CSR: Afromedia steps up *Going Green* initiative

Stories by Princewill Ekwujuru

BEFORE now, the primary objective of businesses was economical, but today, the whole gamut of doing business has changed, companies now align themselves with the realities of the environment as a result of desertification and depletion of the ozone layer which have invariably affected the surface of the earths membrane.

For this reason, government and companies are coming together to fight the above, this in effect to contribute her quota to the going green environment campaign, Afromedia, an Out of Home advertising company in the country is presently raising the bar in cleaner environment with a walk for cleaner and better environment tagged Walkathon, as its Corporate Social Responsibility (CSR) to the society.

The company is celebrating its 50th anniversary with a theme- Be Green. The CSR initiative is skewed to draw public attention to the need for a neat and clean environment. Therefore, the Walkathon is its call to action and the need for Nigerians to begin to take more than a cursory look and pay attention to the environment.

In an event targeted at staff and families of Afromedia, members of board and their families, shareholders, suppliers, clients and government agencies, Walkathon is designed as a communication, CSR and marketing engagement tool to passionately connect Afromedia with its community and promote the need to 'Be Green' -neat and clean in all its interactions with the environment. It is to build a robust CSR engagement campaign across the country to support Afromedia's desire for Green Nigeria with intrinsic and far-reaching values for Afromedia

Explaining reasons behind Afromedia adoption of environmentally friendly initiative, the group managing director of the company, Mr. Akin Ire Olopade said "the challenges of Climate change and the resultant debates, intervention initiatives and advocacy efforts have also partly informed our decision to chart this course. We realise and deeply understand the urgent need to protect our environment and by so doing, protect our future."

Therefore, as a leader in the industry, the company is committed to championing the cause of the environment, especially with the global call on Climate change. To drive home this point further, Afromedia has joined the United Nation's call for tree planting across the globe. The company has selected locations Pan Nigeria for the tree planting exercise.

Speaking further, Olopade says the company is the first to in the advertising industry using solar energy to power its outdoor signages across the country. In his words, "We are pioneers in this business, and one of the qualities of a good leader is to lead by example. As a result, Afromedia is committed and ready to work in partnership with credible agencies set up to help discover other sources of energy."

Ire Olopade also said that "We are also pleased to announce that wherever an Afromedia billboard is sited, the surroundings would be kept clean and green as is our practice. We have commenced the process of setting up a not-for-profit arm of our group, The Afromedia Foundation which will oversee these corporate social investment (CSI) legacy projects and will be funded by an allotted percentage of our Profit," he emphasised.

Afromedia has began plans to position the outfit as the best and biggest in Africa with restructuring exercise to better reposition it for the next decade. He said "Afromedia is pleased to inform you of our current restructuring exercise to better position us for the next decade. This will also reflect in our brand outlook and feel. The new Afromedia Plc, as you would know it from the 4th quarter of 2010 will be unveiled at our anniversary gala."

This exercise would include unveiling of new logo, look and feel of the brand.

The company remains the only advertising relation company quoted on the floor of Nigerian Stock Exchange (NSE).

Akin Olopade, Group Managing Director, Afromedia Plc, Mohammed Gobir, Director and Henry James Semenitari, Director all of Afromedia PLC at the Afromedia 50th Anniversary Walk, Tagged; walk a thorn, a CSR initiative of the company in Lagos.

Mouka's Flora, Legend mattresses take new colours

IN a renewed vigour to constantly improve on its brands and giving consumers a rewarding value proposition, Mouka Limited, manufacturers of mattresses, beddings, pillows and other foam materials for industrial use has re-launched two of its flagship brands; Flora and Legend by giving them new look.

The company sais the Flora brand is specially designed for students, young professionals and the young at heart. The cool comfort now comes in refreshing floral cover of three exciting colours of blue, pink and green which will meet the aspirations and yearnings of these groups, while Mouka Legend is specially designed for newly married and young couples. It comes in a vibrant of new textile cover in three exciting colours of blue, green and earthy brown.

Speaking during the launch, Mrs. Peju Adebajo, Managing Director, Mouka Limited told Journalists that the re-launch was as a result of in-depth research conducted amongst the company's teeming customers which showed that there was a need to continually keep up with the lifestyle and changing trend of the customers.

She stated that the quality of the mattresses is still the same, but said, " we have added new and varied array of rich colors to the cover to give customers a wide range to choose from during purchase, thus continually adding comfort to the lives of our customers in new and refreshing ways."

Mr. Jude Abonu, Head of Commercial said that the strategy and positioning which has given the Mouka brand wide spread acceptance in the last twenty years has with time become redundant and common place as compared to the more sophisticated and ever changing needs of the consumer. It is therefore, after some intensive research that Mouka Limited has been able to come up with new colours and innovation to appeal to the changing lifestyle of the target market, he emphasised.

Also speaking, Ibraheem Ayodeji, Marketing Manager of Mouka stated that the company is always committed to satisfying its customers and giving them the best at every point in time. "This has informed the new change we are experiencing today. We have added these new colors so our customers will be able to have their favorite colors available while they purchase their mattresses," he stated

Mouka factory is currently the largest single plant in West Africa and has been in the Nigerian market for over three decades. It is the only company to offer a three year warranty in the foam and bedding industry and recently donated some of its products to the Onikan Medical Health Centre Mouka also introduced an on-line mode of payment to appeal to the IT savvy and upwardly mobile target, he informed the gathering.

Regal Dry Gin slam season II kicks off

THE season two of the Regal Dry Gin Slam kicks off with leading Fuji musicians Alhaji Wasiu Odetola (PASUMA) entertaining consumers across key towns within the South-west region. The first show holds at the Cultural Centre, Kuto, Abeokuta. Confluence Beach Hotel, Lokoja hosts the second show on October 8,while the Afrika Shrine in hosts the Lagos edition on October 23.The Slam train will storm Plaza De Aruna Hotel in Oyo on November 19 while the Ekiti state hosts the show at the Fountain Hall, Ado Ekiti.

The Regal Gin Slam is designed to connect with the consumers and exemplify the brand benefits through the music platform. The Regal Gin Slam will also be a platform to further stimulate the interest of consumers in the brand through fun, excitement and musical entertainment.

The Regal Gin Slam has been a veritable avenue to leverage brand awareness and build brand equity. It aligns with the values of the brand to make consumers have satisfaction and fulfilment.It is also intended to identify with the yearnings and aspirations of consumers who seek avenues to have relaxation beyond their everyday work experiences.

First Bank re-aligns hold on youth market with Nottinghill carnival

AS banks struggle to throw wit into the financial market sector to grab a appreciable portion of the youth market. First Bank of Nigeria Plc, keying into this proposition has strengthened its efforts to extend it's market share in the youth segment by partnering with the Lagos State Government to stage what may have become a colourful outing of Nigerians at the Nottinghill Carnival in the last 15 years.

The event which held in in London marked the second time gathering of Nigerians at the now famous Nigerian Corner along Adela Street hosted by Sodium Brand Solution and Reev Entertainment since the 2009 edition of the carnival. This year's edition which received the sponsorship of First Bank of Nigeria Plc and the Lagos State Government however witnessed the largest turn out of Nigerians at the Nottinghill Carnival reputed to be Europe's largest street party.

Speaking at the carnival, Folake Ani_Mumuney, Head, Marketing and Corporate Communications, First Bank of Nigeria Plc explained the bank's involvement with the Nottingbill Carnival as not only a demonstration of partnership with Lagos State Government but a strategic move by the bank to extend and deepen the hold of the bank on a broader spectrum of customer base across generations. "Our involvement runs on the back of a well thought out plan to continually make the FBN brand cross generational and friendly to the old and the young alike. We are delighted we are involved and convinced of the route we have chosen to take."

It was indeed a day of frenzy as popular Nigerian artistes and a host of U.K based up_coming talents stormed the stage to thrill Nigerians with music while some leading entertainment personalities were also in attendance to connect with their teeming fans. The event which had the duo of Kenny Ogunbe and Dayo Adeneye led Prime Time Entertainment and BHM as media partners presented new talents as Jayaon, Femi Adeyinka, JJC and others, opportunities to stamp their feet on the global stage just as it offered 9ice a repeat opportunity to prove his rating as one of Nigeria's very best as he delivered one of his most inspiring performances ever on stage at the carnival. Banky W also held the audience captive while DJ Jimmy Jatt left no one in doubt of his mastery of the wheel of steel.

Some leading entertainment personalities who took their time to come up stage to connect with their fans at the event compeered by the duo of TEE A and London_based Wale Gate included popular UK based DJ Abass, showbiz master Ayo Shonaiya, wave_making Nollywood Actor and Producer, Kunle Afolayan, ace comedian, Julius Agwu, Princess, Hellen Paul and Funke Akindele popularly referred to as Jennifer to mention but a few.