

2023 Nigeria Social Media Awards: Celebrating Excellence



Celebrating Excellence: Recap of the Just-Concluded 2023 Nigeria Social Media Awards

The curtains have fallen on the spectacular maiden edition of the Social Media Awards, leaving a trail of excitement and inspiration in its wake. The event, which serves as a tribute to the movers and shakers of social media has highlighted the outstanding achievements and innovations within the social media sphere.

The 2023 Social Media Awards, hosted with fervor and enthusiasm, gathered social media enthusiasts, influencers,

content creators and industry leaders under one roof. The event celebrated the outstanding contributions made by individuals, brands, and organizations in harnessing the power of social media to connect, engage, and create a meaningful impact on society.

The highlight of the evening, aside from the award presentations, was the showcase of exceptional talent. Performers who have risen to fame through their online presence graced the stage, reminding us of the entertainment potential that social media platforms offer.

Inclusivity and diversity were at the forefront of the event, emphasizing that social media is a unifying force that transcends boundaries and connects people from all walks of life.

As we reflect on the just-concluded 2023 Nigeria Social Media Awards, we can't help but feel inspired by the exceptional talent and creativity showcased. The Social Media Award not only celebrates excellence but also serves as a reminder of the boundless possibilities that social media holds for fostering connections, sparking innovation, and effecting positive change in our society.



The Winners

The 2023 Nigeria Social Media Awards celebrated the following notable winners across different categories:

1. **Best Audience Engagement Campaign:** Tecno Camon 20 | Steady Night Portrait Master Tecnomobilenigeria
2. **Most Engaging TV Station On Social Media:** Arise News
3. **Best Use of Social Media E-Commerce Company:** Jumia Nigeria
4. **Most Engaging Beauty Brand on Social Media:** Lush Hair Nigeria
5. **Most Engaging Radio Station on Social Media:** Cool FM Nigeria 96.9
6. **Most Engaging TV Presenter on Social Media:** Morayo Afolabi-Brown
7. **Most Responsive FMCG Brand on Social Media:** Indomie
8. **Best Use of Social Media in A Crisis:** Falz The Bahdguy
9. **Viral Slang Maker of the Year:** Shank Comics – Mapa'mi

Naaaa'

10. **Social Media Influencer of the Year:** Simply Tacha
11. **Most Engaging On Air-Personality on Social Media:** Daddy Freeze
12. **Most Engaging Journalist on Social Media:** Rufai Oseni
13. **13. Fashion Influencer of the Year:** Jeremiah Ogbodo
14. **Food Influencer of The Year:** Ify Mogekwu kitchen
15. **Most Responsive Security Agency In Nigeria:** Nigerian Navy
16. **Most Responsive Telecom Company In Nigeria:** Mtn Nigeria
17. **17. Best Dance Content Creator:** Teee Dollar
18. **Most Engaging Actor:** Stan Nze
19. **Most Engaging Actress:** Bimbo Ademoye
20. **21. Blogger of the Year:** Yabaleft Online
21. **Best Use of Social Media-Sports And Betting Platform:** Betway
22. **Best Use of Social Media-Banking Sector:** Guaranty Trust Bank
23. **Best Use of Social Media-Fintech:** Palmpay
24. **Most Supportive Real Estate Company On Social Media:** Revolution Plus Property
25. **Best Social Media Influencer Campaign:** Martell × Davido – Be The Standout Swift
26. **Fast Uprising Social Media Content Creator:** Agbaje Oluwatimileyin “Portable Promises to Win The Next Grammy With “Ika Of Africa”
27. **28. Most Innovative Use of Social Media:** Mr Macaroni
28. **Most Supportive Company on Social Media:** Innoson Vehicles
29. **Best Use of Social Media-NGO:** Nigeria Health Watch
30. **Overall Best Social Media Content Creator:** Odinaka Chukwueze
31. **Best Health Content Creator:** Pharmsavi – Choose Health Always
32. **33. Viral Song Of The Year:** “Who Is Your Guy?” – Spyro
33. **34. Best Entertaining Content Creator:** The Audition by Josh2funny “The Strongest Man In The World”

34. **Best Educative Content Creator:** Chrisland Schools | First Aid Specialist Training (Fast)
35. 36. **Best TikTok Content Creator:** Khloes_Gram (Leave Them Alone)
36. **Best Instagram Content Creator:** Taaooma @Taaooma| “E-Suli Has Suffered”
37. **Best Facebook Content Creator:** Mark Angel Comedy| “The Witch Mother-In-Law”
38. 39. **Best Youtube Content Creator:** Chukwuebuka Emmanuel Amuzia | @Brainjotter | “The Trapped Soul”
39. **Best Music Video on Youtube:** Blaqbonez & Perliks: Back In Uni By Blaqbonez & Perliks
40. **Best Twitter Content Creator:** Omotara @_theladymo

6 categories of honorary awards are listed below

42. 42. **Social Media Personality of the Year:** Emoney
43. **Most Loved Social Media Personality of the Year:** Obi Cubana
44. **Most Supportive Social Media influencer:** Don Jazzy
45. **Most followed Comedian on Social Media:** AY Comedian
46. **Most Engaging Governor on Social Media:** Dr Alex Otti of Abia state
47. **Most Engaging Senator:** Senator (Dr.) Prince Ned Nwoko, Delta North Senatorial District

Congratulations to all the winners and participants who continue to shape the narrative of social media. We eagerly await the next edition, brimming with anticipation for the continued evolution of the digital landscape and the exceptional talents it will bring to the forefront.

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How to get 2 months
of a corporate
business email
address for free –
yourname@yourcompan
y.com

Sending emails from your corporate email address like name@yourcompany.com helps to enhance your corporate image. **The challenge is that if you rely on the email from your website hosting server, you will have issues with being able to have your important business email delivered into the recipient's inbox, most often the email goes to spam or is not delivered at all, because your website hosting server is not an email server, Hence the reason serious business people host the corporate email on a proper email server.**

But with the naira sliding downwards against the US Dollars on daily bases I can understand the negative impact it is having on your business!

We had a client who is right where you are now some months back, the client had 48 staff and all had corporate email addresses at \$6 per user per month which is \$72 per year. And $72 \times 48 = \$3,456$ (Three thousand four hundred and fifty-six dollars), as at the time he wanted to renew with the previous

provider the exchange rate was 655/\$1 and he was to pay N2,263,680.

When I told him we could save him a million naira, you can understand the joy, we migrated his account to another corporate email provider that charge just **\$25 per year, \$25 x 48 user = \$1200, 00 x N655 = N786, 000.**

We actually saved him **N1, 477,680 (One million four hundred and seventy-seven thousand six hundred and eighty naira)**

You are losing lots of money using an expensive corporate email address provider because they show you lots of other features when in reality what you and your staff use is just an email.

My kind advice to you.

If you don't want to switch to a more affordable email platform, another thing you can do is create a corporate email address for only the senior staff names, and for the rest of the staff create a department-based corporate email address.

For your admin department for example, instead of creating a corporate email address with an individuals names like john@yourcompany.com, create admin@yourcompany.com, With that method, you will save money in two ways

1. If you have 2 people in admin both will use one email and enter their names when they are sending an email.
2. If anyone resigns and you employ another person you don't have to pay for a new email account for the new staff, the person will just continue from where the other staff left off, that way no communication will be lost as well.

Corporate email address price comparison in Nigeria

Providers	Google G Suite	Microsoft Office 365	Private Corporate email
Monthly cost per user	\$6	\$6	\$2.5
Minimum Yearly cost per user	\$72	\$72	\$25

The only difference is that the first two have some other features like Video, Documents, Spreadsheet, etc. But you can get all those other features at no cost online and offline.

If you have up to 5 staff you are most likely losing lots of money yearly, and it will continue to increase as long as the Naira continues to slide downwards against the US Dollars.

Take action today and save more money you can channel into other important parts of your business.

Call for a free consultation on either 08140806869 or 07014039333.

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RADIO Advertising in Nigeria

Radio advertising in Nigeria is a form of marketing strategy that uses the radio both traditional stations, and satellite

and internet radio to boost a product or service.

It is a less costly form of advertising in many cases, compared to that of television advertising.

With the advancement in technology, radio advertisements are becoming improved when it comes to quality.

Regardless of the competition from other modes of advertisement, Nielson Audio reports that 243 million people listen to the radio and also listen to advertisements on the radio.

Radio advertising in Nigeria has proven to be an outstanding medium for reaching audiences through its high penetration levels and repetition.

Radio adverts are also highly memorable and gives rise to excellent consumer recall and a high call to action.

Empire can propose the best stations for your target audience and objectives within Nigeria and help you project your radio adverts from start to finish.

Let's dive into some **radio advertising** basics to help small businesses be quick-witted with how they buy radio adverts.

FORMAT FOR RADIO ADVERTISING IN NIGERIA

The format decides the audience the station appeals to and the message it delivers to advertisers.

Some of the most common **radio advertising** formats include:

- Progressive rock
- Alternative
- Classic Rock
- Golden oldies
- Christian Rock

- News and Talk Radio
- Classical
- Adult contemporary
- Easy Listening

ADVANTAGES OF RADIO ADVERTISING IN NIGERIA

Some people may think that radio advertising is becoming more outdated because of the prevalence of the internet and other related advertising platforms.

However, this is not the case millions of people all over the country are still listening to the radio, with the majority of them listening from inside their vehicle or at their home.

Many companies are still administering marketing budgets to the radio to take advantage of the benefits listed below.

▪ Selective Targeting

Each radio station within your market will target specific demographics and market segments. These are usually designated by the programming, type of music being played, the on-air personality, and what time of day your **radio advertising** will run.

▪ Increased Frequency

Radio advertising is described by many as a frequency medium. This means that radio relies on repetition, aka frequency of message to be effective, unlike television advertising which

relies on reach and visual presentation.

Playing your advertisement numerous times ([some say](#) it takes 3 times hearing a spot before you internalize it, acknowledge it, and remember it) will ensure that your listeners will be familiar with your product or service.

- **More Memorable**

Radio advertisements can be more extraordinary compared to written and visual adverts. According to researchers, sound can be stored effectively inside memory for a longer time than visuals. This is why some companies are doing their best to design a memorable jingle that will stick in the minds of those who will listen to it.

- **Cost-Effective**

Radio advertising is cost-effective when compared to that of television and print advertisements. Usually, the cost to design the spot if you don't have one will be included in the radio advertising campaign's price.

- **Short Time to Market**

When creating a television or print advertisement, the time frame needed to create a single commercial or print ad would span for weeks or even months. However, with radio advertisement, a radio host can advertise the product or service in a split-second.

DISADVANTAGES OF RADIO ADVERTISING IN NIGERIA

▪ **Poor Attentiveness**

One of the most common disadvantages of advertising on the radio is the poor attentiveness of the people who are listening. Many people are either changing channels on their radio when driving or are too absorbed on the road to pay attention to what is being said on the radio.

▪ **Lack Of Visual Appeal**

Compared to television which uses the sense of sight and sound, radio advertising only influences one of the five senses sounds.

One way to offset this is to make use of additional advertising channels that the radio station has such as buying ads on their website or for sponsorships at events.

▪ **Buying Spots Can Be Challenging**

Radio stations have regional sales reps that also prefer spots to bigger brands. Often, these spots are organized far in advance and take inventory away from new advertisers; thus, sometimes the process of obtaining the spot you want when inventory is low can be difficult.

We suggest using a unique phone number or website address that can only be attributed to the radio advertisement. This will help you better track the feedback you're getting from your radio advertising.

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BRT Branding

BRT BRANDING: An Efficient Advertising Strategy

It is not uncommon to quickly skip video adverts playing online or change the channel when a particular advert runs on your TV station. But avoiding the sight of a moving bus when stuck in traffic or about to catch a bus at the park is impossible.

BRT buses are a common thing in all Lagos Roads with a teeming population of about 60 percent working class plying the roads daily to make ends meet. With a structure that makes it stands out among other transit media in Lagos, BRT buses are sometimes considered a luxury transit as it affords their commuters comfort and speedy movement to their destinations.

It is very common to say that the city of Lagos is the commercial heartbeat of the whole of west Africa with a densely populated environment, high commuters on the road networks giving rise to stopovers, and several traffic posts and lamp posts on the roads.

The importance and effectiveness of BRT Bus Branding and Advertising cannot be undermined in Nigeria, especially Lagos.

The BRT BUSES uniqueness lies in the fact that it goes out to meet its customers as against its, Wall drapes, Light-boxes, Unipolar, and other Bus Shelter counterparts that are stationed in one place.

BRT Bus branding is a cost-effective way to turn the promotional bus into a professional and high-impact, mobile advertisement. Wherever the bus travels within Lagos you'll be building the brand or promoting the campaign.

It also provides your business with a moving advertisement at very affordable prices. It is, therefore, safe to say that BRT Bus Branding is an intelligent investment when it comes to advertising.

These buses are branded on two sides (both) ends, and even the rear is used for advert branding, making other motorists and people around see the message that you are passing across.

The structure and colors of the BRT buses allow a colorful sight to commuters when it passes by, which makes it seen from various angles. They can be checked and monitored for the purpose of ensuring that serves the right audience with the advertising objectives.

COST OF ADVERTISING ON BRT BUSES.

New BRT Bus branding in Lagos and BRT bus Adverts Rates

The cost of the New BRT bus is N250, 000 per bus per month, (cost covers bus rate, printing, raping, etc.)

A discount will be granted depending on the number of BRT buses to be branded

If you are looking for the cost of advertising on the red BRT buses in Lagos see it below

RED BRT BUS BRANDING ADVERTS RATES

1. Route: Ajah – Lekki – CMS | Rate: N170,000 to N250,000/month
2. Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month
3. Route: Keffi – TBS – Obalende – Oshodi | Rate: N170,000 to N250,000/month
4. Route: Eko Hotel – Ahmadu Bello – CMS | Rate: N170,000 to N250,000/month
5. Route: Ikorodu – Iyana Oworo – 3rd Mainland Bridge – CMS | Rate: N170,000 to N250,000/month
6. Route: Agege – Pen Cinema – Oshodi | Rate: N170,000 to N250,000/month
7. Route: Festac – Mile 2 – CMS | Rate: N170,000 to N250,000/month

BLUE LAG BUS COST (Blue BRT Bus Branding)

- Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month

These costs of placing ads on BRT buses above might change at any time.

Other costs that are not listed above include

1. APCON Fee
2. Agency Fee

ADVANTAGES OF TRANSIT BRANDING

Transit Branding is an example of home advertising which involves the use of several transport media to advertise to the target audience, simply because it can't be ignored.

- Airports, railways stations, bus terminals, street lights, toll plazas, buses, taxis, and trains are ideal places for transit advertising because they provide high awareness and visibility for brands (products and

services) on a daily basis.

- Transit branding allows you a guaranteed a wide variety of audiences from the drivers, and passengers to the commuters plying the routes of these buses.
- It is very possible to Choose from a variety of ad sizes, locations, and creative from the various sizes of buses used for the advertising.
- With transit advertising, you can potentially reach tech-savvy younger people.
- Bus (Transit) branding allows continuous visibility of the brands identity to every passengers and commuters which is beneficial for brand recognition, when your brand becomes familiar to consumers they are more likely to trust it and purchase a product or service.

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