

PRIDE

NIGERIA

₦1,500

Women
of the Year

2020

MUSINGS
from an
INCREDIBLE
YEAR

Christmas
Hamper
Essentials

Managing
a Consumer
Brand
in a Time
of **Crisis**

PEOPLE

Behind the Brands You Love





Orthopaedic Mattresses

We've got your Back

So you can focus on the things that matter



Endorsed by:



Customer Care: 0908 720 1966-7 | www.mouka.com | [f](#) [@](#) [t](#) [moukalimited](#)

Everyday is a Celebration!

For over 3 decades, we have let our brands do the talking as we have continually delivered first choice quality drinks, all leaders in their various categories, for your utmost satisfaction.



**INTERCONTINENTAL
DISTILLERS LIMITED**

...first choice quality drinks



**CUSTOMER CARE LINE:
07031083733**



Step Up Your Game

EMPRESS
COLLECTION

By



DARLING

#FindYourBeautiful

Don't worry
about the hot weather.
Change your pad with Molped!

No
IRRITATION

NO
Nylon
Skin Friendly

Your skin will love it

molped
100% Leak Protection

Sanitary pad

PUBLISHER'S LETTER

Dear Esteemed Readers,

The year 2020 has been by all standards an extraordinary year, the like of which we have not seen before due to the COVID-19 pandemic. Many have died, many have lost their means of livelihood, and the economy is in recession. The year indeed has tested, and is still testing, our resilience as human beings and our humanity.

With a pandemic raging on, one may be tempted to ask – “Is there any reason to celebrate?” I will answer in the affirmative. The Mammy Wagon Philosopher tells us that “Where there is life, there is hope.” So, for those of us alive and well there is reason to celebrate. We pray that God our Father of all mercies will help us not to dwell on the present challenges, and inspire us to lift our hearts and fill us with the joy and love of this season of cheer and goodwill to all our fellow humans.

Through this pandemic, we have come to understand that in the connected world we now live in, no one is immune from the goings-on in its different corners, what impacts one can affect another irrespective of proximity. But also, through this pandemic, we have risen to face our humanity and reach out to others in love and empathy. In this festive season, may we continue on this empathetic and love-filled path.

This edition particularly focuses on some consumer brands to highlight how they have been coping and interfacing with their consumers in these challenging times. We hope you find the nuggets of wisdom from ‘the people behind the brands you love’ as insightful as we did.

This edition also features articles to get you in the holiday spirit with ideas for spending time with loved ones, gifting, and maintaining your mental health, among others.

We are confident this edition will make a pleasurable read this festive season.

Here is wishing one and all a very happy Christmas and a peaceful, prosperous and healthy New Year 2021.

Enjoy!

Sincerely,

Charles O. Anyiam-Osigwe
Publisher



WHAT'S ON

WOMEN OF THE YEAR 2020 14
MUSINGS FROM AN INCREDIBLE YEAR 16
WHEN I ANALYSED THE ENDSARS PROTEST 18
PLACARDS OF PROTEST 19
DIRECTOR'S INTENT: *THE CANVAS OF HER SOUL* 34
ARTISTE TO WATCH OUT FOR THIS CHRISTMAS 37
SUPER EAGLES – 2020 IN REVIEW 38



COVER
LEADING LADIES
IN MARKETING 39

Contents

FEATURES

MANAGING A (CONSUMER) BRAND IN A TIME OF CRISIS 56
'SACHETISATION' OF THE NIGERIAN ECONOMY 58
CHRISTMAS HAMPER ESSENTIALS 59
ARE WE SHARING GIFTS IN 2020? 60
SEVEN CHRISTMAS GIFT IDEAS FOR EVERYONE 63
HOW TO CELEBRATE CHRISTMAS IN COVID TIMES 64
HOW TO CELEBRATE A COVID CHRISTMAS 65



PRIDE RELATES

CRY TO CALA 67
ADVICE PAPA GAVE ME 70
MEDICAL TESTS EVERY INTENDING COUPLE SHOULD DO 71
HAYAT KIMYA: CARING FOR YOUR FAMILY 72

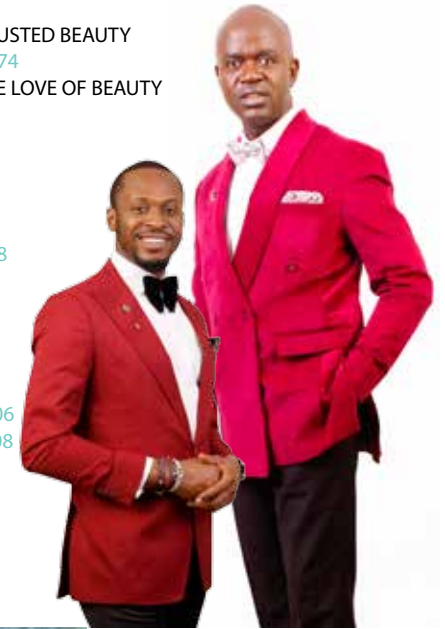
BEAUTY

SKINCARE RESOLUTIONS TO ADOPT BEFORE THE YEAR ENDS 73
TWELVE TESTED AND TRUSTED BEAUTY HACKS FOR EVERY LADY 74
GODREJ NIGERIA: FOR THE LOVE OF BEAUTY AND PERSONAL CARE 76



MAN PRIDE

CHRISTMAS GIFTS FOR HIM 98
BATTLING THE SOCIAL PRESSURES THAT COME WITH THE FESTIVE SEASON 100
QUESTION & ANSWER WITH HENRY ESIABA 104
PRIDE LOVES EMMANUEL AGU 106
THE COOL DUDE FASHION LIST 108
MAN PRIDE MEETS DJ OBI 110
FASHION CHAT WITH MORGAN DENNIS IKENNA 112



PRIDE CAREERS

WELCOME TO CAREER TIPS: MILLENNIAL EDITION 123
LUCRATIVE BUSINESSES THAT SURVIVE DURING A PANDEMIC 124
FIVE WAYS TO HOLD AN OFFICE HOLIDAY PARTY IN THE COVID-19 PANDEMIC 125
EXTERNAL FUNDING FOR STARTUPS – AN OVERVIEW 126



PRIDE ESCAPE

EXPLORE ZAMBIA 114
BIRDWATCHING IN NIGERIA 118

FOOD & DRINKS

CLASSIC COCKTAILS FOR THE FESTIVE SEASON 120
ICE CREAM DELIGHT FROM CRAVINS 122



FASHION & STYLE

FASHION CHAT WITH OKIKI MARINHO 78
GOING THE AFROCENTRIC WAY THIS SEASON 80
HOLIDAY FASHION MUST-HAVES 82
THE YULETIDE FAB LIST 84
BREEZY BRILLIANCE BY ABÉBÍBYTAN 86



The PNG TEAM

Publisher

Charles Anyiam-Osigwe

Deputy Editor

Patricia Uyeh

International Editor

Clare Anyiam-Osigwe

Female Cover Fashion

Okiki Marinho

Director of Photography

Jimmy Boro

Cover Photography

Studio 24

Editor-in-Chief

Adaudo Anyiam-Osigwe

Director of Public Relations

Chukwuemeka Anyiam-Osigwe

Director of Marketing

Ijeoma Akpa

Head of Operations, International

Anu Coker

Graphic Designers

GBW Studios

Quint Creatives

Male Cover Fashion

MORI Apparel

www.pridemagazineng.com
#TakePrideDaily





Making Creativity Pay

The Lagos Creative Enterprise Week (LCEW) is premised on a practical week-long creative exercise involving talks, seminars, master classes and workshops, to help creatives in different genres turn their ideas into businesses that are viable, and which have a positive social impact. Whatever you envision, be it to launch your freelance career, social enterprise, artistic practice or digital startup, LCEW gives you the tools to be empowered and to unleash your potential.

www.lagoscreativeenterpriseweek.org



Theme:
Thriving Emotionally,
Economically and Physically
in the Post COVID-19 World.

Friday, May 7, 2021 - 11.00 am 
Nigerian Institute of International Affairs, 
13/15 kofo Abayomi Street, Victoria Island, Lagos

Streaming Live: Pride Women Conference 

Visit www.prideconference.org to register

Seasons Greetings

From
PRIDE WOMEN CONFERENCE
Emotional well-being is our goal

2020 was unpredictable and demanded much of us.

As we mark this festive season and welcome 2021

We wish each and everyone a relaxed
and calming holidays.

Reflect and meditate on the passing year.

Be thankful for your life.

Enjoy the company of loved ones.

Recharge for the year ahead.

Best wishes for a joyous and healthy 2021.

Ijeoma Anyiam-Osigwe
Convener Pride Women Conference





JERMAINE MEDIA

DETTY DECEMBER TOUR GUIDE 2020

<p>DEC 10 : OUTER SPACE MERCH UNVEILING: PERFORMANCE BY PLAYAZ</p> <p>DEC 11 : ARISE FASHION WEEK</p> <p>DEC 12 : MAINLAND BLOCK PARTY / AFW</p> <p>DEC 15: CHILL FACTOR PARTY (WATB)</p> <p>DEC 16 : FUJI : A OPERA VVIP HOSTING</p> <p>DEC 18 : FUJI : A OPERA KWAM 1 / PRETTY BOY DO LIVE</p> <p>DEC 19 : LIVE SPOT EXCLUSIVE: BURNA BOY</p> <p>DEC 20 : STREET SOUK / LIVE SPOT EXCLUSIVE: WIZKID EXCLUSIVE</p> <p>DEC 22: BEERIGA LAGOS</p>	<p>DEC 23 : WILD N OUT</p> <p>DEC 24 : DNA PARTY</p> <p>DEC 25 : ISLAND BLOCK</p> <p>DEC 26: THE EXCLUSIVE VIBE BY DJ CONSEQUENCE</p> <p>DEC 27: LIVE LOUNGE</p> <p>DEC 28 : DAVIDO LIVE</p> <p>DEC 29 : EXCLUSIVE</p> <p>DEC 30: EXCLUSIVE</p> <p>DEC 31 : EXCLUSIVE</p>
--	---



PS : THESE ARE CONFIRMED DATES OF EVENTS
 WE WILL BE COVERING AND ATTENDING THIS SEASON,
 BE SURE TO FOLLOW US ON THIS AMAZING JOURNEY.





FOR BOOKINGS AND INFORMATION:
 09039154048 | EMAIL : JJOKPE.J@GMAIL.COM

Throughout 2020, *Pride Magazine Nigeria*, through its online platform, celebrated incredible women leading the way in various fields.





MUSINGS

FROM AN INCREDIBLE YEAR

By Dr Yetunde Anibaba

1. ONLY THE PARANOID SURVIVE!

Andy Grove's book by that title deals with the kind of massive change that can determine whether a business fails or thrives. 2020 suggests to me that it is time for every leader to pick that book up again, only this time, read it with a mentality that is not limited to the effect of industry rivalry or government policy. Strategic analysis must now more deliberately capture changes due to terrorism and pandemics for example, and that with a global mindset. In Nigeria, for months, many considered COVID-19 a foreign disease that would have little or nothing to do with us...until it did. It is true that it takes a little paranoia to prepare for a 'black swan' event, but it looks like that's a skill we all need to develop. Like President George W. Bush said in his now famous 2005 speech, "If we wait for a

pandemic to appear, it will be too late to prepare." Who builds a boat in the midst of the storm?

2. OVERCONFIDENCE BIAS?

Often when we speak about the need for organisations to prepare for crisis situations, we hear the comment that no one could have predicted COVID-19 and its fallout. But we know that in previous years, experts in the health sector had signalled the increasing possibility of a pandemic; President Bush had given a very insightful speech on the matter; Nigeria's CDC DG had written an article some years ago warning about the increasing risk of a pandemic; and Nigeria had experienced Ebola. Yet we took no notice of these signs in terms of its potential impact on businesses especially. Of course, hindsight is 20/20, right? But perhaps

there's also a lot of overconfidence bias going on here – a 'sincere' overestimation of our capabilities especially with respect to decision-making. It has been described as the most pervasive and potentially catastrophic of all cognitive biases for obvious reasons. We see it in our tendency to leave our facemasks behind, and in the reluctance of organisations to make relevant changes to their strategy and operations because they somehow believe everything will return to 'normal' soon enough. I think only time will be able to tell the full impact of such biases on organisations post-COVID.

3. 'LUCK IS WHAT HAPPENS WHEN PREPARATION MEETS OPPORTUNITY' – SENECA

I recall a conversation with a CEO of a

small company that had invested in an upgraded version of one of their production equipment. They didn't do this because their current output had a problem, they did it then because they wanted to be on the cutting edge of their business. This equipment was what saved the business during COVID, because they were able to continue to package and deliver their product in a COVID-compliant way. Other organisations were already experimenting with remote work because they had observed the trend with organisations like theirs outside of their shores. They also evaluated their context and felt there was a possibility this could improve their efficiency, as well as employee well-being in a city where they spent more time in traffic than was necessary. Sometimes, we don't have all the tools required to design a sophisticated plan to accommodate the future. But we can leverage 'collective

wisdom' encapsulated in machines, trends and the right networks to ensure we are always in tune.

4. ONE SIZE DOES NOT FIT ALL!

So, I saw the *Time* magazine cover page with the headline '2020: The Worst Year Ever' and wondered, is there more availability bias going on here than facts? Availability bias is the tendency to think that examples of things that are readily available are more representative than is actually the case. So, it is easy to see how the media for example, can shape our thought process without us even realizing it. Is 2020 really the worst year ever in comparison to previous years? For whom though? Many businesses did better than they probably anticipated, others are picking up the pieces. Some people

launched businesses, others closed shop. Some countries are already back on their feet, others have or are going into recession. There's never a size fits all. Where is your focus – on the storm or on the opportunities?

5. "THE VAST POPULATION OF THIS EARTH, AND INDEED NATIONS THEMSELVES, MAY READILY BE DIVIDED INTO THREE GROUPS."

There are the few who make things happen, the many more who watch things happen, and the overwhelming majority who have no notion of what happens. Every human being is born into this third and largest group; it is for himself, his environment and his education, to determine whether he shall rise to the second group or even to the first." – Nicholas Murray Butler (1931) This quote came to life again during this crisis. While some actively projected into the future (and continue to) and strategized to redefine the future to their advantage, others have continued to watch and analyse. At least this second group will know how to respond/behaviour as things change. But there's that last group of people that are just waiting for it all to end. Make no mistake, the future is created. Those that make no attempt at creation will ALWAYS be at the mercy of those who do and will lament the unfairness of the system. So, what is it going to be?

6. MONEY FLOWS IN THE DIRECTION OF VALUE!

Two synonyms of the word 'value' that I like are usefulness and utility. Value is relative, and from the perspective of the customer, value is indicated by willingness to pay. During this pandemic/crisis, consumers were mostly willing to pay for essentials. Essentials in this case would be anything that helped them get through the crisis easier, and for the more sophisticated consumer, prepare adequately for the next normal. Sanitizers and facemasks suddenly became a necessity, food

delivery services became very important, as well as communication services (social media, internet, etc.). Uber for example, saw their transport services take the back seat, while the delivery business grew. Online education providers also experienced a surge while traditional institutions struggled to sustain their revenues by pivoting to online learning. I suppose the thing to note is that value gets redefined in crisis, and the organisations that survive/thrive are largely those that are able to provide products or services that consumers are willing to pay for – no-brainer, right?

7. ENJOY!

8. TROUBLE IS A REVEALER!

The business and economic conditions thrown up by COVID-19 revealed which of us had built truly resilient operations and which ones had hope as their strategy. It is one thing to be agile (able to move quickly and change course), it is another to have the capacity to bear up with shocks, effectively navigate change, and recover quickly. To break it down, resilience is what I see in the series *Designated Survivor*. If you haven't seen it, you should. The story simply tells of the probably unlikely (or not so unlikely) case of an attack on the American government that killed the president and most of his Cabinet, and how a previously designated survivor took over the reins of leadership. Without this, the nation would have degenerated to chaos and probably been open to further attacks. While the story implies an elaborate level of resilience, I guess you could say that the higher the potential cost of the impact of a crisis on the organisation, the more paranoid we need to get about our resilience strategy.

Dr Yetunde Anibaba is a management educator and organisational performance consultant. She is currently a Senior Lecturer at Lagos Business School.

When I Analysed the EndSARS Protest

Isaac Adekanye – MBA
candidate at Lagos Business
School, Pan-Atlantic University

Another week passed and I can honestly say the Analyses of Business Problems module is a roller coaster of emotions. After spending almost three hours analysing the *Mountain Man Brewery Company* case with my group mates we got to class and realised that although we were on track, we had missed out a lot of concepts.

The case had so many numbers and there was so much going on, we thought we did well with capturing most of the details but from literally 10 minutes into the class, we realised that we missed out more than we captured. For instance, we did not account for the cannibalisation effect in the case and we also didn't table all the possibilities that could arise from not breaking even. The longer the class went on, the more intense the roller coaster of emotions were.

At one point I could have sworn I was on track, but the moment Dr Yetunde shared her solution slides I was fully aware that I was completely lost. Dr Yetunde then went step by step explaining her solutions and somehow, I found myself catching on because we had discussed some of the possibilities and calculations as a group but not to the desired depths she clearly wanted.

Further reading and analyses cemented the fact that this was going to be a tricky course, but I comforted myself in the fact that we are learning how to think as opposed to what to think. With each passing case although I don't get the correct answers, I can honestly see a change in my reasoning.

With further practice, I believe my competence will increase.

My classroom experience with critical analysis and thinking helped when I had a discussion with my co-host on our podcast *Road to 30* where we tried to evaluate the problem of the Special Anti-Robbery Squad (SARS) in society. The situation to me was one where the problem is: SARS is killing and unlawfully detaining youths. Ideally, I want an end to the killings and a situation that ensures youths like myself in Nigeria are free to express themselves in a safe environment. In this regard, there are two camps: Some people want to end SARS while others are championing the reform of SARS.

To end the anti-robbery unit would mean to eradicate them from the police force, and the people in this camp believe SARS is irredeemable and they should go. The problem though, in my opinion, is that SARS actually have a role in society. I've read articles on how well the SARS unit is doing in the North and how they even got a commendation from the Borno State government recently.

The second camp of reforming SARS believes that by retraining the police officers in the SARS unit, giving them better pay, looking out for their mental health and so on, we can indeed get some good value-add from SARS. This camp still has hope in the members and believes it is a thing of a few bad eggs. However, as Chris Rock said in one of his skits, as an airline company you cannot afford to have a few bad pilots who might land occasionally. Funny as it sounds, it is true – those in the SARS unit are a part of society and most of them are old men who are set in their ways. Honestly, I'm not sure which of the camps I favour. For me, it is about deciding based on youth safety, as well as freedom of expression including everything from dressing to tattoos and just my personal freedom.

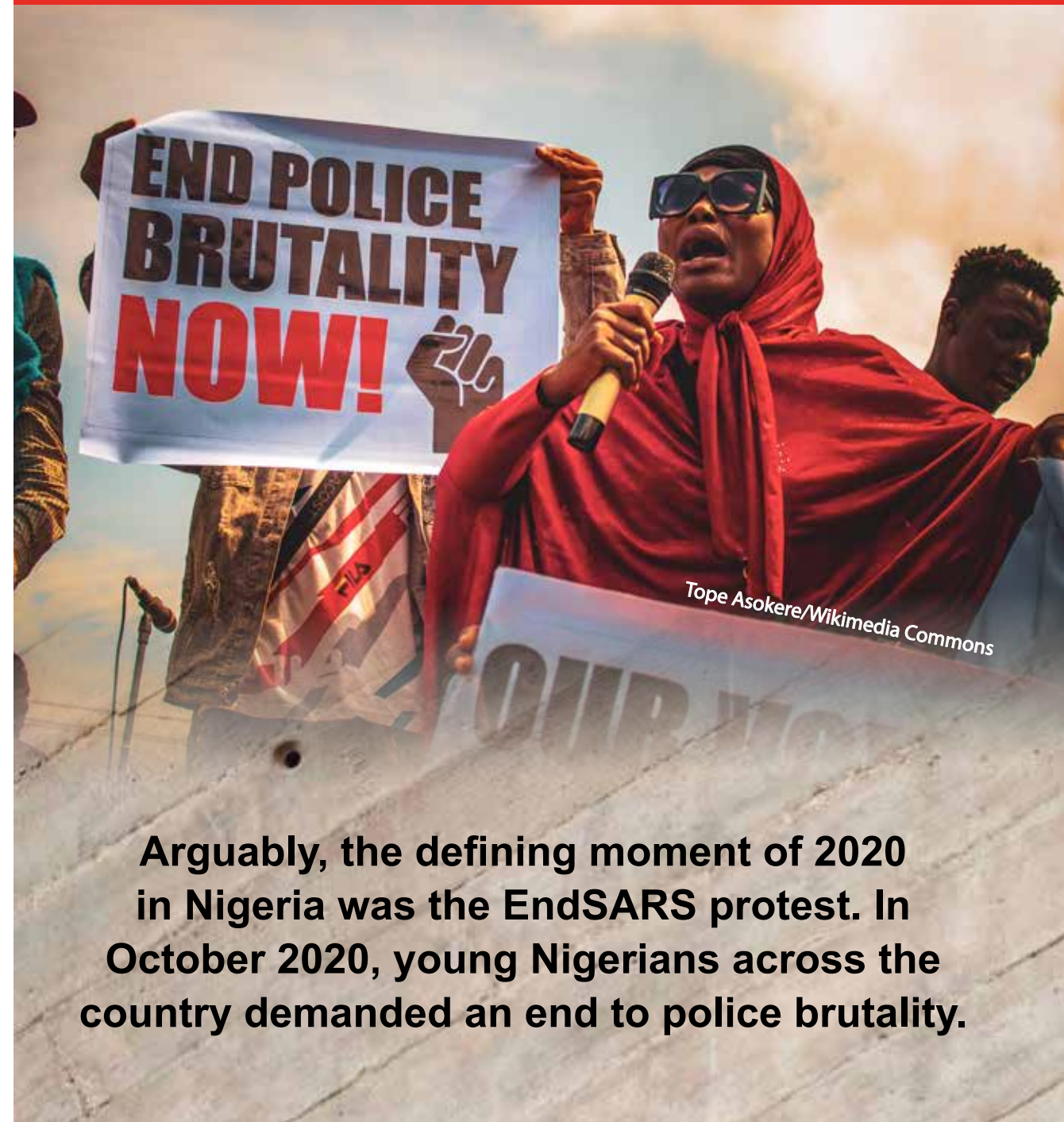
Mid-conversation in the podcast, we both realised the problem was not just SARS officers killing youths but one of ideology. At the end of the day, the prevailing ideology among a number of adults in Nigeria is one that believes youths are lazy,

they pretty much believe no one staying at home can legitimately make money let alone millions. I've been in several discussions in which the older generation has a problem accepting the new changes in society and modern western influences on Nigerian youths. For instance, my generation is more open to tattoos and piercings, we are accustomed to remote working, and we are increasingly taking up side gigs where we work from home and get paid in foreign currency. A case in point is the rise in freelance jobs and freelance websites in Nigeria. And quite a lot of the older generation don't get it – they still believe in bricks-and-mortar jobs, they still believe you must have a nine-to-five in either a bank or a multinational to live comfortably or to even justify having money at all at a young age. People with these sorts of ideologies are the ones now armed with guns and black shirts in the name of SARS and they constantly harass the youth from this point of prejudice.

It was however good to see some parents supporting us while we were protesting. Though I couldn't help but think we needed more support. I had conversations with my parents and some of their friends and I realised they may be suffering from mild PTSD as a result of the many political crises and coups, including a Civil War, they had witnessed in their lives, which has led them to the conclusion that the Nigerian state often did not accommodate oppositions. Maybe they were right, maybe they were not, but I choose to believe I am part of the soro soke (speak up) generation that will change things. I am part of the generation that will demand accountability from the government.

Overall EndSARS for me has been a memorable milestone for the youths of our nation. An affirmation that we will no longer stand for human rights abuses and bad governance. We want our country to work for us and all citizens. Hopefully, moving forward the Nigerian state can start to prioritise my life and the lives of my fellow youths because as of today Canada is calling and soon I may pick up the call.

Placards of Protest



Tope Asokere/Wikimedia Commons

Arguably, the defining moment of 2020 in Nigeria was the EndSARS protest. In October 2020, young Nigerians across the country demanded an end to police brutality.





Kaizenify/Wikimedia Commons



Kaizenify/Wikimedia Commons



**WE ARE TIRED
OF BEING
OPPRESSED**

END SARS
#Youths
Are Not
The Enemy
Of State
#END SARS

**#END
SARS
NOW**

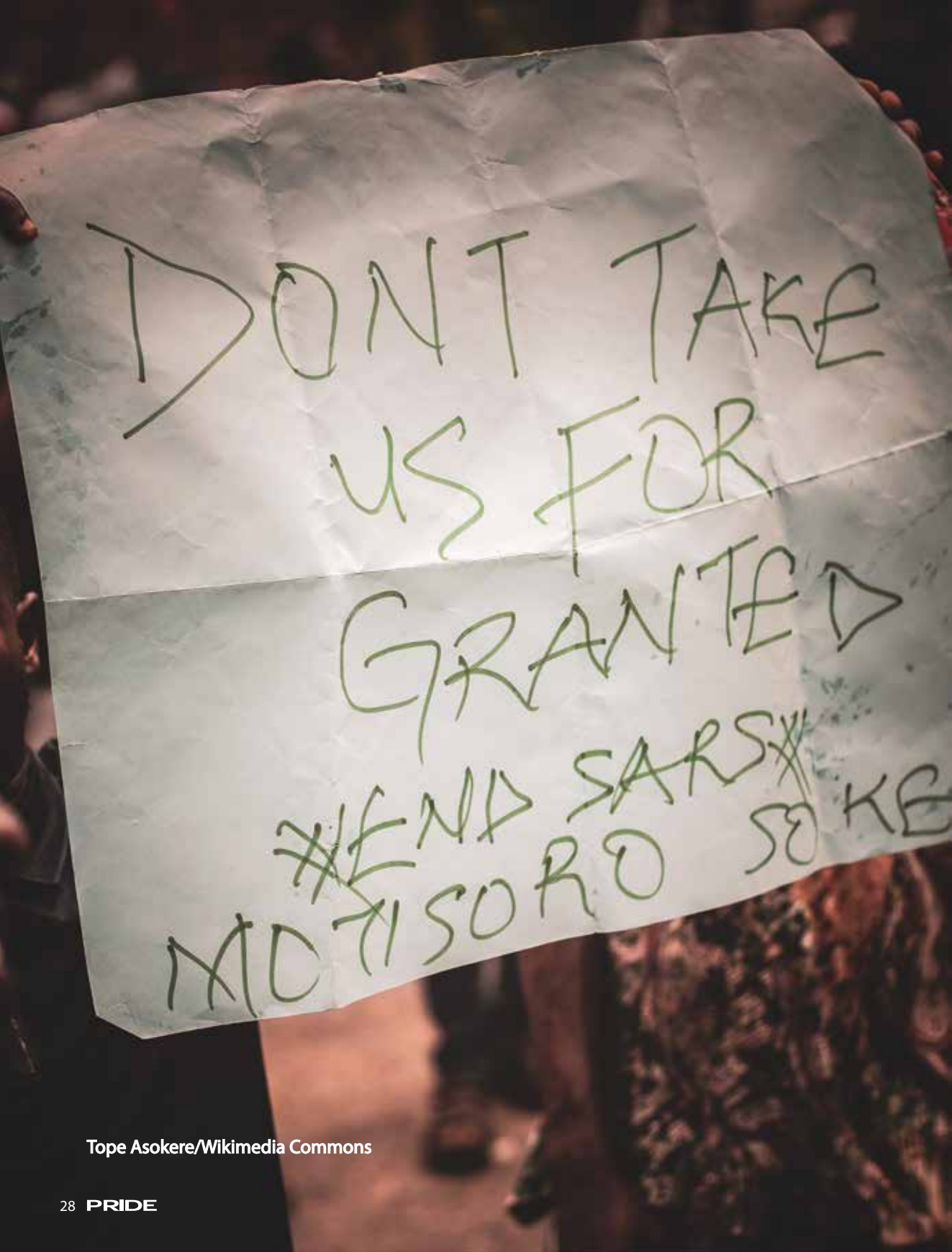
Salako Ayoola/CCO



EXODUS Hq.

SARS
MUST
END

Photography: Salako Ayoola



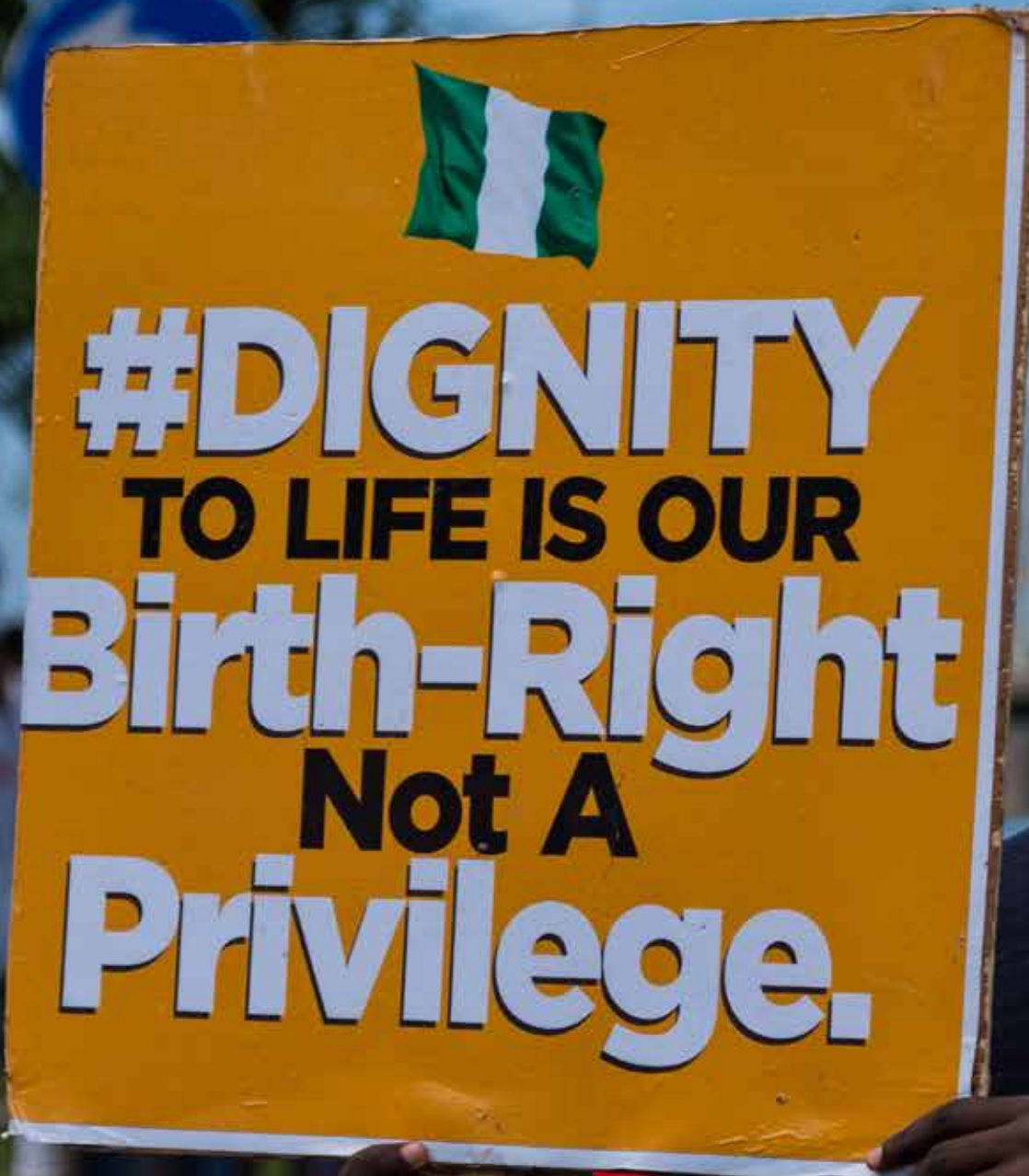
Tope Asokere/Wikimedia Commons



Tope Asokere/Wikimedia Commons



Photography: Salako Ayoola





Photography: Tope Asokere/Wikimedia Commons

DIRECTOR'S INTENT

The Canvas of Her Soul

Hi!

I am Sebastian Ukwa, the writer and director of *The Canvas of Her Soul*.

We are well acquainted with the increasing number of homeless children in Africa. In Calabar, Nigeria, there is a large number of homeless children wandering about, scavenging food from the city's dump during the day, and at night, sleeping in the confines of sewers, dump sites and in gutters. I went into the gutter with them and had a feel of their plight. The mental, physical and emotional health of these children have been thwarted by their state of life, and the apathy they get from most people around them. *The Canvas of Her Soul* tells the story of these children through the lens of my protagonist, Runyi, a hyperrealistic pencil artist.

I am currently pursuing a Bachelor of Arts degree in Theatre, Film and Carnival Studies at the University of Calabar. What drew me to this project was seeing these children on my way to lectures every morning, wandering about the streets. One night at 11 p.m., as I was heading home from rehearsals, I saw about four of them searching a garbage bin for food. I offered them ₦500, but they refused. I went home, wondering why anyone would refuse money in such a condition. I was later made to understand that many of them have been lured with money and kidnapped, raped, or used for diabolic rituals. They have been made to doubt the existence of good people in our world today. The outbreak of COVID-19 further worsened their condition. When everyone stayed home, they stayed in bizarre places. What does stay home mean for homeless children? Their stomachs are at the mercy of the city's garbage; no healthcare or social safety nets. Some of them have resorted to social vices such as pickpocketing in a bid to survive. When they are caught, they are lynched by an angry mob. The unrest this issue has caused and the aftermath in the nearest future cannot be overemphasized. This is why this story is very relevant now and must be told.

The purpose of this drama is to advocate for and attract sustainable aid for homeless children in Calabar. It is my desire that through this film at least one hundred children are taken out of the streets of Calabar, and their lives changed from what it is to the life God created them to have. This is part of my active participation in the activities of humanitarians, who continue to inspire people to genuinely love and care for one another, especially those who cannot afford to pay back. I feel that if I don't tell this story well enough to get my desired result, my purpose in life is not complete.

In this film, I want to create a world of the unprivileged that contrasts and clearly shows the cause and effect of selfishness and selflessness, carelessness and diligence, hate and love. The key theme of this story is: 'Hope'.

For this film to be of the highest standard and achieve its aim, we need grants and collaborations from pre-production to distribution. It is more than a film; this is a life-changing movement.

Thank you.



ARISTOKRAT GROUP ANNOUNCES REBRAND



Letter From the CEO Piriye Isokrari

2020 has been an extreme experience for us all. Personally, I've been at both ends of the spectrum. I've laughed hard, I've cried, I've gained, and I've lost immensely. These moments have provided me an opportunity to pause, reflect, re-strategize but ultimately appreciate the fact that I still have a chance to laugh again, learn, to grow and to achieve all my dreams.

Anyone who knows me well knows what ARISTOKRAT means to me. My partner and I have worked tirelessly to build this brand. We've introduced you to some of your favorite artists, we've provided a soundtrack to your life, you've partied with us, you've worked with us, you have rooted for us and sometimes against us. It's probably why 90% of you are reading this and are still on this journey with us. This year we have made a lot of strides through the madness. From partnerships with multinationals to breaking new grounds in digital media with our podcast network. Our progress has been inspiring, we've learned so much and we realize that we have so much more to offer. The sun is shining on us and our future is very bright.

The growth we have experienced has to be reflected in our branding. A very tough decision to make as we've grown

very attached to our current logo and branding over the last decade. However, our evolution as individuals and as a company allows for these moments. This new logo represents the future but still respects our past and everyone who contributed to this journey so far.

LOGO BREAKDOWN:

The logo was designed by Lagos-based multidisciplinary artist, Niyi Okeowo. It is inspired by West African Adinkra Symbolism and Geometry. Just as the previous logo it features the Adinkra symbol, Hwe hwe mu dua: A measuring rod. Symbol of excellence, superior quality, perfection, knowledge and critical examination in line with our motto of quality and excellence in anything we do or produce. It also features a semicircle which represents the rising sun which to us the sunrise represents the start of a new chapter and a glorious future.



ARTISTE TO WATCH OUT FOR THIS CHRISTMAS

In 2017, Jujuboy released his first single "Koko", going on to release other singles such as "Dear Girlfriend" and "Gimmie Love". He terms his unique musical style as 'Juju Vibe' – a blend of soul and Afro R&B, drawing inspiration from the likes of Fela Anikulapo, Bob Marley, Wande Coal and Banky W. His style is so laid back that listening to his music feels like he is there in person singing to you. Juju's songwriting and style is reflected in his latest single "I Dey There", which was released on November 20,

2020, and is about how a girl broke his heart after promising she would never leave him.

Juju is definitely an artiste to look out for this Yuletide season. He has many fire tracks in store, so stay tuned and brace yourselves, it is JujuSZN!

Check out Jujuboy's microsite for more on the fast-rising superstar: www.jujuboystar.com



The artiste to watch out for this Christmas is none other than Jujuboy Star.

Osarentin Rock Akhibi, also known as Jujuboy Star, is our favourite kid on the block right now. Born September 1, 1995 in Nigeria, Jujuboy started his musical journey as a child in his church choir, and this has taken him from the popular SoundCloud to stardom.

Juju is currently signed to the African powerhouse Aristokrat Records, Caroline France and 31 East. He has collaborated with artistes like Simi, Seyi Shay and Jidenna; co-wrote "Before You Wake Up" and "Kelegbe Megbe" by Adekunle Gold; and penned "Hadiza" by Kholi ft. Mayorkun and "Money" by GospelOnDeBeatz ft. Okiemute and Moonchild Sanelly.





SUPER EAGLES

2020 IN REVIEW

By Damilola Odedina for Naijafootballers

As the year 2020 comes to a close, we take a look and highlight the major talking points from a Super Eagles perspective of a pandemic-hit year.

In February 2020, the Nigeria Football Federation (NFF) appointed 39-year-old former international and skipper Joseph Yobo as the Super Eagles new assistant coach. Yobo replaced Imama Amapakabo in the technical crew.

The Super Eagles of Nigeria ended the year 2019 ranked as the 31st best footballing nation in the world, according to the December 2019 FIFA/Coca-Cola World Ranking. With a total of 1,493 points, they were ranked third in Africa, only behind Senegal (1st) and Tunisia (2nd).

Twelve months down the line, four matches played, three draws and one loss recorded, five goals scored, six goals conceded, the Super Eagles have dropped four places, and lost 19 points. The team now on 1,474 points is down to the 35th position in the world football ranking.

The coronavirus outbreak that began to spread at the beginning of 2020, and the subsequent lockdown that followed to curb it, affected every facet of the globe, including sporting activities. The four

matches played by the African Giants – as they are often referred to – was after the lockdown. However, the Super Eagles failed to record a single win in any of them. All matches were played against African opponents. While two were international friendlies against North African powerhouses Algeria and Tunisia, the other two were Africa Cup of Nations (AFCON) qualifying matches against their fellow West African neighbours, Sierra Leone.

In October 2020, during the first international break post-lockdown, the team's first match of the year came against Algeria, and it ended in defeat for the Super Eagles, as the Desert Foxes recorded a 1-0 victory over them. Five days later, the team faced Tunisia at the Jacques Lemans Arena, and played out a one-all draw with the Carthage Eagles, scoring their first goal of the year.

During the second and final international break of the year, the team prepared to face Sierra Leone in a double-header to boost their chances of qualifying for AFCON billed to hold in the year 2022 in Cameroon, a postponement by a year due to the coronavirus outbreak. Coming off uninspiring displays during the last set of matches, the team promised an improved performance. In the first leg played at the Samuel Ogbemudia Stadium in Benin City, Nigeria, the Super Eagles squandered a 3-0 lead and eventually played out a four-all draw. Fans and stakeholders alike were furious and disappointed, as they knew the game was there for the taking. The team promised to redeem themselves in the return leg in Freetown, but they were held

to a goalless draw by the Sierra Leoneans.

Nigeria currently leads Group L with eight points, one point above the Republic of Benin on seven points, and five points above Sierra Leone on three points. The group is still wide open, as qualification isn't guaranteed yet. The next round of fixtures will take place in March 2021.

In the course of the year, like in the previous couple of years, there were calls for the replacement of the team's handler, as some section of fans and stakeholders believe that Gernot Rohr isn't the right man to lead the Eagles to greatness. But in May 2020, the 66-year-old German tactician signed a new two-year contract extension with the NFF, which will see him as the longest-serving coach in the team's history should he see out the contract.

With the majority of this year's international football calendar being significantly affected by the COVID-19 outbreak, the AFCON qualifiers should have been wrapped up by now. What does this mean for the Super Eagles going into the new year?

Based on the 2020-2021 FIFA calendar, an international break is scheduled to take place 22-30 March 2021. During this period, the concluding rounds of the AFCON qualifiers will be finalized. The Super Eagles will travel down to the Republic of Benin to face the Squirrels on the 22nd, and wrap it up with a home game against Lesotho on the 30th.

Following the winding down of the 2020/2021 club football season, the second round of the FIFA World Cup qualifying matches will kick off in May 2021. Drawn into a relatively easy group on paper, which includes the Central African Republic, Cape Verde and Liberia, the Journey to Qatar 2022 for the Eagles should be quite straightforward if we are to follow trends.

Going forward, we hope to see an overall improvement in the performance of the Super Eagles, who carry on their shoulders the hope of the nation.



Tolu
Olanipekun
Head,
Marketing
Mouka

Roseline
Abaraonye
Head,
Marketing
Hayat Kimya
Nigeria Limited

Ifeoma
Agu
Marketing
Manager
Guinness
Nigeria PLC

Ayodele
Otujinrin
Head,
Marketing
West Africa
Godrej
Nigeria

Leading Ladies in Marketing

Tolu Olanipekun



HEAD OF MARKETING AT MOUKA

“ I treat my brand as a living being which must be protected and nurtured to achieve its full potential. ”

Tolu Olanipekun née Martins began her career in the HR/Admin department of Elizade Toyota Nigeria after completing the NYSC programme. She soon realized this was not a suitable field for her, and in February 2011, joined Reckitt Benckiser as a Management Trainee, thereby commencing her marketing journey. After completing her traineeship, she was promoted to Assistant Brand Manager responsible for the healthcare portfolio,

working closely with the Medical Detailing team. As Assistant Brand Manager Healthcare, she managed the Strepsils brand and also successfully launched Gaviscon and Durex into the Nigerian market.

She subsequently moved to the Fabric and Surface Care team at Reckitt Benckiser, reporting directly to the Marketing Manager, and was responsible for the Jik and Harpic brands. Some of her notable



achievements include the seamless planning and execution of “Harpic Door to Door” grassroots consumer activation aimed at recruiting new users for the brand with a penetration pack. Another was the successful rollout of the “Harpic 5X Better Than Detergent” equity campaign targeted at detergent/cocktail users, reinforcing Harpic’s positioning as the Lavatory Care Expert. Yet another was Jik’s 101 Uses campaign which played up the multi-usage of Jik across surfaces, thus driving high volume consumption per household. Both brands maintained market leadership positions with double-digit growth year on year.

Tolu left Reckitt Benckiser and joined the Infant, Follow-on and Toddler (IFT) Nutrition team of FrieslandCampina. Here she successfully rolled out the relaunch of the Friso range of infant cereals, with the relaunch comprising packaging premiumization and communication with healthcare practitioners. To recruit new users into the Peak IFT portfolio, she launched the Peak Baby Infant Formula, as well as the Peak 456 Growing Up Milk for four- to six-year-olds. She also championed the packaging design change and product repositioning of Peak 123, anchoring this on the benefits of DHA for the brain, which resulted in a significant rise in sales for the brand. Towards the end of her career at FrieslandCampina, she moved over to the Peak Family Milk team, where she managed the Peak Evaporated Milk LUPPs, and led the Peak Unstoppable Project/Campaign series which won several awards for the Peak brand both locally and internationally.

In February 2019, Tolu joined Mouka, Nigeria’s leading manufacturer of mattresses, pillows and other bedding products as a Senior Marketing Manager. In late 2019, she was promoted to an executive management position to head the marketing function. So far, Tolu has spearheaded several initiatives that have gained Mouka multiple recognitions and awards locally and internationally, as well as resulted in significant volume growth for its brands. She has also helped to secure exclusive endorsements from the Nigeria Society of Physiotherapy (NSP) and the National Association of Orthopaedic and Manual Therapists (NAOMT), a specialty group of the Association of Clinical and Academic Physiotherapists of Nigeria (ACAPN).

What did you want to be while growing up? How did that turn out?

As a child, I wanted to be a doctor and an artist. I remember in my secondary school, I was the only student in my set who wrote SSCE for both science subjects and fine art. I excelled in both fields. Unfortunately, I later realised I couldn't stomach the sight of blood which automatically meant my dream of becoming a doctor was out the window.

I opted for psychology in the university even though my GPA in diploma was high enough for any other course. I believed this was the closest alternative to becoming a medical doctor without having to carry out surgeries. Back then, I was drawn to consumer psychology, as this gave me the avenue to express my creative side. I also dabbled in fashion at some point.

At the HR/Admin department of Elizade Toyota Nigeria, I was able to practise what I learnt in the university – personnel psychology. Soon enough, my creative side came knocking again and I joined Reckitt Benckiser as a Management Trainee, and I've focused on marketing ever since.

What advice would you give your younger self as you started out in your career?

It will be to find what you are passionate about and stick to it. It is okay to dabble a bit in discovering what makes you happy. Do not settle for something else because of the title or the salary. You can have both but still be miserable or unfulfilled.

Every day I wake up eager to go to work because I genuinely love what I do. There is this fire within me that serves as a propeller, driving me to accomplish my goals.

What have you learnt from your successes and failures?

It is essential to put God first in everything I do. Nothing about work is too irrelevant or too complicated to bring before God in prayer.

Secondly, working hard and giving it your 110 percent always. Not because of the accolades or recognition but because you can tell yourself you did your best.

Thirdly, the relationships you build in the workplace can make your journey even easier. After God, people are your lifeline. To the best of your ability, do not burn bridges even if you are about to leave a company.

Lastly, make sure you continue learning, else you become irrelevant. Learn from people; no one is too high up or beneath you, learn something new from them. Invest in courses, read articles, attend trainings, keep growing.

What personal ethos informs the work that you do?

As the custodian of a brand, I must always act in its best interest. I treat my brand as a living being which must be protected and nurtured to achieve its full potential. In conducting my affairs, I must always act with integrity.

In what ways do you achieve a healthy work-life balance?

With two kids, one of which is a toddler, I rely on my support system a great deal. It also helps that I work with a company that is forward-thinking and understands the importance of a healthy work-life balance. Mouka allows me to be present for my kids, and I genuinely appreciate them for

that. I, however, burn the night candle when necessary. The trick is planning your time. I maintain a to-do list at home and at work which I review often. I prioritise tasks based on importance, the time needed to complete them, and the urgency. I delegate mundane tasks as much as possible.

Take us through a typical day at the office?

I start my morning in the office by reviewing my to-do list. After that, I glance through my emails and attend to those that are urgent. I respond to the rest during the day. I ensure I catch up with each member of my team daily. Unfortunately, now I spend most of my time behind my desk. To stretch my legs, I take a walk to the factory floor or retail outlet within the premises to interact with my colleagues. This also allows me to get first-hand information from the consumers or members of cross-functional teams. I also have quite a lot of meetings booked throughout the day.

Pre-COVID, I was up and about a lot more; meeting with stakeholders like the press, agencies, business partners, consumers, etc. Now most of those interactions are online.

How does your organisation achieve value for its employees and customers?

When consumers invest in Mouka products, they get value for money in two ways. First, our products are crafted using state-of-the-art technology to internationally recognised standards. This means Mouka products are more durable and will serve you for longer, unlike a lot of the other brands in the market. On top of that, Mouka mattresses come with warranties.

Secondly, when you invest in Mouka products, you get more than a mattress. No matter your age, budget, lifestyle or body build, there is a Mouka product specially tailored to you to help you sleep well, wake up

refreshed, and ready to take on the day.

When consumers invest in Mouka, they stand a chance to take part in some of our exciting consumer promotions. We just concluded a free mosquito net promotion targeted at low-income earners and a free bed linen set promo targeted at those in the middle-income bracket. We are continuously looking for ways to add comfort to the lives of Nigerians.

For employees, Mouka provides stable jobs for over 800 people directly. This is excluding those employed by our Business Partners to service over 1,000 branded outlets nationwide.

In what ways does your organisation contribute positively to the Nigerian society?

Mouka as a company is always giving back to the societies in which it operates through various CSR initiatives.

In the past 12 months, we have been even more active. We partnered with various state governments in equipping isolation centres during the onset of the pandemic. Also, we continue to partner with the Nigerian Armed Forces Resettlement Centre in various degrees. We again kicked off the Comfort A Home Initiative through which we have given out hundreds of mattresses to consumers who are in need. These are just a few of Mouka's efforts in the recent past. I must say the most significant contribution of all is providing quality sleep solutions to Nigerians to safeguard their wellbeing.

What is one thing that can be done to improve the ease of doing business in Nigeria with respect to your industry?

The two key raw materials for foam production are imported. Access to forex and ease of importation (decongesting ports, easing clearing, etc.) will definitely allow the industry to thrive better. In Nigeria, we have only a few textile mills, which means we also

need to import some of our fabrics to meet consumer demand. Even some of our labels are imported. Having all these raw materials locally available in abundance will make life easier for the bedding industry.

How has your organisation handled the unprecedented challenges brought on by the global COVID-19 pandemic?

Mouka is led by a capable Management Team who have been very proactive. We have been very nimble in the past 10 months re-strategising to ensure the company remains profitable. At a time when other businesses are suffering, Mouka has been experiencing growth. We pray the tide continues in our favour.

What is the future you want in 2021?

A future without COVID. A future where companies can fully recover from the loss of revenue due to lower demand and higher cost of operations. A future where there is a rise in disposable income of consumers and jobs are once again secure. A future where there is peace in the socio-political climate of our country.

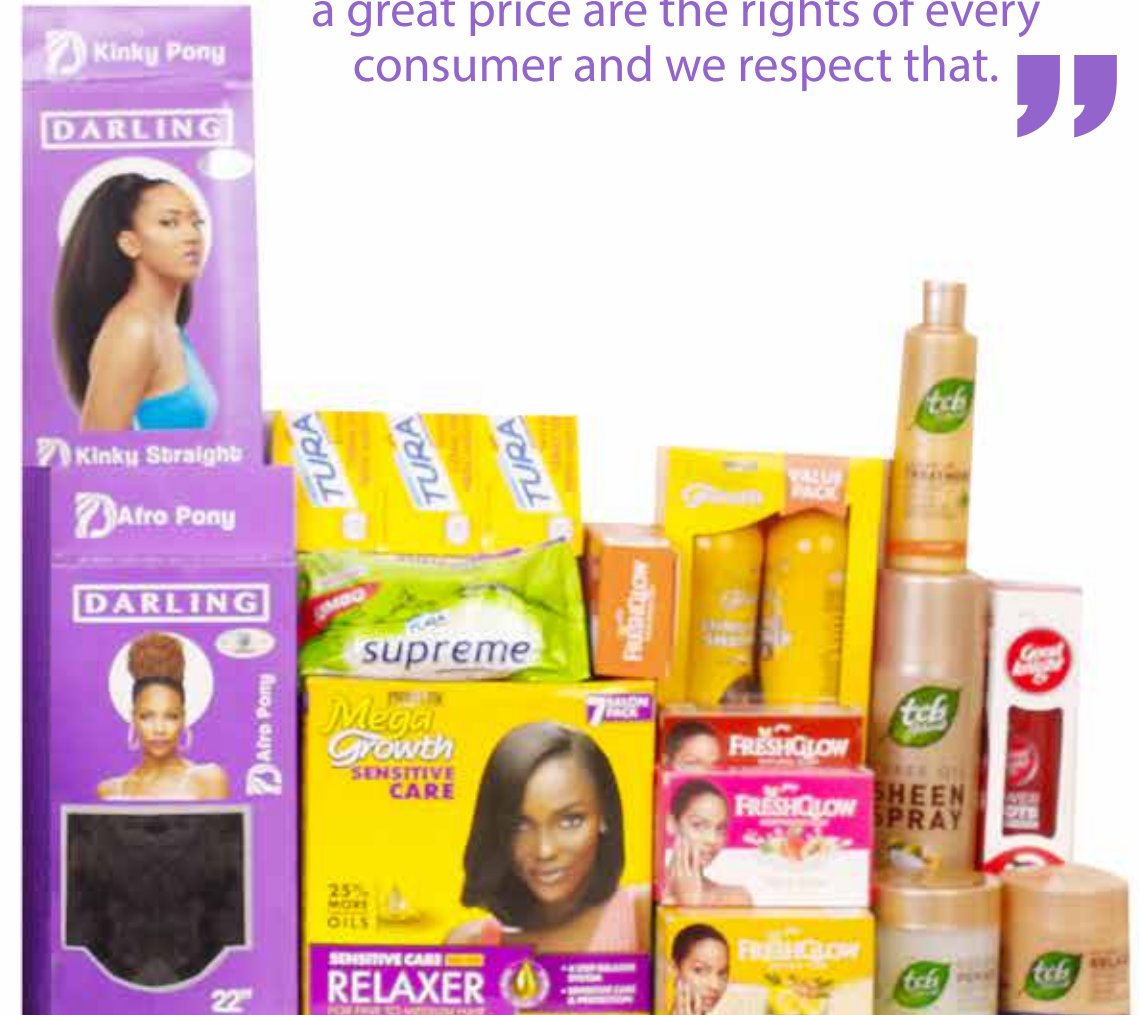


O Ayodele tujinrin

Head of Marketing
for West Africa at
Godrej Nigeria



“ We remain relentless in providing quality products at affordable prices to our consumers. Good quality and a great price are the rights of every consumer and we respect that. ”



Ayodele Otujinrin is an experienced marketing professional offering a diversified and marketing focused skill set: a mix of creative, organisational and analytical qualities and strong

interpersonal skills. She enjoys problem-solving especially in uncharted waters and feels privileged to work on inspiring brands and projects every day. Building brands and building teams excites Ayodele.



Ayodele has completed high-level executive programmes in marketing, innovation and creativity at the Harvard ManageMentor programme, Chartered Institute of Marketing – UK, and Lagos Business School. Ayodele also possesses a Bachelor of Arts in English Language & Literature, a postgraduate degree in Digital Marketing from the Digital Marketing Institute Dublin Ireland, and is pursuing an MBA programme at the University of South Wales UK.

Ayodele is presently the Head of Marketing for West Africa at Godrej Nigeria, and has in her portfolio the dry hair category (Darling and Amigos), wet hair (MegaGrowth and TCB), soaps (Tura Medicated, Supreme, and Fresh Glow), and home insecticide (Good Knight Aerosols and Power Shot). In the business today, she drives consumer-led business leadership and organisational

shifts that focus on fulfilling the customer's purpose.

What did you want to be while growing up? How did that turn out?

I always wanted to be a lawyer. I had an ambition to defend people's

rights and fight for equality. However, after studying law for a few years I experienced the rigidity in the course and wanted more creative expressions with my studies, and so I crossed over to English literature and language which ended up being perfect for me.

What advice would you give your younger self as you started out in your career?

Give your best shot always and never settle for second best. You will always be tempted to compromise or throw in the towel, however failure most times is disguised as success waiting to be unravelled. I have been told many, many times, it's not your time, it's not your turn, wait a while, we are looking at others for this opportunity. "No" is not the end of the road, keep moving.

What have you learnt from your successes and failures?

Successes and failures are all experiences. Experience both with open-mindedness and learn from them. In all, there is so much more that we can do – to delight our consumers, to innovate further, to create more affordable products, to serve our communities better, and to provide greater opportunities for our team members to learn and grow. And there's never been a more important time for us to live our purpose.

What personal ethos informs the work that you do?

I do my absolute best in every task, project, or activity whether at work, at home, or for charity. Thereafter I eliminate regrets and focus on future deliveries even when the outcome is unfortunate. As such, whatever my hands find to do, I do so well at that moment.

This ensures I am both efficient and effective at the same time. And times when I err, I take it in good stride and stay optimistic.

In what ways do you achieve a healthy work-life balance?

I give my full attention to my work and family, as both are important. I ensure when I am at work, I give my 100%

commitment and focus, likewise when I get back home to my super supportive husband and kids.

Take us through a typical day at the office?

I get to the office two hours earlier than everyone. Jump into all emails from the night before and clear out to-dos. Once the team arrives at work, I kick off with meetings and one-on-ones, brainstorm sessions, agency meetings, etc. till late afternoon after which I do some more work on email and close for the day. I do more thinking and strategy work overnight or very early in the morning.

How does your organisation achieve value for its employees and customers?

First is the focus on the consumer. We remain relentless in providing quality products at affordable prices to our consumers. Good quality and a great price are the rights of every consumer and we respect that. Consumers today have more power than ever before, and I think it's critical to focus on your consumer whether you're in business-to-

business (B2B) or business-to-consumer (B2C). The second is brand differentiation, which I define as determining the answer to the question, "Why should I choose your brand over all the others?", as such our customers love our products and our



employees are equally driven to push it.

In what ways does your organisation contribute positively to the Nigerian society?

We engage in many CSR projects where we give back to society. A recent example is the just-launched Godrej Salon Academy where we train, groom, and empower stylists across Nigeria at no cost. This initiative was launched in November 2020, and it is among other programmes we do with stylist associations and governing bodies.

What is one thing that can be done to improve the ease of doing business in Nigeria with respect to your industry?

We decided to set up a training school to provide stylists from

poor communities and bottom-of-pyramid segment with professional basic skills to assist them in their careers and develop them into independent stylist professionals with good hairstyling standards. Build a base of stylists that can advocate for brands. Assist graduate employability. Eliminate cost as a barrier to stylists achieving professional education dreams, zero cost.

How has your organisation handled the unprecedented challenges brought on by the global COVID-19 pandemic?

As a business, we are fully aware that the challenges we are facing now are complex and deeply ingrained and we cannot hold onto the idea that yesterday's solutions will solve the challenges of today and tomorrow. As a result, we have become very responsive to change and we are continuously living our mantra of continuous improvement across all our categories.

What is the future you want in 2021?

A future where marketing is more than simply driving awareness via traditional marketing initiatives. It's about driving a larger organisational shift, as well as fulfilling the customer's purpose. The challenge is moving beyond the antiquated notion of attaining customers to do whatever fulfills the company's purpose. Instead, it is about motivating the company to listen to and fulfill the customer's purpose. It is not enough for brands to get their name or message in front of audiences. They need to create an interactive, engaging, and memorable experience in order to be heard in a noisy, competitive environment.

With more than 13 years of experience, Ayodele excels at category strategic planning, financial management, product development brand building, ROI analyses, digital strategies, as well as setting and executing marketing communication and research objectives.

“In building successful and award-winning brands, I have learnt resilience, positivity, determination, focus and integrity. From my failures, I have learnt courage, thinking both outside and without the box, and innovation.”

Head of Marketing
at Hayat Kimya
Nigeria Ltd

Roseline
ABARAONYE



Roseline Abaraonye is an active lover of God, a passionate mother and wife, a go-getter, goal-driven and successful marketer. With over 13 years in the fast-moving consumer goods (FMCG) industry, she has garnered experience in building successful brands and teams. In Nigeria, she is one of the few women making a huge difference in the brand marketing space.

She graduated with a second class upper degree in economics from Abia State University. Her yearning for self-development and improvement birthed her continuous explorations in knowledge and skills acquisition. This has included being a member of the National Institute of Marketing of Nigeria; being a graduate of the Tiger School of Magic (marketing school) in South Africa; and earning an Action Learning MBA from Business School Netherlands in 2018, to mention but a few.

She is currently the Head of Marketing, Nigeria at Hayat Kimya Nigeria Ltd. She is also a

member of the Advertisers Association of Nigeria (ADVAN) Membership and Value Committee. Prior to joining Hayat Kimya Nigeria, she worked at Tiger Brands Nigeria (Dangote Flour Mills), PZ Cussons Nigeria Plc, and Union Diagnostic & Clinical Services.

Remarkably, in the course of her career journey, she has contributed to the growth of various leading brands in Nigeria and has made them stand out in their various spaces. In her current role, Roseline nurtured and grew Hayat Kimya's Molfix baby diaper brand to market leadership in four years. She has helped garner 18 awards for various Hayat Kimya brands, including the ADVAN Awards Brand of the Year in 2018 and 2019 for Molfix.

Roseline's life contradicts certain societal beliefs about women being the weaker sex; she has defied all gender misconceptions and has thrived greatly in male-dominated industries.





WHAT DID YOU WANT TO BE WHILE GROWING UP? HOW DID THAT TURN OUT?

Growing up for me was an interesting period, I did really well in my academics and always topped the class. My dream and that of my family was for me to be a medical doctor. I continued with this ambition into senior secondary school until I had a low score in physics and my teacher advised me to drop the subject. That didn't go down well with me, hence, I moved away from the sciences completely and transferred myself to the commercial class. I enjoyed the journey all through and kept on with the high performance. I graduated from secondary school as the best student in commerce, government, economics, and Igbo language, as well as the best commercial student overall. I gained admission immediately into Abia State University and studied economics. Today, I am a seasoned marketer and I enjoy my job to the fullest.

WHAT ADVICE WOULD YOU GIVE YOUR YOUNGER SELF AS YOU STARTED OUT IN YOUR CAREER?

I really do not have regrets about the way my career turned out. To my younger self I will say kudos for allowing yourself to explore and not to be thrown off balance after the disappointment in the sciences. Keep exploring!

WHAT HAVE YOU LEARNT FROM YOUR SUCCESSES AND FAILURES?

Life in general throws a lot of challenges at us, you win some and lose some. One of my biggest successes has been balancing my home and career. In building successful and award-winning brands, I have learnt resilience, positivity, determination, focus

and integrity. From my failures, I have learnt courage, thinking both outside and without the box, and innovation.

WHAT PERSONAL ETHOS INFORMS THE WORK THAT YOU DO?

I believe that "WHATEVER IS WORTH DOING, IS WORTH DOING WELL". If I must spend my time on anything, I will rather do it so well that it leaves a positive mark in the sands of time. Excellence in execution and integrity are two key deliverables for me.

IN WHAT WAYS DO YOU ACHIEVE A HEALTHY WORK-LIFE BALANCE?

I try as much as possible to organise myself knowing very well that as a mother of four wonderful children, I need to give them as much attention as I can. I make use of the available external support systems that I can lay my hands on. Planning is key for me; short notices don't work for me. I prioritise everything competing for my time and attention to ensure the important and urgent needs don't suffer.

TAKE US THROUGH A TYPICAL DAY AT THE OFFICE?

My day is always dynamic and that is what makes my job interesting. Do I have a typical day description? I am not sure about that. I am sure that every day, all my brands get full attention. We understand what took place the previous day in order to know how today and tomorrow need to adjust. It's a very interesting cycle.

HOW DOES YOUR ORGANISATION ACHIEVE VALUE FOR ITS EMPLOYEES AND CUSTOMERS?

Our employees and customers are at the heart of what we do. We do what we say, we deliver on our promise to all our partners.

IN WHAT WAYS DOES YOUR ORGANISATION CONTRIBUTE POSITIVELY TO THE NIGERIAN SOCIETY?

Hayat Kimya Nigeria offers over 600 direct employment to Nigerian citizens, hence helping the government fight unemployment. With our range of hygienic products, we also promote improved hygienic living standards, hence helping to fight maternal and child mortality.

WHAT IS ONE THING THAT CAN BE DONE TO IMPROVE THE EASE OF DOING BUSINESS IN NIGERIA WITH RESPECT TO YOUR INDUSTRY?

Accessibility of foreign exchange is a challenge to everyone doing business in Nigeria. Once this is fixed alongside fixing our roads to ease transportation, there will be some sort of respite for businesses in Nigeria.

HOW HAS YOUR ORGANISATION HANDLED THE UNPRECEDENTED CHALLENGES BROUGHT ON BY THE GLOBAL COVID-19 PANDEMIC?

Just like every other business in Nigeria, we have tried to weather the storm as much as possible by making a few adjustments here and there. Notably, one thing we have done well is to maintain our quality standards regardless of the challenges.

WHAT IS THE FUTURE YOU WANT IN 2021?

With what 2020 presented to us, 2021 has to be a year of recovery. I want a future filled with recoveries and greater achievements.

Ifeoma Agu

Marketing Manager
at Guinness Nigeria Plc



"My job entails troubleshooting, making magic, and managing people for success."

Ifeoma Agu is a seasoned marketing professional and a Fellow of the Institute of Management Consultants with over a decade of experience and outstanding proficiency in brand management, trade marketing and sales strategy. She is the Marketing Manager leading the Premium Non-Alcoholic and International Premium Spirits portfolios at Guinness Nigeria Plc.

She graduated as a Lioness from the University of Nigeria, Nsukka, with a Bachelor of Science in Botany. She developed her flair for marketing as an undergraduate intern in an advertising firm and chose to pursue a career in marketing. With several courses in Professional Marketing from the Chartered Institute of Marketing – UK, as well as a course on Global Business and Sustainable Business Strategy from Harvard Business School Online, she has

garnered so much expertise and positioned herself as an exceptional marketing professional within the industry. She is also an Associate Fellow of the Institute of Certified Professional Managers of Nigeria (ICPM), a member of the Chartered Institute of Marketing – UK, and a member of the Advertising Practitioners Council of Nigeria (APCON).

She has worked in notable companies across various industries including

FMCG (Guinness Nigeria Plc), banking (Guarantee Trust Bank), telecommunication (Visafone), advertising (Zus Bureau) and media (Daily Independent Newspapers), with a proven track record of consistently delivering great performance having led innovative and transformational business projects with record-breaking results.

Lfeoma is passionate about managing people for success, wielding amazing relationships, and building great brands. Her favourite quote is "Begin, and the impossible will become possible". She has won several awards in recognition of her contribution to successful management consultancies and inspiring excellence in her field of work, including the 2017 African Achievers of the Commonwealth Award, 2017 Make a Difference Award, 2018 National True Heroes Award, 2019 Diageo Africa Malta Greatness Award, and Most Outstanding Marketing Manager Award at the 2020 City Pride Achievers Award.

What did you want to be while growing up? How did that turn out?

Growing up, I wanted to be an accountant. I had found the bank quite fascinating whenever I accompanied my dad to the bank for his transactions. The words accountant and banker were interchangeable while growing up and I would usually say it with pride when asked about my future ambition. However, as I got older and went through secondary school, the bias associated with brilliant kids being in the science class and the average students being in the commercial class soon caught up with

me thereby changing the course of my childhood dream. I opted to join the science class in SS1, and there, began the journey to unravel who I was and what I was passionate about. I eventually studied botany at the University of Nigeria, Nsukka after two JAMB attempts with the intention to study medicine.

Looking back at the botanist turned marketing professional today, I must say I turned out great and would not trade any of the experiences that made me who I am today.

What advice would you give your younger self as you started out in your career?

Don't let the perception of others and the unfounded stereotypes that exist around you shape your thoughts, actions or ambition. While some may be seeing a half-full glass, some others would argue it is half-empty. The truth is that everyone is shaped by their orientation and life experiences which usually determine how they act or react to situations. Knowing how people are wired, you need to ensure that no matter what you are going through in life, always take a breather to stop and assess your view of the situation to ensure you

remain objective and not clouded by the judgement or perception of others. That is to say, it is perfectly okay to dream big, to aspire and to wish to have the best life you ever dreamed of despite what your present circumstances may be – keep believing, keep pushing, and keep winning!

What have you learnt from your successes and failures?

The words of Winston Churchill always come to mind whenever I reflect on my journey so far – "Success is not final, failure is not fatal: it is the courage to continue that counts". You see, I am an advocate of "Hard work pays" even though in this time and age this can be interpreted as "Smarter work pays". This simply means that the underlying principle behind every successful person is the fact that they always put in the work and are prepared to take up opportunities. For me, success is not a destination – it is a continuous process of unlocking new levels of growth and accomplishments while my failures have taught me life lessons that have helped forge me into this rare gem I have become. And guess what? I am still being perfected! So, when next you embark on a plan and the outcome differs from the expectation, take it as a learning process and apply that lesson to attaining a more successful outcome.

What personal ethos informs the work that you do?

My personal ethos revolves around my purpose in life which is to inspire people to trust God and be limitless in being the best they can be, hinged on a legacy of self-belief, optimism and a hunger to succeed. I believe everyone has an element of greatness in them, however, each person must awaken the giant in them by first, believing in themselves, being hungry for success, staying focused and continually seeking self-improvement. Nobody will cut you some slack just because you are a woman, instead you must

stand out and leave no room for mediocrity. I tap into my daily source of strength which is the Word of God to inspire and guide my steps; I then find motivation in the outcome of my work, hence I work diligently to achieve set targets and objectives; as well as staying ahead of the curve, being innovative and constantly improving myself either through formal training or skill acquisition on the job. My advice to everyone out there is to keep believing in yourself, keep seeking new ways to grow yourself and most importantly, keep being the best version of yourself.

Take us through a typical day at the office?

Hmmm...my day usually starts with me visualising the challenges of the previous day as my job entails troubleshooting, making magic, and managing people for success. As a dogged optimist with a trained mind that sees opportunities in challenges, I am able to filter the noise and unlock deep insights that help me navigate my team to solve challenges, create magical and exciting brand campaigns, and most especially make them feel valued and fulfilled about the work they do. I am privileged to be working in an organisation that has a great culture of inclusivity and diversity, where valuing one another is at the heart of who we are. As you may know, Diageo's purpose is to celebrate life, every day, everywhere and as such, working in Diageo for me has been a fulfilling experience as we work hard, play hard and celebrate life, every day, everywhere. Since the COVID-19 lockdown in March, most employees have had to work from home and I must say, it has been a roller coaster trying to juggle so many balls – as an executive, a parent and a home-school teacher – learning a new kind of patience and subscribing to a laser version of multitasking, if 7G was a person, that would be me (*hands in the air*).

In what ways do you achieve a healthy work-life balance?

I once asked a senior colleague how she achieves this and her answer was there is no balance, you only learn the

art of prioritization. Over the years, I have come to understand the glass ball principle and how one must cherish and value family above all other aspects of life. I work hard and play hard with my family. I have had to prioritize at different points to manage workload and family requirements and I must say that the only way I have been able to crack this is with the help of a very strong support system comprising my ever-supportive husband and family. So far, I have been able to manage both fronts well and no, I am not a superwoman, I am a strong woman blessed with super helping hands! (*chuckles*)

What are the business and management lessons you are gleaning from the coronavirus pandemic?

COVID-19 has definitely brought about a lot of changes that have impacted both individuals and businesses with the promise of a "new normal". You will agree with me that change is a fundamental phenomenon we must always be prepared for. I would say the pandemic taught us that "with constraint comes creativity"; in the wake of the pandemic lockdown, businesses cut down on their marketing spends as some media channels became ineffective, this constraint however, propelled a lot of creativity in the industry with what I call "agility marinated in creativity". Most brands took to social media to stay connected and relevant to their target audience whilst keeping their messaging sensitive to the pandemic. Businesses remodelled their route-to-consumer strategy to adopt e-commerce platforms while bricks-and-mortar dominant businesses quickly adapted to serve their consumers online with the option of providing home deliveries. More than ever, the need to be agile, flexible and speedily adaptive to change has proved to be one of the biggest lessons from COVID-19.

What is the future you want in 2021?

The future they say is female and the future is NOW! I desire a future where more women are able to

reach the pinnacle of their careers as a result of more opportunities opening up from increased awareness and understanding of the need to enact a "Progressive Female Portrayal" agenda in Nigeria and globally. This is a cause I am passionate about and it ties back to providing equal opportunities to both males and females in the society. I want a future where Nigeria is rid of its insecurity challenges, a country blessed with a thriving economy and governed by leaders who are dedicated to restoring the dignity and pride of our land by enacting only policies that would move this country forward and put us on the global map as the giant of Africa.



MANAGING A (CONSUMER) BRAND IN A TIME OF CRISIS

By Uche Ajene-Ayere

If there was ever a time when brands knew what it meant to be deeply immersed in a time of crisis, the year 2020 would be that time. “Unforeseen, dramatic, and globally challenging” are just some of the words that come to mind when anyone is asked to describe the state of global public affairs this year. The COVID-19 pandemic dealt the world the hardest blow ever to be recorded this century and we are indeed all reeling from the effects of the lockdown and post-lockdown in one way or another.

COVID-19 truly is that crisis which we can all relate to and learn from. It has jolted governments, organisations, families, and individuals. For businesses, it has forced them to rethink some of their business strategies and it has also highlighted the importance of having a crisis management framework in place. The COVID-19 pandemic shed more light on some important realities about crisis management, part of which is that:

1. A crisis can hit any type of brand, no brand is insulated from possible crises.
2. Everyone must pay attention to branding including the government and civil society, because there is a brand element to every part of society.
3. A crisis not directly related to a brand can impact it negatively, and so a crisis response mechanism must be designed with a bird's eye view towards the future.
4. An indirect crisis can snowball into a direct crisis which a brand then has to deal with as it affects its business.

These are all lessons in crisis management that the pandemic has taught us. Managing a consumer

brand or any other kind of brand for that matter in a time of crisis is not necessarily limited to a direct crisis which the brand may be in, but it could also involve indirect or external factors which if not probably managed, could blow into a full-fledged situation which impacts the brand negatively.

Let us not look at it however from only a crisis or problem-solving standpoint. Strategic communications and stakeholder engagement are also a key aspect of managing a brand during a crisis. An example that comes to mind is how the companies in the telecoms sector handled staff operations during the pandemic. During the lockdown enforced by the government, these operators were able to convince the government that the services they provided were an essential service, as such their workers were exempted from the restriction of movement. This is stakeholder engagement at work.

Now when it comes to consumer brands where we are dealing with products such as fast-moving consumer goods (FMCGs), VIGILANCE is the watchword. A consumer brand gives a certain promise to its customers, which they will always expect when interacting with products from the brand. This brand promise is what gives a brand its

uniqueness and differentiation factor from the competition and when the brand is perceived to have defaulted on its promise, such a brand can be plunged into business fatalities which they never recover from.

Crisis management and branding for consumer brands must therefore be swift, innovative, and adaptable. Here are five practical tips that I recommend which are applicable for managing consumer brands and indeed any other kind of brand during a time of crisis:

did not have a crisis management plan in place for how to respond in the event of disruptions within their industries and businesses. The best and most effective way to respond to a crisis is to have a prepared response plan in place prior to the crisis. Brands, and consumer brands especially, must always be crisis-prepared as this is the only way to ensure a swift and coordinated response that helps keep the business going even during a crisis.

PRIORITIZE YOUR INITIAL RESPONSE TO THE CRISIS:

A brand's initial response to a crisis goes a long way in not only determining how long the crisis will last but also the outcome of the crisis and the degree to which the brand will be able to recover from the crisis. Timing and tone are important, the first communication to go out during a crisis must be swift, concise, and humane. Consumer brands should be quick to acknowledge the existence of the crisis as this builds trust between customers and the brand.

CUSTOMERS HAVE FEELINGS – PRIORITIZE THE HUMAN EXPERIENCE:

Putting the emotions and feelings of the customers into consideration and remembering that they are people is important especially for a consumer brand. This will determine the effectiveness of crisis communications and the overall response strategy. During a crisis, brands must truly consider what customers and even its employees may be going through. A consumer brand must project empathy and understanding and give every kind of support it can to its stakeholders.

HAVE A CRISIS MANAGEMENT PLAN BEFORE A CRISIS OCCURS:

Usually, developing a crisis management plan when a crisis breaks is not good planning and in the case of a consumer brand, it may be too late, because in this age of digitally driven instant information, news and sharing of opinions, the reputational damage may already have been done before the plan is activated.

COVID-19 revealed that indeed many brands across the world

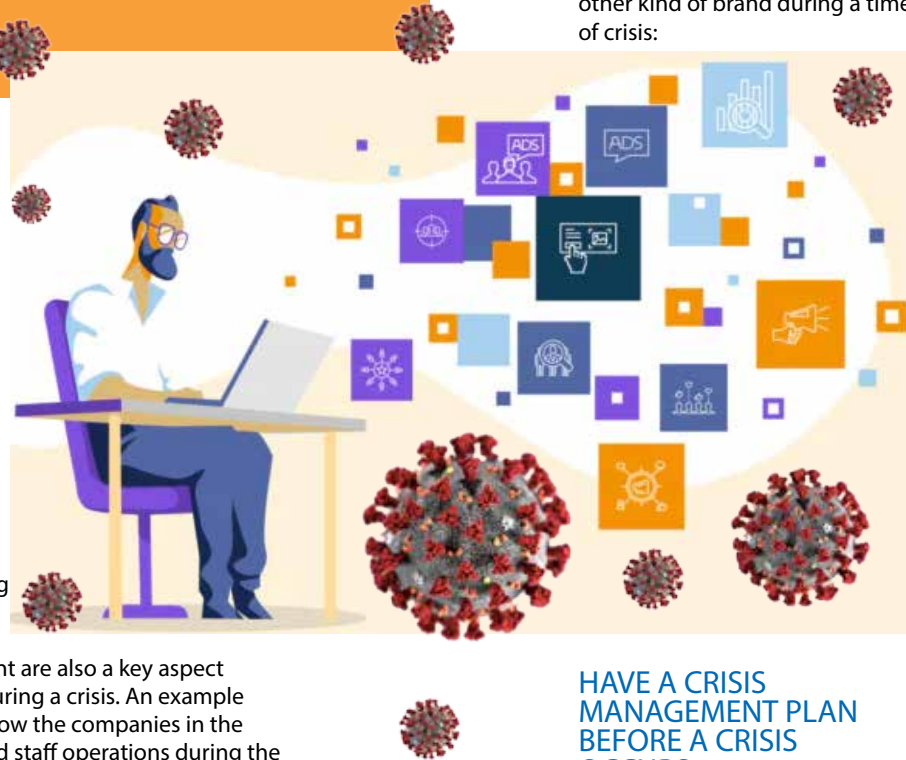
CONTROL YOUR NARRATIVE DURING AND AFTER THE CRISIS:

During a crisis, it is easy and tempting to keep quiet and ignore the media, this is a bad idea as it allows them to give their own variations and interpretations that may not be favourable. Consumer brands must always take full control of the story and direct the narrative during and after a crisis. Brands should be the first to publish their messages and give explanations and clarifications that are favourable to their reputation.

ADAPT YOUR MESSAGING STRATEGICALLY:

Even though it is important to be true and honest during a crisis, a consumer brand should not necessarily keep saying the same things or repeating the same message it started responding to the crisis with. Messages must continually be adapted to the pain points, needs and expectations of customers and stakeholders. The truth about the brand must remain consistent but messages put out during a crisis must be strategically adapted to address specific issues or questions and achieve desired results.

Uche Ajene-Ayere is the Managing Director/Founder of Stephanie John, a PR and strategic communications agency with its heart aimed at telling great stories that deliver on the human experience. She has over 20 years' experience in the fields of financial accounting, auditing, compliance, strategic planning and management, business development, sales, marketing and communications.



'Sachetisation' of the Nigerian Economy

By Lampe Omoyele

There have been several debates about what is being called the 'sachetisation' of the Nigerian economy on the back of the introduction in sachet stock-keeping units (SKUs) of some ostensibly premium brands such as Baileys Irish Cream, Dettol antiseptic liquid, Morning Fresh dishwashing liquid and Power Oil. Some who are against it have argued that it is a sign of the increasing poverty in the country, whilst others aver that it would erode brand equity of the brands involved. Some have also argued about the significant environmental impact of sachets.

I would like to weigh in and posit that SKU portfolio strategy and management is critical in business and marketing strategy, and 'sachetisation' is not a new phenomenon in Nigeria or globally. In Kenya for example, it's called the 'kadogo' economy meaning 'little' or 'small'.

Indeed, weakened consumer disposable income triggered by a contracting economy can be a trigger as is currently being experienced in Nigeria, but it is not the only possible trigger. Yes, consumers are reprioritizing: spending more on staple foods, transportation, airtime and health; and spending less on discretionary items such as luxury products and out-of-home entertainment. They are redefining what value means to them and broadening their choices: SWITCHING to more affordable items; SWAPPING to alternative packaging sizes and formats; SQUEEZING by rationalizing frequency and quantity of usage. For a business or brand to survive and thrive in these times, it needs to 'follow' the consumer. The consumer should be at the heart of brand strategy.

Introducing low-unit packs (LUPs) or small-sized sachets does not necessarily lead to brand dilution. Whilst preserving brand equity is important, there are several factors that can affect it. My perspective is that 'sachetisation' is not as big a single factor to adversely affect brand equity, particularly of well-established brands. Brand positioning is not only about pricing viz. premium vs. mass market. Brand positioning is about the brand essence/value and the space it occupies in the mind of the target consumer.

The fact that a brand provides a lower price unit pack doesn't necessarily impact its brand positioning. Low price doesn't necessarily mean 'low quality'. The important thing is for quality to be sustained and satisfy consumer needs and expectations. Ultimately, the consumer needs and wants would drive what happens in the marketplace. SKU portfolio management also entails ensuring that the right SKUs are available at the right price in the right sales channels where the target consumer segments shop.

'Sachetisation' should be seen as not just a tactic, but part of the overall strategy. SKUs should have defined roles within the portfolio and address specific consumer segments factoring business and economic context, such as volume, revenue and profitability. Fast-moving consumer goods grow in difficult times by driving penetration of VFM (value-for-money) brands and SKUs.

To use footballing terms, the sachet strategy of 'premium' brands is both a defensive play to protect market share in the light of reducing consumer disposable income and competition from cheaper, value-for-money

brands, as well as an attacking play to expand consumer franchise via market penetration as a growth strategy. It is not necessarily only a reaction to the state of the economy, albeit that has a role.

Sachet introduction is not necessarily an attempt for quick wins; for many brands, it is strategic: to win new consumer segments and drive growth. Aside from seeking to penetrate new consumer segments and drive for market share from an affordability aspect, sachets also address convenience and single-use needs of higher-income consumer segments. Addressing critical price points is also part of strategy. Case in point: the powdered milk market is driven by sachets, accounting for 80% of sales.

Regarding environmental impact, I agree that environmentally-friendly processes and sustainability programmes should be in place not only for sachets, but packaging as a whole. And in the instances of the brands mentioned above, the quality of sachets involved is of a much higher grade than that of 'pure water'.

In summary, 'sachetisation' is a means of democratising consumption. When purchasing power improves, consumers tend to upscale, and brand equity is preserved. Examples abound in Nigeria e.g. Bournvita, Milo and Peak have been in sachet for decades, yet their premium status has not been eroded.

Lampe Omoyele is the Managing Director of Nitro 121, one of West Africa's leading marketing communication and brand management companies.

Christmas Hamper ESSENTIALS



By Chile Phebe

It is safe to say that everyone loves a Christmas gift surprise. Hence, aside from visiting loved ones, there is no greater joy than gifting hampers to them this season. For most people, it is always difficult to decide on what to put in a hamper basket. But, the best way to pick the right gift basket for your loved ones is to keep in mind the kind of things they enjoy and their personalities. It is also important to consider your budget, as it will help you prioritize what essential items to put in the basket. However, here's a guide on items you shouldn't leave out in that hamper basket.

BREAKFAST GOODIES

We can give our loved ones a great Christmas morning starter with a variety of breakfast goodies. You can present a selection of coffees, tea assortments, and other beautiful luxurious morning starters.

COOKIES, CHOCOLATES, AND SWEETS

Considering that Christmas is about sharing sweetness, you really cannot go wrong with a box of sweets, cookies, chocolates, basically, any edibles that fit the festive period. Christmas wouldn't be complete without all the extra sweets just as Owambe parties are incomplete without the party Jollof. Also, keep in mind what works for the recipient. If the person isn't a sweet tooth, you can consider sugar-free cookies.

HYGIENE KIT

The current world focus is on how to stay healthy by practicing good hygiene. Adding items like handwashes, sanitizers, and other hygiene care kits, shows you're thinking of the person. You can make it more special by adding thoughtful notes.

BODY CARE KIT

If you're thinking of treating the loved ones in your life, you can consider body care items like lotions, body washes, shampoos, and other skincare products. The great thing about body care items is that there is always something for everyone.

DRINKS

Imagine a hamper basket with a great assortment of drinks you can use for the Christmas lunch or dinner you are hosting. It would be wonderful. You can treat your loved ones by gifting them some of their favourite drinks.

SCENTED CANDLES AND HOME FRAGRANCES

For most people, shopping for the perfect fragrance to fill their home might not be top on their shopping list. So, including scented candles that are fruity, musky, crisp, sultry, subtle, rich, and everything in between would be a great item to fill the basket. Aromatic candles are great stress relievers, and that's good for the body and mind.

One important tip to getting the perfect hamper basket is to keep in mind what the recipient needs. So, get shopping and give someone a great Christmas morning surprise.



are we SHARING GIFTS in 2020?

By Oluremi Olatokun

Of course, we are!

There is a level of intentionality that comes with gift-giving, and that is why people say, "it is the thought that counts". It is not that the gift in itself does not count, but the act of kindness that was put into deciding on gifting and then picking out the gift item is enough to put a smile on anyone's face. 2020 has been a different year; for some, it has been more highs than lows, while for others, more lows than highs.

But that should not stop us from giving gifts. It should not come as a surprise if your gift may be what will light up someone's mood for the year.

If you are struggling with what to give your family, friends and colleagues, here are some perfect gift ideas:



A BATH AND BODY SET

If you want your receiver to have an exciting bath experience, bath and body sets are your go-to. From shower gels and fragrance mists, to body butters and bath bombs, there are many options available. You also have the choice of limited editions, sample-sized versions and full-sized bundles. Whatever you decide, make sure it is a thoughtful one. It could be their favourite scents or from their favourite brands. Here is a tip: if your receiver is a frequent traveller, the travel-sized bath and body sets will come in handy.



SKINCARE SET

Skincare sets are worth the price. The good thing with skincare sets is that they are suitable for starting new skincare routines. Whether you are going for age-defying, hydrating, acne care, illuminating or just moisturising, they all come in sets with different sizes. Bearing in mind skin type and allergies, make sure you are not doing more harm than good to the recipient's skin. You don't want your perfect gift to become their worst nightmare. If you must, do some research on skincare products that your receiver likes or may even have on their wish list.



HOME CANDLE

Since the COVID-19 pandemic hit, the rate of remote work has increased. Majority of us are home, so a pleasant and relaxing scented candle won't be a bad idea, right? There's almost nothing better than a room with a rose geranium scent or even vetiver. A scented candle would definitely give your receiver a multisensory experience, while a decorative candle can create a subtle change in your receiver's home. One thing to consider when picking candles is to select based on where the candle will be used. Your choice of candles may also depend on your receiver's personality.



JEWELLERY

If you are thinking of a timeless gift item, then jewellery should be top of mind. People enjoy pieces of jewellery for years and even pass them down to the next generation. When buying jewellery, you should look out for your receiver's fashion style, choice of precious metal colour, and significant gemstones. Ask for help when buying jewellery, so you don't end up buying low-quality jewellery.

GIFT CARDS



What is the point of a gift card if it is not thoughtfully chosen? I did point out earlier of the need to be intentional about gift-giving. With gift cards, if you are not careful, you may appear as lazy to the receiver. The thing with gift cards is to go for one that provides an unforgettable experience. A gift card can allow your receiver to try new restaurants or even travel. So before you pick a gift card, think about your receiver's likes and dislikes and consider the value that it may add to the person.

SILK SLEEPWEAR



Silk sleepwear is amazing because it comes in unique flattering colours that suit the different body types and has a luxurious feel. Are you thinking of something your receiver can wear while sipping her morning tea or even doing her makeup? There you have it! Nothing says glamorous, chic and luxurious like silk sleepwear. From chemise and pyjamas, to nightgowns and robes, as long as it is silk, it makes a perfect holiday gift.



Oluremi Olatokun is a UK-based image consultant who helps women become the best version of themselves through image, etiquette and style.

Contact:
oluremi@tidemmajewels.co.uk
www.tidemmajewels.co.uk



COULD YOUR PILLOW BE THE PROBLEM?

Pillows play an essential role in maintaining proper spine alignment during sleep which prevents neck pain or stiffness.

Even the best quality pillow needs to be changed after a duration of use. We recommend you change your pillows every year or two except otherwise indicated by the manufacturer.

Why should you change your pillow often?

- Every night, your body sheds oil and dead skin which is absorbed by your pillow. Over time, this build-up can cause skin acne.
- Dust mites often grow in old pillows and this can trigger an allergic reaction in people suffering from asthma and other respiratory problems.
- Old pillows lose their fluffiness and cannot adequately support your head anymore.

Is it time to change your pillow? Choose from our wide range of world-class pillows today!



Visit: www.mouka.com or [f](#) [i](#) [t](#) [@moukalimited](#)



7 Christmas Gift Ideas for Everyone

By Chile Phebe



During the festive period, there is a lot of pressure to get everything needed to make the season a memorable one for you and your loved ones; from organising dinner parties to making homemade recipes and picking out the perfect gifts for everyone. We sometimes run out of ideas on what gifts to pick for those special people in our lives, but regardless of who you're shopping for this holiday, there is always something for everyone.

Take a chance at doing something different this holiday. You don't have to get your partner the same old necktie for the third year in a row, or your too-hard-to-please teenager a pack of coloured socks again. It is time to be clever and creative about your gifts this holiday.

If you are on the hunt for a gift for your mum, dad, sibling, partner, kid, teenager, boss, anyone and everyone; guess what, your Christmas gift just came early. Here are some amazing, not-so-expensive gift ideas that will leave an impression – a good one at that – bringing Christmas joy and cheer.

1. CHARGING CORD BRACELET
This is suitable for both men and women. It has a sleek and stylish look, comes in

different colours, and what makes it a perfect gift is that it charges compatible phones and tablets. These bracelets are available for both Android and iPhones. Now, you have a bracelet and charger all-in-one, amazing right!

2. A NAME NECKLACE OR BRACELET
This is perfect for your wife, mum, or teenage daughter, every woman likes fancy jewellery. More so, one that has her name scripted in a gold or silver chain to flaunt in style.

3. FRAMED ARTWORK
This gift leaves them with the option of either hanging the frame on the wall in the living room or placing it on a shelf in their library. Either way, it stands out and constantly reminds them of you.

4. TERRARIUM SCENTED CANDLES
These candles give a homely feel and are perfect for dinner parties and small

social gatherings to give your home that sweet irresistible aroma.

5. TEMPERATURE CONTROL MUG
This is a perfect gift for your mum, dad, boss, or partner. This control mug regulates the temperature of your cup of tea or coffee keeping it hot all day long.

6. SMARTWATCH
Everyone deserves a smart gadget, so put a smile on the face of your loved ones with this amazing gadget that can track locations, send chore reminders, and even provide games for your kids to play during an agonising car ride.

7. A 3-D PLAY CARPET
There are colourful 3-D play carpets that come in different designs and different sizes, depending on your choice. Kids would love steering their play vehicles through the streets and it could help their imaginative skill.



How to Celebrate Christmas in COVID TIMES

By Chile Phebe

There is no doubt that the COVID-19 pandemic has shaped the world in so many ways. It has constrained how we carry out our normal daily activities and also how we communicate with each other. The festive season is not an exception to this 2020 condition. The end of each year for most of us often entails large dinner parties, visiting friends and family, and even travelling out for vacations, but the pandemic has affected how we celebrate. We must learn new ways of celebrating with friends and family, yet staying safe while doing so. Here are fun ways to celebrate the holiday in COVID times:

FAMILY PICNICS

Going on a picnic in a park is one fun way to spend time with your family. It helps bring that togetherness and makes it easy for everyone to observe social distancing.

DINNER PARTY

A party of only a few selected guests, keeping a physical distance, and having a great conversation would be just right for a COVID-safe dinner party. The feeling of getting dressed and enjoying dinner with the family is always wonderful. It

would also be easy for you as the host to cater to everyone as you only have a few people over.

A STAYCATION

If you enjoy taking travel vacations during the festive period, it is best to opt for a staycation this season. This is a lot cheaper, comfortable, fun, and safer as you enjoy the attractions of your local vicinity and don't have to travel out.

A RESORT CENTRE

This could also be a place to unwind and relax with a few friends and family. It gives you time with nature, and who knows, you can learn one or two things. However, it is important to ensure you go out protected – face masks on and with a hand sanitizer.

GIFTS

Christmas is about sharing love with family. Somehow, gift wrapping and sharing have become an inevitable tradition that comes with the Yuletide season. You might not be able to hold on to some Christmas traditions, but unwrapping gifts together is not

only safe but also brings the family together. This season, get those perfect gifts by shopping online, thereby avoiding public crowding.

CHRISTMAS DECORATIONS

This is another fun indoor activity that the family can do together. The exciting thing about Christmas decorations is that you can have customised Christmas ornaments with each person's name. It would also serve as a perfect addition to your tree.

A NEW RECIPE

For most of us, there is a particular type of meal we prepare during the Christmas festivity that has become a tradition. This season, you could consider trying out a new recipe, and who knows, it could be the highlight of your Christmas celebration.

CHRISTMAS CAROLS

We all look forward to attending Christmas carols and singing along in church or at festivities. But with continued COVID restrictions, you don't have to go out. You can have a Christmas karaoke party with

your family and sing along to beautiful Christmas songs.

So share the love and happiness, and do that while staying safe.



By Ezioma Anosike

How to Celebrate a COVID CHRISTMAS

A year ago, none of us predicted that the year 2020 would bring such an unexpected and unpleasant change in our lives. From a deadly virus causing havoc to everyone locked in their homes, the world came to a halt for months. Parties, weddings, and other events that people look forward to every year were cancelled or postponed. Many people, therefore, wonder what the Christmas celebration will be like in the middle of a pandemic. However, here are some of the things you can do to celebrate, while making sure you stay safe.

CALL AN OLD FRIEND

With our busy schedules, it gets difficult to stay in contact with friends from secondary school and university. Christmas is the perfect opportunity for you to call them and see how they're doing. You can even set up a video call with a few friends and recall all the good moments you spent together. It's a simple and fun new way to celebrate Christmas while staying safe.

SPEND TIME WITH YOUR FAMILY

Usually, we get so busy with our lives that we don't spend enough time with our parents, siblings and relatives. But Christmas is when

everyone comes together to celebrate it as a family, and this is the perfect opportunity for you to sit and have a good conversation with them. Even if you're away from home, you can always video call them and although you might not be physically present with them, seeing their faces and hearing their voices will surely make you feel better.

PRIORITIZE YOURSELF

Life is all about becoming a better version of yourself every day. While worrying about other things, it's easy to forget that you also need some pampering, doing something that you like, or just giving yourself time to relax. Grab a good book and make yourself some coffee, see a movie that you've wanted to watch but couldn't before, have a spa day at home and just have a good time where you clear your mind and worry about nothing.

DO SOME CHRISTMAS BAKING

Baking is always therapeutic. You don't have to be perfect at it but the main goal is to have fun while you bake. Technology has made our lives simpler as now everything is just a click away so make use of that. Look up on the internet and try out recipes for cakes, cookies or anything that you would like to bake. There are so many YouTube channels and social media accounts with amazing recipes. The purpose is to

be able to feel like it is Christmas while making sure you and everyone around you stays safe.

DECORATE AND BUY PRESENTS

Even though this year will be different you should still put up Christmas decorations for your own self and to feel like it's Christmas. If you can't leave your house to buy gifts, order online and they will be delivered to your doorstep. Even if there is no one who you can give presents to, buy yourself something. Nothing beats the happiness you feel when you get the opportunity to buy yourself something.

Even if Christmas is different this year due to COVID-19 you can still do things at home that you usually don't have the time to do. This will definitely be a Christmas that you will not forget for years!

Ezioma Anosike is the founder and publisher of *Amoize* magazine. Her passion for promoting cross-cultural awareness as well as the upmarket lifestyles of the Igbo and Nigerian communities in the United States motivated her decision to start a publishing company. She also founded Brite Future Solutions Inc., a full-service web design and integrated brand marketing agency, as well as the event planning company Unique Images Events. To learn more about Ezioma Anosike visit www.amoize.com.

CRY TO *Cala*



Dear Cala,

I met this great guy and we have been seeing each other for three months now. He gets me excited every time we meet. I am certain he is the one. We seem to spend time on romantic getaways and having fun. The thing is that I am confused about the kind of questions to ask concerning marriage. We both seem to shy away from serious discussions on marriage. I do not know what kind of questions to ask. Can you help me out?

-Tireni

Dear Tireni,

Let me borrow from American singer Teddy Pendergrass' lyrics, it is a good feeling loving somebody and that somebody loves you back. From all indications, you and your partner are officially in a relationship with marriage in view. But it appears you both have not gone past the 'butterflies in your tummy' stage. This is not a bad thing though, but you should use the courtship period to understand each other very well. Instead of spending so much time on romance and fun, have deep conversations on the type of marriage you desire.

Here are some questions you should be asking:

- What are his thoughts on raising a family? Is he from a monogamous or polygamous family? What is his relationship with his immediate and extended family? How have they shaped his life? What are his family traditions and culture? Do you share the same family values?
- How many children would he like to have? Reach an agreement on the number of children you both would like to raise, the schools you would like them to attend, their possible names, home training, etc.
- You need to discuss your faith. Both partners can be of different faiths and have a successful marriage. However, it can be

an issue especially when children are involved. Ensure that your faith beliefs do not clash but align.

- The saying that 'there is no romance without finance' is true. Money issues are one of the reasons for high divorce rates. You should discuss earnings, expenses, savings plans, life insurance, retirement plans and all that concerns money.
- You also need to discuss about divorce. Ask if divorce can ever be an option. Would there be anything that would warrant divorce? Both of you should open up.
- You also need to talk about past relationships. Do not go into marriage without making peace with the past. Talk about your exes and how you are now moving, or have moved on.
- Also talk about your wedding. It is just a day. It requires a lot of planning. How would both of you want it? Give your ideas and reservations and reach an agreement.

You lovebirds need to spend much time in deep conversations. That is what courtship is about – to know how much you are compatible. You need not rush into marriage, take your time to know and understand each other. You may not know everything about each other till marriage but know what matters, it would save you from big mistakes.

With love,

Cala

Dear Cala,

I come from a strong Christian background where premarital sex is taboo. I am currently dating a guy and we have agreed to stay chaste till marriage.

My aunt who got married recently got the biggest shock of her life. Her husband is impotent but never disclosed this to her. Just like my relationship, she and her husband had dated without engaging in premarital sex. According to my aunt, she is having a hard time in their sexless marriage and wants to pull out. She advised me to 'taste' my boyfriend to avoid such a predicament.

I wanted to ask if it is okay to go against my values and sleep with my boyfriend to know his sexual prowess. My friends think I'm old school to be still thinking about this. They believe that is the way to go to avoid marriage regrets.

What's your take on premarital sex? Are there other ways to know if a partner has a sexual problem?

Yours sincerely,

Chidera

Dear Chidera,

I salute your stance on sticking to your values. In a world that sex sells, it is difficult to be among the minority. Since you and your boyfriend have agreed to wait till you are married before sex, then go ahead. You are not only training yourself to overcome temptations, but you are building yourselves to be more value oriented. Many marriages have failed because of problems related to sex. For instance, one partner would go ahead and

deceive the other about their sexual history and infections; the gullible one would go ahead and get married only to be shocked like the case of your aunt. She is not alone in marrying someone with impotence or other issues without knowing. Therefore, couples should do their homework well. This does not mean engaging in premarital sex.

During courtship, you should communicate openly. Discuss with your partner to know more about their sexuality. From their answers and how they react, you can tell what is brewing. Don't spend so much time on trivial matters, ask the right questions so that you don't get any shockers. More so, it is recommended intending couples do certain medical tests for HIV, STDs, fertility, genotype, blood group, and chronic medical conditions. The tests for chronic medical conditions among others can help detect erectile dysfunction (impotence) in men. Through these tests, both of you can learn more about each other's health status.

At the end of the day, you must make a choice. Love is a great thing but when it comes to marriage applying a bit of common sense in coming to the decision will hold you in good stead.

Yours truly,

Cala

Dear CaIa,

The year is almost over, and I'm not married, much less in a relationship. I am a 30-year-old working class lady. By all standards, I know I am attractive and the kind of woman any man would like. However, I have not had any man approach me in a long while. The pressure to get married is draining. Most of my girlfriends are already married with children. This has affected the relationship I have with some members of my family, and we don't bond as before. I am already feeling like an outcast. Is something wrong with me?

I know that marriage is not for everybody but that is not my case. I believe in love but no suitor year in, year out is making me feel that is my fate. Should I just give up on myself and allow what will be to be?

Yours sincerely,

Sarah

Dear Sarah,

There is nothing wrong with you or being single at 30. People have different timelines so don't use their own to measure yours. You need to tread softly on the marriage matter. It is the pressure and rush that make people marry the wrong partners and live in misery. People who can't have any of the pain dissolve their marriages within a few years. Bad marriages are more prevalent because they were based on the wrong foundations and premises. It is better to be single and

happy than to be married and sad. Marriage is for life. That is a long time to spend with someone who doesn't share your values or aspirations. Most good things take time. Wait for your own time. I know waiting can be hard, but you must.

To the issue of being 'found', you may need to have a self-assessment. What are you doing wrong that is repelling men? Don't act desperately. Men can sense a desperate woman. This can be a major turn-off, and bad guys who want to 'hit and run' can take advantage of desperate ladies.

Change your ideology on singleness, it is not a disease. Appreciate it as a part of life. Then use the period to work on yourself, not just your physical appearance but build your mind. You may also need to be open-minded about different men, so you don't talk only to your 'spec' when you meet new people at gatherings.

Just enjoy life. Don't carry on with the mindset of 'I must marry'. Take life one day at a time. Be happy with life, yours will come.

Yours truly,

Cala

Dear CaIa,

I found out my girlfriend got married to another person via social media without my knowledge. This broke my heart and made me seriously depressed. Before the shocking revelation, she had always insisted we got married soon but I told her to wait a bit. Knowing that I wasn't financially buoyant, I had pleaded with her to allow me to at least get a new job with a higher remuneration. I thought this went well with her. Unknown to me, she was two-timing and ended up marrying another suitor.

Hurting and feeling like a loser, I gave in to drugs and alcohol. I got introduced to this lifestyle by some friends. It has now become an addiction affecting other areas of my life. What can I do to overcome this addiction?

Yours sincerely,

Seun

Dear Seun,

How do you do? Thanks for speaking out. It is part of the healing process. Your ex-girlfriend put you through a lot. You should have read the signs of where your relationship was headed. She would have given clues that something fishy and unpleasant was brewing. This is an eye-opener that you should be mindful of the kind of people you date. Never overlook trust and communication. If these don't seat well, you may need to re-evaluate your position to avoid future heartbreaks. This situation is not unique to you, people

go through worse betrayals. Use the lessons to spur you to work harder to be more financially stable. It appears she left you because of this particular inadequacy. The best revenge is to prove her wrong by being a success.

Success is possible if you quit drugs and alcohol intake. Stay away from the people who influenced you into this lifestyle. Instead, surround yourself with those who support your abstinence. Stop attending bars and clubs where drug abuse and alcoholism are encouraged. Talk to a doctor, let them know your status on drug use. Discuss finding alternate means to manage your pain and depression.

Distract yourself with other activities. Read, visit good friends and family members, watch a movie, go to the gym. Do something that would take your mind off your addiction and pain. Whenever you are tempted to go back to your addiction, remind yourself of the repercussions. Being cautious of what you stand to lose would hold you back.

Lastly, think and do positive things for your personal development. I hope this helps. All the best!

Yours truly,

Cala



Advice Papa Gave Me: Your Choices Impact Others

My darling daughter,

Can you say to someone as St. Paul said in 1 Corinthians 11:1 "Imitate me"? Are you living an exemplary life worthy of emulation?

Whether we want to accept it or not, those around us observe what we are doing and even though we may not be conscious of this, we are influencing them. As we journey through life, we should be mindful of how we conduct ourselves and our affairs since we may not be aware of how they are impacting others around us.

Our lives unfold in accordance with the choices we make so that at the end, our epitaphs are the choices we have made and these choices may have impacted other lives for good or bad.

When we are young, we reflect the choices of our parents or the people who are raising us. This buttresses the fact that we do influence the lives of those we come in contact with. As we then come into our own and begin to face life on our own terms we should be conscious of the impact of our choices.

In this regard my daughter, you should always bear in mind:

- How the choices you make at any given time impact your life.
- What your choices portray to others and how it will influence them.
- Note also that the choices you make do represent others. Think about it, in the choices you make, you represent yourself, your family, your organisation, your community, etc.
- How are you representing them? Are your choices such that you are happy with them and setting the right examples?
- It is important that you be a good role model by making healthy life choices, being self-assured, disciplined and in control.
- You should be proud of yourself and your choices.

We are not living just for ourselves. We should understand that we are consciously or unconsciously influencing with our lifestyle which is a sum total of our various choices. Make choices that you and the people you are influencing can find beneficial.

Love you always,

Dad

MEDICAL TESTS EVERY INTENDING COUPLE SHOULD DO



Love is a beautiful thing when you find that special person you want to spend the rest of your life with. It is normal to want to get married as soon as possible to enjoy your lives together. However, there is a need for some precautions. The same way people rush into marriage is the same way they rush out. If you don't want to be in the latter's shoes, one of the things to do as an intending couple is to go for medical tests. One area most married couples struggle with is health issues. It is not just financially but also mentally draining. Knowing your health status and that of your partner helps in making informed decisions and preparing for future implications.

Every intending couple should take the following tests:

1. GENOTYPE TEST

It is very important for a couple to know their genotype compatibility. Some churches have made this a mandatory test. From the test, couples

can know if they are carriers of the sickle cell trait. Some couples have ignored their genotype compatibility and have to deal with the implications of birthing children with the sickle cell disease.

2. FERTILITY TEST

To avoid the tension and stress of a childless marriage, couples need not wait until they are two or more years into their marriage before deciding to do fertility tests. The man needs a semen analysis while the woman does an ovulation analysis, alongside reproductive hormone tests and other tests to evaluate infertility.

3. HIV/STD TEST

Every intending couple should do an HIV test before marriage. Since HIV is primarily transmitted through sex and does not show in one's appearance, both partners should do the test to know their status. This would help them follow the doctor's recommendations and also reduce the risk of infertility and miscarriages. They should also test for sexually transmitted diseases (STDs) like hepatitis B and C, gonorrhea, chlamydia, syphilis, etc.

4. BLOOD GROUP AND RHESUS FACTOR TEST

Know your blood group and that of a potential spouse to avoid blood group

and rhesus factor related issues. The rhesus (Rh) factor can be positive or negative. If a rhesus negative woman marries a rhesus positive husband, there is a chance the baby will be rhesus positive. In such cases, the woman must take precautions during pregnancy so that her newborn doesn't end up with a hemolytic disease. A clear understanding of the blood groups will help the doctor prevent rhesus incompatibility issues in pregnancy.

5. CHRONIC MEDICAL CONDITIONS

This is not an indicator to end the marriage. With the right knowledge, you and your partner can look out for each other. Through early testing, you can know if your partner has diabetes, high blood pressure (hypertension), kidney disease, major depression, etc. and then seek medical assistance early enough for better management.



By Patricia Uyeh

HAYAT KIMYA

Caring for Your Family

Hayat Kimya is one of the world's top five largest branded baby diapers manufacturers, and the largest paper tissue manufacturer of the Middle East, Eastern Europe and Africa. A global player, Hayat Holding employs nearly 17,000 people, and offers 46 brands manufactured in 36 plants and distributed in more than 100 countries on five continents.



Hayat Kimya Nigeria is the largest and pioneering Turkish investor in Nigeria since 2014 and has invested tens of billions of naira to set up one of the biggest baby diaper manufacturing plants in Africa at Agbara, Ogun State. Hayat Kimya has provided direct employment to over 600 Nigerians, and indirect employment to over 1,000 Nigerians. In this regard, the company sells locally manufactured 'Made in Nigeria' products, in the Nigerian market. Hayat's continued commitment towards investing in Nigeria helps drive economic and social infrastructure development as well as job creation in the country. As a company, Hayat has great assets



in its tremendous human talent and innovative brands introduced into the market, such as MOLFIX, MOLPED, BEBEM, FAMILIA and PAPIA.

Hayat Kimya Nigeria successfully launched its flagship diaper brand, MOLFIX in May 2015, into the Nigerian market. Five years on, MOLFIX still poses a verifiable success. Despite the tightly contested market space, it rapidly attained the position of the NUMBER 1 BRAND within the diaper category with over 50% market share and is a multiple award-winning brand for excellence in quality and marketing executions.

MOLFIX's awards include the Best Baby Diaper of the Year at the African



Product Awards 2016, awarded by the Institute for Government Research and Leadership Technology. In 2017 and 2018, the brand emerged as the Global Most Leading Premium Quality Baby Diaper Brand of the Year, awarded by Global Quality Awards. It was also awarded the Brand of the Year by the Advertisers Association of Nigeria (ADVAN) in 2018 and 2019, as well as first positions in Experiential Marketing and in Corporate Social Responsibility (CSR) at the 2019 ADVAN Awards. MOLFIX was also awarded Diaper Brand of the Year by Brandcom in 2020.



Indeed, MOLFIX has made both consumers and customers happy and satisfied with its consistently high-quality product and availability in the market. For MOLFIX, it is "For the Number 1 Mums of Nigeria", and the brand relentlessly endeavours to make it a reality.



Hayat Kimya is committed to doing more for the Nigerian consumers by offering amazingly high-quality products across various categories such as MOLFIX air-dry diapers, MOLFIX pants, MOLFIX wet wipes, MOLPED sanitary pads, BEBEM baby diapers, FAMILIA tissues and PAPIA tissues.



Skincare Resolutions to Adopt Before the Year Ends

By Patricia Uyeh



Most people have relaxed their New Year's resolutions. You won't blame them because the energy and motivation that comes with the season tend to dry out as the year gradually ends. Resolutions don't have to be rigorous, though some people believe it requires so much input to get the desired goals. They can be long hours of hard work or a couple of minutes daily doing simple tasks.

As much as the focus should be on personal, financial, and career development, there is a need to revisit your entire wellbeing. Your skincare routine is in this category. It is one New Year resolution that should never be overlooked. Flawless skin is desirable. It does not only make a person look attractive, but also shows they are healthy and taking good care of themselves.

With barely a few weeks to the end of the year, you have no reason to look back on 2020 and detest your skin. Here are easy skincare routines to help you have beautiful skin:

Don't focus on your face alone

Often, the skincare routine neglects other parts of the body. You should not stop with your face. Extend your skincare to the neck, knees, elbows, heels, legs, back, knuckles, shoulders, etc. It is good to have an even complexion. If you neglect other parts of the body, you are likely to have an uneven appearance.

Wash your face for at least 60 seconds daily

Having stated that other parts of the body should not be neglected, the face remains a priority. It is the first place of contact with people. Thus, wash your face to remove dirt. Take time to massage your forehead, the bridge of your nose, temple, chin, the corners of your lips, and your ears.

Apply sunscreen daily

The use of sunscreen may seem overdone. However, we cannot deny how sunscreen effectively reduces dark spots and acne scars. It also prevents skin cancer by protecting the skin against harmful UV rays.

Visit a dermatologist

Many women prefer DIY treatments because they can't afford the services of

dermatologists. However, it is expected you visit a dermatologist at least yearly for consultation. That way, you get to know the right skin products to use and what you are doing wrong.

Moisturise! Moisturise! Moisturise!

The body is largely made of water, and it needs this to constantly maintain the skin's moisture. You should drink enough water to stay hydrated and flush out toxins from your body. A skin lacking moisture would end up looking dull and dehydrated. Applying moisturiser would go a long way to make your skin brighter, more supple, and even.

Be mindful of what you eat

The saying 'you are what you eat' could not be any truer. Your skin reflects what goes into your body. For a well-nourished and bright appearance, you should eat healthily and cut out junk food. Fruits and vegetables give the skin the required nutrients to glow.

Beauty is in the eyes of the beholder. However, the media, through advertising, TV programmes, magazines, and social media, has painted what the ideal lady should look like. This then goes without saying that there is a general standard of what being beautiful should be.

Ladies who are having identity issues have difficulty trying to blend and go through any lengths to fit in. Some ladies undergo skin whitening to look fairer because they believe it would make them more attractive.

Though women come in different sizes, colours, and shapes, every woman is beautiful in her own right. She only needs to enhance her best features and downplay features she may not prefer. I think if women looked alike, it would be a boring world. It is the diversity that makes us appreciate beauty in every form.

However, women struggle with looking beautiful. If it isn't a skin problem, it is the hair or body image. But who doesn't want to look beautiful? Women love beauty tips so they can always be at the top of their games. Whether hair, skin, or makeup, there are several ways to revamp your appearance. We have a roundup of 12 beauty hacks every woman should know:

12 tested and trusted Beauty Hacks for every lady

By Patricia Uyeh

PHOTOGRAPHY: Oladimeji Odunsi/Unsplash



1. GORGEOUS LIPS

Start by making an X with a liner in the middle of your upper lip. Then fill the lip colour from the top of the X to the outer edges of your lips. Apply the main lip colour in an outward motion for fuller gorgeous lips.



2. USE CONCEALERS WELL

When applying concealer, wait for five minutes before blending it in so that your makeup looks natural and not cakey.



3. COVER UNDER-EYE CIRCLES

Instead of putting dots of concealer under the eyes to hide dark circles, apply it in long streaks and blend well. You can use green tea to reduce swelling and stiffness of the under-eye. Place the green tea over closed eyes, the cooled tea bags work wonders to get rid of dark circles.



4. EYE SHADOW ALTERNATIVE

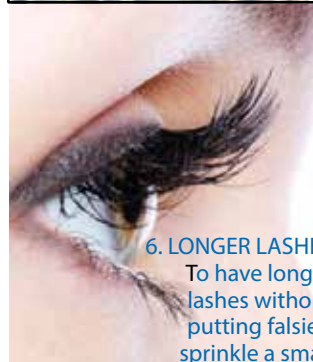
Whenever you run out of eye shadow, and you want something dramatic, use liquid lip colour instead.

11. THICKER HAIR

Before bedtime, spray dry shampoo in your hair. The next day, your hair would be clean, fuller, and thicker.

5. SAVE MONEY

Why spend so much on beauty tools when you can use a toothbrush to groom your eyebrows? To save costs, cut your beauty blenders in half to maximise usage.



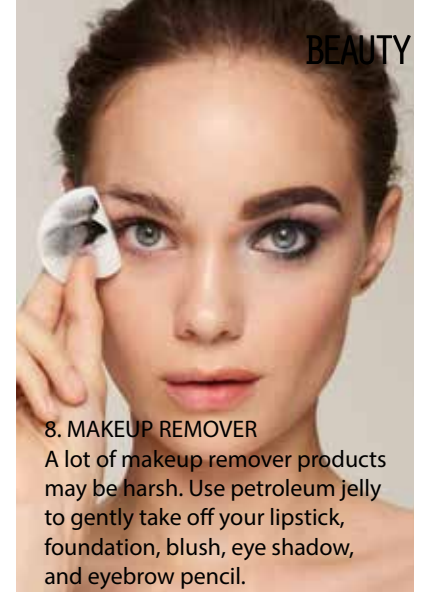
6. LONGER LASHES

To have longer lashes without putting falsies, sprinkle a small amount of baby powder on a wand and apply to your lashes followed by mascara.



7. BRIGHT EYES

Fix tired and droopy eyes by dabbing a small amount of white or cream-coloured concealer around the tear ducts. Your eyes would be bright and lovely to behold.



8. MAKEUP REMOVER

A lot of makeup remover products may be harsh. Use petroleum jelly to gently take off your lipstick, foundation, blush, eye shadow, and eyebrow pencil.



9. WHITE TEETH

Why spend so much money on teeth whitening products and dental procedures when you can brush with turmeric to have white teeth?

10. LONG-LASTING FRAGRANCE

Make your fragrance last all day by applying your perfume inside your wrists, behind your ears, at the base of your throat, inside your elbow, and behind the knees.



12. SOFT LIPS

Apply honey to your lips to make them soft and succulent. Leave the honey for 10 minutes and then wash it off.



BEAUTY



Godrej Nigeria is a part of Godrej Consumer Products Limited (GCPL), which is an emerging markets FMCG leader with a growing presence in Asia, Africa and Latin America. As a 120-year group, the business legacy is strongly built on values that reflect trust, integrity and respect. This fast-rising growth is fueled by the business's exciting ambitious aspirations. Today, Godrej enjoys the patronage of 1.1 billion consumers globally with three categories of hair care, personal care and home care products under its belt.

In 2008, GCPL acquired the Kinky Group, as part of its foray into the hair extension business in Africa. Later, in 2015, Frika Hair Pty Limited, a leading premium hair extension company in South Africa was acquired. In 2011, Godrej delved deeper into the African market with a partnership with Darling Group, the leading brand in the hair extension category across Africa. Godrej Nigeria is a key player in beauty and personal care categories. The business is

indeed fast growing in the manufacturing and FMCG industries with products like:

1. **Darling Hair**, which is a brand committed to helping Nigerian women find their beautiful. It offers amazing hair extensions in different styles and at the most affordable prices. The Darling brand is leading in hair extensions, and the brand recently launched a new product in the "Human hair feel texture" category.
2. **MegaGrowth and TCB**, which are brands committed to helping the Nigerian woman love and care for her hair. The brand offers an entire range from relaxers to conditioners and a lot more.
3. **Good Knight insecticide, as well as Tura, Fresh Glow, and Supreme soaps** – all in the personal care category.

The Godrej business in Nigeria is indeed a successful one with multiple awards and achievements.



DARLING




Ellah's Events

..PLANNER WITH A DIFFERENCE

Our Services:

- Event Planning & Co-ordination
- Sourcing Of Vendors
- Provision Of Souvenirs

Our Benefits

- We work with your budget
- We handle event Stress
- We bring your dreams to reality
- We save cost

Contact: +234 (909) 119 0619

Fashion Chat

Okiki Marinho



O kiki Marinho's eponymous brand provides handcrafted leather handbags and fashionable clothing to individuals who have an appreciation for exquisite pieces.

WHAT DOES FASHION MEAN TO YOU?

Fashion is a way of life. What you wear and how you want to be identified. These decisions evolve over time but in each season it's still the first thing one sees about you.

WHAT HAS BEEN THE HIGH POINT OF YOUR CAREER AS A FASHION DESIGNER?

The high point in my career has been surviving 2020. I was still able to operate against all odds. We have increased our online presence and sell more internationally.

AND THE LOW POINT?

I would like to believe I have not had a low point because I turn lemons to lemonade always. But the closest feeling to being low was at the start of the pandemic when all non-essential businesses shut down. I was worried I won't be able to pay my staff. Thankfully we were able to make masks and stay afloat.

WHAT IS YOUR BIGGEST LESSON SINCE BECOMING A FASHION DESIGNER?

Not diversifying my portfolio. I should have invested in other industries. I have started doing that now.

HOW HAS THE COVID-19 PANDEMIC AFFECTED THE FASHION INDUSTRY? WHAT CAN BE DONE TO OVERCOME ITS EFFECTS?

The pandemic had a catastrophic effect on the fashion industry worldwide. Many have lost their jobs as bricks-and-mortar shops are no longer thriving. Online shopping was already on the rise and the pandemic

just accelerated it. Companies have to focus more on running a lean inventory.

WHERE DO YOU SEE YOUR BRAND IN THE NEXT 10 YEARS?

I see the brand gaining more positive recognition, and patronage coming from more countries worldwide.

WHAT DO YOU TAKE PRIDE IN?

I am proud to see how far I have come with no external funding. I have grown this business organically and I can see that is what made my business survive 2020.

WHEN WAS THE MOMENT YOU DECIDED YOU WANTED TO BECOME A FASHION DESIGNER?

From about the age of 10, I noticed I always got excited anytime I saw my mum and her friends dressed up for various functions. I liked the way they combined their clothes and bags with each lady retaining their own unique style. I knew then that I wanted to partake in the world of fashion.

WHAT INSPIRES YOUR DESIGNS?

The inspiration for my styles comes from my belief that every woman should feel beautiful and confident in any piece I design for them. Over the years of working with different women, I have learnt that style is unique to each person's personality and figure. My fashion line is a reflection of this in the clothes and bags alike.

We are going back to our roots in Afrocentric attires this Christmas holiday. It is okay to take a break from corporate or western attire worn in previous months. By going Afrocentric, you are doing it the African way in bright colourful prints. Just so you know, the Afrocentric chic is in a class of her own. She's an entire package with the right measure of accessories, outfit, makeup, and others. And since we are in the season to make merry, let's take cues on how to do it the Afrocentric way.

PHOTOGRAPHY by Smart Araromi

Going the **Afrocentric** Way This Season

By Patricia Uyeh

ON THE HEAD

FACE CAPS

There is no better way to embrace our culture than showing off in what we wear. The ankara face cap would match all casual looks. It's a good way to decorate the hair. So, whether in ponytails, long weaves, braids or even low cut, the ankara face cap would make you look simple and quirky yet stylish.



TURBANS

They are the real deal. If you are having a bad hair day, ankara turbans are there to give your face a lift. Get creative with trendy turbans, ready-made or do-it-yourself ankara headwraps.



FOR THE NECK

NECKLACES

The next point of focus is the neck, adorn with fringe necklaces made from African prints. Do you want to give life to your outfits? Wear any statement ankara necklace and watch yourself glow with pride.

COLLARS

The Sanza collar is another accessory to die for. This Yuletide season does not have to be boring with predictable looks. Spice your appearance with a Sanza collar to give you a bigger edge. We are done with the white collars and replacing them with the ankara-inspired collars.



FOR THE HANDS

BRACELETS AND RINGS

The Afrocentric lady is incomplete without her ankara bracelets or rings. They are gaining more popularity and many fashion icons are embracing them. In this season, ankara bracelets and rings should be a must-have.



CLUTCHES

The handmade ones are cool. You can turn an ordinary outfit into an extraordinary one with a good clutch. These handy ankara clutches look great in any way. You can match with your outfit on a date night, night out with girlfriends, or daytime hangout.

FOR THE FEET

SHOES

Shoes are known to elevate one's mood, as well as influence posture and body language. In ankara shoes, it is all about class. People have got to be looking down to get a glimpse of those statement shoes of the wearer. The ankara shoes are trendy footwear that instantly changes one's appearance into that of a diva.



UMBRELLA

On those extremely sunny or rainy days, match your Afrocentric look with ankara umbrellas. Brighten your appearance under the covering of colourful African prints. It may serve the purpose of protection, but it is also making a fashion statement.





Holiday Fashion Must-Haves

By Patricia Uyeh

With the Christmas and New Year holidays around the corner, it is going to be parte after parte. There would be lots of family gatherings, end-of-year parties, events, and hangouts that you want to be part of. The next thing is thinking of what to wear. For such occasions, you want to 'dress to kill', so you can't afford to dress up only to be forgotten. Chances are you are likely to meet people you haven't seen in a long while and even new people. It is expected you put your best foot forward fashion-wise. There is no need to go overboard or show that you are desperately seeking attention, with one or two classic timeless pieces, you are set to step out confidently and make your fashion statement.

Deciding on what to wear can be a bit challenging especially if you do not have a good stylist or are not fashion savvy. There is no need to worry about getting the right outfit with these few ideas:

THE LITTLE BLACK DRESS (LBD)

This remains a wardrobe staple for every lady. It is readily accessible and available whenever you need it. Being black makes it more desirable because it creates mystery, class, and sophistication. For the festivities, you should step up your LBD with nice accessories. You should switch it up by going for the ones with unique cuts, necklines, and details like frills, shimmers, or exaggerated sleeves.



ARTISTIC SKIRTS

Skirts are feminine. Every lady should have one or two, but they need to go beyond the plain ones. You should opt for skirts with patterns, shimmers, murals, sequins, and drawings. Skirts that are away from the usual. Go for the best quality of fabric to ensure the colours of the prints and patterns last longer.

JEANS AND A DRAMATIC BLOUSE

Jeans are no longer restricted for casual outings. It can be worn for both formal and semi-formal occasions with the right combinations. For the festivities, you should not wear your jeans with just any top such as a t-shirt.

It would make you look too casual, if not underdressed. You should stick to something more dramatic and pronounced, preferably a classically cut blouse, one that is stylish enough to earn you more than one look. You should experiment with bold coloured blouses for confidence boosts. You may want to explore blouses because they are trendy and blend well with jeans.



TAILORED OUTFIT

You can recreate the look of your favourite style icon with tailored outfits. They are usually sewn to fit. That way, your best features, and figure can be accentuated. All you need is a good tailor, one that can sew and does not disappoint. The last thing you want is to be the person whose outfit was not ready on D-Day. To avoid stories that touch, book your appointment with your tailor ahead of time.



A STATEMENT DRESS

Remember that statement dress with enough details that you have been saving for a special occasion, now is the perfect time to wear it. Since it carries so many details and presence, you may want to go soft on your accessories and other aspects of your appearance. A statement dress is what it is, it does not go unnoticed.



SUITS

You would always be taken seriously whether in trousers or skirt suits. We know this is about business deals or a pitching competition but being dressed in a suit can never make you seem out of place. You can also explore suit options in different designs, patterns, and fabrics. The ankara suit is a game-changing outfit.

By Patricia Uyeh

the **YULETIDE** Fab List



DRAMATIC SLEEVES

We all love a bit of drama in our appearance. Billowy sleeves are there to do that. Pair with shorts, pencil skirts, or jeans, and you are all set. Billowy sleeves are on the fashion forecast this Yuletide season. It is those details in your dressings, whether big or small, that count.

SUEDE

The texture of suede feels good on the fingers. Taking us back to the 1970s with a comeback in more sassy button-down skirts, dresses, trousers and accessories, suede makes the fab list. Achieve the boho flair rocking this fashion trend when you pair with classic silhouettes. You can also create your signature style and get people talking.



Do you want the latest fashion trends to transition into this Yuletide season? Fret not! This fab list is specially packaged for you to keep you looking fabulous all through this period.

METALLICS

This is for you if you love to sparkle and shimmer. Infuse metallics in your shoes, bags, clothes, accessories, nail polish, and even makeup. In this season, being 'loud' is allowed. Metallics are a good way to showcase your fashion sense in a 'loud' way without going overboard.



STATEMENT EYEWEAR

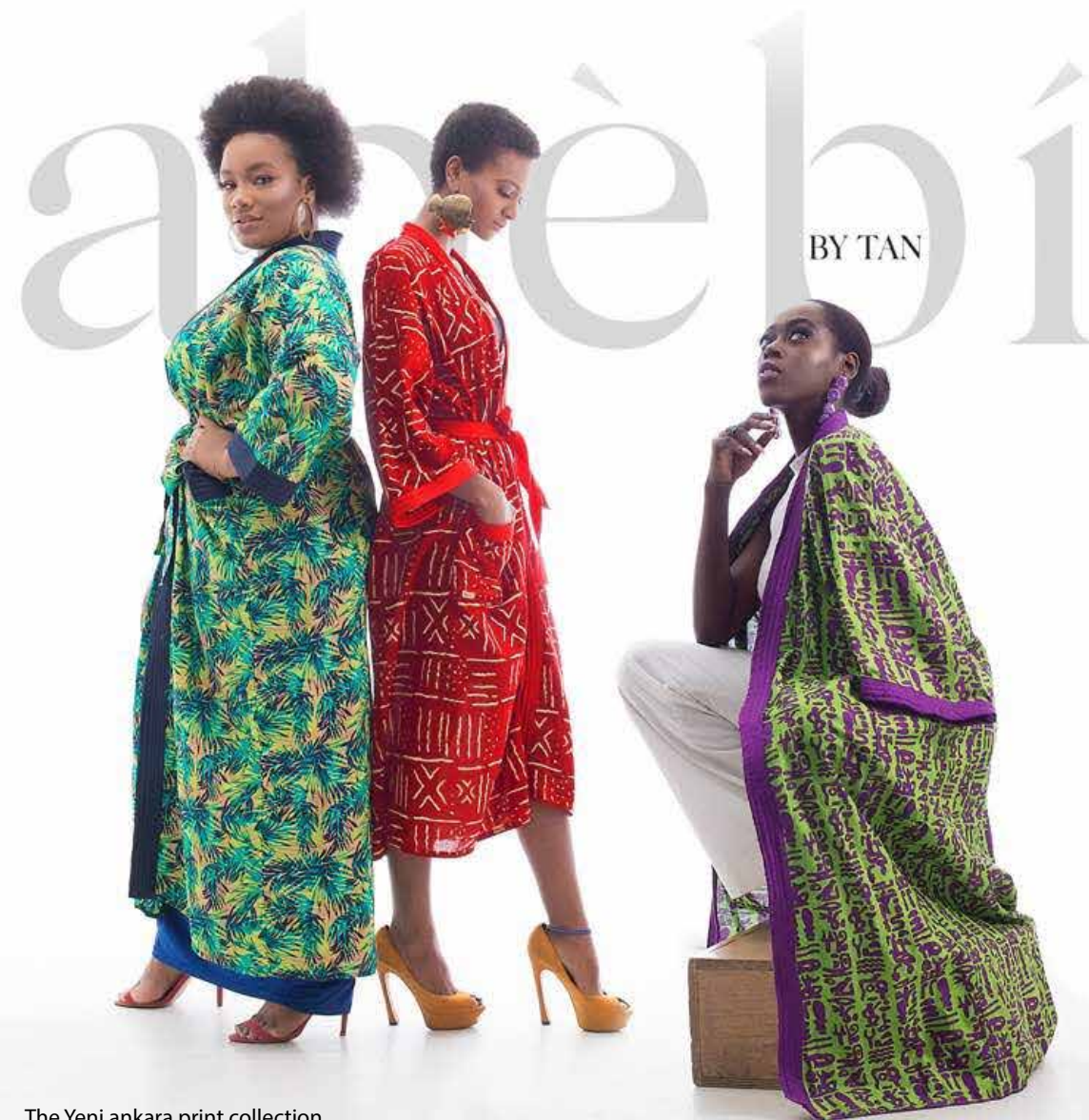
Forever trendy, eyewear makes you look stylish even if you are not looking your best. Eyewear is a mood booster that gives a new disposition. Wear one and never be the same.

MAXI DRESSES

Having a maxi dress this season won't be a bad idea. It can be worn for a romantic date or any other occasion. A flowy maxi dress is a gorgeous silhouette that can be styled to your taste.



Breezy *Brilliance*



BY TAN

The Yeni ankara print collection



The Adé, the crown jewel of the luxury collection dripping in rich gold lace.



Kèmi lace kimono



Bridal kimono robe in
black and gold with
feathers



Classic white kimono with polka dots



Gold kimono robe



Green multicolored kimono robe



Gold, pink and green multicoloured kimono robes

Brand: **Abèbíbytan** www.abebibytan.com
Photography: **Anny Robert**
Models: **Amiola Aguda, Taje Prest, and Melissa Devidal**
Makeup: **Makeupbydinma**
Accessories: **Pinkperfection accessories**
NB: **Abèbíbytan Kimonos are made to fit ALL sizes**



Ayinké blue kimono

THE PIT STOP PHILOSOPHY



Connecting



Enterprising



Unfettered



High Performing



NITRO121

BRAND STRATEGY | CREATIVE DEVELOPMENT | MARKETING COMMUNICATIONS



nitro121 nitro_121 nitro_121 nitro_121



+234 809 6560 334
+234 1 7742051,
+234 7098120020



www.nitro121.com

MAN

PRIDE

Man
Pride
Meets
DJ Obi

Battling
the Social
Pressures
That Come
With the
Festive Season

LEADING
MEN

in Marketing



CATEGORY 1: THINK GADGETS

Men love gadgets. From head-phones to regular and wireless chargers, AirPods, smartphones, portable Bluetooth speakers, smartwatches, cameras, fitness gadgets (like a massage chair, treadmill, dumbbell), games, electronic toothbrush, grooming kit, you name it, you can never go wrong with gadgets.

The best part is there is always a gadget to suit varying budgets from low to high end. Think of that particular gadget that he would love; probably a replacement for a faulty one, like new headphones, or a functional handy gadget that he never seems to find despite needing it terribly, like a pocket hair clipper or foldable laptop stand. When in doubt on what to shop as a Christmas gift or any gift for a man, always think gadgets first.

CATEGORY 2: ACCESSORIES



More often than not, we spend so much time thinking of the 'major' items that we overlook the simple accessories that can bring a man's outfit together.

Accessories go a long way in elevating every man's style. From sunglasses

to bracelets, tie clips, cufflinks, socks, necklaces, rings, bags, lapel pins, quality belts, wristwatches, hats, and much more, accessories can make all the difference between a well-dressed man and an impeccably dressed man.

CATEGORY 3: CLOTHING

I bet you saw this coming. If you think women never have anything to wear, you should try men.

Quite a number of men struggle with limited clothing items and variety of ways to wear what constitutes their limited wardrobe. Clothing will always be a great gift idea for every man, all year round. But instead of concentrating on the usual



tops (formal shirts, t-shirts, polo shirts), I would encourage you to concentrate on bottoms as Christmas gifts, and here is why. Men have been told to focus more on what they wear on their upper body, and then make do with three pairs of trousers. You will find tons of articles showing men how to style 50 different shirts with only five pairs of trousers. The effect of this is most men do not have sufficient bottoms to match their tops. They end up with tired and

faded trousers because they keep wearing the same pair of trousers with various tops, forgetting that bottoms also need to be interchanged as much as tops for the purpose of longevity and functionality.

So when you want to shop clothing items as gifts for Christmas, think more of bottoms of different styles and fabrics – jeans, chinos, cotton, shorts, corduroy, as well as other styles of

clothing like gym clothes, night or lounge wear, and casual clothes (especially for men in corporate industries – they never seem to have sufficient casual clothes).

Men would really appreciate you going out of your way to fill a major gap in their wardrobe. It would also be helpful to shop for trousers to pair with specific tops/shirts that you know he has been finding difficult to wear out for lack of a perfect pair of trousers.

By Faith Olatunbosun

CHRISTMAS gifts for him

With a year as hectic as 2020, it is easy to dismiss the thought of having a special Christmas, alongside the festivities that surround this beautiful season celebrated worldwide. However, the peculiarities of an unprecedented year like 2020 makes it even more important to celebrate Christmas. More and more people are beginning to see the need to cherish and appreciate every moment spent with friends and family. And this is what Christmas is about – a time to reflect and be appreciative of loved ones, a time to bond with family, reunite with friends, go on holidays, and exchange gifts. My focus here is on gifts, and more particularly Christmas gifts for men.

Oftentimes, we joke about not knowing what women want when it comes to gifting. But have we considered this important question – what do men want? This question becomes even more difficult to answer for stylish men with great taste and a sound sense of personal style. In my line of work, I have been approached by countless women in search of exceptional gifts for men, and more often than not, they respond with the option of shirts (formal and casual), perfumes and wristwatches, when I ask what they have in mind.

In all seriousness, shopping gifts for men can be a pretty difficult task, especially for men that seem to have everything or those that seem to always know what they want. Thankfully, you have me to help you pick out thoughtful gifts that men would appreciate. Men are becoming more aware of their fashion and style; boxers and polo shirts would no longer cut it. Also, I have taken into consideration the economic difficulties collectively faced this year in outlining these gift options to help you dismiss the assumption that gifts for men always have to be expensive.

I have distributed these gifts into five main categories, and the best part is they can work for any other occasion: a birthday, Father's Day, retirement, new job, promotion, new house, reunion, and so on.

Also think of other non-fashion accessories like phone cases, AirPods cases, customized key holders, multiple watch case holders, and so on.

CATEGORY 4: SERVICES

This is one area of gifting that is often overlooked and ironically, highly appreciated by men. I was speaking with a client the other day, and his response to the type of gift he would love from his wife for his birthday was a lunch date sponsored by her. Men want to be pampered as much as women. So think of services that would mean a lot to him. With this gift category, you have quite a number of options to choose from.

Gift him a spa voucher – men can do with some pampering too. A massage will go a long way after such a long year.

Gift a Christmas breakfast, lunch or dinner date. This is particularly helpful for bonding with your partner.

Gift him an exclusive subscription to his favourite service. It could be anything from a barbing service subscription for a number of months, or a gym membership for that man that has always wanted to start or resume his fitness journey, to a Netflix or DSTV subscription for a month, and even subscription to club memberships. Subscriptions could also cover food and drinks, e.g. think of lunch pack subscriptions for a month to be claimed in the New Year for that partner based in a different state. Every man could do with some paid lunch every working day of the week. Or a month's supply of his favourite drink.

Gift him a ticket: movie ticket, concert ticket, ticket to go watch his favourite game or an access pass into an event hosted by his favourite personality.

Gift a styling session. This is particularly helpful for those that desire a change in the personal style of their loved ones – it could be your partner, brother or father. In this age and time, men are no longer



pardoned for looking shabby. You can gift that loved one a styling session to help him get a good understanding of what flatters his physique type, lifestyle and style personality. Thankfully, this is my area of expertise. I offer a wide range of styling services to help men present themselves properly at all times. My services range from style discovery to personal styling, wardrobe edit, style per event, personal shopping and fashion concierge sessions. This could go a long way to boost that man's confidence and style for Christmas, as well as prepare him for a polished outlook in the coming year.



CATEGORY 5: PERSONALIZED ITEMS

Have I told you how men love to be pampered? Oh yes, I had to restate it again. Men love attention as much as women do. Go the extra mile to personalize his gift. Engraved items hold special places in men's hearts, and like most of the items in previous categories, you have a ton of options to explore when it comes to customized items. It could be anything from engraved watches to engraved pens, phone cases, towel, bathrobe, mouse pad, shirt, a pair of sneakers, bracelet, mug, wallet, a bottle of wine; just about anything that can be customized with his name or initials on it. Trust me, he will hold on tightly to that gift.



Faith Olatunbosun is a men's personal stylist and shopper.

Teewaieff's Beauty House – Lagos, Nigeria

Tel: +234 806 041 5016

Email: teewaieffsbeautyhouse@gmail.com

Instagram: @teewaieffsbeautyhouse

LinkedIn: Faith Olatunbosun

Youtube Channel: TBH – The King's Shopper

BONUS CATEGORY:

Don't rule out fragrances and foot-wear. Perfumes, skincare products, and shoes of all styles remain solid gifts you can give men this Christmas. A hamper containing his favourite things is also a great idea.

An important tip to bear in mind is for you to always consider the preferences of a gift recipient before shopping for gifts. Don't be pressured into buying just anything because it is expensive and pretty. There is really no point spending money (regardless of the amount) on gifts that a man would not appreciate or use (even if he appreciates it). Is the recipient a chef, a football lover, musician, banker, brand strategist, retired dad? Take this into consideration and tailor your gifts to things the recipient would appreciate. Well-thought-out gifts are the hallmark of Christmas gifts. Be thoughtful.

I hope you find this guide helpful in selecting the best gifts for men this Christmas. Should you require further assistance in curating the best Christmas gifts for him, kindly reach out to me through my contact details to use any of my carefully crafted styling and shopping services.

BATTLING THE SOCIAL PRESSURES THAT COME WITH THE FESTIVE SEASON

By Temidayo Seriki

For many, the festive season comes as a time to celebrate the year that has passed, it's also a time to reflect and look back on the events of the year and to strategise for the year ahead. Christmas time is a time to spend with family, friends and loved ones, full of laughs and loads of gifts. As companies begin to shut down for the year and as the parties start to roll in, we at Man Up Initiative – a platform seeking to change the narrative and influence young men to break cultural norms by changing their value systems – have noticed that there seems to be an underlying issue that stems from the cultures that come with the festive season.

Living in a highly patriarchal society like we do, whether knowingly or unknowingly, puts a lot of pressure on young men today to 'succeed'. Young boys are taught that we have to be providers, we are taught to be 'strong', we are taught that 'men don't cry', we are discouraged from expressing human emotions and are told to 'man up' when we do. Our parents may have the best intentions when they teach us these values, but they fail to see the flaws; they fail to see how this teaching has caused many young men agony as we compare ourselves with the men around us. These values that we are taught from a young age have created a culture amongst men where we feel like we have to be doing better than those around us. This patriarchal idea of "how society should work" is one of the main causes of why men today battle from extreme societal pressure which leads to a number of mental health issues and in some cases, suicide. The

Nigerian culture is generally very flashy, people tend to want to show what they have compared to the next person; people want to smile wider and shout louder than those around them. This comparison culture adds to the pressures that a lot of young men do not even know that they face today.

In this season, I urge all young men to take some time to check on their mental health. Here are some ways to ensure that your mental health is in check:

Firstly, it is important to keep good friends and family around you. By now, you must be aware of some of the things that put pressure on you as a man; with that in mind, it is of extreme importance that we keep people around us who lift us up and not bring us down. Christmas is a time for family and friends, we want you to be intentional about keeping people around you that will ease the load of being a man in the modern world. Surround yourself with people who you can be vulnerable with, and people who keep you accountable.

Secondly, be intentional about having open and honest conversations about how you feel. One of the most common hurdles that men face during this season is the pressure to pay for a meal when they are out with their significant others; we would love for men to be comfortable saying when they are unable to pay or if they want to split the bill. As I noted earlier, one of the things we are taught as men while growing up is that 'men don't cry', and it has become clear today that those ideas of manhood we were taught are only harmful to us and the people around us.

Man Up Initiative is all about breaking cultural and social norms, and today we want you to understand that it is very okay for a man to cry, not because you're a man, but because you're a human being. For too long we have been conditioned to think that it is not a manly thing to be vulnerable; it's up to us to break that stereotype and step into a new idea of manhood that will save the minds and lives of young men today.

Lastly, we urge everyone to eat right and exercise, as much as we are sure that many of you have gotten your December bodies ready, we still urge you all to eat right and lead a healthy lifestyle. According to Harvard Health, it is statistically proven that physical exercise eases stress and increases energy; we have to find ways that we can integrate these into our routines during the busy season.

We hope that everyone reading this, especially the men, come to a realisation that manhood is about freedom! Manhood is about who you are and not about what you do. With that understanding, we hope that this will ease some of the pressure that we face today as men and lead us to a life of true freedom.

Temidayo Seriki is the Founder/ Team Lead of Man Up Initiative.





A MENTORING, NETWORKING
AND SOCIAL EVENT

Defining Today's Man

For more information, please contact sales@pridemagazineng.com



QUESTION AND ANSWER

with

HENRY
ESIABA



Over the last 12 years, Henry Esiaba has been keenly involved in sales, channel development, field marketing, brand building and communication planning, consumer engagement and insight generation across the pharmaceutical, telecoms, FMCG and automobile industries, working with over 30 global and regional brands.

Henry is currently the Marketing Services Director at Nestlé. In this Q & A, he covers Nescafé in the afternoons, and a people-centred company.

What did you want to be while growing up? How did that turn out?

I wanted to help people, so technically I wanted to be a 'helper', and this led me to admire the healthcare sector e.g. medicine, pharmacy, etc. Well, I ended up with a major in pharmacy, and coincidentally most of my immediate family members are pharmacists.

What advice would you give your younger self as you started out in your career?

Understanding failure and its role in leadership, learning and development. This is a lesson I didn't learn early enough as I was blessed with a strong spirit of hard work and success in many

of my endeavours through my career, hence my encounter with failure shocked me to numbness but I took my learnings and grew.

What have you learnt from your successes and failures?

Driving change and innovation is the most tasking assignment you can give your brain and when you layer it with a sense of commitment and responsibility, failure becomes a mere challenge and not a limitation. It becomes a challenge you prepare to avert and fight through till you come out top...and success would be the heir apparent of effort. Please don't forget the diversity of teams, this can provide unplanned beneficial tailwinds especially in uncommon situations.

What personal ethos informs the work that you do?

Every day you wake up, don't just 'go to the office' and don't just 'do your job', rather consider it another opportunity to do the best work of your life!

In what ways do you achieve a healthy work-life balance?

Play as hard as you work...I'm very playful so you can imagine! Never forget which balls in life are glass and which ones are rubber.

Take us through a typical day at the office?

The problem is I don't have such...I've instilled a culture in my team that abolishes 'typical' office days. However I can walk you through a day in the life of Henry – wake up, pray, brisk workout, Nespresso, engage to solve existing problems and new problems or future potential needs. Lunch with a ton of laughter and a cup of Nescafé. Twenty minutes for mentees, and then some creative mental exercise by updating myself on changes in the brand, consumer or marketing ecosystem from a global perspective. Most of the remaining hours are taken up by loads of meetings and phone calls.

How does your organisation achieve value for its employees and customers?

Nestlé's hire-to-retain policy ensures all employees of the company see themselves as 'owners'. There is a human face to all plans, development (home and abroad) and growth platforms.

In what ways does your organisation contribute

positively to the Nigerian society?

Nestlé revolutionized what the corporate world calls 'CSR' today and has evolved it to become what we call 'CSV' which is creating shared value. This helps to ensure continuity for projects and support systems created by Nestlé. From agriculture to the generation of power, education, water, employment and sustainability, Nestlé has a very strong footprint in Nigeria today. It won't be complete if I don't mention the fact that we manufacture and sell affordable nutrition and not just consumer packaged goods. From Maggi and Golden Morn we contribute to fighting iron deficiency anaemia in Nigeria through fortification of our products that are currently consumed in about 30 million homes in Nigeria.

What is one thing that can be done to improve the ease of doing business in Nigeria with respect to your industry?

Besides the obvious amelioration of finance-related access issues, I'll say more collaboration with the government to support the local manufacture of quality raw materials because this would be a win-win situation.

How has your organisation handled the unprecedented challenges brought on by the global COVID-19 pandemic?

I can clearly say that I work with one of the best teams ever. It has been tough,

however we speedily created a business continuity strategy that infused safety measures with our ways of working and adapted all other spheres of the business to ensure a seamless transition to and from COVID-19 adaptations.

What is the future you want in 2021?

Innovations that would change the way we live, making it easier for consumers to live a healthier and better life every day while we ensure we provide good food for a good life!



PRIDE L♥VES

Emmanuel AGU



Emmanuel Agu is a highly respected marketing expert with over 18 years' experience across consulting, banking, and fast-moving consumer goods. He is currently the Group Marketing Director at Jotna Nigeria Limited (The LaCasera Company), and has previously worked at Diageo and

Heineken, among others.

This business-savvy and commercial leader has built a reputation in business strategy, brand communications, portfolio commercialization, and insight generation. Over the course of his career, Emmanuel has successfully managed over 20 brands in the

Nigerian marketing landscape. He is therefore very knowledgeable about the Nigerian consumer space, and his experience and skills have contributed to brand growth and strong return on investments.

Emmanuel has an MBA in Marketing Management and

MSc in Media and Marketing Communication from Lagos State University and Pan-Atlantic University respectively. He is also a Certified Management Consultant (CMC), and a member of the body of fellows of the National Institute of Marketing of Nigeria (FNIMN), Institute of Professional Managers and Administrators (FIPMA), and Institute

of Management Consultants (FIMC).

Emmanuel Agu remains a big inspiration to people willing to scale the career ladder and be the best in their field. He has truly distinguished himself as a quintessential marketer. We at *Pride Magazine Nigeria* celebrate the achievements of this high-flyer in marketing.



the COOL DUDE fashion list

This year, men refused to take the back seats in the fashion arena, unravelling different trends. From bold prints to upgraded casual wears to mix-matching ensembles, they gladly graced the fashion runways, red carpets, and events in their glory.

For the cool dude, fashion is more of an expression and lifestyle than a price tag. So what makes him tick? It is a combination of his confidence, personality, style, presence, and fashion game.

We went through the wardrobe of the ideal cool dude and here are his fashion items:



By Patricia Uyeh

1. UNCONVENTIONAL SUITS

Suits are everyman's best friend. The more fitted, the better. Suits need not be for only formal occasions. Now that the latest trendy suits come in bold patterns and asymmetric cuts, you may want to explore these options.



2. BOLD COLOURS

Gone are the days when men play it safe with colours. They go for the navy blues, greys and other mild colours to appear modest. It's now about a colour splash in bold colours. Colour blocking with clashing shades is the new cool.

5. SPORTY SHOES

The cool dude knows when to be sporty. This is where his trainers and sneakers come in handy. Pair these with shorts and shirts or denim and spread the sporty vibes.



3. MIX-MATCHING STRIPES

You can never go wrong with stripes. Mix and match the right way and elevate your style game.



4. VINTAGE CHECKS

The cool dude is never boring. His dress sense says it all. In checks, he looks dashing. The checks can be in the form of trousers, shirts, suits, blazers, hats, or even face caps. To rock this look, use only one statement checked wear e.g. a blazer, and match with plain trousers.



6. ACCESSORIES

Accessories, from wristwatches to bracelets to sunglasses, are the cool dude's trademark. There are so many to choose from, find what works for you and complements your outfit, then stick to it.

MAN PRIDE meets DJ OBI



DJ Obi whose birth name is Obinna Levi Ajuonuma was born on the 29th of April 1985 and spent his early childhood in Nigeria. His love for music was greatly influenced by his late father who was a prominent media personality in Nigeria known for his shows "The Sunday Night Show" and "Open House Party" on Ray Power FM.

DJ Obi studied Media, Broadcasting and Communication at Boston University in the United States of America where he was exposed to the business of DJing. He travelled across Europe playing in clubs and gradually gained prominence as a skilled disc jockey. He has played in countries such as Ghana, Lebanon, the United Arab Emirates, Canada, South Africa, Spain and Italy, and

has earned the name "Global DJ Obi" from his peers.

He caters for a wide range of audiences and his consistency and innovation have set him as a standard for both upcoming and thriving DJs/artistes around the globe. His skill and enthusiasm for his craft has led him to work with some prominent artistes in the music industry such as two-time Grammy Award winner T-Pain, and the rapper Lupe Fiasco. He has also worked with a good number of Nigerian artistes such as 2Baba, Tiwa Savage, Banky W, Naeto C, Davido, CDQ and Omawumi. He has also ventured into the music industry as an artiste with his singles "Kpata Kpata" featuring CDQ and "Happy Dance" featuring Omawumi.

In 2016, DJ Obi broke the Guinness World Record for the

longest DJ set in history by completing a 240-hour marathon. His brand continues to attract high-profile international and local brands such as TAG Heuer, Nike, Heineken, Jack Daniels, Belvedere, Pepsi, D'USSÉ and Ciroc, availing him of the opportunity to work with them as an ambassador and influencer.

Despite the effect of the COVID-19 pandemic on the event/entertainment industry, his brand has continued to thrive by constantly being in touch with his over 80,000 organic followers on social media via his online events such as "Obi's House" and "Room 69". Following the COVID lockdown, he headlined in major events in Nigeria such as Life's a Beach, Funky Brunch, and Home by Martel. DJ Obi continues to shatter his own expectations and remain relevant.

In this interview, he speaks to Man Pride about music influences and DJing.

WHAT DOES MUSIC MEAN TO YOU?

Music means and takes me to a place of peace, it's an escape. I take solace in music, it's a universal language and I find music extremely spiritual.

WHEN WAS THE MOMENT YOU DECIDED YOU WANTED TO BECOME A DJ?

Not to sound cliché but it was from a really young age. Following my dad to work back then on the radio and television, I was intrigued by the music. The defining moment was a certain event at Tafawa Balewa Square (TBS) where I saw DJ Jimmy Jatt play. Just seeing the way he controlled the crowd and their reaction really influenced the way I paid attention to music. I would listen to things I think the DJ would play and paid attention to what records would draw the biggest reactions. Moving to Boston for school, I started to try out at small gigs, house parties and here we are today.

WHAT HAS BEEN THE HIGH POINT OF YOUR CAREER AS A DJ?

The current high point would be my world record feat in 2016.

AND THE LOW POINT?

Low point would have to be Big Brother Naija 2020.

HOW HAS THE COVID-19 PANDEMIC AFFECTED THE MUSIC/ ENTERTAINMENT INDUSTRY? WHAT CAN BE DONE TO OVERCOME ITS EFFECTS?

It is clear that the pandemic has affected all industries not

just the entertainment/music industry. It has crippled it in terms of gatherings, tours and events and the only thing we can do about it right now is to wait it out, stay healthy, and be socially responsible. There are other ways to enjoy these things, virtual parties for example. At the end of the day, it's a health issue, there's not so much we can do but to be socially responsible.

WHAT TRACKS FROM OTHER ARTISTS DO YOU LOVE THAT CAPTURE A POINT IN TIME OR A CERTAIN ESSENCE?

Omah Lay will always remind us of the COVID lockdown. "Barawo" by Ajebo Hustlers and "FEM" by Davido will always remind us of the EndSARS protest, a time when

we as youths spoke with our collective voice against injustice. "Pakurumo" by Wizkid will always remind us of "back in the day Wizkid".

WHAT DO YOU TAKE PRIDE IN?

Pride... hmm. I take pride in my work and work ethics, in helping change the narrative of the youths.



Fashion Chat

with Morgan Dennis Ikenna

Morgan Dennis Ikenna is the founder of MORI Apparel, a fashion/clothing brand established in August 2013. He also collaborates with prominent fashion brands in several creative direction projects which connect and showcase the beauty of young Nigerian creatives.

What does fashion mean to you?

It means telling a story and a narrative, and it's about freedom and expression through clothing. I often create from what I feel and from my perspective of what I envision with my clients or for an event.

When was the moment you decided you wanted to become a fashion designer?

I became obsessed with designs when I was a child. My mother used to draw and sew clothes and that always got my attention. However, it was really when I was in university designing samples for my friends that I knew I was going to take after her and get into designing.

What inspires your designs?

At the apex of my inspiration is first my culture, my clients, my environment, and the complexities of the evolving world which I adapt. I also draw inspiration from classic books like *The Little Dictionary of Fashion* by Christian Dior and *How to Be a Gentleman* by John Bridges.

What has been the high point of your career as a fashion designer?

One of my high points was getting a very lucrative contract a couple of years ago for a wedding in New York. It was great seeing my designs go international that way. I'm glad I have had more contracts since then.

And the low point?

I used to travel across states looking for great quality materials for my creations, and sometimes it didn't work out. My tailors back then were also not as reliable as the creative team I work with now.

What is your biggest lesson since becoming a fashion designer?

I have learned to be patient, that "Things take time". I've also learned a lot from some of my past mistakes, and more so that originality and consistency are key in the industry.

How has the COVID-19 pandemic affected the fashion industry? What can be done to overcome its effects?

When it all started, especially the lockdown, everything was canceled. Later, there was a shift from

getting dressed to go out to getting dapper to stay home. People always want to look good. I adapted to that change and I believe most of the fashion world did as well. There has been a pivot back to the norm and the industry continues to adapt to these changes.

Where do you see your brand in the next ten years?

I have ongoing projects in collaboration with some national brands, and I hope to do the same with some African creators. I just hope to keep going and maybe see my work in London, Paris and New York fashion weeks, who knows. The future is filled with possibilities.

What do you take pride in?

I take pride in how far I have come as an independent creator working on my own. I love my line MORI, and I love the collaborations I have had with other brands. Continuing to create and express my freedom brings me a lot of joy, and I will keep doing it.





waterfalls, national parks including one of the largest on the continent plus some of the best safaris that will blow one's mind away.

Livingstone is the tourist capital and home of the mighty Victoria Falls, also known as the Mosi-oa-Tunya which translates to "the smoke that thunders". It happens to be the world's largest waterfall due to its water volume and is also a UNESCO World Heritage site. On the border with Zimbabwe, the falls is said by some historians, to be the catalyst point which enabled the birth of the Africa continent millions of years ago, when an earthquake cracked and split the land, causing ripple effects and eventually enabling a breakaway from Pangea.

There is much to see, do and explore in this historical city. For those seeking a bit of adventure, Victoria Falls is the backdrop to a ton of activities including bungee jumping, micro lighting, elephant back safaris, helicopter rides, boat cruises, camping, walking with lions plus so much more. During the hot season, when the tide is low, one can visit the Devil's Pool, a natural rock swimming pool on the very edge of Victoria Falls, allowing for an up-close-and-personal view of the drop down. American actor and musician Will Smith tried a few activities when he visited Livingstone with his family, bungee jumping was one of them and he later posted it online.

For those seeking a calm and relaxing holiday, there are plenty of lodges in Livingstone that allow for peace and comfort. Prince Harry and then girlfriend Meghan Markle took advantage of the serenity when visiting the city a few years ago. A sunset boat cruise along the Zambezi River also guarantees a soothing atmosphere while one watches for elephants, crocodiles, hippos and more.

Zambia has several national parks, however the South Luangwa National Park was the first park in the world to be declared an International Park for Sustainable Tourism Development by the United Nations World Tourism Organization (UNWTO) and the first park of origin for walking safaris. Walking safaris are a great way to learn about nature, experience the African bush and learn about wildlife. It is always fascinating to discover how our ancestors and those who still live in rural settings use various indigenous plants for medicinal purposes.

A little-known fact about Zambia is that just over 100 years ago, the last bullet of the First World War (WWI) was actually fired in Abacon (now Mbala). This was where German soldiers surrendered to British forces and threw their guns in Lake Chila on 25th November 1918, marking Northern

By Mweembe E. Sikaulu

Explore Zambia

Africa is our own motherland, fashion'd with and blessed by God's good hand. Those are some of the words in the Zambian national anthem and as a child of this beautiful soil, surrounded by the magnitude of the land, one can proudly and freely stand and sing of Zambia.

With her wealth in natural beauty, Zambia offers residents and tourists spectacular views alongside an experience very hard to find anywhere else. From the serene to the adventurous, there is a little something for everyone.

Aside from having eight neighbouring countries, Zambia is also centrally located on the continent for easy access to other Southern African countries as well as East Africa, West Africa, the Middle East, Asia, Europe and the Americas. Zambia is well known for her hospitality as well as the warmth and friendly smiles of her people. While there may be plenty of scenic destinations on this earth, there is something about the spirit of Zambia, from the diverse wildlife, multiple



PRIDE ESCAPE

Rhodesia (now known as Zambia) as the place where the last shots of war were fired. This area also happens to be near a few waterfalls including Chishimba Falls, Lumangwe Falls, Kabwelume Falls and Kalambo Falls. While they might be smaller in size when compared to Victoria Falls, they are still marvels to gaze upon and explore.

Those intrigued by bats may wish the visit the world’s biggest mammalian migration which takes place at Kasanka National Park, when more than eight million fruit bats converge from October to December annually.

There is so much that Zambia has to offer in addition to wildlife and waterfalls, as there is also a rich cultural heritage. With 72 different tribes and dialects living in harmony, the country boasts over 50 traditional ceremonies annually.

Zambia is definitely a destination that should be on every travel list. The country is open for exploration, so go ahead and explore.



Mweembe E. Sikaulu is the Communications and Brand Manager at Zambia Airports Corporation Limited.

Photos: Zambia Tourism Agency



Birdwatching in Nigeria

By Dr Samuel Ivade



Spotted Flycatcher

Most of us are curious; we want to learn and discover new things; we want to travel, see new places and experience different cultures. Satisfying these desires can help us gain a deeper understanding of our world. In a recent online course that I took, we discussed Abraham Maslow's hierarchy of human needs, which led me to realise that this desire to travel, explore and learn about the world helps satisfy our need for self-actualization – a person's motivation to reach his/her full potential.

For me, I have found a perfect platform to satisfy my curiosity for knowledge and travel by studying and observing birds. My sojourn into birdwatching was rather fortuitous. Desiring to study architecture, but influenced by my parents to rather apply and study pharmacy, I ended up in the Biological Sciences Department at Ahmadu Bello University (ABU) Zaria. Early encounters with inspiring professors like Augustine Uwanekwu Ezealor and Shiiwua Manu during my first and second year respectively introduced me to the field of ornithology (the study of birds) and set me on a path that has continued to afford me never-imagined opportunities to travel and learn about the world through the 'eyes' of birds.

I am now an ornithologist – I study birds professionally by using formal scientific research methods, but I am also a birdwatcher – someone who observes birds for recreation and for fun. Nigeria is blessed with close to a thousand different species of birds. There are an estimated 2,300 bird species found in Africa

and over 10,000 bird species globally. As a birdwatcher, I am curious and would like to see every single one of these species. As is typical of most birdwatchers, I also now keep a list of all the bird species that I have seen and identified, not only in Nigeria, but also in every one of the other 20+ countries, in and outside Africa, that I have been privileged to visit. I currently have a global bird list of over 680 bird species that I have seen and identified (with about 503 of these bird species recorded within Nigeria). I have visited 28 states and the FCT in Nigeria to record these 503 bird species.

I have really enjoyed the opportunity to travel the world because of my curiosity to learn about birds, but as part of this journey also, I have had the opportunity to experience different cultures and see different places. For some of these birds, it is amazing to hear about the cultural value that they hold in these different places. For example, migratory birds undergo seasonal travel from one part of the world to the other; and the people in these different parts of the world have learnt to associate these birds with the different seasons when they occur in their part of world. Bird migration is just one of several characteristics that makes birds excellent indicators of environmental health. Generally, birds are very colourful and highly mobile creatures and can be found in healthy habitats all around us. They can move great distances in response to environmental changes and we can learn a lot about the state of our environment by just watching and observing them in our cities and villages.



Western Grey Plantain-eater

As a university lecturer, I teach ornithology and I enjoy taking opportunities that allow me to contribute in training and capacity building of other young Africans for ornithology and biodiversity conservation. However, I am also very passionate about creating opportunities outside of the classroom for public engagement and participation in bird conservation research and management through citizen science initiatives. One of my goals is to contribute to an environmentally conscious society in Nigeria and Africa. Consequently, as part of a public engagement initiative for bird conservation in Nigeria, my colleagues and I launched, in 2015, the Nigerian Bird Atlas Project at the A. P. Leventis Ornithological Research Institute (APLORI) – the foremost institute dedicated to the study and conservation of birds and other biodiversity in West Africa.

Through this project, we have been creating awareness and providing platforms for young Nigerians to connect and appreciate nature and their environment. I am quite proud of my role in providing the strategic idea to start a "bird club movement" in Nigeria as a means to engage young Nigerians via birdwatching to reconnect with nature and to participate in nature conservation through the Nigerian Bird Atlas Project. Young Nigerians are organised as part of social birdwatching clubs and we believe that we can gradually build a new generation of environmentally conscious Nigerians as they begin to pay more attention, not only to birds, but also other biodiversity and nature. I hope that in the near future, we can begin to see this community of nature enthusiasts grow across West Africa who are not only environmentally conscious but who also begin to actively demand sustainable environmental policies.

In 2018, for instance, I introduced a friend Emeka to birdwatching and urged him to join a Facebook group of one of the bird clubs in Lagos. At his Ikeja residence, with a camera, he was able to observe and photograph over 20 different bird species in this urban environment. He posted the pictures in the Facebook group and had other birders help to identify these birds. Some of the birds included sunbirds such as the Variable Sunbird that help in the pollination of most of our fruit crops. Others such as the Western Grey Plantain-eater feed on fruits and help to transport the seeds and help in forest regeneration. Many others such as the Spotted Flycatcher help to rid our farms and environments of insects that are sometimes harmful as vectors of many human ailments. Emeka has however sadly noted that he sees fewer birds around his neighbourhood as many of the trees in this area have been removed to make way for more buildings. Emeka's experience highlights one

of the key challenges that birds and other biodiversity continue to face i.e. habitat loss. These trees provided shelter for these birds. I believe it is possible for humans to get their shelter with less damage to the habitat for other animals. Live and let live, I believe applies to other animals as well.

Apart from the knowledge that we can gain about the health of our environment from watching birds, birdwatching is also a very big industry that involves millions of other people. In fact, birdwatching contributes vast amounts to national GDPs, especially in the Northern hemisphere where there is already a long history and culture of birdwatching. For example, the US Fish & Wildlife Service reported in 2016 that over 45 million people were involved in birdwatching around and away from their homes. These people spent nearly US\$41 billion annually on travel and equipment, while the local economies benefited from the additional US\$15 billion that birdwatchers spent on food and lodging during these travels. An estimated 660,000 jobs were also created as a result of this expenditure.

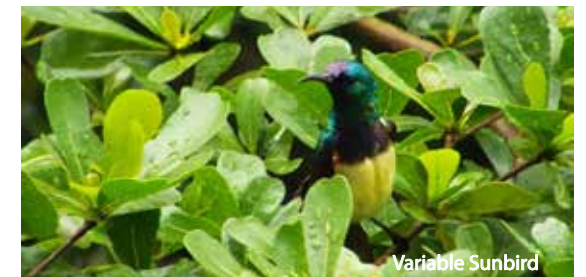
Nature tourism, and in particular avitourism i.e. travel away from one's usual environment to observe birds in their natural habitat, is therefore an emerging sector which, when practiced properly, holds great potential for providing positive experiences for both visitors and hosts. It could also contribute towards building environmental and cultural awareness; providing direct financial benefits and empowerment for local host communities; and of course conserving nature and wildlife.

For now, birdwatching and avitourism remain a venture that we are yet to fully tap into in Nigeria, despite the great potential that it currently holds. I will like to see continued growth in this culture of birdwatching in Nigeria as people become more curious about birds, and as they decide to embark on this adventure to discover the beauty and value that is available for us to see in the birds and other wildlife that share the world with us. I am always happy to share this passion and my experiences about nature and wildlife; and remain committed to helping other interested people to develop the needed skills required for studying and enjoying nature and wildlife.

In conclusion, I will like to say: Birdwatching is indeed a culture we all ought to develop. Apart from being an interesting and fun activity, it provides a window for us to better understand how our environment functions; how human activities impact our environment; and the results of this "hobby" can be used to take real action for environmental conservation.

Photos of birds taken by Chukwuemeka and Chijioko Anyiam-Osigwe at their Ikeja, Lagos residence.

Visit www.nibap.ng to learn more about the Nigerian Bird Atlas Project.



Variable Sunbird

Classic Cocktails

for the Festive Season

By Lara Rawa

It's the season of celebrations! Are you feeling merry? From decorations to gifts, end-of-year events, family dinners and all, this is usually one of the busiest periods of the year. The key to surviving the stress and also enjoying the thrill of the season is to plan early. So, to help you step up your game as a host, we've curated some classic cocktail recipes that are perfect for this season. Step away from the usual and try something different with these recipes.



Becky Stern/Wikimedia Commons

HOT TODDY

Have you tried a hot cocktail before? Well, this is one. The classic hot toddy cocktail is easy to make. All you need is hot water, whiskey, honey, and lemon.

Preparation time: 10 minutes
Serves: 1

- INGREDIENTS
- * ¾ cup water
 - * 1 ½ ounces whiskey
 - * 2 to 3 teaspoons honey (or to taste)
 - * 2 to 3 teaspoons lemon juice (or to taste)
 - * 1 lemon round
 - * 1 cinnamon stick or star anise (optional, for garnish)

- INSTRUCTIONS
1. In a teapot or saucepan, bring the water to a simmer.
 2. Pour the hot water into a mug.
 3. Add the whiskey, 2 teaspoons honey and 2 teaspoons lemon juice.
 4. Stir until the honey has disappeared into the hot water.
 5. Taste, and add more honey for more sweetness, and/or more lemon juice for more zing.
 6. Garnish with a lemon round and cinnamon stick/star anise (if have some).
 7. Enjoy!

EGGNOG

Here is something rich, creamy and sweet, perfect for some holiday indulgence. And, yes, it uses raw eggs, but not to worry, you'll love the outcome. Eggnog is a mixture of beaten egg yolks, cream, and often, whiskey or rum to make it boozy (take it another level by combining more than one liquor). Serve it chilled.

NB. This drink is not ideal for pregnant women, aged people, or those with health concerns.

Serves: 6-12

- INGREDIENTS:
- * 6 large eggs, separated
 - * ¾ cup superfine sugar
 - * 2 cups whole milk
 - * 3 cups heavy cream, plus more for garnish
 - * ½ cup bourbon
 - * ¼ cup dark rum
 - * ¼ cup Cognac
 - * Freshly grated nutmeg, for sprinkling

- INSTRUCTIONS:
1. Beat yolks in a very large bowl until thick and pale.
 2. Slowly beat in sugar.
 3. Whisk in milk and 2 cups cream.
 4. Mix in bourbon, rum, and Cognac.
 5. Cover, and refrigerate for up to 1 day.
 6. Just before serving, beat whites until stiff peaks form.
 7. Fold whites into eggnog.
 8. Whisk remaining 1 cup cream until stiff peaks form, and fold into eggnog. (Alternatively, you can fold half the whipped cream into eggnog, and top with remaining half.)
 9. Sprinkle with nutmeg.
 10. Enjoy!



Jill Wellington/Pixabay



Angela Huster/Wikimedia Commons

MULLED WINE

How about some hot wine? You've always had your wine served chilled. Maybe it's time to try something different. Grab your favourite red wine, some spices and liqueurs, and let's go mulling! It takes a short time to make and you can scale up the recipe depending on how many persons you're serving.

Preparation time: 25 minutes
Serves: 4-6

- INGREDIENTS:
- * 1 (750 ml) bottle of dry red wine
 - * 1 orange, sliced into rounds (also peeled, if you would like a less-bitter drink)
 - * 8 whole cloves
 - * 2 cinnamon sticks
 - * 2 star anise
 - * 2-4 tablespoons sugar, honey, or maple syrup to taste (or your desired sweetener)
 - * Optional add-in: ¼ cup brandy (or your favourite liqueur)
 - * Optional garnishes: citrus slices (orange, lemon and/or lime), extra

cinnamon sticks, extra star anise

- INSTRUCTIONS:
1. Add wine, orange slices, cloves, cinnamon, star anise, 2 tablespoons sweetener, and brandy to a large saucepan.
 2. Stir briefly to combine.
 3. Cook the mulled wine on medium-high heat until it just barely reaches a simmer. (Avoid letting it bubble — you don't want to boil off the alcohol.)
 4. Reduce heat to low, cover, and let the wine simmer for at least 15 minutes (or up to 3 hours).
 5. Using a fine-mesh strainer, remove and discard the orange slices, cloves, cinnamon sticks, and star anise.
 6. Give the mulled wine a taste, and stir in extra sweetener if needed.
 7. Serve warm in heatproof mugs, topped with your favourite garnishes.
 8. Enjoy!



Michale Matara/Pixabay

KIR ROYAL

Love champagne? Everyone does. Now add a splash of French berry liqueur and turn it into a cocktail. It's that easy, yet gives a fancier feeling than just having the champagne alone.

Preparation time: 2 minutes
Serves: 1

- INGREDIENTS:
- * ½ ounce (1 tablespoon) Chambord or crème de cassis
 - * 5 ounces chilled brut (dry) Champagne

* Optional garnish: 1 fresh berry e.g. raspberry or blackberry

- INSTRUCTIONS:
1. Pour the Chambord or crème de cassis into a Champagne flute.
 2. Gently pour in the Champagne while holding the glass at a 45-degree angle (to preserve the bubbles).
 3. Garnish with a berry, if you have one.
 4. Enjoy!



Charlene McBride/Wikimedia Commons

COQUITO

Take your family and friends to Puerto Rico with this rich, creamy Puerto Rican style coconut eggnog. Some recipes call for eggs, but this one doesn't. So it's easier to whip up without the complex procedure that comes with adding eggs to it.

Coquito is best served cold; the colder, the better. So you can prepare it ahead of time and let it stay in the fridge for a longer time.

- INGREDIENTS:
- * 1 (15-ounce) can cream of coconut
 - * 1 (14-ounce) can sweetened condensed milk
 - * 1 (12-ounce) can evaporated milk
 - * 12 ounces white rum (or to taste)
 - * 1 teaspoon coconut extract (or vanilla extract)
 - * ¼ teaspoon ground cinnamon
 - * ¼ teaspoon ground cloves
 - * 1/8 teaspoon ground nutmeg
 - * Garnish: Ground nutmeg or cinnamon, or cinnamon sticks

- INSTRUCTIONS:
1. Mix cream of coconut, sweetened condensed milk, evaporated milk, rum, coconut or vanilla extract, cinnamon, cloves, and nutmeg in a blender.
 2. Process them until they are well-mixed and then pour into a glass pitcher or bottle and cover it. Alternatively, add the cover to the blender bowl and place it in the fridge.
 3. Refrigerate for about 1 hour or more before serving.
 4. Shake to mix well right before serving.
 5. Pour into a small glass and sprinkle the top with nutmeg or cinnamon or garnish with a cinnamon stick.
 6. Enjoy!

Lara Rawa is the head mixologist at Eventic Cocktails, a cocktail design and consulting company based in Lagos Nigeria.

Mail to: info@eventiccocktails.com
Tel: 0700COCKTAILS
Instagram: @eventiccocktails

By Noni Acholonu



ICE CREAM DELIGHT *from* CRAVINS

alive. I identified the growing market space in Maiduguri, resigned from my job and sold my car. The proceeds from the sale combined with the little savings I had put together while working was sufficient to start up. And from the humblest of beginnings, two years down the line, I have three outlets (two in Maiduguri and one in Damaturu, Yobe) meeting the demands of teeming customers and a fourth outlet opening soon in Jos, Plateau. The success of Cravins has also allowed us to give back, and we provide food items to internally displaced persons affected by the insecurity in the region.

What flavours does Cravins offer?

We have about 50 regular flavours including Berry Blast, Red Velvet Cake, Summer of Love, Honeycomb, Chocolate Therapy, Nutty by Nature, and Foxy Brown. We continuously evolve, trying out new distinct combinations to better serve our customers. We have over 30 signature flavours across various locations based on customer demands because the essence of setting up the business is to serve the customers' ever-changing demands for the best ice creams with extremely smooth texture.

What does the future hold for Cravins?

We're growing with every tick of the clock and are really excited about how far we've come in just two years. Cravins has grown to become a household name in Nigeria's north-east region, and we hope to span across the country and Africa in the shortest possible time.



What inspired the setup of Cravins Ice Cream?

God provided the inspiration behind everything Cravins has turned out to be. Like most youths in the country, I had big dreams coming out of university, but that was put on hold while working as a telecoms engineer in the corporate world for a few years. I've always had the desire to build a conglomerate that promotes financial independence and social inclusion, and while working I surmised that with greater freedom and flexibility, I could make my dreams come



face the day-to-day challenges of both your personal life and business career. A mentor lifts you up to a higher level and ensures you're out of the rut. Identify an employee within your department in a senior level role, request to have a coffee or tea break and if there is time lunch at any popular restaurant. During such an informal meeting with your mentor, you have a relaxed atmosphere to talk about your job and the challenges you face. Today it is called informational interviews and it gives insight into what is expected of an individual, and how to get closer to both your personal and company goals. "We make a living by what we get; we make a life by what we give." — Winston Churchill.

It is important to emphasize that attending networking events in your field or finding local meet-up groups with shared interests are the best ways to make real connections. According to Porter Gale, “Your network is your net worth.”

5. Learn something new – learn a skill; read a book; find a hobby. If you like computers, take coding courses, learn more and this could lead to a career change or open up a new business. Learning never ends!! Update yourself by keeping abreast of tips and news within your company. Learning new things allows you to stay objective and productive, which is a vital prerequisite for a fulfilling career. The more you learn the more likely you will blend into new business surroundings and stay above your peers. Take on new roles within your job weekly or monthly. To quote Mahatma Gandhi, “Live as if you were to die tomorrow. Learn as if you were to live forever”.

Thank you and please reach out if you have any career-related questions.

Noni Acholonu is a talent acquisition professional working at Northrop Grumman Corporation.
www.linkedin.com/in/noniacholonu

If you are born between 1980 and 2000 you are considered a millennial. Being a millennial I know what is expected of us regarding careers. Without further ado here are five career tips for millennials:

1. Find your passion – for example, if you like to bake make it a passion. Be it baking, fashion designing, or developing an app for any social or business activity, do what you love. “If you don’t love what you do, you won’t do it with much conviction or passion.”
— Mia Hamm.

2. Job-hopping – don't fall into this trap. This is where you are in a role for two years or less and switch to a new role. The reason millennials are job hoppers are lack of job satisfaction, non-recognition for contributions, lack of shared vision, and inability to understand organisational goals and how one can contribute to make things happen. Millennials should stick to what they know and grow within the company.

3. Find a mentor – finding a mentor takes you out of your comfort zone and helps you focus on your strengths and understand your weaknesses. A mentor becomes not just a role model but also an inspirational guide as you



LUCRATIVE BUSINESSES That Survive During a PANDEMIC

By Omotola Otubela

As we have seen, during a pandemic such as the coronavirus outbreak, many people lose their white-collar jobs. Whilst those that are not laid off may experience a reduction in their salaries. This drastic change not only affects office workers but also entrepreneurs. This is because with a pandemic comes restrictive curfews and lockdowns. Hence, some services may no longer be required. In order to make ends meet, here are some lucrative businesses you could start up during a pandemic:

1. Logistics: Running a logistics business is one of the most lucrative businesses you could start during an outbreak. With the creation of many online businesses these days, delivery companies are always a go-to. Since there would be restrictive movement, customers hardly ever go for the 'pick-up' option. It takes little or no expertise to effectively run this business, and one could start solo.
2. Small-scale catering: Food vendors hardly ever run out of business, pandemic or not. In order to utilize this fully, one could begin an online catering service that also makes home deliveries. It is advisable to commence on a small scale or quantity because of the perishable nature of already-prepared meals.
3. Skincare (DIY): When there is a pandemic, people often pay more attention to things they normally won't,

for instance, skincare. Everyone wants or craves flawless skin but they get wrapped up in work that there is little or no time to spare for that. Here, one could begin making skincare products that treat specific skin issues like pimples, sunburn, dark spots, and so on, with all-natural, harmless ingredients. By doing it yourself and being transparent regarding the ingredients, you earn the trust of your potential customers.

4. Online thrift store: Beginning an online thrift store is a highly profitable business. Not all fingers are equal, hence, not everyone can afford expensive or luxurious wears. Thrift stores sell affordable wears, and as such, attract a wide range of customers. It could be a store for clothes, shoes, or even wigs.
5. Influencing and content creation: These two go hand in hand. A social media influencer earns a lot of money by just influencing or creating content for brands. Due to the large number of followers that these influencers have on social media, they are awarded well-paying gigs to help push brands and products. However, not all content creators are influencers. For instance, you could begin a YouTube channel, upload your creative content (which could literally be anything), amass thousands of subscribers, and in turn get paid by the app for the videos you post. Payment often depends on the number

of subscribers and views you have.

6. Baking: From cakes to pastries, the baking business is ever-booming. You do not have to worry about not getting enough customers for big cakes as cupcakes are gaining ground these days. They are quick to bake, pocket-friendly, and sell out quickly too. In addition to baking cakes, you could also add snacks and pastries to the list. You could never go wrong with edibles.
7. Makeup and cosmetics: Almost every woman owns a makeup set. From brushes, eyeliners, concealers, to lipsticks, you name it. You could begin by focusing on selling makeup products from a particular brand, before diversifying. Bearing in mind that there are many fake products in the market these days, it is important that you only patronize certified wholesale outlets or stores.
8. Home service: This kind of business is very broad. You could render services like cleaning, hair styling, repairs, and a whole bunch of other services that become inaccessible due to the lockdown. Remember to always wear a mask, sanitize your hands and social distance when out.
9. Supplying farm products: Farm products like eggs, fruits, vegetables, livestock, grains, tubers, and so on, are often in high demand during a pandemic. Aside from medical supplies, people need food in order to get past these trying times.
10. Surprise packages: When there is a pandemic, there is usually a ban on organizing public events or parties. As such, people settle for alternative ways to make their loved one's birthdays, proposals, and so on, memorable. This is where these surprise packages come in. There are different packages depending on what one can afford. They could be as simple as just getting a saxophonist to come surprise your loved one on their birthday.

Rather than stay idle or financially stranded, the above businesses could give ideas on what to venture into during a pandemic. The advantageous thing about most of these businesses is the fact that they require little or no capital to commence.



5 Ways to Hold an Office Holiday Party in the COVID-19 Pandemic

By Patricia Uyeh



COVID-19 took the world by storm and altered lifestyles including in the workplace. Many organisations have had to change strategy, with this often involving laying off workers to cut costs. Normally, as the year draws to a close, organisations hold annual parties to give employees a memorable holiday experience. With the strict COVID-19 restrictions, this year is going to be different. Organisations don't have to let go of this tradition, as they think outside the box, they can still give their staff the much-needed treat after a long turbulent year.

Below are five ways to hold an office holiday party during COVID-19:

1. VIRTUAL PARTY

This year virtual meetings became the new reality. People no longer had to travel distances to meet with others. Through advanced technology, communication was easy and possible for different parties. Now that virtual meetings are the in-thing, naturally, organisations can follow suit and host their holiday parties online. Zoom, Google Hangout, Microsoft Teams, and other apps provide the platform for a successful virtual party. The



organisation's staff can participate from any location with a good network connection.

2. LIVE BAND AND CULINARY CLASS

Still on virtual parties, organisations can bring in a live band and infuse other exciting activities such as a cooking competition. Employees can take part in a virtual dinner-making event with co-workers or family while enjoying music from the live band.

3. HIGH-END GIFTS OR HAMPERS

Organisations want it to be a holiday to be remembered by their employees. High-end gifts for their staff can do just that. Granted not every organisation can afford high-end gifts, however they can go for less expensive hampers filled with necessary grocery items to last through the holiday season.

4. VIRTUAL GAMES NIGHT

Activities to be included should review and celebrate the organisation's accomplishments. Organisations may also attempt to incorporate themes in these gatherings such as a fun dress code to make it more exciting.



5. SOCIALLY DISTANCED COMMUNITY SERVICE

The way to be happy is to make someone happy. Instead of the regular holiday party tradition, organisations can participate in community service projects such as hosting a good food bank for the less privileged.

EXTERNAL FUNDING

for startups - an overview

By Olayide Opaola

Money is the lifeblood of any business, and a Yoruba proverb says money is the engine powering the spread of all good news. Professional business people make money decisions every day – how to spend the money they have, how much to keep, where to get more from...

The source of a business's funds is very critical to business growth and capital structuring decisions. It influences everything from the firm's risk profile to its degree of insulation from both microeconomic business decisions and macroeconomic downturns. One major source is external financing.

So what exactly is external financing?

In the theory of capital structure, external financing refers to funds obtained from outside the firm. This is in contrast to internal financing which consists mainly of profits retained by the firm for investment. External financing includes all forms of credit – short-term and long-term loans, equity financing, or debentures. Internal financing on the other hand comes from working capital, retained earnings, or the sales of company assets.

Since the focus of this article is on external financing, let's look at some Nigerian businesses that have obtained one form of external financing or the other.

Paystack

The company is the country's tech sweetheart today, so I would start by going back to the company's early days. Paystack started in 2015, and



got into Y Combinator, a company focused on funding early-stage tech startups. When the software went public, Y Combinator connected the company to investors, and it raised US\$1.3 million in venture capital in December 2016. The company spent all that money till August 2018. Within that period, it had used the funds it raised to hit key milestones, such as processing more than ₦1 billion in payments per month, creating partnerships across Africa, and getting 17,000 merchants signed up to the platform.

Aiteo

Aiteo Eastern Exploration and Production, which contributes over 5% of Nigeria's daily oil production, has one of the largest private storage facilities for refined petroleum products in sub-Saharan Africa. In 2015, the company decided to diversify its resource base. The management of the company saw an opportunity to unlock the production of natural gas as a solution to Nigeria's power shortage. The company had already borrowed money to acquire Shell's stake in OML

29 and the Nembe Creek Trunk Line for US\$1.7 billion. It also purchased Total's stake in OML 29 for US\$569 million. To ensure that its natural gas vision is still in view, the company embarked on debt restructuring talks in 2020 and is hoping to raise even more money in the future.

HealthPlus

HealthPlus in 2018 raised funds from a private equity (PE) company – Alta Semper. The PE company was supposed to give HealthPlus US\$18 million in multiple instalments. HealthPlus is said to have got US\$10 million, and was later presented with US\$2 million as opposed to the US\$8 million balance. As a result of that, the PE firm was alleged to not have completely fulfilled its obligations, and both parties are still in dispute over who owns controlling shares in the company.

CoBuildit

You may never have heard of CoBuildit, a company focused on residential housing development that has been raising debt finance for its projects using a web platform

for the past few years. The company does not tamper with its capital structure, but instead makes each of its developments a sort of special purpose vehicle (SPV), laden with a mix of debt and equity to give individuals the chance to invest in projects, while also ensuring that project risks are properly balanced.

All these four companies have raised external finance, for different purposes. One of them is actively dealing with a negative side effect of raising external funding, but it looks like the others are reaping the benefits.

What exactly are the benefits of raising external finance?

Growth

The biggest advantage of external finance is the speed of growth. Take a look at the Paystack case. Yes, the company had an amazing product, but the infusion of US\$1.3 million into the business sped its growth exponentially. For Aiteo, taking advantage of the opportunity in natural gas was only possible by amassing huge amounts of capital.

Leveraged Returns

CoBuildit and similar companies who invest in projects can gain the advantage of leveraged returns. Leveraged returns is simply the return one gets on assets, using borrowed money. A popular example is of a person who has ₦100 to invest for a 20% return. They could borrow ₦900, so they now have ₦1,000 to invest. If their interest rate is 15%, they would be making ₦65 as opposed to the ₦20 they would have made from ₦100.

Fund Preservation

A company like CoBuildit is able to preserve its own funds and direct them to other operations and activities. These could be for things as simple as funding the annual corporate retreat or larger issues like augmenting a project's cost deficit.

External Benefits

Getting external financing brings external perspectives into your business. Even with debt financing, the banks will want to know how you are running the business, and would in many cases give you advice on how to properly manage your finances. With equity funding, startups most times get mentors, while bigger companies get strategic alliances that help with new markets.

External financing is great. But every pro has its con.

Increased Scrutiny

With external financing, there are more people interested in how the business is run. The business becomes more accountable to a larger set of people, and even a small issue can be blown up. Jumia was accused of fraud by Andrew Left of Citron Research when they were about to issue an initial public offering (IPO) in the USA last year. Same Andrew has backpedalled and recently called Jumia stock a generational buy. When you look for external financing, you would invite scrutiny – both welcome, and unwelcome.

Control and Ownership

Control and ownership of the business is also an issue when a business looks to attract external funding. The split ownership that comes with equity is obvious. The control issue is a little trickier. New equity owners may have a say in decisions made in the company. Case in point – HealthPlus. With debt, the business only puts its assets at risk if it defaults.

Cost

External finance is costly. If a company issues an IPO to raise equity capital, there's money that will leave the business. Even if you are raising equity capital privately, money will still go out. The legal fees, the processing fees, even agency fees in many instances. Also, equity investors expect a certain return on investment (ROI), and this might be in the form of dividend payments. On the other hand, if the company is raising debt capital, the cost of finance is in the regular interest payments. Dividend payments and interest payments are the costs of external finance, and these may also have a negative effect on the company's cashflow.

Thus, before raising external funding, you need to weigh all the pros and cons. You also need to realise that external funding's greatest advantage is growth. The key things to not forget when thinking of the purpose of external financing are: startups raise money to gain traction; scale-ups raise capital to seize opportunity; money is for growth.

Olayide Opaola is currently an MBA candidate at Lagos Business School, Pan-Atlantic University.



1 1+1 FREE



GIVE YOUR KIDS THE WINNING ENERGY

Get one 180ML pack free for every eleven packs.
Offer valid till stocks last



A REASON TO SEASON



With MAGGI, Cook The Difference





— YEARS —
**BUSTLING WITH
GOODNESS**

