Absolute PR

Brand and Reputation Management Services

thenetworkone™

C O R P O R A T E P R O F I L E

OUR CLIENTS:

Past & Present

CKA

kinabuti

Dulux

RSSDA

ONWARD PAPER MILL Plc. RC10349

Pedabo

DIGITAL MARKETING WSI CERTIFIED

eterna

United Way

MoneyGram. www.moneygrampoint.com

AFRIBANK

ON INTERNATIONAL FILM FESTIVAL

MOVIES THAT MOVE

ADGIS Adamawa State Geographic Information Systems

Ecobank The Pan African Bank

Skye Bank Expanding your world

Lifebuoy

OMO

SAP

Absolute PR Brand and Reputation Management Services

OUR CLIENTS:

Past & Present

RAINBOW COLLEGE
learning today, leading tomorow.

Spectranet
4G LTE

NIBSS

HMK REIT

OMRON

KANSAI PLASCON

Knorr

Arla DANO

CDK INTEGRATED INDUSTRIES LIMITED

TOTAL
COMMITTED TO BETTER ENERGY

JOB-LINK
RECRUITMENT SERVICES

PEARS®

Absolute PR
Brand and Reputation Management Services

Client's Recognition:

omcomm

Lagos, 21st December 2009

Mr. Akonte Ekine
CEO
Absolute PR

RE. THANK YOU from ION International Film Festival Port Harcourt09

On behalf of Hossein Farmani, Chairman of ION International Film Festival, we wish to thank you for Absolute PR's Superlative job accomplished, enhancing the success and reach of the 6th edition of ION International Film Festival in Port Harcourt.

IONIFF PH09 attracted more than 10,000 people in the different venues, and guests from Nigeria and abroad which were very impressed by the experience Port Harcourt together with your team offered them; many have been sending enthusiastic feedback expressing interest in the festival's next edition in Nigeria.

We would like to thank you particularly for a harmonious working relationship between your organization and our company, and for believing in us and matching the unprecedented scope of ION in Port Harcourt 09.

We look forward to our next collaboration in the interest of this extraordinary Nation.

Yours truly,

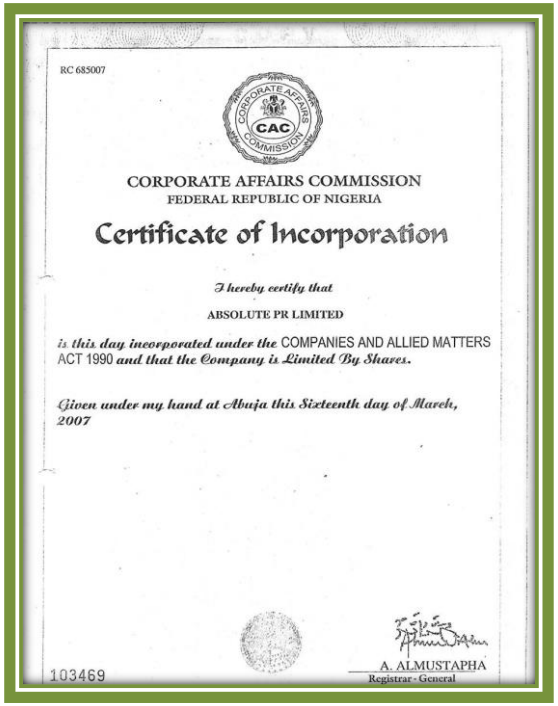
Soledad Grognett
Creative Director / Omcomm Ltd.

48 Ali Akilu Crescent | Asokoro | Nigeria | www.omcomm.org | RC 723444

0

ALL ABOUT US

- Incorporated as a brand and reputation management firm in 2007.
- Commenced operation in 2009
- In 2018, Absolute PR became a member of thenetworkone, a global association of independent agencies with head office in the United Kingdom



RC 685007

CORPORATE AFFAIRS COMMISSION
FEDERAL REPUBLIC OF NIGERIA

Certificate of Incorporation

I hereby certify that

ABSOLUTE PR LIMITED

is this day incorporated under the COMPANIES AND ALLIED MATTERS ACT 1990 *and that the Company is Limited By Shares.*

Given under my hand at Abuja this Sixteenth day of March, 2007

103469

A. ALMUSTAPHA
Registrar - General

PRCAN
PUBLIC RELATIONS CONSULTANTS ASSOCIATION OF NIGERIA

This is to certify that

Absolute PR Limited

Member

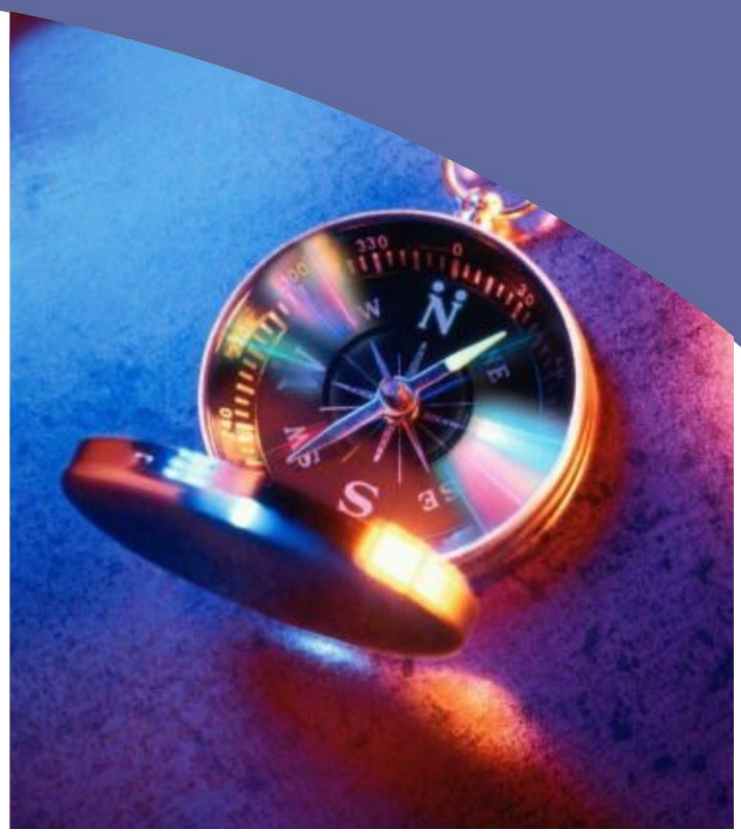
of the Public Relations Consultants Association of Nigeria. Given under the authority of the Executive Committee of the Association in accordance with Public Relations Consultancy Practice Bye Law (No. 3) of 1993.

Dated this 9th day of December, 2010

President

Absolute PR
Brand and Reputation Management Services

OUR VISION



To be the most understanding, most creative and most disciplined brand and reputation management firm in the world meeting the greatest expectations of our stakeholders.

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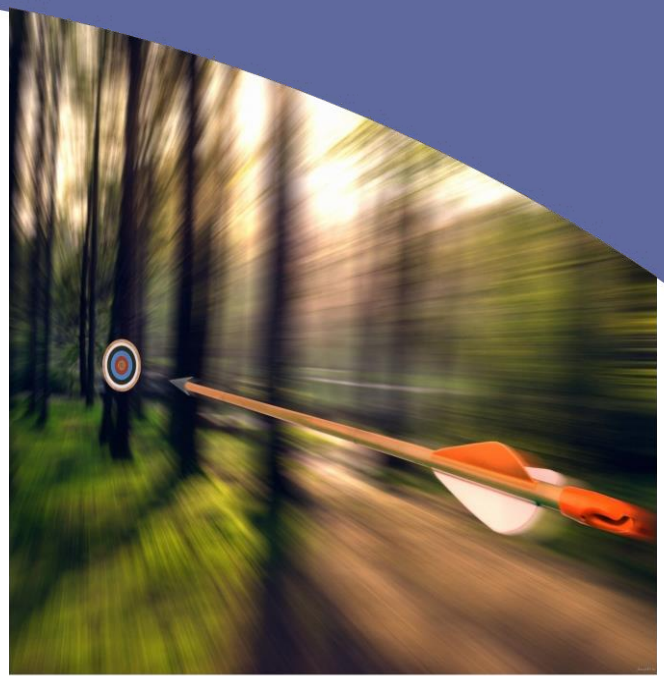
OUR MISSION



To put smiles on the faces of our stakeholders by providing strategic business solutions using both conventional and unconventional methodology to achieve the ultimate goal of the client and other stakeholders.

OUR APPROACH TO WORK

It's simply more than a 360 method of ensuring you have the right perception, but includes establishing you in the public eye.

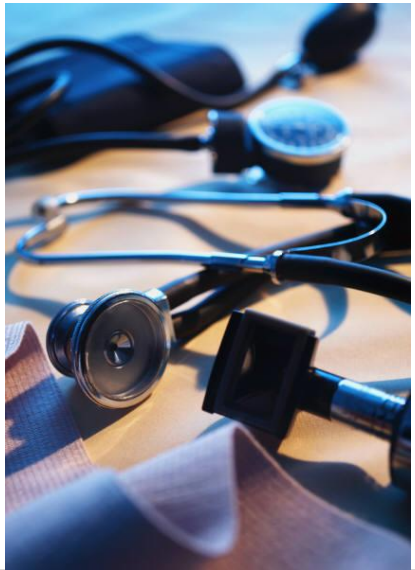
Our seal of work is the bond between you and the consumer/public or relevant stakeholder.

CORE VALUES

Honesty

Integrity

Excellence



Professionalism

And Return on Idea

Absolute PR
Brand and Reputation Management Services

Service Offering

BUSINESS UNITS

- **Brands & Business Management:**

  As a unit dedicated to the entire management of your brand, we see branding as a business which must be adressed and managed as such, with the primary objective of meeting the expectations of the brand custodians.

  – All personnel in this unit do not only live the brand but also sleep the brand in order to keep our promise and that of the brand

- **Research & Evaluation:**

  Our business is built around research from the point of the brief to the point of execution. We are constantly probing the brand(s) and the issues as well as the consumers to understand if what we are doing is moving us toward the desired goal

BUSINESS UNITS contd.

- **Financial Communications & Investor Relations:**

  Investors are different kinds of consumers. We understand them , as well as the nation's capital market and operators. This gives us the leverage to tailor our messages with available or created platforms to ensure that the expected bond between the client and the investing public remain mutual. Sometimes the investor needs more than just the figures to see the opportunities.

- **Concept Development:**

  We are constantly innovating to facilitate proper execution of our briefs. As a result of the dynamics of the marketplace, we have decided to go beyond the tradition to reach the consumer.

BUSINESS UNITS contd.

- **Media Relations/Content &Analysis:**

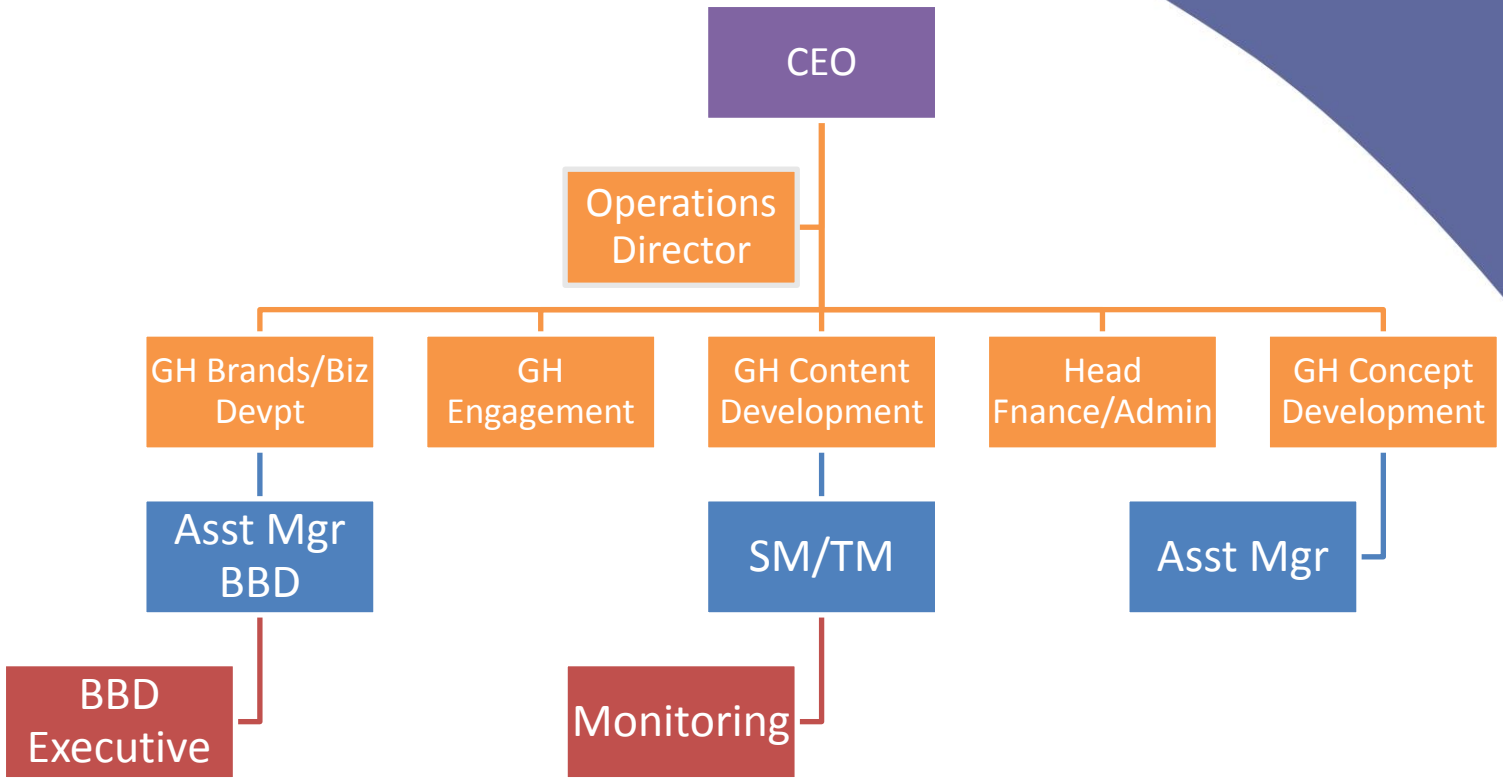
  We understand the Nigerian media scene, and have a good rapport with the personnel - from Line Editors to Publishers. We feed and source content from them as a way of getting feedback on consumers' disposition to messages.

  – Aside the traditional media, we create independent strategic platforms where we speak and hear from our target publics.

- **Consumer Nteract/Xchange:**

  The fragmentation of the consumer in the marketplace requires expertise in engagement. The message is better understood and we have instant feedback from them on the subject matter.

STRUCTURE


CEO
Operations Director
GH Brands/Biz Devpt
GH Engagement
GH Content Development
Head Fnance/Admin
GH Concept Development
Asst Mgr BBD
SM/TM
Asst Mgr
BBD Executive
Monitoring

VERY UNIQUE ADVANTAGES

- **Young and**

- **Personal touch to account management**

- **Budget-friendly**

- **Deep understanding of the business**

- **Very passionate**

- **Responsive turnaround time**
  (we work with the Clients' time)

OUR CREED

We crave your indulgence: allow us associate with your market expectations.

We are simply the best for you today and tomorrow

CLIENTS EVENTS SHOWCASE

Global Handwashing Day

Absolute PR
Brand and Reputation Management Services

CLIENTS EVENTS SHOWCASE contd. :

NEW & ADVANCED Lifebuoy

Global Handwashing Day

Absolute PR
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CLIENTS EVENTS SHOWCASE contd. :

access
www.accessbankplc.com

MoneyGram
Money Transfer

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CLIENTS EVENTS SHOWCASE

contd. :

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CLIENTS EVENTS SHOWCASE contd. :

SAP TRAINING/WORKSHOP

CLIENTS EVENTS SHOWCASE contd. :

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CORPORATE PROFILE

CLIENTS EVENTS SHOWCASE

contd. :

Absolute PR
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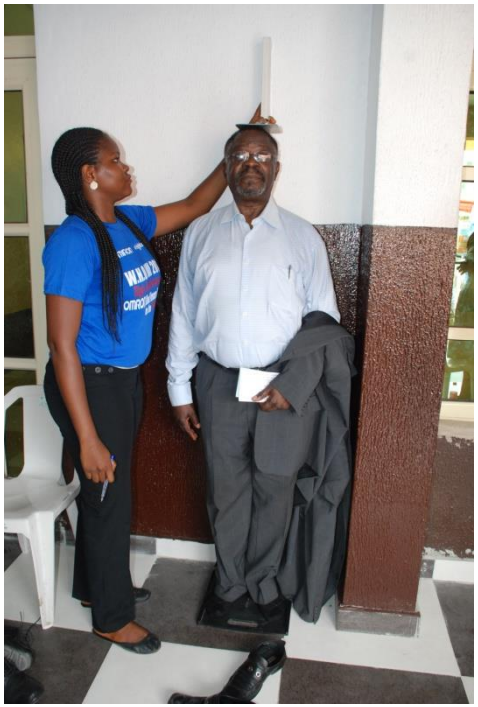
CORPORATE PROFILE

CLIENTS EVENTS SHOWCASE

contd. :

OMRON



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CLIENTS EVENTS SHOWCASE contd. :

Absolute PR
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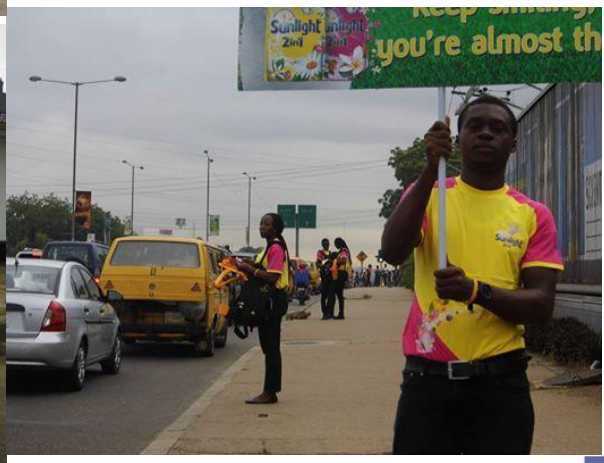
CLIENTS EVENTS SHOWCASE contd. :



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CLIENTS EVENTS SHOWCASE contd. :

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CLIENTS EVENTS SHOWCASE contd. :

NSN Nutrition Education Programme held in Lagos.

CLIENTS EVENTS SHOWCASE contd. :

Unilever MOU Signing with National Association of Nigerian Nurses and Mid-wives in Lagos.

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CLIENTS EVENTS SHOWCASE cont.:

Knorr®

Press Conference on the impact of Iron Deficiency Anaemia held in Lagos.

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CLIENTS EVENTS SHOWCASE cont.:

Knorr Way of Life Symposium held in Lagos.

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CLIENTS EVENTS SHOWCASE cont.:

Spectranet Unveiling of New logo Press Briefing Held in Lagos.

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CLIENTS EVENTS SHOWCASE cont.:

Spectranet new CEO media chat Held in Lagos.

CLIENTS EVENTS SHOWCASE cont.:

JOB-LINK
RECRUITMENT SERVICES

BRT BUS BRANDING FOR JOBLINK RECUITMENT SERVICES IN LAGOS.

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CLIENTS EVENTS SHOWCASE contd. :

Pepsodent 2015 World Oral Health Day Press briefing, Abuja

CLIENTS EVENTS SHOWCASE

contd. :

Pepsodent 2015Community Outreach in Lagos

CLIENTS EVENTS SHOWCASE cont.:

Pepsodent 2015 Health Walk in Lagos.

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CLIENTS EVENTS SHOWCASE

contd. :

2015 WOHD/Unveiling of Peposodent Super Dentists Cartoon in Lagos

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CLIENTS EVENTS SHOWCASE

OMRON

OMRON 2015 World Hypertension Day in Lagos.

Absolute PR
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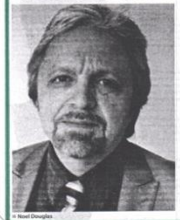
MEDIA RELATIONS SHOWCASE

48 DAILY TRUST Friday, May 16, 2014

JOBS & CAREER

NEXTLEVEL Appointments&Promotions

Noel Douglas becomes new MD of Wild Fusion



Noel Douglas

Toyota Nigeria appoints Kunle Ade-Ojo new MD

JAIZ appoints Mahe ED Business Development

Association of Federal Polytechnic Medical Directors elect pro-tem officers

National Mirror Thursday, May 22, 2014 Brands & Marketing 35

Wild Fusion launches digital training outfit

DAVID AUDU

BRAND talk with Michael Umogun

Dare to be different as a brand

Glow in the dark brands: Deepening equity in Nigerian market

Brand X-Ray with Ayodeji Ayopo

Wildfusion Digital Media Advertising

Marketing & PR 19

BUSINESSDAY: www.businessdayonline.com Tuesday 10 June 2014

'We are closing skill gap in digital marketing in Nigeria'

The digital marketing in Nigeria is growing, now accounting for about 7 percent of the N120 billion marketing spend in Nigeria. Abasiama Idaresit, CEO/founder partner of Wild Fusion Digital Centre, who is deepening digital marketing with a training centre in this interview, assesses digital marketing and explains why he set up the training centre. Excerpts:

Abasiama Idaresit

Winners emerge at Oral-B-sponsored smile makeover award ceremony

Konga-Infinix promo winner gets Hyundai car

National Mirror Thursday, May 22, 2014 Brands & Marketing 35

Wild Fusion launches digital training outfit

DAVID AUDU

BRAND talk with Michael Umogun

Dare to be different as a brand

Glow in the dark brands: Deepening equity in Nigerian market

Brand X-Ray with Ayodeji Ayopo

NEWS

Maltina shares happiness at Lagos Carnival, Black Heritage Week

SEPLAT lists on Nigerian, London Stock Exchanges

Wild Fusion appoints new MD

XLR8 wins BATN PR brief

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CLIENTS EVENTS SHOWCASE

Arla DANO

Dano celebrates world milk day with children

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CLIENTS EVENTS SHOWCASE

Contd. :

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CLIENTS EVENTS SHOWCASE

SIMPLIFIED CORPORATE LOGISTICS

Simplified Corporate Logistics @ MPAD event held in Lagos

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CLIENTS EVENTS SHOWCASE

KANSAI PLASCON

Launch of Kansai Plascon Paint in Nigeria with Louis Saha a former player of Manchester United as Ambassador

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CLIENTS EVENTS SHOWCASE

contd. :

Absolute PR
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CLIENTS EVENTS SHOWCASE

IBN

Insurance Brokers of Nigeria brand relaunch

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ONLINE

BrandArena

...where REAL brands worth the gist

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Saturday, 17 May 2014

Noel Douglas appointed MD of Wild Fusion

Noel Douglas has been appointed as MD of African digital marketing agency and Google AdWords certified partner in Nigeria, Ghana and Kenya, Wild Fusion.

Noel Douglas

Noel Douglas has over twenty-five years' experience in the marketing and advertising ecosystem, working with agencies across the globe, he began with one of the most famous brand agency names and completed a full cycle to become one of their global Africa Network Managing Directors.

The appointment of Douglas is said to be part of the company's strategic growth plan.

Says former MD of Wild Fusion, Abasiama Idaresit: "I am delighted to welcome him on behalf of our African team. It is an incredibly exciting time at Wild Fusion as we look forward to building a truly African business."

No comments:

Post a Comment

ventures

NOTHING VENTURED, NOTHING GAINED

Business | Entrepreneurs | Investing | Leadership | Lifestyle | Lists | Opinions | Sports | Tech | Contact

Wild Fusion Launches Digital Training Centre

May 29, 2014 | Niyi Aderibigbe | Careers & Education, Leadership

VENTURES AFRICA – Digital marketing agency and Google AdWords certified partner, Wild Fusion has launched a specialist digital training organisation, Wild Fusion Digital Centre (WDC) to provide expert digital marketing training.

The training Centre, which is the official certified local partner of the Digital Marketing Institute (DMI), Ireland, provides professional training courses specializing in helping businesses train their staff in creating real opportunities for increased access to consumer leads, brand awareness and increased revenues streams across digital platforms.

WDC offers DMI's Professional Diploma in Digital Marketing suitable for professionals at all levels, who are involved in planning, implementing and measuring digital strategies.

"We are living in an ever-evolving digital world and developing capability in the digital marketing arena is absolutely paramount," said Noel Douglas-Evans, Managing Director of Wild Fusion Africa.

According to him, WDC's offering will help raise the standard of marketing, as well as build capacity in the digital industry and create a new level of marketing professionals to the business community.

With the Professional Diploma in Digital Marketing being a practical programme that focuses on current trends and best practices in Digital Marketing, Douglas-Evans noted that it would immensely benefit everyone working in the industry to have more marketers learn how to practice their craft excellently.

Google Training Courses like Google AdWords and Analytics, and LinkedIn Training Courses for sales and marketing professionals, recruiters and jobseekers are also offered by the WDC.

The programme is internationally recognized and accredited by the Digital Marketing Institute, Ireland and also by the Scottish Qualifications Authority, the Wild Fusion Africa MD stressed.

digital marketing in Africa | DMI | Google | LinkedIn | Noel Douglas-Evans | Professional Diploma in Digital Marketing | WDC | Wild Fusion

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EXCLUSIVE BANKING

APPLY

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Why The Nigerian Diaspora Won't Return Home

The Richest Black Woman In The World, Folorunsho Alakija

The Richest People In Africa 2013

How To Find A Job You Love

BrandworkNigeria

Resource for the Brand & Marketing Communication Industry in Nigeria

africancristal.com/register

INTERNATIONAL FESTIVAL OF CREATIVITY 15-21 JUNE 2014 BOOK NOW CANNES LIONS

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DIRECTORY

BrandworkNigeria Marketing communcation directory

Get alert of Industry news as they happen

NIGERIAN NEWS

Punch

Vanguard

Guardian

Wild Fusion Appoints Noel Douglas as New MD

Â

search... SERCH

POINT OF VIEW

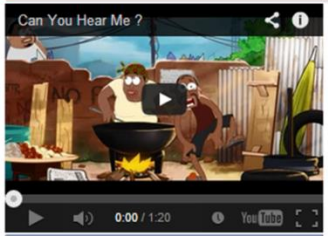
Nation Branding & Marketing, a New Perspective.

Bola Akingbade

Customer Week 2013: Are Nigerian Customers Happy?

Mustafa Yusuf-Adebola

ETISALAT ON THE OFFENSIVE



Absolute PR

Brand and Reputation Management Services

Key personnel

Akonte Ekine

- Akonte Ekine is the Lead Strategist. He started Absolute PR in 2009 after working for over a decade on institutions and brands in the country.

- Akonte was a pioneer Marketing Communications Consultant for the Bureau of Public Enterprises (BPE) during his stint with a PR firm, and was part of the team that developed the investor relations template mostly used today in floatation marketing.

  He was also a major player in the sale of Unipetrol, National Oil, Benue Cement Company, Cement Company of Northern Nigeria, and is a floation management expert with a deep understanding of Investor Relations.

- He won best PR personality for LG electronics (MEA)in 2004 & 2005 in Seoul South Korea whilst working at DDB Lagos as associate director

Dolapo Onaduja

- Dolapo Onaduja, a graduate of Mass Communication from Babcock University, Ogun State also holds a Masters degree from the University of Lagos. His interest in communications span from Advertising, media relations, brand activation to managing client's corporate communication strategies.
- He is responsible for the management of various accounts of the company from both private & public sectors of the economy.

Afeez Odunoye

- Afeez Odunoye , Executive-Content Development, journalist and a reputation manager. He is passionate, young and vibrant .
- He studied Mass Communication at the prestigious Moshood Abiola Polytechnic, Abeokuta, Nigeria.
- He is successful in developing news stories and news analysis on socio-economic activities in the country.
- His passion for communication shines through.

CORPORATE PROFILE

Damilola Jimoh

Damilola Jimoh, Head, Admin& HR. She is ardent about people and constantly driven by the will for change. She is a free spirit person with special strength for multi-tasking. She believes in getting things done within shortest possible means. She studied computer science at Olabisi Onabanjo University and has an in-depth knowledge of human resource development.

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Gracious Mgbokwere

- Gracious Mgbokwere is diligent and dedicated to her role as Administrative Executive at AbsolutePR.
- She studied Mass Communication at Imo State University, Owerri, Nigeria.
- Her energetic and tactical make adds value to client's expectations.

CORPORATE PROFILE

Kemi Ologbonyo

- Kemi Ologbonyo, is a PR and media enthusiast.
- She studied Biochemistry at the University of Ilorin, Ilorin, Nigeria.
- She is successful in managing social media and digital engagements for clients.

Absolute PR
Brand and Reputation Management Services

OUR CONTACT

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Lagos State.

THANK YOU