



## The #EndSARS protest was really about bad governance and endemic poverty [Pulse Editorial]



Banner shows #EndSARS protests in Nigeria

~~PARTICIPATION~~

~~RULE OF LAW~~

~~TRANSPARENCY~~

~~RESPONSIVENESS~~

~~CONSENSUS ORIENTED~~

~~EFFECTIVENESS AND EFFICIENCY~~

~~ACCOUNTABILITY~~



## THE CHALLENGE



## THE OBJECTIVE

- Motivate Brands on the need to take a stand on issues that promote Good governance
- Emphasize the fact that, Bad governance affects all stakeholders in any state.
- Change the narrative of “Good governance is Government’s problem alone”

## THE AIM

Give Businesses a stimulating reason to be more patriotic, and actively play a part in promoting Good Governance

## WHO CAN CAUSE THE PARADIGM SHIFT

# THE

M/F, 20-50

Influential  
Rational  
Informed  
Competitive  
Bottom line driven

## PUTTING A FACE TO...



Chioma Slyva-Ifedigbo  
*Senior Brand Manager,  
DUREX*



Juliet Ehimuan  
*Google Nigeria,  
Country Manager*



Timi Ajiboye  
*BuyCoins, CEO*



Shola Akinlade  
*Paystack, CEO*

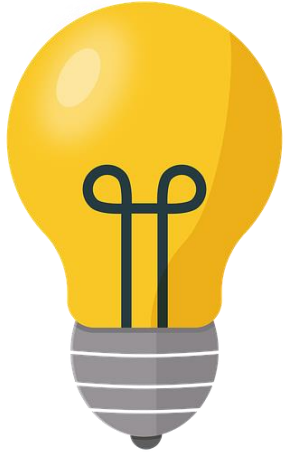


Segun Abaje  
*Gtbank, CEO*



Emmanuel Oriakhi  
*Nigerian Breweries,  
Marketing Director*

# WHAT DO WE KNOW



## INSIGHTS

The Society makes the Brand, and in that sense controls public opinion of any brand

Businesses often try to be apolitical, until shit hits the fan

Every Brand thrives on PR and no Brand wants negative public opinion



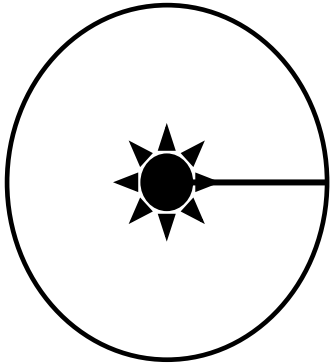
## OPPORTUNITY

The Consumers Call the shot

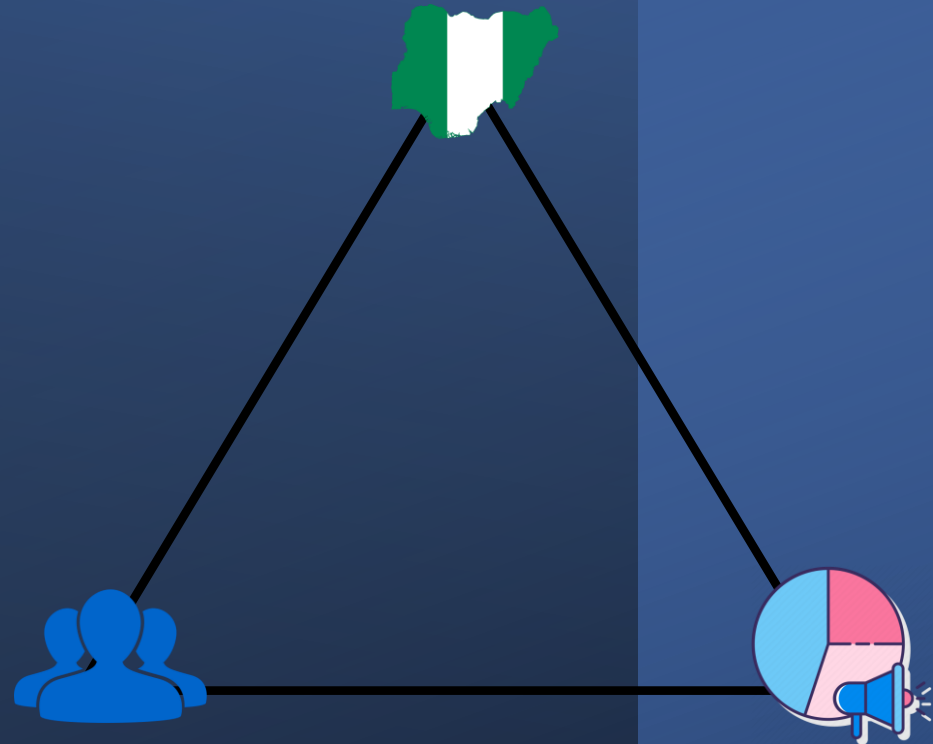
**Brand MGT 101** : The concern for public opinion, is the beginning of wisdom

# IDEA

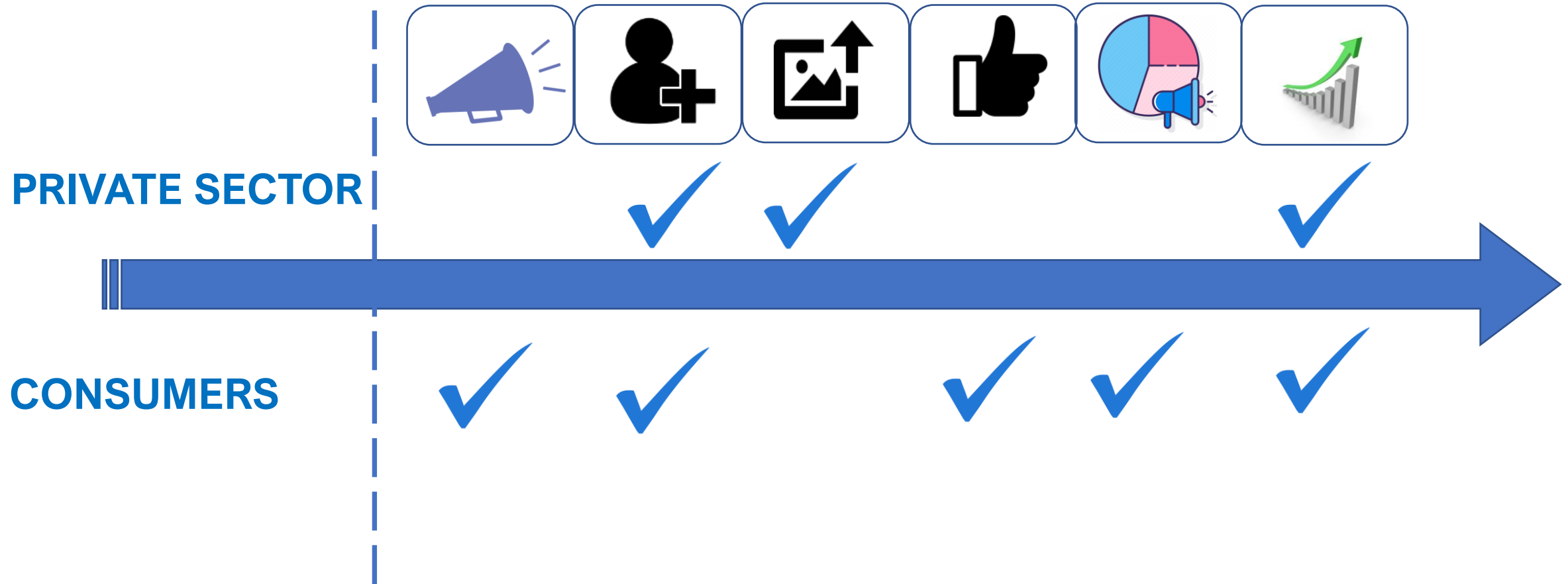
## LOCUS



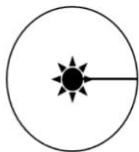
An Online based application that empowers consumers with the ability to call out Brands with the aid of programmatic messaging, to actively partake in Good governance in return enjoy increased share of voice



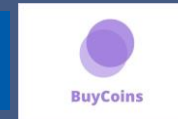
## HOW DOES IT WORK



LOCUS



Drop logo to any bucket to call out



## BUKETS OF ISSUES

☐ INSECURITY

☐ UNEMPLOYMENT

☐ CORRUPTION

☐ EDUCATION

☐ HEALTH

☐ INFLATION

☐ FINANCIAL INCLUSION

Welcome Back



!

You were called out by 5,000 individuals to address Unemployment, see your journey below...



1. The Unemployment symposium in LASU
2. I lost my Job (Unemployment Advert)
3. Skill acquisition



1. Consumer reviews of events
2. Ratings
3. What the consumer community is saying



1. Brand related social media trends
2. Share of Voice
3. Brand affinity





# HOW DO WE LAUNCH LOCUS



## Engagement & Awareness

- Engage top executives on the objective of LOCUS and the need to be part of the MOVT
- Drive APP awareness with conversations on the Consumers call the shots

## Reinforce & Recruit

- Reinforce the message that Brands can not do without a working society
- Recruit general public to call out Brands via LOCUS to be involved in Good governance

## Changing the narrative

- Publicizing the benefits of enjoyed by Brands that have answered to the call out

## Engagement & Awareness

Launch will be tied to Customer Service Week

Engagement of Top executives on Good governance and a working society



**Emmanuel Oriakhi**

*Nigerian Breweries, Marketing Director*

Social Media Awareness  
Conversations

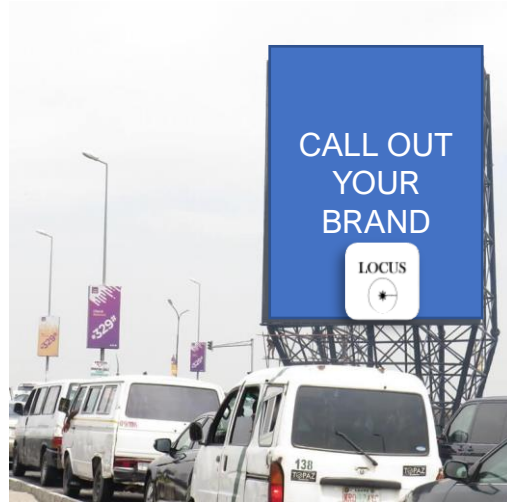




# Reinforce & Recruit



SYNCHRONISED LED TAKEOVER in  
CBD Areas



Incite conversations on important role Brands play  
in Good governance and how consumers can call  
out Brands on LOCUS



# Changing the Narrative

Giving visual to the Work done and celebrating the  
Brands involved



# SUMMARY

## CHALLENGE

Government needs help in exacting good governance



## OBJECTIVE

Give Businesses a stimulating reason to be more patriotic, and actively play a part in promoting Good Governance

## SOLUTION

## LOCUS

An Online based application that empowers consumers with the ability to call out Brands with the aid of programmatic messaging, to actively partake in Good governance in return enjoy increased share of voice

## RESULTS

One month after CSW Launch

- 100,000 consumers signup to strengthen the LOCUS community
- 10 Brands are called out weekly
- 30 Brands sign up and begin work towards promoting good governance

*Ese Gan! Daalu! Nagode!*