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Crescent University as a Brand - *Idris Katib*

By Razaq Yekinni

As the saying goes, a good name is better than gold and silver. One's name is one's trademark or passport which can open or close doors of opportunities in different contexts. In politics, sports and even on media platforms, some names sell than others. Because of what they do, certain actors/actresses, models, media presenters and bloggers have earned the favour of their fans through constant re-echo of their names on media channels. Names constitute windows through which people are viewed. Names portray colours by which people are perceived.

These were the words of Mr. Idris Kolawole Katib, a trained communicator, multiply certified marketing communications professional duly chartered by the Nigerian Institute of Public Relations (NIPR), Advertising Practitioners Council of Nigeria (APCON), Institute of Corporate Administration (ICAD), Nigeria Union of Journalist (NUJ), Association of Communication Scholars and Professionals of Nigeria (ACSPN) and Centre for Public Service and Productivity (CeProd). He has successfully managed the Public Relations of Crescent University, Abeokuta for 12 years with various achievements. Having worked close to two decades in different sectors: outdoor, healthcare and now education sector where he has also made his own impact on brands and organizations, Katib is an award winning PR Scholar cum professional.

In an interview session with Brands and Images Magazine, he spoke about Crescent University as a Brand. According to him, it is a known fact that university is the universe of knowledge and all universities have their own uniqueness and brand identity.

Among universities across the globe, Crescent University is distinct and different from its peers. According to Mr. Katib who quoted the former Judge of the International Court of Justice, Prince Bola Ajibola, the institution is not branding brilliant beasts like some other institutions around but she has distinguished herself by branding global citizens that will bring about developmental change and improvement to the whole wide world.

According to Ajibola, "we are not branding brilliant beasts here. What we are branding are global citizens of the world who will be torchbearers and good ambassadors of our institution and indeed our country". To him, Boko Haram people are brilliant beasts without character. They went to school, speak good English, are sophisticated in the use of weaponry but are lacking in good moral character. "Fail in moral is fail in all" is our sing-song because character moulding is our choice. It is only the combination of sound knowledge with sound moral discipline that can rid our society of such terrorist insurgency", Katib said.

He went further, Crescent University Abeokuta is a good moral breeding ground where you find sets of best-behaved students. This has been confirmed



Among universities across the globe, Crescent University is distinct and different from its peers...the institution is not branding brilliant beasts like some other institutions around but she has distinguished herself by branding global citizens that will bring about developmental change and improvement to the whole wide world

by a former state governor who narrated that students of some universities who are indigenes of his state were calling out on others to join the protest against the installation of a traditional ruler.

"Pronto, students from some universities joined the unruliness which led to vandalism of public property. In a testimonial to some stakeholders, the governor revealed that those of this universe of knowledge named Crescent University, Abeokuta resisted the invitation, saying that their university had taught them not to vandalize, rebel or destroy public property at all times.

"The students were also quoted as advocating that legal and peaceful processes should be adopted to resolve issues to the society order. This is uniqueness in a name as a brand which goes beyond reading, passing examinations and obtaining certificates" he continued.

"The institution is a citadel of "academic and moral excellence" and denies students who fail in character their certificates because that is the vision of the visionary, the founder, the jurist, Judge Ajibola. The university has been able to achieve this positioning for itself within sixteen years of existence. The lesson from this is that it is incumbent for the visionary of a name to constantly echo and re-echo why that name exists as a brand. There must be a USP. The uniqueness. The selling point. The flavour, the essence and the substance of that name should not be lost in the crowd".

"In another instance, a lady who finished her degree at Crescent University, Abeokuta with first-class honours and was certified worthy in character had scholarship to study for her master's at Robert Gordon University, Aberdeen, Scotland. Within the period of her study, the university keenly observed that her punctuality and moral conduct were second to none. Because she was also a distinction student of that university (Robert Gordon), she was asked where the impact of her good attributes came from. Without mincing her words, she named her alma matter, Crescent University, Abeokuta, Nigeria, where knowledge and character were regularly emphasised in her undergraduate days apart from the academic lectures. Having presented the name of her Alma Matter as a unique brand, the lady has equally presented to the outside world that Nigeria could be a good brand despite some black sheep amongst us", Idris noted.

The institution is keen on breeding a better generation and crop of people that will be beneficial to the world at large as it sees educating of the girl child as a very important part of her agenda.

Going by the statement credited to the great Mustapha that "if you train a woman, you train a nation, another uniqueness in the name of this university of "academic and moral excellence" is the passion to develop girl-child education; to brand women as unique academic products. Therefore, it is no more news that after graduating eleven sets in its sixteen years of existence, Crescent University, Abeokuta has consistently produced more females with first-class honours than males", he concluded.

Based on the above revelation, Brands and Images is proud to inform the general public to see Crescent University Abeokuta as a first choice where our teeming youth can get quality education, acceptable societal values, morals and to top it all the institution has the best of lecturers you can think of.

FROM THE EDITOR'S DESK

Why

BRANDS & IMAGES

“Remember no matter how fast you run you cant be the winner if you don't finish. As someone said, to be the first to finish, you must finish first! Go, take the strike!”

– Israelmore Ayivor



The production of the *Brands and Images* is no doubt a very tasking and demanding one. The task came in at the last semester of our final year which is usually short and loaded with numerous assignments.

It was not an easy task for me unlike our previous Specialized Newspaper Publication which focused on Food, Agriculture and Agro Business because more people were involved and there was a lot of commitment coming from other members of the group for the success of the Food and Security Newspaper.

Brands and Images is a Public Relations niche magazine that focuses on people in the public relations industries, products and several brands, brands management and sustainability, the image of the Nigerian Parliament to mention but a few.

This special magazine production is an avenue for myself and other students of the institution to put our public relation skills and ingenuity as learnt from the masters, the Head of the Department Dr. Adesina, Mr. Adebimpe and not forgetting my super digital public relations specialist Mr. Idris Katib to test and it indeed a wonderful experience cum adventure.

Special appreciation goes to the Editor in Chief and the HOD of the Department of Mass Communication of this great citadel of knowledge, Dr. Kola Adesina for putting me on my toes and this made the entire editorial team members work at midnight to get the job done.

I must say that the Department of Mass Communication is a wonderful place to be though full of vigorous teachings with visible practical examples cum series of productions from newspapers to magazines, real-life crisis management which made us met Miyetti Allah to find a lasting solution to farmer and herder crisis. I will not forget the practical movie production in a short time.

This department is blessed and every student that went through this adventure will be a better person afterwards.

A tree can never make a forest and on this note, I say a very big thank you to all members of the editorial team and others who had contributed to the success of this project. You are one in a million.

Brands and Images for me is a wonderful experience and it's going to wow our audience and professionals in marketing communication and public relations.

Razaq Yekinni
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Brand Sustainability: Five ways to go – *Kolajo Omisore*

By: Razaq Yekinni

Kola is a highly versatile and adaptable professional with proven skills and expertise with many years of experience in marketing communications industry. A visual communicator and a multi-award winning creative thinker of repute with a clear cut eye for profit maximization.

His debut as an Ad Director in the advertising and marketing communication was with Bates Cosse now Advertising now Cosse TTL where he moved to Verdant Zeal Marketing Communications Limited where he grew from the position of a Deputy Art Director then the Group Creative Director for over five years winning laurels and several international awards as a result of his outstanding performance and output with immense contributions in the industry. He has managed the affairs of the organization for some of the West African countries and South Africa.

Over the years, Ojulowo as fondly called is now the Chief Executive Officer (CEO) of the brand “BigCap Thinking”. This organization has helped several agencies project their brands and survive the storms with challenges that come with sustainability and growth. He learnt facts and the reality of art, advertising and marketing communication through some brands coupled with seeing the birth and death of several brands in the industry. As a specialist and a brand enthusiast, he revealed secrets of brands sustainability in an interview session with Brands and Images. Noting that, there is a lot of due diligence that needs to be done for brands sustainability.

He gave these 5 insights into Brand sustainability which will definitely help organizations to get to their desired pedestal as follows:

1. Understanding The Market and Market Understanding of the Brand

Being part of the process of delivering a baby you will know what the brand needs at every point in time and that is what will take me to "understanding the market". This has to do with consumer preference in products and competitors strengths and weaknesses. This will help you so much in doing the right thing for your brand and product.

It is imperative as a brand creator to also understand what the public know about your products and brand. Often times the public carries a wrong perception about a brand or product and it is the responsibility of the brand manager to orientate and re-orientate the public about the brand and its products.

2. Understanding the essence of the brand
Every brand has its own existence and what it stands for. This is key to the existence of brands. Once this has been identified by the stakeholders,



Kolajo Omisore

the sustainability of the brand is sure but this sometimes many brand owners neglect this the moment the brand starts making fortune for them.

Why brand owners may not be able to push their brands to the desired pedestal is not identifying the reason for the existence of the brand or products. It goes beyond money-making which is why people go into business.

3. Unique Selling Point (USP)

The USP of every product is the value-added that a brand gives its consumers which cannot be gotten from other brands and this is what usually makes a brand stands out in the market. For instance, soap producers give varieties of value to their customers, some give sweet fragrances while others give long-lasting usage.

These are two different USPs that will attract people to buy. However, the classy consumer will prefer the fragrance while the conservative will rather go for the long lasting brand because they will like to spend less for more of the value desired from the desired brand. Understanding the demand of the target audience is very important because people buy a product from a brand for a specific reason.

It is now left for the brand to ensure it meets all clients at the point of need.

4. Word of Mouth/ Testimony of others

A lot of activities goes into brand development which will later have a ripple effect on the brand. Brand owners and

stakeholders in the industry must continuously keep it at the back of their minds that the testimony of others about the product goes a long way in bringing a fresh client and one more customer.

People tend to converse based on credible source's experience and recommendations in making decisions. This is because of their connection and they believe that their judgment will never be wrong. So if a celebrity uses a product or wears a brand, all his/she fan will definitely start patronizing such brand. To this end, brands must endeavour to satisfy their consumer at all times because one happy customer can give another ten new clients.

5. Communication

Out of sight is out of mind. There must be a deliberate communication pattern by the organization for every season and every moment. This keeps them in the mind of their clients. Tactical and thematic campaign messages must be adopted by brands. The tactical approach is understanding the season and writing a message that suits the moment. For instance, the message dished out by organizations in the month of Ramadan is different from what will be shared during the Christmas season.

However, the thematic approach is the content and context of the message dished out. The marketing communication manager for brands must know what to say at every point in time

Crescent University School of Nursing: The Emerging Brand

By: Razaq Yekinni

The quest to ensure Nigeria and Nigerians have affordable access to quality health care service birthed Crescent University School of Nursing.

According to Prince Bola Ajibola, former Anthony General of the Federal Republic of Nigeria during an interface with the Vice-Chancellor of Crescent University Abeokuta, Professor Ibrahim Gbajabiamila who relayed the importance and the need to establish an institution that will reduce the medical and health challenges faced by Nigerians and Nigeria as a nation.

The erudite scholar Professor Ibrahim made known that the United Nations statistic says that there must be a doctor and a nurse to 6000 people but the situation in Nigeria is far from the standard.

Nigeria as a nation has not done so well for her health sector as it has not invested a lot in the sector for the past forty years (40years) before the advent of COVID19.

At the sight of the recent COVID19 pandemic, Nigeria had only four laboratories to carry out tests in the whole of the six geopolitical zones of the nation. The health sector has been in moribund and the country had to rely on international support to protect its people from the pandemic.

The state of the health sector is not so friendly that the Nigerian Elites do not use the country's health facilities. They usually travelled abroad to seek medical attention and quality health care delivery.

Fortunately, those who seek international health care are being treated by Nigerian doctors who left the country for a greener pasture. Every week Nigerian doctors leave the country to other developed nation for medical practice because they get well remunerated compare to the way Nigeria treat her doctors.

Will it be commonsensical to say that the COVID19 pandemic has been a blessing to Nigeria because the country has spent more in the health sector in the last year (1year) than what Nigeria has spent in the past forty years before COVID19.

The education sector of Nigeria has not also gotten a fair share of the national cake as the government could not afford to leave up to standard by providing quality and conducive infrastructure for learning.

Approximately seventy-eight thousand travelled to Ghana to study and it is shocking to know that these students were paying in dollars.

What Nigerians pay as school fees in Ghana is more than what Nigeria budgets for her educational budget annually. Nigerian parents are funding Ghana educational sector due to the high patronage of Nigerians as a whole.

These among others are the reasons Crescent University has taken it upon herself to provide an enabling system and environment that will put an end to the enormous educational and medical decay of

Nigeria.

Crescent University has established Crescent University School of Nursing with the aim of churning out qualified health and medical practitioners who will bring solutions and put an end to the Nigeria moribund health sector.

The Vice-Chancellor of the University Professor Ibrahim Gbajabiamila speaking with students of Public Relation at the department of Mass Communication in the school made known that the institution is ready with all modern facilities that will enhance learning for the nursing student.

“The facilities you get at the school of nursing is about the best here because the classes are set up for international standard with full furnished modern laboratory equipment that you can think of. The Anatomy Laboratory, Physiology Laboratory, surgical



laboratory and maternal facilities are state of the heart”, he said.

“The classrooms are internet enable and the lecture boards are electronic which gives you access to the internet as well”, Professor Ibrahim Gbajabiamila concluded.

He further revealed that the institution had signed a memorandum of understanding with the Federal Medical Centre where the student will get to do their clinical unlike what is obtainable elsewhere those students will need to go through stress before clinical.

However, he did not forget to speak on the challenges that may negate the expansion of the school of Nursing which is the standing policy of class caring capacity. Noting that the institution can not admit too much number of students due to class carrying capacity by the university authorities.

The Nigerian Parliament and Media Relations

By: Adeleye AbdulGhaffar

The parliament is a general Assembly of lawmakers. These lawmakers are elected by the electorates to represent them at an Assembly where laws are made and policies are formulated.

In Nigeria, B1-Camera Parliament is in operation at the Federal level while the states and local government areas operate a singular parliamentary style.

Media, on the other hand is a channel in which pieces of information are passed across through electronic waves.

Parliamentarians and Media have a symbolic relationship. The parliament depends on the Media to deliver their message and opinions to the general public.

For instance, new Bills awaiting legislative processes and Bills already passed are expected to be known to members of the public. The only reliable medium through which information from the parliaments could be disseminated to the public space is the media.

Social responsibility theory of the media empowers the pressmen to effectively take responsibility of providing the public with appropriate information and serving as watching for the society.

As effective as this theory ought to be, parliamentarians in Nigeria don't give full opportunity to the media to carry out this task.

Although, both the Nigerian Senate and House of Representatives have Media Galleries that are also in many state Assemblies, but are they performing their roles efficiently?

A situation whereby few reporters are allowed to cover sittings and committee sessions does not justify the traditional information dissemination function of the media.

Media saturation and proliferation of the media have been issues the parliaments are finding hard to contend with.

Due to the increasingly polarized media outlets, the parliaments should step up its game by finding a way around this new.

Chairman and members of House of Committees on information should have their C.Vs appropriately screened before being appointed to oversee such a 'Public Affairs' committee.

The advent and eventual popularity of the social media should not be taken for granted.

Space should be allocated for traditional Journalists and 'New Media' reporters so they have the facilities and ambience to produce and write adequately about each parliamentarian and parliamentary activities.

As unpleasant as it might be for members of the parliament, it must be accepted that the media have a role to play in observing and, sometimes, criticizing the parliamentarians. Such work must be done within the norms and ethics of journalistic practice.

The parliament cannot be said to have succeeded in Nigeria, if journalists still play the 'Guess Game'. If adequate information is not in the public space, propaganda becomes the only way out.

Executive and judicial arms of government operate even during military regimes but the 'parliament' is the ONLY Pillar of Democracy that upholds its true definition, the government of the people by the people for the people.

Due to the foregoing, regulations should be set towards ensuring that the press takes its position as the true “FOURTH ESTATE OF THE REALM”.

Production, Product Content, Packaging and its Effect on Sales

Hussein Busola Rahmat

The quality and completeness of product content across industries and retail channels significantly have an impact on sales and enhances brand loyalty. Nowadays research has been made and confirmed that several industries have reduced the quality and quantity of their product content, due to the expensive cost of production, in order to realise a landslide profit and increase profit margin, the product content and packaging is reduced to a low-end quality. If the content of a product is inferior, the purchasing rate will drop, the product will be delayed in the market and it can suffer rejection after purchase from a consumer or end-user. If the packaging of a product is attractive and unique, it attracts a normal level of consumer, because not everybody can afford quality, quality and complete product content can never be rejected if it attains its satisfactory level for the end-user. The purchasing level of such products will remain normal in the market, such products will always appeal to high-end consumers a low-end users too because the market price of such products will always appear reasonable and affordable for the general consumers.

The content angle is a brand's unique perspective of appealing to the public. For example; Mercedes Benz, Chrysler, Dodge

If the content of a product is inferior, the purchasing rate will drop, the product will be delayed in the market and it can suffer rejection after purchase from a consumer or end-user

mustang, Haier Thermocool, Daewoo, Panasonic, Johnson and Johnson, are some of the strict high-end products with their unique style of appealing to high taste consumers because some consumers won't purchase products or services if they don't see certain brands like these in market. The outstanding quality of these brands maintains their purchasing level in the general market anytime any day.



The man with the vision



- Judge Ajibola

By Razaq Yekinni

If you educate a female then you have successfully educated a community, goes the sayings: so female – child education has become a contemporary issue to community in the world because girls/women are usually discriminated against in all spheres of life including education.

It is important for Africans and Nigerians to see this as a very important point when it comes to raising children. One Nigerian who is keen about educating the Nigerian girl -child is Judge Bola Ajibola, former Judge of International Court of Justice (ICJ).

A dynamic personality, Ajibola usually thought of giving to the society and the whole wide world at large. Hence, Crescent University and its offshoots like College of Health Sciences. This is a part of Ajibola that should not be sweep under the carpet.

After his retirement from ICJ around age 70 which is the time that everyone who has worked in their life or for thirty-five years in service enjoys all they have worked for. Many at this time live a luxury life, travel abroad, vacation and other trilling life style.

Prince Ajibola chose to differ from this path. At age 70, he sold all he had to start Crescent University to educate the African children and make impact in the society.

He who would accomplishes little must sacrifice little; he who would achieve much must sacrifice much; he who would attain highly must sacrifice greatly. This Prince Ajibola had done and today Crescent University, Abeokuta has produced graduates making waves across the globe as many of them are now champions in their sectors.

Achieving one's vision takes a lot of patience, persistence, perseverance and dedication and all these attributes are cores of the visionary and the brainchild of Crescent University. Brands and Images says bravo to Judge Ajibola!

Adire: A cultural tool for Nigeria's image industry

By: **Ahmod Aleshinloye Okikiola**

Can we know about you?

My name is Onigbinde Funke

Can you tell us your occupation?

Am into buying and selling of Adire

How long have you been in the production of the fabric?

It has been a very long time because it's a family business

What can you tell us about the textile?

Adire, its production needs first of all, a cotton i.e 100% pure cotton, but now in the ages we now have different materials that we are using for its production, we have some that are silk material, chiffon, anything that is cotton even if it's a t-shirt, it can be designed into Adire

What are the prospects of the industry?

About the general market, this Itoku has been a very long time ancient market from the times of our great grandmothers. So like me, the history I heard about Adire is that they were into the production of this local Kampala (Alarodudu) and it comes in only one colour which is navy blue or blue black. But the issue about it is that, after its been worn, it washes off easily so later on, the white men came and learnt more about the local Adire and they were not comfortable with it because there is no point in buying expensive materials and it later wash off after a short use. So they brought in their own colour (chemical) to produce the dye. So the colourful dyes are not our own production here. The only dye we have in Abeokuta and Osogbo is the traditional blue black one.

Which country does new colour comes from?

As I heard about it, I think it's from Germany originally but it has now been spanned to other countries too and people are also going there to learn more about the dye. Now, we have dye producing companies here in Nigeria too like Kalaf dye, Gem dye and concerning the design, we have the design here, we are just designers. You know in Nigeria, we don't produce materials, we import virtually everything so it's only the designs that we create here and there is not design that we cannot do here in Abeokuta

What are the categories of the Kampala Fabrics?

The Kampala can be categorized in different ways, we have the Batik which is candle one, the tie and dye which is done with the thread and rope (i.e the raffia ones), we now have this local one which have been modernized into the modern Kampala which I have here in my store and they come in varieties of beautiful colours. The Batik is also in different forms like the Stamp Batik, Foam Batik and we have the hand drawing batik. The hand batik is one with hand in Oshogbo and the fabrics were also named after their location "Osogbo". For the foam batik the desired designed is been done on the foam. The stamp designs are outdated. For the tie and dye, the designs are so unique that any mistake that comes out well is another design entirely

What can you say about the Adire Business?

It is a very good business which one can invest in and personally for me, since I started God has really done a lot, so it is a really good business but one just have to put their mind into it.

What are the challenges in Adire Business?

One of the challenges is the Chinese Adire which has been



affecting the local ones greatly because the designs we do in big Adire Fabrics here are being copied into cheap fabric materials by the Chinese.

Which is more expensive between the foreign and local produced Adire?

Our locally produced Adire are more expensive, for instance getting an original Kampala from here starts at the range of N3000 upward and the foreign ones can be seen for as low as N2000, N2500

What are the plans in place to combat those challenges?

The truth about it is that, it is our government that can work on it. Also we selling the local Adire should put more effort and create a lot of designs because we don't have a lot of people designing for us and young people are running away from it, even people born into it and if you are lazy you can't produce Kampala because the designing is very hard. The hardest design in Kampala is the batik because they have to stand all through the production process.

What are the innovative ideas which differentiate you from other traders?

I started this business in 2013, I mean my own outlet when I started, bit was a surprise because I never knew I will end up selling Adire, after I started through my mum, I brought in my own concept and I started with banner, I did a lot of flyers and business cards, I also thought about what else I could do and I called Musiliu Bebe from the radio to promote my business

How has technology helped your business?

It has really helped me a lot because there are some designs that we youths cannot do because of the rigorosity involve in them. We are losing a lot due to some advantages of the older days methods

compared to the modern one which were aided by technology

It was said that Gov. Dapo Abiodun provided this building (complex) to the Adire Traders, in what other ways have the government assisted you?

They helped us a lot because I heard that Gov. Amosun's Administration provided the Adire traders with funds so as to use it for businesses and they were expected to pay them back but what I saw was that some used it in a meaningful way while some did not utilize it well. Most people have not paid back their money. The advice I can give to the government is that they should provided them with this kind of beneficial opportunity again without judging by others past attitude because fingers are not equal

Are there any modern equipments or machineries that can be used to substitute the olden ways of producing Adire?

There is no point in bringing of any machinery into the Kampala industry. It is a local material and it has to be local too in terms of production. Even at the Obasanjo Library, they are producing Kampala there. So I won't advice using machinery to produce Adire. Instead, the government should aid productivity by producing water and a factory which will be unified and also a factory which will be producing the materials here because we do get them from Cotonou and sometime from Kano through rail. Also the government should also try and put some youths in the business, because the way the youths would think will be different from the elder. We really have a lot to do in the country.

What is the advice you can give to the youths out there?

A: The advice I have for them is just that they should be serious, focused and they should try to be educated but also try and have a skill which can make them survive. They should also be hardworking.

Time out with Adire Label

By Razaq Yekinni, Yusuf Bashir & Adeoye Ayisat

Adire is a resist-dyed cloth designed, produced and worn mostly by the Yoruba people of southwestern Nigeria in West Africa. The Adire is very significant to the people of Abeokuta in Ogun.

The Yoruba label Adire from the production process of the dress which means "tied and dyed". This is due to the fact that the clothes are usually tied and dyed. The particular part of the cloth that was tied will give it a design and pattern to the cloth based on the exact point and how it was tied. This type of Nigerian and the Abeokuta brand can be gotten in a very large quantity at the popular Itoku market in Abeokuta.

The introduction of a wider and distinct colour palette of imported dyes as the world evolves has drastically improved the output of the tying and dyeing process thereby given fans varieties of beautiful clothes to adorn.

In a bid to feel the pulse of the players of the Adire industry, Brands and Images correspondent speak to one of the stakeholders Mr. Segun Ibigbami popularly known as Adire Label who shared his experience, opportunity and challenges in the game.

Can I met you?

My name is Segun Ibigbami, the CEO of Adire Label.

What is Adire Label all about?

Adire Label is a company that is poised at promoting adire beyond Nigeria. Our vision is that on or before 2030, world class personalities like Barack Obama, Christian Ronaldo will wear adire in the public. Though they have been wearing it but it is just not known to many Nigerians that they are already wearing it.

Adire can be used as English dress and any other kind of dress.

What are the steps taken to ensure adire label as brand cuts the shores?

Almost all the brands in the world today are adopting the use of social media and entertainment to promote themselves. We are already adopting the use of social media and the power of entertainment to project the brand adire label.

Two years ago, we held a conference here in Abeokuta where many of the big shots in Abeokuta like Price Bola Ajibola, Tunde Kilani, Alaba Lawson and many other people where there. Last year, I organized a concert for Adire and Saheed Osupa was there and we are already planning another one for this year. We also had it in mind that in the next three years, we will be bringing Rihanna to Nigeria for Adire Mega Concert.

The adire mega concert as you said looks big. For how long have you been having this event?

This is going to be the maiden edition and the first of its kind.

How have you been able to survive and manage the numerous competitors you have as a brand and considering the very popular Itoku market where lots of people are selling the adire materials and dresses?

We make use of the internet and the social media to market our brand. We sell via whatsapp, facebook and other social medium to market our brand. We get orders from outside Abeokuta and other countries of the world aside Nigeria

Which of the social mediums bring most of your client and sales?

Instagram and facebook.

How many states have you been able to touch with the brand Adire Label among the 36 states of the nation?

If am not mistaken at the south west, we have about four retailers that buy from us and resell in their states there. Lagos, Abuja and more. We covered majority of the south western states.



We make use of the internet and the social media to market our brand. We sell via whatsapp, facebook and other social medium to market our brand. We get orders from outside Abeokuta and other countries of the world aside Nigeria

What are your challenges and constraints towards pushing adire lable to an enviable height?.

Our major challenge is fund and if that is overcome by getting investor, then we are fine.

Your advice to people just coming on board into the adire business foral.

My advice for them is to be creative. Creativity will keep them in the game.



Meet 'Ruby', the female mobile barber making waves in Abeokuta

By Olufemi Peters

In Nigeria, the idea of becoming a female barber is not commonplace but Funmi 'Ruby' Oseni has risen above all odds in her chosen profession.

As a woman in a male-dominated field, Ruby, a 25 year old Mass communication graduate of Moshood Abiola Polytechnic, Abeokuta, says she has no regrets.

Life for the dexterous female barber who is currently observing her one year mandatory national youth service in Ogun state, has not exactly been a bed of roses, but she has time and again risen above the stormy waters to carve a niche for herself.

Ruby has instilled in herself the truism that hard work pays and there are no shortcuts to attaining success in life. This explains why she has committed herself to the barbing profession.

As a mobile barber, Ruby moves around the city of Abeokuta, the Ogun state capital to strut her stuff.

What's more inspiring about her story is that she did not learn barbing at a barber's shop like most apprentices do. She cut her teeth in barbing through YouTube videos.

The social media enthusiast, Ruby gets applauded and appreciated by her followers for her undeniable talent with the tools of the trade and for her ability to creatively market her work online.

But despite all of her gifts- Ruby has even bigger dreams.

She dreams of owning one of the biggest hair cutting and stylist shops in Africa. Her preference for celebrity services is awe-inspiring.

When Brands and Images' correspondent Olufemi Peters caught up with her recently, it was clear that the 25 year old has a burning passion for expressing her creativity through male hair cutting.

An indigene of Ekiti State, she explained that as a

lady from a family that is not well to do and who wants to be educated, she had to work hard to augment the stipends being given to her by her parents as upkeep allowances.

Ruby disclosed that her determination not to "sell her body" to meet her financial needs spurred her to learn barbing, which "has been paying my bills." She vowed to work hard to set her own "world-class barbing salon" very soon:

"Actually, I don't want to be a beggar. I don't want to be one of those girls out there who beg men for money. I just wanted to be myself. I just got the passion, I watched the tutorial on Youtube and later, I went for the practical training. I have been doing it for two years." she said.

Interestingly, like her male colleagues, also carries out home services for her clients, but with a caveat.

According to the soft-spoken barber, she always ensures that barbing at home for clients takes place in the compound and not in the confines of any room in the building. She added that if the client is married, the barbing takes place in the presence of his wife:

"I do home services but it's going to be in the compound not in any room of the house. You know cutting the hair itself is not good in the house. If the man is married, his wife is going to be there and if he is not married, I do it outside; that is the policy.

The female barber revealed that barbing has taken her out of Abeokuta, to other neighbouring states in the Southwest. She believes with consistency and constant refinement of her skills, she would be a force to reckon with in the barbering industry.

Ruby also says that she wants to be a

reference point for other females who want to carve a niche for themselves in barbing.

As she puts it "It has not been easy as a lady cutting hair for men, I face a lot. But because of what I want and the determination, I don't give up. I have made a decision that this is what I want. No matter what, no matter the circumstances, I would continue to devote myself to this craft. It's a craft I love and I would continue to evolve in. So, I am focused.

"For instance, some men don't usually believe I can give them a good cut. Some of them give me this look of 'are you sure you can do this!'. Just to be clear, this skepticism from some men has spurred me on to give my very best in my haircuts. I want them to know that yes, a lady can also cut hair well."

Skepticism aside, Ruby is determined to open her own shop, where she could showcase her talents, better connect with the barbering community, and give other professionals the opportunity that no one ever gave her.

"I don't have a personal shop but I am a stylist in another barber shop. Most of my customers prefer me coming to them because where my shop is quite far. So, I do mobile. I have a chargeable clipper. I don't need a generator. Once I charge my clipper, it works for three to four hours.

"People want me to train them, but I don't have a shop and being a woman, I move around. I am taking my time they are people who want to learn. In Mass Communications, there is a particular course on entrepreneurship; so what I am doing is part of it." she added.

Ruby however advises ladies, particularly students and youth, to search their minds and think of vocation they can learn.

According to her, getting educated alone, might not be enough to empower a woman, but having a vocation always helps to make one an employer of labour, rather than being an employee. She believes with a vocation on their hands, ladies can save themselves from unnecessary intimidation and sexual harassment.

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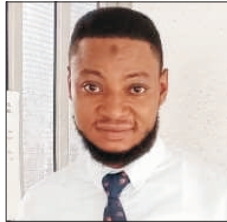
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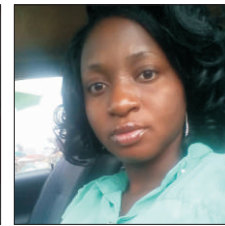
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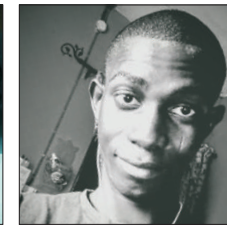
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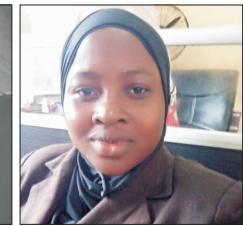
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ZIPPER BUILDING BLOCKS: PROFILE

Zipper Building Blocks is a wholly Nigerian owned venture with interests in production of compressed earth bricks and fabrication of brick presses.

As individuals, we partnered with like minds (Urbahn services limited) and embarked on a pioneer project in November 2015 to assess the product/system by building a classroom block for Ife Middle School, Eleyele in Osun State. A manual brick press was locally fabricated to cater to the production of the interlocking bricks. It was self-financed by Urbahn services limited, with a bit of crowd-funding support, completed and handed over in June 2016. This process helped us better understand the intervention and tailor its application to our local context.



We cater to affordable housing needs and our construction methods are highly localized to control cost of delivery. The option of self-building to reduce labour costs is also an added advantage. Our building system promises to reduce the period of mounting the wall component by more than half, thus reducing project delivery time with corresponding cost savings.

PROJECTS GALLERY



2-BEDROOM APARTMENT BLOCK, AV PIER ESTATE, OBADA - ABEOKUTA





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By Biobaku Kehinde Peter

Can you tell us your name and occupation?

My name is DSP Abimbola Oyeyemi and am the Police Public Relation Officer of Ogun State Command

How does your job as a security operative related with image making?

In every organization, there must be a department that will be laundering the image of such organization be it security, education and even business organization, there must be somebody who will be relating with the members of the public. There is no way an organization will be without an image maker and police is not an exception, so we need somebody who will be intermediary between the organization and members of public.

As a police officer, whose image are you trying to rebrand?

It is the image of the police because a lot of people are having a wrong impression about the police as an organization because of that, we need to let the public know that police is not what many people are thinking they are (i.e the way people are portraying the job) some people believe that police is an agent of cohesion and oppression so we need to let people know that police work is far beyond that by so doing we need to present the image of the force in a positive way to the public.

Can we say that you are representing the government?

No, I am representing the Nigeria Police Force Ogun State Command

How do you think the public are seeing the police force in this locality?

It is a general knowledge because all over the world many people believe that the police are not even part of the society because they are believed to do things differently and because of the criminal tendency in the minds of many people. Somebody who is criminally inclined will see an average policeman as his enemy instead of a friend because an average human being has the tendency to commit crime and be police man is there to checkmate any activities of human being. This will make both parties to be at opposing sides.

What do you think the PR department can do to change people's perspective about the police?

We have been doing a lot by trying to create a good relationship between the police and members of the public and that is why a particular department was created under the supervision of the police P.R.O all over the country called public complain Bureau where if you have complains against a police man you can go there and they will settle it by using Alternative Dispute Resolution (ADR) to settle it and we have been doing that and it has been working apart from that we have improved the concept of community policing by involving members of the public in policing their community. By doing this, people are now free

Police are never tool of public oppression

– Ogun PPRO



Anybody who thinks police is not his/her friend when next they have problem they should go and contact thugs. "Police is your friend" does not mean if someone commits an offence he or she should not be reprimanded...

to go to the police to give meaningful information.

What can the citizens also do to help you?

It supposed to be a symbiotic activity as the police is trying to let the public know that they are not against them, the public also has a duty of supporting the police because you are fighting with your police then you

have to go make peace with the criminals, because there is no way we can do without police, so the public has to inculcate that habit of supporting police by giving information as it is. And that is why we formed what we called (Police Community Relation Committee) PCRC, where reports can be given to the police if people to be reported to will also be member of the same area /community with them and this is the best way the country can be policed because police cannot be everywhere at the same time and there is no way a police can succeed without the cooperation of the members of the community he is policing

How has the way people see you as a police, hindered you in carrying your duty?

No, by training we do not allow such things to hinder us and we should even except such things either good or bad so that should not deter us from carrying out our duty as a police. If not after the End Sars crisis, all the police personnel should have resigned due to the hostile nature of the citizens but we are still carrying out our duty as expected despite all the atrocities committed to the police by the people.

Your slogan 'Police is your friend' is now perceived by some people as false statement, what are you trying to do to change people's orientation about this?

Anybody who thinks police is not his/her friend when next they have problem they should go and contact thugs. "Police is your friend" does not mean if someone commits an offence he or she should not be reprimanded. Police is your friend because if you are going somewhere and you get lost the best person to direct you is a police man. If somebody slaps you now, the first place to run to and report is the police station. If the police are not your friend why do people run to report crimes to them? The police are only your friend when you are doing the right thing but when you do the opposite you will be dealt with by the law and not the police.

What is your message to the members of the public?

The message is simple; everybody should stay away from crime. Once you stay clear from crime then you have no problem with the police but if you violate the law you will be dealt with by the police who are the enforcer of the law and the law we are enforcing is not made by us, so those who made the law have made it, they only assign the police to enforce the law.

Olufemi Danzo: The 29-year-old marshalling the growth of newbies in Nigeria's music space

By Olufemi Peters

In 2014, OlufemiDanzo pivoted from making music to helping the growth of emerging acts in Nigeria's music scene. A genuine love for the nurturing of craft and advancement of culture shines through. What's the size of his input?

Unassuming, informed, focused. You'd easily spot these traits in conversations with OlufemiDanzo. He has enjoyed a successful run with his knowledge of the music business and talent management, helping upcoming artists navigate the Lagos-run Nigerian music industry.

Adept at using strategic means and grit to advance the culture, the 29-year-old rounded talent manager is one of the passionate few working tirelessly for the acceptance of new voices and the creation of consumption spaces for experimentations. Oh31 Entertainment, his talent management imprint is driving this in an industry that is often hostile to newbies.

In the last six years, he's worked with a dozen upcoming artists including Ybass, Akib, Kapo, Zayo, Playboi Mafia and Tosynn. From background efforts to mainstream work for these artists, the end goal remains constant: charting career trajectories and moving the culture forward with excellence.

Born and raised in Lagos, Danzo first graced the music scene as an artist before talent management and showbiz

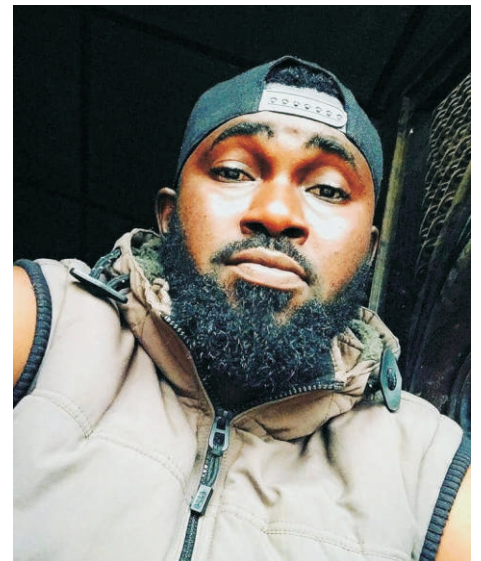
secured his attention. As Director of Socials at the Tai Solarin University of Education, Ijebu-Ode in Ogun state, he was responsible for organizing entertainment shows on campus.

The graduate of Political Science would later pick up the demanding job of spotting great talents on campus and supporting them in the best way possible.

The energy Danzo brings to talent management and A&R (a division of the music business that is often undermined) gigs is contagious. In his books, every opportunity is an invitation to grow, learn and contribute to a worthy cause.

And when things are getting too serious in the room, you'd find the rounded entertainment executive offering jokes and banter that are true to his person. For Danzo, it is always about matching fun and innovation to get results – despite life's demands and unpredictability.

Last year, the global coronavirus health situation caused disruptions to life. Economies and music scenes – here and elsewhere – weren't spared. Staying and adapting became new watchwords. Due to the costs of big concerts and shows at this time, songwriting and rededication to craft are getting more attention than ever before. Danzo and the Oh31 Entertainment team are doing a



great job here, helping artists in their tribe with increased visibility and reception for music projects.

It will be interesting to see what Danzo does next with talent management and the business side of things on the music scene. Hopefully, COVID's influence continues to take a fall for this to happen.

Brands and Images: Organisation tools for customers onboarding and retention

By: Erinsho Michael Kayode

Branding serves to distinguish the product in the marketplace, leaves a distinct impression in buyers' minds and attracts potential new customers. Though some people may associate the branding process with relatively modern concepts, which is not but as its origins date back many thousands of years.

Researches proved that branding in its earliest form dates all the way back to around 2000BC and was purely used to depict ownership. Farmers would brand their cattle to make them stand out from other livestock, and craftsmen would imprint signs and symbols onto their goods to signify their origins. However, as time has progressed, branding has become a way for companies, organisations and individuals to market themselves and establish a bond of trust with potential customers and clients. Furthermore, branding in Industrialization paves way for mass production; making it possible to produce large amounts of goods in a cost-effective way.

Early forms of branding sought to spread information and register trade mark about products, aiming to reach not just the rich, but the rapidly emergent middle class- the new mass market. With buyers / clients now have autonomy to choose from a wide selection of products / services for the first time, logos were used to not only indicate the manufacturer, but to act as a symbol of quality. Brands include the use of banners on hand-held poles, people wearing placards, customized clothes, branding of flyers, nylons and umbrellas. Companies began to promote



their 'brand names' through attractive packaging and eye-catching slogans.

The progress of the times brought about a wave of extraordinary advances, introducing new products like cars, clothes, electronics and gadgets. Historically, desire for branded products in industrialized countries was stimulated by the continued rise of mass media. Graphic designs, advertising, and marketing also persuade and influenced customers need to always patronize creative and attracting brands. With competition brands has become more heightened to create professional and cohesive images to represent products and services. Brands is a big business in targeting specific audiences by injecting a certain style and personality into specific products and companies. The advent of technology and internet have created culture of instant

gratification, leading to a generation of more and more demanding consumers.

Nowadays, companies and organisations must create adverts and logos that appeal to the type of audience, taking into account their short attention spans and often disinterested view of advertising as brands is now interactivity, viral marketing and search engine optimization taking centre stage in the modern world of branding. Creative and attracting branding have expanded to political parties, governments, charity organisations, social medias, schools, and even personal

brands for celebrities, artist and social media influencers. Athletes and footballers stars like Cristiano Ronaldo and Lionel Messi have built empires using their own personal social media platforms, and images to market brands like; Adidas, Nike, perfumes, clothes etc.

Fortunately, internet involvement is undisputed in all aspects of branding and images of today branding; with advent of social media, brands like YouTube, LinkedIn and Facebook relying on their users to create contents and share to their respective target audiences. The power of the technology can be demonstrated that the biggest advertising agency right now is the internet's number one search engine popularly known as GOOGLE.

To ensure organisations doesn't fall behind, organisations must be technologically incline and continue to design creative branding to gain customers' patronage, loyalty, acquisition, retention and profitability both in the real and the online world.



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LED billboard advertising in outdoor advertising

By Fasina Sidikat

Outdoor Advertising one of the oldest and visible means of advertising all over the world, advertising is a big sector in corporate market all over the world as no company or product can sell itself without proper branding and advertising.

The advertising sector in Nigeria is one of largest source of revenue generation to the economy. According to Geopoll in 2018, Outdoor advertising accounted for 28% of total media revenue in Nigeria almost catching up with television advertisements.

As the world is going digital, it has become pertinent for outdoor advertising agencies in Nigeria to move with the tide of digitalised media which is also called the "New Media" as all the old form of outdoor advertising are gradually losing its effects on the targeted consumers of Advertisements thereby leading to the introduction of LED SCREEN OUTDOOR DISPLAY.

An outdoor LED screen are large billboards made to display any kind of video, image for advertising with the sole aim of reaching a targeted audience, it's made of three colors (red, green and blue) that is combined to form a pixel which form colors for displays. It can be used as an outdoor billboard or as a moving van which can be used for advertising campaigns or in retail advertising.

Before the emergence of this new technologies, the original way of using outdoor billboard is through erection with woods and steels and then reflex still pictures. It is at the time a good way of advertising as



it gets to larger consumer of products but it is not as catching or dynamic as the LED board.

That The LED board has many advantages in new media advertising as it's easier to relate to by tech-savy generation, it's pictures are cleaner as the screen resolution are higher making the advertising messages to be seen perfectly at any time of the day even at night. it's also eco friendly as most LED boards for advertising uses solar energy.

It helps to imprint the name of a brand on

the mind of people as it is very attractive. One of the challenges it faces in Nigeria right now is that it's very expensive as an average price for monthly exposure or slot is about 1 million Naira per month as there is no local manufacturing and that it can shift in color due to age and temperature due to the humid temperature of NIGERIA.

There is a new innovation now in LED display board which is called "TRANSPARENT OUTDOOR DISPLAY".

Making your product a brand

By Olamide Olamokun

With millions of products/business trying to make a name for themselves, having a strong brand has become important for a product to differentiate themselves from their competitors offering the same product.

To start with, it's important to distinguish what a product is from a brand as not all products are brands but all brands are product. A product is a good, service or idea consisting of a bundle or tangible and intangible attributes that satisfies consumers' needs and is received and exchanged for money or something else of value. A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed.

In the words of Jeff Bezos, branding is what people say about you when you are not in the room. Your product leaves an impression on your customers long after you've made sales.

Branding is the art of giving a product, company or product line a distinct personality and image through the name, packaging, logo, colors and messages. Seasoned advertising executive John Williams says that simply put, branding is "your promise to your

customer."

However the first thing that comes to mind when people hear of brand is the name. There is more to branding than just pulling a name out of thin air, however, and getting it right can mean the difference between success and failure.

Here are few important things to put into consideration to make your product a brand;

1. Have a full knowledge of who your potential customers are and how your products can fulfill their needs. Use industry associations, census data or market research firms to put together a profile of your target consumer. At the end of the exercise, you should have a firm grasp of how you might position your brand to your potential customers.

2. The positioning and branding of competing products. Pay particular attention to the distinct benefits and features their brands bring to your consumers. Identify any market gaps that might be a good fit for your brand.

3. The information you have gleaned about your consumer and competition to

determine how you should position your brand to your target consumers. If you produce handbags, for example, you may position them as a luxury item, something to help keep women organized or something that works well for casual, everyday use.

4. A name for your brand, making sure that the name fits with the image you want to portray to your audience. A name like "Luxe" implies luxury, while "Mama's" implies family. Try to keep the name as short, easy to grasp and memorable as possible to help keep it top of mind with consumers. Do your homework first to be sure the name you choose is not copyrighted or trademarked, and that it is not too similar to any other brand in the same space.

5. A tag line/ slogan. Endeavor to make it short and sweet and under five words long if possible. Ensure that it clearly portrays what your brand is about. Burger King's "Have it your way" or the U.S. Army's "Be all that you can be" leave nothing to the imagination.

6. Ensure that all Together the remaining elements for your brand, including a logo, colors, font and packaging are in line with the image you want to portray to your customers. Use the logo, slogan and other elements in all public communications



Meet Ashake Soupa

Entrepreneur as come to stay in Africa and most especially Nigeria of today.

Gone are the days whereby a graduate is complete without having entrepreneur skills. These skills are so important that universities, polytechnics and other institutions now teach vocational programmes and groom their student to have multiple bail out. One person who have been able to tap into this important aspect of higher level of education is Mrs. Bolanle Ismail, an entrepreneur enthusiast whose love and passion to inspire people and young graduates on entrepreneur skills is second to non. Brand and Images zoomed as search light into the hospitality closet of this Amazon who has a delicious culinary fingers.

My name is BOLANLE ISMAIL popularly known as ASAKE. I am from oshogbo, ilobu to Be precise that was where my parent heels from. My mum is from Ede, while my dad is from ilobu in Osun state we usually have oriki, my parent gave me ASAKE as my oriki. Anytime my dad wants me to do something, he usually call me ASAKE. These as left some stock with me. My grandparents usually call me by my oriki as well ASAKE and if you look at the loose translation of the name ASAKE' as to do with taking proper care of people nurturing, picking interest in something beautiful and something you considered fine with you by taking care of that thing. I personally have interest in caring for people even when they are not mine or biologically related to me, anyone I come across. So do name ASAKE as stock right from time that I have got that from oriki And I've been using that. Infact people that are close to me teased me with it when ever they need me to do a special favor for them. So ASAKE as it brand is all about caring and nurturing of people that is why I chose that name.

ASAKE SOUPA: Entrepreneurship in Motion

BY: Adams Abass, Giwa Aminat

WHY DID ASAKE SELECT THE PRODUCT SHE IS GIVING TO THE PUBLIC

There are many ways which people can care for people many ways you can care about people. I personally had the interests to feed people. That is my Choosing way of caring about people. Yoruba people say is :TI OUNJE BATI KURO NINU IISE, ISE BUSE. And my parents are these people will give out a lot I can say, I Learnt these from them. Wenever A visitor comes to our house back then ever without noticing, My mom give out of the food she prepared purposely for the family to the visitors. No one left my fathers compound empty handed, solicited or unsolicited. So that's why it as become a part of me. My parents are just that kind of people by nature. So one thing that have been my passion is that I cook for people and they gives me complement. So anywhere i go, I cook and give to Neighbors even when they did not solicited for it, I make sure I give out. This is how I began to think about it' why not have a brand, product offering for ASAKE feeding people, taking care of people, nurturing them in a good and hygienic environment. That's is why I choose food as product and as part of that brand.

CHOICE OF SELECTING OF BRAND COLORS

My brother design was done by a professional logo designer. He hugs me some preliminary questions before designing what do I want to do and I told him I want to make food for people. You hugs do I have a name to be use for the brand, and I had always love my oriki as ASAKE And whatever name I decide a upon must carry ASAKE and he asked what other name and I told him SUPA. fine this SUPA was gotten from a successful business name on Instagram where these company was base on making soup only. so my intention was to make a super food better than everyday food made out there in a clean environment. This as been what's I've been wanting to do fall years back, nurturing it since 2016, so when the designer asked about what I wanted and he said, since I want food and ASAKE must be there let's include what somebody had already have. These is copying somebody else's work including my own idea into it. We have ASAKE my oriki and we have SUPA meal because we are into a very good food and any other things that can be consumed like white rice, jollof rice, Asaro (postage), vegetables and delikes. And then the asked me what color do I want? There is something about branding which is brand and brand color of food which is orange. I choose orange because it is bright and

catches

Audience attention and when Do you see it relating to food, it makes

You feel hungry, There something about orange that drags you. Soup is always Orange in nature efo riro, There is something orange about it, drinks orange and attractive so I love orange and I choose it to be one of my brand color. I also choose green because it is life, Green represents health it represent nutrients, vegetable eg efo riro, uwgu, bitter leaf, efo tete efo soko etc these are all greens. many brand using this color represent nature, health and something that is healthy, that was why I chose green and orange these are the color that represent my ambition of ASAKE brand.

Though I wanted to give people food but not just food but healthy one that was what led to my tagged line, my name ASAKE and the product am offering is the SUPA MEAL and we have ASAKE SUPA MEAL with the tagged line good food for life. so when the logo designer designed my logo, I sent it to three of my friend. Seeking for their opinion I meant people that are working with multinationals company, they are my friends and I know that they will give me the best. So they suggested why didn't I do it in a way that people will catch some fun, we don't have to be too serious about it. So that was what brings about the logos, Colors and the calligraphy as abit Of playfulness, steam coming out of the spoon. Spoon represents we dish and serve it as it hot. So we played around it with the fun at the same time passing information to the audience.

I see life's so simple and that reflect to my personality, even in my meals too, I am not too serious about it. though I put in good quality ingredients and I am always tricolor and neat with it. I play around with flavors, ingredients and it comes out so perfect. so these is the stories behind my colors and tagged lines.

CHALLENGES AND DEMANDS OF ASAKE

The fact is until you leave your comfort zone before you realize that's the simple thing you see around did not come about the simple manner. Business generally is challenging. People having it brand for themselves And be known for something and follow through what they are having in mind. I started ASAKE playfully because that's my oriki and everybody can call me by my oriki and it is another name that as stock which I decided to add product offering which is ASAKE SUPA MEAL. I was not emphasizing some challenges had been nursing this idea for so long 2016. each time I wanted to be serious by actualising the idea, so many doubt comes to my mind like, what do you think people says about it, will people accept you, do you think because people says your food is sweet is it actually sweet, do you think people likes it the way they portray your food right at you present? Because i Work in different places, I am a lecturer in the university, that can be demanding and I am also a

married woman with 2 kids and am also running my higher education doing my PhD.so all these thing comes to my head and keep discouraging me from 2016. Not until February this year when I concluded to start no matter what challenges,I will stand by it.

My challenges so far,their are many brands out there competing with your own on a small scale and on the large scale.so the competition is tight and very close and it is almost choking you.I haven't seen a new innovation out there which no one as never done,even doing perfectly at it.but should that stops you from starting your own?NO. You just have to sit down and look for the angle where others Are not doing well and that angle Could be customer service e.g. some vendors abusing customers, not deliver on time, you could just take care of customer relations angle of food selling and that's could be your ultimate selling points. People could come to you not just your food is the best but because you sell to them in a very humble manner, smile at them,they reciprocate.so with that you are correcting and changing the errors.it is not all my customers that give good reviews ever since I started in February, I have had a whole batch of food spoilt. I'd once told me "please the food you sold today are you sure you cooked it? I could not even say anything.I appologied, make a fresh batch of food and delivery it free. YES I incurred that debt.why did I go through all that? There is a brand I want to push out there which I want to be known of Quality, and I want people to get value for the money that's it.

To me I do not care if anything is expensive, but does it worth it and am I getting value for my money I paid. When I pay for your brand I deserve an appreciation and I hope you are treating each well.because it is not easy to dole out money. These are small and minor things which customer appreciate and some brand takes it for granted. And the challenges is that the competition is there, people can buy from so many other brands within where you are. There are five to six people doing the same thing that you are doing.

Secondly we can talk about the delivery, initially a

could be the one doing the cooking,packing and delivery. So when I broke down eventually landed as the hospital took about five juice and lots of injection because the stress has accumulated inside me.so that was when I started thinking about how to go about the delivery in other to help me limit my interference with delivery and so o looked out for people that could deliver.

In addition, food is delicate. If someone eat your food and eventually landed at the hospital,

They would have had an illness before locking inside their body and the food just met the illness and coincidentally the illness chose that time to manifest one of the things they could think about is that 'hope it was not the food that I ate and so the fear that when someone eats your food,hope they will not fall sick, the fear that's your food is save for consumption so it's challenging. So what Dan would you do? Firstly you are sincere with yourself that you are not just cooking food and cigarettes because you want to make money from food business to give them the ultimate best. Just about few days ago I was reading about how dangerous rotten tomato can be popularly known as Asia because people don't have money they goes for rotten pepper and rotten tomatoes in the market and I read that these could cause liver cancer in the long run,these is not what would happen immediately but it builds up and liver start malfunctioning overtime. I have never in my life brought esa not because I am pompous but I think whatever you are feeding your body must be of good quality. So this is the challenges of sourcing for food to recipes in an affordable manner that would give you profit or high profit marine.Since you are not doing the business for charity.food charity is different from business how to get the material at a affordable rate in other to make profit,so there is always Nigerian factors of everything is expensive and consider either to lower your quality and maintain tour

price,economic challenges we are battling with

More so, looking at other important at hand,it is hard to combine two things at a time, Business and other things .obviously one would be pulling others down and ones one is affecting others, the bad side of it is that after some time, people forget the brand if you are not consistent. Consistency is the key, if people buy from you today and tomorrow and next tomorrow is not available they will not be bothered asking you after some time because they will go for another alternative and if that innovator meet your needs and they are consistent with theres,to hell with ASAKE SUPA.so it is important that you are consistent, if not,your brand and business offerings will suffer for it

THE EXPANSION OF ASAKE SUPA MEAL EMPORIUM

Every business could start within the limits they have in there brain and there sub conscious.The owners of brand start just somehow.Sometimes the innovator thinks of some thing but the idea brings in some other things even different.for ASAKE SUPA meal,I am continuing with this. This is where I am for now,food offerings is what my brand is going for, there is going to be an expansion,we are not going to stay forever cooking food in the house and delivering .I intend to have a physical place where people not just within my immediate community can access to the brand and brand offerings,am thinking of other people outside can come and have the taste of the brand. People not just to eat but eat healthy and in a very good environment.And am also working on natural drinks,because whenever you eat, you must drink. I want to stick with natural healthy made drinks.devoid of additives like preservatives, color and anything that could affect the health in the long run. Remember my brand is ASAKE,i am all about nurturing,caring and I actually want to care genuinely even though there is business angle to my brand and my brand offering,I still want to do so within the conference of healthy living.

9mobile upskills journalists on content improvement

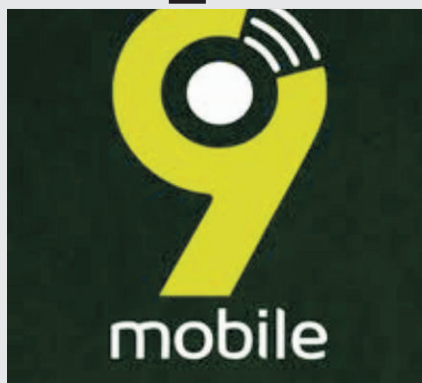
By Tobi Bassey Andem

As a feature of its drives and progressing vital projects for media commitment, 9mobile as of late held a limit building meeting to furnish columnists with the imperative abilities information expected to help their detailing and adjust successfully to the unique media scene.

The instructional course, which was held for all intents and purposes by means of Zoom in recognition of recommended measures to restrict the spread of COVID-19, was worked with by different honor winning and double cross Emmy candidate analytical writer and Regional Editor (West Africa), The Conversation Africa, Adejuwon Soyinka.

Talking on the subject "Online Content Optimization – drawing in millennial and Gen-z crowds with narrating," Adejuwon commented that interruption in news media sets out better open doors for columnists to use and recount great stories that interface with new crowds.

As indicated by him, Content improvement involves ensuring that accounts are composed and



created in a relatable manner and can arrive at the biggest conceivable objective crowd, for this situation, the Millennials and the Gen-z.

"Recounting a decent and enrapturing story implies finding and confirming significant or intriguing data and afterward introducing it in a manner that draws in the crowd. The reality stays that capacity to focus is diminishing constantly. In 2000, an

examination by Microsoft estimating how long individuals can zero in on one thing for a particular measure of time showed that the normal individual's capacity to focus was 12 seconds and has additionally dropped since that review was done. The inquiry then, at that point is, how would we recount our accounts so that it commands the notice of perusers of the new age?" he questioned.

"Yet, past this additionally, there is the topic of how the columnist can coordinate with stories with the right and free stages. Truly there are particular sort of stories implied for explicit stages, and this is the place where interactive media narrating comes to play. By fusing different kinds of media, you are making a story that perusers can draw in with and perhaps share," he clarified.

The Executive Director, Regulatory and Corporate Affairs, 9mobile, Abdulrahman Ado, addressed by the Public Relations Lead, 9mobile, Chineze Amanfo, underscored that 9mobile is focused on propelling the development of the media calling in Nigeria.



for those that are security encounter such challenges,” She explained that the challenges faced by women are very pronounced in law schools and schools of nursing. “We had an issue where a nursing student almost got her admission rejected because she wore Hijab.”

“We have had issues where students were not allowed to write exams in Lagos because they were wearing on Hijab.”

“We need to raise awareness and tell people we are beautiful in Hijab. We need to tell people that we are not oppressed like they think we are,” she asserted.

“I have been in a place where people say we Muslims use Hijab to cover our brains, can you imagine!”

Salma said “Standards of decency need not be the same, they only need to be mutually respected. Why then does my Hijab intimidate you? To you My Hijab is a piece of clothing and a symbol of extremism, I’ll say this once; My Hijab is an order from my Lord.

It’s my shade, my armour, it covers my head and not my brain. A Muslim woman’s choice of the Hijab is her right, We the world’s people agreed to this at the UN, so respect it when it concerns me please!!”

Zainab, says “Oppression to me, is telling me to remove my Hijab. I am always thankful to Allah that I feel comfortable when covered and uncomfortable when I think I am not covered enough. For me, the Hijab is Freedom in every sense.”

Hijab is not just a fabric or piece of clothing worn by the Muslim woman; it is a symbol of freedom, faith, willpower and choice to many and it has come to stay.

Oniyide Zaynab a crescent University student said “TELL THE BELIEVING WOMEN TO DRAW THEIR OUTER GARMENTS “AROUND THEM.” QURAN 33:59”

“Hijab does not mean that you are not like other Women. It means that you choose to save yourself from other social evils.

She added that, “Hijab provides a sense of security to a woman. It increases her confidence because she knows that she is well covered and can move around easily in areas which are congregated by male counterparts.”

In conclusion, it always makes the headline whenever hijabite bags an appointment, position of honour. They think Women in Hijab are dumb and naive. Alhamdulillah as we’ve must’ve proven so far, Hijabite are as much “civilised and liberal” women as any other, we just choose Akhira over Duniya!”

Plight of Hijabites

By: Yusuf Semiat Damilola

Hijab is an integral part of the three monotheistic religions, namely Islam, Christianity and Judaism.

However, in today’s society, Islamophobia has pushed many non-Muslims into believing that the Muslim women wearing Hijab are oppressed.

There is also an aspect of discriminations faced by the Hijab-wearing Muslims

globally. In Nigeria too, Muslim women that wear the Hijab aren’t spared from the discriminations in the workplace, schools and offices.

The issue of getting Hijab a recognition has been an aged struggle for identity by the Muslim women in Nigeria. In fact, in some instances, it has caused a lot of controversies on social media.

Nigeria Muslim Congress fought for the right of hijab sister FirdausAmosa because she was denied the privileged to call to bar in 2017.

Firdaus said removing of my hijab is an infringement of her human rights to practice my religion. The denied has caused a victory with an approval for all Muslim lawyer, to wear shoulder length hijab during induction ceremony.

Several women came forward to share their experiences and perspectives with Brands and images reporter.

“We have a lot of issue around Islamophobia both the very apparent ones and the ones that are subtle. Even

“TELL THE BELIEVING WOMEN TO DRAW THEIR OUTER GARMENTS “AROUND THEM.” QURAN 33:59”



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