Brand Believers

Brand Strategy & Communications

INTEGRATED MARKETING COMMUNICATIONS

BRAND STRATEGY DEVELOPMENT CREATIVE DEVELOPMENT (COPY & GRAPHICS DESIGN) MEDIA PLANNING AND BUYING (TV, RADIO, PRESS, OUTDOOR) SERVICES **PRODUCTION (TV, RADIO & PRINTING SERVICES)** PUBLIC RELATIONS SERVICES BRAND ACTIVATIONS UNIT (EXPERIENTIAL & EVENTS) DIGITAL ADVERTISING UNIT.

From knowing to doing



Brand Believers@brandbelieversn 📑 Brand Believers 🧕 brand_believers



OUR STORY

Brand Believers is a Full-Service Brand Strategy & Integrated Marketing Communications firm offering Above-The-Line (ATL) and Below-The-Line (BTL) Marketing Communication Solutions to a select group of Clients. These services include: Strategy Development, Creative Development (Copy & Design), Media Planning and Buying (TV, Radio, Press, OOH, Digital), Production (TV, Radio & Printing Matters), PR and Activations (Events & Experiential).

These marketing communication solutions and branding services have over the years been offered to a select group of a mix of multinationals, local tigers, ambitious MSMES and SMES some of whom have been with us for no less than ten years.

We operate as a Limited Liability Company with Registration Number RC 478703 and started operations 1st of May, 2003 with six Board Members consisting of two Directors in Executive Capacity (Chief Eshiet Essien – Founding Managing Director/CEO and Mr. Akinyemi Lofindipe -Founding Executive Creative Director) with Mrs Mary Ememobong, Mr Ayodeji Tejuosho, Mr Gbenga Owolabi, Mr Enitan Adeyemi as Non Executive Directors. The company has a 100% Nigerian Shareholder Structure.



OUR BUSINESS MODEL

CLIENT BONDING

We will closely partner with our clients in the on-going project of discovering and taking advantage of opportunities that exist in the market place and leveraging such to the advantage of the brands in our mutual care.

OUR PERSPECTIVE

Brand Strategy is a long-term plan for the systematic development of a brand to enable it meet its agreed objectives. Strategy is rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal.



Brand strategy influences the total operation of a business to ensure consistent brand behaviours and brand experiences. It therefore stands to reason that, where the brand strategy is wrong, or worse, does not exist, brand communication and indeed any other brand - focused activity will result in less than favourable outcome.

OUR VISION To Be The Most Creative And Innovative

Brand-help Company In Nigeria

OUR MISSION



Superior Value To Our Clients, Workforce, Suppliers, And Investors In An Environment **Totally Free From** Any Form Of Prejudice.

OUR CORE VALUES



- Creativity - Innovation - Teamwork

- Humility

- Integrity

OUR VALUE PROPOSITION



We Will Invest In People, Tools ... Everything To Help Us **Deliver Superior Creative** Products, Speedily And At A Price That Is Very Competitive.

OUR PEOPLE

Brand Believers

Young, Smart, Status Quo Bursters. They come here everyday not to work, but to have fun and get paid for it.



Some of their ideas can be outrageous, but then again who builds a truly great brand without doing outrageous things?





Designing successful Brand Strategies and Walking them through all forms of brand communications remain at the core of our competence.





OUR MASCOT

"The Lighted Bulb" Symbolises Very succintly, Our Work Attitude And Ethic. We Do Not Switch Off When We Close Up For The Day. Every Member Of Our Team Carries A Note Pad With The "Lighted Bulb" On The Cover. The Reason? To Document Ideas That Occur To Them While Away From The Office. That Way We Ensure Steady Stream Of Fresh Thoughts For The Brands In Our Care, The Light Is Always On Here. Chief Eshiet Essien (Managing Director/CEO)

Mr. Akinyemi Lofindipe (Executive Creative Director)



OUR DRIVERS

The driver's role is best executed up-front. These two gentlemen, our MD/CEO, Chief Eshiet Essien and our Executive Creative Director, Mr. Akinyemi Lofindipe, both principal partners in the business, have been the driving force behind the success of Brand Believers.



For us at Brand Believers, the most important line is the Client's bottom-line

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Brand Believers Brand Strategy & Communications



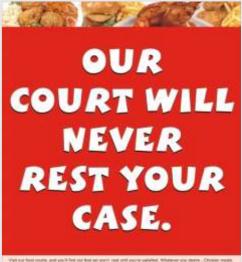
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Brand Believers

(Creatives)







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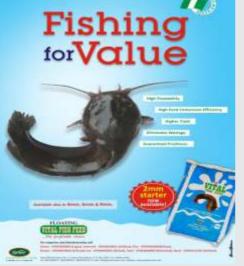




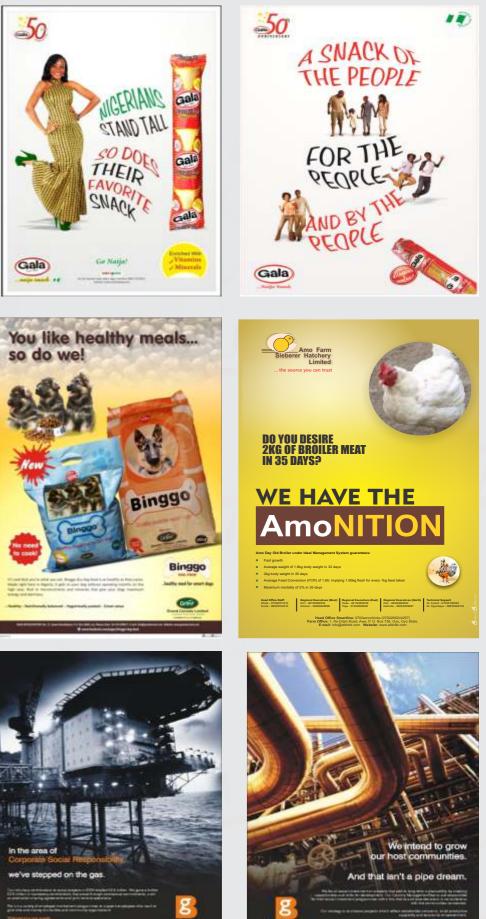


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There's always a price to pay for being different





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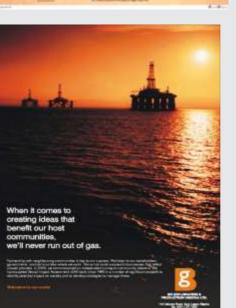


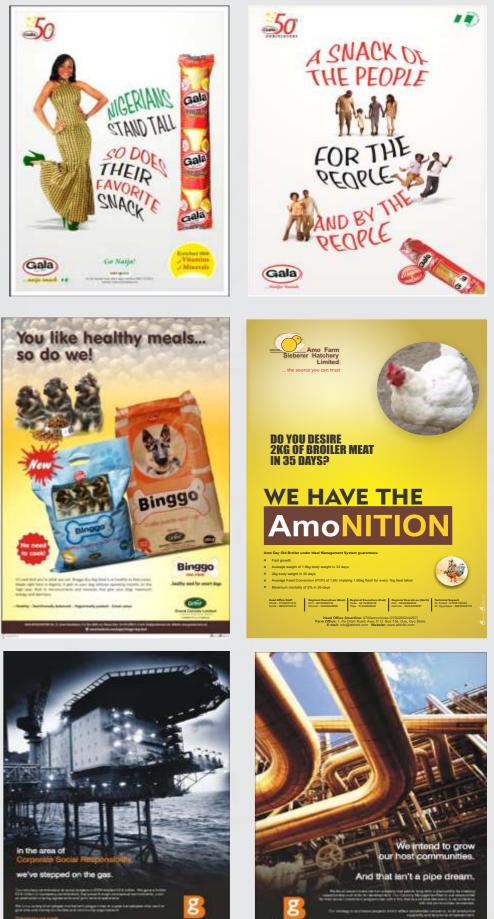
03-271 7777 is our new and unly phone number. With over 50 links on our suitstitioend is is a fat easier for you to reach us. Now you can make that Cadbury call with a uniter

Working together to create branch people love













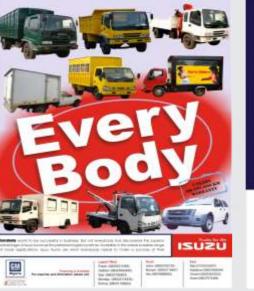
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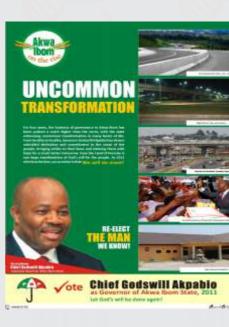
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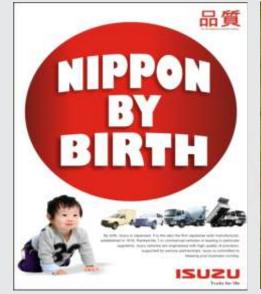
Our claim to leadership.





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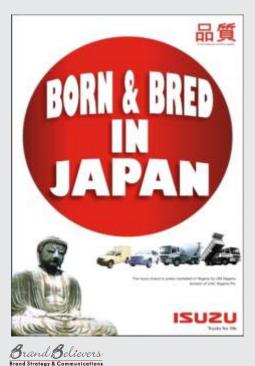






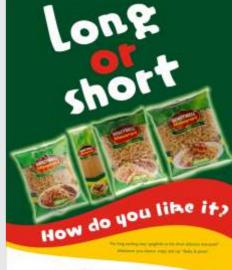












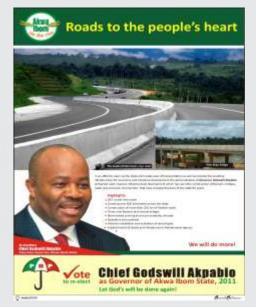
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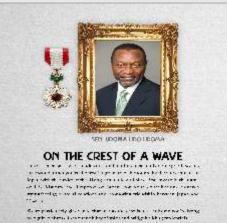
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(Creatives)

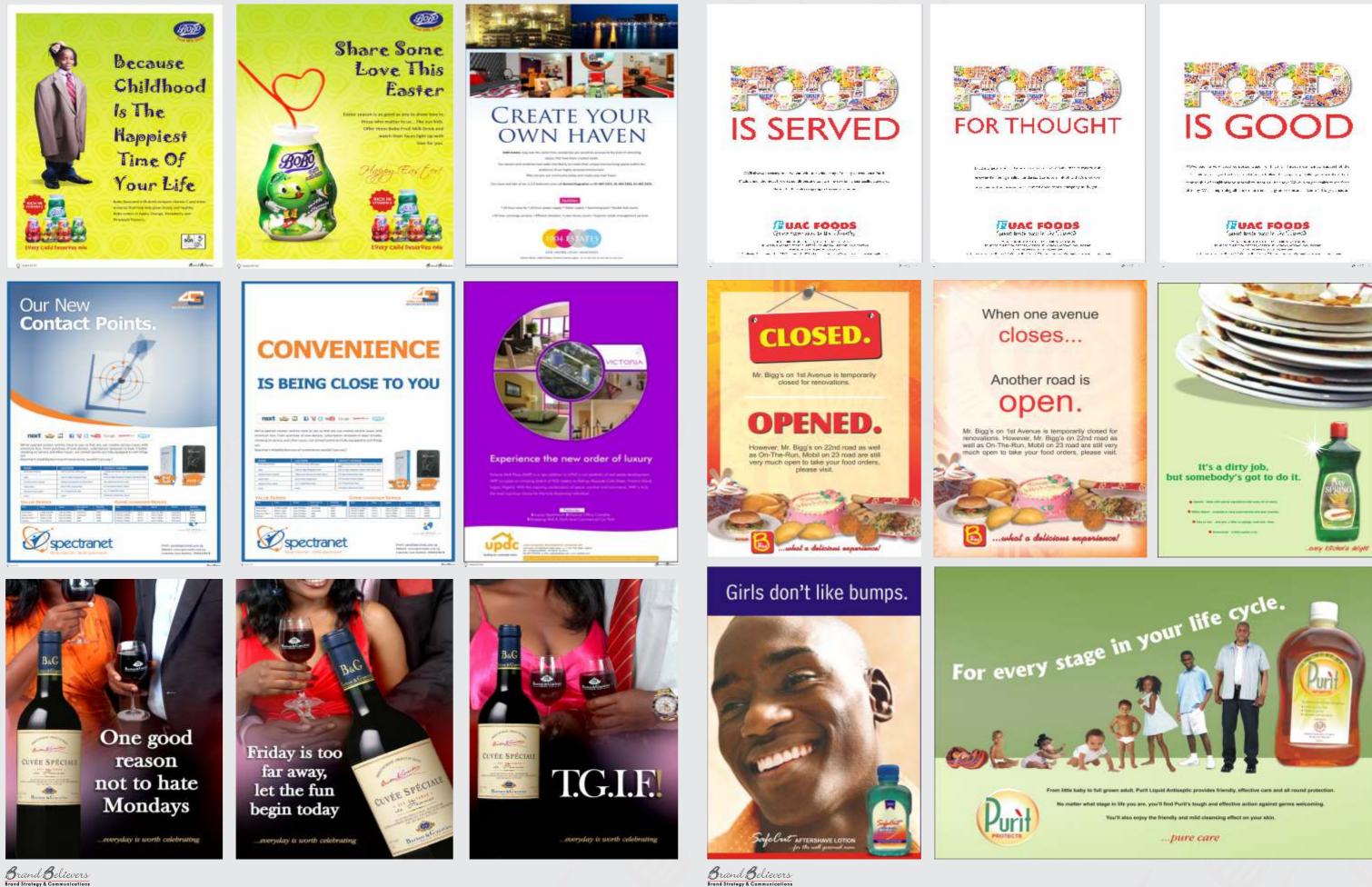








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(Creatives)







Fanta Mega Jam Activation



Gala Crunchies School Activation









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Uacreeds Children's Day Party / Activation



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Coca-Cola Boat Cruise Activation























































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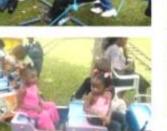


















































Knorr

















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Knorr Force For Good (KFFG) School and Community Activation



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CHELSEA







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Re-launch Event













CHELSEA

DRY GIN

Funzone Activation

SOME OF OUR WORKS////

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Commercial Telephone Operators Forum Activation



SOME OF OUR WORKS////





Visit to Heart of Gold Hospice

















Brand Believers Brand Strategy & Communications

Brand Believers Brand Strategy & Communications

New Ultra Modern Factory Opening

SOME OF OUR WORKS////



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CAT FISH FARMERS ASSOCIATION OF NIGERIA (CAFAN) **ENDORSEMENT CEREMONY** FOR GRAND CEREALS FISH FEED.

Grand



Executive Director, Corporate Services UACN Plc, Joshua Dada (right); National President, CAFAN, Chief Tayo Akingbolagun, Managing Director, Grand Cereals Limited, Layi Oyatoki, at the Vital Fish Feed CAFAN endorsement ceremony held in Golden Tulip, Lagos.

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PR / Media Relations

"Physician, heal thyself"



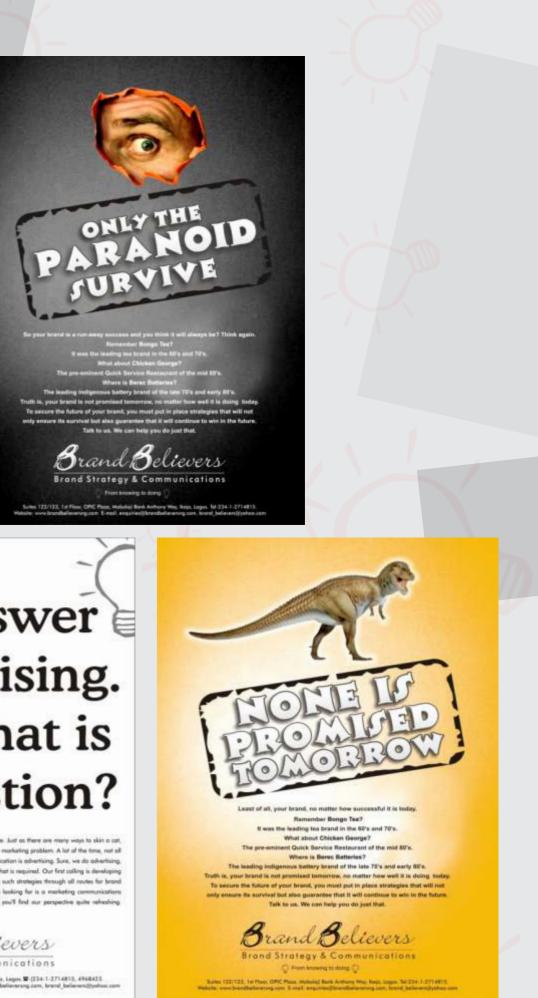
Together, we can be like the African Wild Dogs.

The African Wild dogs are neither the fastest nor the strongest predators, yet they have the highest rate of success in hunting. 25% more than the Cheetah, the fastest animal on land. 30% more than the Lion, one of the strongest predators. What's the success secret of the African Wild Dogs? The African Wild Dogs never hunt alone, they hunt in packs. Playing on each others' strengths, focussing on one prey at a time, the African Wild Dogs achieve results where the Lion and the Cheetah sometimes fail. This analogy underscores the way we prefer to work with you in building your brands. We don't want to be like the Lion, powerful, yet sometimes failing because it hunts alone. Neither do we want to be like the Cheetah whose speed does not always guarantee success. We'd rather, together with you, be like the African Wild Dogs - a team. Because we know that no matter how skillfol we are or you are, only close teamwork between you and us can deliver solutions that put your brands way ahead of competition.

Brand Believers

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. From knowing to doing ..



The answer is advertising. Now, what is the question?

No, we are not about to weigh in an the advertaing versus branding debote. Aut as there are many ways to skin a ca our experience has shown us that there are also many routes to solving any marketing problem. A lot of the time, not all solutions require marketing communications and not all marketing communication is advertising. Sure, we do advertising, and very well too, but only when strategy has clearly indicated that that is what is required. Our first calling is developing strategies for brands in the area of marketing construnication and walking such strategies through all rautes for brand ication, including but not limited to advertising. So, if what you're looking for is a marketing com partner that worth come to the table with the usual provers, talk to us, you'l find our perspective quite refr

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