Enitan Denloye, the Vice President, Brands and Advertising for Airtel Nigeria, said: "As Nigeria's smartphone network, Airtel is always excited to enter partnerships that connect the Nigerian youth to their dreams. The Voice Nigeria presented an amazing opportunity to do this and we were more than excited to come on board as lead sponsors. The sponsorship of The Voice Nigeria is yet another example of Airtel's commitment to empowering young, talented Nigerians like Arese, a deserving winner who embodies the spirit of youth, passion, skill and perseverance."

Arese Emokpae, whilst expressing her delight at winning,

also thanked Africa Magic and the show's sponsors, even as she saluted the uniqueness of The Voice format.

"The show is a cut above other singing reality shows. From the moment we started we knew we were on a different journey and the attention to detail, mentorship by the coaches and the incredible training sessions are unparalleled. At the end of the show I can confidently say that all the contestants showed incredible growth personally and professionally and we are all grateful for the experience, the exposure and the platform," she added.

FROM AJEGUNLE TO THE WORLD

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Odion Ighalo Stars in DStv Compact **Live Your Dream** Campaign

MultiChoice Nigeria has unveiled a brand new campaign for the DStv Compact bouquet called **Live Your Dream** and it features its latest brand ambassador, Odion Jude Ighalo.

The Live Your Dream campaign celebrates the passion, perseverance and determination of Nigerians to achieve their dreams against all odds with Ighalo's story as a perfect backdrop. The campaign uses Nigeria's most loved sport and one of Africa's finest football exports to tell a story of hope and victory.

According to the General Manager, Marketing, MultiChoice, Martin Mabutho *"Ighalo's journey to football stardom has been a source of inspiration for many. His passion and performance in the game have made him well respected both home and abroad. As a brand, we are going down memory lane with Ighalo and will discover how he was able to live his dream from the streets of Ajegunle to the tables of the Premier League", he said.*

The full-fledged campaign that includes TV, Out-of-home, digital, radio and press adverts has officially

been launched as a build up to the upcoming 2016/17 Premier League season.

"Subscribers on DStv Compact will have a chance to live their dream as well by watching all the Premier League games on the Compact bouquet for only N6,000", said Mabutho while highlighting the benefits of the campaign to subscribers.

Speaking further, Mabutho said "In the past couple of months we have revamped our Compact package; offering our subscribers more value. We recently added two new SuperSport channels SuperSport 11 (DStv channel 231) and SuperSport 12 (DStv channel 232) dedicated to showcasing the Premier League and La Liga respectively, as well as the broadcast of the recently concluded Euro 2016 matches at no extra cost. We believe that Ighalo's endorsement will consolidate the expansion of our football offering on Compact while also heightening expectation of the upcoming Premier League season", he said.

Dstv Compact features some of the most exciting channels and programmes at a monthly subscription of N6,000. What's more, DStv's video on demand service, Catch Up, is now available to Compact subscribers with an active Explora and



PVR subscription, offering them so much more great content.

Follow the conversation on social media platforms on Facebook, Twitter and Instagram with the hash tag **#LiveYourDream**.

For more information, visit www.dstv.com



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About Brandessence

Brandessence is a knowledge base promotional magazine that collaborate brands and consumers together by providing information about brands through promotional content, campaigns, advert, events and interviews. Our goal is to connect brands with customers. Our philosophy is to strategically connect the best, upcoming and most respected brands to the customer in a way that is targeted, relevant and effective.

Distribution: Lagos, Ibadan, Ogun, Port Harcourt, Benin, Abeokuta, Bayelsa, Aba, Owerri, Abuja, Onitsha, Benin, Warri, Jos etc.

Distribution Channel through our Free Direct Distribution Strategy:

Distribution Methods – Direct Distribution/Placement to youth. Distributed to strategic opinion leaders, brand owners, young executives and industry leaders, Eateries, Airports, Hospitals, Universities, Private Cabs, BRT buses, Dispatch Riders, Hotels, Bars, Beer Parlours, Street Guerilla Distribution, etc. It is readily available at all prime magazine stores (Silverbird, The Hub Media Store, Domino Stores, Terra Kulture, Ikeja Mall, Shoprite, YSG Hub).

Traditional Channels: Strong Street Marketing. Street Vendors & News Stands placement (Magazine for news enthusiasts)

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#MTN Pulse and the Pulse Generation

that the losers are represented by the four staff of the company who attempts to stop the MTN Pulse. In what look like a show of victory, Skales and Tekno with a lady appear with traces of yellow in their dresses, like the conquerors.

Empowering the Youth

The youth boredom are been rekindled with excitement courtesy of MTN's entertainment events and shows. The Success of music stars, Praiz, Omawunmi, Chindimma, Iyanya, Timi Dakolo and others are a pointer to the giant strive of MTN's contribution to the entertainment industry.

MTN Project Fame, Pulse

Campus Invasion and sponsorship of entertainment events across Nigeria and the rest of the African continent have put MTN at the heart of the young generation. The company through its ring back tones popularly referred to Caller Tunes is rewarding Artistes for helping to distribute their musical contents.

In 2013 alone, Caller tune subscribers reached 17 million; the figure is more than double currently. More so, in 2014; the company paid about five billion royalties to Nigerian music artistes who had their content on the platform.

The re-introduction of MTN Pulse is the company's mission to empower more youth through unbeatable offerings. Iweanoge said MTN Pulse was the brand's proposition for the youth and that it is back and even better. "Pulse is a lifestyle because it helps you become whatever you choose to be!



Pulse is a lifestyle data package from MTN that empowers the youths with relevant offerings fit for their daily academic and lifestyle needs," he said.

From Music to Movie industry, MTN has employed over millions of peoples and it will do more especially with its innovative product, MTN Pulse. So, when tomorrow beckons, MTN would still be there "leading a bold digital world" where it would be supporting millions of our people to break new grounds because MTN believes that Nigeria's "future holds more promise than its past."

So are you an aspiring singer? Is fashion your thing? Are you a technology geek or a budding entrepreneur? Wherever your passion lies, with MTN Pulse you can join a community of bold individuals and like minds who are not afraid to express themselves. Why? Because #ItsWhoWeAre.

Brand Books Review

Wally Olins: The Brand Handbook Hardcover by Wally Olins

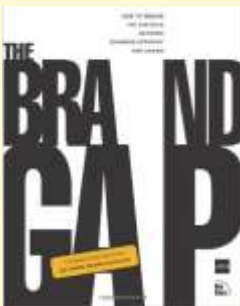
Here, Wally Olins sets out the ground rules for branding success in the 21st century, explaining why understanding the links between business, brand and consumer has never been more vital for commercial success, and reflecting the recent enormous changes in the branding world. It will be an essential purchase for everyone in advertising, marketing and business who needs to understand why the most successful brands in the world triumph by making insiders believe in them and consumers buy into them.



The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier

THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a "charismatic brand"—a brand that customers feel is essential to their lives. In an entertaining two-hour read you'll learn:

- the new definition of brand
- the five essential disciplines of brand-building
- how branding is changing the dynamics of competition
- the three most powerful questions to ask about any brand
- why collaboration is the key to brand-building
- how design determines a customer's experience



The Amazing Health Benefits of Bitter Kola (Garcinia Kola)

Bitter Kola, *Garcinia kola*, used extensively in West Africa as a social beverage and offered to guests as 'Kola' in many of Nigeria's cultural settings, is valued also for its medicinal properties. It is used in traditional medicine for the treatment of Laryngitis, general inflammation, bronchitis, viral infections and diabetes as well as a rejuvenating agent, adaptogen and general antidote. Scientists at our laboratories have performed extensive research and written many books on this wonder plant called 'Garcinia'. Researchers have identified bitter kola as a potential antibacterial, anti-inflammatory, anti-diabetic and a potential detoxifying agent.

Bitter kola is a food supplement and anti-infective agent in the management of cold, bronchitis, and it reduces congestion of the upper respiratory tract.

Because some people do not like to chew Bitter kola, yet want to experience its potency in some of the above, at Bioresource Development Group (BDG) has come up with a formulation, called Garcinia-IHP.

Garcinia-IHP is a scientifically processed garcinia kola which retains all the goodness of bitter kola in capsules, with the potency and effectiveness guaranteed.

MAJOR INDICATIONS

Cold Remedy: Very effective in managing symptoms of cold and sore throat, pains, cough, nasal congestion and helps coagulate phlegm.

Antimicrobial: It is used in many tropical countries to fight infectious diseases. It is effective for managing pains, bacteria and viruses.

Detoxification: Garcinia has a cleansing effect on the liver, gall bladder and the entire body system. It reduces the absorption of poison.

Anti-inflammatory Activity: Kolaviron is a deflated ethanol extract from the seeds of garcinia kola, which studies have shown to have analgesic and anti-inflammatory properties.

OTHER HEALTH BENEFITS

Immunity: The anti-inflammatory and antioxidant property makes the body resistant to infections. It is used to prevent infections especially in people with immune system.

Libido Enhancement: Impotence is restored by increasing



blood supply to the core area in men who have hardening of the arteries. Bitter kola is the number one sexual performance medicine for men. Few natural products can match the sexual benefits of bitter kola.

Hangover: It prevents the alcoholic induced hangover and improving lung function.

Improving Lung Function: Garcinia kola has been used for centuries to treat chest colds in traditional medicine, but research has taken a look and found out why it is effective. A study in the 2008 issue of The Internet Journal of Pulmonary Medicine, performed on mice, reports that Garcinia Kola works by dilating the alveolar duct and sacs in the lungs by improving the strength of the fibres in the lungs tissue. Garcinia Kola's beneficial attributed to its high antioxidant content.

Reduction of eye pressure: An increase in eye pressure can lead to glaucoma, according to a report from The New York Times Health Guide. Researchers at Lagos University Teaching Hospital (LUTH), Idi Araba, Lagos, tested the effectiveness of eye drops that contained 0.5 percent extract of Garcinia Kola. The results of their study, published in the January 2010 issue of Middle East African Journal of the Ophthalmology showed that the ophthalmic solution that contained the Garcinia significantly reduced eye pressure when used twice a day.

Relieve arthritis: Osteoarthritis is the most common form of arthritis, characterised by pain, inflammation and limited movement in the joints, according to the National Institutes of Health. Causes of osteoarthritis can include joint injury, obesity and aging. Since many arthritis sufferers prefer natural herbal medicines to other pain relievers and medications, researchers at Obafemi Awolowo University in Nigeria tested the effects of Garcinia kola against arthritis symptoms. The result of the study, written by Olayinka O. Adegbehingbe and published in the July

2008 issue of the Journal of Orthopaedic Surgery and Research, conclude that Garcinia kola significantly reduced inflammation and pain and increased joint movement in subjects that had osteoarthritis symptoms. It is believed that Garcinia Kola works well as a result of its antioxidant properties. What the study termed as the "side effects" of Garcinia Kola were "weight loss", "increase in sex drive" and "extended sleep" which many considered helpful to meet their individual and marital demands.

Medical Significance: Garcinia kola is used to fight infectious diseases. It has shown to possess anti-inflammatory, antimicrobial and antiviral properties.

Blood Glucose Lowering: The folk use of bitter kola in the management of elevated blood sugar has been validated by several laboratory studies. Garcinia-IHP is beneficial as a food supplement for diabetics.

Weight loss: Bitter kola has been shown to be a natural hunger suppressant and also increases the urge to drink more water.

HOW TO USE BITTER KOLA:

It should be eaten by removing outer brown coated skin. As the name implies it is very bitter to eat, hence, Garcinia-IHP is encapsulated Garcinia kola, so if you cannot handle the bitter taste of the raw seeds, you can still enjoy the benefits that it offers to your health.

Antioxidant Property: Bitter kola contains kolaviron, mixture of bioflavonoids, benzophenones and chromanols which are responsible for its strong antioxidant activities. An evaluation of the antioxidant properties of garcinoic acid (structurally similar to vitamin E) and its congeners showed that it has a stronger antioxidant activity than vitamin E.

Bitter Kola as an Adaptogen: It is intriguing that bioflavonoids of Garcinia kola are capable of modulating almost any physiological anomaly. The answer perhaps lies in the role of flavonoids in the evolutionary course of human beings. Humans, over many millennia, have adapted to a diet, which is favourable for the survival and the flavonoid-like structures, were part of that primordial physiological scheme.

If you take Garcinia-IHP and experience diarrhea, hives, irregular heartbeat other signs of allergic reaction, discontinue use immediately and seek medical attention.



The avocado is a very unique type of fruit, many weight loss dieticians call it a 'super food'-food that is incredibly nutritious and aids weight loss. It is packed with a lot of ingredients that aid weight loss. It contains micro-nutrients such as: iron, zinc, phosphorus, magnesium, potassium, vitamin K, vitamin

The Secret Power of Avocado

A, B1, B2, B3. contains 160 calories, 2 grams of protein.

When you eat avocado, it makes your stomach full easily and prevents you from getting hungry.

The avocado reduces hunger and satisfies your appetite which prevents you from eating other junk foods that cause fat.

Avocado helps regulate blood sugar which can in turn help you manage diabetics.

You can enjoy avocado by slicing into halves and scooping, avocado salad, smoothie, use as spread etc.

One very lovely way to enjoy your avocado is in form of smoothie.

Tips

- Combine 1 peeled banana

- Avocado
- Cucumber with almond
- Milk or yoghurt
- Blend this mixture to get your avocado smoothie.

Very healthy!!!

Mary Princess is the CEO of Cessafudz. Cessafudz is an advocate for healthy eating.

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Elegant Design

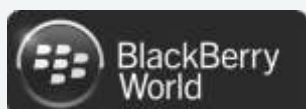
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