



## Anietie Udoh

Inspiring a New Generation of Communications Professionals



Three Crowns Milk Celebrates a Decade of Honouring Nigerian Mothers as Ugwu Edith Uzoamaka Emerges Mum of the Year 2025



THE EDGE AWARDS: Unprecedented Excellence and Industry Power



From Noise to Influence: The New Playbook for Brands



# One Brand, Global Influence

With multiple awards over the years,  
UBA continues to distinguish itself in the  
financial service industry across Africa,  
North America, Europe and the  
United Arab Emirates

**UBA**, *Africa's Global Bank*





## NEWS



### UBA Celebrates Customer Service Week

### 2025 with Theme "Mission: Possible"; Redefining Service Beyond Limits

**A**frica's Global Bank, United Bank for Africa (UBA) Plc, has officially flagged off its annual Customer Service Week for the year 2025, embracing the global theme "Mission: Possible" to reaffirm its unwavering commitment to making the impossible possible for its customers across Africa and beyond. Every year, Customer Service Week celebrates the vital role of service excellence and customer engagement, and UBA joins the rest of the world to mark this all-important event, given its Customer 1st philosophy which states that the customer at the forefront of all its activities.

This year's theme resonates deeply with the bank's vision of turning challenges into possibilities, consistently going beyond expectations to deliver innovative solutions for individuals, businesses, and communities.

Speaking on the launch, UBA's Group Managing Director/Chief Executive Officer, Oliver Alawuba, said that the bank prides itself as customer-centric, and does all it can to ensure the satisfaction of its customers across all touchpoints.

He said, "As Africa's global bank, we understand the unique challenges our customers face across different markets. That is why we are constantly

investing in technology, people, and processes that make banking easier, faster, and more rewarding. This week is not just about celebrating our customers, but about renewing our pledge to make the impossible possible for them, because at UBA, we remain committed to not just meeting expectations; but we are also committed to exceeding them."

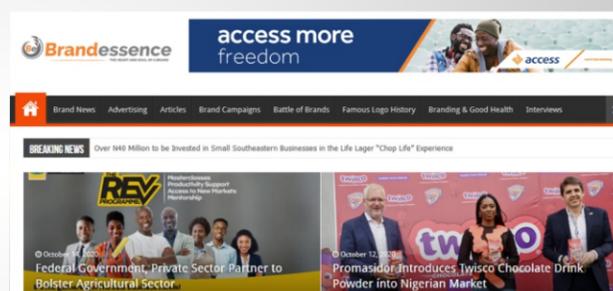
Also speaking, UBA's Group Head, Customer Experience, Michelle Nwoga, noted that this year, noted that this year's celebration marks a renewed commitment to deepening the bank's focus on customer satisfaction and doing even more to deliver value at every touch point. "At UBA, our mission is clear: to make the seemingly impossible possible for our customers. Whether it is enabling cross-border transactions in real time, ensuring seamless digital access to banking, or supporting small businesses to scale against the odds, we are committed to delivering service that transforms lives. This week is a celebration of that mission, and of the customers who inspire us to raise the bar every day," she noted. UBA has a proven track record of turning "impossible missions" into success stories. From being the first Pan-African bank to introduce uninterrupted 24/7

multilingual contact centres, to pioneering innovative digital banking solutions like Leo, the first AI-powered virtual banker in Africa, and facilitating cross-continental remittances for millions of Africans in the diaspora, the bank continues to break barriers in customer service.

As part of this year's celebration, the bank is rolling out a series of mission-driven initiatives that go beyond banking including business series for Small and Medium Scale business owners, opportunities for their kids and wards to participate in the ongoing National Essay Competition for Senior Secondary Schools, and other financial literacy programs to equip them to navigate today's economic realities. United Bank for Africa Plc is a leading Pan-African financial institution, offering banking services to more than forty-five million customers, across 1,000 business offices and customer touch points in 20 African countries. With presence in New York, London, Paris and Dubai, UBA is connecting people and businesses across Africa through retail, commercial and corporate banking, innovative cross-border payments and remittances, trade finance and ancillary banking services.

**BRANDS & CONSUMERS CONVERGE HERE**

[www.brandessencenigeria.com](http://www.brandessencenigeria.com)



## Maggi Strengthens Brand Connection Through Immersive Activation at Bole Festival 2025



**M**aggi deepened its bond with consumers at the 2025 Bole Festival in Port Harcourt, creating an experience-driven activation that aligned with the brand's positioning as Nigeria's leading seasoning choice.

The Bole Festival has evolved into one of Nigeria's largest food and culture platforms, offering Maggi an opportunity to engage directly with its core audience in a context that celebrates local culinary heritage. Through its dedicated arena, the brand translated its "Me and Maggi, So Good Together" proposition into a tangible consumer experience.

The Maggi Arena combined cooking demonstrations, product sampling, and interactive cultural activities. Renowned local chefs showcased how Maggi seasoning elevates everyday meals, reinforcing brand relevance in authentic Nigerian cooking. Thousands of festival-goers sampled Maggi-inspired dishes, strengthening product trial and loyalty.

Engagement extended beyond food. Branded installations, live performances, and participatory games drew audiences deeper into the Maggi world, creating

multiple consumer touchpoints. The space also encouraged digital engagement, as visitors shared photos and experiences under the Maggi banner across social platforms, amplifying brand visibility.

"Festivals like this provide a powerful opportunity for brands to meet consumers where they are and to demonstrate not just products but values," said Funmi Osineye, Category Manager, Culinary for Maggi. "For Maggi, that means celebrating Nigerian food culture and reaffirming our role as a trusted partner in the kitchen," she added.

The event's success highlighted Maggi's success in building emotional resonance through cultural integration. By situating itself at the center of a festival rooted in community and food identity, Maggi not only showcased product utility but also positioned itself as a lifestyle brand that nurtures connection.

The activation reflects Nestlé Nigeria's broader strategy to link consumer experiences with brand purpose, ensuring Maggi maintains its relevance in an evolving market while sustaining its legacy as a household name.

## EDGE AWARDS



**T**he Integrated Marketing Communications (IMC) industry's biggest night, The EDGE Awards 2025, delivered an unforgettable spectacle of prestige, power, and performance on September 26, 2025 at the Balmoral Event Center, Ikeja, Lagos. The event, held under the powerful theme, "Excellence Beyond Borders," cemented its status as the definitive benchmark for achievement in the Nigerian marketing ecosystem.

The EDGE AWARDS has successfully established itself as a premier platform for driving strong brand reputation and influence in Nigeria. In its 2025 edition, celebrating the theme of "Excellence Beyond Borders," the recognition provides winners with a valuable marketing asset. Showcasing these laurels across all channels—social media, email campaigns, and promotional collateral—is a highly effective strategic component. The inherent value of an award lies in its scarcity and third-party validation, which elevates a winner above competitors by confirming they have been credibly recognized as an industry leader.

On our cover is Anietie Udoh, a highly visible communications leader whose inspiring career is fueling the next wave of communications professionals in Nigeria. With nearly two decades of experience spanning journalism, public relations, and integrated marketing communications, Anietie is a passionate and result-oriented strategist. Anietie's success lies in demonstrating how to merge deep cultural authenticity with rigorous, world-class execution, affirming that Nigerian creativity can compete and lead globally. Deeply committed to amplifying African voices, Anietie's impactful storytelling and strategic global partnerships show African professionals pushing past local boundaries to achieve global influence.

*Melvin O. Udoen*

**BrandEvangelist**

[melvin@brandessenceigeria.com](mailto:melvin@brandessenceigeria.com)

Turning passionate customers into your brand evangelists

**Mobil motor oils deliver  
excellent engine protection.**



## Sterling Bank Abolishes Account Maintenance Fees Amid Independence Day Celebrations



**S**terling Bank has once again demonstrated its commitment to putting customers first by abolishing Account Maintenance Fees (AMF) across all personal accounts.

Just months after eliminating transfer fees on local online transactions in April 2025, the bank has taken another bold step by dismantling a long-standing

industry practice. This move positions Sterling Bank as a pioneer for transparent, fair, and customer-focused banking in Nigeria.

The decision comes as a significant blow to a revenue model that has historically cost Nigerian customers dearly — with tier-1 banks earning over 650 billion in 2024 from account maintenance and e-banking

charges alone. Sterling's move challenges this outdated approach, reaffirming its stance that customers deserve to keep more of their hard-earned money and enjoy financial freedom.

Abubakar Suleiman, Managing Director of Sterling Bank, explained the motivation behind the bold initiative: "Every fee we remove is one less barrier between our customers and true financial freedom. This was the rationale behind eliminating transfer fees in April, and it is the same principle we uphold as we eliminate account maintenance fees."

Obinna Ukachukwu, Growth Executive for Consumer and Business Banking at Sterling Bank, added: "This initiative is about building lasting relationships that promote sustainable growth. We prioritise transparency and customer value, creating a foundation that benefits both our clients and Sterling's future." As Nigeria celebrates another Independence Day, Sterling Bank presents this decision as a declaration of financial independence for millions of Nigerians. By removing deductions that silently erode balances, Sterling empowers customers to retain and grow their wealth, redefining what it means to be truly financially free.

With two unprecedented moves in quick succession—the removal of transfer fees in April and now the abolition of account maintenance charges—Sterling Bank continues to challenge the status quo, championing a new era of fairness and

## JAC Motors International Top Official Visits Elizade JAC Autoland Limited to Strengthen Strategic Partnership and Reaffirm Commitment to Nigerian Market

**I**n a landmark visit that underscores the growing importance of Nigeria to JAC Motors' global expansion strategy, a top official of JAC Motors International, General Manager Oscar Yu, paid an official visit to Elizade JAC Autoland Limited, the sole distributor of JAC's passenger, commercial and light-duty vehicles in Nigeria. The visit highlighted the deepening collaboration between both organizations and their shared vision of delivering world-class vehicles tailored to the Nigerian market.

Speaking during the visit, Mr. Oscar Yu, expressed the company's strong confidence in Nigeria's automotive potential:

"Nigeria is one of our most important markets in Africa. We are here to reaffirm our long-term commitment, strengthen our partnership with Elizade JAC Autoland, and ensure that Nigerian customers enjoy cutting-edge mobility solutions that combine durability, affordability, and modern technology." The visit also provided an opportunity to review strategies for expanding market share, enhancing after-sales service, and introducing more innovative models that suit the needs of Nigerian customers. The Managing Director/CEO of Elizade JAC Autoland Limited, Mr. Demola Ade-Ojo described the visit as a significant boost to the brand's growth in Nigeria: "This visit from



JAC Motors International is a powerful testament to their trust in us and the Nigerian market. Together, we are committed to not only providing Nigerians with high-quality vehicles but also ensuring excellent after-sales service, spare parts availability, and customer satisfaction at every touchpoint."

The strategic partnership between JAC Motors International and Elizade JAC Autoland has already yielded impressive results, with the introduction of best-selling models such as the JAC T9 Pickup, JS8 Pro, and the 1.5 Ton CNG truck, which are fast becoming popular among Nigerian customers

seeking durability, versatility, efficiency and style. The visit sets the stage for even greater innovation, investment, and customer-focused initiatives aimed at solidifying JAC's position as one of Nigeria's most reliable automobile brands. Elizade JAC encourages Nigerians to visit its showrooms to explore the full range of JAC vehicles and experience first-hand why more people are choosing JAC for a better drive and a better life. For more information, visit [www.jacnigeria.com](http://www.jacnigeria.com) or follow @jacmotorsngr on social media for updates and offers. g confidence in Nigeria's automotive potential:

## FirstBank to Launch Customized Financial Services for Customers with Disabilities

**F**irstBank is set to roll out specialized banking services designed for blind, partially sighted, and physically challenged customers across its network.

This move underscores FirstBank's ongoing dedication to fostering financial inclusion and diversity. The bank's initiatives include a strong focus on gender equality—boasting approximately 41% female employees and 37% women in management roles—and the establishment of the FirstBank Women Network, which aims to bridge the gender gap and promote women's participation at all levels. Additionally, FirstBank's membership with UN Women reflects its commitment to principles of equal opportunity, inclusion, and nondiscrimination, aligning with global standards on women's empowerment. Commenting on the new initiative, Patrick Akhidenor, Chief Risk Officer and Chairman of the FirstBank Sustainability Committee, stated, "Everyone deserves access to financial services, whether through physical or digital channels. We recognize this and are committed to providing



accessible, affordable, and secure banking solutions for

visually impaired and physically challenged customers, enabling them to manage their accounts independently." The rollout will occur in phases across all subsidiaries and branches. Key features include transaction documents in braille, audio, large print, and digital formats; ATMs equipped with high-contrast screens and voice prompts; and cards featuring tactile motifs and braille inscriptions for easy identification. Existing security measures like soft PINs and tokens will be enhanced to ensure secure access. Additionally, product brochures will be available in braille and audio to improve customer understanding and engagement. FirstBank's efforts align with Nigeria's Central Bank's financial inclusion policies and the UN Convention on the Rights of Persons with Disabilities, advocating for equal access to financial services for all. Through this initiative, FirstBank aims to create a future where individuals with disabilities can independently manage their finances, setting a new standard for inclusive and ethical banking practices.

## AMCON Transfers 34% Stake in Unity Bank to Providus, Strengthening Merger Deal

**T**he Asset Management Corporation of Nigeria (AMCON) on Thursday offloaded 34 per cent of its stake in Unity Bank Plc to Providus Bank.

This has strengthened the business combination deal between Providus and Unity Bank.

The 34 per cent total equity stake in Unity Bank was transacted through a crossed deal on the floor of the Nigerian Exchange Limited (NGX) to the preferred bidder, 24 hours ahead of their Court-Ordered Meeting to approve the scheme of merger.

The transaction was completed involving four billion Unity Bank shares at N1.66 per share, amounting to over N6.5 billion in value.

A total of three deals was carried out on Unity Bank shares on the Exchange on September 25, 2025. The ongoing business combination arrangement is a milestone for Providus Bank as it puts it in a comfortable position to beat the March 31, 2026, recapitalisation deadline that was placed by the Central Bank of Nigeria. Providus Bank began operations in June 2017. It is licensed by the Central Bank of Nigeria to provide banking services to individuals and businesses. The bank has a strong IT infrastructure and digital channels which it deploys to provide exceptional service to our customers so they can achieve their objectives.

Providus Bank is an innovative financial institution that provides personal, private, corporate, commercial and digital banking products and solutions.

Its tailored financial services delivery includes: Business Advisory, Portfolio Management, Personalised Relationship Management, Fast-tracked Service delivery and Self-service solutions. Providus Bank competitive advantage in Private, Institutional, Business and



Personal Banking is driven by the philosophy to create support and value for Institutions, Agencies, SMEs and HNIs.

Its business development strategy also focuses on developing expertise and collaborating to improve the non-oil (emerging) sector of the Nigerian Economy, which includes but not limited to Agriculture, Mining, Hospitality, E-commerce, and Art & Entertainment.

Providus Bank believes that the New World of Fast, Smart, Personal, and Borderless banking relationship is here. We are therefore inspired by our Future Forward Banking ethos to make life (at work and leisure) more exciting for our partners with the use of cutting-edge technology that delivers best-in-class customer satisfaction.

In less than 10 years, Providus Bank has emerged as one of the fastest growing financial institutions in the country. Through this merger, Providus aims to transform from a niche player into a national bank, leveraging Unity Bank's

over 211-branch network spread across all 36 states and the FCT.

The move aligns with Providus' broader strategy to deepen its retail presence and diversify its customer base.

Additionally, Providus Bank would significantly benefit from scale in retail banking as it would expand its footprint from a largely digital operation to a full-fledged national player.

It also brings in a strong SME lending pipeline, especially in agriculture, mining, ecommerce, hospitality, and entertainment sectors, which both banks already support.

Providus plans to integrate its technology stack into Unity Bank's branch network, enhancing service delivery and cost efficiency.

The bank believes the combined entity will unlock new value across its retail, SME, and digital channels.

At the court order meeting, Unity Bank shareholders will decide whether to approve a cash consideration of N3.18 per share or opt for a share swap under which every 17 Unity Bank shares convert into 18 shares in the enlarged Providus Bank.

If approved, Unity Bank's assets, liabilities, intellectual property, and ongoing legal matters will be transferred to Providus. Unity Bank will be dissolved, with Providus continuing as the surviving entity.

The meeting is expected to pave the way for regulatory sign-offs from the CBN and the Securities and Exchange Commission (SEC), both of which had already approved the merger in August 2024.



# POWERING NIGERIA FOR THE FUTURE

Leading Nigeria's energy transition with accessible, affordable and reliable energy that drives social and economic prosperity.

[seplatenergy.com](http://seplatenergy.com)

Seplat Towers, 16a Temple Road (Olu Holloway)  
Ikoyi, Lagos, Nigeria. Phone: +234 1277 0400

4th Floor 50 Pall Mall London SW1Y 5JH  
Phone: +44 (0) 20 3725 6500

[info@seplatenergy.com](mailto:info@seplatenergy.com)  
<http://seplatenergy.com>

## Pitcher Showcase Lagos Celebrates African Creativity and Honors Industry Trailblazers

The creative industry gathered at the Radisson Blu Hotel, Ikeja GRA, for the Pitcher Showcase Lagos, a vibrant celebration of African excellence in marketing communications. The event featured a curated exhibition, the official presentation of the Pitcher Special Awards, and recognition of emerging talent through the Academy Awards Segment. In his opening remarks, Dr. Nnamdi Ndu, Chairman of the Pitcher Festival, reflected on the evolution of the Pitcher Awards into one of Africa's most respected platforms for creative excellence. "Africa is not just participating in the global creative conversation, we are shaping it," he declared, referencing the Pitcher Showcase's presence in Cannes during the Cannes Lions Festival earlier this year.

The Awards Segment was hosted by renowned journalist and media personality Dr. Rufai Oseni, who guided guests through the celebration of top-performing agencies, networks, brands, and marketing companies. The Special Awards, determined by the Pitcher Awards points system, were presented by Dr. Olalekan Fadolapo, Director General of the Advertising Regulatory Council of Nigeria (ARCON).

The 2025 Pitcher Special Award Winners were as follows:  
 Media Agency of the Year: PHD Nigeria  
 Advertising Agency of the Year: Dentsu Creative  
 Kenya Media Network of the Year: OMD  
 Advertising Agency Network of the Year: Dentsu Africa  
 Independent Network of the Year: X3M Ideas



Regional Holding Company of the Year: Omnicom Media Group Africa

Brand of the Year (National): Tusker Lager Kenya

Brand of the Year (Multinational): Martell

Marketing Company of the Year (National): NCBA

Marketing Company of the Year (Multinational): Pernod Ricard

Dr. Ndu emphasized that these awards are not just accolades but endorsements of systems that enable creativity to thrive.

The Academy Awards Segment honored winners from the Future Creative Leaders Academy (FCLA), and the Young Pitcher Competition. Presentations were made by Mr. Segun McMedal, President of Upticomm Marketing Co. Ltd. and Immediate Past Chairman of Lagos NIPR, who represented Dr. Ike Neliaku, President of the

Nigerian Institute of Public Relations.

Participants from Nigeria, Ghana, Kenya, Benin, and Burkina Faso were celebrated for their outstanding contributions and creative promise. Also recognized were winners of the National Young Lions Competition. Although visa challenges prevented most winners from competing in Cannes this year, all affected teams have been rebooked for the 2026 Young Lions Competition. The day's programme included a visual exhibition of Grand Prix and Gold-winning campaigns, academy entries, and a screening of the Pitcher Awards reel. Attendees enjoyed networking, refreshments, and a shared sense of pride in the continent's creative achievements.

## Funso Aina Honoured as Outstanding PR & Corporate Communications Personality of the Decade

Funso Aina, Senior Manager, External Relations at MTN Nigeria, was honoured with the prestigious Outstanding Public Relations and Corporate Communications Personality of the Decade award at the 2025 EDGE Awards, in recognition of his enduring impact on Nigeria's communications landscape. The award celebrates over two decades of excellence in shaping narratives, building reputations, and influencing the evolution of public relations across journalism, cultural diplomacy, and corporate communications. With nearly 30 years of experience, Aina is widely regarded as one of Nigeria's most accomplished communications professionals. Before joining MTN Nigeria in 2009, he held senior editorial roles at Punch, The Nation, and The News magazine, earning international recognition including a fellowship with the Commonwealth Press Union in London and participation in the U.S. State Department's International Visitors' Programme. His journalism career included serving as Chief Correspondent at the Presidential Villa, Abuja, and later as a member of Punch's Editorial Board.

Aina also worked as the Communications Manager of British Council, UK's international organisation for educational opportunities and cultural relations, leading strategic communications efforts that bridged global institutions with local audiences, mastering the art of cultural diplomacy. He brought this depth of experience to MTN Nigeria, where he has become a central figure in perception management, stakeholder engagement, and



business impact assessment. Known for his strategic clarity and calm analytical approach, Aina is respected for his ability to distil complex issues into clear, actionable communication.

Reflecting on the honour, Aina said: "This award wouldn't have been possible without the support of the incredible exceptional team I am privileged to work with at MTN. I thank you all."

His recognition came on a night of multiple wins for MTN Nigeria clinching 2025 Brand of the Year award, while colleagues Onyinye Ikenna-Emeka, Chief Marketing Officer, and Lakinbofa Goodluck, PR Manager, also received top individual honours—underscoring the company's leadership in marketing and communications.

For Aina, the award is not just a personal milestone but a testament to the evolution of the communications

profession in Nigeria. His career reflects a belief that communications is not merely a support function, but a strategic driver of corporate credibility and national progress. His work has helped elevate PR and corporate communications from messaging to strategy, shaping not only MTN Nigeria's reputation but also the broader industry.

Among his many accolades are: Outstanding Achiever in Media Relations – Africa Digital Awards (2023); Innovator of the Year – SABRE Awards (2023), Frankfurt – the first African and Black recipient in the award's history; Most Influential PR Practitioner in Nigeria – LaPRIGA Awards (2022); Best in Crisis Communications Management – LaPRIGA Awards (2021); and Best Communications Specialist (Telecoms) – BJAN Marketing Awards (2019), etc.

## Edge Awards Honour Sucre House as Industry Leader in Influencer Marketing

**S**ucre House of Entertainment has been named the Outstanding Influencing Marketing Agency of the Year at the prestigious Edge Awards 2025, held on 26 September 2025 at the Balmoral Event Hall, Sheraton Hotels, Ikeja. The annual awards, organised by Marketing Edge Magazine, celebrate excellence and innovation in Nigeria's marketing and communications industry. Founded by visionary entrepreneur Olatunji Emmanuel .O., Sucre House has quickly become a trailblazer in the entertainment and influencer marketing space. The agency is widely respected for its creative campaigns, precision-driven execution, and commitment to helping brands and talents achieve global visibility. Speaking after receiving the award, Olatunji said: "This honour is a reflection of our discipline, creativity, and the trust our clients place in us. At Sucre House, we don't just deliver campaigns — we elevate experiences and set new standards." In just a few years,



Sucre House has built an impressive portfolio, managing

projects for top brands such as the European Union, Crocs, MAC Cosmetics, Tecno, Infinix, and Bet9ja. It is also known for nurturing leading influencer talents, including social media sensation Enioluwa, popularly called the lip gloss boy. Marketing Edge CEO, John Ajayi, praised the agency's rapid rise, describing it as "proof that with vision and excellence, Nigerian agencies can lead the future of influencer marketing." With this milestone, Sucre House is cementing its place as a powerhouse shaping the future of influencer marketing in Africa.

## Intense Group, CEO Leye Makanjuola Honored with Top Digital

**I**ntense Group has reaffirmed its position as a leader in Nigeria's digital marketing landscape after clinching multiple prestigious awards within the same week. The agency was named "Outstanding Digital Agency of the Decade" at the EDGE Awards organized by Marketing Edge Magazine. At the same ceremony, the Group's Chief Executive Officer, Leye Makanjuola was honored with the coveted title of "Digital Marketing Personality of the Decade." The award ceremony took place on September 26, 2025, at the Balmoral Event Hall, Sheraton Hotels, Ikeja, where leading professionals and brands gathered to celebrate excellence in marketing communications. In a double recognition of its influence and innovation, Intense Group was also celebrated at the New Media Conference, convened by Tosin Ajibade. The organizers lauded the agency for its pioneering role in transforming Nigeria's digital landscape. "In recognition of your outstanding



contribution as a digital disruptor. Your innovation, creativity and impact have shaped Nigeria's media and technology ecosystem and inspired Nigeria's digital future," the New Media Conference organizers stated. Reacting to the awards, Leye Makanjuola, CEO of Intense Group, expressed gratitude and reaffirmed the company's commitment to innovation. In his words, "these recognitions are a reminder of the responsibility we carry to keep pushing boundaries in marketing, technology and media. "At Intense, our vision has always been to create solutions that grow revenue and profit for our clients. We are humbled by these honors and inspired to do even more," Makanjuola said. With these achievements, Intense Group continues to set the pace in Nigeria's fast-evolving digital ecosystem, positioning itself as a creative powerhouse that blends strategy, technology, data and innovation to drive business growth.

## Tolu Olanipekun Named Outstanding Marketing Personality of the Year at Marketing Edge Awards 2025

**I**n a night dedicated to celebrating excellence in brand building and strategic communication, Tolu Olanipekun, Head of Marketing at Mouka Foam, emerged as a beacon of industry leadership, clinching the coveted Outstanding Marketing Personality of the Year award at the Marketing Edge Awards 2025. Held on Friday, September 26, at the Balmoral Event Hall, Sheraton Hotel, Ikeja, the ceremony brought together Nigeria's most influential marketing professionals, brand custodians, and communications strategists. The event, hosted annually by Marketing Edge, one of Nigeria's foremost marketing and advertising publications, recognises individuals and organisations that have demonstrated exceptional I Olanipekun's recognition is a celebration of a remarkable career that spans over a decade and a half, marked by strategic excellence and an unwavering commitment to consumer-centric marketing. From her early days at Reckitt Benckiser, where she helped redefine brand narratives in the health, hygiene and homecare segment, to leading transformative campaigns at FrieslandCampina and now Mouka, her journey has been one of vision, grit, and growth. Currently leading the marketing efforts at Mouka Foam, a trusted name in sleep and wellness products, Olanipekun has steered the brand through bold repositioning strategies that not only amplified its relevance but also deepened



emotional connections with consumers. Her campaigns have consistently broken the clutter in a crowded media landscape, delivering both creative storytelling and measurable results. Speaking at the event after receiving the award, an elated Olanipekun remarked: "This recognition is truly humbling. For me, it is not just an award but a call to keep raising the bar and delivering excellence. Marketing is about connecting

brands to people in ways that add value to their lives, and I am grateful to my team and mentors who have been part of this journey." Her statement captures the essence of a marketer who sees beyond campaigns and billboards, one who believes in purpose-driven branding that touches lives. Industry stakeholders have praised the choice of Olanipekun one of this year's honorees, citing her ability to blend creativity with commercial insight. According to Marketing Edge, the selection was based on "her strategic influence in redefining brand narratives across multiple sectors, as well as her role in mentoring upcoming marketers and driving industry-wide innovation." Innovation, consistency, and impact in the field. Indeed, Olanipekun's success story is not just about individual achievement but about the impact she continues to make on teams, brands, and the broader marketing ecosystem. Her leadership style, collaborative, curious, and always forward-thinking has positioned her as a respected voice on industry panels and in executive boardrooms alike. With this recognition, Olanipekun is poised to further solidify her role as a thought leader and trailblazer in Nigeria's marketing and brand communication space. Whether through groundbreaking campaigns at Mouka or mentorship initiatives across the industry, her influence is set to expand in the years to come.

## Pernod Ricard's Ikechukwu Agu Named Commercial Director of the Year at Edge Awards 2025

The Balmoral Event Hall, Sheraton Hotels, Ikeja, sparked on Friday, September 26, 2025, as the Nigerian marketing and brand communications industry converged for the prestigious Edge Awards, organised by Marketing Edge Magazine.

One of the most celebrated moments of the evening was the announcement of Ikechukwu Agu (IK Agu), Commercial Director of Pernod Ricard Nigeria, as the Commercial Director of the Year 2025. IK, who has spent over 15 years excelling in the Fast-Moving Consumer Goods (FMCG) industry, has established himself as a transformative leader with a strong track record in revenue growth, innovation, and brand-building. At Pernod Ricard Nigeria, he has driven the growth of household names such as Martell, Jameson, Absolut, Imperial Blue, Olmeca—each now a market leader under his watch.

Speaking shortly after receiving the award, IK dedicated the honour to his team: "This award is not just a personal achievement, but a testament to the collective effort of my incredible team at Pernod Ricard and the partners who share our vision for growth and innovation. I am deeply honoured by this recognition from Marketing Edge, and it inspires me to continue pushing boundaries, developing people, and creating value for our consumers and the industry at large."

Explaining why the jury selected IK, Mr. John Ajayi, CEO of Marketing Edge Magazine, noted that the choice was unanimous given the clear alignment between IK's



career achievements and the award's criteria.

"Our jury carefully evaluates nominees based on measurable impact in revenue generation, brand growth, innovation, and people development. Ikechukwu Agu stood out not just for delivering impressive commercial results but also for his ability to launch and grow premium brands, inspire teams, and drive innovation in highly competitive markets." Ajayi added that IK's recognition

also highlights the critical role of strong commercial leadership in shaping the future of Nigeria's FMCG and beverage industries. With this award, IK's influence as one of the leading commercial minds in Nigeria is further reinforced, while the Edge Awards once again affirmed their place as the country's premier stage for recognising marketing and business excellence.

## Omolara Banjoko Named Edge Outstanding Marketing Personality of the Year

Omolara Banjoko, Marketing Manager at FrieslandCampina WAMCO, emerged as one of the biggest winners at the Marketing Edge Awards 2025, where she was honoured as Edge Outstanding Marketing Personality of the Year.

The glamorous event, organised by Marketing Edge Magazine, took place on Friday, September 26, 2025, at the Balmoral Event Hall, Sheraton Hotel, Ikeja. A dynamic and results-driven brand builder, Omolara has built a reputation for crafting strategies that fuel business growth while forging deep consumer connections.

At FrieslandCampina WAMCO, she has played a pivotal role in sustaining Peak Milk's market dominance and redefining Three Crowns as a household name. Her earlier work with Carex and Imperial Leather also underscores her ability to combine creativity with analytics to deliver strong results. Speaking after receiving the award, Omolara expressed her gratitude. "This award is a huge honour. For me, marketing is about more than products—it's about creating stories and experiences that connect with people in meaningful ways. I am deeply thankful to Marketing Edge for this recognition, and I see it as a call to continue raising the bar."

Omolara's professional journey began at the British Council Lagos before she joined PZ Cussons Nigeria Plc as a management trainee. It was there that she discovered her passion for marketing after a



transformative brand strategy presentation ignited her career path. Today, with experience spanning the personal care, food and beverage, and nonprofit sectors, she is widely regarded as one of the brightest new-generation leaders in the marketing industry. Her win at

the Marketing Edge Awards 2025 not only celebrates her career achievements but also reinforces her standing as a visionary committed to delivering lasting value in business and society.

One Brand  
Partnering  
for Progress

**UBA**  
United Bank for Africa

# Leo Becomes Africa's First Chatbot for Cross-border Payment

You can now enjoy seamless and instant money transfer  
across the continent when you use **PAPSS** on **Leo**



Scan to chat with Leo on



[www.ubagroup.com](http://www.ubagroup.com)

Africa, USA, UK, France

Africa's Global Bank



# Anietie Udoh:

## Inspiring a New Generation of Communications Professionals

**A**nietie Udoh's journey across Nigeria's marketing and advertising space is inspiring a new generation of communications professionals. By blending cultural authenticity with world-class strategy and execution, Anietie demonstrates that Nigerian voices can also lead in the global creative economy. In Nigeria's advertising and marketing industry, where growth has often been stifled by economic uncertainty and uneven regulation, stories of individual achievement tend to serve as roadmaps for the profession. One such story belongs to Anietie

Udoh.

A passionate and result-oriented creative marketing strategist with nearly two decades of experience spanning journalism, public relations, and integrated marketing communications, Anietie has become one of Nigeria's most visible communications leaders. Deeply committed to amplifying African voices on the global stage, Anietie's career, defined by boundary-breaking ideas, impactful storytelling, and strategic global partnerships, illustrates how African professionals are pushing beyond local boundaries to secure a seat at the global table.

His rise is taking place in an industry with both enormous potential and daunting challenges. Nigeria's advertising market was valued at roughly 605 billion (\$725 million) in 2023, according to Statista, and is projected to grow as digital penetration deepens. Yet spend per capita remains a fraction of what is seen in South Africa or Kenya, underscoring the work needed to harness the country's over 200 million-strong population for meaningful creative output. In this landscape, leadership requires more than technical skill; it demands vision, persistence, and the ability to build



bridges between local talent and global platforms.

At Marketing Edge, where he serves as Divisional Director, Anietie has demonstrated precisely this brand of leadership. Under his watch, the publication transitioned from a trade journal into one of Nigeria's most influential communications platforms. Over the years, Anietie has collaborated with and secured international recognition with iconic platforms such as the New York Festivals International Advertising Awards, Loeries, African Cristal Festival, and Cannes Lions. His contributions to the industry has positioned him as a key figure in advancing Africa's creative marketing narrative worldwide.

For an industry long excluded from such circuits, the recognition is a breakthrough, placing Nigerian creativity on a map that had too often overlooked Africa's largest economy. This global reach has not gone unnoticed. Anietie's expertise has earned him repeated invitations to international juries, a distinction typically reserved for veterans of mature markets.

In 2025, he was appointed to the global jury of the 9th Annual Native Advertising Awards and was the only African to be shortlisted as a finalist for the Native Advertising Marketer of the Year. He also serves as a Grand Jury Member for the AME Awards and the Effie Awards, further cementing his role as a thought leader influencing the future of creative marketing globally.

Each of these roles signals not only personal achievement but also the growing credibility of Nigerian voices in global communications.

Still, Anietie's influence is not measured solely in

appointments or accolades. His thought leadership has engaged with one of the most consequential shifts in modern communications: the rise of the creative economy. Globally valued at more than \$250 billion, this economy is now a pillar of growth for emerging markets.

In Nigeria, its expression can be seen in the surge of micro and nano influencers whose cultural fluency makes them powerful storytellers. Available data suggests that brands in Nigeria are allocating as much as 35 percent of their marketing spend to influencer campaigns, a figure that would have been unthinkable a decade ago.

Anietie has argued that these everyday creators are not peripheral players but central actors shaping trust and engagement. By framing the work of local influencers as a strategic rather than tactical asset, he has helped shift how agencies and brands in Africa allocate their budgets. His position is that the authenticity and cultural grounding of these creators represent a comparative advantage that Nigerian communications professionals must learn to harness. Equally significant is his advocacy for ethical storytelling. In an industry often criticised for chasing visibility at the expense of credibility, Udoh insists that campaigns must be grounded in cultural authenticity and social responsibility. He has urged practitioners to see communications not as a megaphone for profit, but as a platform for narratives that can withstand global scrutiny while remaining true to local nuance. This philosophy resonates in a market where public trust in institutions is fragile, and where brands risk being called out instantly on social

media.

The lesson is clear: long-term credibility trumps short-term visibility. For a generation of Nigerian professionals navigating a highly competitive field, this insistence on ethics offers both a challenge and a compass. Anietie's career also underscores the importance of building institutions. His international recognitions reveal that Nigerian professionals need not see validation abroad as an end in itself, but as an opportunity to benchmark against world-class excellence. And his advocacy for authentic narratives suggests that African voices can also shape global discourse.

For Africa's young communications professionals, Anietie's story carries practical lessons. First, that scale and impact are achieved by building purposeful platforms. Second, that professional relevance is sustained by engaging global peers, whether through juries, festivals, or thought leadership. And third, that the future belongs to those who embrace authenticity. With a unique blend of strategic insight, creative flair, and a passion for storytelling, Anietie continues to inspire innovation while championing Africa's place at the center of the global marketing and communications industry. His journey, in an industry still in search of its defining voice, is thus more than the profile of an accomplished professional. It is a case study in how Nigerian communicators can transcend borders, set new benchmarks, and inspire a rising generation to marry cultural authenticity with global ambition.

# The Edge Awards 2025

## MARKETING EDGE Celebrates "Excellence Beyond Borders" at 2025 EDGE Awards

**M**ARKETING EDGE PUBLICATIONS LTD, a leading voice in the Nigerian integrated marketing communications sector, hosted a spectacular night of recognition and celebration at the 2025 EDGE Awards, themed "Excellence Beyond Borders." The prestigious event, held on September 26, 2025, honored outstanding achievements across a wide range of industries, including marketing, advertising, oil and gas, ICT, real estate, and public service. The awards ceremony, which has grown to become a cornerstone of the industry's social calendar, was chaired by the Executive Governor of Ekiti State, His Excellency, Mr. Abiodun Abayomi Oyebanji, whose exemplary political leadership was also specially applauded during the event.

### A Festival of Brands and Ideas

In his welcoming address, Chief John Ajayi, Publisher/CEO of MARKETING EDGE Group, expressed profound gratitude to the Nigerian business community and the marketing/advertising sub-sector for their consistent support and patronage over the past years. "Every year, we gather to celebrate brands and advertising excellence, and you always add colour and grandeur to it by making it a festival of brands and ideas," said Chief Ajayi. "Without you, this event would not have been this

colorful and memorable. Our mission, over the last 13 years, has been to impact society through our agenda-setting role, and the EDGE Awards is a powerful expression of that commitment." Chief Ajayi underscored the importance of award ceremonies as a means of recognizing and celebrating achievement, which in turn inspires others to strive for excellence.

### Rigorous Evaluation and Expanded Scope

The EDGE Awards has significantly expanded its scope since its inception as part of the company's 10th-anniversary celebration in 2013, moving from a focus solely on the integrated marketing communications (IMC) industry to now encompass diverse sectors.

This year's winners were selected by a dedicated awards committee, working in conjunction with the Editorial Board and Business Intelligence Unit. "The Committee's decisions, while not based on pure scientific proofs, relied largely on data, statistics, and content analysis, as well as market insights gleaned from robust investigative journalism," Chief Ajayi noted, thanking the committee for their "rigorous dedication" and congratulating the winners for being an "inspiration to us all."

The event served to honour creative agencies, brands, public service, and political brand personalities who have demonstrated consistent hard work, dedication,

and significant contributions to Nigeria's national growth and development.

### Inspiring a Brighter Future

The 2025 EDGE Awards provided a prestigious platform to celebrate those who have pushed the limits of creativity and innovation in navigating the complexities of the Nigerian market. "Tonight, we celebrate more than just the winners. We celebrate the spirit of excellence and the drive to pursue greatness," Chief Ajayi concluded. "We honour the brands, businesses, agencies, and personalities who have dared to dream big, overcome obstacles, and made a difference... May we never stop pushing the boundaries of excellence in years to come." The ceremony delivered on its promise to be a reminder that creativity, innovation, hard work, and dedication could lead to great success, leaving attendees "feted, entertained, reinvigorated and inspired."

MARKETING EDGE PUBLICATIONS LTD is a market-leading brand in Nigeria's marketing and advertising landscape, committed to setting the agenda, driving knowledge, and celebrating excellence within the integrated marketing communications ecosystem and the broader business community. The EDGE Awards is its signature event recognizing outstanding performance across multiple sectors.







# From Noise to Influence: The New Playbook for Brands

By Adim Isiakpona, CEO, Riquesa Africa

**W**e live in a world overflowing with noise, endless ads, and brands battling for attention. Yet, the truth remains that attention alone does not build influence. Influence happens when people truly connect with your brand so much that it becomes part of their conversations and choices. Indeed, attention is the easy part, but it is influence that is rare. The difference between noise and influence lies in a brand's ability to spark conversations and build a community that actually cares. Therefore, while many chase visibility, only a few build true connection.

## From Campaigns to Conversations

While marketing has traditionally focused on showing and telling, today it equally demands listening and engaging in conversation. Maltina recently launched a Back-to-School campaign with new SKUs and requested our service in planning and executing a press conference with the theme, "Back to School." The brief aimed to build an experience that didn't just engage but transported people, rekindling that familiar feeling of being back in a classroom. Consequently, we turned an empty space into a living, breathing school experience—and the reactions said it all. Guests didn't just see it; they felt it! The modern consumer now seeks authenticity over attention. They connect with brands that reflect their

values, aspirations, and cultural identity. As a result, the most successful brands today build relationships, not just visibility.

## Riquesa's Advantage

Our edge?, it is People, always. We study their flow, understand what drives them, and uncover the "why" behind their everyday choices. Furthermore, we listen, learn, and turn those insights into ideas that actually connect. This is how we move from knowing to doing from strategy that's intentional to creativity that hits, and experiences that stay with you. Every idea we execute starts with empathy and ends with resonance.

## Moving from Noise to Real Influence

So, how do brands move from noise to real influence? The journey begins with storytelling over slogans. People do not connect with taglines; they connect with emotions and narratives that reflect who they are and what they care about.

Next, brands must become part of culture. Music, fashion, language, and lifestyle are not just trends; they are the spaces where meaning lives. Therefore, the most impactful brands do not just watch culture; they participate in it.

Then, brands must build communities, not just customer bases. Loyalty is born from belonging. When people feel

seen, included, and valued, they naturally become your strongest advocates.

And finally, brands must stand for something real. Purpose is no longer optional. Today's audiences gravitate toward brands that align with their values and reflect their vision of a better world. Because, in the end, influence is not about being everywhere but about mattering where it counts.

## Why It Matters

Influence matters because it lasts. It lingers beyond a campaign, outlives a trend, and continues to shape how people see and engage with your brand. When a brand truly influences, people do not just buy from it; they believe in it. They carry its values, share its message, and become part of its story. At Riquesa Africa, this is what drives us is by helping brands move beyond the noise to become part of the culture. We focus not just on talking to audiences but on connecting with them in ways that inspire trust and loyalty. Indeed, the rules of marketing have changed. Success no longer belongs to the loudest voices but to those that connect most deeply. And if you are not doing it with Riquesa, you're doing it wrong.

Reach out to us today at [info@riquesa.com.ng](mailto:info@riquesa.com.ng).



# access more sustainability

We remain fully committed to providing innovative solutions for sustainable development in order to ensure a greater tomorrow.

[accessbankplc.com/sustainability](https://accessbankplc.com/sustainability)



Africa | Asia | Europe | Middle East



more than banking

## NIVEA Men Lights Up Lagos with El Clásico Watch Party

**N**IVEA Men, the official men's grooming partner of Spanish giants, Real Madrid, on Sunday October 26 treated Nigerian football enthusiasts to an unforgettable night of sport, style, and connection as it hosted a grand watch party for El Clásico, the legendary clash between Real Madrid and Barcelona, at the Hard Rock Café, Landmark Centre, Victoria Island, Lagos. The electrifying match, which ended in a 2-1 victory for Real Madrid, drew a full house of NIVEA Men consumers, football lovers, and their families. Guests enjoyed an evening of lavish food, refreshing drinks, and thrilling football moments, all in an atmosphere designed to celebrate camaraderie and care beyond the skin. Dele Adeyole, Country Manager, Beiersdorf Nigeria, explained the brand's motivation for the event: "This is the second time NIVEA Men is hosting El Clásico, and it's all about connection. Beiersdorf, the global manufacturer of NIVEA products, has always cared for people beyond skincare. Football brings people together, and through this partnership with Real Madrid, we're celebrating two iconic brands that share passion, confidence, and excellence." He further noted that the ongoing partnership between NIVEA Men and Real Madrid, recently renewed until 2030, promises even more exciting experiences for Nigerian consumers: "The partnership means fans can look forward to more El Clásico experiences like this for years to come, each one bigger and better." Fiyin Toyo, Marketing Director for Central, East, and

West Africa (CEWA) at Beiersdorf, highlighted the synergy between both brands: "The NIVEA Men and

triumph, guests cheered and received exclusive NIVEA-branded gift packs to commemorate both the



Real Madrid partnership is built on shared values – style, confidence, and precision. Real Madrid embodies these on the field, while NIVEA Men empowers men to express them every day. El Clásico is more than a game; it's a cultural celebration, and we're proud to create spaces where our consumers can connect and celebrate the essence of NIVEA Men." As the final whistle confirmed Real Madrid's

team's victory and NIVEA's enduring partnership with the Spanish giants.

With its global partnership with Real Madrid extended through 2030, NIVEA Men continues to redefine the relationship between grooming, confidence, and culture – bringing fans closer to the game they love while celebrating care that goes beyond the surface.

## Jumia Nigeria to Commence its 2025 Black Friday Festival

**J**umia, Nigeria's leading e-commerce platform, is set to kick off its Black Friday campaign tagged "Do Pass Yourself," running from October 31 to November 30. The month-long event promises special discounts, exclusive brand deals, and an immersive shopping experience across fashion, beauty, electronics, home, and more. This year's festival will feature top international and local brands including Nivea, Xiaomi, ITEL, Skyrun, Silvercrest, AEON, Poco, Oramo, Binatone, Ecoflow, Hithium, Diageo, Ledrop, among others. Shoppers can expect flash sales, games, treasure hunts and more. First introduced to Africa in 2014, Jumia was one of the pioneers to bring the Black Friday concept to the continent, helping to establish November as the most exciting month for digital retail across the continent. "Black Friday is more than just a sale, it's a celebration of the African consumer. Over the past thirteen years, we've built an ecosystem that gives shoppers access to trusted brands at unbeatable



prices, supported by reliable delivery and secure payments. This year, we're raising the bar again, offering our customers even more value and convenience throughout the month. We have built this shopping festival entirely around our customers' needs," Temidayo Ojo, CEO, Jumia Nigeria.

E-commerce in Africa continues to grow, with the market projected to reach over USD 40 billion in revenue by 2025. Mobile-first consumers are driving this growth, supported by improved logistics, fintech solutions, and trust in digital platforms. These trends

reinforce Jumia's role in shaping Africa's e-commerce landscape.

As the 2025 holiday season approaches, Jumia invites shoppers across the country to join the excitement, discover unbeatable deals, and enjoy a richer, more rewarding online shopping experience.

For more details on Jumia Black Friday 2025, participating brands, and exclusive deals, visit [www.jumia.com.ng](http://www.jumia.com.ng).



The HOME of GOOD FOOD



# More Reasons to Love.

What's your reason?



**Great Taste, Good Nutrition.**



## MTN Dominates Africa's Mobile Speed Charts; Vodacom Leads in 5G Network Race

**F**resh data from Speedtest Intelligence by Ookla Research, for the first half of 2025, shows that MTN Group dominates the continent's mobile speed rankings, while Vodacom has emerged as the clear frontrunner in 5G performance, reflecting contrasting network strategies among Africa's biggest telecom companies. Across 19 operators from MTN, Vodacom, Orange, and Airtel, the median download speeds ranged from 14.8 Mbps for Vodacom (DRC) to 74.76 Mbps for MTN South Africa, the fastest across sub-Saharan Africa. The performance cements MTN's position as the region's speed leader, driven by heavy investment in 4G and 5G rollout, and network optimisation across key markets like Nigeria, Uganda, and South Africa.

MTN South Africa recorded the highest median download and upload speeds for all technologies, 74.76 Mbps and 13.65 Mbps, respectively, placing it well ahead of regional rivals. Botswana followed as the second-strongest market, powered by Mascom, MTN's joint venture, which achieved 65.34 Mbps in download speed and 18.35 Mbps in upload speed. Orange Botswana came close behind at 56 Mbps.

The group's strong performance extended across multiple regions. MTN Uganda and MTN Nigeria led in median download and upload speeds in East and West Africa, respectively. Notably, MTN operations in Uganda, Nigeria, and Botswana were the only ones in the Speedtest ranking to achieve 5G median download speeds above 200 Mbps, outpacing other major players like Vodacom, Orange, and Airtel.

**Vodacom's 5G strategy pays off in South Africa**

While MTN leads overall in mobile performance, Vodacom has taken the 5G crown in South Africa, recording a median 5G download speed of 174.9 Mbps and an upload speed of 11.86 Mbps — the fastest in the country. Vodacom's edge is attributed to its use of a wider spectrum bandwidth and a network densification strategy focused on urban centers.

Across all technologies, Vodacom ranked fourth among surveyed operators, with median download and upload speeds of 52.31 Mbps and 7.88 Mbps, respectively. The

operator's superior 5G results highlight a growing divergence in performance across legacy and next-generation networks, as operators pursue different rollout strategies to manage cost

**Regional insights: South Africa and Botswana set the pace**

Southern Africa continues to lead sub-Saharan Africa in mobile broadband speeds. The region's operators, led by MTN South Africa, Mascom, Orange Botswana, and Vodacom South Africa, posted median download speeds above 50 Mbps. By contrast, West and Central Africa lag. In Côte d'Ivoire, where 5G rollout remains limited, Orange secured the top spot with a median download speed of 35.25 Mbps, while MTN Côte d'Ivoire trailed below 25 Mbps. In the Democratic Republic of Congo (DRC), where 5G services are yet to be widely commercialised, Orange outperformed rivals in download speed, while Airtel led in upload speed. However, all operators in the DRC ranked at the bottom of the continent's mobile performance list, with Vodacom posting the lowest median download speed. Meanwhile, Botswana has quietly become one of Africa's 5G pioneers, with Mascom and Orange delivering strong results. The country's investments in 2021—including the launch of the Digital Delta Data Centre and the \$7.5 million SmartBots Village, along with expanded spectrum access and digital infrastructure—have helped create one of the most advanced mobile broadband environments in Africa. Overall, MTN led in download speed at 74.76 Mbps and upload speed at 13.65 Mbps, while Vodacom posted the lowest median download speed at 14.8 Mbps and upload speed at 7.88 Mbps.

**East Africa: Safaricom surges ahead in Kenya**

In East Africa, Safaricom remains the undisputed leader in Kenya's mobile speed race. The operator's median download speed of 43 Mbps was 2.4 times faster than Airtel's, representing the largest performance gap between two major rivals in any African market. Safaricom also delivered a median upload speed of 15.11 Mbps, reinforcing its dominance.

The difference was even more pronounced in 5G performance, where Safaricom's download and upload speeds were roughly three times those of Airtel Kenya. In Tanzania, the dynamics flipped: Airtel outperformed

Vodacom in 5G speeds, while in Uganda, MTN's network remained far ahead of Airtel's.

**Nigeria: MTN consolidates dominance despite headwinds** Nigeria, Africa's largest mobile market with over 170 million active subscribers, continues to be a key battleground for operators. MTN and Airtel control over 86% of the market, but their performance metrics diverge sharply.

According to Speedtest data, MTN Nigeria recorded a 5G median download speed of 226.6 Mbps, compared to 182.6 Mbps for Airtel, while maintaining slightly higher 4G availability (91.2% versus Airtel's 89.9%). MTN's median download speed far exceeded Airtel's 17.44 Mbps, positioning MTN as the fastest operator in West Africa.

These results are particularly notable given Nigeria's persistent challenges — from currency devaluation and inflation to fuel shortages and infrastructure vandalism. Despite the economic headwinds, MTN has committed US\$3.5 billion in network investments between 2023 and 2028, including an agreement with Airtel to share network infrastructure to improve efficiency and coverage.

**The 5G divide and the road ahead**

While 5G rollout expands across parts of Southern and East Africa, coverage remains sparse elsewhere. Speedtest data suggests that operators in countries like Nigeria, Botswana, and Uganda are reaping the benefits of early deployment, while markets such as Côte d'Ivoire and the DRC are still waiting for commercial launches.

The impact of 5G on network performance is clear. Operators with wider coverage and higher network availability consistently deliver better speeds. In contrast, limited 5G access and reliance on legacy networks continue to hold back user experience in some countries. Africa's telecom growth story, however, remains compelling. The continent's young population, rapid smartphone adoption, and rising demand for digital services make it one of the most dynamic telecom markets globally. But sustaining high-speed connectivity will require addressing critical challenges: spectrum availability, high energy costs, regulatory complexity, and the need for broader infrastructure sharing.



## Waves of Innovation: How First Bank Turned Lagos into Africa's Electric Playground

By Kazeem Ugboaga

The Lagos Lagoon glistened in shades of blue and gold as electric powerboats sliced through the water, cheered on by an ecstatic crowd that lined Victoria Island's waterfront from Saturday, 3 October to Sunday, 5 October. For two unforgettable days, Lagos became Africa's capital of clean energy, glamour, and innovation, all powered by First Bank of Nigeria, the sponsor of the continent's first-ever E1 Lagos Grand Prix.

From the rhythmic sounds of Afrobeats echoing across the Marina to the sight of sleek, futuristic boats gliding silently on water, the E1 Lagos GP was more than a race, it was a celebration of Lagos' vibrant spirit and Nigeria's march towards sustainability.

President Bola Ahmed Tinubu, in a goodwill message, hailed the event as a bold statement of intent by Nigeria and Lagos, praising Governor Babajide Sanwo-Olu, First Bank, and other partners for delivering a world-class spectacle. "The E1 Powerboat series combines world-class entertainment with clean energy innovation. This championship is not just a thrilling spectacle on water but a commitment to a greener and more sustainable future," the president had said at the opening ceremony of the great event on Friday, 3 October.

He described Lagos as "a gateway to innovation, technology, and global sporting excellence," affirming the nation's readiness to lead Africa's transition to clean energy.

Governor Babajide Sanwo-Olu, who led the regatta that opened the event, described the championship as a proud moment for Lagos and a reflection of its global potential. "E1 Lagos GP is more than a race; it is a celebration of Lagos' dynamism, the Spirit of Lagos," the governor said, adding that "It shows our capacity to host world-class events and underscores our commitment to sustainability." Crowds thronged the Lagos Lagoon and fan zones, having fun, snapping selfies, and soaking in the festive atmosphere. International sports icons, investors, and fans came from across the world, including former Chelsea and Ivory Coast football legend Didier Drogba, co-owner of Team Drogba Global Africa, who added a touch of celebrity magic to the weekend. For First Bank of Nigeria, the event was not just about sports, it was about making history. Acting Group Head of Marketing and Corporate Communications, Olayinka Ijabiya, said sponsoring the E1 Lagos GP reflected the bank's heritage of innovation and renewal. "Innovation, sustainability, excitement, speed, we are a heritage bank that has been around for 131 years, and for every one of those years, we have constantly renewed ourselves,"



Ijabiya said, saying that "When this opportunity came, who else could bring the first E1 GP to Nigeria but First Bank? We are proud to have presented Lagos and Nigeria to the world."

At the First Bank Pavilion, visitors enjoyed interactive experiences, lifestyle engagements, and product showcases, while music, fashion, and food added a distinctly Lagos flavour. Families and young professionals mingled with entrepreneurs, all celebrating a fusion of technology, culture, and sustainability, hallmarks of the bank's brand identity. "This race is a net-zero emitter," Ijabiya added. "We are strong on sustaining the environment and supporting a cleaner, greener future. It's innovation meeting responsibility." The E1 partnership also connects with the bank's #FirstBankDecemberIsaVybe series, an annual celebration of entertainment and lifestyle that lights up Nigeria's festive season. "December is the Vybe," Ijabiya teased. "This is just a taste of what's to come—fun, fashion, food, and amazing experiences." The finale on Sunday was nothing short of

electrifying as Team Brazil claimed victory, with pilots Timmy Hansen and Leva Millere-Hagin steering their electric boat to glory, beating Team Blue Rising and Team Drogba to the podium.

As the sun set over the Lagoon, the waterfront transformed into a sea of lights and cheers, a moment that captured the heart of Lagos: energetic, ambitious, and always ready to lead. With its sponsorship of the E1 Lagos Grand Prix, First Bank once again proved that it is more than a financial institution, it is a lifestyle brand championing innovation, sustainability, and national pride. In the words of Latoya Johnson, a Lagosian who attended the event: "I grew up knowing First Bank as the reliable one. Seeing them behind something this big makes me proud. They're not just banking our money, they're banking our future." From clean energy to cultural celebration, from racing boats to smiling faces, the E1 Lagos GP was a powerful reminder that when innovation meets tradition, the result is pure magic.



# MY SOUP'S FIRST CHOICE

- Easy to mould
- Easy to swallow
- Premium wheat
- Fortified with Vitamins and Minerals



# The Industry

...in support of business



**THEME:**

**EMPOWERING MEN:  
ACHIEVING BALANCE  
IN A FAST-PACED WORLD**

- **PANEL SESSIONS**
- **UNVEILING OF THE 2025 TOP 50 MEN OF IMPACT**



**Wole Olagundoye**  
Managing Director  
Outori Limited



**Bolaji Abimbola**  
MD/CEO Integrated Indigo



**Olumuyiwa Akande**  
Group Head, Communication  
SIFAX Group



**Toni Kan**  
Managing Partner, Radi8



**Aniete Udoh**  
Divisional Director,  
Marketing Edge



**Adebayo Adeosun**  
Group Head, Corporate Communication  
and Strategy, Origin Tech Group Nigeria



**Raheem Akingbolu**  
Brands & Advertising Editor,  
THIS Day Newspaper

**MODERATOR**



2:00 PM



TUESDAY,  
NOVEMBER 4,  
2025



RADDISON BLU,  
Isaac John Street,  
Ikeja GRA, Lagos



FOR MORE ENQUIRIES CALL - 08028424987

## TotalEnergies Begins AFCON Trophy Tour in Lagos

**T**otalEnergies Marketing Nigeria Plc officially presented the TotalEnergies AFCON 2025 Trophy in Lagos on Wednesday, marking the start of Nigeria's leg of the prestigious CAF Africa Cup of Nations 2025 Trophy Tour.

Standing before an electrified audience of dignitaries, media representatives, and football fans at Eko Tower 2, Victoria Island, the Managing Director, Dr Samba Seye, described the unveiling as a proud moment for Nigeria and the entire continent. "This moment is not just about football, it is about unity, pride, and the power of Africa to inspire the world," Dr Seye said during the ceremony. "At TotalEnergies, we are proud to partner with the Confederation of African Football in bringing the AFCON Trophy Tour to life and in connecting millions of fans to the true heartbeat of our continent."

He reaffirmed that TotalEnergies' sponsorship of AFCON represents more than a corporate partnership, saying, "Our collaboration with CAF goes beyond sponsorship. It reflects our belief in Africa's talent, resilience, and creativity. Football embodies those values perfectly — it inspires dreams, connects generations, and reminds us that Africa's strength lies in its unity." The Executive Director for Human Resources and Corporate Services at TotalEnergies Marketing Nigeria Plc, Mrs Olubumi Popoola-Modi, reflected on football's unique power to unite Nigerians.

"I may not always have been a football fan, but every time Nigeria plays, I see the incredible unity the game brings to our people. The passion, the energy, the togetherness — it's something magical. And with the support TotalEnergies gives to football, I've come to love the game deeply," she said. The General Manager, Retail and Cards, Alh. Abdulahi Umar said there was no better place to start the tour than Nigeria. "A nation whose heart beats and rhymes with the beautiful game. Nigeria holds a special place in African football history, from legendary players to unforgettable moments on the pitch. This country has consistently changed the narrative of the sport across the continent, that is why we chose to begin this journey here, where football is not just a sport, but a way of life," Umar said. "We are proud to begin this journey in a country that has shaped the very history of African football.



Today, we unveil the actual AFCON trophy, not a replica. This is what the 24 nations will compete for in Morocco in December, and today, Nigerian fans get the rare opportunity to witness it up close, to feel the energy and to dream big." The event featured a press conference and a public viewing celebration at Marcellina's Place, GRA Ikeja, drawing football

fans, media partners, and stakeholders from across Lagos. From Lagos, the AFCON 2025 Trophy will continue its journey across Africa, visiting Angola, South Africa, the Ivory Coast and Morocco, spreading excitement ahead of the continental championship.

## Barca Track Osimhen to Replace Lewandowski

**B**arcelona have identified Victor Osimhen as a potential successor to the ageing Robert Lewandowski, who is expected to leave the reigning La Liga champions at the end of the season.

According to a report from Catalan outlet Mundo Deportivo, Barcelona have set their sights on Osimhen and are considering signing the former Napoli frontman next summer. The reigning La Liga champions have made acquiring a new striker one of their top priorities while planning in advance for the 2026/27 season and beyond, in light of the possibility that the ongoing season will be Lewandowski's last in the Blaugrana colours.

Football transfer news expert Fabrizio Romano confirmed that Barcelona are studying the market for future strikers.

"There have been rumours from Turkey and Spain suggesting that Barcelona are considering Osimhen as one of their striker targets for summer 2026," Romano said. "It's true that Barcelona are studying the market for future strikers. Robert Lewandowski's contract situation is key here — he's expected to leave when his deal expires, so Barca are planning ahead. "However, what I can tell you is that Osimhen is not negotiating with any club right now. Barcelona are simply monitoring several players, gathering information, and preparing for future moves. This is standard practice, not active negotiation."

Osimhen joined Galatasaray permanently from Napoli ahead of the 2025/26 season in a record-breaking move. After scoring 37 goals in 41 matches across all competitions during his loan spell in the 2024/25 season, the Turkish champions fought tooth and nail to make the striker's signing permanent



over the summer.

Barcelona will be in dire need of rejuvenating their frontline ahead of the 2026/27 season, owing to recent reports which claim that Barcelona are unwilling to renew Lewandowski's deal.

Having turned 37 years old in August, Lewandowski is no longer a shoo-in in head coach Hansi Flick's starting XI. His struggles with injuries, too, have played a big factor in keeping him out of the lineup.

Pulling off Osimhen's transfer will test Barcelona's financial capacity to the hilt. The Nigeria international currently earns €15m per annum, in addition to €1m as a loyalty bonus and €5m in image rights compensation.

Galatasaray broke the bank to land Osimhen's signature, splurging a league-record €75m to sign him on a four-year contract until 2029. Romano added that there is a clause in Osimhen's deal that prevents him from joining any Italian club for the next two years — a condition included by Napoli when they sold him. "That clause doesn't apply outside Italy, so other clubs can make inquiries, but right now, nothing is happening. Barcelona are just studying the striker market for 2026," he said.

The Catalan giants have been linked with a number of strikers over the past few months, with the likes of Harry Kane, Karl Etta Eyong, Dusan Vlahovic, Erling Haaland, Serhou Guirassy and Julian Alvarez on Barca's shortlist for next season.



## Brandessence Team

Publisher: 3BrothersMedia

Creative Director/Editor - in - Chief: Udosen Oma Melvin

Editors: Adwin Monoyo, Gladys Johnson, Chidubem Nwaosu

Marketing & Circulation: Godwin Echie, Morgan Thomas, Chidiebere Ohadebere, Rasaan Awosanya

Layout and Design: 3BM Team

Client Services: Mary Princess Udosen, Keri Idong

Media Consultants: Ikem Okuhu, Goddie Ofose, Azuka Onwuika

Contributing Editors: Daniel Obi, Adedeji Ademigbuji

Photography: Ochai Samuel | Amine Imagery

## 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, Abuja, Owerri, 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)

Brandessence is published monthly (Online & Print) by 3BrothersMedia.

© 2025 All rights reserved. Reproduction of this magazine in whole or part is prohibited.

ISSN: 2276-9668 ISSUE 75 OCTOBER 2025

Office: Plot 1436, Sanusi Fafunwa Street, Victoria Island, Lagos, Nigeria

Tel: +234 803 043 5456, 0816 299 8402

Email: info@brandessencenigeria.com

Website: www.brandessencenigeria.com

All editorial content in this supplement is owned or exclusively licensed by Brandessence and may not be reproduced in any format without prior permission.

All correspondence to info@brandessencenigeria.com

## BRAND NEW



## Three Crowns Milk Celebrates a Decade of Honouring Nigerian Mothers as Ugwu Edith Uzoamaka Emerges Mum of the Year 2025

**T**hree Crowns, a leading Nigerian milk brand produced by FrieslandCampina WAMCO Nigeria PLC, proudly concluded the 10th edition of its flagship mum wellness initiative, Three Crowns Mum of the Year, with a grand finale held on Saturday, 25th October 2025, at D'Podium Events Centre, Aromire, Ikeja, Lagos. The event, which has become a hallmark of recognition for mums in Nigeria, was a vibrant celebration of motherhood, featuring engaging activities such as fitness challenges, and special performances. Hosted by renowned media personality Bukunmi Adeaga-Ilori (Kiekie), the evening brought together families, stakeholders, and brand enthusiasts in a shared moment of joy and appreciation for the role of mothers in homes. The selection process which began with a verification process by the Lagos State Lottery Commission, Federal Competition and Consumer Protection Commission (FCCPC) and a live draw where 50 contestants made it to the semi finals before drilling to six contestants who went on to the grand finale.

The six finalists were evaluated at the grand finale by a distinguished panel comprising Bamike Olawunmi Adenibuyan (Bambam), Jamila Lawal, Ifedayo Durosinni-Etti, and Fitness Coach, Ben Fit. Judging criteria included physical wellness, mental acuity, emotional intelligence, and family engagement, all aligned with Three Crowns Milk's commitment

nt to promoting healthy mums and happy families.

Following the rigorous and inspiring selection process, Ugwu Edith Uzoamaka was announced the

2025 Three Crowns Mum of the Year, alongside May Wala (2nd place) and Nwakire Amarachi Ujunwa (3rd place), all winning an all-expense-paid trip to Zanzibar, Tanzania and a one year supply of Three Crowns Milk while Anozie Joy Uzoma, Adebola Omowumi, and Mrs Animashaun Anuoluwapo took the 4th, 5th and 6th positions respectively going home with premium home appliances and supply of Three Crowns Milk. Speaking at the event, Maureen Ifada, Marketing Director, FrieslandCampina WAMCO, stated: "This milestone edition reflects our enduring commitment to celebrating Nigerian mothers who embody love, resilience, care, and leadership within their families. We remain dedicated to supporting mothers' health and wellbeing—a cornerstone of family life and societal growth."

Chioma Otisi-Igwe, Marketing Manager, Three Crowns Milk, added: "Three Crowns Mum of the Year is more than a campaign, it is a platform that celebrates the unsung heroines of our homes. Every mother is a treasure, and we believe it is important to reward your treasure with recognition, wellness, and joy. This year's finalists have truly inspired us all." As Three Crowns Milk marks a decade of celebrating motherhood via this campaign, the brand reaffirms its dedication to supporting Nigerian families through nutrition, empowerment, and meaningful engagement.

**FOR ADVERT PLACEMENT CALL  
0803 043 5456, 0809 050 0212**

# Brands & Consumers Converge Here



access more  
freedom



- Brand News
- Advertising
- Articles
- Brand Campaigns
- Battle of Brands
- Famous Logo History
- Branding & Good Health
- Interviews

**BREAKING NEWS** Pre-registration For the Stunning Samsung Galaxy S7 and S7 Edge Opens Today – March 1st

© March 2, 2016  
**Yemi Alade Drops New Album "Mama Africa" | Out on iTunes**

Rethink what a phone can do  
Be One of the Chosen few

© March 2, 2016  
**Pre-registration For the Stunning Samsung Galaxy S7 and S7 Edge Opens Today – March 1st**

© March 2, 2016  
**Cashing In: Toke Makinwa Becomes Brand Ambassador for Mecran Cosmetics!**

CNN  
© March 2, 2016  
**2016 MULTICHOICE  
CNN Multichoice African  
Journalist Awards 2016**

© March 2, 2016  
**UBA Group Appoints Kennedy Uzoka As Group Managing Director**



THE HEART AND SOUL OF A BRAND

[www.brandessencenigeria.com](http://www.brandessencenigeria.com)



**FIND OUT** how we can become the **GROWTH ENGINE** for your **BUSINESS.**

enquiries call: 0803 043 5456, 0816 299 8402

# Mobil<sup>TM</sup> Super

## Synthetic Engine Oil

Blended Perfectly for maximum  
Engine Protection.



**API SP**

For more information, kindly visit: [www.11plc.com](http://www.11plc.com)

11

**Mobil Super<sup>TM</sup>**

...make it Mobil