

MARKETING SPACE

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2025: TOP BRANDS TO WATCH

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Craving For A Better Business Environment In 2025

As activities gear up in the Nigerian business community in 2025, most business owners, especially in the marketing communication industry, agencies owners are retooling and reinventing to meet clients' demands. The year 2024 had come and gone but there are unfulfilled promises by the government that affected many business operations in the outgone year.

The federal government promised more friendly economic policies that will provide a conducive environment for businesses to thrive in 2024, Nigerians were waiting to see those policies yielding results but to no avail.

One of the most pressing issues Nigerians faced in 2024 was the continuous depreciation of the naira against the US dollar, leading to high inflation and economic instability. The government adopted a controlled forex policy designed to regulate exchange rate fluctuations through the Central Bank of Nigeria (CBN) with the introduction of measures such as:

Increasing Dollar Supply: The government ensured a steady supply of foreign exchange to businesses and importers, reducing reliance on the black market and easing pressure on the naira.

Crackdown on Speculative Trading: The CBN is taking strict actions against currency speculators and illegal forex trading activities that contribute to artificial price inflation.

Foreign Investment Incentives: New tax incentives and policy relaxations have been introduced to attract foreign direct investment (FDI), thereby boosting Nigeria's foreign reserves and economic



Ayobami Lukman Ishau

stability.

These measures aim to curb inflation, increase investor confidence, and create a more predictable exchange rate environment, ultimately improving the purchasing power of Nigerians.

As we begin year 2025, there are assurances from the government that the citizens will have improved economic conditions. There are recent approvals by the Federal Executive Council (FEC) for critical infrastructure projects nationwide aimed at enhancing the standard of living for daily income earners and fostering economic expansion. We are waiting to see these promises come to fruition.

In this edition, we featured **TOP BRANDS TO WATCH IN 2025**. These brands have not only achieved financial success in recent time but also played huge roles in shaping consumer behavior, advancing innovation, and setting industry standards.

Carefully, we have also packaged other segments of the publication with potpourri of contents. Our 10th anniversary celebration reports and photographs are not left out in this package.

Going through the edition, you will agree with me that it is specially arranged to excite our readers. We bring you all these and more packaged for your memorable reading delight.

Thank you & best wishes!

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CONTENTS

6
Industry News
News

8
Brand
News

11
COVER:

2025:
Top Brands
To Watch

26
Brand
Profiles

31
Awards
Marketing Space
10th Anniversary
Photo News

34
Awards
Reports



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Airtel Unveils State-Of-The-Art Retail Store To Redefine Customer Experience

Airtel Nigeria, as part its ongoing commitment to delivering a seamless and exceptional retail experience for its customers has launched its new Company-Owned-Company-Operated (COCO) retail store in Sangotedo, Lagos, on Friday, 24th January 2025.

The new retail store aligns with Airtel's dedication to providing topnotch experience for its customers, offering end-to-end customer

support, instant activation of new SIM cards, bill payments, data plan subscriptions, device purchases, and troubleshooting services.

Speaking during the launch, Chief Commercial Officer, Airtel Nigeria, Femi Oshinlaja reiterated Airtel's commitment to delivering world-class service to its customers.

"At Airtel, our mission has always been to delight our customers by delivering unmatched satisfaction and we understand that connectivity is the lifeblood of modern business

and everyday life. This is why we are passionate about ensuring that every customer's journey with us is seamless, convenient, and rewarding," he said.

"We are proud to be part of the Sangotedo community and excited to deepen our partnership with the people and businesses in this vibrant part of Lagos. This shop is a reflection of our belief that access to excellent telecommunications services should be within everyone's reach," he added.

The launch event was attended by senior Airtel executives and included a guided tour of the cutting-edge facility, showcasing the innovative features and personalized services that customers can now enjoy.

Leveraging the latest retail technologies and best practices, the store sets a new benchmark for customer service excellence in the telecommunications industry.

In her closing remarks, Human Resources Director, Airtel Nigeria, Adebimpe Ayo-Elias emphasized Airtel's goal in promoting quality customer service.

"At Airtel, we understand the importance of having a conducive environment for effective customer service and with the launch of this new shop, we have made provisions for 24 seats to accommodate everyone."

Indomie Love Bowl Family Game Show Returns With Season 2

Indomie, Nigeria's leading instant noodle brand, in partnership with Multichoice, is excited to announce the second edition of its reality show - Indomie Love Bowl, which will once again bring families together for a heart-pumping experience! The exciting reality family game show returns to screens on February 1st, 2025.

Indomie Love Bowl is a delightful celebration of the special bond of love, care, and warmth between parents and children. Through exciting challenges that test teamwork, knowledge, and speed, families will go head-to-head while sharing joyful moments and creating lasting memories.

Speaking on the show's impact, Ashiwaju Temitope, Group Corporate Communications and Event Manager



at Dufil Prima Foods Limited said, "Indomie has always stood for love and togetherness, and this show brings that to life in the most exciting way. It's a platform that strengthens family bonds and reminds us of the joy that comes from sharing special moments."

Across 13 engaging episodes, three families will compete in each show, vying for incredible prizes, including a N5 million grand prize, N2.5 million for the second-place family, and N1.5 million for the third-place winners, along with a year's supply of Indomie products.

Ashiwaju further stated that "contestants and viewers can look forward to even more thrilling games, exciting prizes, and an adrenaline-filled experience in Season 2." Regarding the partnership with Multichoice, he emphasized that MultiChoice's commitment to showcasing top-quality local storytelling was a key factor in the collaboration. "This partnership ensures that viewers can enjoy more engaging local content from the comfort of their homes with their families."

Season 1 had the audiences on the edge of their seats, with families battling it out in a mix of strategy, speed, and sheer determination. Viewers were especially moved by the Aneyo family, whose remarkable teamwork and deep bond carried them to a stunning victory.

Coca-Cola System Unveils Packaging Collection Hub In Lagos



The Coca-Cola System in Nigeria, comprising of Coca-Cola Nigeria Limited and its authorized bottler, Nigerian Bottling Company (NBC), today announced the commissioning of a state-of-the-art Packaging Collection Hub located in Apapa, Lagos. The facility, a landmark initiative in Nigeria's plastics recycling infrastructure, has the capacity to process up to 13,000 metric tonnes (MT) of plastic bottles annually.

In addition to supporting the Coca-Cola System's sustainability initiatives, the hub aims to serve as a comprehensive solution for plastic waste management. It seeks to facilitate PET collection, process

materials into clean PET bales, and enable rPET production through third-party partnerships— helping contribute to cleaner communities and driving collective action to help reduce packaging waste. The vision is to scale the model once its success is demonstrated.

The Coca-Cola System's investment underscores its global goal to help reduce packaging waste and emissions through:

Using 35% to 40% recycled material in primary packaging (plastic, glass and aluminium), including increasing recycled plastic use to 30% to 35% globally.

Helping to ensure the collection of 70% to 75% of the equivalent number of bottles and cans introduced into the

market by 2035.

Over the past decade, the Coca-Cola System has contributed over \$1.5 billion to Nigeria's economic value chain, empowering communities, driving economic growth, and advancing sustainability. Recently, the System announced plans to more than double its investment rate over the next five years, committing \$1 billion to further these efforts. The newly established Packaging Collection Hub reinforces the Coca-Cola System's legacy of investment in Nigeria and supports its long-term objectives of expanding the network of recycling centres and producing food-grade recycled PET, thereby reducing dependence on imported virgin materials.

Speaking during the commissioning, the Governor of Lagos State, Babajide Sanwo-Olu, who was represented by the Special Adviser on Circular Economy, Mrs Titilayo Oshodi, explained that the new facility is a symbol of progress and a tangible demonstration of the kind of Corporate Social Responsibility that was needed in Lagos.

According to Sanwo-Olu, the Nigerian Bottling Company (NBC) has demonstrated its commitment to doing business beyond profit and playing a broader role in society through this project.

Baobab Nigeria Support Small Businesses In Nigeria With Over N323 Billion Loans Disbursed

Baobab Microfinance, a leading provider of financial services to small and medium enterprises (SMEs) and micro-entrepreneurs has further showcased its commitment to empowering businesses across Nigeria reaching over 407,000 customers.

With a total loan volume exceeding 323 billion Naira, Baobab has played a pivotal role in supporting the growth and development of countless businesses, contributing significantly to economic development and job creation in Nigeria. This is a statement of the company's mission to empower



small businesses in Nigeria.

"At Baobab, we place our customers at the heart of our strategy and enhance more ways to build a sustainable financially inclusive society," said Eric Ntumba, AG CEO,

Baobab Nigeria. "These numbers reflect not just loans but opportunities for growth, innovation, and resilience for not only our customers but the society at large. Every loan we disburse shows our dedication to empowering individuals and businesses"

He further commented, "In a time like this, seeing business ideas come alive is what we look forward to achieving at Baobab. Granting credit facilities to small businesses across Nigeria sets the country on a path for advancement and development and this is one key role we desire to fill in the financial services sector."

BJAN, Indigo Explore Partnership For Industry Development

In a bid to foster stronger relationships between public relations practitioners and journalists, the Chief Executive Officer of Integrated Indigo Communications, Bolaji Abimbola, has sought a partnership with the Brand Journalists' Association of Nigeria (BJAN).

The proposed partnership aimed to promote mutually beneficial collaborations, enhance the quality of reporting on brands and PR-related stories, and provide opportunities for capacity building and knowledge sharing between members of both organizations.

During a courtesy visit to the Public Relations firm's office by BJAN Executive members recently in Lagos, the CEO emphasized the importance of a symbiotic relationship between PR practitioners and journalists, noting that effective communication and mutual understanding are essential for achieving common goals.

"We believe that by working together, we can elevate the standard



of PR practice in Nigeria, improve the quality of reporting on brands, and ultimately benefit the Nigerian public," he said.

The BJAN leadership, led by its Chairman, Mr. Daniel Obi, welcomed the proposal and expressed enthusiasm about the potential benefits of the partnership.

"We are open to collaborations that can enhance our members' professional development and contribute to the growth of the PR industry in Nigeria," he said.

He further explained that the proposed partnership is expected to yield several benefits, including training and capacity-building programs for BJAN members, exclusive access to news and updates from Indigo Firm's clients, and collaborative efforts to promote best practices in PR and journalism.

"With this partnership, both the organisation and BJAN are poised to make significant contributions to the development of the PR industry and journalism in Nigeria," he assured.

Segun Ogunleye Joins Diageo As Head Of Marketing For Africa Partner Markets

Diageo has appointed Segun Ogunleye as its new Head of Marketing, Africa Partner Markets, with an additional responsibility as Beer Lead for South, West, and Central Africa. This marks a significant career move for Ogunleye, who transitions from a decade-long tenure at Seven-Up Bottling Company (SBC), a PepsiCo bottler in Nigeria.

Announcing his new role recently, Ogunleye expressed excitement about joining the Diageo family, stating that he looks forward to contributing to the company's legacy of "celebrating life, every day, everywhere." His journey at SBC saw him lead major PepsiCo brands to new heights while driving innovation across multiple beverage categories, including carbonated soft drinks (CSD), energy drinks, malt, and isotonic beverages.

A seasoned marketing professional with over two decades of



Segun Ogunleye

experience, Ogunleye has built a reputation as a strategic leader in

brand development, integrated marketing communications, and experiential marketing.

His career spans roles at Cadbury Nigeria, UBA Metropolitan, SmartMark Limited (Ghana and Nigeria), and Mullen Lowe Lintas Group, among others.

He also brings extensive expertise in developing and executing marketing strategies that translate into commercial success, profitability, and brand equity growth.

Ogunleye holds qualifications from Pan-Atlantic University's School of Media and Communication, an advanced certificate in Strategic Management, Public Relations, Advertising, and Applied Communications from the London School of Business and Finance (LSBF), and Executive Marketing Program at the Business School for the World.

Systegra Technologies Ltd Collaborates With Amdocs To Offer Best In Class Mobile Services To The Nigerian Market

Systegra Technologies Ltd, a subsidiary of Interswitch Group, holds a license issued by the Nigerian Communications Commission (NCC) as a Tier-5 Mobile Virtual Network Enabler (MVNE).

Systegra Technologies will enable Tier 1, 2, and 3 Mobile Virtual Network Operators (MVNOs) to offer their mobile services, enriching Nigeria's fast-growing mobile market with a diverse portfolio of products, services, and offers.

As an MVNE, Systegra Technologies will utilize the Radio Access Networks (RAN) of leading mobile operators, while deploying its own advanced Switching and Business Support Systems (BSS), including an Online Charging System (OCS). This setup enables prospective MVNOs to connect and launch their services effortlessly within weeks, offering flexible services without the need for heavy infrastructure investment.

To deliver 3G, 4G, and 5G connectivity to its MVNO customers, Systegra Technologies has collaborated with Amdocs to



implement their ConnectX platform in Nigeria. This cutting-edge solution encompasses Business Support Systems (BSS), OCS, CRM, payment systems, and a B2B app store, all built on a local cloud-native microservices solution hosted by Amazon Web Services (AWS). With over 50 TM Forum compliant APIs, ConnectX platform ensures seamless integration, operational efficiency, and scalability, supporting Nigeria's fast-growing MVNO market while adhering to the latest industry standards.

"After evaluating numerous vendors with excellent solutions, Amdocs convinced us with their multi-tenant capabilities, ease of connection, ultimate flexibility, and rapid time-to-market," said Mitchell Elegbe - Group Managing Director

and Chief Executive Officer at Interswitch Group. "Their ConnectX platform aligns perfectly with our vision to provide MVNOs and end-users with an unmatched digital experience."

"We are committed to supporting Systegra Technologies' growth and digital-first flexibility goals," said Anthony Goonetilleke, Group President of Technology and Head of Strategy at Amdocs. "Our SaaS ConnectX platform dynamically scales to meet customer demand, and allows nearly limitless flexibility for the creation of innovative services, empowering Systegra Technologies to focus on expanding its business without traditional IT operational overhead."

"At Systegra Technologies, we are committed to driving innovation that makes a tangible difference in people's lives," opined Jonah Adams - Managing Director, Systegra Technologies.

This collaboration with Amdocs strengthens our position as a key enabler in Nigeria's evolving telecoms ecosystem, ensuring that mobile users benefit from more choices, better services, and seamless connectivity."

CMC CONNECT LLP Unveils "INFUSION: Growth 2025"

CMC CONNECT LLP (Perception Consulting), Nigeria's premier perception consulting firm and leader in the public relations industry has unveiled its 2025 corporate theme: "INFUSION: Growth 2025." This theme underscores the firm's dedication to innovation, strategic excellence, and delivering impactful solutions that elevate the public relations landscape in Nigeria and beyond.

The launch marks a significant milestone in the firm's journey, following the launch of GAME CHANGER UNLEASH 2.0 last year, which led to outstanding performances in 2024. During the year, CMC CONNECT LLP secured



several high-profile clients, including British Council Nigeria, IHS Towers Nigeria, Digital Jewels Africa, ipNX, and IPRFZ. The firm also celebrated its 32nd anniversary, commemorating its transformative contributions to Africa's largest economy.

Speaking at the unveiling, Lead Partner, Mr. Yomi Badejo-Okusanya,

emphasized the importance of embracing innovation and strategic adaptability in today's dynamic industry. "As a leading PR and strategic communications firm in Nigeria, adopting 'INFUSION' is crucial for sustaining our competitiveness, innovation, and impact," he said.



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2025: TOP BRANDS TO WATCH

By Abiodun Oyekanmi

No doubt, the Nigerian business community boasts of prominent market players in all sectors of the nation's economy. Some of these players have carved a niche for themselves in the highly competitive Nigerian market.

They are brands with distinctive features and value offering that are uniquely peculiar to them. They have not only secured the confidence of their customers/consumers, but have also tailored their corporate vision and mission to perfectly fit into national aspiration and goals.

These brands with renowned pedigree and tradition of excellence have continued to set the pace by swimming against all odds in the market place. They have continued to remain on top of competition.

In 2024, the Nigeria's business landscape is dominated by these brands that have not only achieved financial success but also played huge roles in shaping consumer behavior, advancing innovation, and setting industry standards.

Their influence is felt far beyond Nigeria's borders, solidifying their status as game-changers in the global market.

Despite inherent market challenges, their contributions in the area of economic growth and corporate social responsibilities are enormous and salutary. Indeed, they remain top brands to watch in 2025.

Here are some of the brands, focusing on how they have earned their status and the impact they continue to make on the Nigerian economy.



Stanbic IBTC

Beyond Financial Intermediation – A Legacy of Excellence and Impact

Stanbic IBTC Holdings PLC, a member of the Standard Bank Group, has consistently demonstrated that its impact goes far beyond financial services. As a leading financial institution in Nigeria, it has become synonymous with excellence, innovation, and an unwavering commitment to the communities it serves.

With a robust portfolio of Corporate Social Responsibility (CSR) initiatives, strategic community engagements, and a collection of prestigious awards, Stanbic IBTC exemplifies what it means to be a responsible and forward-thinking corporate entity.

The financial institution has provided appropriate financial solutions and implemented programs that has promoted its success while creating shared values for its clients and stakeholders. The organisation understands that its success is inextricably linked to the well-being of the society and environment where they operate.

At Stanbic IBTC, the organisation's management took deliberate steps to

adopt and implement appropriate ESG strategies. It instituted the SEE (Social, Environmental and Economic) approach to promote sustainability as a way of doing business, and to ensure a coordinated approach towards achieving its ESG goals. Driving sustainable growth and value remained a strategic priority for the Group.

Transforming Communities Through CSR

Stanbic IBTC has made remarkable contributions to community development, touching lives in various sectors, including education, health, agriculture, environmental sustainability, and youth empowerment. These initiatives are driven by a deep understanding of the challenges faced by Nigerians and a steadfast commitment to creating sustainable solutions that uplift lives and foster progress.

Through targeted interventions and strategic partnerships, Stanbic IBTC addresses pressing societal issues, bridging gaps in access to education, healthcare, and economic opportunities. Its CSR efforts go beyond philanthropy, focusing on empowering individuals and

communities to achieve long-term growth and self-reliance. From transforming schools into centers of excellence and promoting financial literacy among youth to driving gender-inclusive financing and environmental conservation, Stanbic IBTC's initiatives are designed to leave a lasting impact on the lives of millions of Nigerians.

By investing in people, infrastructure, and sustainable practices, Stanbic IBTC is not only shaping the present but also laying a strong foundation for a better future. Its comprehensive CSR programs reflect the organization's belief in shared value, where corporate success goes hand-in-hand with community well-being and national development.

Education: Empowering the Next Generation

Stanbic IBTC firmly believes that education is the bedrock of national development and has dedicated significant resources to improving the quality of education in Nigeria.

Through its transformative initiatives, the organisation has demonstrated an unwavering commitment to building a brighter future for Nigerian students

with various initiatives which include: Adopt-A-School Initiative Stanbic IBTC's Adopt-A-School program is one of its most impactful education-focused CSR initiatives. Under this program, the organisation selects underserved schools across the country and invests in their infrastructure, resources, and capacity-building for teachers and students.

A shining example of this is the recent transformation of Lisabi Grammar School in Abeokuta, Ogun State. The historic institution, founded in 1943, underwent extensive renovations that included provision of modern science laboratories to enhance hands-on learning in biology, chemistry, and physics, installation of an ICT center with computers, ensuring students are equipped with essential digital skills in a technology-driven world and construction of a vocational training center featuring facilities for Technical Drawing, ICT, Art, Cooking and Baking, and Sewing.

Over 3,400 students and 100 teachers at Lisabi Grammar School have directly benefited from these upgrades, which have significantly enhanced the learning environment and opportunities for career development.

While commenting on the initiative, the organisation noted that, "Our Adopt-A-School programme is a marathon, not a sprint. We are committed to providing long-term support to schools like Lisabi Grammar School by not only refurbishing infrastructure but also ensuring continuous teacher training and capacity building. We believe that when we invest in education, we invest in the future of our nation."

Stanbic IBTC has also extended the Adopt-A-School program to schools in other regions, including Akwa Ibom, Ekiti, Sokoto, Borno, and Gombe States. These efforts ensure that the organisation's impact is felt nationwide, fostering equitable access to quality education across diverse regions and communities.

Stanbic IBTC University Scholarship Programme
In addition to its secondary school interventions, Stanbic IBTC is



**“
Stanbic IBTC
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education is the
bedrock of national
development and
has dedicated
significant
resources to
improving the
quality of
education in
Nigeria.”**

empowering Nigeria's future leaders through the Stanbic IBTC University Scholarship Programme. Since its launch in 2019, the program has become a beacon of hope for high-achieving students from diverse backgrounds.

In 2024 alone, the program awarded scholarships worth ₦80 million to 200 outstanding students, selected from over 16,000 applicants.

The scholarship covers tuition fees and other educational expenses, ensuring that financial barriers do not hinder deserving students from pursuing their academic dreams.

Scholars are chosen based on stellar academic performance in the Unified Tertiary Matriculation Examination (UTME) and their demonstrated potential to excel in higher education.

In addition to recognizing the increasing importance of education, Stanbic IBTC integrates digital tools and training into its education initiatives. This forward-thinking approach ensures that students and teachers are prepared for the demands of the digital economy.

For instance: ICT facilities provided under the Adopt-A-School program enable students to acquire basic and advanced computer skills, bridging the digital divide also, teachers are exposed to the latest instructional techniques, empowering them to deliver tech-enabled, student-centered learning experiences.

According to Stanbic IBTC, "Empowering teachers is just as important as empowering students. Over the next five to seven years, we aim to equip educators with cutting-edge teaching methodologies, ensuring they can provide the best possible guidance to the next generation."



WEMA BANK



Leading the Way: Wema Bank's Legacy of Innovation, Empowerment, and Excellence in 2024

In an industry defined by constant evolution, Wema Bank has remained a trailblazer in innovation, empowerment, and excellence for 80 years. Since its establishment in 1945, Wema Bank has played a pivotal role in shaping Nigeria's financial landscape, pioneering transformative solutions, and driving economic growth. From its early days as a regional bank to securing a national banking license in 2015, Wema Bank has continuously evolved, expanding its reach and services to meet the ever-changing needs of individuals and businesses.

With eight decades of history, Wema Bank's resilience, adaptability, and unwavering commitment to financial inclusion and digital transformation have positioned it as a leading force in the Nigerian banking industry. At the core of this journey is innovation, best exemplified by ALAT, Africa's first

fully digital bank, which revolutionized digital banking in Nigeria. The bank's dedication to empowering customers, fostering entrepreneurship, and driving financial excellence has cemented its reputation as a forward-thinking institution.

In 2024, Wema Bank continued to build on this rich legacy, achieving remarkable milestones across digital banking, financial inclusion, SME empowerment, and social impact. With groundbreaking initiatives, innovative product offerings, and strategic expansions, the bank reinforced its position as a leader in shaping the future of banking in Nigeria and beyond. These efforts were strongly reflected in the bank's stellar financial performance.

Wema Bank's balance sheet remained commendably robust, with the Bank's Profit Before Tax (PBT) surpassing the N100 billion mark in Q4 2024, a 134% growth from FY 2023's N43.59 billion to an outstanding N102.08 billion. The

Bank's Total assets, which surpassed the N1 trillion mark in 2021, stood at a staggering N3,610.92 billion in Q4 2024, reflecting a 61% increase from N2,240.06 billion in FY 2023. The Bank's deposit base also expanded by 36% year-to-date, reaching N2,529.62 billion compared to N1,860.57 billion in FY 2023.

Further affirming the strength of Wema Bank's balance sheet in 2024, the results also showed that the Bank recorded a strong growth of 50% in Loans and Advances (net), rising to N1,203.18 billion in Q4 2024 from N801.10 billion in FY 2023. The Bank's Shareholders' Funds also grew by 87%, from N139.32 billion in FY 2023 to N260.86 billion in Q4 2024.

Driving this financial success is Wema Bank's relentless focus on innovation, particularly in digital banking solutions that redefine convenience and efficiency for businesses and individuals. One of the standout innovative solutions launched by the Bank in 2024 was ALATPay, a rms,

revolutionary payment gateway built on the success of ALAT. Designed to provide seamless and secure payment experiences, ALATPay integrates directly with online platforms, enabling merchants to accept payments effortlessly while ensuring that customers enjoy a smooth transaction process.

Businesses can access real-time payment tracking, gain insights into transaction trends, and enhance their operational efficiency with the platform's robust features. This innovative solution has empowered thousands of businesses across Nigeria, supporting their growth in the increasingly digital economy. For individuals, ALATPay simplifies e-commerce transactions, making it easier to shop and pay for services both locally and internationally. With its user-friendly interface and advanced security protocols, ALATPay is setting a new standard for digital payments in Nigeria, further solidifying Wema Bank's reputation as a leader in financial innovation.

Wema Bank's digital transformation journey is further exemplified by the success of the ALAT UnionPay Card, a global payment solution tailored to meet the needs of Nigerian consumers. This card empowers customers to make secure transactions across international platforms like Amazon, PlayStation, and AliExpress while also offering unparalleled convenience for travelers. By addressing a critical gap in the market, Wema Bank has positioned itself as a key enabler of global financial inclusion for its customers. The card's seamless integration with ALAT ensures an effortless experience, giving customers a powerful tool to navigate the global economy.

Equally impressive is the impact of the bank's flagship initiative, Hackaholics, which has, since its inception, served as a beacon for young entrepreneurs, cultivating an ecosystem rooted in creativity, collaboration, and measurable impact. With over one million participants from five countries, 18 universities, and \$300,000 in grants awarded, Hackaholics has set a new benchmark for innovation initiatives in Africa. In its fifth edition in 2024, Wema Bank s



Moruf Oseni, MD/CEO, Wema Bank Plc

“
With eight decades of history, Wema Bank's resilience, adaptability, and unwavering commitment to financial inclusion and digital transformation have positioned it as a leading force in the Nigerian banking industry.
”

disbursed N145 million in cash prizes to seven startups. These winners showcased innovative solutions to real-world challenges, fostering innovation and entrepreneurship while contributing to the growth of Nigeria's digital economy. The

initiative continues to serve as a catalyst for creative problem-solving, empowering young minds to make a meaningful difference in their communities and beyond.

Wema Bank's influence extends beyond technology into the realm of social impact. Through SARA, its dedicated proposition for women empowerment, Wema Bank has made significant strides in creating opportunities for women in entrepreneurship, market access, health, and wellness. In 2024, SARA expanded its market access initiatives to eight cities, hosting nine fairs that generated a total collection of N2.4 billion. 40% of participating businesses were first-time exhibitors, leading to the creation of over 900 jobs and the improvement of living conditions in numerous communities. SARA also introduced more than 400 individuals to financial services, emphasizing the bank's commitment to financial inclusion and community development.

This initiative, coupled with SARA's recognition of outstanding women through the She Empowers Her Award, solidifies Wema Bank's reputation as a leader in gender equality and women's empowerment. SARA's remarkable efforts in 2024 were further validated when it won the Platinum Award for Best Financier for Women Entrepreneurs in Africa, marking a significant milestone in its journey toward empowering women in business.

Wema Bank's efforts to empower the younger generation gained remarkable traction in 2024 with the launch of the ALAT Xplore app, Nigeria's first licensed banking app for teenagers. Designed to provide teenagers with tools to manage their finances responsibly, ALAT Xplore combines saving, budgeting, and investing features with parental oversight. The app stands out for its gamified approach to financial literacy, offering rewards and challenges that make learning about money fun and engaging. Teenagers can set savings goals, track their spending, and even learn about investment opportunities, all within a secure platform that parents can monitor.



Rite Bigi[®] Sausage Rolls, A Reliable Companion

For 18 years, Rite Foods Sausage Rolls have been a reliable companion, fuelling millions of Nigerians with delicious, on-the-go nourishment. Rite Foods Limited has consistently led the way in the snack industry with its premium range of sausage rolls, offering a variety of flavours to meet evolving consumer tastes.

Rite Foods Limited has continually set the pace in the snack industry with its premium sausage rolls, offering a

variety of flavours that cater to evolving consumer preferences.

The journey started with the launch of Rite Sausage Roll on 10 March 2008, followed by Bigi Beef Sausage Roll on 15 January 2010, and the bold Rite Spicy Beef Sausage Roll on 2 October 2011. These products have become household staples, defining the benchmark for taste, quality, and convenience.

Whether for a quick breakfast, a midday boost, or a satisfying snack, Bigi and Rite Sausages seamlessly integrate into the everyday lives of consumers, delivering consistent delight with every bite.

Rite Foods Sausage Rolls have carved an undeniable presence in Nigeria's snack industry through its lively, fun-loving spirit that appeals to various demographics inclusive of students, professionals and families who value simplicity, reliability and practicality.

Whether it's an office break, a school recess, or a snack during transit, the brand offers a comforting, familiar taste that fits seamlessly into everyday moments.

In February 2024, Rite Foods launched a powerful new advertising campaign reinforcing the message that Rite Sausage Rolls are a trusted companion



throughout life's journey. Beyond great taste, Rite Foods Limited is dedicated to sustainability.

The brand organises the Rite Recycle initiative to educate people about the importance of recycling where people turn the sausage cartons and wrappers into art. The third edition of the Rite Recycle Initiative, in collaboration with iCreate, educated and empowered children on the importance of recycling.

Through the iCreate Club Program, students in 50 public schools participated in a reading tour featuring a specially written storybook, Don't Waste Your Waste, designed to introduce young minds to recycling. Students creatively transformed used Rite Sausage Roll wrappers and cartons into innovative

“
The brand organises the Rite Recycle initiative to educate people about the importance of recycling where people turn the sausage cartons and wrappers into art.”

STEAM-based projects, culminating in a grand finale exhibition at Neca House Events Centre on July 6, 2024.

Rite Foods Sausage Rolls stand out for their unmatched quality, offering premium ingredients, rich taste, and consistent excellence. The brand has cultivated strong consumer loyalty, particularly among young adults, students, professionals, entrepreneurs, and freelancers.

Moreover, Rite Foods Limited remains committed to sustainability, leading the way in environmental responsibility through impactful recycling initiatives. Rite Foods Sausage Rolls continue to shape the future of the Nigerian snack industry, setting new standards in taste, innovation, and social impact.



Powering Bold Experiences, Redefining the Energy Drink Market

Fearless Energy Drink, proudly produced by Rite Foods Limited, has been recognized as the number one energy drink by AC Nielsen since July 2019, maintaining its leadership position to date. Since its launch in 2017, this award-winning beverage has inspired consumers to embrace discovery and adventure with its bold message: “Embrace the Thrill.” Designed to fuel passion, Fearless encourages people to break free from their comfort zones and live life to the fullest.

As a dominant force in the energy drink category, Fearless has received multiple prestigious industry awards in 2024, including the Marketing Edge Award for Outstanding Energy Drink Brand of the Year, BrandCom Award for Excellence in Consumer Engagement, Media Consortium's Best Energy Drink Brand Award, and the Consumer Value Award for Top Energy Drink in Nigeria. These recognitions reinforce Fearless as the preferred choice for consumers who demand uncompromising energy and bold experiences.

Available in two exciting flavors—Classic and Red Berry—Fearless delivers the power to fuel any challenge. Whether at work,

an intense sporting event, or a high-energy night out, its 50CL PET bottles and cans ensure freshness and convenience on the go.

Fearless Energy Drink isn't just about boosting energy—it's about creating unforgettable experiences. The brand actively engages consumers through high-impact trade activations across key markets, bringing its bold energy directly to retail outlets, supermarkets, and street markets. These activations increase product visibility, drive trials, and solidify Fearless' dominance in the energy drink category. From on-the-ground sampling to strategic in-store visibility enhancement, Fearless ensures that



consumers can experience its unmatched energy firsthand.

The brand continues to push boundaries by partnering with some of the most electrifying events and experiences. Fearless powered the African Knockout Championship (AKO), where Africa's top fighters showcased raw strength and endurance, embodying the Fearless spirit. It also took center stage at Torq 24, a high-octane auto festival that featured extreme sports, motorbike stunts, and high-performance car exhibitions, thrilling speed enthusiasts and adrenaline junkies alike.

In the entertainment and nightlife space, Fearless Energy Drink was a key partner at Element House, an electrifying fusion of electronic dance music (EDM), lights, and immersive performances designed for thrill-seekers and nightlife lovers. The brand also powered the Jollof & Palmie Festival, a unique celebration that combined Nigeria's rich food culture with the thrill of motorbikes. This one-

of-a-kind event brought together food lovers and adrenaline seekers for an exciting mix of culinary experiences, adventure, and high-energy entertainment, perfectly aligning with the Fearless brand's bold spirit.

Fearless' commitment to cultural engagement was further reinforced through its Felabration "Look and Laugh" 2024 partnership, a tribute to Fela Kuti's legacy that blended music and activism in an unforgettable festival experience. As a proud sponsor, Fearless energized festivalgoers, reinforcing its connection to Nigeria's vibrant cultural scene.

The brand's latest campaign, "Take the Leap," perfectly captures its message of stepping into the unknown with confidence and courage. Whether in their careers, personal goals, or everyday lives, Fearless consumers refuse to settle for mediocrity. They push limits, break barriers, and chase greatness—with Fearless Energy Drink fueling their journey.

“
Fearless Energy Drink isn't just about boosting energy—it's about creating unforgettable experiences. The brand actively engages consumers through high-impact trade activations across key markets, and street markets.
”



Bigi: Reshaping The Industry With Its Innovative Approach

Since its entry into the market in 2017, Bigi has redefined the landscape, outpacing multinationals and reshaping the industry with its innovative approach. The brand's inspiring success story is built on a foundation of excellence, determination, and an unwavering commitment to delivering

that resonates with consumers both locally and internationally.

Bigi's commitment to variety and choice is reflected in its diverse flavour offerings, ensuring that every consumer finds a drink that suits their preference. More than just a brand, Bigi represents quality, innovation, and a consumer-first approach,

cultural enrichment. This commitment has helped discover and celebrate remarkable talents such as Kingdom Kroseide, Progress Chukwuyem, Victory Gbakara, and Chima, further showcasing Bigi's dedication to cultural enrichment.

In line with its brand ethos,

Autofest for two consecutive years (2023 and 2024), solidifying its position as a lifestyle-driven brand. These efforts have earned Bigi prestigious accolades, including the "Friendly Brand of the Year 2023" at the Media Consortium Conference and Awards, and the "Most Innovative Carbonated Soft Drink Brand of the Year" at the

initiative, it evolved into a year-round movement in 2021, spreading joy across the country through surprise gifts and heart-warming moments.

The campaign's success lies in its ability to create genuine emotional connections, reinforcing Bigi's reputation as a caring and socially

As Bigi continues to grow and innovate, it remains a brand that not only quenches thirst but also

“Beyond product excellence, Bigi has made a significant impact on Nigeria's entertainment industry.”

COVER UPGRADE

our Lifestyle, Choose the
WATER YOU CAN TRUST.



Empowering Innovation And Excellence: The CWAY Water Example

CWAY Group is a leading name in the water and beverage industry, with a legacy of excellence that spans over two decades. Established in 2000, CWAY Water has been at the forefront of providing clean, hygienic water and innovative water dispensers that support healthy drinking habits across Nigeria. As the flagship brand of CWAY Group, CWAY Water has consistently set the pace in the industry, offering products that cater to all market segments, from homes to corporate offices.

The company's commitment to quality and innovation is reflected in the state-of-the-art factories equipped with the latest technology, situated in serene, well-organized environments that adhere to international standards. Each step of the company's production process, from water purification to packaging, follows best practices and is regularly reviewed and certified by relevant regulatory

authorities.

CWAY Water's iconic 18.9-litre dispenser refilling water brand has become synonymous with quality, consistency, and accessibility. Over the years, it has maintained a strong market dominance as a premium, top-tier brand. Our product range includes: 18.9L Refillable Dispenser Water Brands (Regular and Prime), 75cl and 1.5L Table Water Brands, including premium 75cl Prime Bespoke Water Dispensers – Rugged, durable, and aesthetically designed to meet diverse customer needs.

The company's commitment to delivering clean, healthy water has earned us the trust of consumers nationwide, with the CWAY brand now widely recognized for its promise: "Water You Can Trust!" In addition to water, the CWAY Group expanded its portfolio in 2004 with the establishment of CWAY Food & Beverages Nigeria. Starting with the highly successful Peach Fruit Drink, the company has since transformed its

production lines, introducing a range of innovative beverages designed to meet the health needs of our customers.

From Fruit Milk/Yogurt Drinks to Plant Protein Drinks, Energy Drinks, and specially formulated Children's Drinks with DHA for optimal growth, CWAY's products are designed to deliver not just taste, but nutritional value. New product lines are also set to launch soon.

CWAY's global footprint includes 19 factories across Nigeria, China, Egypt, and India, with 17 of those strategically located throughout Nigeria. Each of these factories is dedicated to maintaining our high standards of quality and ensuring that our customers across the world have access to the best products.

Also, CWAY Group is deeply committed to making a positive impact on the communities where they do business.



Their Corporate Social Responsibility (CSR) initiatives in Nigeria focus on sustainable development, health, education, and environmental conservation. They believe that businesses have a crucial role in driving social change, and through their programs, they strive to create a better future for Nigerians across various sectors.

As a leader in the water industry, CWAY Group prioritizes the provision of clean, safe drinking water to underserved communities. Through strategic partnerships and initiatives, they aim to reduce waterborne diseases and improve overall public health.

Their efforts include building water filtration systems and distributing purified water to communities in need. In addition, they run hygiene awareness campaigns in schools, rural areas, and urban slums, educating Nigerians about the importance of clean water and proper sanitation practices.

Also, CWAY Group is committed to enhancing the well-being of Nigerians

through various health-focused initiatives. They partner with healthcare organizations to conduct free health screenings, provide medical supplies, and support programs that address pressing health issues such as maternal health, child nutrition, and preventive care. Additionally, their beverage line, which includes products like fruit drinks and plant-based drinks, is formulated to promote healthier lifestyles and provide nutritional benefits to consumers.

CWAY Group recognise the importance of education in shaping the future of Nigeria, and CWAY Group is dedicated to supporting educational initiatives. Their CSR programs provide scholarships, school supplies, and infrastructure improvements to schools, especially in rural areas where resources are scarce.

Through mentorship and training programs, they empower young Nigerians with the skills needed for employment and entrepreneurship, helping them secure a brighter future in the competitive job market.

“

As a leader in the water industry, CWAY Group prioritizes the provision of clean, safe drinking water to underserved communities.

Through strategic partnerships and initiatives, they aim to reduce waterborne diseases and improve overall public health.

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Leading The Charge In The Fruit Milk Market

Nutri-Milk is a premium fruit milk drink brand offering a natural fruit taste that has captured the hearts of millions across Nigeria and beyond. As a flagship product of CWAY Food & Beverages, Nutri-Milk's formulation combines nutritious milk with rich fruit content, essential vitamins, minerals, and

energizers that support healthy body cells. Over the years, Nutri-Milk has established itself as a trusted, nourishing, and refreshing beverage, perfect for individuals and families looking for both great taste and nutrition.

The Brand & Its Benefits
Nutri-Milk comes in 6 delightful fruit flavors - Apple, Pineapple, Orange, Pear, Banana, and Peach. Fortified

with essential vitamins and minerals, it offers a creamy goodness and fruity taste that appeals to a wide range of consumers. The beverage provides energy, nourishment, and refreshment, making it the ideal choice for everyday consumption, whether at home, at work, at school, or on the go.

Nutri-Milk actively engages with its consumers through various initiatives



such as: Exciting consumer promotions and giveaways to reward loyalty, Influencer and celebrity collaborations to drive engagement, Sponsorships and brand activations at major events, Seasonal campaigns, such as Valentine's and Christmas, to promote love and shared moments.

Over the years, Nutri-Milk has experienced tremendous growth, becoming a household name across Nigeria and West Africa.

With a continuously expanding product line that includes a variety of flavors to cater to different consumer preferences, Nutri-Milk has secured a strong market presence. Through

“
Over the years, Nutri-Milk has established itself as a trusted, nourishing, and refreshing beverage, perfect for individuals and families looking for both great taste and nutrition.
”

innovative campaigns and an unwavering commitment to quality, it has solidified its position as a leading beverage brand in Nigeria. Nutri-Milk is dedicated to nourishing lives, delivering great taste, nutrition, and exciting experiences to its ever-growing consumer base.

Recent Recognitions & Awards
Most Outstanding Milk Drink Brand of the Year - Brandcomms Awards 2023, Most Outstanding Milk Drink Brand of the Year - Brandcomms Awards 2024, Leadership Award in Flavored Milk Drink of the Year - Marketing Edge Award 2024, Influencers the Brand has Engaged in Collaborations Recently



Nestlé Milo: Providing Consistent Quality With Innovative Approach

Nestlé Milo evokes nostalgic childhood memories, making it a trusted and familiar brand. It also maintained consistent quality. The brand is known for targeted marketing campaigns.

Effective marketing campaigns, including television commercials, social media campaigns, and school programs, which has helped to maintain brand awareness and reach new consumers.

The brand's collaborations with schools, sports organisations, and community groups helped to promote and increase its brand visibility.

Milo is a chocolate-flavoured malted powder product produced by Nestlé, typically mixed with milk, hot water, or both, to make a beverage. It was initially developed in Australia by Thomas Mayne (1901–1995) in 1934. Most commonly sold as a powder in a green can, often depicting various to a

sporting activities like badminton or football, Milo is available as a premixed beverage in some countries and has been subsequently developed into a snack bar, breakfast cereal and protein granola. Its composition and taste differ from country to country.

The brand is popular in various countries worldwide, particularly in Australasia, Asia, Africa, and Latin America. In 1934, Australian industrial chemist and inventor Thomas Mayne, who worked at Nestlé, developed Milo and launched it at the Sydney Royal Easter Show.

Mayne came up with his formula for Milo, combining malt extract (made from malted barley), full cream milk powder, cocoa, sugar, mineral salts, iron and vitamins A, D and B1 in an attempt to develop a complete balanced food drink which contained all the necessary proteins and minerals. It was intended to help children to obtain enough nutrients in their diet.

Nestlé Milo has enjoyed significant growth in the Nigerian FMCG market. Key factors contributing to this situation include substantial brand equity, effective marketing and distribution, product innovation, years of economic development, the rise of the middle class in Nigeria, and adaptability.

Nestlé Pure Life Sparkling Water: Promoting Healthier Nutrition And Lifestyle

Nestlé Pure Life Sparkling Water is sourced and produced locally. The product came to fill the gap in the Nigerian market by being the first plain sparkling water produced locally. The product came to join Nestlé Pure Life Premium Water and Nestlé Pure Life Protect fortified with Zinc as healthy hydration alternatives for consumers.

Nestlé Pure life is committed to promoting healthier nutrition and lifestyle for all. Nestlé Pure Life Sparkling Water is made of purified water with CO₂ and has zero calories with no sugar added.

Commenting on the product during its launch in Lagos, the Managing Director and CEO of Nestlé Nigeria



PLC, Mr. Wassim Elhousseini said, "We are excited to announce the entrance of Nestlé Pure Life Sparkling Water, the first made in Nigeria plain sparkling water. The sparkling water segment in Nigeria is a gap no local brand has been in a position to fill until now. This product comes to join Pure

Nestlé Pure Life Premium Water and Nestlé Pure Life Protect fortified with Zinc as healthy hydration alternatives for consumers."

"As with all Nestlé brands, Nestlé Pure life is committed to promoting healthier nutrition and lifestyle for all. Nestlé Pure Life Sparkling Water is made of purified water with CO₂ and has zero calories with no sugar added."

The launch of Nestlé Pure Life Sparkling Water further demonstrates the company's commitment to the growth of the Nigerian economy by locally sourcing and producing high-quality nutritious food and beverages to meet the needs of consumers across the country.

Golden Morn: An Iconic Brand Offering Essential Nutrients For Families

Golden Morn, an iconic brand from the stable of Nestlé, the good food, good life company, committed to unlocking the power of food to enhance quality of life for everyone today and for generations to come.

Developed in Nigeria in 1986, the homegrown brand has evolved into an iconic brand, loved and trusted by Nigerian families.

Golden Morn cereal brand is a nutritious, delicious and filling cereal made from locally sourced whole grains. It contains over 50% of whole grains in each pack and is fortified with essential nutrients such as vitamin A and iron.

In 2015, more than 200 million Golden Morn servings were eaten by families in Nigeria, boosting the consumption of whole grains.



Over the years, the brand, has created shared value with the local farmers who supply 100% of the homegrown Maize and Soya beans used in the production of the nutritious, great tasting family cereal.

The brand is more than just a breakfast cereal; it's a brand driven by purpose, dedicated to nourishing families across Nigeria, while protecting the planet for the next generation.

Golden Morn sources 100 per cent of its maize and soya locally, collaborating closely with Nigerian farmers to ensure the freshness and quality of its ingredients. This partnership guarantees a superior product while bolstering the local economy and empowering farming communities.

“Over the years, the brand, has created shared value with the local farmers who supply 100% of the homegrown Maize”

Maggi: Providing Goodness Of Homemade Food

Maggi was founded in 1872 by a Swiss entrepreneur called Julius Maggi who had a vision to make good-tasting and nutritious food accessible to time-poor, working families. Julius Maggi came with the solution of a protein based vegetable dish, which was quick, easy and inexpensive to prepare. In 1886, Maggi became recognized as a pioneer of industrial food production and healthy cooking by introducing dehydrated soups that were ready to cook.

Today this vision is more relevant than ever before as Maggi has become synonymous with taste and quality. Maggi is a heritage brand which has been in Africa since the 1950's and it's recognized with a trademark of the MAGGIStar.

The Maggi Logo is characterised by the red and yellow colors and is



available in pressed tablet, powder and liquid formats. CWAR is the largest MAGGI cube producing market in Nestlé and sells over 100million cubes in the Central West Africa Region daily.

MAGGI enables consumer to provide goodness of homemade food, which makes consumer feel essential to the health and happiness of those preparing meals for every day.

MAGGI has developed a set of products and services designed according to homemade food quality and based on In-depth knowledge of local homemade taste and food culture Convenient products and services enhancing the pleasure of cooking Commitment to making the products with care; nutritionally sound and made with familiar ingredients as used at home Supporting and transmitting the local homemade food culture and the good food habits to the next generation.

“MAGGI enables consumer to provide goodness of homemade food, which makes consumer feel essential to the health and happiness”

Supa Komando Energy Drink: Providing Consumers Energy To Conquer Daily Hustle

Supa Komando Energy Drink is manufactured by Seven-Up Bottling Company (SBC), designed to empower individuals to conquer their goals and give them the energy to Fire On and seize the day. Supa Komando is committed to providing consumers with the energy they need to conquer their daily hustle.

This energy drink is a popular energy drink in Nigeria that has come to stay as a result of its affordability and unique taste. The product is the ideal option for anyone seeking a rapid energy boost. It has a mildly carbonated sweet-tart flavour and is packaged in 30cl and 50cl PET bottles as well as 33cl cans. It is a great approach to gain the energy consumers need to finish any tasks because of its natural ingredients, which include taurine, ginseng, and guarana.

Recently, Seven Up Bottling Company, launched a new consumer-centric TV commercial for the vibrant



and award winning innovative energy drink brand, Supa Komando.

Commenting on the commercial, Senior Brand Manager, Marketing, SBC, Yewande Ade-Alao, said the commercial highlights some of the daily challenges faced by consumers and how Supa Komando serves as a

reliable companion during tough times. It is imperative that the communication continue to reinforce the message that Supa Komando inspires consumers to “Fire on” in their daily hustle.

“Every day, we all face challenges in our journey towards growth and success. When faced with overwhelming situations or daunting tasks, Supa Komando stands as a beacon of inspiration, motivating consumers to channel their inner strength, and achieve their goals,” Yewande explained.

The commercial portrayed various Supa Komando consumers, including a student, a production manager, a content creator, a skater and an entrepreneur, all feeling overwhelmed while dealing with varying challenges as they go about their daily hustle. The Supa Komando brand ambassadors act as motivational voices, encouraging them to “Fire On” till they succeed.

Hydr8 100 Carbonated Isotonic Drink: Keeping Consumers Replenished And Refreshed



Nigeria's leading beverage company, Seven-Up Bottling Company (SBC) recently launched, Hydr8 100 carbonated

isotonic drink into the Nigerian market.

The exclusive launch took place during a 2-day “Jolibration” event in Lagos which had a diverse array of attendees, including customers, celebrities, partners and Lagos socialites.

The launch was a carefully curated experience put together by SBC to give guests a first-hand experience of the unique and refreshing taste of Hydr8 100.

Hydr8 100 is the carbonated isotonic drink that is set to become a household favourite. It is packed with essential vitamins and electrolytes and comes in three delightful flavours – Strawberry, Pineberry, and Tangy Twist. Like its tagline “Keep Your

Bounce”, this refreshing beverage is created to keep consumers replenished, refreshed, and rehydrated as they go about their daily activities.

Whether you're an athlete, a professional, or just someone looking for a tasty way to replace your lost electrolytes, Hydr8 100 has something for everyone.

“*Hydr8 100 is the carbonated isotonic drink that is set to become a household favourite.*”

Amaizing Day: An Instant Breakfast Cereal, Richly Fortified With Calcium For Children

For over six decades, Flour Mills of Nigeria (FMN) has been championing growth in the FMCG industry as an integrated food and agro-allied company and manufacturer of superior quality products. FMN owns the iconic Golden Penny brand and has orchestrated a series of wholesome nutritious food products for the consuming pleasure of many.

In its effort to ensure that parents have access to nutritious food for themselves and their children, the company through its core purpose of feeding the Nation every day proactively created Amaizing Day breakfast cereal mostly for children.

Amaizing Day breakfast cereal is a soft-flake instant breakfast cereal made from the right combination of nutritious natural ingredients which are Whole Maize, pure Soya Bean flour, and Cassava flour.

It is also prepared with Vitamins and Minerals that support the growth and development of a healthy body, sound mind, strong bones, and sharp eyes.



Amaizing Day breakfast cereal is exceedingly fortified with four key nutrients (the power of 4) needed for a child's mental and physical development as listed: Calcium, for bone health. Amaizing Day breakfast cereal is richly fortified with calcium and thus should be every mother's breakfast choice for their children to help build their bones, body, and mind.

Protein, for growth and maintenance of body cells and tissues. Golden Penny's Amaizing Day cereal is a sure source of protein for children. Parents who feed their children Amaizing Day breakfast cereal get to see them identify and manifest their 'amazing' early in life.

Dietary Fibre, for easy digestion: Dietary fiber is an essential part of a healthful diet. Golden Penny now brought this goodness to every parent's doorstep through its superior quality breakfast cereal, Amaizing Day. As a wholesome source of Dietary Fibre, Amaizing Day breakfast cereal is designed to afford kids an opportunity for a wholesome meal in every pack.

Vitamin A, for clearer Vision: it helps form and maintains healthy teeth, skeletal and soft tissue, mucus membranes, and skin. It is also known as retinol because it produces pigments in the retina of the eye. Amaizing Day breakfast cereal is richly fortified with Vitamin A that promotes good eyesight for children, and for stronger and sharper vision.

D'Vybe Carbonated Soft Drink: Innovative And High-quality Beverage For Nigerians

D'Vybe is a sweetened carbonated soft drink from the stable of Seven-Up Bottling Company (SBC) that invites consumers to embark on a journey of flavour exploration. With two exciting flavours – Chapman, and Ginger, D'Vybe celebrates individuality and diversity. It offers consumers the freedom to express themselves through their beverage choices, encouraging them to break free from the ordinary.

With the launch of D'Vybe and Hydr8 100 into the Nigerian market, SBC has

once again shown its dedication to serving its customers with innovative and high-quality beverages.

The product is not only tantalising to the taste buds but also reflect the diversity and individuality of consumers in Nigeria.

SBC's commitment to innovation and customer satisfaction is evident in its introduction of D'Vybe that meets the evolving needs and preferences of its consumers, providing Nigerians with the best possible beverage experience.



CWAY HOME

Mobile App

Experience The Comfort

ORDER CWAY REFILL WATER

**GET FAST DELIVERY
TO YOUR DOORSTEP**



Scan QR Code to Download the App



MARKETING SPACE

Brand, Marketing & Advertising Trusted Journal



CELEBRATION IN GRAND STYLE



...Sooo Smooth



An Innovative Brand, Driving Nigeria's Fruit Juice Market

...Wins Marketing Space Innovative Soft Drink Brand of the Year - 2024



osa Fruit Drink, is proudly Nigerian and ranked as the No.2 fruit juice brand in Nigeria according to Nielsen (a global data analytics company) having

being launched in Nigeria in 2022.

Sosa is available in five delightful flavours: Orange, Apple, Orange Passion Mango, Cranberry, and Mixed Berries. Sosa hydrates, nourishes, refreshes, and satisfies kids, families, friends, and loved ones.

The availability of the brand in 35cl and 1Litre provides options for consumers to hydrate on-the-go, during their daily activities and special moments. Sosa focuses on Family, Festivals, Sports, Moments and Seasons giving you smooth vibes all year round.

A brand for all important moments Sosa Fruit Drink, since its launch in 2022 has focused on building and creating memorable experiences around special moments in the family unit. Additionally, the brand is particular about building connections, whether siblings, friends or

colleagues. With its unique activities and experiential events, the brand creates unforgettable moments. Sosa is the perfect brand to pair with different meals (Local and Intercontinental).

Innovation beyond expectation Sosa Fruit Drink is an innovative brand that bridges the gap between different age groups; with 5% fruit juice providing a healthier choice for all classes of Nigerians.

The unique proposition for the brand is the smoothness in taste and diversity of flavors for each consumer. It is available in 35cl and 1-liter PET packaging. In addition, the brand is



L-R: Innocent Adulugba, Former Corporate Communications Manager, Rite Foods Limited; Ayobami Lukman-Ishau, Publisher/Editor-in-Chief, Marketing Space Magazine; Ruth Mark, Assistant Brand Manager, Sosa Fruit Drink; Adedotun Ajibade, Media Insight Manager, Rite Foods Limited, during award presentation to Sosa Fruit Drink as Innovative Soft Drink Brand of the Year - 2024 held recently in Lagos.

perfect for mobility, whether it's in lunch boxes or at gatherings.

A category driver
Sosa Fruit Drink is a growing market leader, currently No.2 in the fruit juice category and consistently driving the total fruit juice market in Nigeria.

The brand is available in different regions across Nigeria and is becoming a household name, especially with kids.

The brand is currently making strides by cupping 'Outstanding Fruit Juice Brand of the Year' (2022), 'Innovative Soft Drink of the Year' (2024),

'Breakthrough Innovation Winner' (2024)

Made in Nigeria for the world
Sosa Fruit Drink is a proudly Nigerian brand produced in Ososa, Ijebu-Ode, Ogun State. The brand is produced according to international standards and is above par compared to other players in the category.

Sosa Fruit Drink, in just two years, has already made impact and left a market in the minds of Nigerians, especially her T.As. The brand is a game changer for consumers and families in Nigeria.

“
Sosa Fruit Drink, since its launch in 2022 has focused on building and creating memorable experiences around special moments in the family unit.”



DSTV A Leading Pay TV Brand Konwn For Innovative Contents
 ...Wins Marketing Space PayTV Brand of the Decade - 2024

MultiChoice Nigeria was launched in 1993 as a joint venture between MultiChoice Africa and Adewunmi Ogunsanya (SAN). Since inception, the company set out to provide quality entertainment in homes across Nigeria through its DSTV and GOTV platforms.

DSTV is rated as the number 1 satellite cable TV service in Nigeria and Africa. It offers DTH (direct-to-home) pay-TV services to its customers. It prides itself in providing one of the most affordable bouquets on the African continent.

The platform is known for innovative products and has a wide array of products which include HD PVR decoders, mobile streaming services (Showmax and DSTV Now), and different HD channels.

DSTV has positioned itself as a leading pay TV brand that has the best selection of channels of any of the DTH satellite TV services in Africa. It provides customers with high-quality digital TV signals as well as HD

channels. Customers can watch all kinds of interesting content on DSTV including sports, movies, music videos, religion, news, and more.

One of the key pillars of its founding fathers is to enrich lives within the communities in which the organization operates. They recognize that the sustainability of the business is intertwined with the well-being and advancement of the communities they operate. MultiChoice creates socioeconomic value through day to day business operations, investment in CSI/CSV, education, training, sports and local infrastructure.

Through its Socio-Economic investment, the organization has made significant contributions to the growth of the Nigerian economy, driven entrepreneurship and provided employment opportunities through its channel distribution platforms. Through their investment in infrastructural development, MultiChoice stays committed to the continuous growth of the diverse sectors of the economy.

MultiChoice is constantly enriching and empowering Nollywood by commissioning engaging content and

giving the country's talent a continent-wide digital platform.

By purchasing and commissioning local content, the organization makes a positive impact, empowering and growing indigenous film makers and adjacent industries to further generate more income for the country. MultiChoice Nigeria strives to make a positive impact and minimize negative impacts on the communities in which it operates. Recognizing that failure to do this would be living at odds with its mission of Enriching Lives.

“DSTV has positioned itself as a leading pay TV brand that has the best selection of channels of any of the DTH satellite TV services in Africa.”



MY SOUP'S FIRST CHOICE

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





Setting The Pace For Other Bedding Brands

...Wins Marketing Space Bedding Brand of the Decade - 2024

Mouka Limited, Nigeria's foremost mattress and bedding products manufacturing company, has been at the forefront of ensuring people get quality sleep and maintain a healthy lifestyle. For this feat, the company has received lots of accolades within and outside the industry it operates. In December 2024, the bedding products manufacturing company added additional feather to its cap by winning another prestigious award as Bedding Brand of the decade, its Head of Marketing, Tolu Olanipekun won Marketing Professional of the year, from Nigeria's top marketing and advertising publication, Marketing Space.

Amazingly, from decade to decade and generation to generation, the brand Mouka has been giving comfort and peace of mind to consumers through its excellent range of mattresses and sleep accessories.

Mouka's journey dates back to 1959 when it was founded by the Faiz Moukarim family in Kano State,

Nigeria. The company first started out as a factory named Moukarim Metalwood with the focus to manufacture furniture and iron beds. As the company progressed, they ventured into other products like mattress which it is mostly recognised for pillows, mats etc.

In no time the company expanded to Lagos in 1972 with a rebranded name, Mouka Limited and a mission to broaden its horizon. From then on, the company has established production facilities in Benin and Kaduna, from where it distributes to other parts of Nigeria.

Mouka rose to the top in the industry and earned the reputation as a leader in the manufacturing of polyurethane-based products in Nigeria. The company continues to gain more market share by reaching its customers through thousands of distributors and sub-distributors across the country.

Exhibiting its leadership position, in 1992, Mouka spearheaded the end of carbon-flouro-carbon (CFC) materials during production. Also in 1999, it became the first foam company to receive ISO 9001 certification for other

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Mouka rose to the top in the industry and earned the reputation as a leader”

(Laboratory) in Nigeria, thereby setting the pace for other brands.

Mouka has not only built a brand but has carefully selected a team of dedicated individuals to manage the company. Its staff remain committed to the brand's values and vision.

The company is reputed in the industry for its world-class mattresses. Some of the company's range of innovative products include Mouka Mondeo Spring mattress, Mouka Dreamtime Children's mattress, Mouka range of pillows, Mouka Mozzi range of insect repellent products, and Mouka Flora mattresses. Recently, the company introduced an improved version of its orthopaedic mattress range, Regal and Regina to meet the physiological needs of users of the products.

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