



Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign

MEDIA CONSORTIUM

Experts Urge Brands to Build Trust, Deliver Holistic Value as Media Consortium Honours Industry Titans



Public Relations, Advertising Regulation Should be Fused to Reflect the Convergence in Marketing Communication



Mouka Unveils Nigeria’s First Comfort Garden in Lagos, Promoting Rest and Wellness



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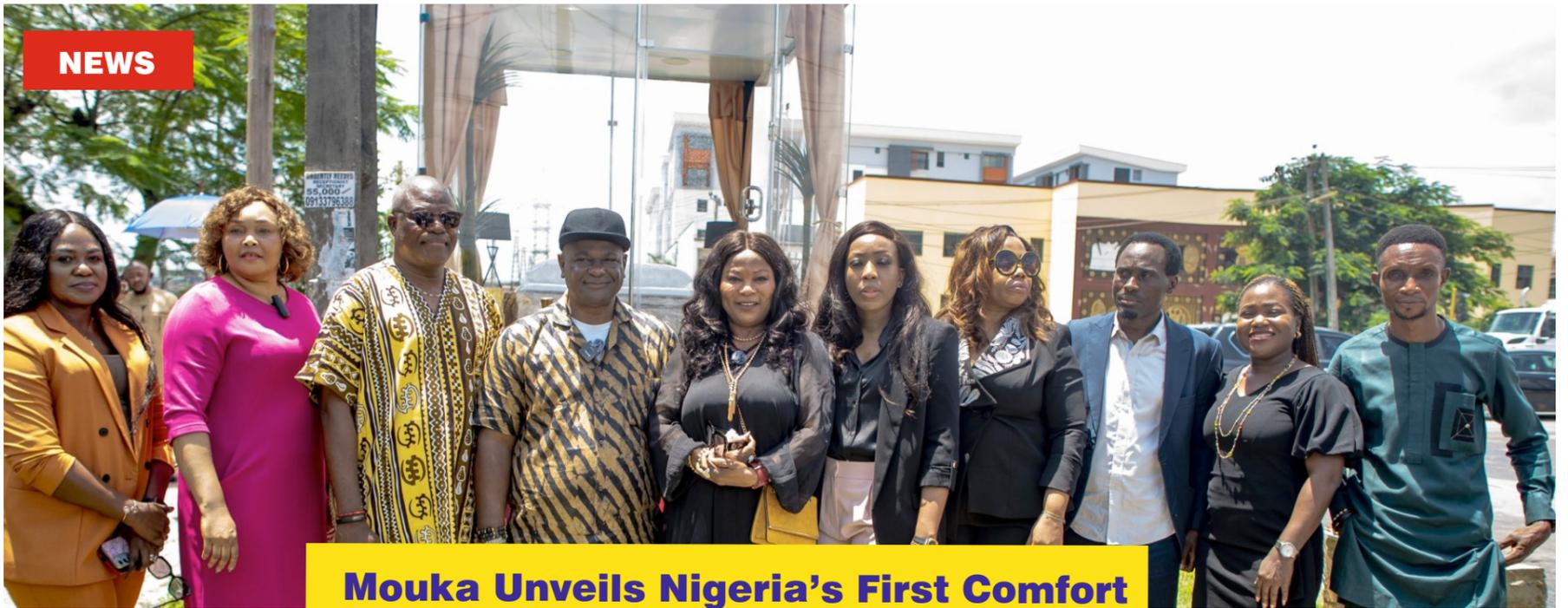
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NEWS

Mouka Unveils Nigeria's First Comfort

Garden in Lagos, Promoting Rest and Wellness

In a bold move to spotlight the link between quality sleep and wellness, Mouka Limited, Nigeria's foremost brand in sleep solutions, has unveiled the Mouka Comfort Garden, the first structure of its kind in the country.

Located on Kudirat Abiola Way, Oregun, Ikeja, the Comfort Garden features a striking glass-enclosed bedroom setup, designed to captivate motorists and passersby while reimagining the meaning of rest, comfort, and healthy living.

The unveiling was led by Mouka's Chief Commercial Officer (CCO), Dimeji Osingunwa, who underscored the brand's mission to elevate the quality of life of Nigerians through better sleep. "In a country where the average adult sleeps fewer hours than recommended, this structure is our way of reminding Nigerians to prioritise sleep for good health, better productivity, and improved quality of life," Osingunwa said.

"We want Lagosians, and Nigerians at large, to pause, reflect, and remember that no matter how fast life moves, everyone deserves to rest, and to rest well on a Mouka." Also present at the launch was Mouka's brand ambassador and legendary actress, Sola Sobowale,

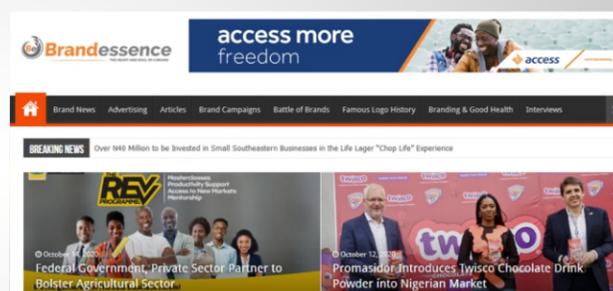


popularly known as the "King of Boys." She hailed the initiative as "a bold and beautiful reminder that true

luxury begins with how well we rest." At the centre of the Comfort Garden is Mouka's flagship Royal Luxury

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Pillow Top Mattress, an opulent, multi-layered innovation designed with memory foam, high-performance springs, and premium fibre to deliver a five-star sleep experience.

During a tour of the installation, Sobowale affirmed her personal belief in the power of good rest: "As someone whose career demands both mental and physical energy, I understand how vital sleep is. Mouka has always stood for quality, and this Comfort Garden is a bold and creative statement that says: your body deserves good rest, and rest deserves the luxury of Mouka. I'm proud to be part of this journey." The Comfort Garden marks another milestone in Mouka's six-decade legacy of innovation, blending artistry, lifestyle, and health

advocacy into a visually arresting public installation. Whether stuck in traffic or strolling by, Lagosians are offered a daily reminder to slow down, recharge, and value sleep as a necessity rather than a luxury. In his closing remarks, Osingunwa noted: "As you drive past Oregon and catch a glimpse of this installation, we hope it makes you smile, reflect, and, most importantly, go home inspired to take your sleep health seriously."

Founded in 1959, Mouka remains Nigeria's leading manufacturer of mattresses, pillows, and other sleep products. Now part of the Dolidol International Group, the brand continues to push boundaries in delivering comfort, innovation, and value across Africa and beyond.



WHY DO IT



The Nike "Why Do It?" campaign is a recent global initiative that reintroduces and reframes their iconic "Just Do It" slogan for a new generation of athletes, particularly focusing on Gen Z.

The campaign is designed to meet young athletes where they are, in a world where the fear of failure and the temptation to quit can feel daunting. It essentially asks the question, "Why put yourself through the difficulty of sport?" and answers with a reaffirmation of the "Just Do It" spirit.

The "Why Do It?" campaign, created by Wieden+Kennedy Portland, kicks off Sept. 4 to coincide with the start of many sports seasons.

The ad features athletes from various sports spanning basketball, football, baseball, soccer, tennis, diving, and racing.

The diverse, global group of athletes includes Caitlin Clark, Carlos Alcaraz, Saquon Barkley, LeBron James, Rayssa Leal, and Qinwen Zheng. Each is wrestling with their own purpose and must answer, "Why Do It?"

It shifts the idea of greatness as an outcome to greatness as a choice—the choice to begin, to try, and to keep going, even when it's hard.

By confronting the hesitation and questioning inherent in the phrase "Why Do It?", the campaign encourages this new generation to trust in their own potential and discover the greatness that unfolds the moment they decide to start.

The message reinforces the idea that trying still counts and failing is a necessary part of the process

In essence, "Why Do It?" is Nike's way of breathing new life into a nearly four-decade-old tagline, adapting it to resonate with the modern cultural mindset that often questions established traditions and faces immense social pressure.

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BrandEvangelist

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UBA Foundation Flags-off 2025 National Essay Competition, Over N18m Grants, Prizes Up for Grabs

Now in its 15th consecutive year, the NEC invites senior secondary school students across Nigeria to share their thoughts on the theme: "Nigeria is characterised by diverse cultures, ethnicities, and religions. How can young Nigerians deploy diversity to build a united nation?" Students are required to research thoroughly, get their ideas together, write their essays, and submit the scanned copies of their entries through the digital portal on or before Friday, October 17, 2025. The topic has been carefully chosen to encourage participants to put on their thinking caps, as they examine how the country's diversity can be utilised as a tool for nation-building, unity, and long-term development, while also rekindling the dwindling reading culture amongst the youth.

Over the years, the NEC has become one of the Foundation's flagship education initiatives, designed to inspire critical thinking, foster a vibrant reading culture, and empower the next generation of leaders to shape the future of the nation through reading and writing.

To also deepen its longstanding commitment to education and youth development, the foundation announced a significant increase in its educational grants, with the first-place winner receiving a university grant of N10 million to study at any African university of their choice. This amount represents a rise by 33% compared to the N7.5m winning prize last year, while the second-place and third-place winners will be awarded N7.5 million and N5 million grants, respectively up from N5m and N3.5m won last year.

The Managing Director/CEO of UBA Foundation, Mrs. Bola Atta, who underscored the significance of the initiative, noted that young minds have a vital role to play in fostering national cohesion, particularly at a time when unity is most needed in the country. "For well over a decade, the National Essay Competition has provided a vital platform for our secondary school students to express their ideas and showcase their

National Essay Competition 2025

The National Essay Competition is UBA Foundation's annual initiative which aims to promote the reading culture and encourage healthy and intellectual competition amongst senior secondary school students in Nigeria and across Africa.

TOPIC

Winner N10,000,000
Educational grant to any African University

1st Runner-up N7,500,000
Educational grant to any African University

intellectual prowess. Infact, parents and pupils have come to look forward to the NEC as they keep calling to ask about the commencement," Atta said

According to her, "This year's topic is particularly crucial as it tasks them to look at our country's greatest asset which is our diversity, and devise ways to leverage it for unity, growth, and national development. We believe the young minds of today hold the key to a more harmonious and prosperous Nigeria." To be eligible to participate, applicants must be Nigerian senior secondary school students with interested candidates required to complete the online application form, upload a handwritten essay of no more than 750 words on the given topic, attach a recent passport photograph, and provide a valid birth certificate, National ID card, or international passport.

The deadline for submission of entries is Friday, October 17th, 2025, and applications can be accessed and submitted through the Foundation's

official website ubagroup.com/uba-foundation/national-essay-competition/, or by scanning the QR code available on the posters and websites.

The NEC has been rolled out in other African countries where UBA operates, in order to open up the opportunity for more African children to benefit from the educational grants.

UBA Foundation embodies the UBA Group's CSR objectives and seeks to impact positively societies through several laudable projects and initiatives. Through its Education pillar, the Foundation has donated hundreds of thousands of books to students across Africa under the 'Read Africa' initiative aimed at encouraging and promoting the reading culture in African youths. Its National Essay Competition has also afforded the opportunity to hundreds of students to improve their lives through higher education.

Dangote Petroleum Refinery Restates Commitment to Safety, and Workers' Rights Amid Reorganization

The Dangote Petroleum Refinery has issued a statement to clarify recent reports regarding its ongoing internal reorganization. This restructuring is a strategic response to emerging safety concerns and operational challenges caused by repeated acts of sabotage within the facility. The decision to reorganize was driven by the need to protect the refinery's integrity and ensure the safety of all personnel. Incidents of sabotage have intermittently compromised various units, posing serious risks to human lives and safety standards. As a result, the management has taken measures to reinforce security and safeguard this vital national asset. The refinery remains committed to maintaining robust internal security systems and addressing vulnerabilities to ensure its long-term stability. This effort is vital not only



for Nigeria but also for the broader African region, as the refinery supports thousands of livelihoods and contributes to energy independence across the continent.

Currently, over 3,000 Nigerian workers are employed at the facility. A small number of staff have been affected by the reorganization, which aligns with ongoing efforts to recruit and develop Nigerian talent through graduate trainee and experienced hire programs. Dangote Petroleum Refinery upholds internationally recognized labor principles, including workers' rights to freely associate and decide on union membership. The company's commitment to fair labor practices remains steadfast. The refinery's mission is to serve Nigeria, strengthen Africa's energy sector, and generate sustainable, quality jobs. Management assures continued collaboration with employees, regulators, and stakeholders to uphold safety, transparency, and accountability.

King Of Boys Meets King Of Comfort, As Sola Sobowale Graces Unveil Of Mouka Sleep Gallery At Grand Square

Leading manufacturer of quality sleep solutions, Mouka, has announced the grand opening of its ultra-modern Mouka Sleep Gallery located at Plot Y, Mobolaji Johnson Avenue, Alausa, Ikeja, within the prestigious Grand Square Mall, on Wednesday, 24th September 2025. To mark this exciting milestone, Mouka brought a royal flair to the launch by inviting consumers to shop alongside Nollywood icon and “King of Boys” star, Sola Sobowale. The event attracted enthusiastic customers, well-wishers, and key stakeholders in the sleep and wellness space, all eager to explore the brand’s latest retail experience. Mouka’s Chief Commercial Officer graced the launch, along with other top executives from the company, as well as the National Retail Manager, Mrs Chinwe Remi-Lawal, who expressed the company’s continued commitment to improving access to quality sleep products for Nigerians across the country. “We are excited to unveil this ultra-modern sleep gallery, which provides a serene, welcoming, and consumer-friendly environment where our customers can shop, test, and experience Mouka’s range of sleep products,” said Mrs Remi-Lawal. “This is part of our nationwide retail expansion strategy. In addition to Lagos, we currently have Mouka Sleep Galleries in Abuja, Benin, Kano, and Port Harcourt. We will continue to open more across key locations to bring the Mouka experience closer to our consumers.” The new gallery offers visitors an immersive journey through Mouka’s full range of products, including mattresses, pillows, and other sleep



accessories, each thoughtfully displayed and available for trial in a serene environment. Customers can speak with trained sleep experts on-site for personalised guidance on choosing the right sleep solutions tailored to their specific needs.

This gallery is the third Mouka Sleep Gallery to be launched in 2025, following the opening of one in Kano State and another in Ojaja Mall by Chaplin Court, Lekki Scheme II, Ogombo Road, off Abraham Adesanya Bus Stop, Ajah, Lagos, earlier this year. The expansion aligns with Mouka’s mission to promote quality sleep as one of the key pillars of health. Sola Sobowale, a revered figure in the Nigerian entertainment industry, added glamour and excitement to the event. “I am thrilled to be part of

this exciting moment with Mouka,” said Sola Sobowale. “Everyone deserves quality sleep, and I’m proud to be associated with a brand that truly cares about the wellbeing of Nigerians.” Mouka has remained a trusted name in sleep solutions for over six decades, consistently delivering innovative solutions that promote restful nights’ sleep. With this new gallery, Mouka not only strengthens its footprint in the retail landscape but also reaffirms its commitment to customer satisfaction, accessibility, and healthy living. The company invites the general public to visit the new Sleep Gallery and experience why Mouka remains the number one brand for sleep in Nigeria.

Interswitch’s Verve Partners with Google Play for VerveLife 8.0, Africa’s Biggest Fitness Party

Verve, Africa’s leading domestic payments card scheme and a subsidiary of The Interswitch Group, is delighted to welcome Google Play as a strategic partner for the eighth (8.0) edition of VerveLife, which has progressively gained acclaim as Africa’s largest and most celebrated fitness event series. This partnership from a lifestyle activation perspective further consolidates Verve’s evolving partnership with the Google Ecosystem, premised on a common goal of facilitating meaningful and rewarding consumer experiences that complement the aspirations of the Verve Life target audience towards healthier and more fulfilling lifestyles.

Launched eight (8) years ago, VerveLife has become Verve’s flagship lifestyle and active consumer engagement initiative, revolutionizing fitness and wellness in Nigeria and beyond, while promoting a healthy lifestyle among Verve’s cardholders and fitness enthusiasts. Attracting over 14,000 participants annually across West and East Africa, The VerveLife movement has progressively grown into one of the continent’s most significant fitness platforms, featuring high-intensity workout sessions, dance routines, and fitness challenges led by expert instructors, culminating in a spectacular after party designed for fitness enthusiasts to unwind following the invigorating wellness sessions. Cherry Eromosele, Executive Vice President, Marketing and Communications, Interswitch Group, expressed her optimism about the extension of Verve’s



relationship with Google Pay into this strategic partnership to raise the bar on Verve Life in its 8th edition: “We are thoroughly thrilled to take VerveLife to new heights this year, building on the success of our previous editions. Our latest collaboration on the lifestyle front with Google Play points to unwavering commitment to delivering exceptional experiences that resonate deeply with fitness enthusiasts across Africa.

This partnership not only enhances the quality of the events; it will also enrich the overall experience for our participants. With the value that Google brings on board, our Verve Life 8.0 participants should certainly look forward to exhilarating experiences, come November 1st, 2025, including exclusive complimentary merchandise and exciting rewards and incentives, courtesy Verve and Google Play. We are always excited to see our community come together annually, united by a shared passion for fitness and wellness.” Eromosele said. Two years ago, in July 2023, Verve, the 1st and currently the largest domestic payment cards scheme out of Africa partnered with Google, to enable Nigerians to make purchases on key Google Platforms such as on

the Google Playstore and YouTube with ease, thereby strengthening the digital ecosystem in Nigeria. As a result, any Nigerian with an Android device and a Verve card now has a streamlined method for making purchases on the Google Play Store, as well as on YouTube.

Commenting on Google Play’s partnership with Verve, Anthea Crawford, head of retail and payment partnerships at Google Play, opined that the development simplifies the payment process for Google Play Store apps and services but also contributes significantly to a more inclusive digital environment for Nigerians. For 2025, the VerveLife fitness train will travel across Nigeria stopping in cities such as Enugu, Ibadan and Abuja on August 30, September 13, and September 27, 2025, respectively before returning to Lagos for the highly anticipated grand finale in November. It will also make a stop at Uganda (Kampala) for the 2nd time and Kenya (Nairobi) for the 3rd time, before culminating in an exciting grand finale for the ultimate fitness extravaganza. The grand finale and after-party will be held on Saturday, November 1, 2025, at the prestigious and expansive Eko Convention Center in Victoria Island, Lagos. As Verve continues to make good its commitment to championing fitness and wellness across Africa, fitness enthusiasts across Nigeria, Kenya and Uganda can look forward to yet another exciting edition of Africa’s biggest fitness party, VerveLife 8.0 themed “Elev8”.



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MEDIA CONSORTIUM

Experts Urge Brands To Build Trust, Deliver Holistic Value As Media Consortium Honours Industry Titans

Marketing experts have urged brands to build trust and deliver holistic value beyond price in today's changing marketing landscape, saturated with choices and increasingly discerning consumers.

They made this assertion at the third edition of the MediaConsortium Conference and Awards, held on Thursday at the Lagos Chamber of Commerce & Industry (LCCI). Industry stakeholders and captains of industry gathered to dissect the theme, "Defining 'Value' in the Modern Marketplace: Beyond Price, Quality, Experience and Ethics". Speaking on the choice of the theme, Adetunji Faleye, Co-Convener of the MediaConsortium Conference and Awards, said, "Our chosen theme reflects a pressing question for today's brands, businesses, and leaders." Faleye stated, "We believe the answer lies in a holistic approach—one that integrates all these elements and goes further to capture the intangible: trust, relevance, purpose, and sustainability. These are the benchmarks of success in the modern marketplace."

Delivering the keynote address, Femi Opadere, Head of Digital Media at Globacom, challenged brands to shift their focus from cost to benefit. He emphasised that today's consumers are digitally active, have numerous options, and make decisions based on more than just price.

Using Globacom's introduction of per-second billing as a prime example, he illustrated how delivering genuine value can revolutionise an industry. "Somebody somewhere was not thinking about making money immediately. He was thinking about what kind of value I can give to Nigerians," Opadere recalled, noting that this value-driven strategy led to over one million subscribers in a few months. He concluded with the adage, "Price is what you pay, value is what you get."

The conversation deepened during a panel session moderated by Zion Rufus, Senior Brand & Content Strategist at Livespot360. The panelists, drawing from diverse industry experiences, offered practical insights. Samuel Akinrimisi, New Product Development Lead at Eko Supreme Resources, warned that brands often fail when they operate on flawed assumptions about their customers. "The gap I identified is that we do not bring the point of the consumer into the product perspective," Akinrimisi explained. He argued that true value is "needed satisfaction" and requires brands to understand the cultural relevance of their products and messaging. Ayodeji Ajayi, Strategy/Creative Director at Hephzibah Experiential Ltd, spoke about the power of building an emotional connection and trust to foster unwavering loyalty. "You cannot take away emotions," Ajayi noted, explaining that a deep connection is what makes a consumer choose a brand repeatedly. He stressed that "the culture that defines the experience is one thing that brands must prioritise to succeed."

Representing the fast-evolving fintech space, Obinna



Ojekwe, Marketing Lead, Hydrogen Pay described value as a powerful differentiator, which can even be found in simple accessibility. He called value a "cheat code" for brands, especially niche players, to excel by deeply understanding their specific market segment.

He added that in today's digital age, brands must define value through co-creation with their customers. He states that co-creation means you "create products with your target." He explained that co-creation typically refers to a collaborative process where you involve your target audience or stakeholders directly in the development or creation of products, services, or solutions. Instead of just designing with their needs in mind, co-creation actively invites their input, ideas, and feedback throughout the process to ensure the final outcome truly reflects their preferences and insights. The experts underscored the message that: in today's marketplace, sustainable success is built not just on what a brand sells, but on the comprehensive value it delivers to its customers.

The enlightening summit culminated in a prestigious awards ceremony, celebrating the brands, agencies, and individuals who have exemplified excellence and successfully delivered outstanding value. The consumer goods sector was well-represented, with Checkers Custard named Outstanding Custard Brand of 2025 and Golden Penny Semovita taking home the Consumer Brand of the Year 2025 award. Culinary excellence was further celebrated as Ajinomoto was crowned Outstanding Culinary Brand of The Year 2025. In the beverage category, Amstel Malta was recognised as the Malt Drink of the Year 2025. Demonstrating innovation in the homecare segment, SoKlin received double honours as the Innovative Detergent Brand of the Year 2025 and for its Smart Liquid, which won Innovation of the Year in the Detergent Category. A special commendation for delivering tangible consumer benefits went to WideScope International Logistics Limited for Creating Real Value for Consumers.

Commitment to social responsibility was also celebrated, with BATN Foundation receiving the Social Impact Award

of 2025 and Bet9ja Foundation earning the CSR Award of 2025. Broader corporate excellence was also spotlighted, with Iron Resources named Outstanding Company of the Year 2025. In the financial sector, ALAT was recognised as the Outstanding Digital Bank of the Year 2025.

The agency and professional categories saw a wide array of talent recognised. SBI Media Ltd was awarded Innovative Media Agency of the Year, while SOULCOMMS PR was named Outstanding Public Relations Agency of the Year 2025.

Specialist firms also received accolades, with P+ Measurement Services celebrated as the Innovative Public Relations Measurement Agency of the Year 2025 and CI Public Relations Consulting Limited honoured as the Outstanding firm in Crisis/Strategic Communication. The future of the industry was also in the spotlight, as Seedar Group won Innovative Young Public Relations Agency of the Year 2025 and WhirlSpot Media was recognised for its Outstanding Contribution To Startups. Individual excellence was lauded across the marketing and media landscape. Rotimi Bankole won Outstanding Media Personality of the Year 2025, while Melvin Udosen was named Outstanding Media Entrepreneur of the Year 2025. In journalism, Azeez Disu was crowned Brand Journalist of the Year 2025, and Afolabi Idowu was recognised as the BJAN Personality of The Year 2025. In marketing leadership, Ilyas Kazeem was awarded Marketing Director of the Year (Food Division), and Roseline Abaraonye won Marketing Director of the Year 2025 (Cosmetics). The rising stars were not overlooked, with Onoriode Akusu celebrated as the Fast-Rising PR Practitioner of the Year.

The MediaConsortium Conference and Awards is an annual event dedicated to fostering knowledge exchange, celebrating industry excellence, and inspiring the future of marketing, media, and communications in Nigeria. It brings together industry leaders, brand custodians, and innovators to discuss pressing issues and recognise outstanding contributions to the marketplace.

Public Relations, Advertising Regulation Should be Fused to Reflect the Convergence in Marketing Communication

The Chief Executive Officer of Chain Reactions Africa, one of the largest public relations firms out of Nigeria, Israel Jaiye Opayemi, has advocated for the fusion of the regulators of advertising and public relations in the country to reflect the increasing convergence of advertising and public relations professions. Opayemi, who spoke while appearing on C-Suite Café, a podcast hosted by veteran journalist and bestselling author, Ikem Okuhu, while noting that the demands of the practice have seen PR agencies being increasingly assigned briefs which were traditional advertising projects said the fusion might help avoid possible situations where PR agencies would have to need the approvals of the advertising regulatory agency to approve some of its campaign materials. He forecast that regulation will be the only challenge, and projected that would come when the Nigerian Institute of Public Relations and the Advertising Regulatory Council of Nigeria would morph into one regulatory body for the entire marketing communications industry. "The age of convergence is here. I still spoke about this at a conference recently. We have been in it longer than we realise, especially in Nigeria. The truth is that as far back as 2014, some of us caught this revelation about the reality that was dawning on us – that we were now fully in the age of convergence, and for me, it was a significant, life changing experience. We attended a conference in Miami in 2014 and during the course of the conference, there was a session on the convergence of advertising, Public Relations Digital Marketing and et cetera, were all coming together to become one in what is today's communications industry," he stated. He also noted that was that the skills and talents needed for the practice of Public Relations have changed, adding that the PR practice has become more multidisciplinary than many people are willing to accept. "At that conference in Miami, some of the works that were presented by PR agencies could pass for works from our A-list advertising agencies in Nigeria; They looked like TV commercials, but they were telling stories and passing



strong messages designed to engage the audience in specific ways," he added. "When you even look at the most fundamental definition of advertising itself, which says it is a paid form of communication meant to elicit action, then you also look at the PESO (Paid, Earned, Shared and Owned) model in Public Relations, you will realise that the first pillar of that model is "paid," and it is meant for PR. This means that Public Relations is also not just about earned media alone; it is also about the Paid Media, the same way advertising does," Opayemi explained. He said PR agencies now have need for the positions Marketing Directors, unlike what obtained in the past because the demands of the practice and the expectations from those who hire PR services have changed. "I made the industry understand that we needed to future-proof our business, and I started talking about the new types of talents that was needed by the industry, that we need infographics specialists, data analysts, sociologists, political scientists, economists. I went as far as advocating the need for not just consumer

neuroscientists, but also psychiatrists, and I can tell you that the only talent Chain Reactions is yet to recruit is a psychiatrist. However, we are going there gradually," he revealed.

On managing the divergence of talents in an industry in convergence, he said: "the beauty of convergence is in the diversity of skills it enables on the job we do, we have different people coming from different backgrounds with such diversity of skills and perspectives." Continuing, he said: "There is the need to have diversity of skill to form the potpourri of the talents needed for the industry. The PR practice needs the services of expert cinematographers, creative designers and all the others. Those were talents that were found only in advertising agencies decades ago. So, we need those talents and will recruit them because those different talents will form the core of the convergence of talents needed to make the practice what it should be. They help the industry to see things from totally different perspectives and will enable our output be more impactful."

Ladybird CEO Bunmi Oke to Speak at TinW 3

A leading integrated marketing communications figure in Nigeria and Chief Executive Officer of Ladybird Advertising, Mrs. Olubunmi Oke, will be delivering a keynote paper at the 3rd edition of The Industry Women Conference (TinW) themed: 'Aspire, Achieve, Inspire.' The Industry Women Conference is a platform created by The Industry Newspaper to celebrate upwardly mobile Nigerian women in integrated marketing communication, entrepreneurship, finance, tourism, art & culture, governance, education, and other sectors. The 2025 edition is scheduled for December 12th, 2025, at Radisson Hotels, Ikeja, Lagos. The Industry Newspaper will use the platform to unveil the 2025 Top 50 Changemakers, which is a tradition in every TinW conference. Speaking on the development, the convener of The Industry Women Conference, Goddie Ofose said that Bunmi is a perfect fit for the role, particularly having acquired extensive experience in mentorship over the years. "Picking Bunmi for this role was simple. She has been a leading voice in women's advocacy, women in advertising, and other endeavors. So, when the theme was unveiled, we could only turn to her to



deliver this year's paper," Ofose said. According to him, "We have no doubt whatsoever that she will deliver a good paper that will resonate with our audience both at the event and those outside it." The paper presentation will be followed by a panel session that is made up of reputable professionals in marketing, entrepreneurship, public relations, and finance. Bunmi is well-traveled and has extensive multiple board & senior-level administrative and council managerial

expertise in professional advertising/media campaign development & executions, leading several business pitch teams to greater success over decades.

She also has cogent experience in SME brand development, training & professional examination structures, digital marketing, and she is a strong player in promoting gender balance, leading to a 3-year tenure as an executive council member of Wimbiz from 2014 – 2017. National & global assignments have included being a delegate at the 3-month-long, 2014 National Conference in Abuja, Nigeria; being a chairperson/jury member of several industry awards like Laif Awards, ADVAN Awards, the Nigerian Marketing Awards (NMA) 2022 & 2023 and 2023 Grand Jury Member of the France-based Gerety Global Awards. "I have vast experience as a presenter & public speaker at several international/local, public & professional speaking events on gender development, thought leadership/professional development and national development as a whole," she said. Bunmi Oke Frpa, is a past council member & 2009 Fellow of the Advertising Practitioners Council of Nigeria (APCON – now ARCON) and is currently the CEO/Lead Consultant of Ladybird Limited since 2017.

Experts Stress Value-driven OOH Advertising at LOMA Conference '2A

Industry experts in brand building and marketing communications have emphasized the critical role Out-of-Home (OOH) advertising can play in creating value for clients and consumers, particularly in today's era of attention scarcity. This was the focal point of discussions at the LOMA Conference '25 themed "Smarter OOH for Business Growth". Delivering the keynote address, Stephen Onaivi, Managing Director of MediaReach OMD, underscored the need for clarity and simplicity in billboard messaging. According to him, "OOH advertising has to keep information on the billboard simple, using seven words standard in bold visuals with high-contrast colours, which can improve recall by 38 per cent."

Onaivi further explained that OOH executions must embrace creative boldness, leveraging disruptive design to capture attention and etch brand messages in the minds of consumers. He also advised professionals in the sector to adopt smarter location strategies that prioritize dwell time over mere traffic counts. In his goodwill message, Dr. Olalekan Fadolapo, Director General of the Advertising Regulatory Council of Nigeria (ARCON), affirmed the centrality of OOH to the advertising ecosystem. He noted that "OOH practitioners need to create new ways of delivering values to advertisers."

Panel sessions at the conference also shed light on the future of OOH advertising. Chidinma Nwakwo, Head of Business at Quadrant MSL, stressed the importance of agencies demonstrating in-depth brand knowledge to earn the confidence of clients. She stated, "This will convince the brand that the agency has the capacity to grow their products to a certain percentage of the sales." For Enakeno Umuteme, Head of Digital and Media Marketing at Pernod Ricard, OOH agencies must recognize that certain brands prefer exclusivity. He pointed out, "Some brand will not be on billboard because they want a space that will not diminish their



equity." He added that agencies that truly understand brand positioning can better identify the growth stage of a brand and provide tailored solutions to its challenges. Echoing similar sentiments, Adeola Amosun, Group Media Manager at Tolaram, insisted that OOH must transition from awareness-driven strategies to sales-driven outcomes. He explained, "Apart from sales, the brand also wants to determine the reach of the advertisement on a particular billboard. Brand handlers are also interested in telling them what is new that can drive growth for their brands." Amosun urged stakeholders to adopt data-driven approaches that would create measurable impact for clients. On his part,

Oyindamola Michaels, Country Manager at Livescore Group, highlighted the need for OOH advertising to be more conversion-oriented. According to him, the real value of billboard messaging lies in how effectively it moves audiences beyond awareness to action. The LOMA Conference '25 brought together OOH professionals, brand custodians, and marketing leaders to share insights, collaborate, and build stronger industry connections. Over the years, the LOMA Conference and Awards has evolved beyond a recognition platform to become a hub of knowledge, a connector of stakeholders, and a spotlight for transformative ideas shaping the marketing communication industry.

Brand Times' Azeez Disu Named Brand Journalist of the Year at 2025 Media Consortium Conference and Awards

Azeez Disu, the Editor-in-Chief of Brand Times, has been crowned the Brand Journalist of the Year 2025 at the third edition of the Media Consortium Conference and Awards. The event, held at the Lagos Chamber of Commerce & Industry (LCCI), celebrates outstanding contributions to the marketing, media, and communications industry in Nigeria. The award recognises Mr Disu's exceptional reporting and significant impact on the brand and marketing landscape. His work is consistently noted for its depth, insight, and dedication to showcasing industry innovation. Adetunji Faleye, Co-Convener of the Media Consortium Conference and Awards, commended Mr Disu's achievement, stating, "Azeez consistently demonstrates a profound understanding of the brand and marketing ecosystem. His insightful reporting not only informs but also inspires excellence across the industry. This award is a testament to his dedication and significant impact on media and communications in Nigeria." This accolade marks another significant milestone in Mr Disu's decorated career, continuing a remarkable winning streak. His extensive list of honours includes: Startup Journalist of the Year at the #StartupSouth Awards, Marketing Journalist of the Year at the Nigerian Marketing Awards (NMA), Brand Journalist of the Year at the ADVAN Awards for Marketing



Excellence, and PR Journalist of the Year at the Lagos State PR Industry Gala and Awards (LaPRIGA). Upon receiving the award, Mr Disu expressed his gratitude, stating, "It is an immense honour to receive this award from such a distinguished organisation. Making an impact with our news reportage has always been our goal at Brand Times. This recognition will only spur us on to continue supporting the growth of the brand ecosystem with insightful, educational, and informative stories." Mr Disu leads Brand Times, a leading news platform that has also earned significant recognition. The publication was recently named Best Startup Coverage (Non-Tech New

Media Platform of the Year) at the 2024 Startup Awards. It also received the 2023-2024 Humanitarian Reporting Award from Rotary International District 9110 for its excellent reportage of humanitarian stories. The Media Consortium Conference and Awards is an annual event dedicated to fostering knowledge exchange, celebrating industry excellence, and inspiring the future of marketing, media, and communications in Nigeria. It convenes industry leaders and innovators to discuss pressing issues and recognise outstanding contributions to the marketplace.

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Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign



When Nike launched “Just Do It” in 1988, it wasn’t only a tagline — it was a call to action. A challenge to start, to try, to move forward even when it’s hard.

Now, after nearly four decades of inspiring athletes* to reach their dreams through “Just Do It,” Nike is reintroducing the iconic rallying cry to a new generation with the launch of its latest campaign, “Why Do It?” Designed to meet young athletes where they are, the campaign reframes greatness as a choice, not an outcome — handing “Just Do It” to today’s generation and emboldening them to write the next chapter. “Just Do It” isn’t just a tagline — it’s a spirit that lives in every heartbeat of sport. It’s the belief that, together, we can inspire, unite and elevate ourselves beyond what we thought possible,” says Nicole Graham, EVP & Chief Marketing Officer. “With ‘Why Do It?’ we’re igniting that spark for a new generation, daring them to step forward with courage, trust in their own potential and discover the greatness that unfolds the moment they decide to begin.” The “Why Do It?” campaign kicks off with a bold, cinematic anthem featuring a global cast of Nike athletes who embody the raw, unfiltered side of sport: Carlos Alcaraz, Saquon Barkley, LeBron James, Rayssa Leal, Qinwen Zheng and more. The film’s striking message speaks directly to today’s athletes, who are growing up in a world where trying, and failing, can feel daunting; where taking a leap feels harder than ever; and where the temptation to quit is louder than any reason to keep going.

Against this backdrop, the film stands as a challenge to the hesitant generation: Greatness isn’t handed out, it’s chosen — and sometimes the most important choice is to simply begin. “Greatness is something you earn with every choice, every workout and every comeback,” says Barkley, a Super Bowl champion running back. “I’ve had to fight through setbacks, but that’s what makes the journey real and uniquely

yours.” “Why Do It?” also stands as a bold recommitment to Nike’s founding belief: When you show up and try, anything is possible.

The campaign reminds athletes across all backgrounds and disciplines that trying still counts, and failing is part of the process. It also reinforces Nike’s leadership in shaping the future of sport, the brand’s dedication to serving and inspiring every athlete, and its commitment to meeting today’s generation on the field of play — encouraging youth to discover new ways to compete, grow and win. “You won’t make every shot and you won’t win every game,” said women’s basketball phenom Caitlin Clark. “But every time you step on the court and compete, you have a chance to be great.” Since its debut, “Just Do It” has become one of the most iconic rallying cries in sport and culture. The global call to movement for every body and background launched with a simple, powerful ad: 80-year-old runner Walt Stack jogging across the Golden Gate Bridge. It was a bold statement: Sport is for everyone.

Over time, “Just Do It” became a mindset, capturing the grit of everyday athletes and the greatness of icons like Michael Jordan, Serena Williams and Kobe Bryant. From living rooms to locker rooms, it inspired people to move, dream and dare.

In 1995, Nike raised the bar with “If You Let Me Play,” a groundbreaking campaign that showed how access to sport can change girls’ lives. It wasn’t just advertising. It was a cultural wakeup call with a resounding message that remains central to Nike’s mission.

From early black-and-white films to the audacious “Dream Crazy (2018),” every chapter of “Just Do It” has stood for one thing above all: the courage to start, try again, push back and move forward.

While the spirit of “Just Do It” hasn’t changed, the world around it has. Its reintroduction isn’t about chasing glory or nostalgia — it’s about choosing to start, then deciding to keep going, channeling a

version of “Just Do It” that feels true to the pressures and potential of today’s generation. “Tennis teaches you quickly that you can’t control everything, but you can always choose to fight for that next point,” said Carlos Alcaraz, Spanish tennis champion. “Sport is about that courage to keep going, to stay fearless and to believe in yourself no matter the pressure or the moment.” The Nike athletes featured in the “Why Do It?” film embody a new version of what it means to “Just Do It” today. They come from different sports, backgrounds and stages in their careers. What unites them, however, is the choice to keep going, especially when it’s hard.

These athletes include:

- Carlos Alcaraz (Spain, tennis)
- Saquon Barkley (U.S., American football)
- Caitlin Clark (U.S., basketball)
- Tara Davis-Woodhall (U.S., track & field)
- Shreyas Iyer (India, cricket)
- LeBron James (U.S., basketball)
- Rayssa Leal (Brazil, skate)
- Scottie Scheffler (U.S., golf)
- Vini Jr. (Brazil, global football)
- Hunter Woodhall (U.S., track & field)
- Qinwen Zheng (China, tennis)

A line that moves with culture

Since Nike and Wieden+Kennedy introduced “Just Do It” in 1988, it has become one of the most famous brand slogans of all time. “Those are three very precious words to us,” Graham said. “Those words have taken on different meanings based on what’s going on in culture.” The first ad to use the tagline showed 80-year-old runner Walt Stack jogging across the Golden Gate Bridge, demonstrating that sports are for everyone.

1995’s “If You Let Me Play” extended that message to girls and young women by showing how sports could

change their lives.

In 2018, the 30th anniversary of “Just Do It,” Nike took a bold stance by featuring former NFL quarterback Colin Kaepernick, who had stirred controversy with his protests of racial injustice, in its “Dream Crazy” ad.

“Just Do It” came to be embodied by legendary athletes including Michael Jordan, Serena Williams, Tiger Woods, and Kobe Bryant, who demonstrated that when you show up, anything is possible.

Returning to relevance

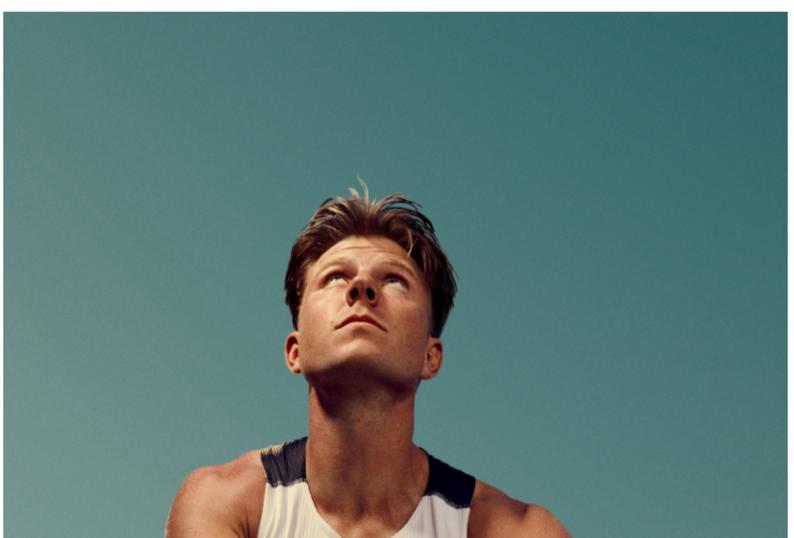
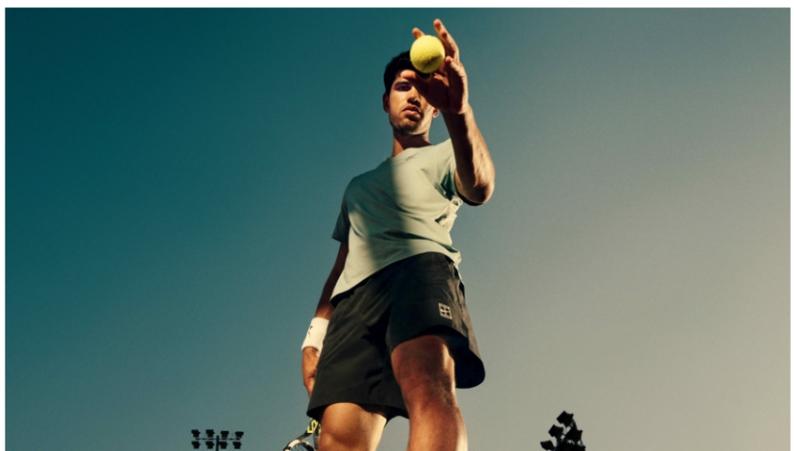
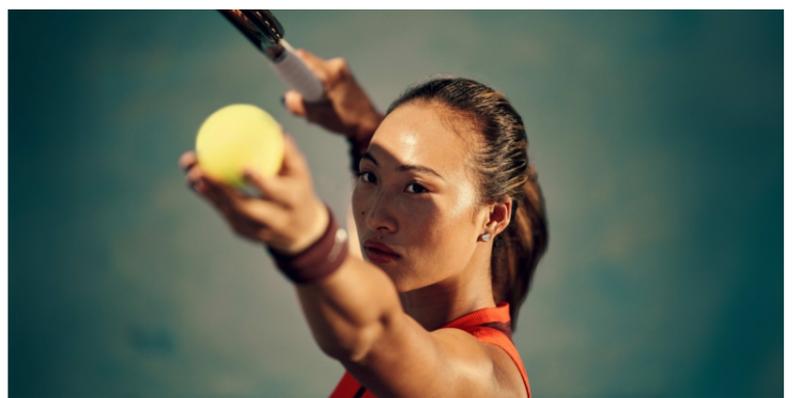
Yet in recent years, Nike has faced sluggish sales and declining brand value, while struggling to compete with legacy rivals such as Adidas and upstart brands like On and Hoka that appeal to Gen Z. “We weren’t as sharp and clear on our values as a company,” Graham said.

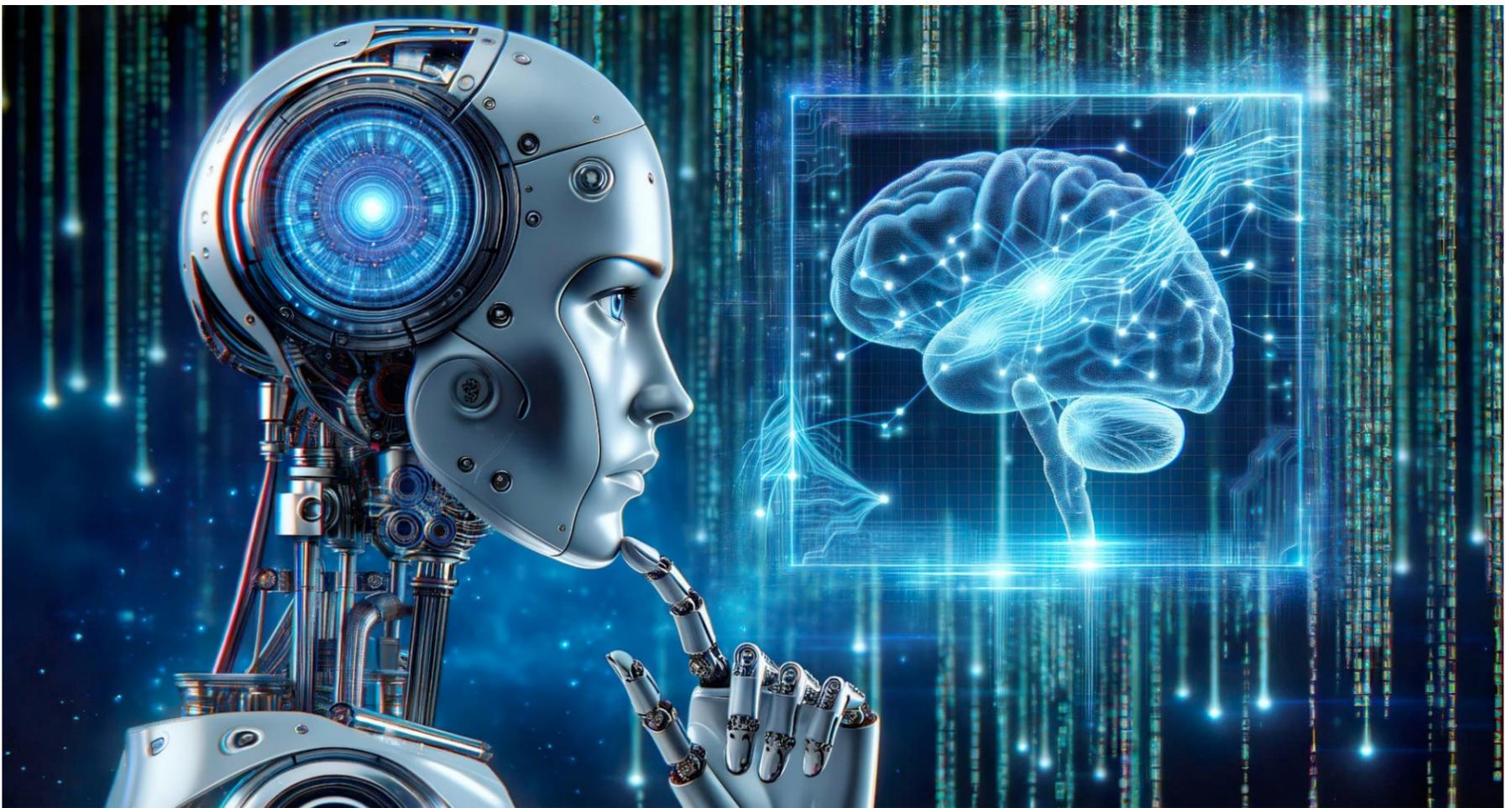
Over the last 18 months, Nike has embarked on a marketing transformation to return its brand to relevance.

In November 2023, the company brought back Graham, who’d previously been at Nike for 17 years before starting her own agency, as CMO. In October 2024, Elliott Hill, another longtime Nike veteran, returned as CEO, replacing John Donahoe. Earlier this year, after Nike’s full 2025 fiscal year revenue fell 10% year-over-year to \$46.3 billion, Hill announced the company would shift its focus from lifestyle marketing to performance wear through a new strategy called “Sport Offense,” which works in tandem with its “Win Now” turnaround plan. As part of that turnaround, Nike reorganized its business to be segmented by sports, rather than the men’s, women’s, and children’s categories. Its recent

marketing has drilled down on specific sports communities, big live sports moments such as the Olympics and Super Bowl, and athlete-focused storytelling. For example, Nike launched the “Winning Isn’t Comfortable” campaign last year to champion runners. In February, it returned to the Super Bowl after 27 years with “So Win,” a celebration of female athletes.

The sports-focused strategy is driving “real momentum” for the business, Graham said. “What we have tried to do as a brand is reaffirm we are in love with winning, but winning is relative to whatever you’re trying to do in your life. There’s no straight linear path, and there’s many ways to get there,” Graham said. “This latest campaign [shows] how winning and greatness and potential is all about a choice.”





AI and The Future of Ad Spend: Social Media

AI is shaking up the economics of search, but its effect on social media is more nuanced and, in many ways, more favourable.

While major search and social media players alike are using AI to improve the effectiveness of paid advertising, the social companies have deeply ingrained consumer engagement and sophisticated ad targeting capabilities that will be difficult for AI platforms to replicate.

Companies like Meta, TikTok and Snap also benefit from the fact that paid social media is foundational to most digital advertising media plans. It's a nearly \$300bn industry worldwide in 2025, according to WARC Media, up 12% compared to 2024. Next year's trend will be similar: 11% growth, bringing total social media ad spend to more than \$330bn. Here are the three most impactful ways social media companies are tapping AI now to keep these platforms a must-buy for advertisers.

1. Make social ad campaigns more efficient and effective

This is already well under way, especially at Meta. It continues to improve Advantage+, its suite of AI-driven ad products to automate audience selection, ad placement, budget and creative for campaigns aimed at sales, app downloads or lead generation. TikTok's GMV Max is another example; it automates aspects of TikTok Shop ad campaigns, such as optimizing ad budget and simplifying campaign creation.

Advantage+ has already been a boon to Meta's revenue. As of Q4 2024, it was on a \$20bn annual run rate, growing 70% year over year. In another example of AI's impact on Meta ad spending, a Q2 2025 analysis of client spending patterns by ad agency Tinuiti found that 35% of retail and commerce ad spending on Meta went toward Advantage+ shopping campaigns, up from 23% in Q2 2024. Ad creative is another area where social companies are increasingly integrating AI. Here too, Meta has been the most aggressive, announcing in June 2025 that it will soon provide an extensive set of AI tools to simplify the process of creating ads for Facebook or Instagram. During the Q2 2025 earnings call, Zuckerberg

highlighted the impact of generative AI tools on ad revenue growth, saying that "a meaningful percent of our ad revenue [is] now coming from campaigns using one of our generative AI features." Creator campaigns could also become more efficient via AI tools that make it easier to repurpose creator content into paid advertising. New AI-driven formats could include shoppable ads that seamlessly integrate creator content or dynamic ads that automatically adjust or resize creator content to fit multiple placements.

2. Launch consumer-facing AI products

Social media companies are also rolling out AI features for their users, such as standalone AI platforms (Grok, Meta AI) and generative AI enhancements to existing features (AI Lenses and AI Snaps on Snapchat, generative enhancements to Pinterest's visual search capabilities). There is also speculation Meta may be getting ready to launch an AI search product.

These features can help increase time spent, which in turn creates more opportunities for people to see advertising. In addition, AI features can provide additional behavioural data that is valuable for ad targeting systems.

However, Meta and other social companies still have work to do to create a safe environment for users who dabble with AI. In just the past few months, AI chats from Meta AI and xAI's Grok have appeared in Google searches, sparking privacy concerns.

Meta's standalone AI site is also underperforming relative to other consumer-facing AI services. According to a ranking of generative AI apps by VC firm Andreessen Horowitz, Meta AI came in 46th based on worldwide monthly web visits in August 2025 (ChatGPT ranked first).

3. Develop new ad formats and placements within AI experiences

Finally, the social platforms will no doubt start to embed paid ads more deeply into their consumer-facing AI features, creating new opportunities for advertisers. Snapchat was an early mover, launching sponsored AI

Lenses in April 2025. Elon Musk has also indicated that ads will appear in Grok responses, though there's no solid timeframe.

Meta is the most logical big mover here; its work in AI search has led some industry executives to speculate that an AI search ad product isn't far behind. But Meta doesn't really need to rush this; it recently launched ads on Threads and WhatsApp, giving it plenty of new inventory to offer.

Overall, advertisers will be eager for new formats that feel native within AI chat and lens experiences, following in the footsteps of the in-feed ads that became the backbone of social advertising.

Here's what could change the picture if AI companies successfully launch social media-like features. There's been speculation that OpenAI wants to launch a social network, and CEO Sam Altman recently fanned the flames in a conversation with reporters, where he mused that he wanted to build a "much cooler" social experience with AI.

A full-blown competitor to an existing social app is unlikely, but using AI to re-imagine what it means to be "social" could be a compelling opportunity for brands looking to marry their success in social with their rising interest in being present in AI platforms.

If AI-based discovery and shopping continue to grow. Discovery via search is an important feature of platforms like Instagram and TikTok, where creator-led content serves as a source of inspiration. But AI interfaces are also becoming more important places for brand discovery, product inspiration and commerce.

As consumers gravitate more definitively toward getting recommendations from AI, advertisers will be more likely to invest in sponsored listings or shopping-related ads on AI platforms.

Right now, social platforms have two huge advantages – consumer engagement and sophisticated ad targeting systems – that make it difficult to envision ad budgets shifting away anytime soon. It's possible the cracks won't come from replicating what the social platforms already do well, but from inventing new ways to be social.



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FirstBank Partners Lagos for E1 Lagos GP

In line with its commitments of promoting sports and developmental initiatives at all levels, First Bank of Nigeria Limited is partnering the organizers of the first of its kind E1 Lagos GP an all-electric powerboat racing championship, set to hold between the 3rd and 5th of October 2025. Disclosing this at the E1 Lagos GP Stakeholder Immersion session in Lagos recently, Olayinka Ijabiyi, the Acting Group Head, Marketing and Corporate Communication of FirstBank, reaffirmed the Bank's commitment to supporting initiatives that engender human development across the country while cementing legacies. "Our involvement in the E1 Lagos GP is about driving legacy and enabling the passions and aspirations that unite Nigerians. We are a bank that has been in business for over 131 years and we recognize that sports drives us as a country, which is why through our First@Sports initiative, we continue to invest in platforms that inspire and elevate our people. We have been supporting legacy sport tournaments like the Georgian Polo Cup which we have hosted for 105 years, and the Lagos Amateur Open Golf Championship for 64 years now," Ijabiyi said. With the event slated for the start of the fourth quarter, FirstBank is aligning its partnership with the annual DecemberIssaVybe initiative, a campaign that celebrates the vibrant spirit of Nigerians during the festive season by curating unforgettable experiences



that blend culture, entertainment and lifestyle. "FirstBank is deeply woven into the fabric of society and the lives of our customers. As presenting partner, we are creating meaningful touchpoints with customers and prospects, offering them a world-class experience of relaxation and celebration that captures the true essence of Lagos during the festive season," he added.

Lagos State Commissioner for Information and Strategy, Gbenga Omotoso, who was also at the event,

described the initiative as an event that will grow not just the sports but also showcase Lagos's vibrant culture, dynamic people, and global relevance, while commending FirstBank for their support.

The teams owned by notable stars like Tom Brady, LeBron James, Didier Drogba, Will Smith, Marc Anthony, Steve Aoki, Rafael Nadal will compete in the Lagos leg before the 2025 season of the competition terminates in Miami in the United States.

Season 5 of UBA's Super Savers Promo Begins, Over N150 Million Up for Grabs

UBA has officially launched Season 5 of its Super Savers Promo, giving Nigerians more reasons to grow their savings while standing a chance to win big. The campaign which will run for nine months – September 2025 to May 2026 – will give customers the chance to win over N150 million in cash and other amazing prizes. During a press conference which was held in UBA House, Marina Lagos to flag-off the campaign, UBA's Group Deputy Managing Director, Chukwuma Nweke, emphasised the importance of savings and why the bank continues the drive the culture of financial independence. "Savings help families and individuals to meet important needs in their lives. So, UBA has curated different savings products that enable people to do just that. Today, with the Super Savers Promo, we invite Nigerians to be our partners," he said.

Group Head, Retail and Digital Banking, Shamsideen Fashola, noted that the initiative focuses on the UBA Bumper Account, but also extends to Individual, Kiddies, Teens, and NextGen accounts, adding that with as low as N5,000 in the Bumper Account, or N10,000 in other savings products, customers qualify for the draws.

Dormant account holders are not left out as they can also reactivate with N10,000 to participate. Winners for this extensive prize pool will be selected through live draws monitored by regulators such as the FCCPC



and Lagos State Lottery & Gaming Authority to ensure fairness and transparency.

Star prizes of N1 million will be given out quarterly, alongside cash rewards of N500k, N250k, N100k, N50k, and N10k, plus airtime bonuses for hundreds of customers each month. Young savers are not left out, with Kiddies, Teens, and NextGen accounts offering prizes of up to 200,000 to encourage financial

literacy from an early age. In the words of UBA's Group Head, Marketing and Corporate Communications, Alero Ladipo, "The Super Savers Promo is more than just giveaways. It is part of our mission to provide innovative solutions and create opportunities for our diverse customer base. We're helping Nigerians save, grow, and achieve their goals while being rewarded for it."



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The Dark Side of the Boom: Securing Nigeria's Digital Wallet

Nigeria is in the midst of a fintech revolution. Companies like Flutterwave, Paystack, OPay, and Kuda process billions of naira daily, fundamentally transforming the nation's banking landscape. This digital surge has opened the door to financial services for millions previously excluded from traditional banks, with mobile money transactions exceeding 59 trillion in 2023. From Lagos merchants using QR codes to remote workers receiving international transfers, fintech has democratized finance across Africa's largest economy. This transformation is a massive leap forward for financial inclusion. However, this rapid digitization has created a dark side: as millions of digital wallets emerge, they've become prime targets for increasingly sophisticated cybercriminals. The same technology that democratized finance now presents new, urgent vulnerabilities. Protecting Nigeria's digital financial future requires both users and providers to build a robust infrastructure of trust.

The New Vulnerabilities: A Cyber Threat Landscape
Sophisticated scams are designed to exploit both the technology and the user. Nigerian fintech users face several major threats:

SIM Swap Fraud: Attackers trick telecom operators into reassigning a user's phone number to a new SIM card. This gives them access to crucial two-factor authentication (2FA) messages and often allows them to take over the account completely.

Phishing and Vishing: Scammers create elaborate fake websites and messages (phishing) or pose as bank officials during phone calls (vishing). Their goal is the same: trick victims into revealing logins, OTPs, or other sensitive data.

Malicious Apps: Fake fintech apps are designed to perfectly mimic legitimate services. Users who download them unknowingly hand over their credentials, allowing criminals to capture logins and intercept SMS codes.

Credential Stuffing: This threat exploits user habits. Attackers use passwords stolen from other major data breaches to try to access fintech platforms, capitalizing on users who reuse the same password



across multiple services.

Proactive Defenses: Protecting Your Funds

To counter these evolving threats, every user must adopt a security-first mindset. Protecting your digital wallet is a shared responsibility, starting with your device and your habits.

Strengthen Authentication: Ditch SMS 2FA. Use authenticator apps (like Google Authenticator or Microsoft Authenticator) instead of SMS for verification. Enable biometric options (fingerprint, facial recognition) wherever possible.

Master Password Management: Use unique, strong passwords for every single fintech account. Use a dedicated password manager to generate and store them safely. Perform regular security maintenance, such as quarterly password updates.

Secure Your Mobile Device

Implement a strong screen lock. Avoid public Wi-Fi for financial transactions. Install and keep reputable security software and your device operating system updated.

Monitor Your Account: Set up real-time alerts for all transactions and login attempts. Make it a habit to regularly review your transaction history to catch suspicious activity immediately.

Warning Signs and Mindset

The first line of defense is awareness. Always be alert to these red flags:

Unsolicited Requests: Legitimate fintech companies will never request your passwords, PINs, or OTPs through unsolicited calls, emails, or social media messages.

Suspicious Urgency: Be wary of offers that seem "too good to be true" or urgent verification requests that pressure you to act immediately.

SIM Swap Indicator: Sudden or unexpected SIM deactivation or loss of network service may be a sign that a SIM swap attack is in progress. Contact your network provider and bank immediately.

Finally, think defensively: avoid storing large amounts of funds in digital wallets unnecessarily, and consider diversifying your financial activities across multiple platforms to limit potential losses from any single breach.

The future of Nigeria's fintech sector relies on its resilience. The challenge now is to ensure the digital finance ecosystem remains an engine for economic empowerment, not a vulnerable target. By collectively prioritizing security alongside innovation, Nigeria can fully realize the promise of financial inclusion.

What are your thoughts on using a dedicated password manager—do you find them easy or difficult to integrate into your routine?



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Terra Beef Roast Wins Fans Over in the BBN Task

The Big Brother Naija house was alive with energy and excitement as Terra brought an unforgettable Task Night to viewers across the country. In keeping with its promise to help Nigerians Unwrap Joy and Unleash Taste, Terra transformed the evening into a blend of wit, laughter, precision, and friendly rivalry with two standout challenges: the Beef Roast and Shoot To Win. The atmosphere was set even before the games began. Housemates stepped out in Terra-branded outfits that seamlessly blended style, comfort, and movement to set the stage for an unforgettable evening. Divided into two groups, Team Unwrap Joy and Team Unleash Taste, they were ushered into the Terra Beef Roast Ring, which took center stage. But this was no physical battle. Instead, the housemates engaged in a contest of wit and humor, taking turns to pick cards with keywords and using them to roast their opponents in five rounds of lighthearted banter. The result was a house filled with laughter, creativity, and camaraderie. Teammates cheered loudly from the sidelines, and for those watching at home, the Beef Roast quickly became a spectacle of joy. Social media erupted almost instantly, with clips of the witty exchanges making the rounds and fans praising the game for its originality and entertainment. One fan commented, "Very interesting game this evening, I am glued to my TV," while another added, "Terra, thank you for this game." It was clear that the Beef Roast delivered not just inside the house but across the country, capturing the brand's ability to connect people through joy and shared experiences. As the laughter from the Beef Roast settled, the housemates prepared for another task, Terra Shoot To Win. This challenge demanded more than humor; it required accuracy, focus, and strategy. Facing a giant food-themed board filled with ingredient images, each housemate had three shots to aim for the highest points. With each shot, the tension rose, and cheers filled the house as players carefully lined up their shots. Every hit represented not just points for their team, but also symbolized the same precision and care needed to create perfect meals with Terra Cube. Just as in the kitchen, where balance and accuracy determine taste, the Shoot To Win challenge



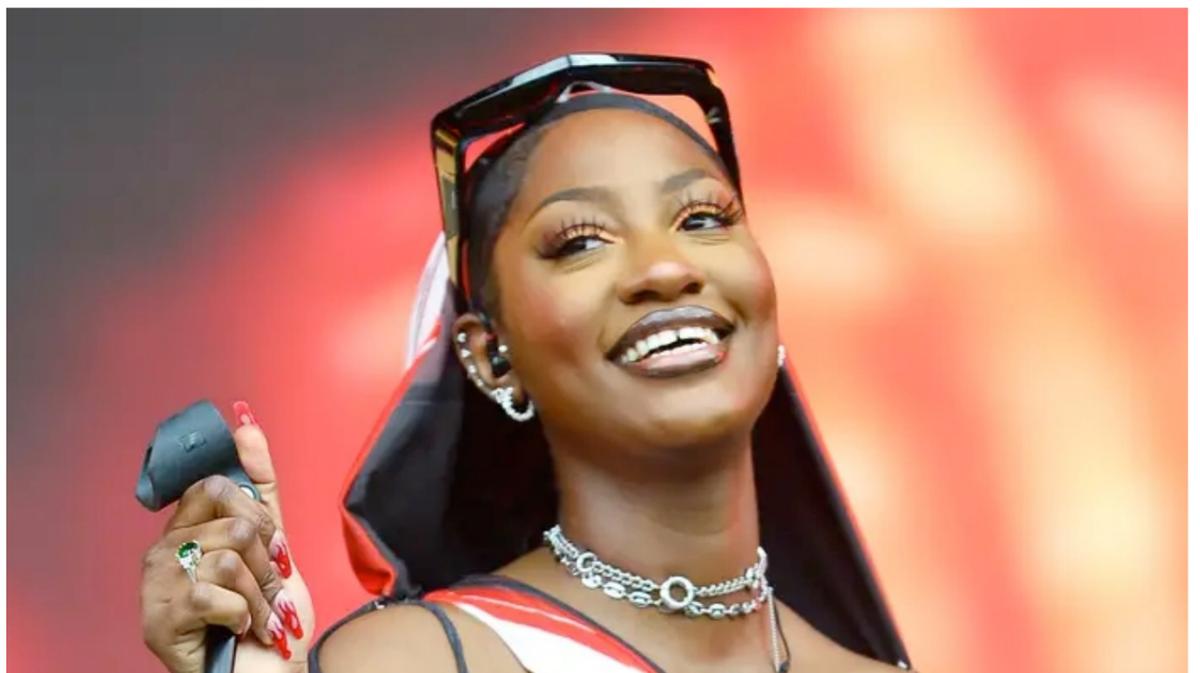
embodied the essence of choosing the right ingredients and making each move count. By the time the last shot landed, the excitement in the house had reached its peak, leaving both the housemates and fans across Nigeria buzzing with joy. Reflecting on the evening, Probal Bhattacharya, Chief Marketing Officer, TGI Group, said: "The essence of both the Beef Roast and Shoot To Win is their perfect alignment with our brand. Cooking with Terra is about wit, creativity, precision, and joy, and that's exactly what the housemates brought to life. Whether roasting each other or aiming for the right

ingredients, the message is clear: in every kitchen and every competition, Terra is the ingredient that makes the difference." Terra Seasoning Cube is made up of wholesome, carefully sourced essential ingredients specially designed to meet the discerning Nigerian consumers' needs in every meal, offering great taste, flavour, and aroma for that unique cuisine experience. Every meal cooked with Terra guarantees an enjoyable meal and a rich, signature, homemade taste experience. Available in Beef, Chicken, and Jollof flavours, in various consumer-friendly pack sizes nationwide.

Tems Becomes First Nigerian Female Artiste to Surpass 10 million US Sales

Nigerian singer and songwriter Temilade Openiyi, professionally known as Tems, has reached a historic milestone, becoming the first female Nigerian artist to sell over 10 million units in the United States. The achievement was confirmed on Tuesday, 30th September 2025, by Chart Data on X, formerly known as Twitter. The milestone centres on Tems' collaborative single "WAIT FOR U," featuring American artists Future and Drake, which has officially surpassed the 10 million sales mark in the US. The track, which also earned Tems a Grammy Award for Best Melodic Rap Performance, marks a significant advancement in her international career. Tems, who began her professional career in 2018 with the release of her debut single "Mr Rebel," first gained global attention in 2020 when she featured on Wizkid's hit "Essence." That track broke into the Billboard Hot 100 and received multiple Grammy nominations, establishing Tems as a rising force in the global music scene. She also became the first African female artist to reach one billion streams on Spotify, further underlining her growing international presence.

"Kenya! The love has been insane! I love you so much. Till next time," Tems wrote on X following a performance in Nairobi, reflecting her expanding global fan base. Currently on her 2025-2026 world tour, Tems began the tour on 28th September, with planned stops in cities including Salvador in Brazil, Los Angeles, and other major international locations. She is scheduled to perform at Dodger Stadium in Los Angeles, reinforcing her global profile. For context,



Wizkid remains the first Nigerian male artist to achieve the same milestone. His feature on Drake's "One Dance" was certified Diamond by the Recording Industry Association of America (RIAA) in 2022, after selling over 10 million units in the United States. Tems' latest record solidifies her status as a trailblazer for

African female artists in the international music industry. Alongside her commercial achievements, she has received multiple awards, including BET Awards, NAACP Image Awards, and a Soul Train Music Award, reflecting both her artistic and cultural influence.



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Dembélé Wins 2025 Men's Ballon d'Or

Paris Saint-Germain and France forward Ousmane Dembélé has won the 2025 Men's Ballon d'Or. The 28-year-old was named ahead of Lamine Yamal and Paris club-mate Vitorino Pereira to complete a memorable campaign. Dembélé was named UEFA Champions League Player of the Season as Paris claimed the title for the first time. He also played a key role in a domestic double, ending 2024/25 with an incredible haul of 37 goals and 15 assists. Other men's prizes awarded in Paris included the Men's Kopa Trophy (best young player), Men's Yashin Trophy (best goalkeeper), Men's Johan Cruyff Trophy (best coach in club/national team), Men's Gerd Müller Trophy (top scorer in club/national team) and the Men's Club of the Year.

Aitana Bonmati took the Women's Ballon d'Or for the third year running while Yamal was again awarded the Men's Kopa Trophy. The Men's Yashin Trophy went to Gianluigi Donnarumma, the Men's Johan Cruyff Trophy was won by Luis Enrique, and Viktor Gyökeres, now at Arsenal, scooped the Men's Gerd Müller Trophy courtesy of his 63 goals for



Sporting CP and Sweden.

The 69th edition of the Ballon d'Or awards ceremony took place at Théâtre du Châtelet in Paris on Monday 22 September. Presented annually by France Football

since 1956, the Ballon d'Or® is the most prestigious accolade a footballer can receive in recognition of outstanding achievements and exceptional talent.

Drogba Leads World's Stars to Lagos as E1 Set for African Debut

Football icon, Didier Drogba, is among world stars leading teams to Lagos for the African debut of the UIM E1 World Championship, which holds on October 4 and 5. Team Brady leads by just a single point over Team Rafa at the top of the Championship standings as the UIM E1 World Championship presented by PIF heads, setting up a thrilling penultimate round in the battle to crown the 2025 'Champions of the Water.' With only 21 points covering the top four teams, the E1 Lagos GP presented by FirstBank has everything to play for ahead of the season finale in Miami.

Team Brady sits atop the standings with 135 points, closely pursued by Team Rafa on 134, Team Aoki on 125, and Team Blue Rising on 114, making the rivalry at the top fiercer than ever.

Following dramatic showdowns in Monaco and a high-speed crash between Team Rafa and Team Brazil that cut qualifying short, the Championship fight has reached boiling point.

African football legend Drogba, co-owner of Team Drogba Global Africa along with Gabrielle Lemaire, is expected to attend the race weekend – adding star power to a pivotal moment in both the championship and E1's global expansion.

Set against the dramatic backdrop of the Lagos Lagoon, the event showcases the thrills of electric racing to West Africa while highlighting the region's blue economy potential.

The Championship's revolutionary E1 RaceBirds – all-electric powerboats that fly above the water at racing



speeds – will provide spectacular racing action for the thousands of expected spectators.

The race will further help position Lagos as a growing hub for international sporting events while demonstrating the city's commitment to green innovation for regional waterways.

Beyond the racing, fans can experience the E1 Lagos GP Fan Zone, creating an entertainment destination alongside the high-stakes championship battle.

Rodi Basso, founder and Chief Executive Officer of E1, said: "Bringing E1 to Africa represents a pivotal

moment in our mission to grow electric racing globally. Having Didier Drogba and Gabrielle Lemaire – who perfectly embody E1's values – at the heart of this journey makes it even more meaningful. "Lagos brings incredible energy, creativity and ambition that matches E1's DNA perfectly. We're honoured to work with local partners to create a sporting spectacle that helps drive clean innovation while elevating Lagos' profile as a global hub for sport and sustainable development."



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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.

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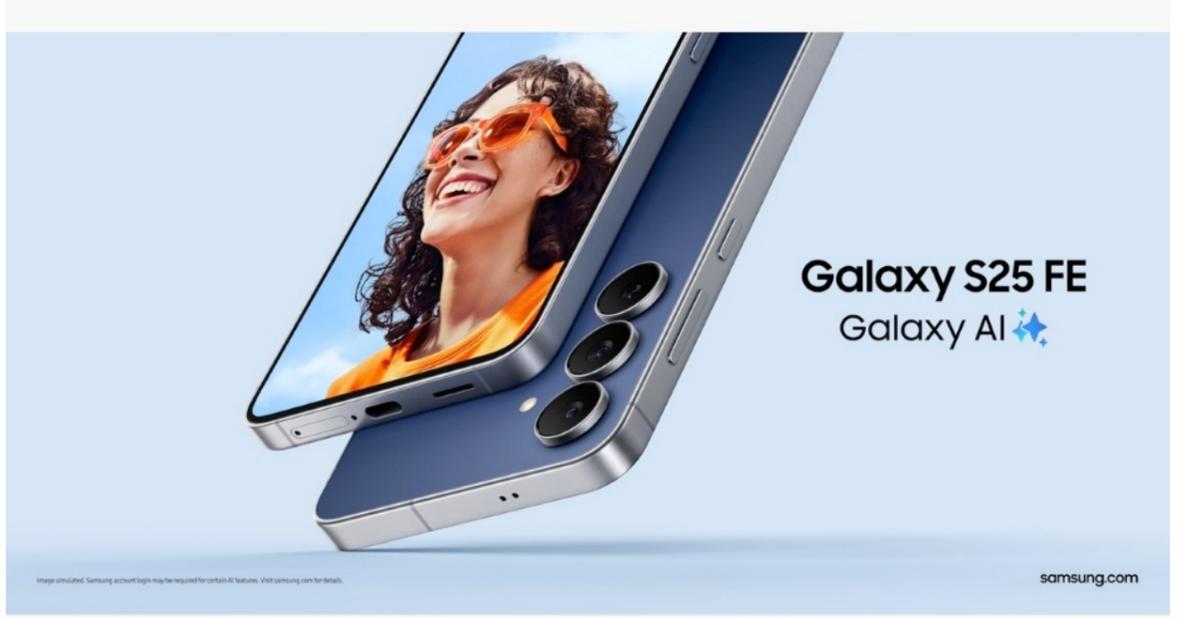
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BRAND NEW



Meet Samsung Galaxy S25 FE: The Gateway to the Galaxy AI and Flagship Essentials

Designed to unlock new levels of creativity, Galaxy S25 FE brings powerful AI editing tools like Generative Edit and Instant Slow-mo while an upgraded 12MP front-facing camera, powered by AI-powered ProVisual Engine, introduces an enhanced selfie experience. A 4,900mAh battery and a more than 10% larger vapor chamber offer smooth, responsive performance with 45W wired charging support ensuring users can stay creative, entertained and connected while on the go. “Galaxy S25 FE plays an important role as a gateway into the broader Galaxy AI ecosystem, making these experiences more attainable for a wider range of users,” said Jay Kim, Executive Vice President and Head of Customer Experience Office, Mobile eXperience Business at Samsung Electronics. “With expanded personalized AI experiences and AI-powered photography and editing tools, Galaxy S25 FE empowers more people to bring greater convenience and creativity into their everyday lives.”

Seamless Everyday Experiences, Powered by AI

With Galaxy AI built into Galaxy S25 FE and optimized by One UI 8 and multimodal AI agents, more users will step into a new era of natural and effortless interaction — where voice, touch and visual input combine to simplify and enhance everyday tasks by making them even more intuitive.

These intelligent tools are designed to enhance communication, boost productivity and streamline daily interactions — all while adapting to the individual needs of each user. Plus, they’re backed by all-new protections for personalized, AI-powered features.

Built To Empower Creativity at Every Level

Galaxy S25 FE delivers a premium camera experience thanks to the ProVisual Engine’s latest AI-powered features and an upgraded 12MP front camera that captures captivating selfies with improved clarity. It also elevates Galaxy’s renowned Nightography: Low noise mode boosts the quality of night shots, while Super HDR in video showcases lifelike colors and contrast in every frame. Photo Assist enhances on-device editing with effortless precision, boosting user

creativity and seamlessly bringing their visions to life.

Reliable Performance, Refined Design

From routine productivity to creative workflows, Galaxy S25 FE optimizes every interaction. Galaxy S25 FE delivers reliable performance whether you’re streaming, multitasking or editing.

For those looking to combine these visuals with the latest high-quality sound, pair Galaxy S25 FE with the all-new Galaxy Buds3 FE to enjoy seamless connectivity and Galaxy’s immersive mobile entertainment experience. One UI 8 will also be available on more devices including the full Galaxy S25 series with updates starting this month.

Galaxy S25 FE will be available starting September 4th in select markets and will include six months of the Google AI Pro plan with higher access to features in Gemini, Flow, NotebookLM and more. For more information about Galaxy S25 FE, please visit: Samsung Newsroom, SamsungMobilePress.com or Samsung.com.



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