

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



Suites 122/123, 1st Floor, OPIC Plaza, By Sheraton Hotels, Mobolaji Bank Anthony Way, Ikeja, Lagos.

Tel: 08153330441, 08023183234, 08188883999.

E-mail: enquiries@brandbelievers-ng.com, brand_believers@yahoo.co.uk

www.brandbelievers-ng.com

 [@BrandBelievers](https://twitter.com/BrandBelievers)  [Brand Believers](https://www.facebook.com/BrandBelievers)  [brand_believers](https://www.instagram.com/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.

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

OUR PEOPLE

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?



OUR VISION



To Be The Most Creative And Innovative Brand-help Company In Nigeria

OUR MISSION



To Consistently Deliver 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 MASCOT

"The Lighted Bulb" Symbolises
Very succinctly, 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**.

**Our Clients: Our only reason for being.
Our Brands: Our only claim to fame.**



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

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

SOME OF OUR WORKS



(Creatives)

We believe that lack of sight shouldn't diminish **Vision.**

Standard Chartered supports the Blind in Nigeria, as we mark World Sight Day.

150 years Standard Chartered

We believe that how the blind see us, is more important than how we see the blind.

Seeing is believing

Fishing for Value

High Protein
High Fish Concentration Efficiency
Alpha Tonic
Immunity Booster
Antioxidant Properties

2mm starter

VITAL FISH FEED

50th Anniversary

NEW LOOK ADDED GOODNESS

Gala

Go Nafja!

Enriched with Vitamins & Minerals

50th Anniversary

NIGERIANS STAND TALL SO DOES THEIR FAVORITE SNACK

Gala

Go Nafja!

Enriched with Vitamins & Minerals

50th Anniversary

A SNACK OF THE PEOPLE FOR THE PEOPLE AND BY THE PEOPLE

Gala

Cadbury

it's your right. Take it or Trade it

Cadbury Nigeria Plc Rights Issue of 2,568,628,106 Ordinary Shares of 50 kobo each at N8.65 per Share

on the basis of 7 new Ordinary Shares for every 3 Ordinary Shares held as at 26 June 2009

Payable in full on Acceptance

Standard Chartered Bank PLC

DeROK Quality Cafe Liqueur

PREMIUM COFFEE FLAVOUR
CREAMY TASTE

...classic. strong. satisfying.

If it's good for police dogs, it's good for your dogs.

Congratulations!

OFFICIAL DOG FOOD OF THE NIGERIA POLICE

Binggo

...healthily used for smart dogs

You like healthy meals... so do we!

New

Binggo

...healthily used for smart dogs

Amo Farm Sieberer Hatchery Limited

...the source you can trust

DO YOU DESIRE 2KG OF BROILER MEAT IN 35 DAYS?

WE HAVE THE AmONITION

Amo Day Old Broiler under Ideal Management System guarantees:

- Fast growth
- Average weight of 1.8kg body weight in 32 days
- 2kg body weight in 35 days
- Average Feed Conversion (FCR) of 1.85, implying 1.65kg feed for every 1kg feed taken
- Maximum mortality of 2% in 35 days

There's always a price to pay for being different

Cadbury NIGERIA

At Cadbury Nigeria plc, we've always believed in following the right path in everything we do, even if that path is the one least travelled. From the quality of our brands to the processes that drive their production. From our corporate governance culture to our values, innovation and expediency have no room to thrive.

Latest: Jikanda Road, Agirigidi, P. O. Box 184, Lagos, Nigeria. Tel: 81-2717777. Fax: 4847166. E-mail: cadbury@cpic.com. Website: www.cadburyng.com

Cadbury NIGERIA

with our new number, it's easy for everyone to reach us.

01 - 271 7777

01-271 7777 is our new and only phone number with over 50 lines on our switchboard. It is a lot easier for you to reach us. Now you can make that Cadbury call with a smile!

Working together to create brands people love

When it comes to creating ideas that benefit our host communities, we'll never run out of gas.

8

In the area of Corporate Social Responsibility, we've stepped on the gas.

8

We intend to grow our host communities. And that isn't a pipe dream.

8

SOME OF OUR WORKS



(Creatives)

Cadbury
CADBURY NIGERIA PLC
2018 ANNUAL REPORT & ACCOUNTS

PORTLAND PAINTS
2019 ANNUAL REPORT & FINANCIAL STATEMENTS

Dulux
2014 Annual Report & Financial Statements

Me cry? Never!
WOODWARD'S GRAPE WATER

The relief is first class.
WOODWARD'S GRAPE WATER

Probably the best antacid money can buy...
Rulox
...Fast, effective, long lasting relief

Dulux
2015 ANNUAL REPORT & FINANCIAL STATEMENTS

CAP
2019 ANNUAL REPORT & FINANCIAL STATEMENTS

CAP
2018 ANNUAL REPORT & FINANCIAL STATEMENTS

Your body is the engine. This is the Lubricant.
King Tonic

It's like bottling up good health and putting it on a shelf.
King Tonic

Your safe bet against acid attack...
Rulox
...Fast, effective, long lasting relief

70th ANNIVERSARY
1946 - 2016 | Winning with Nigeria

THANK YOU, NIGERIA.
70th ANNIVERSARY

Sharing Happiness with Teachers
On World Teachers' Day.
Happy Teachers' Day!
Sharing happiness

Who's the best Teacher in Nigeria?
Introducing Maltina Teacher of the Year
Sharing happiness

We're sure you don't go soft easily.
Rossmore's

SOME OF OUR WORKS



(Creatives)

Some Body

ISUZU Trucks for life

Every Body

ISUZU Trucks for life

Our claim to leadership.

IGi Industrial And General Insurance Plc

UNCOMMON TRANSFORMATION

RE-ELECT THE MAN WE KNOW!

Vote Chief Godswill Akpabio as Governor of Akwa Ibom State, 2011

Power to the people

We've achieved 85% electricity coverage

Vote Chief Godswill Akpabio as Governor of Akwa Ibom State, 2011

Roads to the people's heart

Vote Chief Godswill Akpabio as Governor of Akwa Ibom State, 2011

NIPPON BY BIRTH

ISUZU Trucks for life

THE HARDEST WORKER IN THE COMPANY, MAY NOT BE THE MD. ISUZU SAYS IT MAY NOT EVEN BE HUMAN.

ISUZU Japanese by birth. Japanese by performance

FanMilk introduces More nutrition & BIG refreshment for small money

ONLY N100

BIG REFRESHMENT FOR SMALL CHANGE

ONLY N120

ON THE CREST OF A WAVE

CAKPIIL

BORN & BRED IN JAPAN

ISUZU Trucks for life

YOU WANT EVERY EMPLOYEE TO MAKE MONEY FOR THE COMPANY ISUZU SAYS HOW ABOUT THE TRUCKS?

ISUZU Japanese by birth. Japanese by performance

"so good, it makes you feel good"

Butta la pasta! ...bring on the pasta!

Long or short

How do you like it?

Butta la pasta! ...bring on the pasta!

"Food you can really get into"

Butta la pasta! ...bring on the pasta!

SOME OF OUR WORKS



(Creatives)

Because Childhood Is The Happiest Time Of Your Life

BOBO... because with its delicious flavors, it's the only drink that's both healthy and fun. BOBO is the only drink that's both healthy and fun. BOBO is the only drink that's both healthy and fun.

Every child deserves one.

Share Some Love This Easter

Spring season is as good as any to show love to those who matter to us... The two kids offer them BOBO Fruit A&B Drink and watch their faces light up with love for you.

Happy Easter!

Every child deserves one.

CREATE YOUR OWN HAVEN

1004 Estates is the only real estate company that provides a complete real estate solution. We are the only real estate company that provides a complete real estate solution.

1004 ESTATES

FOOD IS SERVED

UAC FOODS

FOOD FOR THOUGHT

UAC FOODS

FOOD IS GOOD

UAC FOODS

Our New Contact Points.

Spectranet

CONVENIENCE IS BEING CLOSE TO YOU

Spectranet

Experience the new order of luxury

UPDC

CLOSED.

Mr. Bigg's on 1st Avenue is temporarily closed for renovations.

OPENED.

However, Mr. Bigg's on 22nd road as well as On-The-Run, Mobil on 23 road are still very much open to take your food orders, please visit.

...what a delicious experience!

When one avenue closes...

Another road is open.

Mr. Bigg's on 1st Avenue is temporarily closed for renovations. However, Mr. Bigg's on 22nd road as well as On-The-Run, Mobil on 23 road are still very much open to take your food orders, please visit.

...what a delicious experience!

It's a dirty job, but somebody's got to do it.

Mr. Bigg's

One good reason not to hate Mondays

...everyday is worth celebrating

Friday is too far away, let the fun begin today

...everyday is worth celebrating

T.G.I.F.

...everyday is worth celebrating

Girls don't like bumps.

Safolint AFTERSHAVE LOTION

For every stage in your life cycle.

Purit

...pure care

SOME OF OUR WORKS



Fanta Mega Jam Activation



Gala Crunchies School Activation



SOME OF OUR WORKS



UACFOODS LIMITED

Children's Day Party / Activation



Coca-Cola Boat Cruise Activation



SOME OF OUR WORKS



Knorr Force For Good
(KFFG) School and Community Activation



SOME OF OUR WORKS



Intercontinental Distillers Limited



Funzone Activation



Re-launch Event



SOME OF OUR WORKS



visafone

Commercial Telephone Operators Forum Activation



SOME OF OUR WORKS



New Ultra Modern Factory Opening



Visit to Heart of Gold Hospice



SOME OF OUR WORKS



PR / Media Relations



Christmas Activation



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



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.

“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 skillful 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
Brand Strategy & Communications

Suite 122/123, 1st Floor, OPC Plaza, Mokolodi Bank Anthony Way, Ikasi, Lagos. ☎ 234-1-2714815, 08023050251, 08023183234. Website: www.brandbelievers.com, E-mail: enquiries@brandbelievers.com

• From knowing to doing. •

ONLY THE PARANOID SURVIVE

So your brand is a run-away success and you think it will always be? Think again.
Remember Bongo Tea?
It was the leading tea brand in the 60's and 70's.
What about Chicken George?
The pre-eminent Quick Service Restaurant of the mid 80's.
Where is Borec Batteries?
The leading indigenous battery brand of the late 70's and early 80's.
Truth is, your brand is not promised tomorrow, no matter how well it is doing today.
To secure the future of your brand, you must put in place strategies that will not only ensure its survival but also guarantee that it will continue to win in the future.
Talk to us. We can help you do just that.

Brand Believers
Brand Strategy & Communications

From knowing to doing

Suite 122/123, 1st Floor, OPC Plaza, Mokolodi Bank Anthony Way, Ikasi, Lagos. ☎ 234-1-2714815
Website: www.brandbelievers.com, E-mail: enquiries@brandbelievers.com, brand_believers@yahoo.com

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

No, we are not about to weigh in on the advertising versus branding debate. Just as there are many ways to skin a cat, 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 communication and walking such strategies through all routes for brand communication, including but not limited to advertising. So, if what you're looking for is a marketing communications partner that won't come to the table with the usual answers, talk to us, you'll find our perspective quite refreshing.

Brand Believers
Brand Strategy & Communications

Suite 122/123, 1st Floor, OPC Plaza, Mokolodi Bank Anthony Way, Ikasi, Lagos. ☎ 234-1-2714815, 4968423
Fax: 4958423. Website: www.brandbelievers.com, E-mail: enquiries@brandbelievers.com, brand_believers@yahoo.com

NONE IS PROMISED TOMORROW

Least of all, your brand, no matter how successful it is today.
Remember Bongo Tea?
It was the leading tea brand in the 60's and 70's.
What about Chicken George?
The pre-eminent Quick Service Restaurant of the mid 80's.
Where is Borec Batteries?
The leading indigenous battery brand of the late 70's and early 80's.
Truth is, your brand is not promised tomorrow, no matter how well it is doing today.
To secure the future of your brand, you must put in place strategies that will not only ensure its survival but also guarantee that it will continue to win in the future.
Talk to us. We can help you do just that.

Brand Believers
Brand Strategy & Communications

From knowing to doing

Suite 122/123, 1st Floor, OPC Plaza, Mokolodi Bank Anthony Way, Ikasi, Lagos. ☎ 234-1-2714815
Website: www.brandbelievers.com, E-mail: enquiries@brandbelievers.com, brand_believers@yahoo.com