

## iConcepts Launches BlueZone

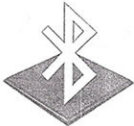
Buki Oyedemi

**B**lueZone, a bluetooth proximity marketing and interactive out-of-home media, has been launched by iConcepts. This is as the company opened its first Zone at the Silverbird Galleria, Lagos, last week.

According to a statement made available to M2, iConcepts plans to roll out a national bluetooth network based on this innovative platform. Managing director, Ugo Okoye, says that downloading campaign messages to a vast audience will go a long way in marketing a brand.

'Bluetooth campaigns enjoy a considerable viral effect as consumers tell their friends about the campaign message and about the ability to download free content,' he says, adding that, 'It's fun and compelling and there is no other potential marketing campaign that could beat that.'

The BlueZones, which is a live internet-based network of interactive bluetooth



hotspots located across shopping centres, cinemas, airports, universities and bars, will enable brands send information such as video, picture and audio adverts, music, ring tones, animations, wallpapers, vouchers and mobile applications via bluetooth to mobile phones at no cost to the consumer.

## Facebook beats Google in Time Wasting

**A**ccording to analytics firm comScore in August, American users spent more time on Facebook (41.1 million minutes) than they did on Google (39.8 minutes), reports the Christian Science Monitor. Yahoo, with 37.7 minutes, maintains a comfortable third-place position.

Google in this case, encompasses all Google sites including Gmail and the movie site YouTube, which makes Facebook's achievement look even more impressive.

'Facebook continues to grow its user base and grow engagement among its users,' comScore's Andrew Lipsman wrote in a report released Friday. A year ago, Facebook accounted for less than 5 percent of overall time spent online in the U.S. and today it accounts for 10 percent. ... This continued growth presents more



new revenue possibilities in the future.'

Facebook, of course, has weathered its fair share of criticism from bloggers, from users, even from international lobbying groups. But Ben Mezrich, author of *The Accidental Billionaires*, which serves as the inspiration for the forthcoming film about Facebook, says he thinks the site is crisis-proof. 'It's such a huge part of our lives. It's such a quickly growing company that any critique falls flat. Unless Facebook does something really phenomenally stupid - and I can't see for the life of me what that would be - engage its certain user group is going to keep using the site,' Mezrich told the Monitor.

## ServeWell workshop



■ Theme:

## Strategies for Growing your Brand

**OBJECTIVE**  
To assess current global brand marketing practices and distil the winning parameters for growing your own brand

## TARGET PARTICIPANTS

Professional decision makers in all aspects of brand marketing. They include: Marketing managers ■ Brand managers/Executives ■ Sales managers ■ Ad. Agency account planners/managers ■ Ad. agency senior creatives ■ Ad. agency media strategists ■ Media agency planners/strategists ■ Media agency planners/statisticians ■ Marketing activation planners ■ Marketing research executives ■ Corporate affairs managers ■ Media owners marketing team leaders (media organisations) ■ Customer relationship managers (banks and service providers) and managers of political parties/candidates.

Fee: N65,000 per participant (covers workshop resource papers, materials, coffee/snacks, lunch & VAT)

## Registration/Payment:

- Online registration available at [www.servewell.com](http://www.servewell.com)
- Please confirm your participation with completed form and payment by September 21, 2010 latest.
- Pay by cheque or cash in favour of 'SERVEWELL LTD', paid to Account no. 091101822214 at any Wema Bank Plc branch nationwide
- Email your bank deposit teller to [info@servewell.com](mailto:info@servewell.com)
- and present your original bank teller at the registration desk on the day of the workshop.
- 5% discount allowed for two or more participants from one organization.

## FOR MORE INFORMATION:

Call: Femi on 0803 301 9848,  
Tolu on 0805 292 0001,  
Siji on 0705 628 6233.  
Visit: [www.servewell.com](http://www.servewell.com)

## FACULTY TEAM:

■ Mr. Enma Ekunso, *erp*  
Executive Vice President  
Pharmaceutical (Sales & Marketing)  
Business Development & ECOWAS  
Nigeria's Pharmaceuticals Plc and  
past President of ADVAN

■ Mr. Fanni Onabolu, *fp*  
Managing Director/CEO  
Bates Cosse Ltd and  
current President of AAAN

■ Mr. Ayo Oweborode *fp*  
Managing Director/CEO  
ServeWell Ltd and  
foremost marketing communications practitioner

## Venue:

Sheraton Hotels & Towers, Ikeja, Lagos.

## Date:

Tuesday, September 28, 2010 (one day)

## Time:

8:00am - 5:00pm.

**ServeWell** Ltd  
Company No. RC23018  
Company No. RC23018

1000 Perin House, Plot 2, One Alafia Avenue, Lagos, Nigeria

## Afromedia Boosts Green Initiative with Walkathon

Kenneth O. Eze



Alin Oloypode, GMD Afromedia Plc (left), Muhammad Gohir, Director Afromedia Plc and Henry James Scentehari, Director Afromedia Plc at the Afromedia 50th Anniversary Walk, Ibadan, Oyo State, a CSR initiative of the company in Lagos recently.

**A**fromedia Plc, a leading out-of-home media plans to draw attention to the need for a clean and neat environment by bringing out its management, staff, clients and contractors to walk for the purpose. The 'Walkathon' is part of CSR initiatives lined up by the company to celebrate its 50<sup>th</sup> anniversary under the theme, 'Be Green'.

According to Alin Oloypode, managing director, 'the challenges of climate change, the resultant debates, intervention initiatives and advocacy efforts partly informed our decision to chart this course.' He says that his company is walking the talk by ensuring that wherever their signages are in Nigeria are kept neat and green and hopes that the efforts will make Nigerians imbibe and appreciate 'the urgent need to protect our environment and by so doing, protect our future.'

Afromedia is also the first out-of-home company in Nigeria to use solar energy to power its billboards, a development that has spurred it to seek partnership with other companies to boost the use of environmental friendly solutions to businesses.

Oloypode also emphasises that, 'Afromedia is committed and ready to work in partnership with credible agencies set up to help discover other sources of energy.'