

blm

GUIDE

TO PUBLIC RELATIONS

Tips, tools and tricks for everyone interested in smart PR

bhm
GUIDE
TO PUBLIC
RELATIONS

Tips, tools and tricks for everyone interested in smart PR

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For Public Relations practitioners,
enthusiasts and students.

Introduction

To be honest, I almost didn't write this. Of course, as everyone insisted, I had to be the one to write an introduction to this collection of our thoughts on how to do PR in this age. But, I wasn't sure. Should I meme the entire thing? Should I make it into a thread? Perhaps I should dig out the tweeter in me and do a 140 character intro?

Our curator Enitan loves Snapchat and Facebook Live, so I wondered for a minute if to switch my iPhone into selfie mode and do a quick two minute video.

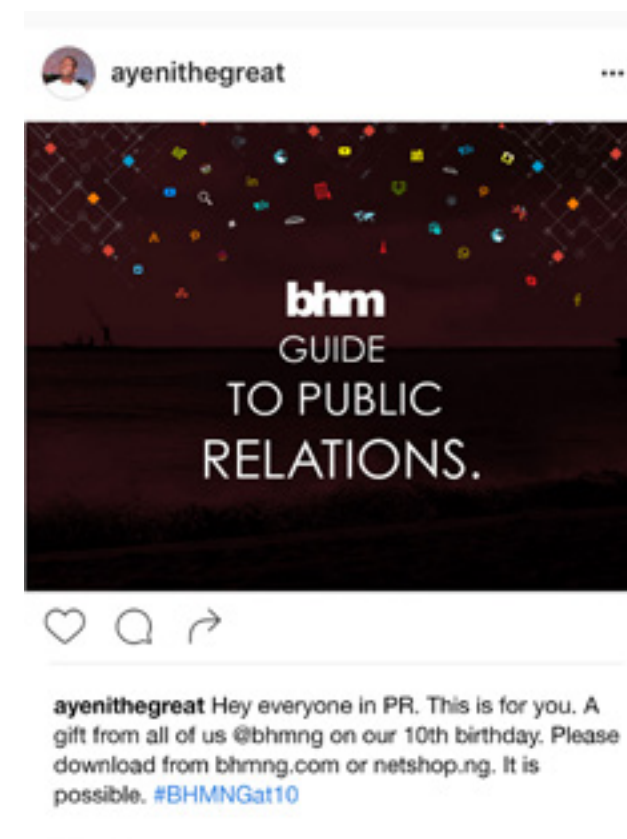
Why write such long prose if you're trying to show the world that things have changed and people actually now consume much more images than text?

So I composed a tweet:

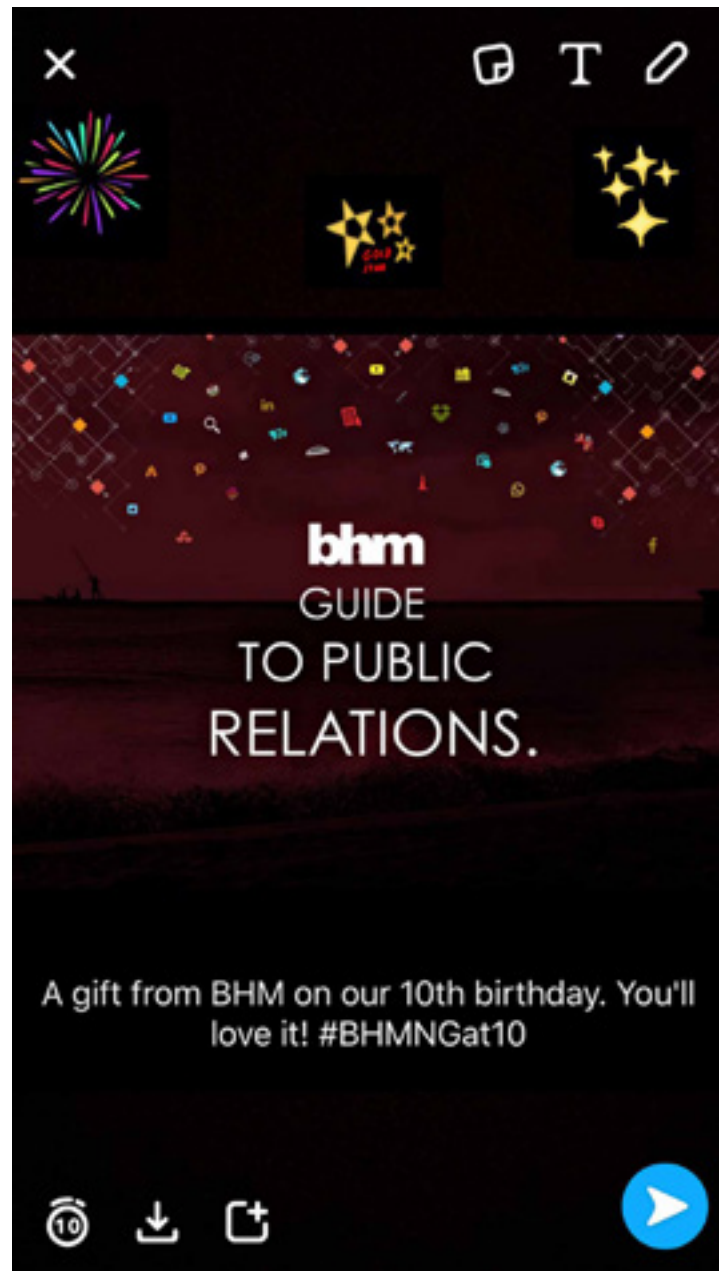


Looks like it's too short and basic.

Let's try an IG Post



Which one is better? Or you prefer Snapchat?



Then someone said, "How about Facebook?"

But my Instagram is connected to my Facebook account!
LOL!

I hope you enjoy this small gift from a little Lagos agency!

- **Ayeni Adekunle Samuel**



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PR in Nigeria



Photo Courtesy: Livespot Group

PR in Nigeria

With over 160 million inhabitants, Nigeria is the most populous country in Africa and the seventh most populous country in the world. The country has one of the largest youth populations in the world.

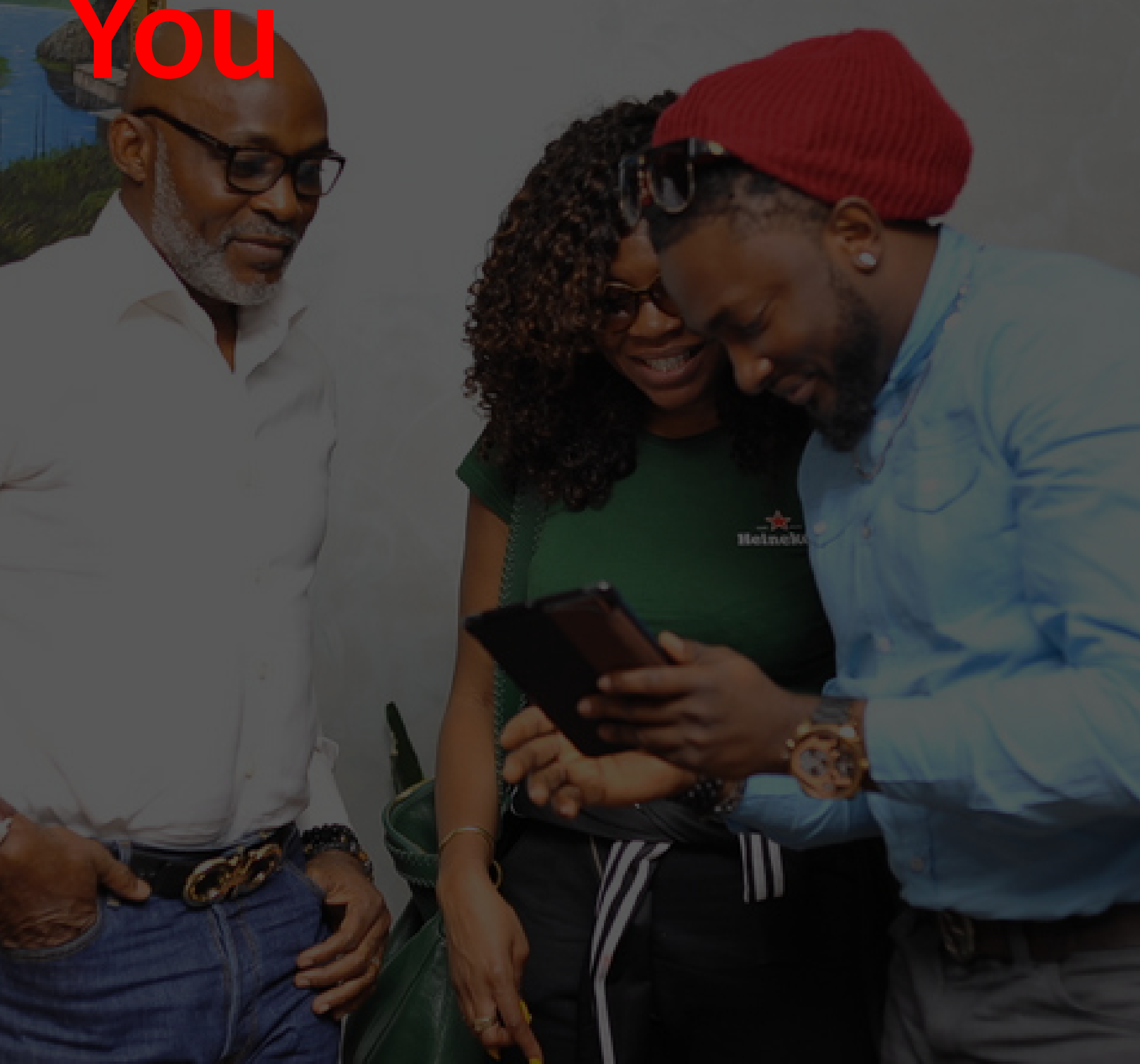
According to reports as at the end of July 2015, ¹Nigeria is the world's 20th largest economy, worth more than \$500 billion and \$1 trillion in terms of nominal GDP and purchasing power parity respectively. Nigeria is considered to be an emerging market by the World Bank; it has been identified as a regional power on the African continent, a middle power in international affairs and has also been identified as an emerging global power.

The growth of civilization, industrialization and political development paved the way for PR's introduction into Nigeria.

PR practice in Nigeria began with the establishment of the Iwe Iroyin newspaper by the late Reverend Henry Townsend of the Christian Missionary Service (CMS) in 1859. Public Relations was fully initiated by the British during the colonial era, who were seeking ways to convince Nigerians of the advantages of colonial rule because of efforts of nationalists to stir up the fight for independence in the public. The British employed Public Relations, through mobile cinemas, posters, television programmes etc. These tactics were meant to sensitize Nigerians on what the colonialists were doing for the benefit of the nation as well as what the colonialists expected of Nigerians in return.

Today, PR isn't what it used to be. Technological advancement is gradually changing the landscape handed down by the founding fathers of the profession and providing opportunities and threats for an industry that is yet to achieve potential.

Tips To Guide You



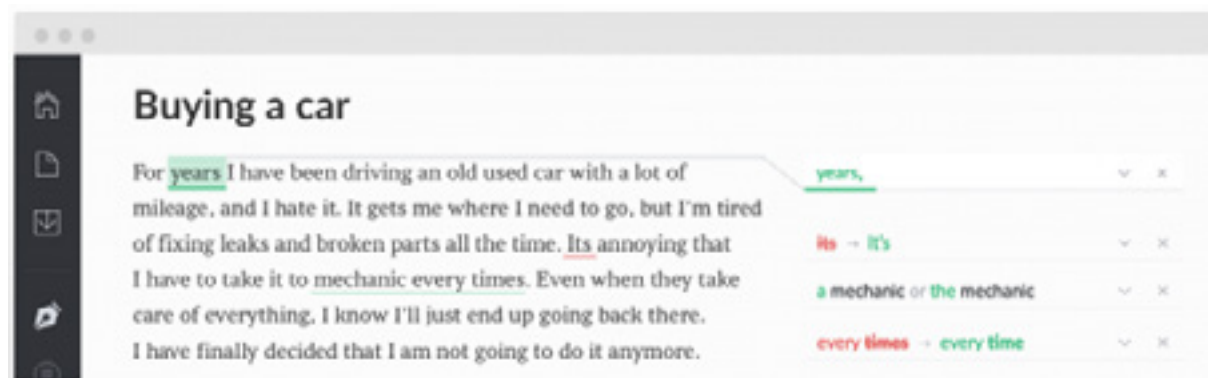
Four Tools To Help You Write Better

 Adeyemi Falade

Writing has become an important part of our everyday lives, especially on social media. Sadly, a lot of people get it wrong, (as one does not need to be a professional writer, to write properly).

It is not only about bad grammar, although there's plenty of that, there are other things like context to be taken into consideration when writing for the public, and yes, your timeline is public.

Here are four tools that can help you write better, and trust us, they do all the work.



Grammarly for Chrome

As annoying as one might find Microsoft's spell check, one definitely misses it when typing online, here's where Grammarly steps in. Grammarly for chrome users, helps catch errors, whether you're writing on Facebook, composing a mail with Gmail, or composing a tweet.

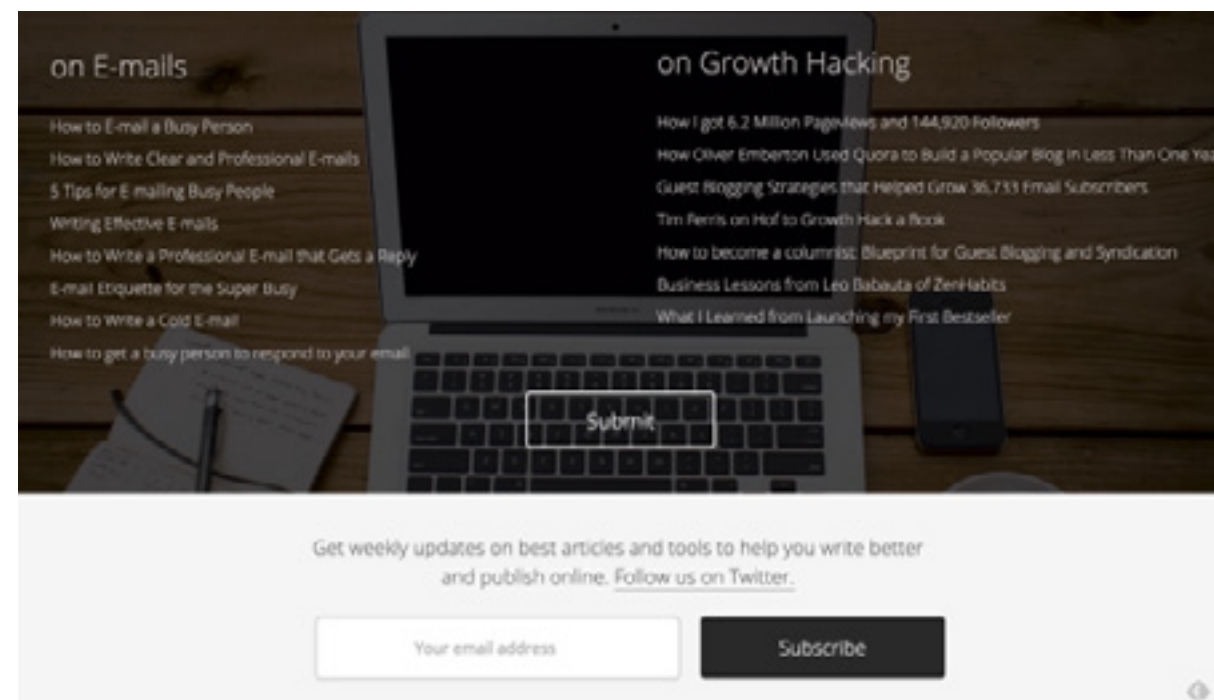
Hemingway App makes your writing bold and clear.

The app highlights long, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over it for hints.

Hemingway

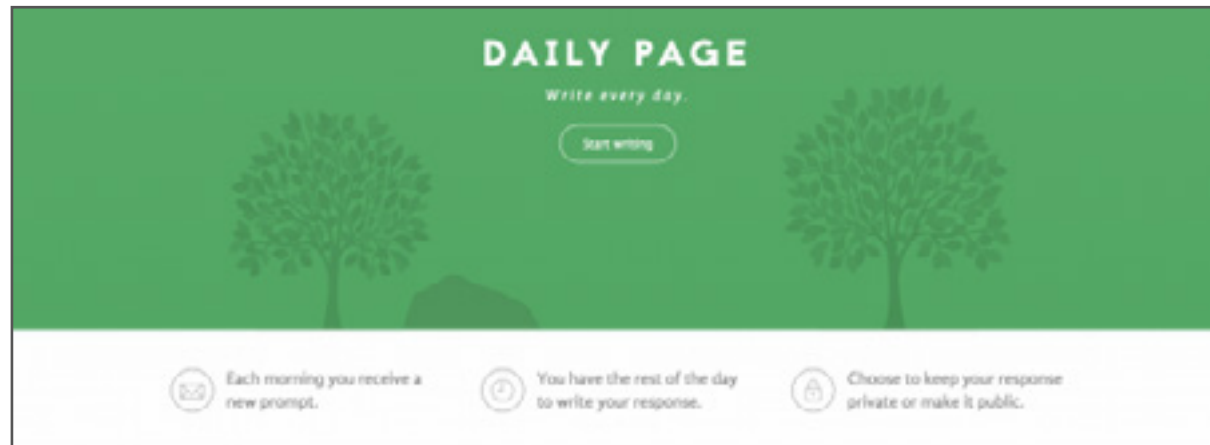
This app helps one form precise succinct sentences, as opposed to long rambling ones. It will even help you sound profound on twitter!



Writepls

Now that almost everyone who can write a sentence has a blog, it is important

that one gets the best writing tips from an a trustworthy source. Writepls provides informative and useful articles on writing.



Daily Page

Daily page is a way to literally get one's writing juices flowing. The app sends a prompt phrase in the morning, and gives the user the whole of the day to respond in one or two paragraphs. This way, one is constantly playing with words, and writing, no matter how little, so there's no excuse to be lazy.

Why You Should Put Out Great Content Before ADs

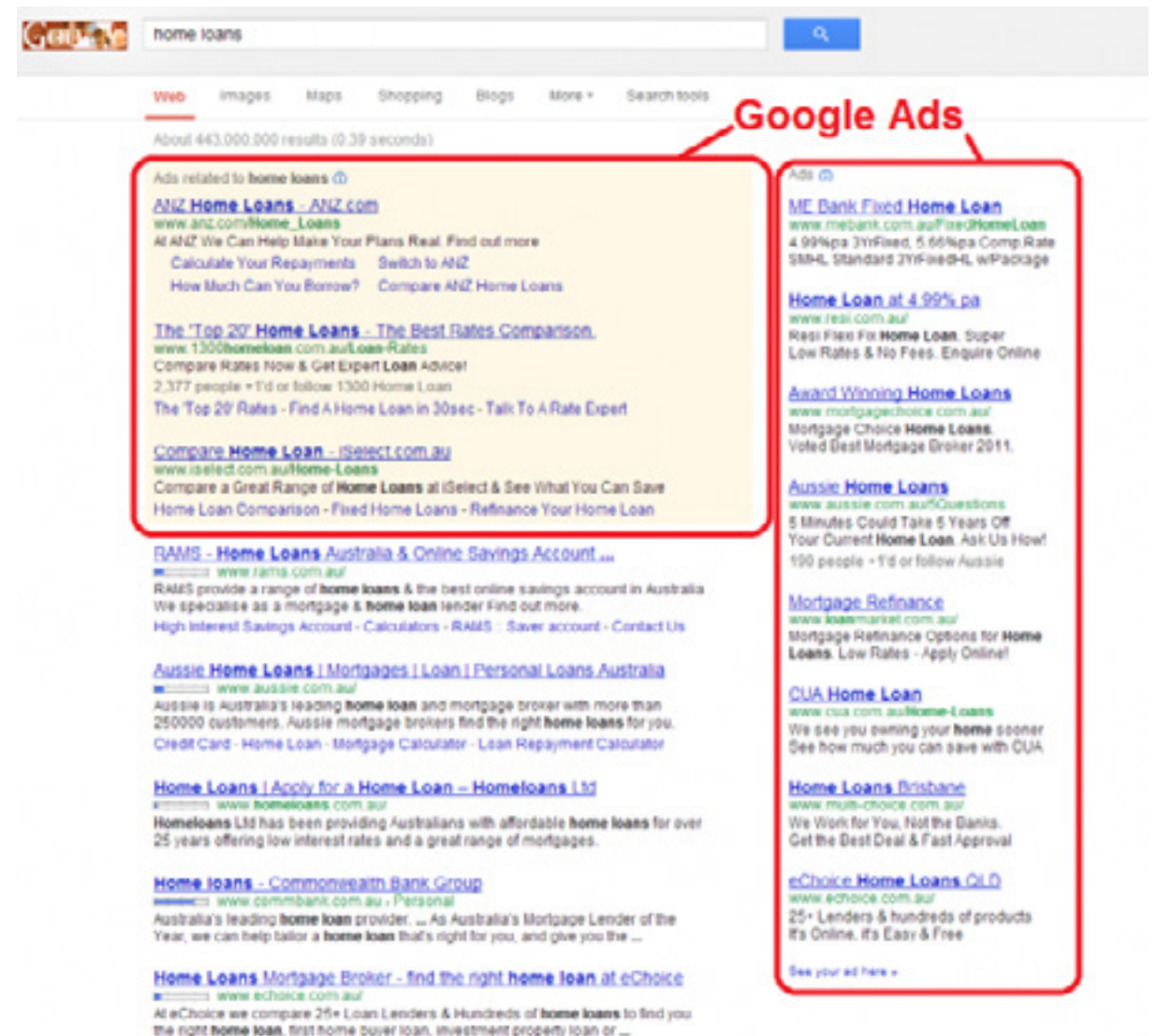
 Oyindamola Bamgbola



Forget that you own a business or that you work for one and think like a customer while you answer these questions, and please be frank:

- How many of the names and businesses that push out ads on a frequent basis did you come across before you seeing their ads?

- For the ads you clicked on and the outcome was not impressive.... how many times (later) did you go back to check the site?
- How many times have you recommended a website based on their ads?



The plethora of ads we come across on a daily basis can be overwhelming. Websites are flooded with them. Social media is full of them. The roads are decorated with billboards and digital signage, and streets are covered in posters and littered flyers.



In this part of the world where it is hard to trust just any advertising (like those boldly painted phone numbers of electricians and house maids plastered on public walls), it is necessary to define who you are, what you do and who you are talking to beyond your website 'about us' page. Create content that resonates with your target audience. Supply information that is valuable to your public. Be visible wherever they are. Producing content, then pushing out ads will promote brand recognition and remembrance. Also, producing content first before ads helps:

1. Authenticates your business, especially if you write about things you have done for previous or existing customers.

2. Positions you as a business that is constantly thinking about the needs of its target audience.

If it's too much work for you, hire a blogger or simply quote credible sources and hyperlink your sources as a way of giving credit.

[#FoodForThought](#)

9 Things Brand Marketers Should Look For In PR And Creative Agencies

 Femi Falodun



With the current boom in online publishing and micro-blogging, many creative, digitally-savvy young Nigerians (mostly undergraduates and fresh grads) are now turning their social media hobbies into marketing businesses.

Also, more and more brands are beginning to directly engage these

'influencers' for marketing campaigns, incorporating them into their firms' overall digital strategies and bypassing traditional agencies along the way.

Alarmists would say the traditional 'agency' model is headed for extinction, but the present lack of standardisation, absence of quality control and often-seen crude execution in the 'influencer marketing' world on social, still leaves much room for smart agencies to thrive in this new age.

So, for brand managers and C-suite marketers desperately searching for that 'endangered species' of agencies who possess the much-extolled values of old, spiced up with the pizzazz, swag and craze of the new social age, here are some 9 things to look out for when trying to identify the right agency.

1. What's their history?

Who have they worked for? Ask them for case studies and research their past work. What do people say about them? These will give an insight into what they have offered in the past. The Internet never forgets. Google them.

2. Who leads their team?

Who is the Steve Jobs to their Apple, the Jeff Bezos to their Amazon and Richard Branson to their Virgin? What is the profile of the founders and what are their antecedents? A look into the kind of leader they have may tell you the kind of culture prevalent in their system.

3. How young is their team?

In most cases, the younger, the better. Young communicators find it easier to keep up with trends, understand millennial markets and are more agile, flexible and crazy – which is usually a good thing. Let them pour all that

youthful energy into your brief and see magic happen. A young team also comes with less baggage brought on by 'Life' – they can work longer hours, are eager to travel and are more open to trying out new stuff.

4. Are they specialists in your industry?

Okay, so the agency has done some great B2C work for FMCGs in Lagos, but how will they cope with communication for the B2B service your company offers in Abuja? Be very sure they have capabilities in your niche market and the audience you want to reach.

5. How 'digital' are they?

Hello, it's the age of digital – Drones, Snapchat, Instagram, Vine, Facebook Live, Artificial Intelligence, Chat-bots, Autonomous cars, Virtual Reality, 3D Printing, Kimojis, Lemonade, Drake memes, Damn Daniel... This is really a no-brainer.

6. How transparent are they?

Your agency doesn't have to reveal everything they do and how they run their day-to-day business. However, some sincerity, honesty and openness on their part is necessary. When they act all too secretive and closed, then keep your wallet closed. They shouldn't be getting your money. Be sure of what they are promising to offer. Don't take random generalities. Get as close as possible to specific KPIs from their proposals and budgets.

7. Are they using their own medicine?

"She who intends to make one a garment, must first be assessed for the type she is wearing on herself." – Yoruba Genius, AD 980. Any agency worth

its salt will offer themselves some of their own services. You can't claim expertise, when your own brand doesn't ooze that same value that you are pitching to a client. That's a scam.

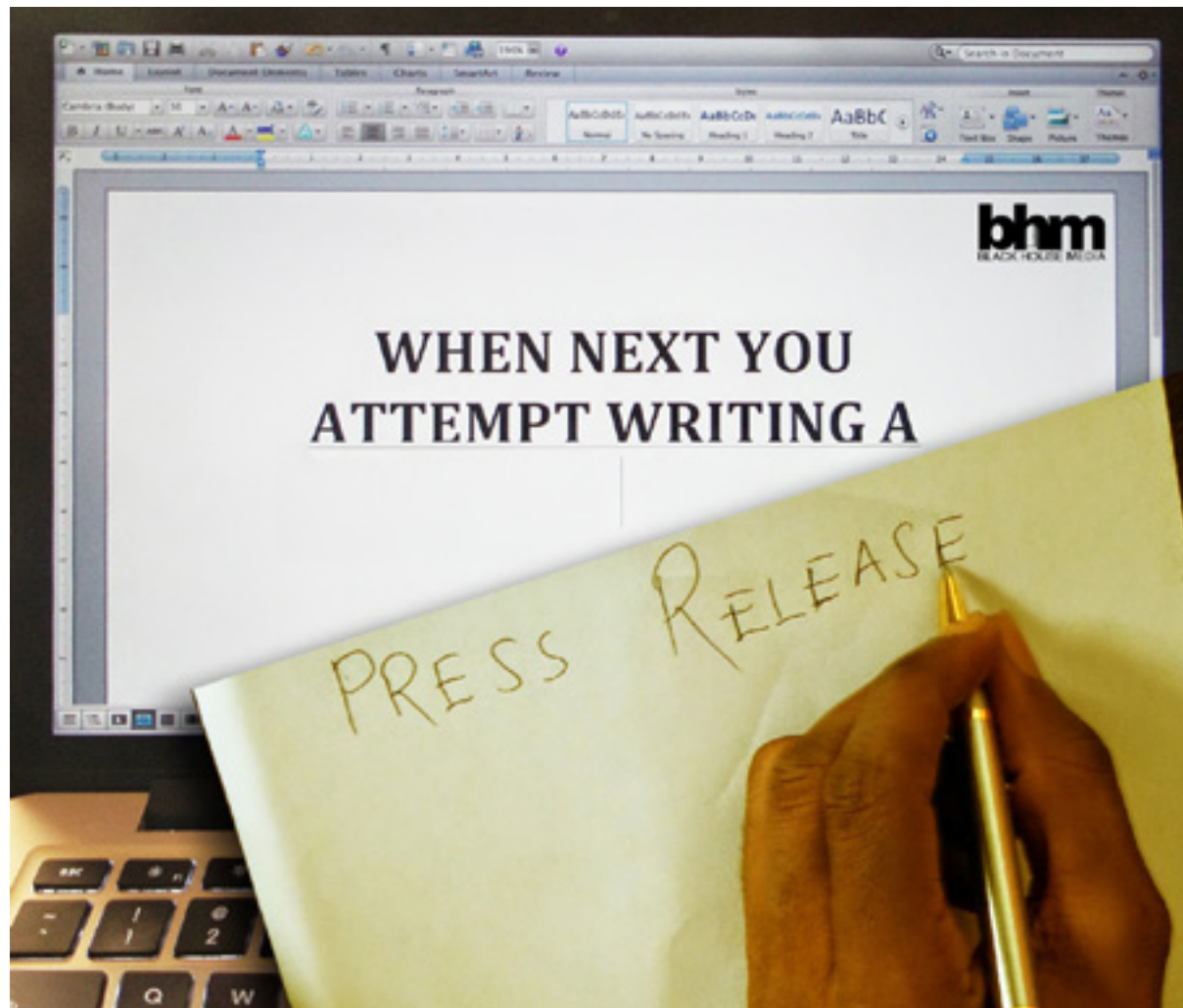
8. Are they delivering results?

So, months after engaging your agency, with many retainer payments under the bridge, all you still get are stories of "it's coming", no concrete ROI to report to management, and no deliverables forthcoming, then it may be that you've entered a bad marriage or better still, what Nigerians call "one-chance". Hopefully, your lawyers wrote a prenuptial agreement in the wedding contract? Please fire the agency, before your customers or worse still, your boss, fires you!

9. Do they even listen to you?

It is true that you hired the agency because they have skills you do not have. However, this is still your brand, your product, your baby, about which you know more than anyone else on earth. This single reason is why your agency must yet take cues and direction from you, no matter how wild they want to run or how many creative geniuses they put on your account. Give them room to shine and flourish, but don't let them forget who the real boss is. You pay the piper sir/ma, please dictate (most of) the tune.

You're not a PR pro. You're not a PR pro. (repeat 10x). You're a storyteller giving your audience the scoop



Writing press releases is one of the most important jobs a Public Relations pro will have to do regularly. In Nigeria and the world over, most people in PR write more stories than journalists and reporters. Yet, few know the basic rules. Many fail to follow the tenets, to their own peril.

According to Yewande Olanrewaju, a former PR Executive at Black House Media, "In my few years of practice, I've realized that communicating with your target audience in the "right language" is worth much more than all the bonanzas and promos...but then finding that right language, tone, angle is the real hard-work".

Here are a few tips from BHM. You're welcome!

- Boring or weak headlines are a no-no. Make sure your headline is compact and very interesting. In cases where you are stuck with serious headlines, a witty rider may help.
- Let the most exciting part of the release appear in the first paragraph. However, it must be written in a way that sustains reader's interest.
- Subsequent paragraphs must clearly state the popular 5Ws and H.
- Embrace Storytelling. Know this; You're not a PR pro. You're not a PR pro. (repeat 10x). You're a storyteller giving your audience the scoop.
- Added quotes are more believable when they are coming from a third party who must have had a first hand experience of the event/person being talked about.
- Approach sensitive news as they are and be careful not to blow it out of proportion.
- Use relevant keywords to maximally optimize search engines and use hyperlinks, PLEASE!
- Know the media you're pitching to and try your best to write content

that'll interest them – and by extension – their readers.

- The tone of the release must be breezy and exciting from start to finish
- Embrace multi media: Your release must come in different formats. Text and still images for newspapers and magazines, Video for TV, Facebook and Youtube, Text, Video embed codes and images for web and mobile, sound bytes and text for radio, etc. 'One size fits all' is so 1800s!

The Press Release is Dead. Welcome to P.R. 2.0

Enitan Kehinde



Press releases can be formal, stiff and booooooring. You and I know that they're mostly created to say what the clients want to hear, not what consumers want. You'll travel far from Lagos to Mgbidi to find a press release that's native to a platform, that doesn't have some client jargon, or that doesn't give call-to-action. Press releases no one reads. Meanwhile, non-PR people are busy breaking the Internet with well thought out materials that are thinking like self-driving cars. So when Tiwa Savage's marital issues were exposed, her team didn't put out a press release; she did a full on, [video interview](#). President Obama is also known for his quick comebacks on potentially scandalous issues. Remember the [Gates arrest controversy](#)? As

the negative stories caught fire and backlash ensued, Obama was inviting the parties over for beer. Safe to say it was a happy ending. Great save!



You can't go wrong with Live. Whether in the form of Facebook Live, Snapchat or Instagram stories, we truly cannot overemphasize the importance of live content. Remember when Nigerian DJ Obi Ajuonoma was attempting a world record? His team didn't rely on press releases; they had live content going up on social media, 24/7. Entertainment website [thenet.ng](#) has reached 1.5 million people this year alone, broadcasting content live on [Facebook](#), earning over 604K video views. People are crazy for real time content. Give it to them. Plus, wait for it, the social media platforms that give the bulk of website referrals all now prioritize native live content. You're welcome.

Speaking of videos. Remember the case of Philando Castille? His girlfriend, Diamond Reynolds, recorded him getting shot by the police on Facebook and the video got nearly 2.5million views in a few days, setting off global coverage

that may not have happened without the raw footage. As you'll see from the most successful live videos around the world, your videos don't have to be HD to get your message across. And you don't have to hire a professional or have a professional camera to get good quality videos with potential virality. The [Iphone 6s Plus](#), [Google Nexus 6P](#) and the [Samsung Galaxy S6 Edge Plus](#) are great for visual content and will do your videos justice. You can also try your hands on 360 cameras. The [LG 360 CAM](#) and the [Samsung Gear 360](#) are some good examples. Haven't heard of 360 content? Check out this photo with Prince and Oyindamola from ID Africa, [here](#).

When in doubt, meme it. Ever had pictures from an event that you just wanted the whole world to see but didn't know how to get it out there? Well why not meme them? A meme is a picture, text or video, typically humorous that is widely spread by Internet users. Once it's funny enough and has potential for virality, trust me, it will go far. Like this one from Star Music Trek 2016 in Makurdi.



Blogs are huge too! Consumers spend time having conversations on social media. Facebook, Whatsapp, Instagram, Snapchat, Twitter, Medium, etc.

And the bulk of what they will discuss will be influenced by what they've consumed online. One particular Nigerian news blog has over 15 million monthly users. Another, focused mainly on wedding and lifestyle, has almost 2 million followers on Instagram alone. These guys want the kind of content that'll make their own consumers keep coming back. PR people must think like bloggers to get value from this segment that's increasingly becoming more influential than newspapers and magazines. We'll only get great coverage if we provide amazing content that will drive traffic and engagement on these platforms.

Newsletters are one of the low hanging fruits BHM uses to stay in touch with our friends. We're not asking you to bombard your contacts with information they will find useless. Seek to add value by providing tips, leads and useful content and see people warm up to you and what you have to sell. BHM newsletters go out to over 100,000 contacts in different industries and locations. Our friends at TechCabal do this well too. You should [subscribe](#). Warning: DO NOT SPAM YOUR CONTACTS



Share Tweet Forward +1



influencer contacts. It's a sin. If you really want someone to take what you have to pitch with more than a pinch of salt, then you should be mailing them directly. Send a personalised email, address them by their first name and identified title, then go straight to the point without wasting their time. Then follow up by a phone call or short message. Remember you're not pitching a client story or brand release – you're pitching content you believe they – and their audience – would find useful. Try it. It works.

Build your own media assets. Media relations and publicity is what most people need, when they look to PR. According to [Nigeria PR Report 2015](#), 68% of clients want media exposure, as opposed to other aspects of public relations. What does this mean? We need to invest in media assets, and have some clear high level influence in that space. BHM has been investing in media assets since 2009. Today, some of those properties have become niche leaders, and our strongest supporters when we need publicity, or audience insight. Another Nigerian agency, Red Media, does this well too, investing in properties in different genres. Apart from owned assets, our partnership with radio stations, TV channels, and blogs across the county ensures we have strong partnerships that add value beyond publicity transactions. What also works? LinkedIn Pulse, Medium, Blogger, WP, etc. There's an immediate audience, on [Pulse](#) and [Medium](#) especially, if you don't have the resources to drive traffic to a new site of your own.

Use your own staff. Another low hanging fruit. No one can be a better advocate for your brands than the individuals who work with you and are sold on the vision. Do this in house, and encourage your clients to do same. Abracadabra.

And if you're still unsure, find that big idea. Take the Star Bottle Christmas

tree for example. BHM client, Star broke a world record by building the world's largest bottle tree with about 8000 bottles. The previous record holder was Shanghai with 1000 bottles. The Star Bottle tree was part of the main attractions for the annual New Year Lagos countdown in 2014 earning the brand national and international attention, like these ones from [Getty Images](#) and [International Business Times UK](#). You have to give your audience something attractive to talk about and watch your message blow up.

Everyone wins: client is happy because they see tremendous earned media, bloggers and publishers are happy because they've seen increased engagement and traffic spike, consumers are happy because you've made their day. Job well done. Pour yourself a drink!



Why You Should Read Your Competitor's Press Releases

👤 Olamide Jasanya



Beep!!!

Your device just made that familiar noise to alert you of a new email and at the first glance, you realize it's from a competing Public Relations agency or brand. For a moment, you wonder why you are on their mailing list and contemplate deleting the message.

Of course, deleting it isn't a bad idea, especially if the agency in question was the one that denied yours the chance of hitting the account. Femi Falodun

of ID Africa says, 'I read competitor's press release, sometimes just to pick holes in their stories and have a jolly good laugh. Yeah, I know...it's evil'

However, if you look past that and take a few minutes to read the release you may be learning a few things including:

- 1. How To Better Your Next Release:** This is very advisable especially if the mail is from a reputable agency. The story angle, language and arrangement are part of the many things you may learn during the short read.
- 2. Campaign Ideas:** If you are observant enough, from the language and style of the release, you may be able to decode the strategy being employed for the campaign and add to your arsenal, if you wish.
- 3. Stay Abreast Of The Industry:** If you desire to be an all-round player, grounded with the knowledge of the happenings in the industry, this is a great approach to getting this done.
- 4. Writing for audiences:** What are the notable keywords in the release? Is the language blog style or long read newspaper style? Are they speaking the audience's language better than your agency?
- 5. New Contacts?** Imagine if you just got a blast with all the contacts in an industry you've been prospecting? Little blessings, yeah?
- 6. How not to:** And in case there's nothing to learn from this lousy release with all the typos in the world- you've just learnt one big lesson on How not to be an agency that sucks. Spell and grammar checking and impeccable writing are the holy grail of communication.

Your Target Audience Description Is Probably Wrong And You Don't Even Know It

 Oyindamola Bamgbola

GOOD LUCK!

Ask a couple of (millennial focused) business owners to describe their target audience and they'll probably say this:

18 to 25 year old. Stays updated on current gossip, fashion trends and latest music. Enjoys hanging out with friends. Undergraduate, fresh graduate or has a year or two working experience.

Yes, most target audience descriptions usually sound like this. Hence, the target audience of prominent Nigerian 'brands' are (basically) the same. You find one brand in the PET beverage industry trying to talk to the target audience of a brand in the alcoholic beverage industry. Now that's not good enough.

When describing your target audience, you should be able to describe a day in the life of your consumer. In this description, the points when your consumer relates with or needs your product/service should be taken note of. These points might be called connection moments. Connection moments

help you understand where, how and when you need to sell/market yourself to your consumer.

[Internet connection required to play video](#)

HOW TO WRITE OUT A PROPER TARGET AUDIENCE DESCRIPTION

Hope this helped.

Good luck.

The Future Of PR: How Social Media Is Disrupting An Industry And What Practitioners Must Do Now

👤 Oyindamola Bamgbola



Power has shifted from the hands of media companies and PR professionals to that of the consumer

In 2014, BlackHouse Media recorded over a billion social media impressions from different campaigns. In the same year, the company introduced Nigeria's first mobile application for the media and public relations industry. Figures and facts such as these have become important parameters of growth today in the media and public relations industry.

Print readership has declined drastically over the years, with Facebook and YouTube now regarded as television's competition. Press releases, buzz words, press conferences are no longer as effective as they were during the times of Edward L. Bernays, Sam Black and Sam Epelle.

Today, technology has led to the evolution of traditional tools of PR and power has shifted from the hands of media companies and PR professionals to that of the consumer. Social media is ruling the world of communication and the fear of displacement and irrelevance has taken over the media industry. This is not unusual, as people fear what they do not understand.

Some believe that the way PR works in the 'real world' is different from the way it works on social media. This notion has caused big companies to take 'expert' advice from 'influencers' who are not certified by NIPR and PRCAN – PR regulatory bodies established by law and recognized by the Nigerian government.

Since power shifted and consumers now have the loudest voice, the line between online world and offline world has become thinner. One tweet, Facebook post, Instagram post can damage the reputation of an entire organization. Citizens on social media are constantly challenging the actions and press releases of government. Powerful movements against injustice and corruption such as #OccupyNigeria, #BringBackOurGirls and #OpenNASS all began on Twitter before going viral.

Consumers are now more informed than they were in the past, thanks to the infinite amount of information available online. This fact has made it necessary that PR practitioners use social listening tools in order to strategically interject their point of views into the discussions on social media to either change the negative perception of the public or position who or what is represented in good light.

But the success of social PR is heavily dependent on rich and fruitful relationships.

Tech companies have created platforms and opportunities to make communication between brands and their publics more amiable and intimate. Consumers relate their stories everyday on social, on their blogging platforms, on their photo or video sharing platforms. What PR needs to do is to observe and study the patterns in these stories, and then craft their messages to empathize with the public and flow with these patterns.

Sending out bulk e-mails or SMS is not really 'PR'. As the Nigerian Communications Commission (NCC) plans to regulate the menace of unsolicited text messaging, PR professionals must now focus on adopting acceptable and pleasant means of communication with their publics. Theaker (2012) claims that organizations have experienced criticism about their behaviour on social media. However, foreign brands like Oreo, Charmin, Virgin, Dutch Airlines, Heineken and others are using social media in creative and commendable ways and getting remarkable results.

On the issue of control, no one can stop consumers on social media from sharing negative or positive opinions on brands. What PR pros can do is to be proactive online and create a wonderful experience for audiences whenever they interact.

How else can one counter or nip negative opinions in the bud? Gilpin and Murphy (2010: 75) gave an example of a campaign that was created by a blogger who claimed that Johnson & Johnson's Motrin painkiller brand failed to monitor their online media on weekends. Now, this may puzzle some people because most companies take weekend breaks; but it is a well known fact that social media never sleeps. Hence, it is imperative agencies must use monitoring tools as their eyes for as long as possible.

It is also not enough for brands to just tell their stories. They must have a passionate community of consumers who have, over time, become believers and evangelists, happy to share their experiences, which are strong enough to convert even the worst skeptic. The marriage of cool technology and great content is the social couple that can ultimately achieve this.

Social is the new normal - not just social media or social business but social impact, social enterprise and social value (Phillip, 2015: 127).

Who Is Afraid Of Social PR?

Femi Falodun



The main goal of PR is to build the reputation of a brand by creating avenues of communication and understanding between that brand and its various publics. public relations. PR seeks to build memorable and profitable relationships between both parties.



Contrary to what some youngsters may think, social media is not the entire internet. Social media is a plethora of online platforms where people network, engage, share ideas, discuss issues, comment on news and events, etc.



There is this fear going around in the traditional media industry. Most believe that social media is gradually taking over and killing traditional platforms. But that's not exactly the whole truth. Communication becomes very effective when long-standing PR principles are applied strategically using social platforms and techniques.



Today, there exists a very thin line between online and the offline world. Language on social determines the everyday speech in physical communities. PR professionals can use social listening tools in order to strategically interject their point of views into the discussions on social to either change the negative perception of the public or position who or what is represented in good light. Buhari's social PR campaign is a good example of how PR pros can use social media to change perception and win advocates for their brands.



Marketing communications has witnessed a surge in the rise of consumer power. In the past, messages were crafted and distributed according to day-to-day consumer insights. Today, consumers create their own stories. As a matter of fact, there are more citizens reporting 'news' than there are professional journalists, thanks to microblogging. Social media has given consumers the power to start movements that have caused powerful changes in the world today.



PR professionals need to put a halt to generic press releases. What they should be doing is finding the right messages and strategically tailoring them to the taste of their audiences and platforms.

WHY MUST WE INVEST IN SOCIAL?

Global spending on social media currently represents 13% of marketing budgets and in the next five years, that percentage is projected to rise to more than 25% - WSJ

BRAND AWARENESS

CUSTOMER CARE

POWERING EARNED MEDIA

BUILD THOUGHT LEADERSHIP

EARN RATINGS & REVIEWS

SELL, SELL, SELL

AVOID & MANAGE CRISIS

RECRUIT FANS & ADVOCATES

COMPETITIVE POSITIONING INSIGHTS

SEARCH OPTIMIZATION

RECRUIT FANS & ADVOCATES




Nigeria's leading online stores (Konga, Jumia, DealDey, etc) achieve about \$2 million worth of transactions per week. - ThisDay


We need social media to attract people to our messages and the organizations we represent. Most marketing budgets today include social media allocations. Social media is not free. It is imperative to promote content from time to time to enable the message to get to a wider audience.

BIG HEADACHES: ROI's & KPI's

COUNTING THE COST:

- Monitoring & analytics
- Content development
- Content distribution & promotion
- Campaign management





THE INDICES:

- Reach: fans & followers
- Demographics & location
- Engagement: Likes, shares, RTs, Comments, Mentions
- Web traffic data: leads from social

Managing social content comes at a cost. Knowing what the cost items are will help in planning. Also, understanding what the key expectations are will also help in estimating success.

HOW TO GET THE BOSS (CLIENT) TO SPEND ON SOCIAL




**KEEP
CALM
AND
SPEND
THE MONEY!**

But first...

- Ensure expectations are in line with reality.
- Avoid setting certain number of fans as KPI (unless it's Facebook. LOL. *wink*)
- Don't promote social posts unless they're really cool & compelling
 - Beware of resistance & the "I-Told-You-So" crowd
- Make sure resources for social marketing are in line with overall campaign budget
 - Tell them what competition is doing on social...
but be wary of case studies that are not relevant to your brand

Many PR pros still struggle with convincing their bosses and clients to spend more money on social PR than they currently spend on outright advertising and media buying. Probably because many PR pros over-promise and under-deliver or bite more than they can chew.



LISTEN BRO.

MEN LIE. WOMEN LIE. NUMBERS DONT.

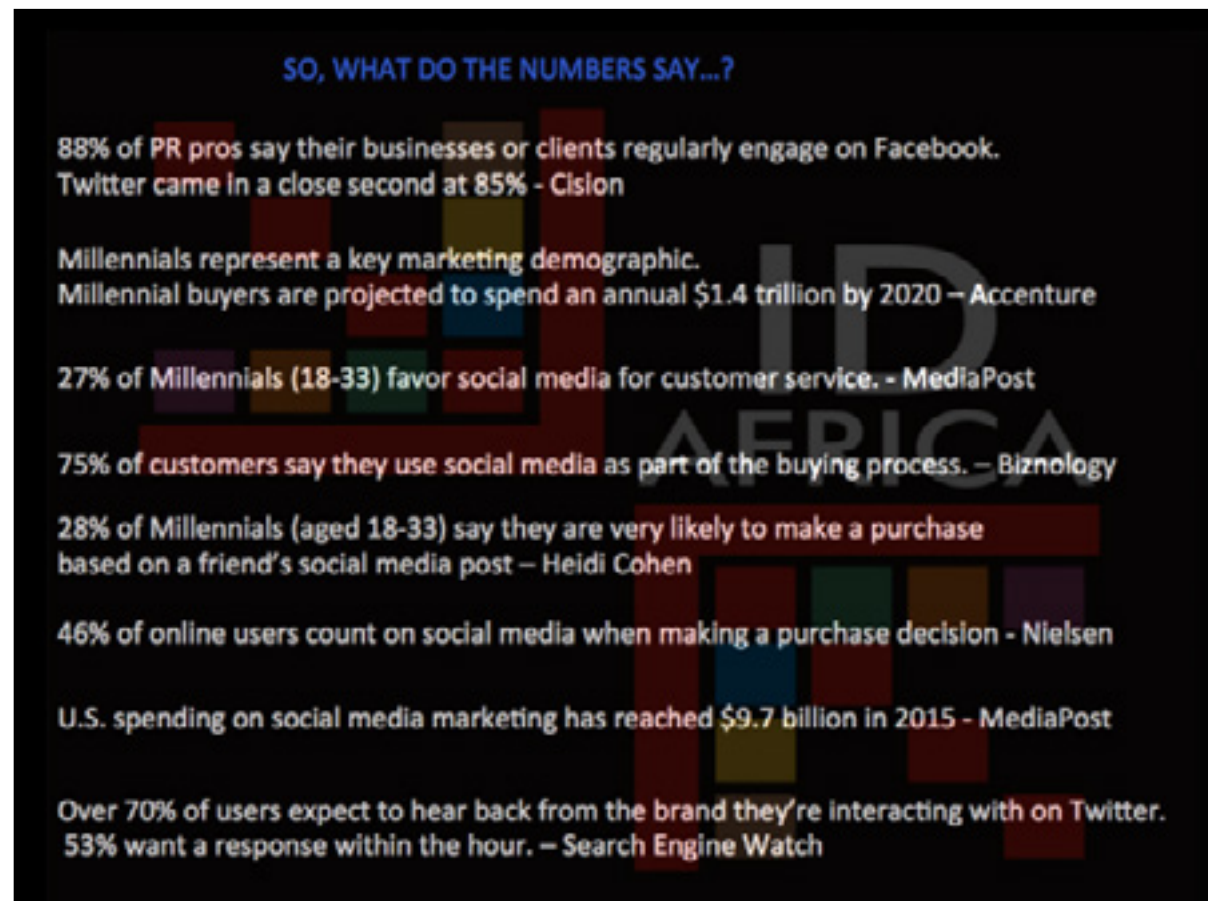
– Mr. Shawn Carter.
A.K.A Jay Z. The Greatest Rapper Alive. Business Mogul.
Worth \$550 million.

Crunch the data

Study the trend
Review analytics
Speak *Statistese*

Get the stats

Data is the best argument to support a social PR budget. What are the numbers saying?



Never send a proposal to a client without including statistics to back up your claim.



Believe it or not, radio is the most used medium of communication, followed by social media in Nigeria. But social is growing so fast and should overtake radio in a few years. In America, 71% of the population get their daily dose of news from social channels.

BREAKING NEWS!!!



CONTENT

- e-books
- Infographics
- Listicles
- Trends
- Rants
- Product Reviews
- Podcasts & audio recordings
- Videos (funny stuff, fun stuff, strange stuff)
- Case studies
- How-To's
- Original research & data
- Link pages
- Memes
- Guides
- Interviews

CONTENT MARKETING

ENGAGING. SHARABLE. MEMORABLE. MOBILE. SHORT. SWEET. TRENDY. TIMELY. EMOTIVE

Content is still king... sitting on the Iron Throne, ruling the Seven Kingdoms... wearing a coat of many colours!

THE BHM STORY – Are We A Content Company?



- bhm** BLACK HOUSE MEDIA
- #StarBottleTree
- #StarMusicApp
- #GUSTheMission
- BHM app
- Over 1 billion social media impressions in 2014
- Over 2million page views monthly
- Over 15million impressions
- #NECLive3 - over 1,200 social posts in 3 days.

Great content has become the currency of BHM Group, and this shows all across various arms of the businesses and platforms.

7 Rules Of E-Mail Etiquette

👤 Oyindamola Bamgbola



Your e-mails are an extension of who you are. When sending out work related emails, there are 5 rules you must adopt:

1. Add the email address last. This is to ensure you don't send the e-mail without proofreading or even finishing it.
2. Keep your salutations professional. Never send a business e-mail starting with "hey", "hi guys", or worse still, "yo". Begin your e-mails with "Hi", "Hello" or "Greetings".
3. Send out business e-mails for your business or for a company you work for with a professional e-mail. This gives the recipient a sense of security. It's safe to say that it legitimizes the e-mail, especially if your company has a conspicuous identity online or offline.

4. Attach a signature. Many take this for granted. A signature is necessary in an e-mail because it includes contact details and enables the recipient to reply in the appropriate tone. A signature should include:

- First name and surname
- Designation
- Company name
- Company logo
- Company address
- Company phone number
- A disclaimer

5. Your subject line must be filled with a (brief) headline that is relevant to the body of the e-mail. For instance, if you're writing about what was discussed in a previous meeting, your subject might be "points from last meeting on (date)".

6. Proofread your message thoroughly before you press send. Everyone makes typographical errors. Seemingly perfect writers read their write ups over and over again before sending them out. You could even ask someone to look through for you.

7. Ensure everything is done right before clicking on send. If you don't, you have 30 seconds to take back a sent message, thanks to Gmail.

7 Tips For Business Posts On Social

 Oyindamola Bamgbola

Everyone starts out a novice on social media. With constant use and observation, mental notes are taken and jargons are understood.

We'd like to share with you basic tips for creating and sharing posts on social media platforms – concentrating on Twitter, Facebook and Instagram.

Keep them, use them and most importantly, share them.

[Internet connection required to play video](#)



12 Types Of Digital Media You May Not Have Considered Using For Business

 Oyindamola Bamgbola



What is digital media?

Digital media is a broad term and trying to adequately describe it may end up in a 2000 word essay. Hence, we'll go with Maurice Smith's definition, which claims that digital media as content that flows through computer systems and many more.

These days, the description of 'digital media' is limited to the web. However, here are 12 forms of digital media one could use for business:

1. Radio

It may be considered a 'traditional' medium now but it is surely useful in today's world.



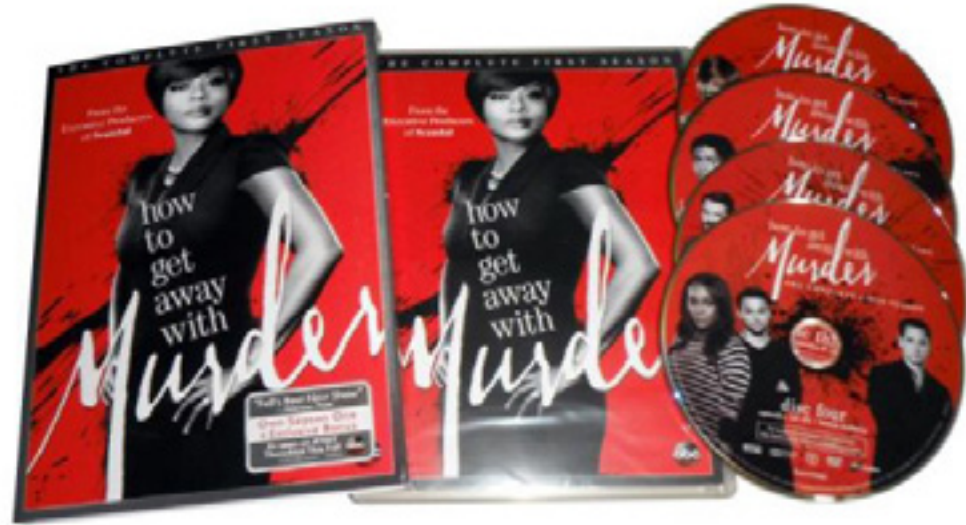
2. Television

Of course people still watch TV and people still pay lots and lots of money to get your favourite shows up and running.



3. CD-ROMs and DVDs

Sadly, piracy and download sites are ruining business for artistes and producers who release albums or movies. However, this does not mean that brands and individuals cannot use CDs to their advantage. All you need to do is be creative about it.



4. Podcasts

This is a radio show or an audio series placed on the internet so you can listen any time you want. Comedians, OAPs, critics and other professionals can use this as a tool for business.

5. Social media and chat apps

Tweets, Vines, Instagram posts, Facebook posts, Pinterest posts and all other types of social networking forms fall under digital media.

6. Pictures Selfies, group photos, and insert future names for other types of

photos fall under digital media.

7. GIF, MP4, MP3, MPEG, WMA, PDF, JPEG, PNG, PSD, PPT, DOC...

Yes. All those music, video, photo, word files fall here.

8. E-Books

Yes, all those books you can read on your phone, laptop or desktop... How many of you read 50 Shades of Grey as a hard cover?

9. Memes

User generated content such as memes, which are shareable are essentially digital media.

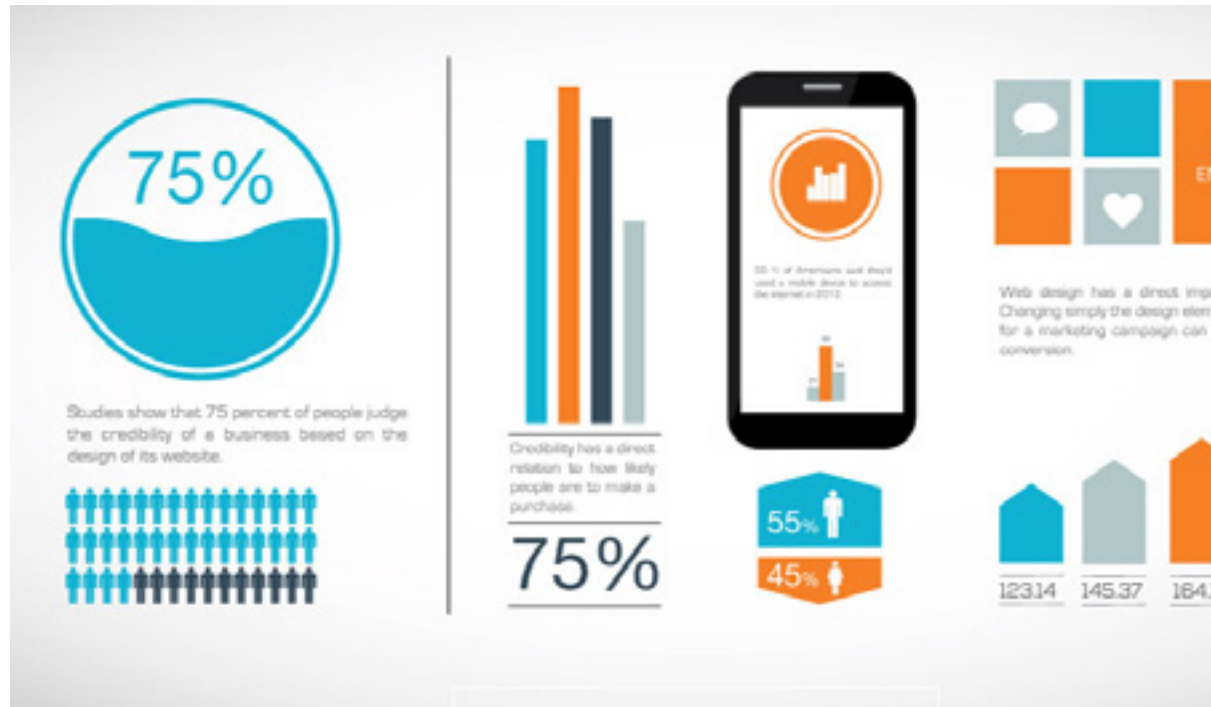




WHAT IS WRONG WITH THIS ONE?



10. Infographics



11. Videos



12. Blogs and Vlogs

Blogs like ID Africa's, Toke Makinwa and Kemi Adetiba's Vlogs are essential ways of distributing a certain kind of information. Some folks have bought 450 million Naira worth of houses in Banana Island thanks to this medium.

winks

Digital media is an absolutely broad term. A little more research might even help you discover some underused one.

3 Easy Ways To Find Out What Interests Your Social Media Audience

 Oyindamola Bamgbola



Finding out what interests your social media audience is really easy. To understand your followings' interest priorities, simply use your insights or analytics for social media.

Unknown to many, your Twitter analytics and Facebook insights are as important as your social media timeline. Also your most liked media on Iconosquare can help you determine which Instagram content you should post more.

You don't need a 5 hour tutorial to know what your consumers like. These simple 3 tips are good insights to keeping your content relevant to your target group on social:

1. The Experiment Stage: Post all kinds of content... anything that you believe would interest people.

2. The Insight Stage: Visit your Twitter analytics, Facebook Insights or your most liked media on Iconosquare to find out which of your posts got the most reach and engagements. Depending on how much content you post, you may choose to do this daily or weekly. Daily is better for starters. After reaping the benefits of the 3 stages, You can begin reviewing your insights weekly.

3. The Pro Stage: By now, You have mastered the first two stages and you post according to what your following engages with the most.

See. Easy Peasy! :)

Here's How Brands Should Use Social Media Influencers

👤 Adeyemi Falade



Overtime, it has been discovered that brands often rely on social media influencers when carrying out social campaigns, and that in itself is not wrong. It is in fact important that brands make use of influencers for the following reasons:

- To appear more human and approachable: brands often appear cold and distant, unlike influencers who have an established rapport with their followers.
- To create content that their consumers can relate to: social media influencers usually understand the language of the targeted audience on

social media, and this understanding helps them craft content that will be easily accepted and circulated by their followers.

- To amplify content: the reach social influencers have is often of large proportions, they are therefore important when it comes to circulating a brand's message to the appropriate audience.

However, brands often make the mistake of relying solely on influencers, without providing any support from their own platforms. It is important that brands also amplify the content being pushed out by the influencers on their own platforms.

This not only serves to validate the message of the influencers, it also portrays the brand as communicative and up to date.

It is time to start amplifying the amplifiers... read more [here](#).

Confused By Friend Emojis On Snapchat? Here's A Quick Guide

👤 Mary Lawrence



Snapchat recently introduced emojis that privately show you who you are closest to on your chat list. The emojis are only viewable on the screen of an incoming snap.

This new feature replaces the former “Best Friends” list feature, which was accessible to everyone.

Below are the emojis and what they mean:

The Yellow/Golden Heart: This simply means you are No.1 best friends. The person who sends snaps the most to you and the one that you send snaps to the most will share this emoji with you.



The Grimace/Gritting Teeth: It simply means you share your No.1 best friend. You have a friend who also sends snaps the most to the person you send snaps to most.



The Smiling Emoji: This means he/she is one of your best friends. It also indicates that this is one of the people you send snaps to the most.



The Sunglasses Emoji: This simply means you share a mutual best friend. That is one of the people you send snaps to the most is also the person this person sends snaps to most.



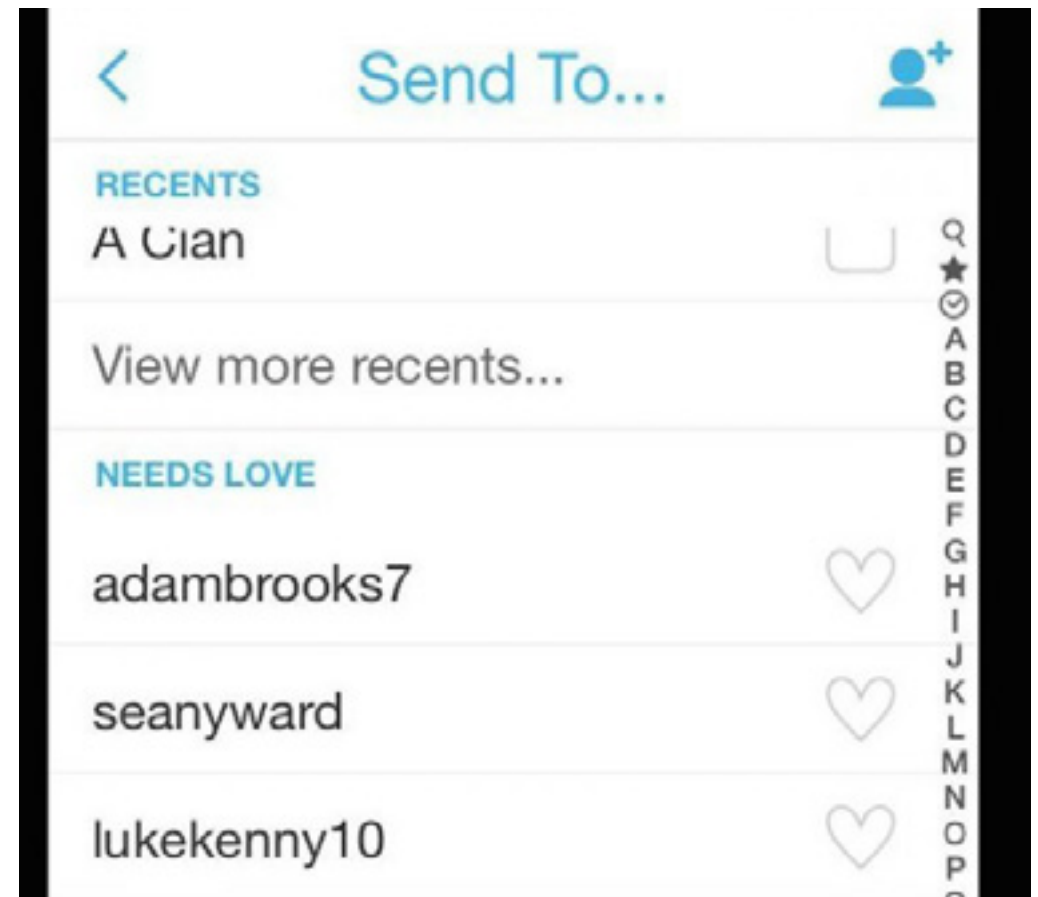
The Smirk Emoji: This means you are their best friend but they are not yours. While you are one of the friends they send snaps to the most, they are not one of the people you send snaps to the most.



The Fire Emoji: This indicates you are on a snapstreak with this person because you have both sent snaps back and forth for the number of consecutive days shown beside the fire.



Need Love List Besides the friends emojis, a new feature which alerts you on some friends who 'need love' because you haven't reached out to them in a while 'Need Love' List has also been included.



12 Lessons We Learnt From Using Facebook Live

Enitan Kehinde



In April 2016, Facebook made live video available to all users. The upgrade was announced on Mark Zuckerberg's Facebook page.

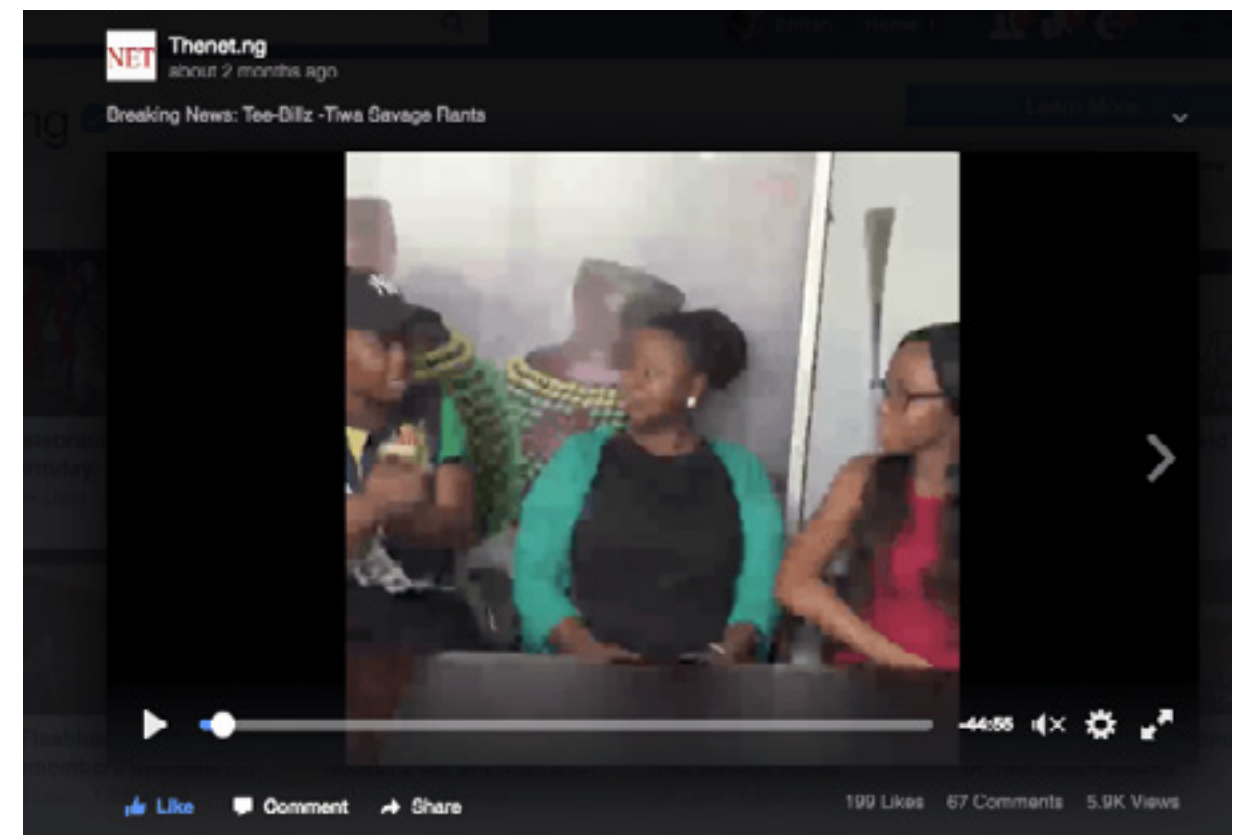
BHM's verified page on Facebook however had access to the feature much earlier and we, err, messed around a bit.

New to the feature, and want to learn more about it?

Here are 12 lessons we learnt from using Facebook Live:

Let The Audience Lead. There is no point in putting out live content if there's no one available to watch. Monitor your followers. When are they more active? Reach them then. The kind of content you push out also depends on your audience. This involves monitoring them, once again, and finding out what they are drawn to and how you can include them in your live content.

Be Trendy. Give your audience information they're looking for. Focus on relevant and trending topics. This attracts the attention of not just your followers but also other intrigued users. When our sister company TheNETng did a Live video on Tiwa Savage's husband's social media rant as it was happening, the video got 5,932 live views, reached 110,287 people and enjoyed 346 reactions, comments and shares. You can watch the video [here](#).



Go Live Within Groups. When you go live within groups, you're assured of an audience. Nothing hurts more than a live video that's unwatched as it's happening.

Don't Be Swayed By High Views. High views can be sexy, but don't let that distract you from substance: actual engagement with your audience. Going live anywhere (FB, Periscope or Youtube) is a means to an end for us and the brands we work for. We want to involve audiences, add value to them, and possibly pitch a brand idea or news or sentiment. Only those who stay and comment and engage are available for this. So a Live cast with 50 views and 500 comments may be more impactful than one with 500 views and 10 comments. You get?



Facebook Live Is Not A One-Way Street. Engaging with viewers while broadcasting is important. Everyone loves to be heard and acknowledged. Always acknowledge your viewers and especially your commenters. They are right there with you, in the room, part of your conversation!

Managing Audience Engagement Is Tough. Once you've gotten the content, reach and time right, you have to master how to manage audience engagement swiftly and smoothly so as not to interfere with your content and get carried away.

Be Spontaneous. If you decide to make your Facebook live recurrent, you have to be able to switch up on your content so you don't bore us. Remember to keep your content in line with your audience's preferences. Feel free to ask them what they love to see. You can even do a Facebook Live on that topic. I think we'll try that next week.

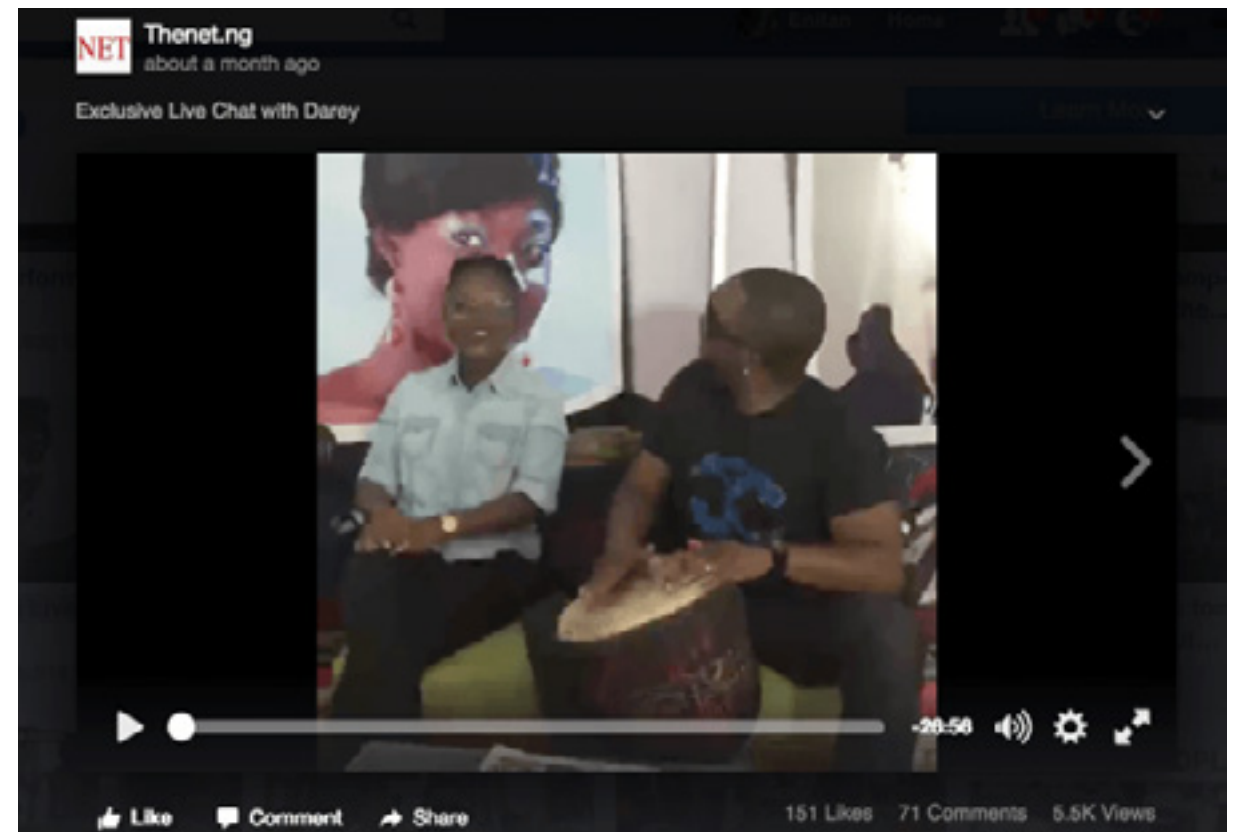
Internet connection is key. For those of us in countries like Nigeria where the Internet has a mind of its own, you have to have a back up connection and good reception to successfully do a live video. Bad internet equals unplanned breaks and poor video quality. Sucks.

Don't leave your audience in the dark. Invest in good lighting and a good microphone for your smartphone or camera. You don't want your viewers complaining about the quality of your audio or lightning. They might lose interest and switch off. And they may never come back.

A Stable Video Goes A Long Way. Avoiding any form of video distortion is very important as disruption from sound; audio and instability are huge turn offs for your audience. Stable hands are recommended but a good tripod will save you from holding your phone the whole time. We bought one in the US for less than a hundred quid.

Promote It. Always let your followers know in advance of any live video you intend to do. Letting your audience know, about a day or two prior to going live, gives them something to look forward to and allows for a larger number of people to tune in. When our founder, Ayeni Adekunle taught at Chris Ihidero's creative master class in Lagos, we informed our followers ahead of time. Over 3k views. When he gave a lecture to Project Fame contestants last year, he asked his followers to suggest tips for the contestants. His entire session was 'crowd sourced' – although that was Twitter, a platform we will discuss in the coming weeks.

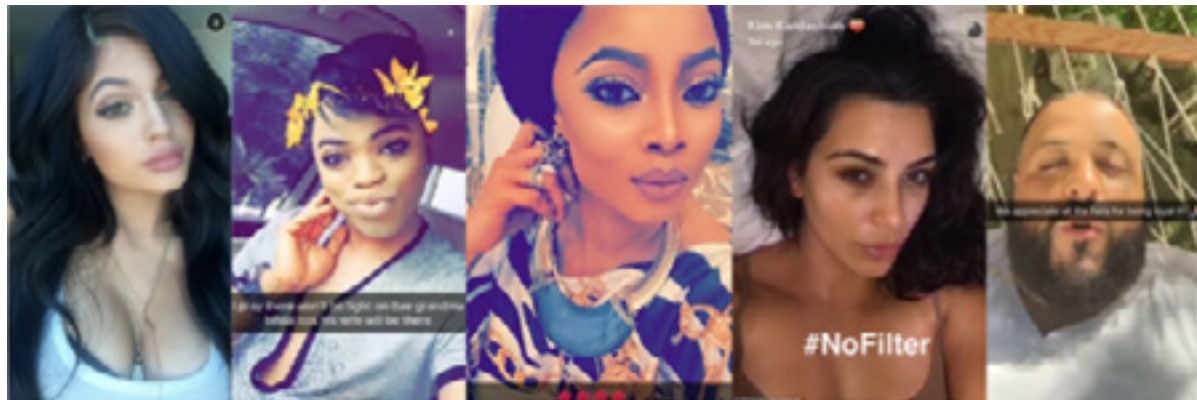
A catchy headline always helps. The headline for a live video is very important because this is the only part people see in their notifications to decide whether to view or not. The headline our sister company TheNETng used "Exclusive Live Chat With Darey" on its Facebook Live video with Darey attracted 5520 viewers with over 300 reactions, comments and shares. Of course that discussion coincided with the release of his amazing Video 'Pray for me.' You can watch the video [here](#).



In case you haven't heard, Facebook's algorithms are apparently partial to native content, especially photos and videos. It's a low hanging fruit all PR people should be plucking.

Here's What Every PR Pro Must Know About Snapchat And Instagram Stories

Enitan Kehinde



Celebrities like DJ Khaled, Kim Kardashian, Toke Makinwa, Kylie Jenner and Bobrisky keyed into snapchat and instagram stories on time and have become major sensations.

Thanks to his inspiring mini-Ted Talks, DJ Khaled, has enjoyed movie deals, TV shows and endorsements. Toke Makinwa has helped her favourite juice bar increase sales, just by sharing with her viewers and Kim Kardashian exposed Taylor Swift's lies on snapchat to the public.

Kylie Jenner, on the other hand, has used snapchat and instagram stories to help sell out her cosmetics line over and over again. And Bobrisky? Let's just say Bobrisky's thousands of snapchat followers are in love with the unscripted series playing on the possibility of an openly gay Nigerian man and his billionaire boyfriend.

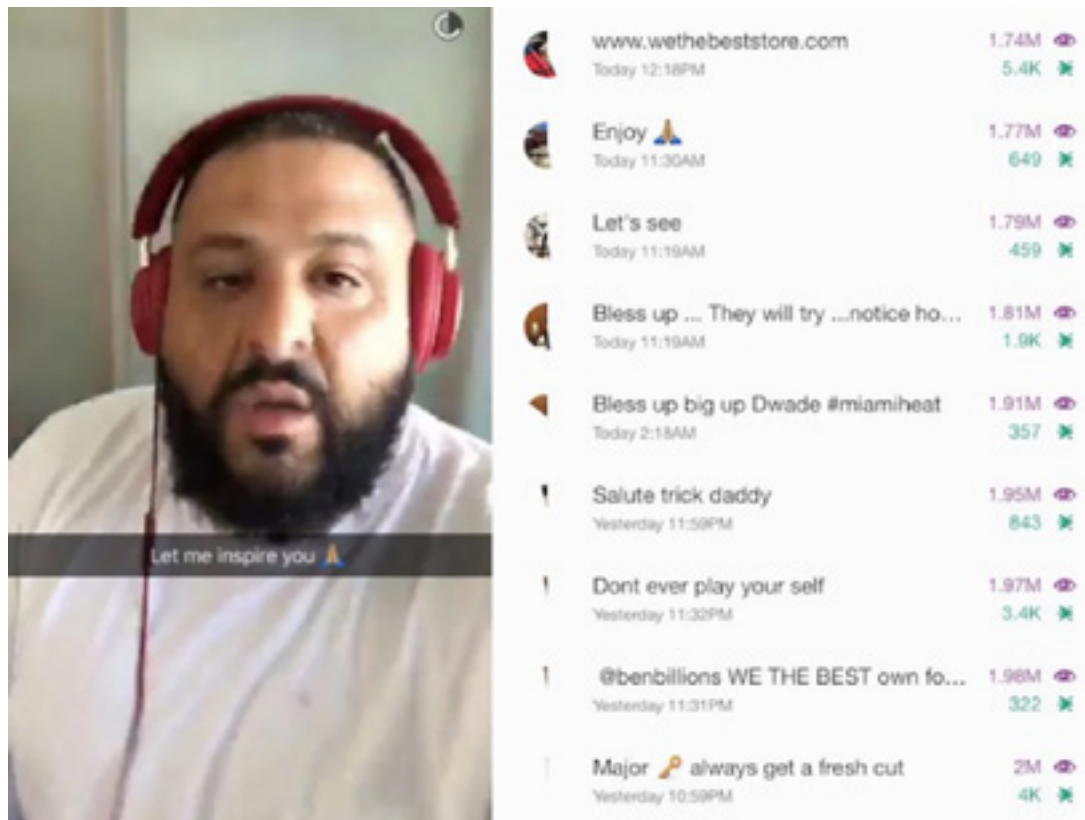
Media brands like BuzzFeed, Daily Mail, MTV and People have also shown

the power of live stories, working with their own content and sponsored brand contents to get into the lives of young kids across the world.

What do these people know that PR pros need to learn a thing or two from? How can we use live photos and videos; filters and IM to connect with consumers in cool, new ways?

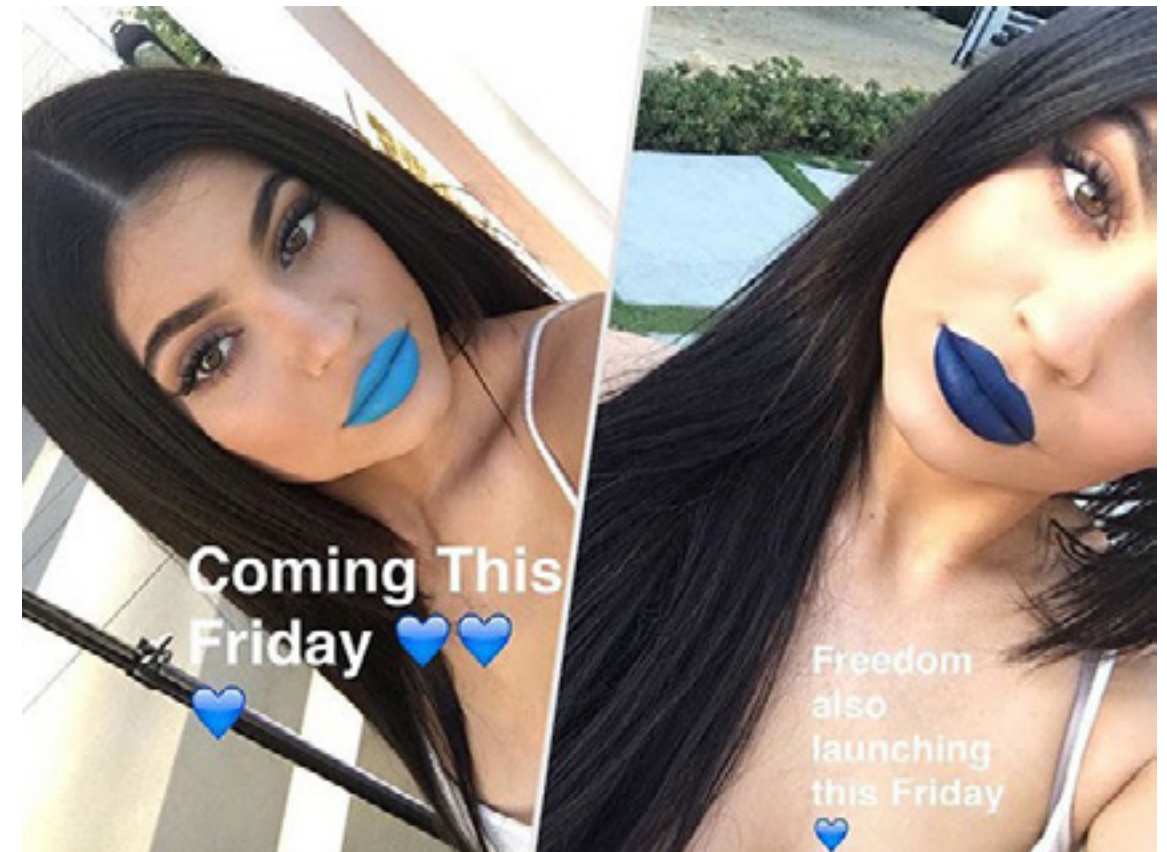
Here's BHM's invitation to dig in. Have fun!

- **It's Easy.** Getting on snapchat and Instagram is as easy as getting an email or joining Facebook. You can download Instagram [here](#) and snapchat [here](#). Posting snaps is even easier. It's like using your device's camera to take pictures and videos, except you're posting them to the platforms. You can post live content and already prepared content, so feel free.
- **Don't Be Afraid To Try.** How can you know it won't be any good if you don't at least make an effort? Bold and risky players will have no trouble with this, but the safe ones should at least try.
- **Be Consistent But Not The Same.** This might be a bit complicated but your content and distribution must be coherent, yet dynamic. You have to tailor your content to the DNA of your brand so it is not confused and your brand is not lost. DJ Khaled has the same positive message every day but presents it in different ways. His constant freshness keeps nothing less than a million fans glued to every one of his snaps.



- **Live Stats Anyone?** How cool is it that you get to see who and how many people have watched your snaps as they watch it? With snapchat and Instagram stories, you don't have to wait for stats, you get them live. Just go through your published snaps and you'll see the stats! You also get to know on snapchat when someone takes a screenshot of your snap! Let's just say you can't steal content on snapchat and get away with it.
- **Innovate Constantly Or Risk Losing your followers.** Because Snapchat and Instagram stories are relatively new you have to be vibrant and fresh. The messages don't stay up for long anyway so why not leave a lasting imprint on the minds of your consumers? You must infect them with FOMO (Our SC expert Enitan says that means Fear of missing out).

- **Show Your Audience What Is Going On Behind The Scenes.** People love to see things they would not ordinarily get to see, so showing them exclusive content frequently keeps them coming back. Kylie Jenner, with the launch of her cosmetics line, involved her fans in every step, from selecting colours to actually trying out the products. This helped her sell out in less than a minute! And her older sister, Kim? Well, when Taylor was caught lying against Kanye West, Kim used snapchat to expose her! Talk about exclusive right?



- **Trust Us, Freebies Work.** Consider offering special discounts or content only available to your Snapchat and Instagram stories followers and viewers especially. Make it surprising and elaborate. Don't just offer some of the stuff left in the store that you were trying to get rid of anyway.

- **You're Not Restricted To One Camera.** Depending on your device you can use both front and back cameras on snapchat and Instagram stories. All you have to do is tap the screen to switch between both and you're good to go! It's Real Time. Before you get into snapchat or instagram stories, you have to understand that they are made for real time content. This means that you have no time to perfect your craft. These platforms are not for perfection, but for authenticity. Don't worry, there's more than enough filters to help you 'look good'. You must be careful though, to not abuse filters like some Yoruba actresses we won't be naming today.



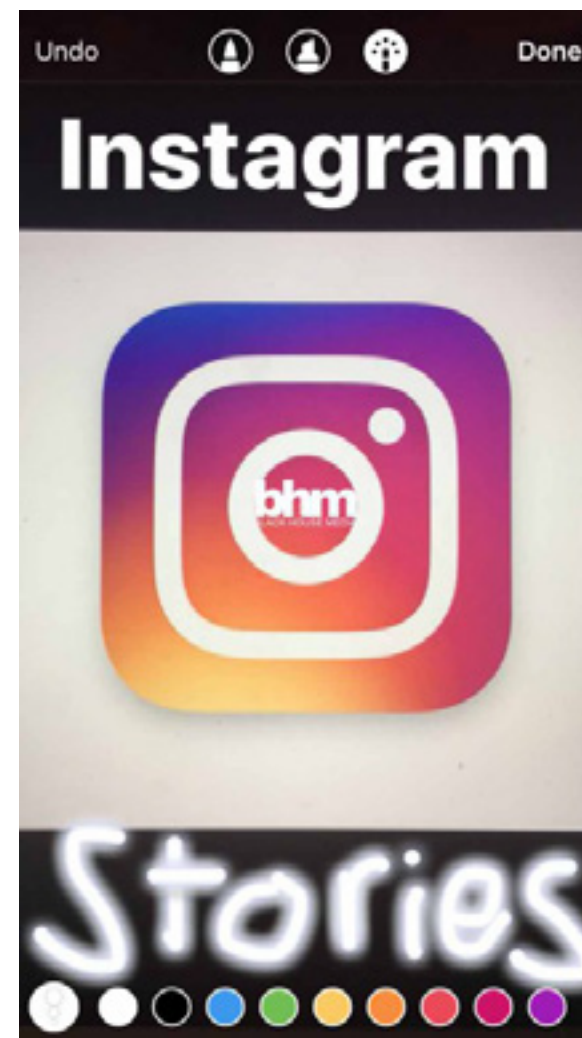
[



- **You Get To Have Many Faces.** Speaking of filters, snapchat and Instagram stories give you a chance to add some color and character to your snaps via the intriguing face filter on snapchat and the filters for sceneries on Instagram stories. All you have to do is tap your face, once or twice, while in selfie mode on snapchat and you can explore the many options. On Instagram stories, you record your snaps and swipe for a variety of filters.
- **Don't Take It Too Seriously.** With the overnight success of people like Bobrisky on these platforms, you can understand that your audience

don't want your content to be all too serious, but light and entertaining. Young people are often bored, idle and curious. That's what you're feeding. Don't be like the lecturer or boss they were trying to escape from in the first place.

- **You Can Transcend Unto Other Platforms.** Bobrisky posted his sojourn to withdraw N7million from his bank, on snapchat, and he trended on twitter for three days straight because his snapchat followers were arguing vigorously whether to believe him or not. Success is when your content is so powerful, your followers are transporting them into other platforms without you asking. It's the stuff virality is made of.
- **Do Your Research. Plan.** Keeping up with trends as they rise can oftentimes be a gamble, so do your research and plan, first. Be sure you want to be on snapchat or use Instagram stories. Work with a content calendar that taps into what people are likely to be talking about at any given time. It's okay to be silent or missing in a conversation if it's part of your plan. What you don't want to do, is jump into a trending discussion and have everyone descend on you.
- **And yeah, the only way to learn more, about these platforms, is to start snapping.**



Facebook Blueprint Certification: Why Marketers And Digital Advertisers Should Care

👤 Femi Falodun



In March 2015, Facebook launched [Blueprint](#), a free [educational resource](#)

platform and training program developed for users to acquire skills and discover best practices for advertising and marketing campaigns.

Facebook Blueprint currently holds over 50 in-depth online courses available to anyone with a Facebook account, and as of September 15, 2016, has had over 1 million course enrolments since launch.

Beyond being an information hub, Blueprint combines online courses with in-person training, while awarding professional certifications for brands that have mastered the art of Facebook marketing.

Now, here's how Facebook Blueprint Certification works:

There are currently 2 certification paths available; the [Facebook Certified Planning Professional](#) and the [Facebook Certified Buying Professional](#).

facebook blueprint

Once you select your certification path, you'll have the opportunity to prepare for and take 2 secure, proctored exams – the Facebook Advertising Core Competencies exam, and then the particular exam in your chosen specialty.

This is quite similar to Google Adwords certification, which also has a compulsory general exam usually preceding the chosen area of specialization.

According to Facebook, the exams were designed to rigorously measure advanced-level competency in understanding and applying skills required for effective Facebook Marketing/Advertising (Buying & Planning).

Facebook is even nice enough to allow you take the exams with an online proctor in the convenience and privacy of your office or home.



Once you pass your exams, you will then receive a digital badge (like Google Partners, Hubspot, Coursera and others) that can be uniquely verified online by anyone. The Facebook Blueprint Certification badge can also be posted on Facebook, and other social platforms as well as your website or blog or even in your email signature or electronic résumé.

However, because Facebook platform, products and services are constantly evolving, marketers will have to complete recertification requirements every year.

You've gotta keep up with the high speed digital train, bruh!



Blueprint Certification is now available in Nigeria and all over the world, including in French and Indonesian, plus more languages to be released soon. Facebook also announced a new partnership with the Miami Ad School on Blueprint.

Here are some interesting stats on Facebook Blueprint courtesy of [Adweek](#)

- More than 170,000 new global average monthly enrolments, including 20,000 in the U.S.
- The most growth in Blueprint course enrolments is coming from India and Brazil.
- Blueprint has nearly 450,000 global users, with an average of 10,000 new ones per month.
- The average time spent per course is more than 20 minutes.
- The top five courses for brands and agencies are: Facebook Terminology, Welcome to Marketing on Facebook, Brand Best Practices, Successful Campaigns and A/B Testing.

- The top five countries using Blueprint are: U.S., India, Brazil, Mexico and South Korea.

Facebook, now valued at about \$330 billion earned [estimated advertising revenue of \\$5.2 billion](#) in the first quarter of 2016, a 57% increase from the previous quarter. Something tells me those numbers will not be dropping much anytime soon.

With increasing popularity of ad blockers on the web and growing difficulty in reaching consumers organically with content on social, many marketers are fast realising the inevitable truth that one must spend significant \$\$\$ to get good engagement on Facebook.

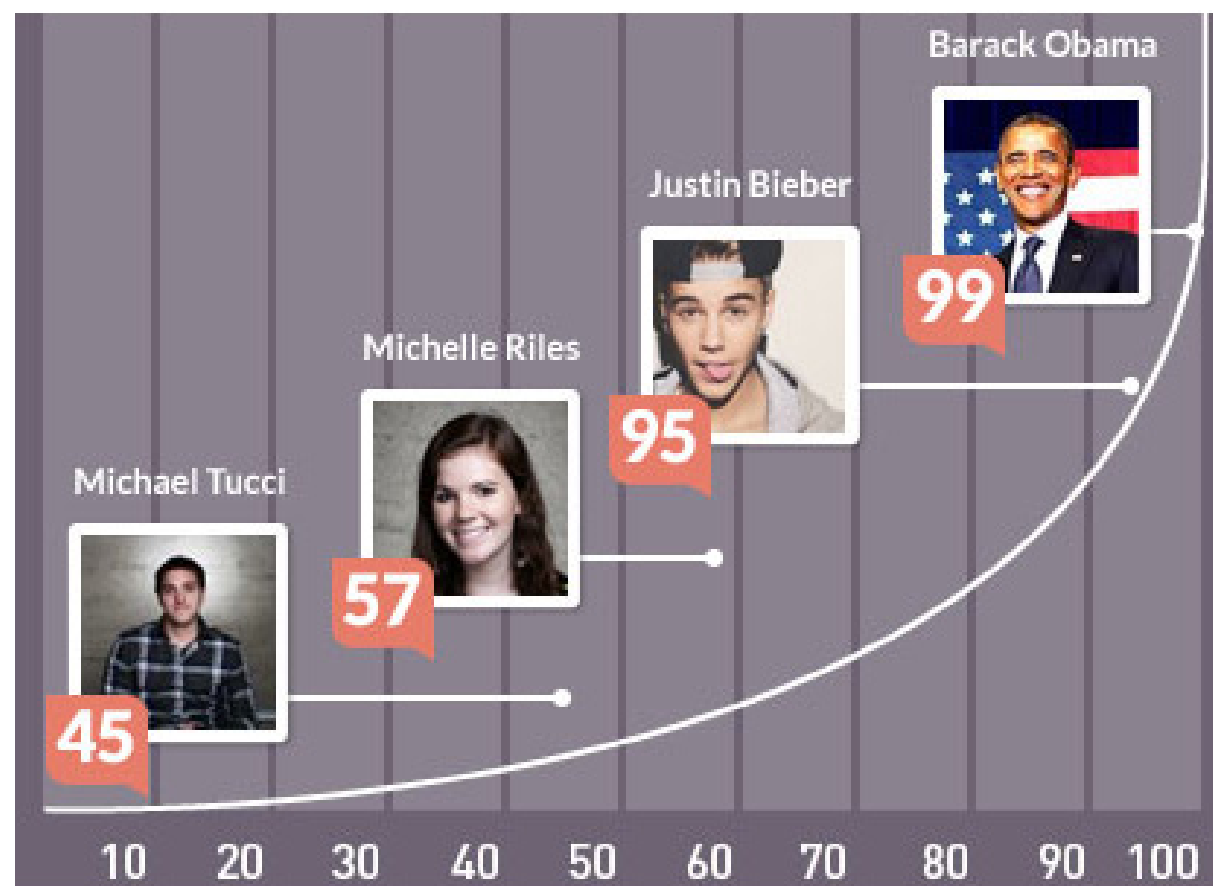
Even the most cynical minds can no longer ignore Mark Zuckerberg's invention when it comes to brand advertising and marketing.

Surely one expects marketers, brands and agencies to be lining up to score themselves some shiny new Facebook Blueprint Certification badges. Makes business sense and of course... a major key for digital bragging rights!

You can begin your [Facebook Blueprint Certification journey here](#). And good luck with the badge-hunt.

5 Features Of Klout That Can Help You Become A Social Media Superstar

👤 Oyindamola Bamgbola



A few years ago, ‘successful’ social media users were determined by just the number of followers they have. Someone sends you a follow request on Twitter and you take a good look at their profile, your eyes flying straight to the numbers of followers – 60 followers to 450 following? No way!

Today however, things have changed, such that level of engagement and quality of content, have become yardsticks for measuring social media

influence, with tools such as Klout, Twentyfeet, Crowdbooster, Tweetstats, etc all providing different ranking methods.

KLOUT however remains the most popular. This web and mobile app uses social media analytics to rank its users according to online social influence via the “Klout Score”, which is a numerical value between 1 and 100.

You can get the best out of Klout by mastering these 5 features:

1. Klout Score

This is the numerical value between 1 and 100 that a user is rated according to the amount of influence the user can exert. The Klout score growth or decline is heavily dependent on:

- Social networks connected to your Klout account. Klout recognizes Twitter, Facebook, Google+, LinkedIn, Instagram, Wikipedia, YouTube, Flickr, Blogger, Tumblr, WordPress.
- Your Twitter following and follower count, retweets, list memberships, spam/dead accounts following you, how influential the people who retweet you are and unique mentions.
- Also, the number of other social network followings and interactions (likes, comments, tags, shares) are included to get the total Klout Score.

2. Create and Share Great Content

Klout compiles news, articles and opinions from different websites, blogs, corporations and authors from all parts of the world. These are grouped under 18 topics which lie beneath the content filter. You can choose from

any of the categories and share on any of your connected social networks.

3. Schedule Content

If you pay proper attention to social media, you would notice there are times when the users are most active. This is where the schedule feature in Klout comes in. The awesome thing about this feature is that you don't have to be present before your posts go up. Sounds like an automatic pilot. Pretty cool eh?

WHAT IS INFLUENCE?

Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence. The more influential you are, the higher your Klout Score.



4. Daily Following Suggestions

Depending on the topics you choose, Klout provides you with a list of users who also share similar interests with you. Just follow, engage them and build a network.

5. Measuring and Tracking Impact

The 90 day score history helps you monitor your level of interactivity in the last 3 months. Your recent activity is also graded, post-by-post, while your network contribution is graded according to the social networks connected to your Klout account. This helps you know where you're making the most impact and on what social network you're slacking.

Regardless of the breakdown of these features, one still needs to practise. Try posting different kinds of content to see which appeals to your audience more. Post at different times of the day to know what time your followers are most active. Understanding audience behaviour can help in building and managing successful social media accounts.

All tips and no practice makes Femi a dull boy.

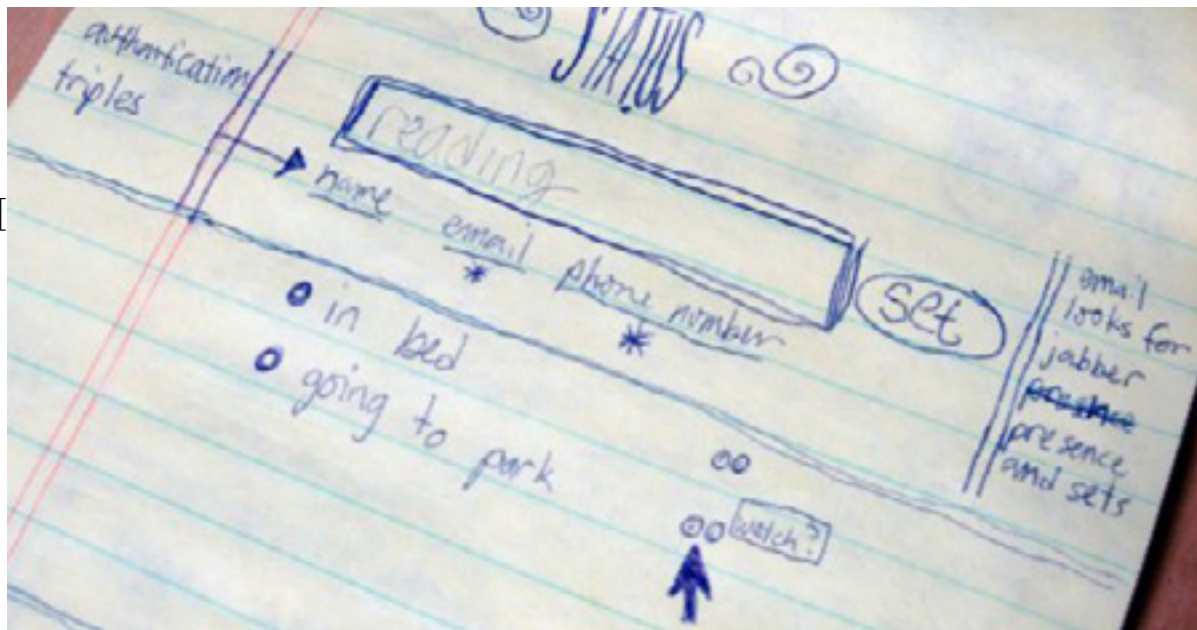
What You Didn't Know About Twitter, Facebook & Google

 Oyindamola Bamgbola



Think you know everything you need to know about your favourite social media apps like Facebook, Twitter and even Google? Well you don't.

For starters, I bet you didn't know that Twitter was founded in the year 2006, and its original purpose was for it to be an internet SMS for the company that founded it. Its original name was "Twtr".



Believe it or not, the Facebook "Like" button was initially named the "Awesome" button (that sounds way cooler).



Google is actually a misspelled word! The popular search engine got its name from the term "Googol" (which literally means the one to be followed by the hundred zeros).

LOL.

How To Download Videos From The Web In 3 Easy Steps

 [Oyindamola Bamgbola](#)

Having troubles downloading videos from Facebook, YouTube, Instagram, Vine, Twitter and a couple of other sites? We've got a simple answer.

This 48 second video shows three really easy steps to downloading videos from the web. Hope this makes your life easy. Lool.

[Internet connection required to play video](#)



Here Are 5 Ways To Effectively Use Keywords For SEO On Your Blog

👤 Oyindamola Bamgbola



Many things influence your SEO ranking; keywords, internal and external links, the amount of traffic to the site, and some other complicated “higihaga” (in Patrick Obahiagbon’s voice) that you need not worry your head about for now.

However, these 5 simple [tips about keywords](#) should help you fix a terrible SEO situation:

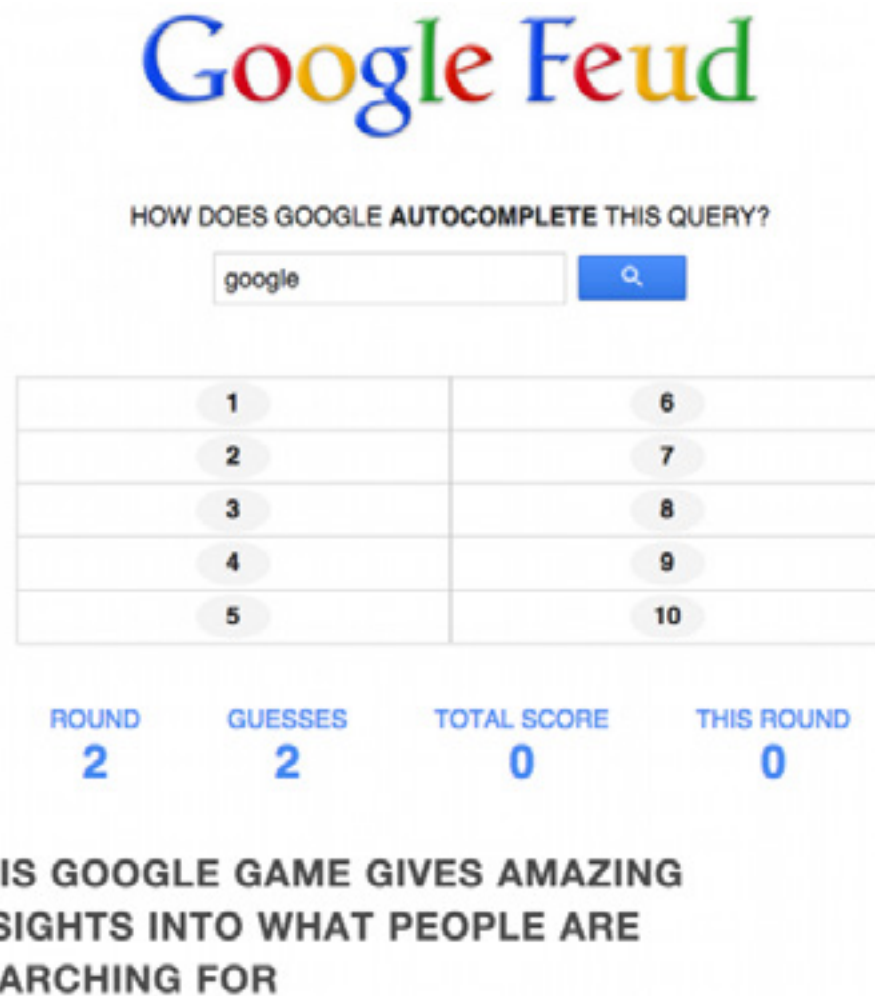
1. **The more complex the URL is, the more relegated it will be in Google’s search pages.** Your URL should be constructed to look like this: *domain.com/keyword-phrase*.



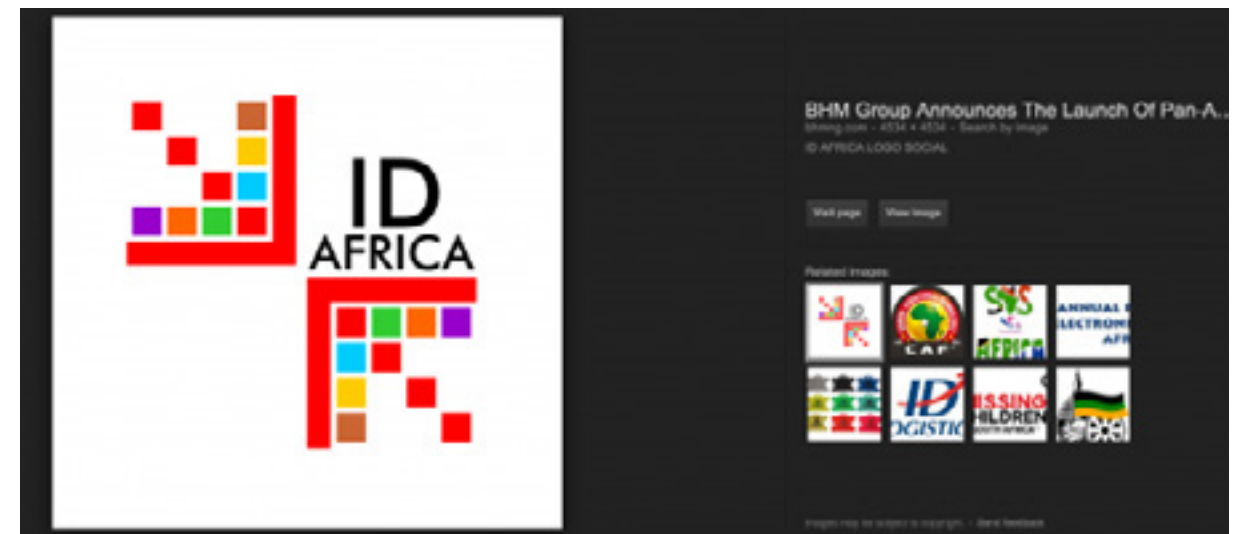
2. **Use hyphens instead of underscores to separate words.** According to [Green Ad](#), search engines don’t read underscores, hence, they unify URL structures such as this, *domain.com/keyword_phrase*, to become this, *domain.com/keywordphrase*, consequently erasing the keyword. Use this instead – *domain.com/keyword-phrase*.

HY-PHEN

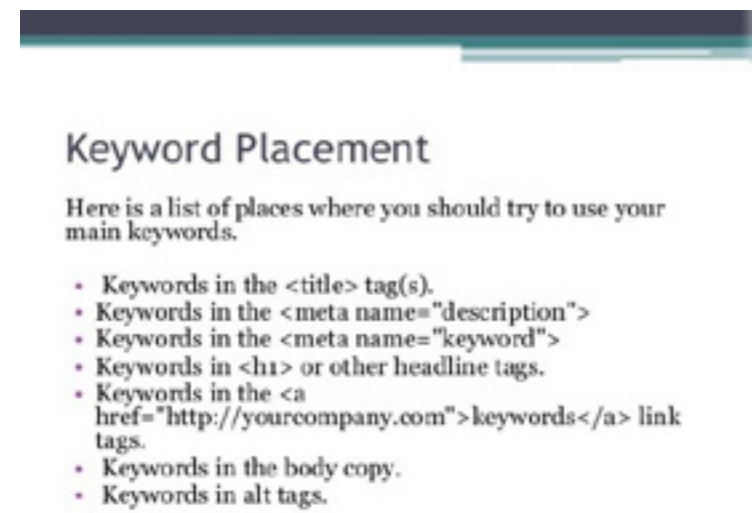
3. Know what your audience is searching for. We can't say this enough. Use Google's Keyword Planner, Google trends and other tools (paid and free) to find what people are searching for on the internet. Google's Autocorrect game, [Google Feud](#) may be very helpful too.



4. Ensure that your images carry the keyword in its description. Google can't visually find images, so it uses the text attached to photos – the title, alt text, caption and meta-description – to identify images.



5. Add your keyword to your URL, page title, sub-headlines, opening paragraph and your closing paragraph. This doesn't mean you should bombard the body of text with the keyword; just mention it a couple of times and you'll be fine.



P.S: You can't optimize everything. Do your best and leave the rest.
winks

10 Eye-Catching Facts in BHM's Nigeria PR Report

📍 Oyindamola Bamgbola



Here are 10 quick facts you can deduce from the report:

- **Digital dexterity of staff paramount in coming years:** In China (one of the [largest battlegrounds for spending on social media](#)), the percentage of companies which stated that: [“that they did not do any digital marketing” plunged from 13.5% in 2013 to just 3.5% in 2015](#), showing an increased uptake of digital skills among the workforce. The Nigeria PR Report shows that the trend is similar in Nigeria, with multimedia content, social media management and measurement & analytics ranking among the top desirable skills for PR professionals.
- **PR agencies' annual fee income band can be better:** Companies surveyed report income figures well below quality and volume of work undertaken. The disparity is more glaring when results are juxtaposed with the Best Practices Benchmarking Survey, which covers hundreds of PR firms



throughout USA and Canada. Here, the lowest earning agencies [have their average income pegged in the region of \\$3 million \(USD\)](#), a figure which is several times over that earned by their peers in the Nigerian PR Industry.

- **Despite increasing Internet use, few Nigerians see a need for differing campaigns:** Even though there is a proven advantage in using various strategies for different media, less than a tenth of Nigerians surveyed offline realize the need for segmentation in the deployment of advertising and PR strategies, placing the onus on PR professionals to constantly anticipate and meet the public's needs.
- **More members of the public would rather spend on solely advertising than PR:** The reasons noted include immediacy of advertising, as opposed to the possibly sublime, and longer-duration option of PR.

- **Lagos is where it's at:** Well over two-thirds of the action in PR is happening from Lagos, Nigeria's commercial hub.
- **There is a wide disparity between sectors in the society serviced by the PR industry:** The construction sector provides the least business for PR firms, with hotels and tourism far behind the rankings, yet still well placed before spending on PR by State governments.
- **Social media is a top earner for PR firms:** A healthy percentage of revenue for the Nigerian PR industry for 2015 came from work carried out online, on social media and PR professionals are in tune with the trend, with notable practitioners highlighting digital media as the major vehicle to propagate their work in their responses. This is in tune with earlier global projections for 2015: [advertisers worldwide were expected to spend \\$23.68 billion to reach consumers on social networks for 2015 according to eMarketer, a 33.5% increase from 2014.](#)
- **PR practice has been around in Nigeria for decades,** but this fact does not seem to be reflected in the average age of PR and advertising firms.
- **Retainers are not the norm:** The Nigeria PR Report reveals the scale of project-based contracts undertaken in the industry, with its consequences for staff employment and retention noted.
- **Most sought-after services determined by socio-political climate:** Thirteen services were commonly sought-after by clients from PR and advertising agencies in the period surveyed. The top two being government relations and media relations. It will be insightful to revisit this line of query next year and discover what the trend will be considering it is a non-election year.

REVENUE

A juxtaposition of 2014 and 2015 revenues indicates that 2015 was a profitable year for some PR agencies despite the wavering Nigerian economic situation. Firms with low-income revenue band moved to the mid-income revenue band.

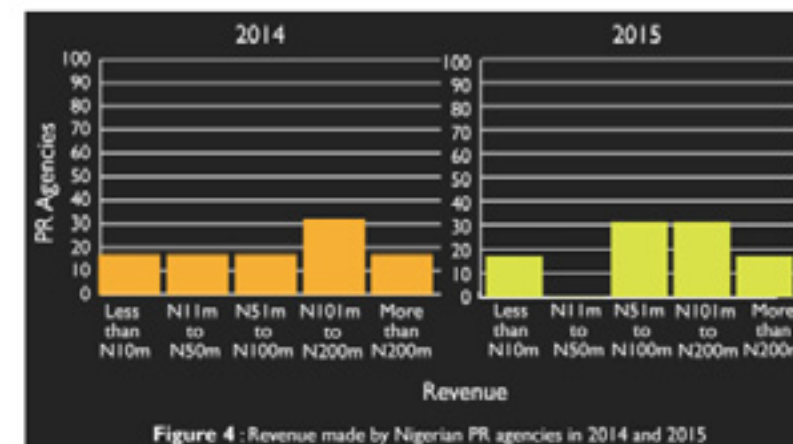


Figure 4 : Revenue made by Nigerian PR agencies in 2014 and 2015

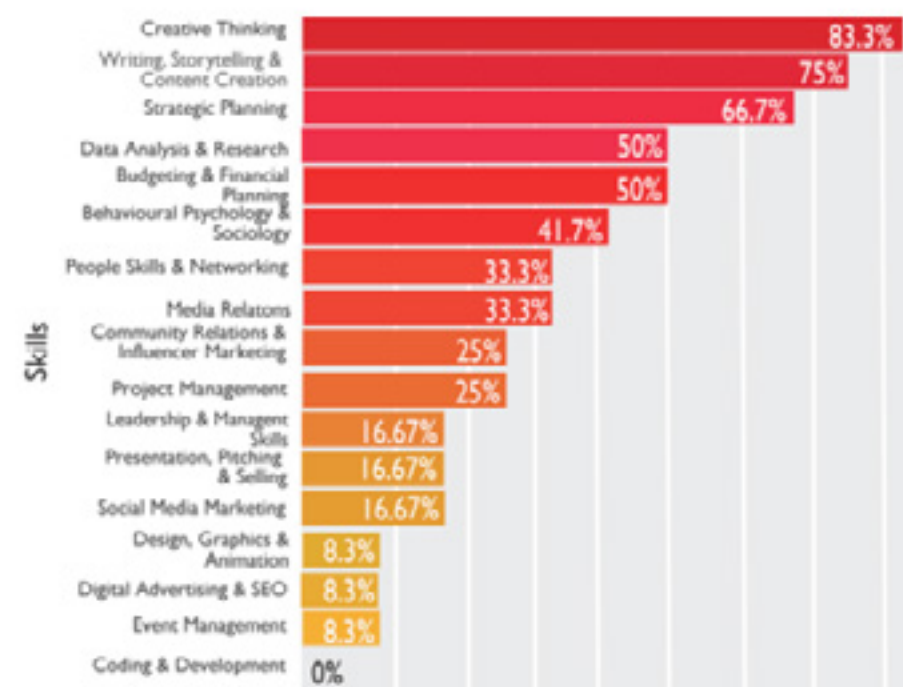


Figure 20 : Today's most critical PR skills

Figure 5 projects that if more agencies offer social media/ community management and other digital and new media services, there will be an outstanding increase in 2016's revenue.

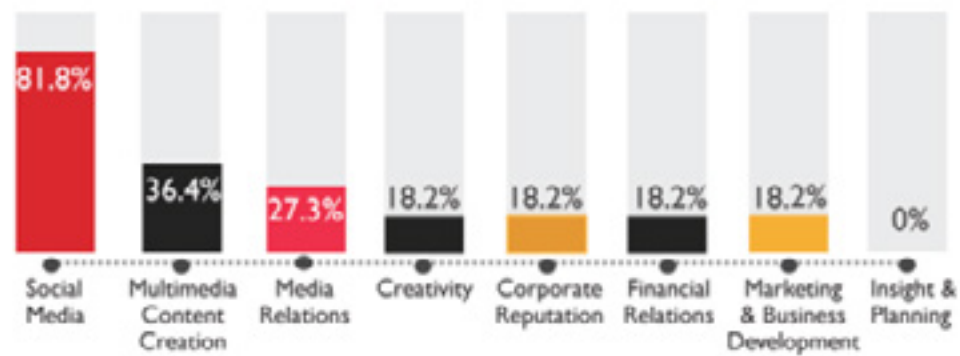


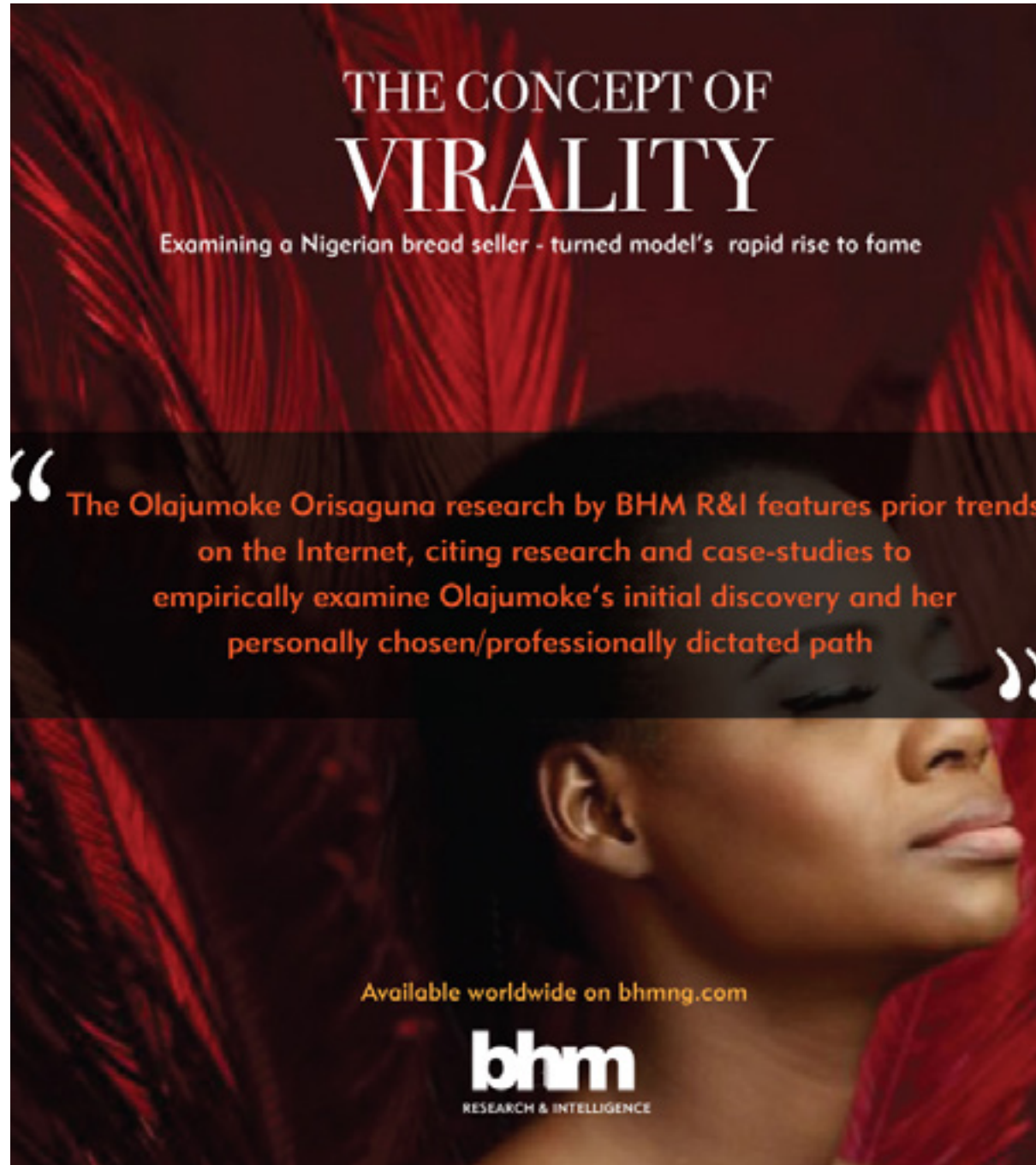
Figure 5 :Areas in which PR agencies experienced growth in 2014



[Download the full report here.](#)

PR Lessons From BHM's Research On Olajumoke Orisaguna

 Oyindamola Bamgbola



THE CONCEPT OF VIRALITY
Examining a Nigerian bread seller - turned model's rapid rise to fame

“ The Olajumoke Orisaguna research by BHM R&I features prior trends on the Internet, citing research and case-studies to empirically examine Olajumoke's initial discovery and her personally chosen/professionally dictated path ”

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RESEARCH & INTELLIGENCE



The growth of technology and new media has birthed the rise of instant celebrities all over the world and Nigeria is no exception to this trend.

The case of Olajumoke Orisaguna has taken the country by storm seeing as just over two weeks ago she was a bread seller but is, today, a model and eye candy for companies and brands across the nation.

Olajumoke Orisaguna, walked onto TY Bello's photo shoot featuring international superstar, Tinie Tempah in late January 2016 and her story has since changed. Olajumoke as at February 7, had gotten a modelling contract, a THISDAY Style cover, catwalk and photography jobs, as well as being profiled on international and local media including Huffington Post, CNN, The UK Telegraph, Daily Mail, TheNET.ng, Star.ng and more.

BHM Research and Intelligence conducted a research on the Olajumoke Orisaguna incident to find out what made Olajumoke go viral and here are a few PR lessons to be learnt:

- **Get your platform right:** What made Olajumoke go so viral? Olajumoke was first introduced to us on Instagram and Twitter and seeing that these media in themselves are mobile and facilitate sharing and immediacy, virality was inevitable.
- **Get your content right:** BHM R & I found out that Olajumoke's story possessed the right "ingredients for a hearty virality soup" seeing as it was a grass to grace story featuring "an amateur/unknown/underdog in an unscripted moment". Her story also evoked emotions, which is key in getting anything viral.
- **Your story should be sustainable:** After the initial buzz, the continued search for Olajumoke, the gifts and endorsements given to her and her family, her husband stepping out with her and her modelling, interviews and even speculation about her marriage and a potential divorce due to her instant success aided the virality of the story, made it sustainable enough and garnered the attention of millions of people around the world.
- **Novelty is key:** The combination of a local-bread seller and a global superstar made the story all the more special seeing as it couldn't have

been made up. Olajumoke's story rose and drew from Tinie Tempah's popularity as he himself keyed into her story by making her his Woman Crush Wednesday, posting her picture online and sending her greetings.

- **Audiences crave a resolution or happy ending:** There was no better ending for Olajumoke's story than a happily ever after as her dreams came true and people could key into the story as we all have dreams and Olajumoke's came through. The story in itself was overwhelmingly positive.
- **Be conscious of trends and also know when to fall back:** Brands should be aware of trends and always be ready to make use of 'strategically placed "PR" baskets'. There is also the need to plan ahead for cultural moments.

Stanbic IBTC joined the Olajumoke bandwagon through the use of a simple message with an already-viral image of Olajumoke stating that: "We're inspired by Olajumoke, we'd love to move her forward #neverstopmovingforward". The bank moved on to make her its brand ambassador, and set up trust funds for her children.

On the other hand, when businesses fall over themselves to associate their brand with a celebrity, it might not necessarily be the best idea to also jump on that wagon. The National Identity Management Commission (NIMC) learnt this the hard way when they tried to cash in to the Olajumoke trend but suffered a backlash. The NIMC tweeted a picture of Olajumoke, using a spin-off of the viral "Be Like Bill" campaign to ask Nigerians to register for their National Identity Number (NIN) and "be like her," who by their own accounts walked into the NIN centre "unsolicited."

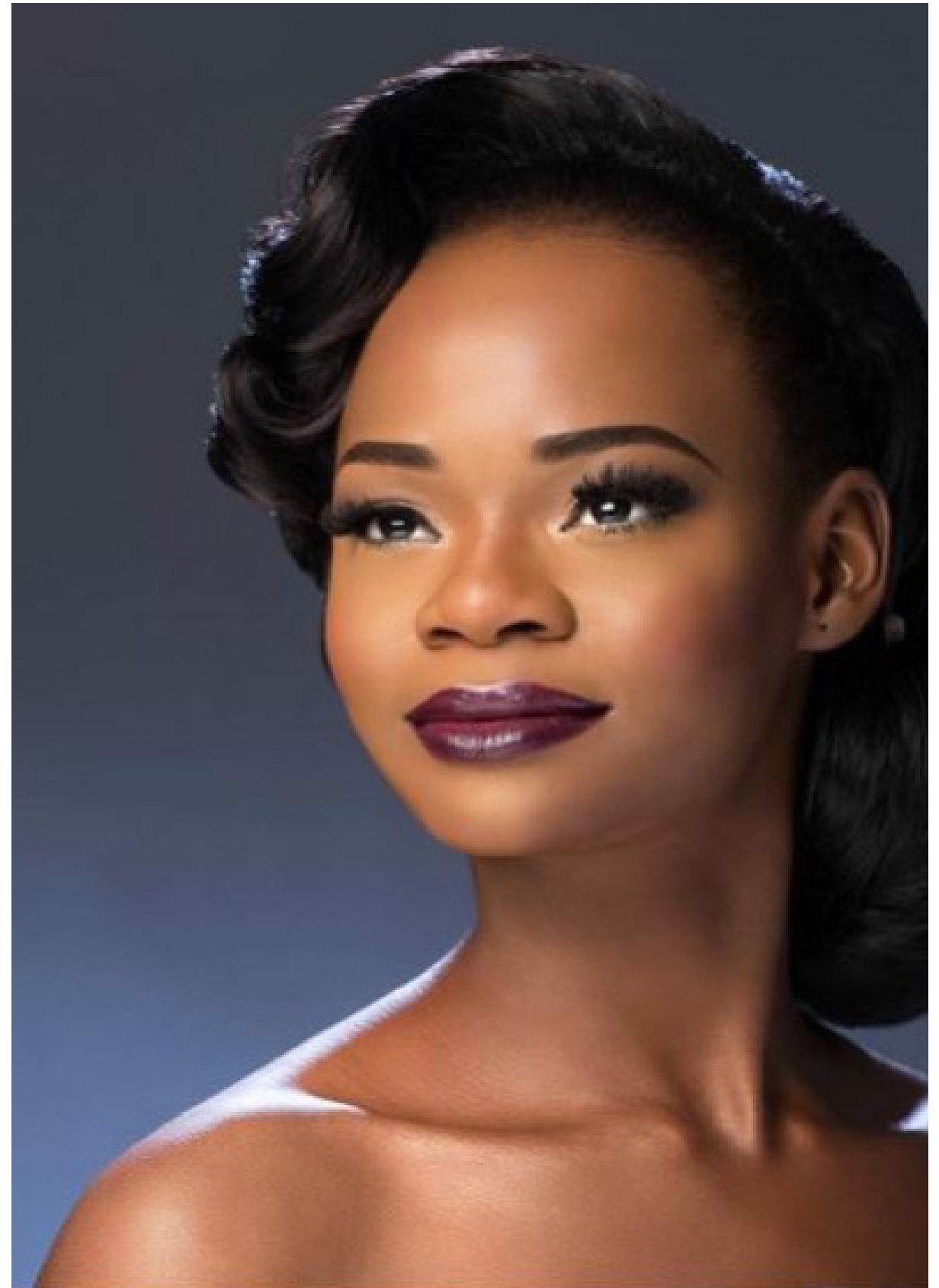
The backlash was almost immediate as people noted that they were yet to

receive NIN cards despite walking into NIN centres over a decade before Olajumoke. Commenters also asked the agency to “get serious” “stop pandering” and realize it had “let people down” while one pointedly called the organizers “bastards trying to jump on the Olajumoke bandwagon” leaving the NIMC to handle a salvo of complaints.

- **Retaining the USP of the “commodity” is key:** Olajumoke was first introduced to Nigerians as a natural beauty and the surest way to distort her image would be to meddle with it, as evidenced by the backlash that greeted Olajumoke’s spread for designer, April By Kunbi. Some people responded negatively to her look not taking into cognisance the fact that Olajumoke was a working model and the pictures were serving the client’s purpose. When an Instagram account was opened for Olajumoke, with a translator posting in English, some took to social media to express their disapproval stating that Olajumoke should tweet, Instagram or Snapchat in Yoruba, pending her learning of English. This in itself could maintain the uniqueness and simplicity that endeared her to the public in the first place.

As with trends and instant celebrities, like Olajumoke, and brands planning ahead and being careful is key. Trends come and go but the lessons learnt will always be relevant and could be used in other PR circumstances.

 [Download the full report here.](#)



6 PR Lessons From Tiwa Savage and Tee Billz Scandal

📍 Oyindamola Bamgbola



Do Not Air Your Dirty Laundry On Social Media

In order to create and sustain the image of a respected celebrity, it is imperative that you are enigmatic because you've done a great job of keeping details of your 'personal' life away from the public.

If Tee Billz had posted nothing about the troubles in his marriage, we may never have known about it... at least not like this. Look at the Obamas. Doesn't it feel like nothing seems to be wrong with this family?

In times of crisis, tell your story. Tell it all.

According to one of the founding fathers of modern PR, Sam Black, there are 3 rules to handling crisis management:

- Tell it all
- Tell it fast
- Tell it truthfully

Tiwa Savage managed to do this quite well with her video interview.

In the video, she was able to draw her audience in, by telling her side of the story in such simple language.

It's also important to note how her body language, the setting and her "costume" played a critical role in the communication of her truth.



Before this video, people had said all sorts about Tiwa.

She did well to address these comments.

Empathy and storytelling are major keys to winning people over to your side during a crisis.

In recent years, more attention has been paid to superfluous engagements and extravagant weddings. Celebrities have their engagements in Nigeria and then travel out to have “Dubai” weddings while ‘detractors’ and single ladies can only watch from their phones and television screens.



Now, Tiwa Savage had a Dubai wedding, making her a bigger object of ridicule. But her team did something smart.

They “spinned” a problem till it became an advantage.

How?

They used the African folktale/storytelling approach – one that addresses moral or societal issues and gives lessons.

In the interview, Tiwa points out how she overlooked the potentials of a broken marriage because she was scared that she was getting older and the pressure to get married was intense.

Every woman can relate with this.

Then she went further to mention her miscarriage in Jamaica, how her husband went around with other women, stole money from her and how she was the breadwinner of the family but was telling the whole world the opposite to save her husband’s face.

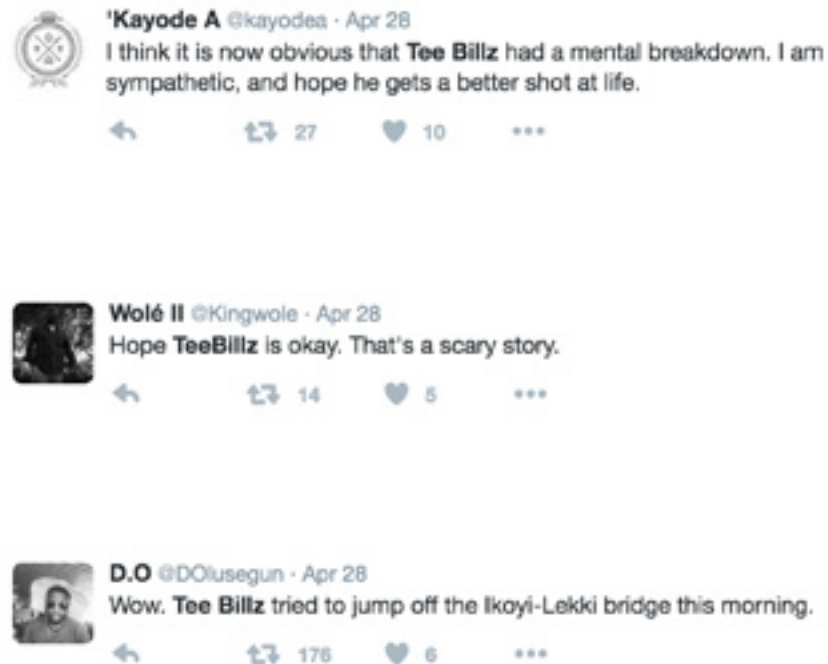
This sounds like a Nollywood movie but it sure got men and women on Tiwa Savage’s side.

Control your narrative by telling another side of the story

Always give fresh insights aside addressing the issues previously on ground.



People went from feeling sorry for Tee Billz to encouraging Tiwa to divorce him.



Use the best and most reliable medium to address a crisis

It's 2016 and social media is "trending".

It would have been a sin if Tiwa Savage had asked us to stay glued to our TV screen to listen to her exclusive tell-all.

When using an interview, ensure the interviewer knows what they are doing

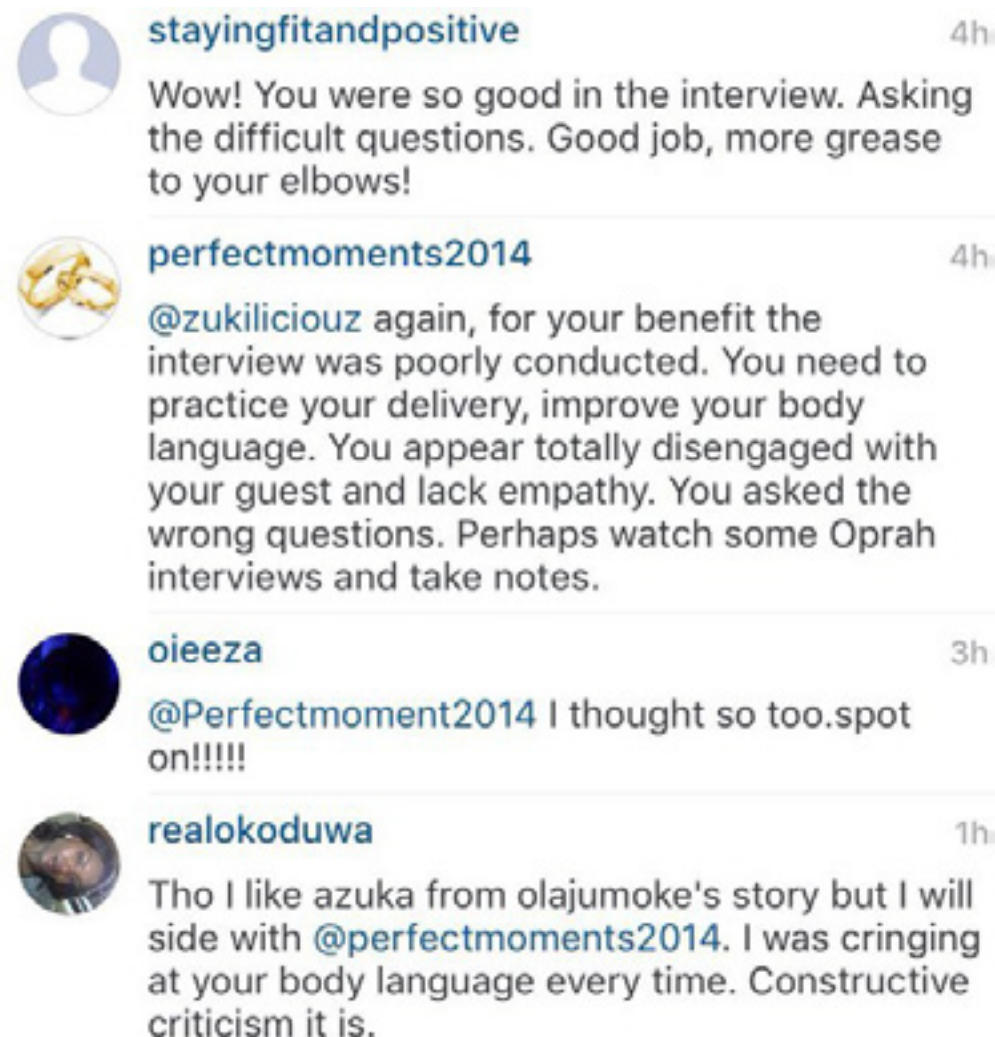
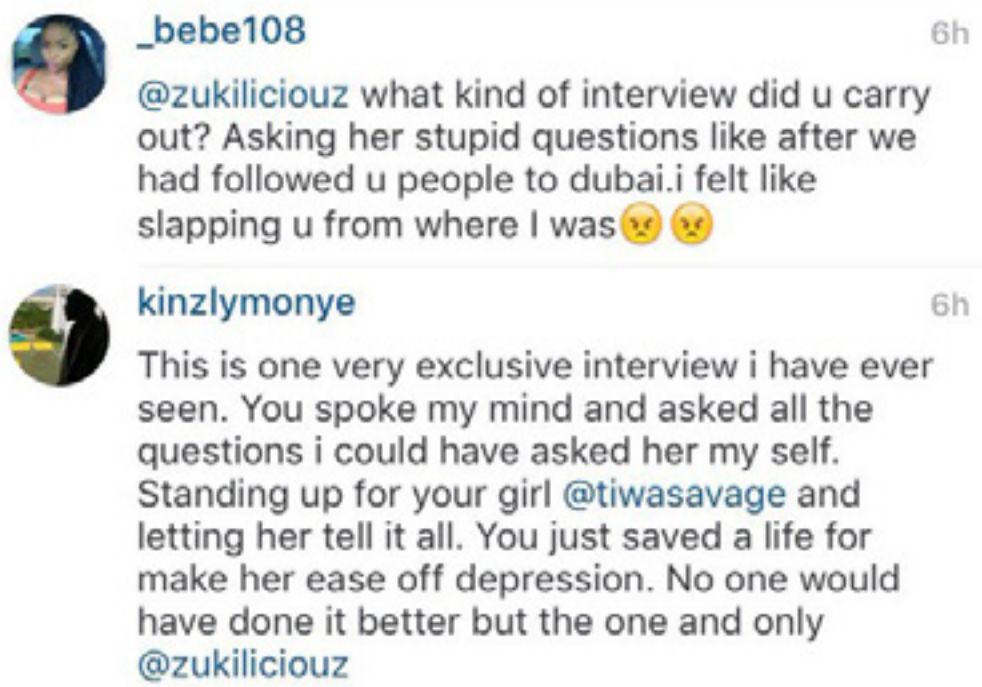
See what people had to say about Azuka on Nigerian Twitter.





It didn't end there.

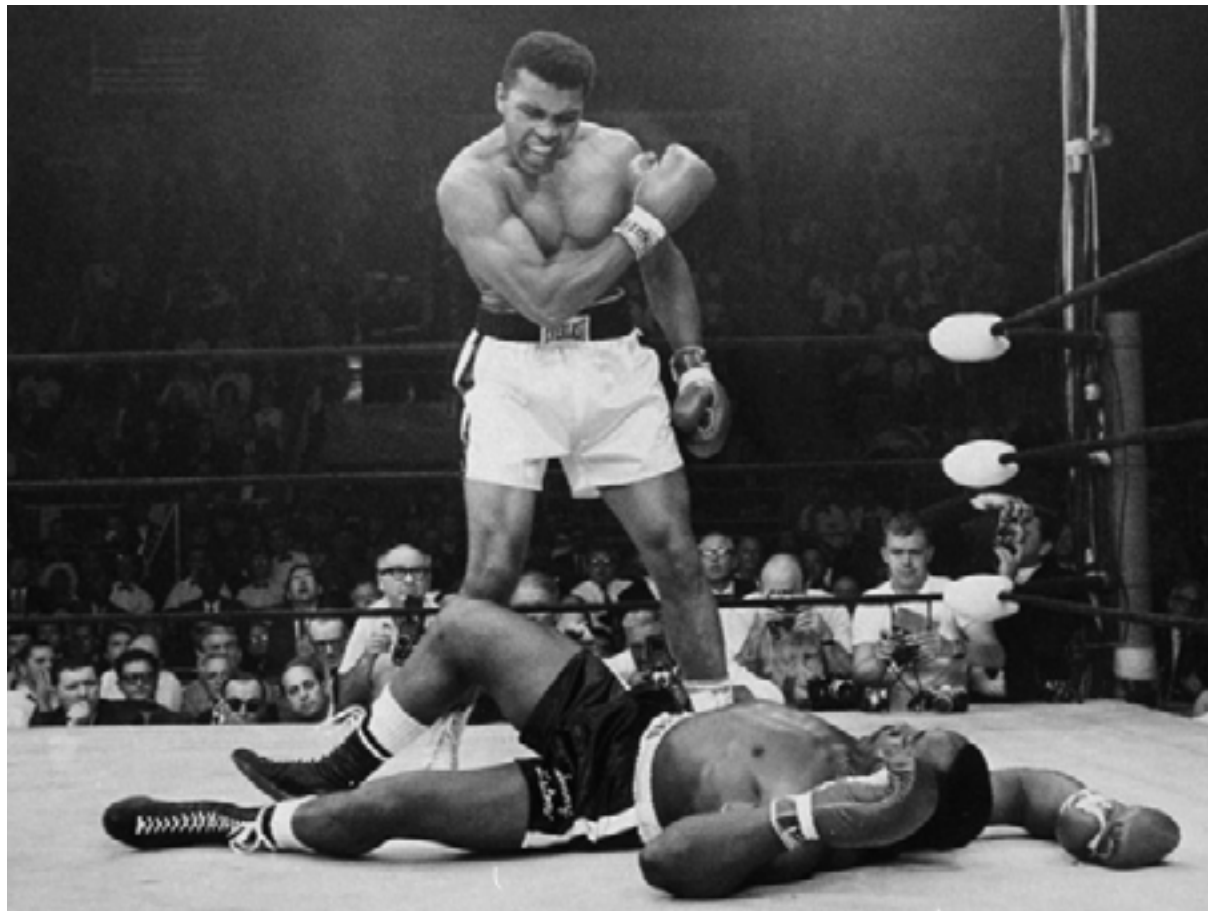
Some Nigerians managed to find her Instagram handle and proceeded to give her pieces of their minds.



We pray both parties are able to solve their issues amicably.

Is Muhammad Ali The Best PR Man Of All Time?

Enitan Kehinde



Muhammad Ali was more than a record-setting boxing icon, an activist, an Olympian and a philanthropist.

He was one of the greatest publicity machines known to man.

Ask us why.

Well, for one, no one else claimed the title: The Greatest as much as he did.

In his words, “I figured that if I said it enough, I would convince the world that I really was the greatest.”

The expression, “Float like a butterfly. Sting like a bee”, was one of many that turned him into a global superstar; as he combined his braggadocio with bold and brave wins. The popular quote “everything you do or say is PR” resonated in Ali’s actions as his use of poetry in and out of the ring scared the hell out of his opponents and wooed fans.

BHM founder Ayeni Adekunle is an advocate of great storytelling, constantly advising PR pros to use our own medicine. Steve Clayton, chief storyteller at Microsoft, puts it well: “It sounds obvious, but the real secret [to PR] is this: Start with a great story.”

And Muhammad Ali fed us with the greatest of them all.

“I am the greatest, I said that even before I knew I was.”

Ali wasn’t all words and no action as he displayed talent all through his career. His outlandish and confident statements were just a proof of what he really could do in the ring. He was an Olympian and three-time lineal world heavyweight champion: in 1964, 1974, and 1978. That is why everyone from Barack Obama to David Cameron, Bill Clinton, George W. Bush and John Legend agree he is the **G.O.A.T. – Greatest Of All Time.**



His braggadocio and oratory not only won him matches before they began, they also won him the hearts of all who watched him speak and fight.

“Ali’s got a left, Ali’s got a right - when he knocks you down, you’ll sleep for the night; and when you lie on the floor and the ref counts to ten, hope and pray that you never meet me again. “

His mastery of words, you can say, contributed to his role as an activist and controversial public figure. He always had the right and, most times,

shocking things to say.

“He who is not courageous enough to take risks will accomplish nothing in life.”

From speaking up and fighting for what he believed in, to preventing a man’s intended suicide in 1981, Ali never missed a good PR opportunity.

His lighting of the Olympic torch at the 1996 Olympic Games in Atlanta, while visibly suffering from Parkinson’s disease, was seen by many to be inspirational.

In a 1989 interview, he said he believed his illness was a message from God:

“I know why this has happened ... God is showing me, and showing you ... that I’m just a man, just like everybody else.”

Even while suffering from the disease, his narrative didn’t change.

He taught us a valuable PR lesson that If you don’t tell your own story, someone else will - and you may not like the outcome.

Here Are Some Pointers From Pop-Diva Taylor Swift For Your Brand

👤 Adeyemi Falade



Ever wondered how celebrities always manage to stay relevant, even more than brands that pay millions for advertising? Though it might seem like pop stars and movie stars are not trying, these guys are smartly making moves to cement their brands for all time.

Flighty, blonde pop star Taylor Swift recently registered her name under two top level domain names, .porn and .adult. Although one might not realize it, according to <http://www.fastcompany.com>, this is a smart move for her brand and other brands can take a cue from her.

Swift's move is so that some individual or company would not purchase the

domain names in the near future and use it for shady acts. Imagine the scandal that would result from a porn site named Taylorswift.porn, even Olivia Pope might not be able to fix it.

Hence, mostly for the sake of damage control, brands need to tie up as many domain names that could possibly lead back to them as possible. According to Howard Greenstein, COO of DomainSkate, a company that helps brands with brand protection, this move isn't new, and "Companies like Apple and Facebook have been all over this for many years, but if you're an up-and-coming startup or a midsize company, it may not be the first thing on your mind... And the first time you may hear about it is when a customer complains that their credit card was stolen or they didn't get a package."

Ronaldo As A 'Homeless' Man Shows How Brands Should Use Celeb Endorsements

 Oyindamola Bamgbola




It's not enough to get celebrities to pose with products, smile at the cameras and get their images plastered all over billboards and Google's display networks saying that your products are the shiznitch. No, it's not. That's not what the consumer really wants. What the consumer wants is to be given opportunities to relate with celebrities that they love, from time to time. They want an exchange, even if it's just a platform to say "hi".


A headphone company took advantage of this insight and used popular and award winning footballer, Cristiano Ronaldo to create an unforgettable experience with football lovers at a park in Madrid, Spain.


[Internet connection required to play video](#)




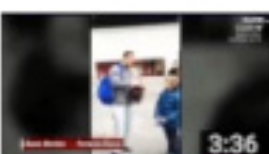
The video has gone viral and a lot of Spanish residents have used the video on their own YouTube pages.


- 


Cristiano Ronaldo is disguised as homeless to surprise a child 2015
by FootballHD
5,253,228 views
- 


Cristiano Ronaldo Surprises a Child on a Madrid's Street [FULL VIDEO]
by BBC RTM NEWS
20,077 views
- 


Cristiano Ronaldo dresses up as a beggar to surprise and play football with kids in
by Daily Buggle
18,805 views
- 

Cristiano Ronaldo Dresses Up As A Homeless Man and Surprises Child - Madrid
by WahaaJRonaldo
4,304 views
- 

Cristiano Ronaldo is disguised as homeless [Full Video] 2015 [HD]
by Football Daily TV
1,209 views
- 

Full video of homeless Cristiano Ronaldo playing with a kid before revealing himself
by HARRY KANE FAN
894 views
- 

Cristiano Ronaldo disguised himself as a homeless man to surprise young Real
by HARRY KANE FAN
3,124 views
- 

Ronaldo disguises himself as a homeless man to surprise young fan [HD]
by Sporteology
1,289 views
- 

Cristiano Ronaldo dresses up as a homeless man and show his skills in Madrid
by Football Moment
15,439 views

Imagine the owners of the brand simply put out a picture of Cristiano Ronaldo holding their product... Do you really think it would have gone this far?

Brand Lessons From Rihanna, Lady Gaga, Katy Perry, Madonna, And Taylor Swift

👤 Adeyemi Falade



Every brand continually struggles to stay relevant to its consumers, sadly, not many succeed.

Here are lessons on how to keep your brand relevant from five unique female artistes.

1. Katy Perry: Appeal to a wide range of clients



Teenagers love her, and their parents too. The vibrant pop star has mastered the ability to make music that appeals to both young and old.

Brand Lesson: Always try to appeal to audiences outside your primary target, as it will be beneficial in the long run.

2. Lady Gaga: Own your business style



Gaga can be described as all sorts of crazy, bottom line, she is known for something.

Brand Lesson: Once you decide on your niche and brand, “own it” across all platforms. Be consistent with all of the above.

3. Madonna: Reinvent your brand



56 year old Madonna, has continued to remain relevant in the music industry, not just as an icon, but as a fun and interesting face.

Brand Lesson: When it comes to reinventing your brand’s image, don’t be afraid to make changes. The change can be something as simple as updating your website template or tagline.

4. Rihanna: Survive and thrive after a public misstep



Name 5 artistes who have received bad press, Bad Gal Riri would be mentioned in the top 3, and each time she has bounced back.

Brand Lesson: There'll always be people waiting for you to fail, and when that happens, acknowledge your failure, and find a way to capitalise on it, with humour if possible.

5. Taylor Swift: Be a voice in your industry



Only 26, Swift has become the voice on some of the most pressing issues in music. An instance is Apple music's decision not to pay artistes during the 3-month trial period for users, a decision which Apple reversed thanks to Swift's public intervention.

Brand Lesson: Strive to be a leader in thought, deeds and policy in your industry. Not only does this position your brand above others, it gives your product an 'elite' status.

What Every Upcoming Artiste Must Know About PR

 Ayeni Adekunle

CEO and Founder of BlackHouse Media, Ayeni Adekunle coached the 2015 MTN Project Fame contestants on the topic Artist Relations and PR. Here is what he had to tell them about perception and the media:

My name is Ayeni Adekunle and I am a PR professional. I work at BlackHouse Media. I want to spend a few minutes with you guys to talk about your image, branding and fame. As at today in Nigeria, Project Fame West Africa is as big as it gets. If you consider the TV viewership, it will be rare to find any other platform that guarantees you the kind of audience that you can get to by being here.

If you go online, if you go to the Project Fame West Africa YouTube channel, you will find over 30 million cumulative views. What that means is that by coming here in the first place, you have already grabbed the first opportunity to be successful. Before you came here, when you went for the audition, maybe only your friends, family and your close community knew you. Now you are going to leave here with a fanbase whether you come first or second or third or you get evicted. You are going to leave here with people who are going to 'root' for you. What that means is that this platform guarantees to some extent some sort of foot-in-the-door for you to begin a career.

If that is so, you need to understand how the music industry in Nigeria works. This is not banking. This is not oil & gas. This is not financial services. You are going to leave here, to an industry that is not entirely structured the way it

should be structured. How can you survive in that kind of Industry? There are no record labels waiting to snatch you. There are no dozens of talent agencies waiting to pick you up and take the job from where the academy has stopped and turn you into better products. There are no tours around the country that you can immediately plug into. So you are going to leave here and enter into an industry that is at best non-existent.

So how do you survive?

You are going to leave here as first, second, third. Whenever you leave this show, you are going to go into that industry and you are going to survive. It has been done before – you have case studies of winners of Project Fame and you have case studies of first and second runners up who have gone out there in spite of that chaos and done well.

So what do you need to know?

Your Public Relations team just like your lawyer should be one of the closest to you. I say this each time I speak about PR. If you are going to lie to anybody; if you are going to be deceptive; if you are going to be private; if you are going to hide stuff, the one person you do not want to hide it from is that person who is going to be in charge of managing your image.

When you are starting out young with no budget and no label, it might be your sister, it might be your brother, or it might be a journalist friend. You do not want surprises because this team will be in charge of trying to craft your messages to the public. This team will be in charge of trying to make the media understand you better. Sometimes, if you are busy and on the road a lot, this team will have access to your social media platforms. So you do not want them finding out in the media about stuff they should be defending. You don't want somebody asking



“Oh by the way your artiste was in a fight at the nightclub last night?” “Oh by the way I heard that your artiste is trying to sign a contract with this label?” And the person says “Oh no, never, we are not even talking to them,” meanwhile you were in a meeting with them last night. “Oh my artiste was not in the club last night, she was home sleeping,” and the media runs with that. As soon as you do that once, you lead your PR team to pass out wrong information and they lose credibility with the media. Once you lose credibility with the media, it is always extremely difficult to get it back, and once you breach trust you can’t even do PR.

Your music must be accompanied by exciting images. Videos are important. Today it is easier than ever before. Do not think of videos as just the 5-minute video that accompanies your music.

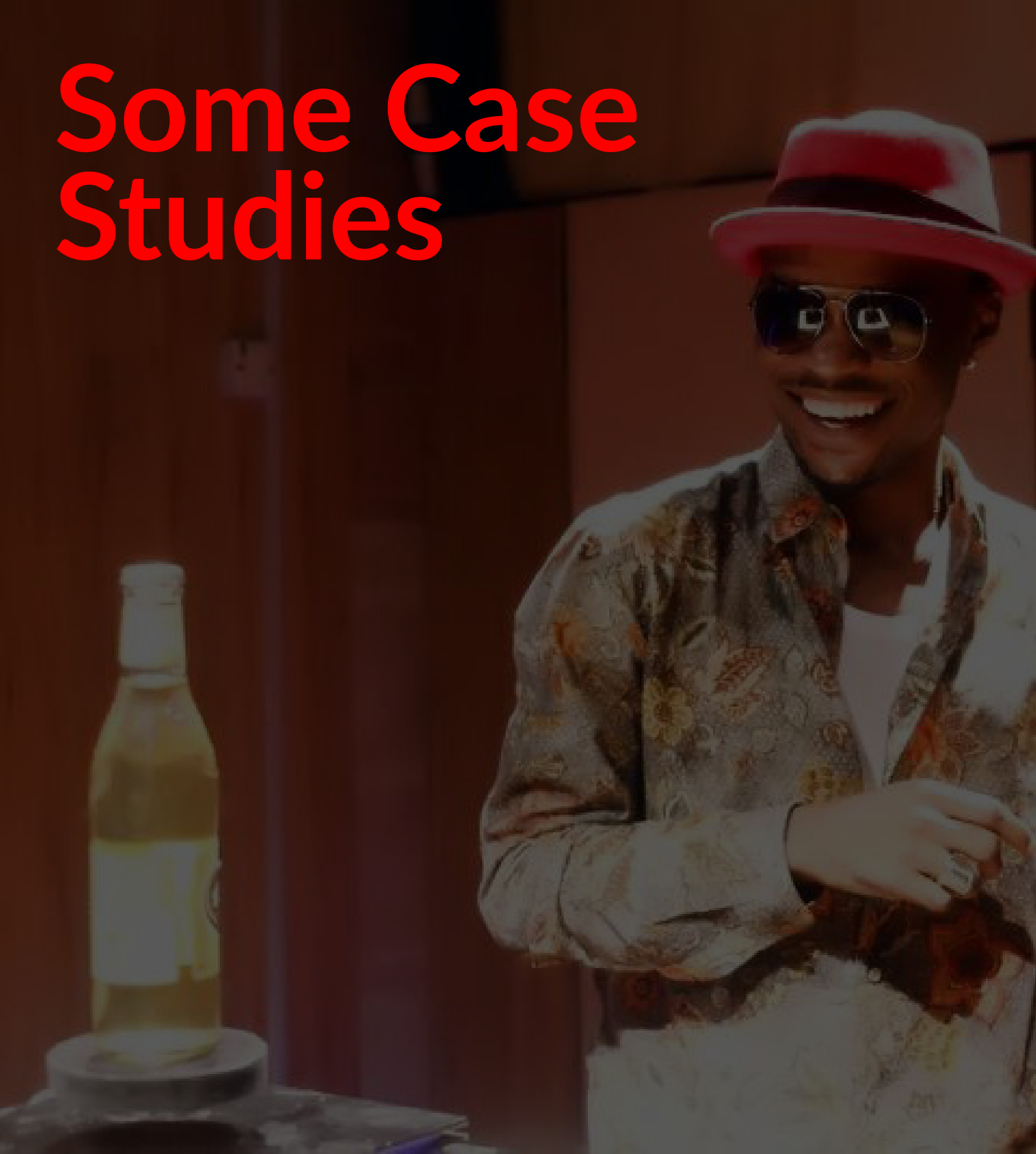
Think of videos first in terms of the 15 seconds or 1 minute that you put on Instagram and Facebook and Snapchat. Then think of the video that you put out on Facebook, then the video you put on YouTube, and then think of the 4-minute videos for Trace, MTV Base, Hip TV and the rest of them. Think of visuals as loosely as possible. If you are having drinks with your friends and you are going to push out a 5-second video, make sure it represents you

because people are going to see it. Video is not just when you go to South Africa or when you call a big director and you guys get on set.

Every time you record with a mobile phone, you are sharing content with the world that will present you in a certain way. Is that how you want to be seen? If you go out with your cap the way you are wearing it, is that how you want to be seen? If you have tattoo on your neck, is that how you want to be seen? If you sag your pants... understand that everything you say and project will form a part of what constitutes your brand.

A lot of these guys will never sit with you one on one. We all know 2Pac, we all know Michael Jackson and we all know Jay-Z. We all can tell their stories. But how many of us have ever spent time with them? We know them based on how we experience them through the media platforms that they use to engage with us.

Some Case Studies





CLIENT: **STRONGBOW APPLE CIDER** CAMPAIGN: **PRODUCT LAUNCH**

An historic brand Strongbow Apple Cider launched in Nigeria under Nigerian Breweries PLC.

Our objective was;

- Generate talkability and trial of Strongbow within primary and secondary audience.
- Build awareness and product understanding (Made from apples)
- Create brand distinction (Progressive & Refreshing)
- Utilize innovative PR methods (with minimal budget) to sample at scale

A strategy was thereby coined to fully exploit these objectives;

- Drive to stimulate interest through engaging narratives & strategic sampling opportunities.
- Disseminate reasons to believe and share relatable stories that connect with the TA using multimedia platforms.
- Reinforce the reason to believe by creating trends in areas the TA dominates.

- Gather customer feedback on the strong bow experience and use that feedback to tailor the brand as desired to reflect the unique drink by choice and of choice.



WHAT WE DID

In executing this strategy, we decided to ambush a lot of events and media houses within Lagos where our TAs will be present and Strongbow apple cider was sampled in all these events.

EVENTS SAMPLED

- Cloud 9
- Mente de Moda
- Headies
- MTV Base White Xmas party
- Tyme out with Tee A
- Lagos Jazz Series

MEDIA HOUSES SAMPLED

- MTV Base
- Cool FM/TV
- Wazobia FM/TV
- Nigeria Info
- Smooth FM
- Beat FM
- Classic FM
- Naija FM
- Trace TV

ACTIVITY MEASUREMENTS

- Indirect: Ambushing events enabled endorsement from top celebrities.
- Tactical sampling: Unsolicited advocacy from TA
- Direct sampling at Media Houses/events fuelled interest and demand. The perception was positive.
- 95% of TA comments were positive
- Lots of WOM awareness from TA
- Most organizations sampled requested for more.
- Stimulated Interest: Most of the sampled events saw the free sampling as a goodwill gesture.

MEASUREMENT & EVALUATION

A total of 110 media mentions was gathered all through the campaign with more than 450,000 impressions on print and over 700,000 Impressions on news websites and blogs.

The hashtag used for the campaign gained over 432 unique users who posted 1,284 times about #strongbowgoldenhour and #goldenhourexperience on social which resulted into 15,413,025 impressions and approximately 4.7 million people reached.



While tracking the hashtag we noticed that 67% of the people who joined the conversations on social media were female.

Out of the 110 media mentions gathered 61 mentions were earned.

BUDGET

Confidential



CLIENT: **STAR LAGER BEER**

CAMPAIGN: **STAR SUPERFANS**

THE BRIEF

- Develop a compelling PR strategy that will generate sufficient buzz for the Star Football Superfans, a new platform for sports sponsorship by Nigeria's leading brewer, Nigerian Breweries.
- Provide detailed PR plan for the activation based on the agreed strategy.
- Heavy traditional and digital media leverage for the Star Football Superfans campaign.

The Objective of PR was;

- Use relevant media to aid TA's understanding of the show's concept and encourage participation, exciting the public with interesting contents from activities during and after the show.
- Build believable followership by leveraging on the show's unique features.
- Create conversations on social to drive awareness and build anticipation towards the show.
- Use public relations and media relations to drive publicity with minimal budget.

KPI

- Quality & timeliness of PR Plan
- Creativity and innovation in proposed PR Plan
- OTIF execution of agreed PR Plan
- Media personnel, celebs, key influencers
- Press cover page
- Features
- Photo stories
- Electronic news mention
- No of tweets/ week with agreed hashtag
- Instagram posts/ week
- Efficiency of budget management (PR value delivered must exceed 100% of agreed budget)

CREATIVITY

- Engaging Conversation
- Agency engaged consumers activity everyday on social through the use of our owned assets and key influencers who engaged their community of fans on social, this Star Superfans the show trend 6 times organically.

OUTPUT

- Supervision of social media activities
- Total number of trends- 6
- Total number of media mentions- 271
- Over 1,200,000 impressions on print
- Over 500,000 impressions on news websites and blogs
- Over 89,000,000 social media impressions
- Issued over 100 news releases, photo news and spins to various media platforms
- Used key influencers- Colin Udoh, popular sports presenter and influencer Mocheddah, a musician and lover of football and Gbemi Olateru Olagbegi, a Beat FM OAP and compere.
- Photo stories



- Press briefing/ media parley
- Select photography coverage during raffle draws and game show recordings
- Issued special newsletter to 50,000 contacts
- Invitation of special guests.

OUTCOME

Media: Online

- Content on goal.com, Soccer Star, Nairaland seen by at least 10 million people (direct and pass-on).
- Weekly mentions on Complete Sports, Sport On, Soccer Star, Sport Day, Punch, Vanguard, BusinessDay, Encomium for 13 weeks.
- Cumulatively, mentions on Vanguard Online and Kenyanbuzz.com seen by 5 million fans on platform and social.
- 95% of comments on social positive.
- Earned media worth over 100 thousand dollars.
- Funny branded video skit generated over 1000 likes total and more than positive 25 comments.

- Over 89 million impressions with more than 15 million people reached.
- On-going survey of media, campuses and online communities looks set to return around 90% positive disposition to product.

RESULTS

The campaign exceeded the set target of 50 million impressions reaching over 89 million impressions.

The hashtags used trended 6 times on twitter.

7 radio news

5 feature stories

101 Print mentions (zero negative)

170 online mentions (zero negative)

500 photo output

5 newsletter

50 memes

comments

7 branded videos

5 celebrity posts

11,616 social media posts

89,297, 816 social media impressions

PAID MEDIA vs PERCENTAGE EARNED

Earned media 70%, Paid media-30%

BUDGET

Budget confidential

CAMPAIGN DURATION

3 months



CLIENT: VERVE
CAMPAIGN: VERVE SHOP SMALL
WIN BIG

THE BRIEF

Verve international created an innovative mobile supermarket in the form of a truck that will help merchants around the country take their goods to the doorsteps of consumers and encourages them to make use of their ATM cards.

OBJECTIVES

Develop a full PR strategy that would;

- Create awareness about the promo
- Position the verve brand as aspirational without necessarily playing into the strengths of consumers' perception and understanding of the brand.
- Support the aspiration needs of identified consumer segments.
- Drive awareness/engagement with existing cardholders while also stimulating new cardholders to acquire cards.

STRATEGY

Human beings like to be recognized. The strategy was to key into this innate desire by rewarding everybody that shopped in the truck, celebrating each individual winner across all media platforms, telling their individual stories and in the process, amplifying the functional benefits of the brand using interesting and shareable images and videos.

In this way, consumers were able to see their personal stories in the brand's story, endearing them to the brand, hereby creating indirect endorsement for verve and inspiring participation among their friends and neighbours.

HOW

Use stories of winners experience to create interesting and believable media content and interest in the brand.

Deploy brand ambassadors in areas being activated to tell the story.

Leverage performance by Guinness world record holder, Kaffy to inspire participation and endorsement.

Deploy exciting videos from special dance performances on social to trigger further interest.

Upload exciting photos from TAs Star Radler experience on social. Drive conversation Star Radler on relevant social platforms.

Leverage events for the promotion and tasting of Star Radler.

AREAS ACTIVATED

- Lagos: Ikeja, Agege, Iyana Ipaja, Oshodi, Ajah, Cele, VI, Tradefair, Surulere, Berger, Ikotun, Festac.



- Port Harcourt: Garrison, Mile 1, Rumuokoro, Ikokwo, Waterline.
- Total – 17

OUTCOME

Media: Online

- Goodwill. Customers were rewarded for participation with fridges, DVDs and home theaters
- Greater awareness about the Verve brand
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass-on)
- 90% of comments on social positive
- interesting branded videos viewed by over 100,000
- over 90 million impressions with more than 1million people reached.
- Increased following of the Verve brand by at least 40% on twitter and facebook
- Dramatized trade talk deployed on all brand assets



RESULTS

- 21 Print mentions (Zero negative)
- 60 online mentions (Zero negative)
- 700 photo output
- 2 newsletters
- 4 radio news
- 3,884 social media posts
- 98,716,055 social media impressions

OUTCOME

Media: Online

- Goodwill. Targets saw sampling as a big gesture from NB Plc.
- Ambushing events enabled endorsement from top celebrities.
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass-on).



- Unsolicited advocacy from bloggers, influencers and celebs.
- Cumulatively, mentions on Vanguard Online is seen by 2million fans on platform and social.
- Direct sampling at media houses/ agencies fuelled interest and demand. Total perception positive.
- 95% of comments on social positive
- Earned media worth over 30m naira.
- Funny branded video skit generated over 1000 likes total and more than positive 100 comments.
- Over 21million impressions with more than 5million people reached.
- On-going survey of media, campuses and online communities looks set to return around 90% positive disposition to product
- Every sampled organisation called back to request extra supply. Most gave free media space.



CLIENT: **FAYROUZ**

CAMPAIGN: **FAYROUZ L'ORIGINAL 2**

Due to an impeccable maiden edition, the second edition was taken up a notch. To execute a more emotional and interactive show that will benefit the target audience, enhance brand equity and at the end create brand advocacy, the brand team decided to introduce auditions in four tertiary institutions in four regions which includes South West Nigeria (Lagos and Ibadan), South South Nigeria (Port Harcourt) and South East Nigeria (Enugu) across the Nigeria Breweries business units in the country.

The selected institutions for the regional auditions in these regions were:

- University of Ibadan
- University of Nigeria Enugu
- University of Port Harcourt
- University of Lagos

The jury, which included Nigerian bespoke fashion tailor Mai Atafo, Creative Director April by Kunbi, Kunbi Oyelese, renowned creative Nigerian

photographer Kelechi Amadi-Obi and national retail makeup artiste House of Tara Rhema Akabuogu, auditioned over 1600 young creative undergraduates and NYSC members across all four universities.

They chose 6 different teams who were treated to a 3-day all expense paid trip to Tinapa, Calabar where they explored the tourist sites of the beautiful city of Calabar to inspire their creativity for the semi-final competition.

Two teams Team Meddlelane and Team Hai were chosen from the semi finals to go head to head for the grand finale in Lagos where Team Meddlelane emerged the winner. The winners took home N4,000,000, Apple Macbook Laptops, Canon Cameras and an opportunity to showcase at the next Lagos Design Fashion Week.



THE BRIEF

Develop a strategic PR plan that would;

- Create awareness about the second edition of the competition
- Drive interest and participation by the target audience
- Position Fayrouz as a youth oriented exciting brand that loves fashion, art, design and travel.

Duration – 4 months

PR CAMPAIGN EXECUTION

The Announcement

The strategy was to develop a make believe L'Original fashion magazine featuring the jury of the second edition of the competition leading the audience to think the competition was launching a fashion magazine. This teaser was released online for 48 hours to get people to engage in conversations about the 'new magazine'.

Call to Entry

The call to entry campaign took off immediately after the teaser to reveal the return of the competition. To drive interest and participation, BHM's storytelling technique was used to connect with the TA from three different angles online.

- Individual and Team Success stories of the previous winners 'Team ELAN'
- Fayrouz L'Original 2 Jury profile stories
- Confessions of the corper that spent N4M in a Mall'

A fictitious human angle narrative that tells the story of how a young NYSC member won and spent N4M which was the prize money of Fayrouz L'Original 2.

Duration – 4 weeks

OUTCOME

- Over 130 earned online mentions
- Over 100 radio mentions
- About 30 earned print mentions
- Over 8 Million Social Media Impressions

Auditions

For four weekends, each weekend the members of the jury visited one university to audition the thousands of young creative minds that entered for the competition. To create anticipation for each university and host city, the following media tactics were explored for each audition.

- Radio Conversations every day for each week preceding the auditions weekend.
- Jury Radio Interviews each day before the auditions
- Live Social Media and online exploitation (Contestant Videos and Photos, Behind the Scenes content, Jury's shout outs e.t.c)
- Print exploitation (Photo stories, News Stories, Entertainment Stories, Lifestyle Stories, Brand stories e.t.c)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Soundcity.



SEMI-FINALE

The Semi finale activities included a brief mentoring session with the 6 semi-finalists, a tour of Calabar city in the South South region of Nigeria, and a mini runway event to choose the 2 finalists of the competition. To amplify the semi finale, the following tactics were deployed.

- Radio Conversations every day for the week preceding the audition weekend.
- Jury Radio Interview the day before the semi finale event
- Semifinale event live Social Media and online exploitation (Runway Videos and Photos, Behind the Scenes content videos and photos, etc.)
- Print exploitation (Thisday Glitterati Event Coverage, Travel/Tourism Stories, Lifestyle Stories, Entertainment Stories, etc.)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Sound City

PRE-FINALE

In preparation for the Grand finale, the finalists were engaged in the following media activities:

- Style Mania Cover Photoshoot featuring the finalists and Jury in Fashion pieces by Mai Atafo and Kunbi Oyelese to be auctioned at the Grand Finale event.
- Competition expose media parley with the jury, finalists and brand team
- Finalists Radio Interviews on the Top Radio Stations in Nigeria
- TV Interview on Silverbird Television
- Mentorship bootcamp session by members of the jury and Life Coach Kate Williams.

These events were exploited using the following media tactics:

- Social Media and online exploitation (Live Videos and Photos, Behind the Scenes content, etc.)
- Print exploitation (News Stories, Entertainment and Lifestyle Stories)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Soundcity

Other Social Conversation Tactics include:

- Allegiance conversations on social media and blogs (Team Meddlelane VS Team Hai), (Team Lagos VS Team Ibadan).
- Music Performers Line up Conversations on Social media and blogs

GRAND FINALE

- The big idea for the grand finale was to invite the key Nigerian fashion influencers, Stylists, Bloggers and Lifestyle Media to achieve earned media and conversations for the competition in the Nigerian Fashion Industry and beyond.



Mode of Invitation

- To create anticipation for the event and inspire guests to attend, the invitation alongside a tray of Fayrouz was delivered to the top Nigerian fashion influencers and enthusiasts, Stylists, Fashion Bloggers and Lifestyle Media. This activity was amplified on Social Media and prompted the guests to share on their social pages giving the event access to their thousands of followers nationwide.

Main Event Media Tactics

- Pre event Radio plus social conversations and ticket giveaways
- Event TV Coverage by top Nigerian TV Stations
- Live Social Media and Online Exploitations of all event activities including Red Carpet Coverage, Celebrity Mixologist Activation, Finalists Runway Showcase, Music Performance, L'Original Fashion auction and Winners Showcase.
- Print Exploitation (Fashion Newspapers/Magazine Cover Stories, News Stories, Entertainment and Lifestyle, etc.)

CAMPAIGN MEDIA OUTPUT

- Total Number Of Print Mentions
- 112 (Over 2,000,000 people reached across Nigeria)
- Total Number Of Online Mentions - 552 (Over 10,000,000 impressions)
- Total Number of Local and National TV Mentions – 23
- Total Number of Radio Mentions – 511
- Total Number Of Social Media Impressions – 66,645,826

CAMPAIGN OUTCOMES

- Fayrouz L'Original 2 teaser and call to entry campaign received a laudable increase of 65.6% earned radio mentions and 71.2% earned online mentions versus the maiden edition
- The competition received over a 100% increase in the entries for the second edition. The maiden edition recorded over 1600 entries while the

second edition recorded over 3,600 entries respectively

- The competition generated impressive interactive conversations and direct feedback across Fayrouz Nigeria and BHM Social Media platforms
- By visiting and exploring 5 different states in Nigeria for Fayrouz L'Original 2, the brand earned additional audience from tourism and adventure
- The success of the second edition placed Fayrouz L'Original on the vanguard of credible platforms that produce original young and marketable creative talents in the Nigerian Fashion industry
- The Fayrouz brand is embraced by young creative talents and fashion enthusiasts in the Nigerian fashion industry as the brand that supports their creativity and originality



CLIENT: LEGEND EXTRA STOUT

CAMPAIGN: LEGEND BOTTLE TRIVIA

THE IDEA

We wanted to create conversations within the community of Legend consumers using a combination of the product and games people would love to play.

HOW WE DID IT

Over a period of two weeks a photographer was commissioned to take great pictures of three Legend Bottles: one empty, one full and one half-empty.

The game came in the form of memes asking obvious questions.

What Options Did We Have For Execution?

OPTION 1

Paid influencers chosen for a wider reach and larger amount of engagement.

INFLUENCERS (PER PLAT-FORM)	INFLUENCE	PRICE
Instagram		
Influencer 1	110,000	N150,000
Influencer 2	283,000	N15,000
Influencer 3	966,000	N40,000
Influencer 4	107,000	N30,000
Influencer 5	292,000	N50,000
Facebook		
Influencer 1	19,478	N30,000
Influencer 2	271,603	N30,000
Influencer 3	4927	N40,000
Influencer 4	1,457,250	N25,000
Influencer 5	2,632,396	N50,000
Twitter		
Influencer 1	9712	N25,000
Influencer 2	28,800	N30,000
Influencer 3	749,400	N25,000
Influencer 4	155,000	N25,000
Influencer 5	13,600	N15,000
TOTAL	7,100,166	580,000

OPTION 2

BHM owned assets for a more organic effect.

ASSETS	INFLUENCE ACROSS ALL PLATFORMS
BHMng	58,851
Thenetng	385,432
Stardotng	50,938
NewsroomDaily	55,122
TNSnigeria	57,957
TOTAL	608,300

ACTIVATION

We went for option 2, launching with zero budget at exactly 5.52pm on Friday, 15th of July, 2016.

With a combined followership of a little over 600,000 people, the accounts published the posts, on instagram, twitter and Facebook, at the same time.

THE OUTCOME

Platforms	Facebook		Instagram		Twitter	
	reach	engagement	Likes	comments	impressions	engagement
BHMng	84585	509	1743	69	545	36
Thenetng	32029	179	2220	127	3284	452
stardotng	11253	0	1967	113	3048	518
TNSnigeria	52691	238	1431	22	2075	363
Newsroom-daily	23895	28	4401	205	2849	625

Some Celebrities Caught The Fever ...


The instagram posts yielded numerous comments, some of which were from celebrities like award-winning artiste Dare Art-Alade and ace comedian, Omo Baba.

Social media influencer, @Zebbook also jumped on the bandwagon as his post on twitter enjoyed 55 retweets.

CONCLUSION

We got 13,000 people talking about the brand at zero budget. The game was a hit.

**CAN'T SEEM TO MAKE UP
OUR MINDS!**



**IS THE LEGEND BOTTLE
BLACK OR BROWN ??**

**ONE OF THESE BOTTLES IS FULL,
ONE IS HALF FULL AND ONE IS EMPTY.**

1 2 3



EMPTY FULL HALF-FULL

**CAN YOU GUESS WHICH IS FULL,
HALF FULL AND EMPTY?**

ON-GOING ARGUMENT IN THE OFFICE...

1 2 3



**WHICH OF THESE THREE
BOTTLES IS EMPTY?**



CLIENT: STAR LAGER BEER

CAMPAIGN: STAR FOOTBALL

ANNOUNCEMENT

THE PROJECT

Star is the proud Supporter of millions of shinning fans.

Star football league is a football activation platform created in partnership with the Nigerian and International football clubs to give fans an ultimate football experience while promoting the 'Star brand' as well as celebrating the Nigerian passion for football.

For the past 2 years, Star has recognized the passion associated with football and the pride that ignite winning moments.

In 2016, Star sees the need to expand its frontiers to increase brand affinity, connect with million of shinning football fans and promote national pride that will resonate around the country and beyond.

OBJECTIVE

- Create, curate and distribute stories across key platforms that help bring to life the "LET THE GAME BEGIN STORY".
- Highlight Star as the only brand that seeks to bring together "the best of Beer with the best of Football" through its iconic partnerships.

THE BRIEF

Provide a detailed strategy and plan for exploiting the Star Football League Heavy traditional and digital leverage of the rights, Properties and developed assets for the star football league. Invitation and management of media and Key influencers, Celebrities for the unveil events. Secure credible and beneficial media partners for the star football league and its properties.

THE IDEA

Through the partnership announcements, we wanted to create believability around the proven facts that:

1. Star is football: Star, the brand is a lover, and supporter of football.
2. Star is Nigerian: Star, the brand is a proudly Nigerian product. Being the premier locally brewed beer brand.

It is a fact that Nigerians love football. This is the favorite sport of the people.
It is a fact that Nigerians love Star.

It is a favorite brand of the people.

If the premise was right, then Nigerians who love football, should love Star and Nigerians who love Star should love football making them believers and advocates of the brand.



STRATEGY BREAKDOWN

Existing Facts/ Premise for Strategy:

- STAR as a brand, is a known supporter of football = STAR is a national brand, synonymous with Nigeria.
- We know Nigerians love star. We know Nigerians love football.

A major driver for the strategy, would be PEOPLE & PLATFORMS the brand will PARTNER with.

- People are driven, and excited or attracted by/with PRIZES & Rewards.
- The games or activities around the giving and receiving of prizes will be used as interesting CONTENT.
- The prizes and rewards will engender consumers to the brand, turning them into SUPERFANS. Good content will also create Super fans.

Eventually creating Super Fans who will continually consume STAR is the Ultimate GOAL.

STORYTELLING STRATEGY

Adopt influencer PR as a method to gain buy in; create, curate and distribute bespoke content across various platforms.

Employ owned and identified third party platforms to help build advocates and influencers through scalable and believable content.

Create and distribute engaging content (branded and unbranded) on owned and third party platforms with the intention to go viral.

HOW WE DID IT

ANNOUNCEMENT

Both announcement events held at Eko Hotel and Suites to announce Star's partnership with the NPFL on the 23rd of August, 2016 and with five European clubs; PSG, Real Madrid, Arsenal, Juventus and Manchester City on the 31st of August, 2016.

They were both unusual press events with embedded platform experience.

The events were attended by consumers, Media, select fans, celebrities, Influencers partners, regulators and key stakeholders.

BEFORE THE ANNOUNCEMENT

- Invitation of Key stakeholders, Media and Influencers

- Preparation of Media Kit
- Photo briefing
- Drafting of talk points for panel discussion
- Recruitment of campaign influencers
- Media Partnerships
- Multimedia content creation and curation

INVITATION

Invites were sent to sport journalists, sport bloggers, editors, influencers, celebrities, coaches and key stakeholders from sports and entertainment.

Mechanics

- Pre-Invitation Emails
- E-invites
- Physical delivery of Invites Reminder Emails and SMS

DURING THE ANNOUNCEMENTS

- Accreditation at the venue in conjunction with livespot
- Real time social media activities – Live event feeds and updates on social
- Photo ops and photo news
- Trends by influencers on #StarFootballLeague
- Media Interviews
- News releases, blog posts and spins from the announcement

AFTER THE ANNOUNCEMENTS

- Newsletters
- Delayed TV broadcasts
- Print cover mentions



- Inspired features and articles
- Blog Posts
- Radio News
- Engagement via owned and third party platforms

CAMPAIGN MEDIA OUTPUT

- Total Number Of Print Mentions – 70 (Over 2,000,000 people reached across Nigeria)
- Total Number Of Online Mentions – 200 (Over 5,000,000 impressions)
- Total Number of Radio Mentions – 20
- Total Number Of Social Media Impressions – 30,780,194
- 2 bespoke newsletters were sent out to 80,000 recipients.

CAMPAIGN OUTCOME

- Over 1000 guests attended both events.
- Both announcements generated impressive interactive conversations and direct feedback across Star Lager Beer and BHM Social Media platforms.
- The gravity of both partnerships placed Star at the forefront of the biggest sport in Nigeria and in the hearts of its followers.
- 5,179,982 people reached on social media as 525 unique users posted 505 unique posts on instagram and twitter.
- There was a 12 hour twitter trend- From 7pm, Tuesday, August 23 to about 7am, Wednesday, August 24, 2016.
- Twitter trends at different positions from 6pm, Wednesday, August 31 to about 9am, Thursday, September 1, 2016.



CLIENT: STAR LAGER BEER

CAMPAIGN: STAR RADLER PR & EXPERIENTIAL CAMPAIGN

THE BRIEF

Develop a communications plan using innovative and scalable sampling method experiential marketing and strategies to introduce the Star Radler brand to target audience between 18- 24.

OBJECTIVES

- Use stories of sampling experience to create believable media content capable of deepening interest
- Awaken interest of TA to the point of action
- Use public relations and organic endorsements to drive publicity with minimal budget

HOW

Build strong and relevant stories around the experience to help kick start talkability.

Deployment of Product samples across different organisations for maximal hearsay impact.

Upload exciting photos from TAs Star Radler experience on social.

Drive conversation for Star Radler on relevant social platforms

Leverage events for the promotion and tasting of Star Radler

INNOVATION AND CREATIVITY

Ambushing events in Lagos and Tactical sampling.

This was the big idea behind the Star Radler experiential PR plan, Consumers where sampled at their workstations and at select events, in order to let them experience the brand in their natural environment, outside peer/social pressure.

This ensured that all the responses gathered were honest. Also, the offices sampled were selected based on their media reach and existing relationship with the brand.

EVENTS SAMPLED

AY Live 2015, Lagos Colour Splash, Alibaba Novelty Match, One Love Peace Concert, Rapper Shakabula on Naija FM, Conquest Awards.

Total – 6

OFFICES SAMPLED

HipTV, Galaxy, Top Radio, Naij, BHM, NET, Cool FM, Wazobia FM, Nigerian Info, We- TV, Cool TV, Beat FM/Naija FM/Classic FM, Oracle, Pulse, The Cable, Sabi News, Newswatch, Na.onal Mirror, Lowe Lintas, Starcom , ByteSize, E-247, Yes Magazine, Encomium, Guardian, Inspira.on FM, New Telegraph, The Union, Niche, City People, Ova.on FM, AIT, Raypower, Vanguard, Business Day, City FM, Genera.on E, Rhythm FM, STV, IMS, Soundcity TV, ONTV, SPICE TV, TVC, Sabi News, Media Cra`, MTV Base, COSON, X3m Ideas, NTA, Nigezie.

Total-51

OUTPUT

Media: Online

- Goodwill. Targets saw sampling as a big gesture from NB Plc
- Ambushing events enabled endorsement from top celebrities.
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass- on).
- Unsolicited advocacy from bloggers, influencers and celebs.
- Cumulatively, mentions on Vanguard Online is seen by 2million fans on plalorm and social. Direct sampling at Media Houses/ Agencies fuelled interest and demand. Total perception positive.

OUTCOME

Media Online

- Sampled more than 50 media houses/ agencies
- Live Social Media activities at Touch points such as ICM, Leisure Mall, The Palms and Media houses sampled as well as Events.
- Issued interesting and captivating content to Print, digital and broadcast media across the country
- Commissioned social media influencers which led to trends.

RESULT

The campaign exceeded the set target of 18 million impressions reaching over 21 million impressions.

The hashtags used trended on twitter.

- Print Mention (13) (zero negative)
- Online Mention (55) (zero negative)
- Individuals sampled: 3,470
- Organisations sampled: 51
- Events sampled: 7
- Photo output: 800
- Newsletter (3)
- Radio News (4)
- Comments
- Branded Video (3)
- Celebrity posts (15+)
- Social media posts: 3,811
- Social Media Impression – 21, 139,650

PERCENTAGE EARNED VS PAID MEDIA

Earned Media 55% Paid Media 45%

BUDGET & COST EFFECTIVENESS

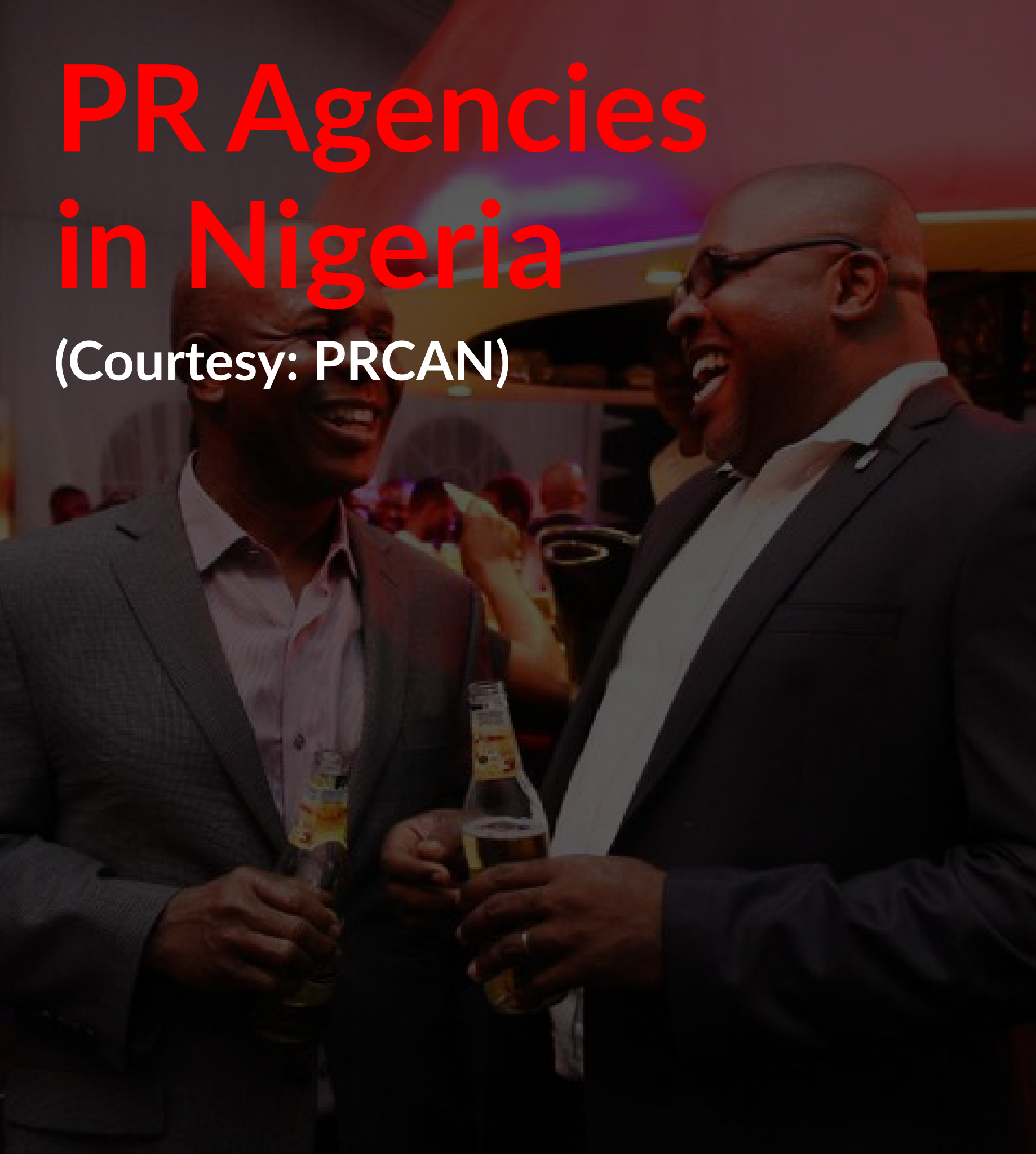
Budget confidential

CAMPAIGN DURATION

One Month

PR Agencies in Nigeria

(Courtesy: PRCAN)



Absolute PR Limited

Contact: Akonte Ekine
 Akonte.ekine@absoluteprnig.com
 www.absolutepr.ng

As+ A Communications

Contact: Agnes Shobajo
 As_communications@yahoo.com

BD Consult Limited

Contact: Tola Bademosi
 tola@bdconsultonline.com
 www.bdconsultonline.com

Bifocal Communications

Contact: Alhaji Idris Muhammed
 modris11@yahoo.com,
 themarketing@yahoo.com

BHM

Contact: Ayeni Adekunle Samuel
 ayeni@bhmng.com
 www.bhmng.com

Blueflower Limited

Contact: Chido B. Nwakanma
 chidonwakanma@blueflowerafrica.com
 www.blueflowerafrica.com

Brooks and Blake Ltd

Contact: Sola Fijabi / Taiwo olujimi
 sfijabi@brooksandblake.com

www.brooksandblake.com

Caritas Communications

Contact: Adedayo Ojo
 ceo@caritaspr.com
 www.caritaspr.com

C & F Porter Novelli

Contact: Nn'Emeka Maduegbuna
 nnemeka.m@candf.com.ng
 www.candf.com.ng

Chain Reactions Limited

Contact: Israel Jaiye Opayemi
 iopayemi@chainreactionsng.com
 www.chainreactionsng.com

Compact Communications Ltd

Contact: Chuddy Oduenyi
 leaergest@yahoo.com
 www.compactcommunications.com.ng

CMC BURSON MARSTELLER

Contact: Yomi Badejo-Okusanya
 ybo@cmconnect.com
 www.cmconnect.com

Concrete Communications

Contact: Semoore Badejo
 semobad@yahoo.com

Evolve Integrated Services

Contact: Tunde Renner
 tunderenner@evolvenigeria.com
 evolvenigeria.com

FCB Redline (PR Redline)

Contact: Lekan Ishola
 l.ishola@fcbredlineng.com
 www.prrredline.com

Hally Sports Int. Ltd

Contact: Godwin Spiff Sagbama
 win@hallysports.com

Hi-Tek Productions

Contact: Fred Chagu
 chaguf@yahoo.com , htp@htpng.com
 www.htpng.com

Image Consultants Ltd

Contact: Vincent Oyo
 voyo@imageconsultantsnigeria.com
 www.imageconsultantsnigeria.com

Imagelink Communications

Contact: Shola Oyeneeye
 imagelinkcommunications@hotmail.com

Integrated Indigo Limited

Contact: Bolaji Abimbola
 bolaji@indigo-ng.com

JSP Corporate Communications

Contact: Phil Osagie
drphil@jspcommunications.com
www.jspcommunications.com

Leap Communications Ltd

Contact: Muyiwa Akintunde
makintunde@leapcommunications.com.
ng, akintundemuyiwa@gmail.com

Marketing Mix & Company

Contact: Akin Adeoya
akinadeoya@marketingmixideas.com
www.marketingmixideas.com

Mediacraft Associates

Contact: John Ehiguese
john.e@mediacraft.ng
www.mediacraft.ng

Mediamark Limited

Contact: Izuchukwu Arinze
mediamarklimited@yahoo.com
www.mediemark.com

Messages Inc Ltd

Contact: Ademola Adedoyin
messages54@yahoo.co.uk
www.messagesinc.com

Metro Media Communications Ltd

Contact: Mike Nzeagwu

metromediaus2000@yahoo.com
www.metromedia.com

Mindshare Communications

Contact: Amuzie Akpaka
mindshare02@yahoo.com
www.mindsharelimited.com

Mike Okereke Consulting Ltd

Contact: Mazi Mike Okereke
beecprofessionalexams@gmail.com
www.beetraining.com

Nansolyvan PR

Contact: Chief Mrs Esolum Nwosu
esolumstar@yahoo.com

Nadeem Media Consults

Contact: Sule Yau Suleiman
suleysule@yahoo.com,
nadeemmedialtd@yahoo.com
www.nadeemmediaconsults.com

NECCI Limited

Contact: Nkechi Ali-Balogun
Necci.training@gmail.com
www.necciprroundtable.com

Neo Media & Marketing Ltd

Contact: Ehi Braimah
ehi.braimah@neonigeria.com
www.neomedia.ng

Oyster St. Iyke Ltd

Contact: Prince Osita Ike
oyster3000@gmail.com

PFCAfrica Communications Limited

Contact: Yemi Fredericks Odusote
adeyemio@pcfcafrica.com, femijencutt@gmail.
com
www.pfcafrica.com

Prizeworth Consulting Limited

Contact: Cajetan Otuokere
prizeworthtraining@yahoo.com

Publicis Consultants Soulcomm

Contact: Mojisola Saka
mojisola@soulcommpublicis.com
www.soulcommpublicis.com

Red Gecko Ltd

Contact: Cornelius Onuoha
conuoha@redgeckoonline.com
www.redgeckoonline.com

Red Media Africa

Contact: Chude Jideonwo / Adebola Williams
chude@redmediaafrica.com,
adebola@redmediaafrica.com
www.redmediaafrica.com

Rytkey Concepts Ltd

Contact: Yusuf Muazu
y_muazu@yahoo.com

Sesema PR Limited

enquiries@sesema.com
www.sesema.com

Silver Bullet Public Relations

Contact: Celey Okogun
enquiry@silverbulletpr.com
www.silverbulletpr.com

SY & T Communications

Contact: Simon Tumba
simontumba@syt-pr.com
www.syt-pr.com

Synthesis Communications

Contact: Desmond Ekeh
desmondekeh@yahoo.com
www.synthesisnigeria.com

Tanus Communications Ltd

Contact: Dr. Yemi Ogunbiyi
yemiogunbiyi@gmail.com

The Quadrant Company

Contact: Bolaji Okusaga
Bolaji.okusaga@quadrantcompany.com
www.quadrantcompany.com
Timex Intermedia
Contact: Taiwo Ola

TPT International Limited

Contact: Charles Igbinidu
cfopubrel@yahoo.co.uk
www.tptinternational.com

Tourism Promotions & Comm

Tope Ogbeni Awe
tope.ogbeni-awe@topcommng.com
www.topcommng.com

TruContact Limited

Contact: Ken Egbas
kenoe@trucontactng.com
www.trucontactnigeria.com

Whitewater Limited

Contact: Nsikak Daniels
nigtoday@yahoo.com

Winning Concepts PR

Contact: Mike Meze
obimeze@yahoo.com
www.winningconceptsng.com

Media Directory



BLOGS AND WEBSITES

1. [360nobs](#)
2. [789](#)
3. [Abiyamo](#)
4. [All Nigerian Recipes](#)
5. [All Nigerian Soccer](#)
6. [Brand Crunch](#)
7. [Brandish](#)
8. [Bellanaija](#)
9. [Brittle Paper](#)
10. [Businessday Online](#)
11. [Buzz Nigeria](#)
12. [Channels](#)
13. [Channels TV](#)
14. [Cyber Naira](#)
15. [City People](#)
16. [Dailypost](#)
17. [Encomium](#)
18. [Footballlive](#)
19. [Forbes Africa](#)
20. [Geek](#)
21. [Gistmania](#)
22. [Goal](#)
23. [Gossip Mill](#)
24. [Green News](#)
25. [Guardian](#)
26. [Healthable](#)
27. [Information NG](#)
28. [Jaguda](#)
29. [Just Naira](#)
30. [Kemi Filani](#)
31. [Kickoff Nigeria](#)
32. [Ladun Liadi News](#)
33. [Lailas Blog](#)
34. [Leadership](#)
35. [Linda Ikeji Blog](#)
36. [Live Ofofo](#)
37. [Luxury Reporter](#)
38. [Marketing Edge](#)
39. [Miss Petite Naija Blog](#)
40. [Miss Techy](#)
41. [Mobility Arena](#)
42. [My School](#)
43. [Naij](#)
44. [Naija Loaded](#)
45. [Naija Parrot](#)
46. [Naija Tech Guide](#)
47. [Nairametrics](#)
48. [Newsroom](#)
49. [Ngr Guardian News](#)
50. [Nigerian Eye](#)
51. [Nigeria Films](#)
52. [Nigerian Finder](#)
53. [Notjustok](#)
54. [Ogbonge Blog](#)
55. [Olisa TV](#)
56. [Olori Supergal](#)
57. [Olufamous](#)
58. [Omojuwa](#)
59. [Ono Bello](#)
60. [Orin](#)
61. [Oscar Mini](#)

62. [Osun Defender](#)
63. [Ovation](#)
64. [Own Goal Nigeria](#)
65. [Party Jollof](#)
66. [PM News Nigeria](#)
67. [Premium Times](#)
68. [Pulse](#)
69. [Punch NG](#)
70. [QED](#)
71. [Sabi News](#)
72. [Sahara Reporters](#)
73. [Signal NG](#)
74. [Sisi Yemie](#)
75. [Soccer Vista](#)
76. [Society Now](#)
77. [Sportline NG](#)
78. [Star NG](#)
79. [Stargist](#)
80. [Stella Dimokokorkus](#)
81. [Style Vitae](#)
82. [Sun News Online](#)
83. [Sweet Crude Reports](#)
84. [Techatlast](#)
85. [Tech Cabal](#)
86. [Tech City](#)
87. [Techloy](#)
88. [Techpoint](#)
89. [TechRez](#)
90. [That 1960 Chick](#)
91. [That Igbo Chick](#)
92. [The Cable](#)
93. [The Capital](#)
94. [The Naked Convos](#)
95. [The Niche](#)
96. [The Scoop NG](#)
97. [The Sheet](#)
98. [The Nation Online](#)
99. [The NET](#)
100. [The Nigerian Voice](#)
101. [The Trent Online](#)
102. [ThisDay Live](#)
103. [TNS](#)
104. [Today.](#)
105. [Too Xclusive](#)
106. [Tribune](#)
107. [Unilag Olodo](#)
108. [Vanguardngr](#)
109. [Ventures Africa](#)
110. [Wedding Digest Naija](#)
111. [Wives Town Hall Connection](#)
112. [Yabaleft Online](#)
113. [Ynaija](#)
114. [Yomi Prof](#)
115. [Yes Magazine](#)
116. [Zikoko](#)

NEWSPAPERS AND MAGAZINES

Acada

Address: Shop No. 19, Jowon Plaza, Ilupeju Rd, Lagos.

Phone no: 0806 230 0002

Alaroye Newspaper

Address: 49 Ondo Street Off Osuntokun Avenue, Old Bodija, Ibadan

website: www.alaroyeonline.com

phone no: 08034008224”

BrandIQ

Address: 12A, Aba Johnson Street, Adeniyi Jones Avenue, Ikeja, Lagos

Website: brandiqng.com

Blueprint

Address: 26/27 Mississippi Street, Maitama, Abuja

Website: www.blueprint.ng

Phone no: 08036279911

Businessday

Address: The Brook, 6 Point Road, GRA, Apapa, Lagos

Website: <http://www.businessdayonline.com/>

Phone no: +233243226596

Complete Fashion

Address: 1A, Ayinde Akinmade Road Off Admiralty Way Lekki Phase 1, Lagos

Website: completefashion.org/

Email: cf@truetalespublications.com

City People

Address: 2, Otunba Shobowale Way, Gbagada, Lagos

Website: citypeopleng.com/

Phone no: 08033136066

Email: Oluseyekehinde@yahoo.com

Champion News

Address: 156/158, Oshodi Apapa, Lagos.

Website: <http://www.championnews.com.ng/>

Complete Sports

Address: Adenekan St, Lagos

Website: www.completesportsnigeria.com

TELEPHONE 234-1-7403112

EMAIL info@completesportsnigeria.com

Daily Champion

Address: Champion House, Ilasamaja, Mushin, Lagos.

Phone no: (+234-1) 4525807 4525983

Website: www.champion-newspapers.com

Daily Independent

Address: Block 5, Plot 7D, Wempco Road, Ogba, Epe, Lagos

Phone no: +234-8059218946

E-mail: info@independentnig.com

Website: www.independentnig.com

Daily Newswatch

Address: 159/161, Broad Street, Lagos Island

Website: www.mydailynewswatchng.com

Daily Times

Address: Lateef Jakande Road, Agidingbi, P.M.B. 21340, Ikeja, Lagos

Website: <http://dailytimes.ng/>

Daily Trust

Address: 2nd Floor Textile Labour House, 10 Acme Street, Lagos

Phone no: 07001777577, 08116759751

Website: <http://www.dailytrust.com.ng/>

Encomium

Address: ENCOMIUM's Place, May 14 House, 23, Thomas Salako Street, Ogba, Ikeja, Lagos.

Website: www.encomium.ng

Phone no: 08055002034, 08023002080, 08038015557

Email: olakunle.bakare@encomium.ng

Genevieve

Address: Plot 8, Block 103, Olabanji Olajide Street, Lekki Peninsula Phase 1, Eti Osa, Lagos

Website: genevieveng.com

Phone no: 08033257606

Email: editor@genevievemagazineng.com

Global Excellence

Address: 6, Sanyaolu Street, off Kudirat Abiola Way, by Oregun B/Stop, Oregun, Ikeja, Lagos.
 Website: <http://globalexcellenceonline.com/>
 Phone no: 08051000485, 08055103240
 Email: excellence_global@yahoo.com

Leadership Nigeria

Address: 27 Ibrahim Tahir Lane, Off Shehu Musa Yar'Adua Way, Utako District, Abuja.
 Website: www.leadership.ng/
 Phone no: +2347062820473

Marketing Edge

Address: 1, Fadeyi Aladura Street, Ikeja, Lagos
 Website: www.marketingedge.com.ng/
 Phone no: 08023243054
 Email: info@marketingedge.com.ng

Mode Men

Website: <http://modemenmag.com>
 Phone no: +234 (0) 805 372 9814
 Email: info@modemenmag.com

National Accord

Address: Suite FF-16, Abuja Metro Plaza (Adjacent National Defence College), Central Business District, Abuja
 Website: <http://nationalaccordnewspaper.com/>
 Phone no: 234 -9 – 2913183, 234 – (0) 8173116821
 E-mail: contact@nationalaccordnewspaper.com; nationalaccord@gmail.com

National Mirror Newspapers

Address: 155/161 Broad Street, Lagos.
 Phone no: 07066178740
 Website: <http://nationalmirroronline.net/>

New Telegraph

Address: 1, Ajimobi Street, Agidingbi, Ikeja, Lagos.
 Website: <https://newtelegraphonline.com/>

Nigerian Pilot

Address: Block A1, AMAC, Beside Heritage House, Wuse Zone 3, Abuja
 Website: www.nigerianpilot.com
 Email: info@nigerianpilot.com
 Phone no: 234-9039258428

Nigerian Tribune

Address: Imalefalafia Street Oke Ado Ibadan North Oyo.
 Website: tribuneonlineng.com
 Phone no: 08116954632
 e-mail: onlineeditor@tribuneonlineng.com

Ovation

Address: 13B Ladipo Kuku Street, Off Allen Avenue, Ikeja, Lagos.
 Website: ovationinternational.com
 Phone no: +2348023002090, 08055069220, 08055069212
 Email: mikeffiong@ovationinternational.com

Premium Times

Address: 53 Mambolo street, Abuja.
 Website: www.premiumtimesng.com
 Phone no: +23492917298 | 0700 PREMIUM (0700 773 6486)
 Email: info@premiumtimesng.com

Sports Day

Address: 19 Gbemisola Street, Off Allen Avenue Ikeja – Lagos.
 Website: sportsdayonline.com
 Phone no: +234 1 7364169
 Email: advert@sportsdayonline.com

Sporting Life

Website: sportinglife.com
 Email: editorial@sportinglife.com

Tell

Address: Kilometre 22, Lagos-Ibadan Expressway, Berger, Ojodu, Lagos.
 Website: www.tell.ng
 Phone no: +2348033079498, +2348033071071
 Email: info@tell.ng

The Abuja Inquirer

Address: 27B Oke-agbe street, Samuel Ladoke Akintola Boulevard, Abuja
 Website: <http://www.theabujainquirer.com/>
 Email: letters@theabujainquirer.com
 Phone: +234 (0)8033027995

The Abuja Voice

Address: 27 Ibrahim Tahir Lane, Abuja, Federal Capital Territory

The Authority Newspaper

Address: off Lake Chad, 10 Oguda CL., Maitama

Website: www.authorityngr.com/

Phone: 09-2920083, 09-29280084, 09-2920086

Email: media@authorityngr.com,
theauthorityngr@gmail.com

The Guardian

Address: 103/109, Rutam House, Apapa Oshodi Expressway, P.M.B. 1217, Oshodi Isolo, Lagos

Website: <http://www.guardian.ng/>

Phone no: +234 803 418 7233

Email: info@guardian.ng

The Nation

Address: 27b, Fatai Atere Road, Mushin, Lagos, Nigeria.

Website: <http://thenationonlineng.net/>

Phone no: 08023000621

Email: info@thenationonlineng.net

The Nigerian Observer

Address: Benin City, Edo state.

Website: <http://www.nigerianobservernews.com/>

Phone no: +234-8179435082

The People's Daily

Address: 35, Ajose Adeogun Street, 1st Floor Peace Park Plaza, Utako, Abuja.

Website: <http://www.peoplesdailyng.com/>

Email: pmlnewsdesk@gmail.com, advert@peoplesdailyng.com

The Sun

Address: Orji Kalu House, Plot 322, Adjacent Banex Junction Flyover, Wuse-Jahi-Gwarimpa Expressway, Mabushi, Abuja.

Website: <http://sunnewsonline.com/>

Phone no: +234-805-633-4351

The Tide

Address: 1 Ikwerre Road, Port Harcourt. Nigeria.

Website: www.thetidenewsonline.com/

The Punch

Address: Km 14, Lagos Ibadan Expressway, Ibafo, Ogun

Website: <http://punchng.com/>

Email: info@punchng.com

The Union

Address: 65, Oduduwa Way, G.R.A, Ikeja, Lagos

Website: <http://theunion.com.ng/>

This Day

Address: 35, Creek Road, Apapa, Lagos

Website: <http://www.thisdaylive.com/>

Email: hello@thisdaylive.com

Todays Woman

Address: 2nd Floor, Engineering Building, 1, Engineering Close, Off Idowu Taylor, Victoria Island, Lagos

Website: <http://twmagazine.net/>

Phone no: 01-8191704

Vanguard

Address: 2 Vanguard Avenue Kirikiri canal, Apapa Lagos

Website: <http://www.vanguardngr.com/>

Email: citizenreport@vanguardngr.com

Phone no: 08093897912

YES Magazine

Address: 29, Budland Street, Ojodu, Ikeja, Lagos

Website: <http://theyesng.com/>

Email: azuharinze@gmail.com, azuharinze@yahoo.com

Phone no: +234-1-08033062157,

08023002092

RADIO STATIONS

FEDERAL OWNED

1. FRCN Abuja National Station

Broadcasting House, Gwagwalada,
PMB 71, Garki Abuja,
Tel: 234 9 8821065
Frequency: 909KHz on 303MW Band

2. FRCN Enugu National Station

Broadcasting House,
No 7 Onitsha Road
PMB 1051 Enugu
Tel: 234 42 254371, 254400, 255590
Email: edenugu@radionigeria.org
Frequencies: 6.025MHz SW, 826KHz MW,
92.85MHz FM.

3. FRCN Ibadan National Station

Broadcasting House, No, 1 Oba Adebimpe Road
PMB 5003, Ibadan
Tel: 234 2 2400660-3
Frequency: 6.050 kHz 49meters, 6.57 kHz
522meters

4. FRCN Lagos Operations

Broadcasting House.
PMB 12504 Ikoyi.
Tel: 234 1 2690301-3, 4807621

Frequency: 4990MHz, 33326MHz, 1089KHz
(MW), 97.65MHz.

5. FRCN Kaduna National Station

N0.7 Yakubu Gowon Way
P.O. Box 250, Kaduna
Tel: 234 62 245390
Frequencies: 1107 KHz, 594KHz, 96.1MHz

6. FRCN TRAINING INSTITUTION

Adekunle Fajuyi Road
GRA, Ikeja

7. Pacesetter FM (103.5MHz)

Broadcasting House,
Amakama, PMB 7101,
Umuahia, Abia State.
Tel: 234823118182, 234 42 2581282,
2348052050225
Frequency: 103.5 MHz
pacesetterfmumuahia@yahoo.com

8. Lighthouse FM (101.5 MHz)

Broadcasting House
Bajabure, Yola
Adamawa state
Frequency: 101.5 MHz

9. Atlantic FM (104.5 MHz)

Nsukara Offot, Uyo LGA

Uyo, Akwa Ibom State

10. Purity FM (102.5MHz)

Enugu Onitsha Express Road
Awka LGA, Anambra State

11. Globe FM (98.5 MHz)

Yelwa Area, Off Das Road
Bauchi, Bauchi State

12. Creek FM (101.5 MHz)

Adjacent to Commissioners' Housing Estate
Yenagoa, Bayelsa State

13. Harvest FM (103.5 MHz)

Km16, Makurdi Oturkpo Road
Adjacent Abiam LGA
Benue State

14. Peace FM (102.5 MHz)

Damboa Road, Maiduguri
Borno State

15. Paradise FM (99.5 MHz)

Ikot Effanga Mkpa, Calabar Municipality
Cross River State

16. Charity FM (104.4MHz)

Asaba, Delta State

17. Unity FM (101.5MHz)

Broadcasting House

PMB 0137

Abakaliki, Ebonyi State

Tel: 234 43 300710, 43300711, 234

8023118167, 234 8037756378

Frequency: 101.5 MHz

18. Bronze FM (101.5MHz)

Aduwawa Ikpoba Hill

Along Auchi Road.

Edo State

19. Progress FM (100.5 MHz)

Iworoko Village, Along Iworoko Road

Ado-Ekiti,

Ekiti State

Frequency: 100.5 MHz

20. Coal City FM (92.85 MHz)

Enugu,

Enugu State

Frequency: 92.85 MHz

21. Kapital FM (92.9MHz)

Radio House, Garki Abuja

Tel: 234 9 2349962, Fax: 234 9 8821040

Frequency: 92.9 KHz

22. Jewel FM (103.5MHz)

Gombe by-pass, Off Dukku Road

Gombe

23. Heartland FM (100.5 MHz)

Broadcasting House,

Azaraegbelu, Owerri North LGA

Imo State.

Tel: 234 8036751782

Frequency: 100.5 MHz

24. Horizon FM (100.5 MHz)

Along Kujawa – Dutse Road

Near the Kujawa Housing Estate, Dutse

Jigawa State

25. Supreme FM (96.1 MHz)

No 7 Yakubu Gowon Way

Kaduna.

Tel: 234 62 245390

26. Pyramid FM (103.5 MHz)

Kano Madobi Road, Madobi LGA

Kano State

Frequency: 104.5 MHz

27. Companion FM (104.5 MHz)

Along Katsina-Batsari Road

Near Batsari LG Secretariat

Katsina State

28. Harmony FM (103.5 MHz)

Along Ilorin Lokoja Highway

Idofian,

Kwara State

29. Equity FM (103.5 MHz)

Along Birnin Kebbi/Kalgo LGA,

Birnin Kebbi

30. Prime FM (101.5 MHz)

Along Lokoja Ganaja Road

Lokoja,

Kogi State

31. Metro FM (97.6MHz)

Broadcasting house,

Ikoyi, Lagos.

Tel: 234 1 2690301-5

Frequency: 92.93 MHz

32. Solid FM (102.5 MHz)

Along Akurba Shendan Road

Lafia LGA,

Nasarawa State

33. Power FM (100.5 MHz)

Along Bida – Badegi Road, Niger State

34. Paramount FM (94.5 MHz)

Oke Mosan, along Kobape Road

PMB 2160, Abeokuta,
Ogun State
Tel: 234 803326799, 234 8044130884
Frequency: 94.5 MHz

35. Positive FM (102.5 MHz)

Along Ondo-Akure Road, Oke
Isikan Information Village
Akure, Ondo State.
Frequency: 102.5 MHz

36. Gold FM (95.5 MHz)

Off Iloko Road, By New Ilesha-Akure Expressway
Ilesha, Osun State.

37. Premier FM (93.5 MHz)

Oba Adebimpe road, Dugbe, Ibadan
Oyo State
Tel: 234 2 2414093
Fax: 234 2 2413930
Frequency: 93.5 MHz

38. Highland FM (101.5 MHz)

NTA TV College
Ray Field, Jos,
Plateau State

39. Treasure FM (98.5 MHz)

NTA Compound, Choba Road
Port Harcourt, River State

Tel: 234 84 487029, 234 8033384386
Frequency: 98.5 MHz

40. Royal FM (101.5 MHz)

Off Sokoto - Gusau Road
Premises of Sokoto River Basin Authority, Sokoto
General Manager: Gambo Ibrahim

41. Sunshine FM (104.5 MHz)

Within NTA Grounds, Along Potiskum Road
Damaturu, Yobe State.

42. Pride FM (102.5 MHz)

Within Federal College of Education
Gusau, Zamfara State

STATE OWNED

1. Aso FM

Katampe Hill
P.O. Box 4941
Garki, Abuja
Phone: 234 09 3140317, 09 6900031
Mobile: 234 803 804 0648, 08085058266,
Frequency: 93.5 MHz

2. Broadcasting Corporation of Abia State

Broadcasting House,
New Station Layout

P.M.B. 7276, Umuahia
Abia State
Tel: 234 88 220411
Website: www.bcanigeria.com
Email: bcanigera@bcanigeria.com
Frequency: 88.1 MHz

3. Adamawa Broadcasting Corporation

Broadcasting House Complex
Hore Ladde Layout
Mbamba, P.M.B. 2123, Yola
Tel: 234 80 32077944
E-mail: adamawaradio@yahoo.com
Frequency: 1440KHz-AM, 95.77MHz-FM

4. Akwa Ibom Broadcasting Corporation

No. 3, Udo Udoma Avenue Road
Off Aka Junction
P.M.B. 1122, Uyo
Tel: 234 85 200117, 200197, 234
8023061691, 234 8022243102
Frequency: 90.5 MHz

5. Anambra Broadcasting Service (Radio)

Enugu/Onitsha Express Road
P.M.B. 5070, Awka
Ugwuawovu Enugu-Ukwu
Njikoko LGA, Anambra State
Tel: 234 48 550318, 550185
Frequency: 88.5MHz FM, 10.60 KHz AM

6. Bauchi Radio Corporation

Bauchi Radio Corporation Broadcasting House,
Ahmadu Bello Way, Bauchi.
Tel: 234 77 542278, 542099, 542429
Frequency: 990 KHz, 846 KHz, 94.47 MHz

7. Bayelsa State Broadcasting Corporation

Radio Bayelsa
P.M.B. 56, Ekeki, Yenagoa
Tel: 234 89 490404, 490359
Frequency: 97.1 MHz

8. Benue Radio

P.M.B. 102202, Makurdi
Tel: 234 44 532900, 533275, 533978
Frequency: 918 KHz-AM, 95.0MHz-FM

9. Borno State Radio

Broadcasting House
Shehu Laminu Way
P.M.B. 1020, Maiduguri
Tel: 234 76 231485, 232046, 232127

10. Cross River State Broadcasting Corporation

Broadcasting House, IBB Way,
P.M.B 1035, Calabar.
Tel: 234 87 232435, 234 87 232276, 232227,
230396
Email: crbc@skannet.com
Frequency: 92.678 MHz, 1134 KHz (AM)

11. Cross River State Broadcasting Corporation

Broadcasting House
Old Government Field, Opposite Metropolitan

Hotel, Ikom
Tel: 234 87 670193, 234 8037213839
Frequency: 89.926 MHz

12. Delta State Broadcasting Service (Asaba)

Voice of Delta
Broadcasting House
Off Okpanam Road
Asaba, Delta State
P.M.B. 5032
Tel: 234 56 282530-32
Frequency: 97.92MHz

13. Delta State Broadcasting Service (Warri)

Melody FM
P.M.B. 1026
Warri, Delta State
Tel: 234 53 320283
Frequency: 88.6MHz FM.

14. Edo State Broadcasting Service

Benin Auchi Road
Aduwawa, P.M.B. 1012
Benin City
Tel: 234 52 255736, 253889
Frequency: 95.75 MHz

15. Broadcasting Service of Ekiti State

Okeyinmi Street
Ilokun road
Old Ado L G Secretariat
P.M.B. 5342, Ado-Ekiti
Tel: 234 30 250264, 250754, 250559
Frequency: 91.5MHz-FM

16. Enugu State Broadcasting Service (ESBS)

Broadcasting House. P.M.B. 01600, Enugu
Tel: 234 42 454455, 454456
Frequency: 96.1 MHz

17. Ebonyi Broadcasting Service (EBBS)

Ebonyi Television, Nkaliki Road, Abakaliki
C/o Ministry of Information and Culture
Government House Annex
P.M.B. 098, Abakaliki, Ebonyi State
Tel: 234 43 220191
Frequency: 98.10 MHz

18. Imo Broadcasting Corporation (IBC)

Egbu Road
P.M.B. 1129, Owerri, Imo State
Tel/Fax: 234 83 232674, 230263.
Email ibc@wananet.net.
Frequency: AM-721kHz 416 metres; FM-
94.4MHz.

19. Jigawa State Radio

Broadcasting House
Sani Abacha Way, Dutse
Tel: 234(064)721058
Frequency: 1026KHZ MW

20. Kaduna State Media Services

Broadcasting House
No 1.Wurno, Off Rabah Road,
P.M.B. 2013,
Kaduna
Tel: 234 62 319390, 319393.
Frequency: 639 KHz, 90.8 MHz.

21. Gombe Media Corporation

Broadcasting House
Buhari Estate Road, GRA,
P.M.B. 074, Gombe
Tel: 234 72 223226, 222293, 220247
Frequency: 1404KHz-AM, 91.9MHz

22. Kano State Radio Corporation

No 3 Ibrahim Taiwo Rd,
Kano.
Tel: 234 64 669306
Frequency: 549KHz, 729 KHz-AM; 89.3MHz,
88.9MHz, 96.8MHz-FM

23. Katsina State Radio Service.

Radio House, Ibadan Street,
Sabon Layi, Katsina
Tel: 234 65 431316
Frequency: 9772KHZ

24. Kogi Broadcasting Corporation

1, Danladi Zakari Road
P.M.B. 1095 - GRA Lokoja
Tel: 234 58 220672
Frequency: 94MHz

25. Radio Kwara

Broadcasting House,
Police Road,
PMB1345, Ilorin.
Tel: 234 80
Frequency: 612Khz 490Metre Band, 99.00MHz

26. Lagos State Broadcasting Corporation

1 SDPC House
Lateef Jakande Road

Agidingbi, Ikeja, Lagos
Tel: 234 1 7740730, 4970849
Frequency: Eko FM: 89.75MHz;Radio Lagos:
107.5MHz

27. Nasarawa Broadcasting Service

Tudun Kauri, Makurdi Road,
P.M.B. 97, Lafia, Nasarawa State
Tel: 234 47 21267, 21880
Frequency: 97.1MHz

28. Niger Media Broadcasting Corporation

Radio House
Ibrahim Babangida Street
P.M.B. 88, Minna
Tel: 234 66 220102, 222172, 222511
Frequency: 75.6KHz

29. Crystal FM Minna

Broadcasting House
Maitumbi, PMB 88,
Minna.Niger State.
Tel/Fax: 234 66 220102
Frequency: 91.2MHz FM

30. Ogun State Broadcasting Corporation

Gateway Broadcasting House,
KM 9, Olabisi Onabanjo Way, Ajebo Road,
Idi-Araba, PMB 2084. Abeokuta.
Tel: 234 39 240441, 242794
Email: rockcityfm@yahoo.com, ogunradioam@
yahoo.com
Frequency: OGBCI 603MHz MW, OGB-
CII90.5MHz FM

31. Ondo State Radiovision Corporation

Broadcasting House. Oba Ile
P.M.B. 739, Akure
Tel: 234 34 242964, 241385

32. Osun State Broadcasting Corporation

Ile Awiye. Oke Baale
P.M.B. 4425, Osogbo. Osun State
Tel: 234 35 240676, 242019
Frequency: 104.5 MHz, 89.5 MHz

33. Broadcasting Corporation of Oyo State (BCOS)

P.M.B. 1, Agodi Post Office, Ile Akede Orita
Bashorun, Ibadan
Tel: 234 2 8106605
Frequency: 795MHz-AM, 98.5MHz-FM

33. Plateau Radio Corporation

No. 5, Joseph Gomwalk Road, P.M.B. 2042, Jos
Tel: 234 73 453285, 454035, 465991.
Frequency: 313MHz in 228metre Band, 88.636-
FM,
Peace FM - 90.5MHz

34. Taraba State Broadcasting Service (TSBS) AM & FM)

Broadcasting House, 39, Barde Way, P.M.B.
1078, Jalingo
Tel: 234 79 222504, 222555
Frequency: 1260 KHz in MWBand, 90.65MHz
FM

35. Rivers State Broadcasting Corporation

4, Degema Street, P.M.B. 5170, Port Harcourt
Tel: 234 84 232551, 234 84 330246, 234 8033085133.

36. Solid FM

Along Akoba Shendam Rd, Lafia, Nasarawa State.
Frequency: 102.5MHz

37. Yobe Broadcasting Corporation

Km 6 Gujba Road, P.M.B. 1044, Damaturu, Yobe State
Frequency: 801 KHz

38. Zamfara State Radio Service

Mal. Yahaya Secretariat, Off Zaria Road - Gusau
Tel: 234 63 201686, 201687

39. Kebbi Broadcasting Corporation (Radio)

KM 8, Kalgo Road, P.M.B. 1059, Birnin Kebbi
Tel: 234 60 322695, 2348043115021
Frequency: 945.801 MHz

PRIVATE OWNED**1. Brilla FM (Sports)**

Eleganza 634 Adeyemo Alakija House, Victoria Island, Lagos
Tel: 2348022906278, 2348022906279
Frequency: 88.9 MHz FM

2. Steam Broadcasting (Cool FM)

267A, Etim Inyang Crescent, Victoria Island. Lagos
Tel: 234 1 2710244 - 47

E-mail: coollagos@coolfm.us
Website: www.steamgroup.us
Frequency: 96.9 MHz FM

3. STEAM Broadcasting (Cool FM)

1421, Independence Avenue, South City Centre, Federal Capital Territory, Abuja.
Tel: 234-9-9502295 - 7
E-mail: coolabuja@coolfm.us
Website: www.steamgroup.us
Frequency: 96.9 MHz FM

4. Communications. (Cosmo FM)

Plot 18, Pocket Estate, Independence Layout, Enugu.
Tel: 234 42 300219
Frequency: 105.5 MHz

5. Independent Radio

Glass House. Airport Road, Benin City.
Tel: 234 52 252119, 250242
Frequency: 92.3 MHz
Year of Establishment: 1998

6. Jeremi Radio

No. 60, Effurun/Sapele Road, Eco Bank Building (5th Floor)
Effurun-Uvwie LGA, Warri, Delta State
Tel: 234 53 255932, 255933, 23480-243151532
Email: jfmradio@skannet.com
Frequency: 95.1 MHz

7. Raypower I and II FM

Daar Communications Ltd
AIT Road, Ilapo Village

Alagbado, Lagos
Tel: 234 1 2644814-7
Frequency: RayPower100.5MHz FM, RayPower1 FM

8. RayPower

Plot 99, Festival Road, Area 2, Garki Abuja
Tel: 234 9 2347572

9. Minaj Systems Radio

Radio vision Plaza, Minaj Drive. Mike Ajegbo Road
Obosi, Anambra State
Tel: 234 46 486532, 486528, 486849
Email: obosi@minaj-hq.com
Frequency: 89.4 MHz

10. Silverbird Communications Limited**Rhythm 93.7 FM**

10 Force Avenue, By Govt. House Drive, Old GRA,
Port Harcourt
Tel: 234 84 5741111, 234 080-33104600
Email: radio@rhythm937.com

11. Rhythm 93.7 FM

Silverbird Communications Ltd, 17A, Commercial Avenue, Yaba. Lagos
Tel: 234 1 7740511, 7740510-4
Frequency: 93.7 MHz FM

12. Rhythm 94.7 FM

Rhythm Hall, G Series Karu New Extension Layout
Plot 96, Flat 5, Uyo Street, Area 2, Garki, Abuja.
Tel: 234(09)2348556

Email: radio@rhythm937.com
Frequency: 94.7 MHz

13. Star FM 101.5 (Murhi International)

MITV Plaza, Obafemi Awolowo Way, Alausa Sec-
retariat, Ikeja,
Lagos
Tel: 234 1 4972846, 4972847
Frequency: 101.5 MHz FM

14. Nagarta Radio

Kaduna-Zaria Express way, Katabu-Mararaban
Jos, Kaduna.
Tel. 234(062) 371508
Email: nagarta03@yahoo.com
Frequency: 747KHZ

15. Freedom Radio

Freedom House, Sharada Industrial Layout,
Phase 11, Kano
Tel: 234 64 660565.
Frequency: 99.5MHz

16. Hot FM

TSM House, Apo Hill, Gudu District, Abuja.
Tel: 09-2909830
Frequency: 98.3MHz

17. Vision FM

Hafsat Plaza, Central Business Area, Abuja.
Tel: 09-6716556
Frequency: 92.1MHz
Visionmediaservices472@yahoo.com

18. Zuma FM

KM 2, Minna Road, Maje High Point

P.M.B. 608, Abuja.
Tel: 09-5233000
Frequency: 88.5MHz
zumaradio@yahoo.com

19. Kiss FM

147, Adetokunbo Ademola Crescent,
Wuse 11, Abuja.
Tel: 09-4136554, 09-4136553
Frequency: 99.9 MHz
www.kissfmabuna.com

20. Grace FM

Rakiya Ogbeha Place,
35, Mount Patti Road, P.O.Box 92, Lokoja
Tel: 058-221429
Frequency: 95.5MHz

21. Okin FM

2, Bayo Oyelola Street, Offa, Kwara State
Tel:
Frequency: 105.7MHz

22. Globe Broadcasting (WazobiaFM)

267A, Etim Inyang Crescent,
Victoria Island Annex, Lagos
Tel: 234 1 2710244-47
E-mail: info@globefm.us
Website: www.globefm.us
Frequency: 96.9 MHz FM

23. Steam Broadcasting (Cool FM)

Km. 16, East-West Highway,
Near Syringe Factory, Rumosi,
Port Harcourt, Rivers State
Tel: 234-84-4467301-3

E-mail: coolph@coolfm.us
Website: www.steamgroup.us
Frequency: 95.9 MHz FM

24. Steam Broadcasting (Wazobia FM)

Km. 16, East-West Highway,
Near Syringe Factory, Rumosi,
Port Harcourt, Rivers State
Tel: 234-84-4467301-3
E-mail:coolph@coolfm.us
Website:www.steamgroup.us
Frequency: 95.9 MHz FM

25. Love (Former Crowther) FM

No. 26, Tamale Street
By Mathematical Centre
Wuse Zone 3, Abuja
Tel: 234(09) 5241504, 52341505, 3140862,
2348044181456
Frequency: 104.5 MHz

25. LOVE FM 97.7

PORTHARCOURT 34 Old Aba Rd, Box 6477,
Port Harcourt. +234 8032034028.
www.mutishgrouppltd.com

26. UMUAHIA

93.9 LOVE FM

Aguyi Ironsi Layout,
Umuhia, 08032034028.
www.multimeshgrouppltd.com

27. ABUJA

MBC Building, Hallelujah Diet Road, Mpape,
Abuja.
www.multimeshgroup.com

28. Beat FM

26 Keffi Street, off Awolowo Road, Ikoyi.

Tel: +234 (0) 1270.1020 +234 (0) 1463.1700

+234 (0) 1463.1701

E-mail:enquiries@thebeat99.com

Website: <http://www.thebeat99.com/>

29. Naija FM

26 Keffi Street, Off Awolowo Road, Ikoyi, Lagos

Tel: +234 (0) 1270.1020 +234 (0) 1463.1700

+234 (0) 1463.1701

Website: <http://www.naija102.com/lagos/>

30. Rainbow FM

1, Rainbow FM Close, off Westerner Industrial Ave., Isheri

Tel: 0809 941 9418

Website: www.rainbow941.fm/

31. Urban FM

5 Ayo Jagun Street, Off Admralty Way Street 2 Lekki Peninsula, Scheme 1, Viictoria Island City Lagos

Tel: +234 803 4030 705 +234 818 212 3169

32. Soundcity FM

Ayo Jagun Street Lekki Estate Phase 1 Eti Osa Lagos Nigeria

Tel: 0806 382 2578

Website: <http://www.soundcity.tv/radio/>

33. City FM

Plot 11 Agidingbi,, Lateef Jakande Rd, Ikeja

tel: 07089281639, 08100184594

Website:<https://www.city1051fm.com/>

34. Nigerian Info

267A, AIM Plaza, Etim Inyang Crescent Victoria Island. Lagos.

Tel: 234-1-2801375, 234-1-2801376, 234-1-

2710244 - 9 Fax: 234-1-2610393, 2614779

Website:<https://nigeriainfo.fm/>

35. Lagos Talks

26 Keffi Street, Off Awolowo Road, Ikoyi, Lagos

Tel: +234 (0) 1270.1020 +234 (0) 1463.1700

+234 (0) 1463.1701

Website:<http://www.lagostalks.com>

CAMPUS RADIO**1. UNILAG FM (Academic)**

University of Lagos

Akoka, Lagos

Tel: 234 1 4932663, 7741872

Licence Year: 2002

Vice Chancellor: Prof. Ibidapo Obe

2. University of Nigeria

Nsukka.

Year of Licence: 2007

3. Obafemi Awolowo University**Ile-Ife**

Year of Licence: 2007

4. Ahmadu Bello University

Zaria

Year of Licence: 2007

5. Auchi Polytechnic

Auchi

Year of Licenec: 2007

6. Madonna University

Okija

Year of Licence: 2007

7. National Open University of Nigeria

Lagos

Year of Licence: 2007

8. Federal University of Technology

Minna

Year of Licence: 2009

9. Igbinedion University, Okada

Okada

Year of Licence: 2009

10. Bayero University

Kano

Year of Licence: 2009

11. University of Port Harcourt

Port Harcourt

Year of Licence: 2009

**12. Rivers State University of
Science and Technology**

Port Harcourt

Year of Licence: 2009

**13. Usman Danfodio University
Sokoto**

Year of Licence: 2009

**14. Akwa Ibom Polytechnic
Ikot Osurua**

Year of Licence: 2009

**15. University of Ibadan
Ibadan**

Year of Licence; 2009

**16. University of Jos
Jos**

Year of Licence: 2009

**17. Babcock University Ilisan-Remo
Ilisan Remo**

Year of Licence: 2009

**18. University of Ilorin
Ilorin**

Year of Licence: 2009

**19. Federal University of Technology
Akure**

Year of Licence: 2009

**20. Lagos State University
Lagos**

Year of Licence: 2009

**21. Caritas University
Enugu**

Year of Licence: 2009

**22. Kaduna Polytechnic
Kaduna**

Year of Licence: 2009

**23. University of Uyo
Uyo**

Year of Licence: 2009

TV STATIONS

SILVERBIRD TV

Silverbird Galleria 133, Ahamadu Bello Way,
Victoria Island, Lagos, Nigeria.
Telephone: 01-793-6938
Email: info@silverbirdtv.com
corporateaffairs@silverbirdgroup.com

TVC (TELEVISION CONTINENTAL)

Address: No 19 Alade Lola Street, Ikosi-Ketu,
Lagos. LGA: Ikosi Isheri, Lagos
Telephone: 01-730535839,
Email Address: info@tvc.com.ng

SUPERSCREEN UHF 45

Address: 151, Ikorodu Road Onipanu, Lagos,
Lagos Island, Lagos.
Telephone: 234 1 2645380, 2664165,
7413932, 08027784632
Email Address: info@superscreen.com

Africa Independent Television (AIT) LAGOS

Address: DAAR Communications Plc. AIT Road,
Ilapo Village, off Lagos / Abeokuta Expressway,
Alagbado, Lagos
Contact: Jiire Kola-Kuforiji – 0803 581 5573
Telephone No – 070 25652231, GSM –
08023116312
Email Address faymos84@yahoo.co.uk

DBN TV – LAGOS

Address: The Dream Centre, Durosinmi Etti

Drive, Lekki Phase 1, P.o.Box 51162, Ikoyi,
Lagos.
Telephone: 01-2130800
Email Address: info@dbntelevision.com

Independent Television

Address: Glass House, Airport Road, P.M.B.
1703, Benin City
Telephone: 234 52..., 252119, 602727, 602565

CHANNELS TELEVISION

Address: 44/48 Channels TV Avenue Isheri-
North Lagos Nigeria.
Telephone: +234-1-2131214, +234-1-
2131215, +234-704-520-3063, 01-4701980
Email address: info@channelstv.com

Desmims Independent Television

Address: Sheik Ibrahim Arab Broadcasting House
No. 4A, Sokoto Road, GRA, Kaduna
Telephone: 234 62 245055

GALAXY TELEVISION

Address: No 25 Community Road Allen Avenue
Ikeja, Lagos.
Telephone: -01-2557704, 10-2557373, GSM
-08037138560
Email Address: galaxytelevision@c-mail.com

MITV CH 43

Address: MITV Plaza Obafemi Awolowo Way
Alausa Secretariat Ikeja Lagos LGA, Ikeja Lagos
Telephone: 012301222

Email Address – murhitv@yahoo.com

NTA

Address: Area 11, Garki, PMB 55, Abuja.
Email Address: ntacorporateaffairs@gmail.com,
info@nta.ng, enquiries@nta.ng

LTV

Address: Lagos Television Services (Ltv) in Lateef
Jakande Road, Agidingbi, Lagos.
Telephone: 0802 302 3177; 0802 341 4111;
0802 282 9898; 0802 301 6601

DELTA BROADCASTING SERVICE

Address: DBS BROADCASTING HOUSE,
EXPRESSWAY, Warri
Telephone: 0814 123 2008

OGTV

Address: Km. 10 Olabisi Onabanjo Way,
Abeokuta, Ogun.
Telephone: 0706 552 9566

AKBC- AKWA IBOM BROADCASTING SERVICE

Address: 3 Udo Udoma Avenue, Uyo
Telephone: 08023515691
Email Address: info@akbconline.org

ABS – ANAMBRA

Address: A232, Awka
Email Address: abs.radiotv@yahoo.com

ITV- EDO STATE

Address: Glass House, Airport Road, Benin City,
Edo State, Nigeria
Telephone: 52-290471, 052-290252,
07042163171
Email Address: info@itvradionigeria.com

Telephone: +234-802-312-1861, +234-803-
727-6995
Email Address: basedigital@vimn.com

HipTV

Address: 4 Ogundana Street, Off Allen Avenue,
Ikeja
Telephone: 0802 367 9865
Email Address: info@hiphopworldmagazine.com

Ebonylife TV

Address: 6 Ilupeju Industrial Ave, Lagos
Telephone: +234 8076 482 992
Email Address: enquiries@ebonylifetv.com

Trace TV

Address: Johannesburg office. The Design
District, 7 Keyes Avenue cnr, Tyrwhitt Avenue,
Rosebank 2092, South Africa
Telephone: +27 11 035 5500
Email Address: info@trace.tv

Soundcity

Address: Ayo Jagun St, Lekki Peninsula, Lagos
Telephone: 0806 382 2578
Email Address: info@soundcity.tv

MTV Base

Address: 10B Prof. Bello Osagie Street Parkview
Estate 101008 Ikoyi - Lagos

Regulators



PUBLIC RELATIONS CONSULTANTS' ASSOCIATION OF NIGERIA (PRCAN)

The Public Relations Consultants Association of Nigeria is a trade sectoral group for the public relations industry in Nigeria. Public Relations Consultants Association of Nigeria (PRCAN) was founded in 1984. Public Relations Consultants Association of Nigeria aggregates and articulates the interest of member firms. PRCAN works to uphold best practice in public relations in Nigeria in the areas of standards, conduct as well as economic well being for the public relations industry generally and public relations consulting in particular for the benefit of all stakeholders.

Enabling Law

PRCAN's Enabling Law Public Relations Consultants Association of Nigeria draws legal backing primarily from Bye Law Number 3 1993 of the Nigerian Institute of Public Relations Act 16, 1990, Laws of the Federation of Nigeria. The Corporate Affairs Commission incorporated PRCAN Limited by Guarantee as a "private company" with legal personality on May 24, 2007. The primary objective of PRCAN is the promotion of professional reputation management in Nigeria within the public and private sectors. Other aims and objectives include to

- Promote the practice of professional public relations consultancy in Nigeria;
- Support, educate, promote, encourage and assist Nigerian professional public relations consultants;.

- Promote public relations ethics and professionalism amongst Nigerian professional public relations consultants;
- Award monetary grants, facilities, support and assistance to Nigerian professional public relations consultants;
- Provide institutional, intellectual and other productive support to professional public relations consultants within Nigeria, and to establish a pool of financial and material resources, which will be made available to public relations consultants in Nigeria;
- Admit eligible public relations consultants/practitioners into the Association;
- Instill and continuously maintain a high level of professional discipline and standard amongst the members of the Association through the implementation of the provisions of the Code of Professional Conduct prepared and maintained by the Association for its members;
- Hold seminars, lectures and conferences on substantive issues relating to professional public relations consultancy in Nigeria in order to enhance public relations and appreciation of the role of professional public relations consultants in promoting an open and civil society;
- Keep and maintain a Register of public relations consultants; and
- Act as the spokesperson of public relations consultants in Nigeria and to generally cater to the welfare of public relations consultants in Nigeria.

Exclusion from practice by virtue of its enabling law, membership of PRCAN

is a legal requirement for firms wishing to offer public relations services in Nigeria. It is illegal for companies and organizations not registered with PRCAN to offer public relations services in Nigeria, and for clients to offer briefs to them.

Code of Consultancy Practice

A member firm has a general duty of fair dealing towards its clients, past and present, fellow members and the public.

In this respect, a member firm shall:

- Be free to represent its capabilities and services to any potential client, either on its own initiative or at the behest of the client, provided in so doing it does not seek to persuade the client to break any existing contract or detract from the service of same.
- Cause all its clients to be listed in the Annual Register of PRCAN. Cause all its Directors, Executives and Retained Consultants who hold Public Office, as members of National and State Assemblies, and members of Local Government or any statutory organization or body, to be recorded in the relevant sections of the Annual Register of PRCAN.
- Not engage in any practice, which tends to corrupt the integrity of channels of public communication or legislation.
- Not propose to clients any action that would constitute an improper influence on organs of government or legislation.
- Not intentionally disseminate false or misleading information, and is under obligation to use reasonable care to avoid dissemination of false or

misleading information.

- Only represent competing interests with the consent of all those concerned.
- Inform a client of any shareholding or financial interest held by that firm in any company, firm or person whose services it recommends.
- Negotiate, propose or agree terms with client based on the resources that can reasonably be expected to apply. Be free to accept fees, commissions or other valuable considerations from persons other than a client, in connection with services for that client, provided such considerations is disclosed to the client.
- Not support to serve some announced cause while actually serving an undisclosed special or private interest. Not offer to give or cause a client to offer or give any inducement to such persons as described in Article 4 above who are not Directors, Executives or Retained Consultants with intent to further the interests of the member or of the client if such action is inconsistent with the public interest.
- Not engage in any practice and not to be seen to conduct itself in any manner detrimental to the interest of Public Relations Consultancy.
- Safeguard the confidence of both present and former clients and shall not disclose or use these confidences to the disadvantages or prejudice of such clients or the financial advantage of the member firm.

Criteria for admitting new members

1. Head of agency must have

- First Degree or equivalent
- NIPR membership
- 5 years experience

2. Agency to have

- 5 Employees minimum
- 3 functional departments minimum (Media, Client Service and Corporate services)
- Heads of the departments must have first degrees or equivalent, and NIPR membership

Application Process

- Executive Secretary acknowledges each application
- Membership Committee sits to screen/evaluate applications
- Schedule and visit the agency for inspection/assessment
- Reports/recommendations to the Executive Committee
- EXCO makes final decision
- EXCO communicates decision to the Applicant
- Formal Inauguration

NIGERIAN INSTITUTE OF PUBLIC RELATIONS (NIPR)

Established in 1963, Nigerian Institute of Public Relations (NIPR) the professional body of qualified Public Relations Practitioners, attained charter status in 1990 with Decree 16 (now Act of the Federal Republic of Nigeria).

The law mandates NIPR to regulate the practice and direct the development of Public Relations as a profession in Nigeria. The law also makes it illegal to practice Public Relations, under any title, in Nigeria without NIPR certification.

Objectives

- To promote and develop the art and science of Public Relations practice in Nigeria.
- To establish, prescribe and ensure the observance of high standards of professional and ethical practice.
- To provide facilities, advice and opportunities for executives to meet and discuss Public Relations problems and case studies, and thereby improve the standards of Public Relations practice in Nigeria.
- To encourage the acquisition of professional qualifications in Public Relations through the provision of examinations and other facilities.
- Build a credible and dynamic professional institution that is responsive to Nigeria's needs.

- To conduct research, collect and disseminate information on all aspects of Public Relations.
- To publish journals, books, practice papers and guidelines.
- Promote professional excellence through members upholding the Code of Ethic, Code of Conduct and through the Professional Standards Guide (PSG). The PSG entrenches a system of life long learning as well as gaining stakeholders' commitment to high standard of PR practice to give more value and strategic to those the professional serves.
- Encourage a more relevant institutes and more reputation sensitive society, by working with appropriate associations to generate sustained focus on the contributions of stakeholders in different sectors.

NIPR Code of Ethics

Nigerian Institute of Public Relations Public Relations Practitioners Decree No. 16 of 1990 empowers the Council of the Nigerian Institute of Public Relations to determine what standards of knowledge and skills are to be attained by Public Relations practitioners. For high standards of practice. The Institute must from time to time update its Code of Professional Conduct. The decree empowers the Council to make bylaws and other rules not inconsistent with this decree as to acts which constitute professional misconduct.

In pursuance of the provision of the decree, the Council of the Nigerian Institute of Public Relations hereby makes the following Bye Laws to be known as "The Nigerian Institute of Public Relations Code of Professional

Conduct Bye-laws No. 1 of 1992.**Membership Criteria**

Qualifications for membership of the Nigerian Institute of Public Relations are periodically reviewed to meet the requirements by the public and the organized private sector (industry and commerce).

In 1998, a decision was reached that all entrants must hold any of the following qualifications:

- The Institute's Professional Certificate and Diploma in Public Relations.
- CAM Foundation Certificate and Diploma in Communications Studies and Public Relations.
- British Institute of Public Relations Membership Diploma
- Business Education Examinations Council (BEEC) Professional Certificate and Diploma in Public Relations
- B.A., B.Sc., HND, MA. Msc., or Ph.D in Public Relations; B.Sc., B.A. (Mass Communications), MBA with major / specialization in PR; or any recognized equivalent qualification.

Institutions

These institutions offer Mass Communication and Public Relations related courses for study.



Abia State University

Address: Abia State University P.M.B. 2000,
Uturu Abia State
Email: vc@absu.edu.ng, registrar@absu.edu.ng

Ahmadu Bello University

Address: P.M.B 1045, Zaria, Kaduna.
Telephone no: 069 550 811

Ajayi Crowther University

Address: Ibadan-Oyo-Ilorin road, Atiba Local
Government Area (LGA), Oyo
Telephone no: 0805 161 5820
Email: vc@acu.edu.ng, registrar@acu.edu.ng,
bursar@acu.edu.ng

Anambra State University

Address: 02 Uli, Ihiala L.G.A. Anambra
Telephone no: 0905 920 8246

Babcock University

Address: Babcock University, Ilishan Remo Ogun
Telephone no: +2347035556536,
+2348038522333, +2347066727364,
+2348148840735, +2348162835333,
+2348183277727, +2349058489767
Email: info@babcock.edu.ng

Benson Idahosa University

Address: PMB 1100, University Way. Off Upper
Adesuwa Road, GRA Benin City
Telephone no: + 234 (0) 5229 4540

Benue State University

Address: Km 1, Gboko Road, Makurdi, Benue
Telephone no: 0810 440 4382
Email: info@bsum.edu.ng

Bowen University

Address: Bowen University, Iwo
Telephone no: 0902 505 8328
Email: registrar@bowenuniversity-edu.org

Caleb University

Address: Ikorodu - Itoikin Road, km 15, Imota,
Lagos
Telephone no: 234-01-2910685, 234-01-
2910686
Email: info@calebuniversity.edu.ng

Caritas University

Address: Caritas university amorji nike, Enugu
Telephone no: 042306788, 08058557496,
08063589115
Email: caritasuniv@yahoo.com

Covenant University

Address: KM. 10 Idiroko Road, Canaan Land,
Ota, Ogun State, Nigeria
Telephone no: +234-1-4542070, +234-1-
4549017
Email: vc@covenantuniversity.edu.ng, registrar@
covenantuniversity.edu.ng

Crescent University

Address: KM. 5, Lafenwa, Abeokuta-Idofa Rd,

Abeokuta, Ogun

Telephone no: 0905 792 4426, (+234) - (0)90
2887 7380, (0)80 3064 4731;
Email: info@crescent-university.edu.ng

Delta State University

Address: Anwai Road, Abraka, Asaba
Telephone no: +234 (80) 523009-25

Ebonyi State University

Address: Ebonyi State University Presco
Campus, Ezza Rd, Abakaliki
Email: publicrelations@ebsu-edu.net.

ECWA Bingham University

Address: Bingham University, 005 Auta Balefi,
Keffi
Telephone no: 0905 920 8246
Email: vc@binghamuni.edu.ng, r
registrar@binghamuni.edu.ng,
webmaster@binghamuni.edu.ng

Evan Enwerem University (Former Imo State University)

Address: Evan Enwerem University, Owerri, Imo
Telephone no: 083 431 501
Email: portal@imsu.edu.ng

Fountain University

Address: Fountain University, Oke Fia Road,
Osogbo
Telephone no: +(234) 803 359 9525, +(234)
803 359 9525

Email: enquiries@fountainuniversity.edu.ng

Gregory University

Address: Gregory University Uturu, Amaokwe
Achara Uturu Abia
Email: info@gregoryuniversityuturu.edu.ng

Igbinedion University

Address: Okada Wonder Land, OKADA,
Sagamu-Benin Expressway
Telephone no: 0905 920 8261, +234 (0) 52
260005. Tel 2: 260006. Tel 3: (0) 803 599 2547
(Registrar) Tel 4: (0) 805 673 1863

Imo State University

Address: Imo State University, P.M.B 2000,
Owerri, Imo
Telephone no: +234 816 059 3737
Email: info@imsu.edu.ng

Joseph Ayo Babalola University

Address: Joseph Ayo Babalola University Ikeji-
Arakeji P.M.B. 5006, Ilesa, Osun
Telephone no: 0902 505 8328

Kaduna State University

Address: 18 Maiduguri Road, Kaduna
Telephone no: 0803 456 4618

Kogi State University

Address: Lokoja - Ankpa Road, Anyigba

Lagos State University

Address: Lagos Badagry Expressway, P.M.B
0001, LASU Post Office, Ojo, Lagos State,
Nigeria.
Telephone no: 0816 407 8770

Lead City University

Address: Lagos-Ibadan Express Way Toll Gate
Area Ibadan, Oyo
Telephone no: 027510681
Email: leadcity@lcu.edu.ng

National Open University of Nigeria

Address: 14/16 Ahmadu Bello Way, Lagos
Telephone no: 01 279 6686

Nnamdi Azikiwe University

Address: Along Enugu-Onitsha Expressway, Ifite
Awka 420110
Telephone no: 0905 920 8246

Novena University

Address: Obiaruku-Amai-Owe-Emu Obiogo
Road, Amai, Kwale, Delta
Telephone no: 0803 330 2376

Oduduwa University

Address: Oduduwa University Ipetumodu, P.M.B.
5533, Ile Ife, Osun
Telephone no: +234 80 56 56 56 56, +234 80
58 55 55 58, +234 80 30 71 83 73, +234 70
56 55 55 54 +234 70 57 55 55 54, +234 81 58
49 22 65 +234 80 37 06 64 77.

Email: info@oduduwauniversity.edu.ng

Redeemer's University

Address: Redeemer's University Off, Gbongan -
Oshogbo Rd, Ede, off Gbongan-Oshogbo Road,
Osun
Telephone no: 0700 700 8000

Renaissance University

Address: Renaissance University Ugbawka,
P.M.B. 01183 Enugu
Telephone no: Vice Chancellor: 08033613580,
Registrar:+234-8034509435, Admission
Officers: 08036543406, 08067766018, Dean
of Student Affairs: 08062529346, Bursar:
08038820165
Email: studentaffairs@rnu.edu.ng

Rivers State University of Science and Technology

Address: Rivers State University of Science and
Technology, Westend, Port Harcourt
Telephone no: +234 903 885 8167;
Email: info@ust.edu.ng

Samuel Adegboyega University

Address: Kilometer 1, Ogwa-Ehor Road, P. M. B.
001, Ogwa, Edo
Telephone no: 0802 739 5105,
+2348027395105,+2347061570211
Email: egistrar@sau.edu.ng

Tai Solarin University of Education

Address: Ijagun Road, Ijebu Ode, Ogun
Telephone no: 0902 505 8347

Tansian University

Address: Old Oba-Nnewi Rd, Onitsha
Telephone no: 0903 705 2344

University of Ilorin

Address: University of Ilorin P.M.B 1515. Ilorin,
Kwara
Telephone no: +234 (31) 221691
Email: registrar@unilorin.edu.ng

University of Lagos

Address: Akoka, Yaba
Telephone no: 01 280 2439

University of Maiduguri

Address: Bama - Maiduguri Road, Maiduguri
Telephone no: 0903 624 7391

University of Mkar

Address: P.M.B 017, Gboko. Benue
Telephone no: 0805 161 5820

Wesley University of Science and Technology

Address: Ondo- Ife Rd, Ondo
Telephone no: 0805 161 5820

Western Delta University

Address: P.M.B. 10 Oghara, Delta
Telephone no: 0802 361 3252,
2348055673090
Email: info@wdu.edu.ng

Wukari Jubilee University

Address: Federal University 200 katsina-Ala
Road, P.M.B 1020 Wukari, A4, Wukari, Taraba.

Inside BHM



About BHM

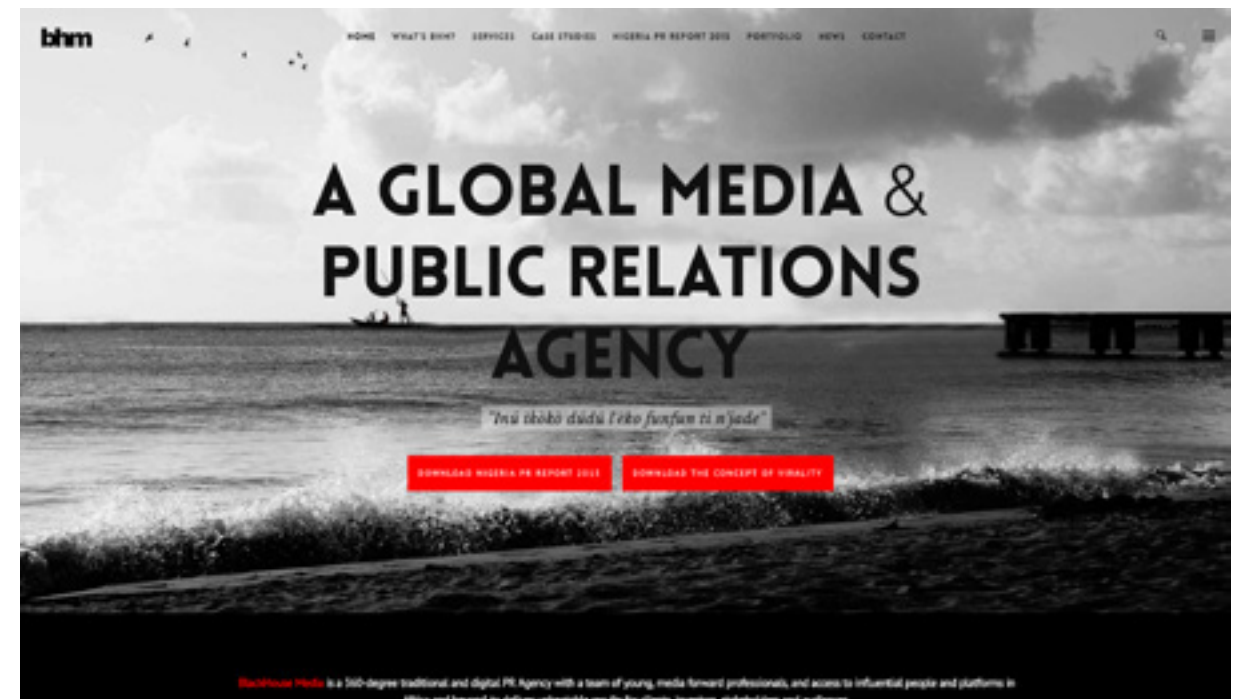
BlackHouse Media was founded by Ayeni Adekunle Samuel as All You Ever Need In Entertainment (A.Y.E.N.I. Entertainment) in 2006 as a publicity consultancy for leading entertainers including 2face, Weird MC, 9ice and Lagbaja, as well as the record label Kennis Music. In 2009, A.Y.E.N.I. Entertainment rebranded as BlackHouse Media, a full-service media and Public Relations agency. By 2012, the company became highly profitable and in 2013, doubled financial target. BHM now works for clients in diverse sectors, from financial services to consumer goods, telecommunications, education, media, lifestyle and ICT.

OUR MISSION

To provide the best possible corporate and marketing communications to the best brands on earth using traditional and digital strategies no one can beat.

OUR VISION

To become world's leading media and public relations organisation by working with our partners in the media, business, governments and publics to achieve the best possible solutions for clients and consumers, and as a result build a far reaching reputation and profit for investors.



OUR CULTURE

We've created a culture that places people before profit, integrity before image and unlimited possibilities before general platitudes. We constantly seek out new ways to delete the 'IM' from 'impossible'; going beyond limits to make our partners happy and satisfied. We're passionate about rubbing off positively on our society, industry, staff, clients, partners and other stakeholders – and this drives every action we take, as individuals in the organization, or as a corporate entity.



SERVICES WE OFFER

- **Crisis management:** Use our expertise to avoid swimming in troubled waters; and when things go bad, as they may sometimes do, use BHM goodwill, advice and contacts to make the best of the situation. We've helped global brands turn around crisis situations overnight. And we don't even do magic.
- **Research and intelligence:** BHM understands evaluation and measurement like no one else in the market. Our research team uses

intelligence systems to access and analyze data, to help make the right decisions. We've helped many partners make sense of news and existing markets, used our tools to monitor campaigns on the go, while creating some of the most important reports in Africa, including Nigeria PR Report, Concept of Virality, and BHM Guide to Public Relations .

- **Content strategy:** With our own studios, an experienced team of writers, illustrators, producers, and directors, we are helping brands plan and tell the right stories in the right places.

- **Media relations:** We know the terrain like no one else.

Our founder spent many years working with major newspapers and magazines, including THISDAY and THE Punch, and has gone one to found some of the most important media websites in Africa. Our consultants enjoy a deep understanding of, and relationship with local and global media, following years of association.

Our contacts at all levels ensure we are able to help our clients use the media well, while also helping the media extract the value they desire.

- **Assets management:** To be successful today, brands must have significant presence online for effective corporate communication, be it via search engines, websites, blogs, social media, plus relevant mobile applications and platforms. BHM will create and manage your official accounts, publishing original content in your unique voice, while engaging directly with and growing the number of fans, followers, customers and prospects.
- **Brand management:** Brand management is the art of creating and sustaining both emotional and functional associations the public has of your product or business. As master storytellers and communicators, BHM will manage both the tangible and intangible characteristics of your brand, creating positive perception in the eye of the consumer, which ultimately stands you out from competition.

- **Experiential communication:** We use big ideas to design PR events and activations that break boundaries. It's how we connect conversations from real-life offline situations to online in ways only few can dare.
- **Training:** We use internal and external resources to prepare our clients and partners for media interviews, for TV appearances, or simply to train on how to use PR and comms smartly. We help brands develop in house teams, showing how they can implement new ideas and concepts. We have helped many brands understand the digital space with bespoke workshops, introducing many to tools and trends that have transformed their businesses.
- **Creative strategy:** We believe public relations agencies should provide creative direction for every marketing activity. And we walk the talk, helping most of our customers develop overall strategies that work. The case studies are amazing!
- **Government relations:** We are advocates for great causes and if they in any way relate to the government and its policies we are here to help make it work. We will effectively engage with the appropriate arms of government and provide effective guidance for sensitive issues.
- **Community relations:** Making and keeping friends is quite important for every company and your immediate circle should not be left out. Whether within your organisation or in your business environment, we will help create, aid and build your engagement and relationships.



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