

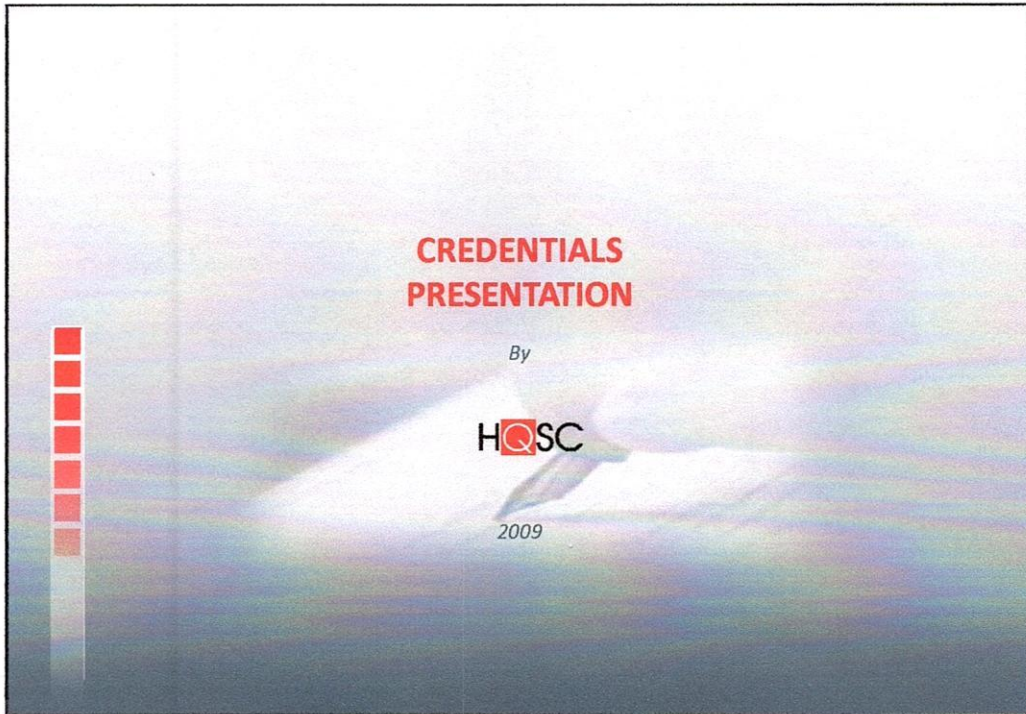
CREDENTIALS PRESENTATION

By

HQSC

2009





... WELCOME TO OUR WORLD

- **HQSC** is delighted to welcome you to our world!
- We are professionals in marketing communications with a passion and history of making champions of organisations and products in Nigeria.
- We provide services that make your brand a star. If your brand is already a star, we work even harder to make it a superstar while providing strategies to keep it up there for as long as you wish.

WE PROVIDE SERVICES
THAT MAKE YOUR
BRAND A STAR



HQSC Profile

ABOUT US

- OUR PURPOSE**
- To provide world-class integrated Marketing communications services in the most cost-efficient manner for the most effective results.

- OUR CORE-VALUES**
- ✓ Humility
 - ✓ Knowledge
 - ✓ Innovation
 - ✓ Prudence
 - ✓ Commitment
 - ✓ Trust



HOSC Profile

ABOUT US

- OUR VISION**
- To be a Pacesetter in quality service delivery

- OUR MISSION**
- To create enduring values for brands and stakeholders



HOSC Profile

OUR SERVICES

- ADVERTISING**
- We manage and execute the full gamut of advertising elements for your brands and organisation including, above-the-line and below-the-line media i.e. television, radio, press, outdoor, cinema, posters, leaflets, brochures, calendar, etc.

- BRAND CONSULTING**
- We develop brand identities from name generation, to development of logos, icons, motifs, and related brand properties as well as full identity manifestations in visual, sound, psychological and total perception environments



HOSC Profile

OUR SERVICES

- CREATIVE/PRUDENTIAL
MEDIA-BUYING**
- We develop strategies, plans and buy media with the best contemporary proprietary software tools available in Nigeria. These include ***EsPRI, Mediastar and MediaXpress***. We also constantly update our knowledge of the environment by accessing sundry media research and survey reports.
 - Our media management expertise ensures that you truly get value for money.

- CREATIVE SOLUTIONS**
- We ensure products/services speak like a distinct personality for a clear purpose. Thus guaranteeing ultimate brand success on any medium: print; electronic; web etc.



HOSC Profile

OUR SERVICES

- STRATEGIC SOLUTIONS**
- As communications consultants you can count on us to provide your organisation strategic advisory services to keep you on top of your game at all times.
- EVENT MANAGEMENT**
- We create and organise theme events, product launches, corporate forums, Annual General Meetings (AGMs) and so on.
- AUDIO-VISUALS**
- Have any ideas for audio and /or video development? We evaluate, enrich and produce for optimum quality and optimal returns.

HOSC Profile

OUR SERVICES

- BRAND / SOCIAL
ADVOCACY**
- We can help you fight your cause in the public space. Just let us know the thrust of your vision
- PUBLIC RELATIONS**
- We leverage your values, activities, events, and core essence through effective communications programmes and efficient management with requisite media relations build-up.
- CRISIS MANAGEMENT**
- Fire on the mountain? We provide 'water' and 'extinguishers' to solve sudden or protracted crisis in your corporate or brand world.

HOSC Profile

OUR SERVICES

CORPORATE COMMUNICATIONS

- What and how your organisation communicates to your core target and general public must follow a strategic template. We help develop and execute your corporate communications policy for sustained positive effect through such well thought out templates.

PRODUCT COMMUNICATIONS

- Products that are yet to scale up to being brands such as basic commodities also have something say. We support products, projects and ideas to effectively develop and realise their potential of becoming world class brands.

REPUTATION MANAGEMENT

- Who or what do you want your brand and organisation to be? Tell us! We shall build your *Communications DNA* and develop you to "look-the-path" before your target audience.

HOSC Profile

OUR PROCESSES

- The Holistic Strategic Solutions concept
- Top-bottom, inside-out approach
- We build an information pyramid from top to bottom, distilling from The business strategy to market strategy then to brand strategy.
- We will thereafter establish the following:

Brand Architecture
Brand Muscles
Brand Essence
Brand Soul



HOSC Profile

OUR CLIENTS

- Alcatel
- BusinessWorld Communications Ltd.
- Cross River State (Carnival Calabar)
- Central Securities Clearing System (CSCS)Ltd
- Chellarams Plc.
- Hallmark Bank Plc.
- Island Bank SA
- Nigerian Governors' Forum
- Power Holding Company of Nigeria Plc (PHCN)
- Reliance Bank Ltd
- SDMO (of France)
- Sona Breweries Plc.
- TNT/IAS Express
- UNICEM Portland Cement
- Wadof Software Consulting
- ZAIN (trading as Celtel Nigeria Limited)



HQSC Profile

OUR TEAM

- THE BROOM THEORY
- At HQSC, we operate *"the broom"* theory. That is, we are at our best working together as a team.
 - We therefore harness our diverse talents to make our clients and their brands the *stars* at all times.



HQSC Profile

OUR TEAM

ABIODUN ADESANYA (CHAIRMAN)

- Highly respected Hydro-Carbon management consultant
- Presently CEO, Degeconek Nigeria Limited which consults on Hydro-Carbon management projects for multinational/local Oil & Gas producing companies and the NNPC
- Worked at various times as a Geophysicist, Senior Explorationist and Business Development Manager in United GeoPhysical Nig Ltd., Elf Petroleum and Landmark-Halliburton before setting up Degeconek
- Has been an active member of National Association Of Petroleum Explorationists (NAPE) where he was P.R.O. between 1994 and 1996 and Vice-President since 2006 to 2008.



HOSC Profile

OUR TEAM

FRANCIS ONWOCHEI (Director)

- Veteran Audio-Visual Producer/Director
- 2 decades professional theatre practice locally and internationally. Stage credits include: The Gods Are Not To Blame; Hadrian The 7th; Kong's Harvest, Morountodun etc.
- Has television producing and directing credits in Raging Storm, Saving Alero, Tansi, Barbers Wisdom (for Mnet) and Zanani for Nigeria Film Corporation
- Has acting credits for the National Troupe, Nigerian Film Corporation and Mnet New Directions
- Member, Directors' Guild of Nigeria
- Member, Producer's Guild of Nigeria
- Member, International Film Practitioners
- Strategic Pressure Group of the NEPAD Initiative Former Secretary-General, Independent Television Producers Association of Nigeria (ITPAN).



HOSC Profile

OUR TEAM

**NNANKE HARRY
WILLIE (CEO)**

- Thoroughbred Marketing Communications Practitioner with over 17 years cross-functional experience
- Began career in TSM in 1992 and moved quickly through Partnership Advertising, Broyon Advertising, Goldmark Advertising, Cardinal Advertising, SO&U & Globacom.
- Was in SO&U as Media/PR and Account Manager between 1997 and 1999 handling Brand Development and Campaign Executions for ValuCard, Colgate- Palmolive, Abuja Sheraton, Citibank, NNPC, Mobil, GTB, UTB and Cadbury among many others.
- Advertising/Promotions Manager for CIL/Globacom from May 1999 to November 2002. Also had concurrent responsibilities as Head, Corporate Affairs, Devcom Bank and internal consultant on communications to Dr. Mike Adenuga Jnr. On his vast business empire including ETB, National Oil, Consolidated Oil etc.
- Contributed immensely to the emergence of Globacom as Second National Operator by successfully positioning CIL for positive consideration by the authorities and Nigerians before, during and after the various auctions for the GSM and Second National Operator Licenses
- Pioneer APCON Professional Diploma graduate
- Very strong strategic, creative and media-network competencies
- 1988 Philosophy graduate from the University of Lagos, Akoka



HQSC Profile

OUR TEAM

**OLAWALE DAUDA
(Group Art Director)**

- Well-groomed graphic artist from Yaba College Of Technology
- Gained valuable professional experience after a three-year stint with Insight Grey Communications. Also worked at Akbol Press
- Worked on several blue-chip accounts including Pepsi, Pringles, Milo, ETB, Mobil etc.
- HQSC accounts worked on includes: PHCN, Central Securities Clearing System (CSCS) Ltd, Sona Breweries: Wilfort & Tusk, TNT/IAS, SDMO, Wadof Software Consulting, Island Bank and many others
- Associate Member, Advertising Practitioner Council of Nigeria (APCON)



HQSC Profile

OUR TEAM

WASIU L. OLADIRAN
(Senior Art Director)

- Gifted artist with relevant training from the Polytechnic, Ibadan.
- Gained valuable experience at Cardinal Concepts Advertising working on Golden Penny Macaroni/Spaghetti, Maldox from Emzor and many others.
- HQSC accounts worked on includes: PHCN, Central Securities Clearing System (CSCS) Ltd, Sona Breweries: Wilfort & Tusk, TNT/IAS, SDMO, Wadof Software Consulting, Island Bank and many others.



HQSC Profile

OUR TEAM

ABBEY AZAKA EKPETI
(Head, Media)

- Well-focused 2001 graduate of Business Admin/Management from the University of Ado-Ekiti
- 6 years Professional experience in the Nigerian Marketing Communications terrain.
- Accounts he has worked on includes: Zain (formerly Celtel), PHCN, Central Securities Clearing System (CSCS) Ltd, Sona Breweries: Wilfort & Tusk, TNT/IAS, SDMO, Wadof Software Consulting, Island Bank and many others

KENE EJIMADU
(Client-service Executive)



- 2001 Political Science graduate from ESUT
- Relevant management experience Jos Steel Rolling Company
- Professional Client Service Experience in Protea Hotel, Nike Lake, Enugu

HQSC Profile

OUR TEAM

HILLARY OKA UJONG •
(Business Development)

- Has two bachelors' degrees. One in theology from St. Joseph major seminary (an affiliate of the pontific as urbaniana universities, of Rome and the other in philosophy from the university of Uyo.

- Has valuable experience in human and materials management with experience as project co-ordinator in World Health Organisation (WHO) programmes in Cross-River State.



- Hillary's deep and analytical mind is a great asset to HQSC's clients and his discipline and rigor of thought process always lifts the quality bar for all.

HQSC Profile

OUR TEAM

AUSTIN COBHAM •
(Business Development)

- Austin has shown exemplary management skills as Manager of Bayside Carnival Band, Calabar where he has held forte since 2007.

- Austin brings to the table an interesting mix of enviable people management and goal-getting credentials that will contribute tremendous value to HQSC's clients.

- Professional Mass Communication graduate of The Polytechnic Calabar with Post Graduate qualifications in Public Administration from the University of Calabar.



- Public administration experience includes stints as Hon. Councillor, S.A. to Chairman, Calabar South. Director Calabar South transport Company and Deputy majority Leader, Calabar South between 2004 to August 2007.

HQSC Profile

...OUR WAVE-MAKING ADS

- Our creative solutions are streamlined to effectively meet our clients' marketing and corporate objectives.
- We provide creative solutions that work for you!

HQSC Profile

Press Ad

Let's Give Your Brand a Soul

She says it's OK. In fact, honestly, it comes with extra financial incentives more attitude. HUE, of course it's much more primary that etc... she says it all the same. could have been it... but something's not quite right. Can't quite place a finger on it...and then King? 'New I know' she says, 'it looks a soul' For much 'we attitude in the way it comes across, its communication simply connects me' 'When someone has...I'd never jump ship to the next available option' she persists herself.

-She is talking about your brand!

With a new concept called the Holistic Strategic Solution (HSS)™, HQSC is equipped to take your brand to new levels of perception heights because we know your brand's success is just as important as its logo. We look forward to partnering with you. Please call.

HQSC
STRATEGIC SOLUTIONS

6, Jilanan Cisar, off Adhikara Cagaraya Street, Durian, Lagos.
 Tel: 01-478941, 0913-450-9613, 0913-327-5405.

•Reputation Management •Advertising •Media Relations •Event Management •Audio •Visuals

HQSC Profile

Press Ad

Silence is Sound

Impulsive action, over-reaction or under-reaction may destroy your hard earned reputation and corporate image especially during a crisis.

HQSC is equipped with appropriate skill-set and knowledge-base to analyse your scenario as well as proffer and execute enduring image-softening solutions for your short-term or long-term goals.

Contact HQSC today and you just may find out that silence could indeed be sound advice.



4, Adeniji Olosin, off Adeniji Ogunmuyi Street, Surulere, Lagos
Tel: 21-4739541 0800-400-3663, 2003-227-6405

*Reputation Management *Advertising *Media Relations *Event Management *Audio - Visuals

HQSC Profile

Press Ad

NIGERIA GOVERNORS' FORUM
TOWARDS A GOVERNABLE DEMOCRACY

TO ACHIEVE OUR COLLECTIVE DREAMS.


TRUST & SUPPORT YOUR GOVERNOR

Dreaming and working together makes a great reality.


NIGERIA GOVERNORS' FORUM
TOWARDS A GOVERNABLE DEMOCRACY

HQSC Profile

Press Ad




NIGERIA GOVERNORS' FORUM
FORWARD THINKERS • BOLD LEADERS



THE POWER TO SUCCEED

**BEGINS WITH TRUST & SUPPORT
FOR YOUR GOVERNOR**


No Governor can make it without his people.
People count but the people's support count
ever more.




NIGERIA GOVERNORS' FORUM
FORWARD THINKERS • BOLD LEADERS

HOSC Profile

Press Ad



NIGERIA GOVERNORS' FORUM
FORWARD THINKERS • BOLD LEADERS



WELCOME

NIGERIAN EDITORS

As you find time to join us tomorrow in Lagos to give us
your insights, thoughts and support on ways of
maining governance of Nigerian states we are
but be seen to be better, we cannot thank you enough.

God bless you one and all.
God bless Nigeria!

Dinner/Interactive Session
Attendance strictly by invitation
0201 36022999328 0182734646

HOSC Profile

Press Ad

No Brand **BIG** Enough Should Miss
AFRICA'S
BIGGEST
STREET PARTY

Africa's leading tourism brand invites Africa's leading business to their various categories to partnerships that will make the 2008 Carnival Capetown a festival of fun and fulfillment for partners and all. Limited partnership - welcome on board.

HOSC
Working for the good life

HOSC Profile

Press Ad

How Come Joe Didn't Know?

Joe, he always played his safe. Taking care of things, working to the bone for 3 employers. Through the years. For someone, he quickly spent. Finally, he had to go home to rest and make his home his own. Retirement came suddenly. But the bill for everything was more than he could handle. Obviously, Joe had no retirement plan. And every one keeps asking "Oh, how come Joe didn't know?" Surely, you don't want to end up like Joe. Get RIRA today.

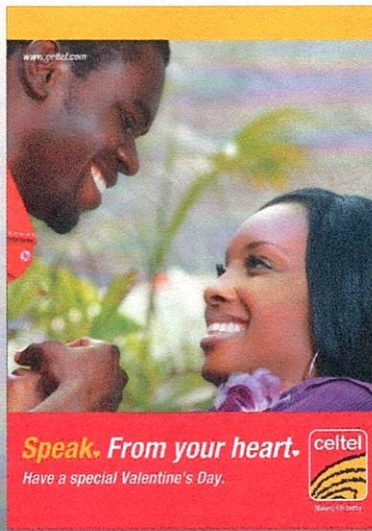
RIRA
BY JOE, FOR JOE, WITH THE BEST ACCESS

Working for the good life

RELIANCE BANK

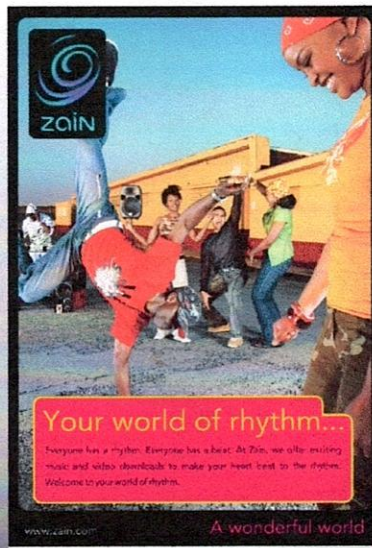
HOSC Profile

Press Ad



HSC Profile

Press Ad



HSC Profile

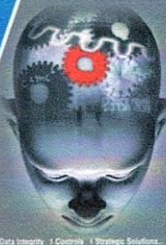
Press Ad

Business | Insurance | Food & Beverage | Digital Media | Health | Personal | Cost Accounting & Custom Solutions

When will your company move from GOOD to GREAT?

WAD
WAD GROUP
WAD GROUP
WAD GROUP

Good to Great Companies invest technology into their businesses while using carefully selected technologies as enablers of innovation. It's about GREATNESS. That is what you get from WAD Software Consulting.



Process | Data Integrity | Controls | Strategic Solutions

HOSC Profile

Press Ad

#15 We Remain HUNGRY

For INTEGRATED SOLUTIONS

Business | Insurance | Food & Beverage | Digital Media | Health | Personal | Cost Accounting & Custom Solutions

In 1953 we had a huge success. We wished to dispel all business process problems incurred by organizations in virtually every sphere of human endeavor. We needed to make the processes as simple as ABC.

We have succeeded in providing solutions in stock brokerage, portfolio management, ethical administration, insurance, share mobility, banking and consumer solutions that have created a global impact of you are still here from at least fifty corporate years.

In 2008 our appetite has not waned. Since business conditions and needs are ever dynamic, we realize we can't grow really fast. Having the opportunity to digest your new problems and challenges and providing the right solution at all times. We are forever grateful to our clients. You simply make us live or serve. Thanks.

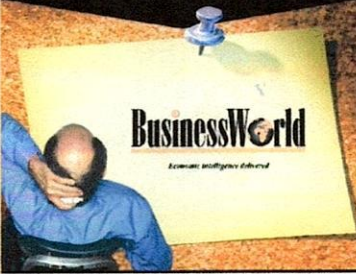
WAD
WAD GROUP
WAD GROUP
WAD GROUP

THE CHRYSLER FINANCIAL GROUP
1200 W. 19th Street, Suite 100, Fort Lauderdale, FL 33304
Tel: 305.443.8200 Fax: 305.443.8201

HOSC Profile

Press Ad

Don't Trade that STOCK without Reading...



BusinessWorld
Economic Intelligence delivered

There is a very thin line between gambling in stocks and trading in stocks. While gambling relies entirely on luck, trading is based on intelligence-gathering, analysis, projections and yes, a little bit of luck.

BusinessWorld through its rich, deep and incisive coverage of the stock market in the StockMarket section ensures that you are prepared to trade for ample returns in the capital market.

You would be saving and making a good fortune by reading StockMarket in BusinessWorld every week.

Get Every Month!
Subscribe at the rate of ₱1,000 per year

BusinessWorld
Economic Intelligence delivered
www.businessworlding.com

HOSC Profile

Press Ad

Real Me Show
...is da Real BIG Deal

STRICTLY FOR TOP HOLLYWOOD STARS & TOP COMPANY EXECUTIVES

Over 100 million captive audience in Nigeria and around the world

21 days of thrills and excitement

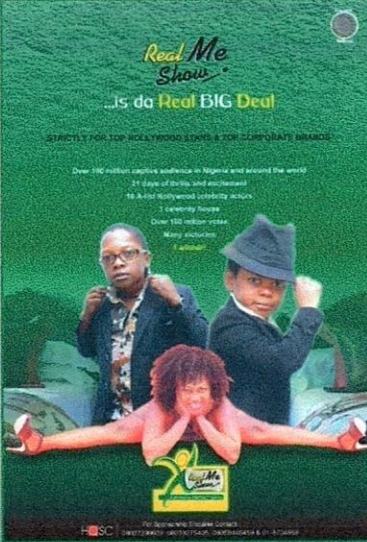
10 A-list Hollywood celebrity actors

1 exclusive house

Over 100 million votes

Many industries

1 winner




HOSC
For Sponsorship/Show Contact:
THEATRICALS, ENTERTAINMENT, ADVERTISING & PROMOTION


HOSC Profile

Press Ad

Two Bullish Years Of



glo

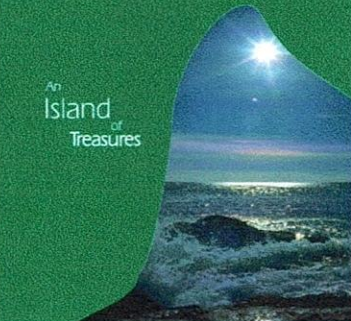


ALCATEL


HOSC Profile

Press Ad

An Island of Treasures



No man is an island but everyone makes one. To serve as a safe haven, a repository of peace, an ear for our personal and collective dreams. Come to **Island Bank SA**... and discover more.



Island Bank SA
BANK SA BANCARINA, SAO TOME, REPUBLICA DEMOCRATICA DE S. TOME E PRINCIPE

HOSC Profile

Outdoor

WE LIGHT UP YOUR WORLD...

SDMO

- Generators from 1 to 3000 kVA
- Made in Europe and delivered with Factory Test Certificates
- Nationwide sales and service network

SDMO Nigeria Ltd. : www.sdmo.com

Global Power Solution

HSC Profile

Outdoor

UNICEM
Portland Cement
Net 50 kg

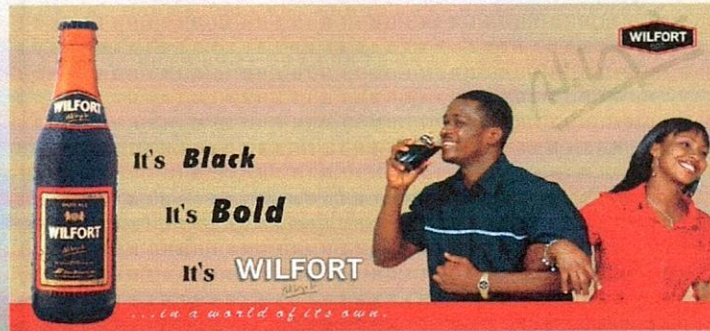
...BUILDING A BETTER FUTURE

UNICEM
PORTLAND CEMENT

United Cement Company of Nigeria Ltd. UNICem Factory, Spring Road, Diamond Hill, P.M.B 1017, Calabar, Cross River State.

HSC Profile

Outdoor



WILFORT

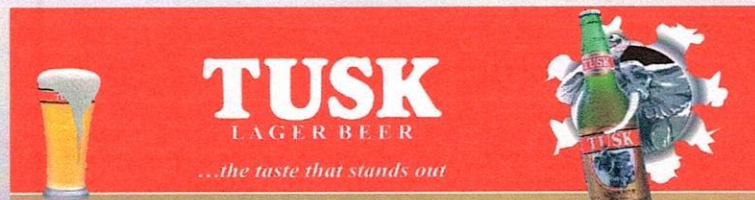
It's **Black**
It's **Bold**
It's **WILFORT**

...in a world of its own.

The advertisement features a dark glass bottle of Wilfort beer on the left. In the center, a man in a dark polo shirt is drinking from a can. To his right, a woman in a red top is smiling. The background is a soft, hazy outdoor scene. A small 'WILFORT' logo is in the top right corner of the ad area.

HSC Profile

Outdoor



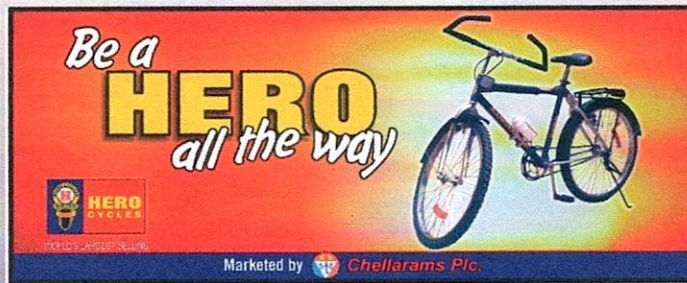
TUSK
LAGER BEER

...the taste that stands out

The advertisement features a tall glass of beer with a thick head of foam on the left. On the right, a green bottle of Tusk beer is shown with a bird (possibly a hawk or eagle) perched on top, appearing to break through a hole in a red surface. The background is a soft, hazy outdoor scene.

HSC Profile

Outdoor



HOSC Profile

PR

MINIAG, SEPTEMBER 22, 2008 117

MEDIA

Calabar Carnival gets new consultant

Media

...the creative director of the out-
 ...in 1968 the Commission that "IOWA CENTER"
 ...is singularly and passionately driven by its
 ...vision to place our fatherland, Nigeria on the
 ...world map of advertising; and to tell a com-
 ...when it
 ...comes, to
 ...the adver-
 ...the goal

An integrated marketing communications
 consulting company, HOSC, has recently
 been signed on by the Cross River State
 Carnival Commission as marketing consult-
 ants to the upcoming 2008 Carnival Calabar.
 In a statement released by the consultants, it
 assured that all is set for a super-loaded enter-
 tainment, thrills and huge investment dividends
 for participants and sponsors alike.
 At a brief but impressive ceremony performed
 at the Okoi Arigo House, Calabar Offices of
 the Commission, The Commission's Executive
 Secretary Mrs. Ehenka Oluwa-Dokubo speak-
 ing through the Commissioner in charge of
 marketing, Mrs. Clara Brails noted that
 HOSC's active presentation and posture as a
 thoroughbred professional marketing com-
 munication organization contributed to the
 Commission's decision to bring the firm on
 board. She further noted that HOSC must
 therefore rise to the occasion and build a shy-
 ing win-win, sustainable relationships between
 Carnival Calabar and its various key public

"Nigeria's best and the unsung hero" doing job
 that is unique and the unsung hero, coupled
 with the big wagon effect of client that would
 seek after a repeated version of a particular
 advert," he explained.

HOSC's CEO, Mr. Nnaka Harry Willie
 pledged to significantly raise the already lobby
 of the Carnival Calabar through its alliance
 with the Commission while ensuring that spon-
 sors and partners of Africa's number one
 tourism brand get their much cherished value
 for money.

The Carnival Calabar is reputed as the biggest
 street party in Africa. It is the climax of Cross
 River State's annual 12-day Christmas Festival
 which has been held every December for the
 past 5 years. Highlights of the Carnival
 Programmes include the Carnival Calabar
 Queens Pageant, Children's Carnival, Essay
 Competition among students in Secondary and
 Tertiary institutions, City Walk against
 HIV/AIDS, cultural parades from several states
 of Nigeria, Band Prides and the major carnival
 proper. It is 3 days of extreme, mind blowing

the millions are...
 next year, the entire country.
 Already there are five district...
 20 branches that the solution will be avail-
 able. Forty-six financial planners are involved
 with six of them being mobile planners.

equipment with over 60,000 customized re-
 ceivers on parade, over 3 million live spectators
 lining the streets of Calabar, tens of millions of
 local, continental and international television
 viewers as well as a marketing platform that no
 leading brand would dare to miss.

The company, HOSC, is a full member of the
 Association of Advertising Agencies of Nigeria
 (AAAN). In its six years of operation, it has
 done ground breaking work for blue chip
 clients such as the Nigerian Government, Fujair,
 Central Securities Clearing System, Zam (for-
 merly Coltel), the leading multinational
 telecommunications company, Sony Bravares
 FC, Akatel, STMO of France, several banks
 and many more. HOSC is also currently pro-
 viding marketing and brand infrastructure
 consultancy to Nigeria's ultimate Nollywood
 reality television show - The Real Me Show
 which will be hitting the airwaves soon.

The Carnival Calabar 2008, Willie said,
 promises to be the greatest spectacle yet in the
 African tourism map. No one who can afford it
 should miss it."

HOSC Profile

PR

Page 44, THURSDAY, Vol. 9, No. 2850

BUSINESS WORLD

Monday, February 10, 2003

MARKETING & ADVERTISING

Every Good Brand Deserves a Soul -Willie

Mr. Willie Harry Willie, the Chief Executive Officer of the newly established integrated marketing communications company, HQSC, has stated that the size of a brand's marketing communications budget does not necessarily guarantee a pile of sales in the hearts and shopping list of consumers. Rather, he stressed that "an intelligent inventory of mind-body connection activities with specific branding objectives is the only guarantee for a brand to attain 'Eternal Life' in its consumer world."

Mr. Willie, who until recently was the Advertising Promotions Manager of Globacom Limited, said this in a recent brand focused interview with THURSDAY. Speaking on the need for a brand to have a soul, Mr. Willie traced the life-cycle of a brand that:

the issue, Mr. Willie, who had spent the great part of his career with advertising agencies which include SHAKU, Cardinal Concepts, Goldmark and BEYON, said "Having a brand soul is not just about success, it is not about making money. However, sentiments and money are critical factors towards its realization. A brand with a soul will affect its target in more holistic ways, because they believe the brand is there for physical fulfillment, psychological fulfillment, social fulfillment and in some ways as a means of self-expression."

Mr. Willie stated what should be done: "We must do the first things first. Brands, leave dream and to think be honest are essential credits for a well-grounded brand. The mandatory elements of marketing will be organically followed. Marketing strategy, environment scan, product appraisal/revitalization, sales strategy and marketing support strategy development will naturally be undertaken including probably a listening process. A new addition should however be to ask the question 'what should the brand be remembered for when it is off the shelf?' This way, instead of working from the inside looking out, we shall be doing so from the outside looking in. If the essence is to delight the customer, keep him happy, keep his patronage and stay in business, then this is the way to go. I am confident that if this model is fully applied by some of our political leaders and those responsible for external and internal image management of our country, the future will be phenomenal. It is now for many brands out there to walk. These ones be,

holism of objectives, believe to embrace holism in execution and holism in result. This is the Holistic Strategic Solutions (HSS) concept approach.

"Advertising, public relations, sponsorships and other forms of communication need not take on the same message even if one actively would reinforce the others. This, however, is not to suggest there should be no central theme in the message. On the other hand, it is an imperative. While some messages are best delivered through mainstream advertising, others may only make sense and generate the desired effect through media publicity and event management for small cluster targets. Advertising may not always be the lead communication tool as it seems to be the case generally at present. Remember, a strong Brand Personality

gives you temporary presence, a brand soul gives presence when the going is good and also when things get tough, even when it is too tough.

While the weighting, the frequency and share of voice are critical decisions towards attaining set communication objectives, as well as to ensure that the brand is not overexposed, it is also of course, share of mind. The brand soul theory operates on a tripod of three key elements: Brand Message, Brand Media and Cultural Message/Media. The Brand Message is the key issue to be communicated - the major theme. It may lead the campaign or could be reinforced here and there. Cultural messages or sub-themes, it depends on the personalities of the market

LEADWAY ASSURANCE

HQSC Profile

THANK YOU!

Contact HQSC

Address:

6, Jalupon Close, off Adeniran Ogunsanya Street, Surulere, Lagos, Nigeria.

CEO's Telephone Numbers:

- 234-1-8734668
0802-739-9939
0803-327-5405
0805-544-5459

Website: www.hqsconline.com

Email: info@hqsconline.com



HQSC Profile