

Waves of Advertising Agencies in Nigeria: Transition from 1928-2020



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Abstract

This study x-rays the history of advertising in Nigeria with the aim of examining the influence of West Africa Publicity Company Limited, the first advertising agency in Nigeria on the development and growth of the Nigerian advertising industry from the early days to 2020. The population of the study is 88 officially registered advertising agencies, including the local agencies that are affiliated with international advertising agencies. Using a simple random sampling (SRS), the study arrived at a sample size of 12 advertising agencies, six are drawn from those that are affiliated to global agencies, while six are drawn from the local agencies that have no foreign affiliations. The use of SRS in the study is based on the fact that there is a sample frame in the population. The study used two instruments, namely in-depth oral interviews and document analysis. The data generated were analyzed qualitatively. The study revealed that West Africa Publicity Company influenced the development and growth of the advertising industry in Nigeria. It was found that the earliest agency was a breeding ground for the earliest Nigerian advertising practitioners and influenced the industry; that many advertising giants in Nigeria today had their training, either in it or Lintas before veering into another industry or establishing their own outfits, that the first generation agencies fall between 1928-1970, second-generation agencies between 1971-1989, the third generation agencies fall between 1990-1999 and the fourth agencies 2000-2020. The study also revealed that agency affiliations have existed for over 93yrs, but there is a huge movement towards affiliations in the 1990s till date. The study, therefore, concludes that so much will be earned by advertising agencies that take the lead in redefining the cultural, creative, and intellectual context of advertising as well as the need for conventional historians to treat advertising as a separate field. The study, therefore, recommends that members of the professional advertising community should take an active role in fostering an accurate and influential history.

Keywords: *Advertising Agencies, Transition History, Affiliation*

Introduction

Advertising is a major socio-economic activity that drives the economies of many societies and it is a form of commercial mass communication designed to promote the sales of a product or service, or a message on behalf of an institution, organization, or a candidate for political office. This profession is as old as society, hence its evidence can be found in cultures that existed thousands of years ago, but advertising practice only became a major industry in the twentieth century. Many experts believe that advertising has important economic and social benefits, while critics believe that advertising has its negatives such as deceptive advertisements and materialistic cultures (Brett, 2009). Not

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only has advertising as we know it evolved and matured with the twentieth century, thereby making the twentieth century unique; not only has its size and centrality to the economy made it a significant industry in its own right; not only has its social visibility and presumed social influence been great, (because advertising is both pervasive and persuasive); but advertising has been at the interface between pragmatics and art, between psychology and economics, between the producers and the consumers of society, thus making it a key element in our economic history as well as our social, technological, artistic and cultural histories. The history of advertising is, therefore, perhaps one of the keys to the understanding of the evolution of our complex urban society.

Bogart (1969:12) noted that advertising is a "tremendous institution which deserves study in its own right, and because of its influence on the most vital concerns and powers and values of our society. Insights from the history of advertising would have the potential of influencing public policy within our own society as well as an example to others. But whether the public policies so formed at home and abroad have any validity depends entirely on the accuracy with which such history is written. So, too, does the pride that members and leaders of the industry enjoy. Unless the history of advertising is exhaustively researched and is accurately documented, in Nigeria, the industry and those within it stand a great chance of being demeaned.

Trans-Saharan trade brought the Arab traders directly in touch with merchants in the Northern Nigeria, and the Trans-Atlantic slave trade was an inglorious commercial system that depopulated the African population including Nigeria. At the end of the slave trade, British merchants through multinational firms such as the United African Company (UAC, later Unilever) and Paterson Zochonis (PZ) dominated commerce in Nigeria and the West African Coast. Nigeria with her wide ethnic diversities came into being in 1914 when the protectorates of Southern and Northern Nigeria were amalgamated, while she became politically independent on October 1, 1960. Trades and other commercial activities in Lagos had blossomed extensively, and the United African Company (UAC) had evolved from the Royal Niger Company. Mr. Gwilym Lloyd, a Welsh who worked for the United African Company, and who believed that advertising could aid better organization and conduct of commercial activities in the West African Coast persuaded the Board of his company to establish the West Africa Publicity Company in 1928 which was dominated by the expatriates until the late 1950s when it started to engage and develop Nigerians. Among the first set of Nigerians to join the agency were Clavers Okereke from 1959-1960, Erhabor Ogieva Emokpae who was engaged in 1960 as an apprentice artist, Ifeanyichukwu Sylvester Momeke, the first Nigeria graduate trainee who was engaged in 1962 and Banjo Solaru was engaged in 1963 amongst others (Onuorah 2010,p.2; Okwecheme 2009, pp. 14-29, Doghudje 2013). According to Doghudje (2013), Erhabor Ogieva Emokpae, whose son Erhabor Asa Emopkae once the MD of Lintas, was a talented artist, and that Emopkae Senior was the first Nigerian to become a Creative Director in Lintas. He disclosed that many of the first agencies both local and international ones are no more in existence except Lintas. He attributed the reasons for Lintas' longevity to strong international affiliations, a positive foundation, good corporate governance, outstanding and memorable campaigns. The West Africa Publicity Company became the first advertising agency in Nigeria which later metamorphosed into the present day Lintas in 1964. This agency became a breeding ground or school for the earliest Nigerian advertising practitioners and has continued to

influence the development and growth of the advertising industry in Nigeria to date (Okwcheme, 2009).

The advertising sector has become increasingly international and globalized with some Nigerian advertising agencies having international affiliations with the foreign advertising agencies, even though Lintas from the first day it was established had foreign affiliations. It is worthy of note that in the 1990s it became fashionable among Nigerian agencies to be 'affiliated' and many new start-ups went out to aggressively court foreign agencies to be their local partners. The trend has continued to date, with many advertising agencies in Nigeria having international partners that spread across the globe.

Statement of the Problem

Although the Nigerian advertising industry is recognized as quintessential communication activity used for the promotion of goods and services, including politics, there have not been many systematic examinations of the earliest agencies and their founders in Nigeria. Nigerian communication scholars, historians, and members of the advertising community seem to be more attracted to studies of journalism, PR, development communication than advertising research. The historical treatment of advertising in Nigeria from the early days till date through which great insights might be obtained has not been recognized. However, there are insufficient data as to the historical development of the first generation or earliest agencies and their founders. Unless the history of advertising development is exhaustively researched and accurately documented in Nigeria, the industry and those within it stand a great chance of being demeaned. The study, therefore, was designed to help address the problem of inadequate attention to the earliest agencies and the early practitioners in the Nigerian advertising industry. The specific study objectives include 1: to identify the first advertising agencies in Nigeria, clients, and their founders. 2: to determine if the earliest or oldies of advertising practitioners have great impact or influence in the industry while the broad goal of this research was to examine how the earliest Agencies and practitioners influence the development of advertising in Nigeria from 1928 to 2020.

Methodology and Materials

The study adopts a historical and descriptive approach to analyze the historical development of advertising in Nigeria. Personal in-depth interviews, as well as documents in relation to advertising practice and agencies' business and operations, were used as primary research instruments for the study on which this paper is based therefore Mixed Methods Approach was used. All the relevant data from the studied agencies were subjected to critical and thematic analysis. Supplementary data came from in-depth personal interviews.

Transition History from 1928-2020

The study attempts to categorize the historical stages of the Nigerian advertising evolution based on phases, epochs, economic and political policies within which the agencies were established. There is no standardized or specific style of categorizing the advertising agencies. The reason for grouping agencies into waves or phases is to enable readers and consumers to have a clearer view and proper understanding of the neglected histories of Nigerian advertising and its earliest practitioners and the evolution of agency affiliations.

The story of advertising in Nigeria is told in four broad-based waves, namely (a), the first generation agencies, 1928-1970 (b), the second generation agencies, 1971-1989, (c) the third generation agencies, 1990-1999 and (d), the fourth generation agencies, 2000-2021. Each of these four waves; eras, or epochs had its twists, peculiarities, and impacts on the overall development of each phase. The developments and growth of the advertising industry from the early days of West Africa Publicity Company, which signaled the beginning of the first advertising agency in Nigeria, were characterized by lots of board room politics and phenomena in the advertising scene to date. The rise and fall of some agencies till now, local agencies seeking foreign partners, rivalries among agencies, lack of corporate governance, poaching of staff, government policies such as indigenization, structural adjustment programme, liberalization, control of the industry through appropriate legislative mechanisms, as well as boom in the oil sector, telecommunications and banking sector; and democratization processes influenced the waves, shifts and patterns of the advertising industry in Nigeria.

There are insufficient data as to the historical developments of the first generation or earliest advertising agencies and their founders. Despite this constraint, the first wave in the advertising industry in Nigeria began in 1928 with the establishment of West Africa Publicity Company by the management of UAC which evolved from the Royal Niger Company which served both the local and foreign interests in the then West Africa Coast including Nigeria. Interestingly this agency with foreign interests later metamorphosed into Lintas and soon after became Nigerian-owned immediately the expatriates left the shores of Nigeria. However, the revenue from the oil boom of the 1970s coupled with the Nigerian economic policy of 1972 further encouraged the birth of new, vibrant advertising agencies in Nigeria.

From 1928 to the 1970s some of the leading agencies were Lintas, OBM, and Grant Advertising, and Graham & Gills. Some of the earliest practitioners who worked in Lintas were Mr. Clavers Okereke from Owerri, he was the first Nigerian to join Lintas, I.S Moemeke, Ogieva Erhabor Emokpae, Olu Falomo, Chris Doghuje, Ted Mukoro, and Mac Ovbiagele. Also, Mrs. Kofo Bunknor, who was the Deputy Governor in Lagos worked in Graham and Gills, one of the international advertising agencies in Nigeria from 1960-1970 before establishing Hunter Publicity advertising, which she later sold. Chris Doghudje and Olu Falomo also worked briefly in OBM, while Biodun Shobanjo worked in Grant advertising with Adeyemi Lawson as its Chairman. OBM, Grant, and Graham & Gills were all foreign agencies that came to Nigeria between 1959-1970. For instance, Grant Advertising was an American agency while Lintas was a London agency. Some of the major campaigns that OBM produced in the early years were; Cadbury tom-tom campaign, "the black and white for extra flavor," Goodie, Goodie" and Gulder, 'the ultimate in beer" etc, Grant advertising has "Milo for future Champion". The Nigeria Bureau of Publicity (NBP) was founded in 1948 by Chief Michael Ogun, a Nigerian journalist. The early 1950s and 1960s Horney Blow, and Freeman Cork were all established in Nigeria by foreigners (Doghujge, 2013). Today, these earliest foreign and local agencies are no longer in existence. Only Lintas is still in existence. It is from these earliest agencies that the first crop of the earliest Nigerian advertising practitioners flocked and some of them include, Kehinde Adeosun who later founded Promo Serve, Femi Adeniyi-Williams who later became the MD of OBM, Mac Ovbiagele who later founded Mascell Advertising, and his brother Bruce Ovbiagele who established Broyon. Biodun Shobanjo later left Grant Advertising as Deputy Managing Director with Richard

Ibe and Jimi Awosika in 1979 to set up Insights Communications Advertising Agency and the Troyka Group, among others. Shobanjo joined Grant Advertising in 1971 from Federal Radio Nigeria and worked in Grant Advertising agency for seven and half years. By 1973, for example, there were about 23 advertising agencies belonging to the then Association of Advertising Practitioners of Nigeria (AAPN) many of which were founded by the young Nigerians who entered the advertising business in the 1960s.

The rise of the second generation agencies and those behind the move have also been documented including their motives. Between 1971 and 1989, an era called the second wave in the industry saw the Nigerian advertising scene in the hands of Nigerian practitioners. In this important era, many Nigerian-founded agencies had emerged strong enough to compete with their older and expatriate-founded agencies and they became the second wave of fully indigenous agencies which provided healthy rivalry for the first generation agencies. (Lawson, 2012; Owoborode, 2008) noted that with indigenization in the early 70s, ownership of agencies became Nigerian, with the local managers doing a management buy over from the expatriate organizations or owners. The local managers were the Nigerians who had worked in older agencies that felt they could strike out on their own.

In a series of oral interviews in 2016, 2018, and 2019 with Chris Doghudje in Surulere Lagos, he said some of the second agencies included Rosabel Advertising Agency which was founded in 1978 by the trio of Tunde Adeleja, Akin Odunsi (a former senator) and Steve Omojafor. Insights Communications Ltd was founded in 1980 by a group of six but only three are active and they are Biodun Shobanjo and Jimi Awosika and Richard Ibe. Others are Sunrise Advertising Agency set up in 1980 by May Nzeribe, Centre Spread Advertising established in 1982 by Kola Ayanwale, Concept Unit founded in 1984 by Lere Awokoye, Read and Mark Advertising founded in 1985 by Willy Nnorom.

The emergence of the third generation agencies and the factors that propelled the actors deserve historical attention. Abraham (2012) stated that immediately after the locally trained advertising practitioners took over from the expatriates who had left the shores of the Nigerian market following the indigenization policy, the third wave broke out. These were led by mostly well-trained and highly motivated individuals who felt they could do much better creating indigenous advertising using the acquired skills and knowledge from the international and local agencies. These agencies grew fast and soon began to compete with other established agencies for the established international accounts in the local markets. This situation was propelled further when in the late 1970s and 1980s when the big international brands started becoming really active in Nigeria. Then followed another wave of bright young and highly skilled Nigerians who were frustrated with the levels of professionalism, ownership structure, and sometimes governance of the second wave agencies that they decided to take the plunge and start their homegrown distinctly creative advertising agencies. This wave saw the birth of the following agencies; SO&U founded in 1990 by Sagie, Julia, Oku, and Udemé Ufot, but only Udemé Ufot is active now, STB-McCann was established in 1990 by the owners of Rosabel namely Akin Odunsi, Steve Omojafor and Tunde Adeleja, and Richland Communications founded in 1990 by Ikenna Modebelu. Other agencies in this phase include; Prima Garnet advertising founded in 1992 by Mr. Lolu Akinwunmi, Franchise Advertising was set up in 1994 by Eze Don Opurozor and the proliferation has continued ever since. It is interesting to note that Don Opurozor was in Lintas before establishing Franchise Advertising. STB was a spinoff from Rosabel Advertising and

some other old agencies copied such as MCA and Novelpotta were all spinoffs from Insight.

The history of Nigerian advertising is the history of Lintas. According to Owoborode (2008) and Doghudje (2013), many of the agencies that flourished in 1960-1970 are not there anymore, perhaps because of structure. Some of them are one-man-band outfits. The two legends said Lintas still exists after the change of ownership by the founders. Lintas has been with foreign affiliations from the early days till date and has been handling the big accounts of UAC/Unilever such as Omo, Closeup, Star Beer account which the agency has been handling since 1949 as well as Maltina account to date.

Another remarkable aspect of the 1990s in the advertising scene is the aggressive rush for foreign affiliations among the local outfits. There was a huge movement towards this between the 1980s and 1990s. In the 1990s it became fashionable to be "affiliated" and many new start-ups went out to aggressively court foreign agencies to be their local partners. It is worthy of note that most of the earlier affiliations were not sought by the Nigerian companies, (Abraham, 2012). Rather, the international agencies came seeking local partners and did a thorough job of analyzing what would be the best fit for their purpose. The arrangement in most cases did not involve equity participation in the local agencies, but there were some financial arrangements for businesses linked to the international agencies. This was a very pragmatic model and it was quite convenient for both parties. Today, the entire scenarios are different and the earlier affiliations model are not as attractive to the international networks, which now view the Nigerian market as promising and want a bigger share of the pie.

Earlier agencies and the older practitioners have great influence and impact on the fourth wave in the industry. As in other generation agencies, the fourth wave came up to compete in the market. Their founders were young Nigerians who wanted to contribute to the development of the Nigerian economy by creating and establishing agencies different from the older ones. Frustration and lack of leadership direction were among the factors that prompted the emergence of this wave. Novelpotta Y & R was established in 2001 by Dr. Celey Okogun. Marsktrides Communication Limited was founded in 2001 by Mr. Bernard Okhakume; Heritage Quality Service Consult Limited was founded in 2003 by Mr. Nnake Harry Willie; 141 Advertising founded in 2003 by Mrs. Bunmi Oke; Brandbeliever established in 2003 by Chief Eshiet Essien; Business Strategy established in 2004 by Mr. Afolabi Sorunke; ZK Advertising Agency founded in 2005 by Mr. Olumide Olowole; SOA Advertising Agency established in 2005 by Mr. Adebisi Tella; IMS Advertising Agency founded in 2006 by Mr. Daniel Esiekpe; Vantgarde Advertising Agency Ltd founded in 2006 by Helen Ese Emore; Quest Publics Advertising Agency founded in 2007 by Mrs. Funke Nwankwo, and Noah's Ark founded in 2008 by Mr. Lanre Adisa, are among the fourth generation agencies in Nigeria having been established from 2000 to 2020.

The contributions and active participation of women in the overall development of the industry seem to have been neglected. However, from the early days to the present, gender in the industry has become a critical issue. Advertising appears to be a male-dominated business in Nigeria, but in spite of this dominance, women have actively participated in the development of the advertising sector. Women practitioners have been raising their heads and holding candles to their male counterparts in different sections of the industry. Very many examples of women advertising practitioners have

headed sensitive and challenging positions in the industry. A few advertising female practitioners include; Mrs. Kofo Buknor, a former Deputy Governor of Lagos, who joined the industry and worked in Graham & Gills, one of the earliest international advertising agencies in Nigeria from 1960-1970. She distinguished herself as a talented practitioner in the industry and her early experience in the industry enabled her to set up Hunter Publicity Advertising as her advertising agency which she later sold. Mrs. Buknor became the first Vice-President of AAPN, an association of advertising agencies set up in 1973. Mrs. Ibidun Allison, popularly called 'Amibo' meaning tale-bearer/gossiper, in one of Nigeria's oldest TV drama series known as Village Headmaster, is another multitalented advertising female practitioner. Amibo was a talented writer and worked in Lintas as a copywriter and produced amazing copies. She played key roles in the entertainment and advertising industry.

Similarly, another advertising woman who also established an advertising agency, LTC, and rose to the position of first President of AAPN, was Mrs. Bola Thomas. Mrs. Thomas was a seasoned practitioner who became the first female President of AAPN. Mrs. Bunmi Oke, the MD/CEO of 141 Advertising Agency was another female practitioner who transversed the advertising landscape, rising to the position of CEO of one of the leading agencies. She also headed the AAAN, thus becoming the second female advertising female practitioner to occupy the exalted position.

The Nigerian advertising industry has its humble origin and root in the first advertising agency which the colonial masters established in 1928 in Europe and exported to Nigeria to serve the interests of the expatriates and the indigenous people which was called the West Africa Publicity Company. The agency doubled as a traditional advertising agency and outdoor services before Afro Media was carved out from it in 1959 to undertake outdoor services in Nigeria. In several oral interviews with Chris Doghudje in 2016 and 2018, in Surulere, Lagos, who joined Lintas Advertising Agency in July 1967, and OBM Advertising Agency in 1972 and later became Managing Director of the Nigeria Premier Advertising, noted that the advertising industry in Nigeria was characterized by a series of waves and phases as well as ups and downs beginning from the early days of the industry. This advertising guru revealed that the history of advertising in Nigeria will be incomplete without the story of Lintas. He said 'Lintas (formerly WAPCO) is the number one advertising agency in Nigeria which schooled many advertising practitioners before leaving the industry for other sectors of the economy or establishing their own agencies. Doghudje, who had transverse so much in the advertising industry, believes strongly that he is one of the old hands in the sector, but says he is not among the earliest, rather people like Clavers Okereke, Ifeanyichukwu Sylvester Moemeke, and Erhabor Ogieva Emokpae were amongst the earliest practitioners. He further observed that every agency is faced with board room politics and crisis and that even the most organized Churches still disagree, and the result of disagreement may be positive or negative. During the online and oral interviews with Chief Billy Lawson in Lagos, in 2016 and 2017, who also joined the advertising industry in December, 1, 1975, and one-time chairman of one of the biggest agencies, LTC, noted that many Nigerians were trained by West Africa Publicity Company in the late 1950s either as apprentices, or they joined as graduate trainees, and they are referred to as the first Nigerian advertising practitioners. He stated that though, he joined the industry early, but does not belong to the first set of practitioners. He mentioned Ifeanyichukwu Sylvester Moemeke, Erhabor Ogieva Emokpae, Mr. Olajare and Banjo Solaru as the first

earliest Nigerian advertising practitioners amongst others. However, the challenges faced by the earliest practitioners and that of the agencies down to the present, have been tackled tremendously with rapid improvements in facilities locally and internationally.

Advertising agencies are normally ranked by their revenues, offices, and employees, but the comparisons are often confusing. However, despite these constraints, the study adopted several criteria such as consistency in the year of establishment and affiliations, outstanding marketing services, as well as quality campaigns, infrastructural facilities, revenues, billings, offices, and manpower capacity in ranking the agencies. In this study, the agencies are categorized and ranked as follows; affiliated and unaffiliated agencies. In the affiliated category are; Lowe/Lintas Limited, Rosabel/Leo Burnett, Insights Communications Limited/Grey, TWBA/concept Limited, STB-MCann, and Novelpotta Y&R, while the unaffiliated advertising agencies are; Strategy Communications Limited, IMS Advertising Agency, Vantgarde Limited, and Explicit Communications Limited.

Lintas, Rosabel, Insights, Concepts, STB, and Novelpota advertising agencies are among the biggest advertising agencies in Nigeria. They are ranked big in the industry because of their great, quality advertising jobs as well as securing juicy international accounts from foreign partners across the globe which affords them great benefits on their local operations and environments, giving them enough edge over their competitors in the industry. On the other hand, Richland advertising, DKK, Business Strategy Communication, IMS advertising Vantgard, and Explicit Communications are among the bottom-line advertising agencies that are also pulling significant weight in the industry in Nigeria

Lintas an offshoot of WAPCO has been in existence 93 years ago. It doubled as an outdoor in the early days of its existence before becoming a full traditional advertising agency after spinning off Afro Media in 1959 as an independent outdoor medium. Rosabel Agency is 43 years, Insights 31 years, Concepts is 37 years, STB is 31 years, Richland is 31 years in existence, DKK is 24 years, Novelpotta Agency is 20 years. Business Strategy Communication is 17 years, IMS and Vantgard agencies are 15 years respectively.

The professional history of advertising in Nigeria is synonymous with Lintas. Established in 1928 as a European agency and exported to Nigeria that covered the West Coast of Africa, including Nigeria and Ghana. In an online interview in 2016 with Chris Doghudje, it was observed that three-quarters of advertisers in Nigeria in the earliest years were handled by Lintas. He said the agency has been in foreign affiliations since its inception and has not lost most of its foreign accounts, and has continued to handle the accounts of the multinationals in Nigeria. This is one of the major reasons why the agency is standing strong today. Unilever made the Lintas its sole agency until they sold it out to Nigerians during the era of indigenization in the early 70s, and since then the agency has continued to maintain high standards in advertising campaigns leading to winning awards inception. It was discovered that out of the 23 agencies that formed the AAPN (now AAAN) only Lintas is still existing, the rest of the other agencies have gone under, while other younger agencies that seemed to be rivals to Lintas were created in early 1978 when Lintas was marking its 50th Years of Growing. Many founders of later generation agencies in Nigeria today were ex-Lintas, such as Enyi Odigbo who founded DBB Lagos; Eze Don Opurozo who founded the Francis and Law; Billy Lawson one of the owners of LTC.

Rosabel described by industry players as one of the leading advertising agencies was established in 1978 and was affiliated to Leo-Burnett, an international advertising agency in 1998. The agency was founded by Akin Odunsi, (a former senator) Steve Omojafor, and Tunde Adeleja. The existing client portfolios are Coca-Cola, G&G, Carbury Bournvita, Seaman schnapps, Toyota, Samsung, UBA, Dano, British American Tobacco, FMCB, Fidelity Bank Plc, Globe Motors, MTN, and Mouka.

Insights advertising agency is woven around Shobanjo Biodun who joined Grant Advertising in 1971 from Federal Radio Corporation of Nigeria. Shobanjo after working for seven years in this early foreign agency left the American agency in 1979 and co-founded Insights Communication with two other bright professionals- Richard Ibe and Jimi Awosika. The agency began operations in 1980. Insights Agency was previously affiliated to Bates Worldwide, an international advertising network for 12 years and then joined the Grey Global Network (Under WPP) which is the biggest Worldwide Communication Group in 1996. The agency's major clients include; Nigeria Brewery-Corporate, Gulder, Heineken, Legend and Amstel Malta, Bank PHB, Samsung, Pepsi, 7UP, Mirinda, Total, Emzor, Honeywell, CBN, MTN, Access Bank, Tetmosol, Emirates, Visafone, Stallion Motors, and Sterling Bank. Jimi Awosika was once an MD of this great agency.

The Concept Unit on the other hand was founded in 1984, with a mission to produce great advertising works in a great time. The number one man here is Kelechi Nwosu. In 2000 the agency tired of being a big fish in a small pond chose to become part of TBWA Worldwide, a member of Omnicom Group, one of the largest Communications Groups in the world. Its client portfolio includes UAC, Creamy Inn, Mr. Biggs, Gossyswan, Indomie instant noodles, Harp, Stanbic IBTC Pension Managers, Stanbic Bank, and Stanbic IBTC Brokers.

STBMcCann an offshoot of Rosabel was established in 1990 as one of the foremost marketing communication companies in Nigeria. The agency is affiliated with McCann World Group. Their clients include Coca-Cola, Kaneka, Dabur, Mastercard, Nestle Nig. Plc, Peugeot, Oando, Standard Chartered, First Bank, M&B, British Airways, Intercellular, Afrik Bank, Mobil, International Breweries, Zenith Bank, Hi-malt, Daar Communications Ltd, Dangote group, FCMB, Honeywell, Ecobank, UBA, Samsung, Unilever, Econet, Finbank, V-mobile, Ups, Allied Energy Plc, Lafarge Cement, and Beach Resort Estate Lekki.

Another vibrant advertising agency founded in 2001 and became affiliated to Y&R in 2003 is Novelpotta. The agency's clients past and present include; Havoline, Leap, Accenture, Classic Beverages Nig. Ltd, DHL, Mtel, LG, Chevron, The Bridge Clinic, and Sonny Ericsson. These vibrant and enterprising marketing communications are headed by Dr. Celey Okogun who is an ex-Insights Communications.

On the other hand, the unaffiliated agencies are, Richland Communications Ltd, DKK & Associates, Business Strategy Communications, IMS Advertising Agency, Vantgarde Advertising Ltd, and Explicit Communications Limited which compete with the other affiliated agencies in the Nigerian de-regulated advertising industry. Richland Advertising was established in 1990. Richland has two subsidiaries- Skyline Communications Ltd, an integrated outdoor advertising company, managing over 1000 billboards across the nation, and Marche Ltd, a sponsorship and events management company. Ikenna Modebelu heads Richland Communications. The DKK Agency is a fast-growing advertising outfit offering basic marketing communications services with

Saheed Johnson as the Managing Director. The agency was founded in 1997 with a view to building up and supporting brands. The agency's portfolios and product names include Tantalizers, Grand Cereals & Oil Mills, African Alliance Insurance, Armeco, CAP Plc, Stanbic Bank, Equinox Resources Limited, NBM Bank Limited, and FSS Gases Limited.

Business Strategy and Communications Agency was founded in 2004 whose services include all lines advertising, branding, promotions, events management, and computers designs. Afolabi Sorunke was once a Managing Director of BSC. IMS advertising agency was established in 2006 that specializes in brand strategy, advertising experiential marketing, knowledge and insight, reputation management, and media. The agency is headed by Daniel Esiekepe. Their clients include Fayrouz, Society for Family Health, Malta Gold, Heir Apparent, Multi-links, Clinton Health Access Initiative, Oceanic Bank, BGL, Best Brands, Evans and Samsung. Also, Vantgarde Advertising Agency believes that creativity is its currency. Founded in 2006, the agency is headed by Helen Ese Emore. Explicit Communications Limited is a marketing outfit that specializes in full-service marketing to its numerous clients. The agency's core corporate wisdom is "Think big", which is the size of the imagination. The agency is currently headed by Olatunde Thani. Acaltel, DHL, Afribank, NNPC, LNG, Siemens, Unilever, Wema Bank, Nigeria Agip Oil Company Limited, Mandila, Atlasco among are some of the agency's clients.

Conclusion

It is an indisputable fact that the advertising industry in Nigeria has undergone a steady and eventful evolution starting from the West Africa Publicity Company, which gave birth to Lintas of today, but this evolution has undoubtedly been marked by mixed fortunes. Despite the increasing number of advertising agencies and the growth in the industry, the sector appears to be losing its grip on professionalism, owing to the twist in the focus of practitioners from professionalism to materialism. Quite a good number of agencies have not only widened their scope of operations with many of them adding juicy accounts to their portfolios, but have also secured prestigious and lucrative partnerships in the form of affiliations with a number of international advertising agencies, while some local agencies without affiliations feel that global agencies will swallow them. Understanding the Nigerian advertising agencies of tomorrow, it is important to understand what the brands of tomorrow will look like. The brand values have changed. The engagement dynamics have equally changed. The learning process is continuous and rapid. While the industry struggles to grasp the nitty-gritty of the emergent ideas and convergence of technologies, globalization, innovation, environmental issue, and human behavioral patterns, the agencies need to start preparing for a new wave of change.

Recommendations.

The study recommends that Nigerian communication scholars should pay adequate, specific attention to advertising researches in order to take lead in redefining the cultural, creative, and intellectual context of the marketing communications business in Nigeria, agencies should embrace change, should scrutinize the philosophies of foreign agencies before seeking affiliations and the laws regulating the industry should be strengthened for effectiveness.

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Appendix

Advertising Agencies in Nigeria under AAAN (Affiliated and Non-Affiliated Agencies)

First Generation Agencies: 1928-1970

1. Lintas/Lowe, 6, Sylvia Crescent Anthony village, Lagos. Founded in 1928.
2. Grant Advertising 61, Oduduwa Crescent GRA Ikeja, Lagos. Founded 1970
3. OBM Advertising
4. Graham& Gills Advertising
5. Horney Blow, Advertising
6. Freeman Cork Advertising
7. Nigeria Bureau of Publicity Advertising

Second Generation Agencies: 1971-1989

3. Rosabel Leoburnett, 31, Aromire Avenue, Ikeja, Lagos. Established in 1978.
4. Insight Communication Limited, 17/19 Oduduwa St, Ikeja, Lagos. Founded in 1980.

5. Centrespread Limited, 3, Sawyer Crescent/Gbagada Phase1, Lagos. Founded in 1982.
6. Sunrise Communications, 21, Balogun St, off Oregun Rd, Ikeja, Lagos. Established in 1984.
7. Concept Limited, 37, Ladipo Bateye, off Adekunle Fajuyi, Ikeja, Lagos. Founded in 1984.
8. Read& Mark Limited, 1, Ogbaru, St, Ind layout, Enugu. Established in 1985.
9. LTC Advertising Ltd, 1, Motorway centre A, 2nd Fl, Ikeja, Lagos. Founded in 1986.
10. DBBLagos, 6, Adeola Hopewel St, V/I. Established in 1987.

Third Generation Agencies: 1990- 1999:

11. SO& U Advertising Agency, 2, Oyetola St, Okpebi Ikeja, Lagos. Established in 1990.
12. STB Advertising Agency, 356, M/M Way, Yaba, Lagos. Founded in 1990.
13. Richland Communications Ltd, 37, Alhaji Tokan st, Alaka Estate, S/L Lagos. Founded in 1990.
14. Prima Garnet Communication Ltd, Ivory Music House, IPM Av, Ikeja, Lagos. Founded in 1992.
15. Rinet Ltd, 17, Iyalla St, off Kafi, St Central Business District, Ikeja. Lagos. Established in 1993.
16. Comex Ltd, 13, Tafawa Balewa Crescent S/L. Lagos Established in 1993
17. Franchise & Law, 63b, Coker, Rd, Ilupeju Lagos. Established in 1994.
18. Bluebird Communications Ltd, 11, Aderibigbe Shitta St, M/Land, Lagos. Founded in 1995
19. Bates/Cosse Ltd, 19, Adekunle Fajuyi Crescent, Adeniyi Jones, Ikeja, Lagos. Established in 1997
20. DKK& Associates Ltd, 3, Morris St, Abule Oja, Yaba, Lagos. Founded in 1997.
21. Harmonie Concepts Limited, 19, Esther Oseyemi St, off Industrial Av, Ilupeju, Lagos. Established in 1997.

Fourth Generation Agencies: 2000-2021

22. NovelpottaY&R, 7, Oduduwa Crescent, GRA, Ikeja, Lagos. Established in 2001.
23. Markestrides Communications Ltd, 166b, Obafemi Awolowo way, Ikeja, Lagos. Founded in 2001.
24. Commstrat Associates Communication, Ltd, 7, Remilekun St, off Ogunlana, S/L Lagos. Established in 2002.
25. Heritage Quality Services Consult Ltd, 6, Jalopon Close, S/L Lagos. Established in 2002.
26. 141Worldwide Ltd, 3, Umaru Abbas Close, by 75, Oduduwa Crescent, Ikeja. Lagos. Founded in 2003.
27. Branbelievers Ltd, Suites 122/123 1st Floor, Opic plaza by Sheraton Hotel, Ikeja, Lagos. Established in 2003.
28. Business Strategy & Communications Ltd, plot 36, Jobabs Gare Close Opebi Ikeja., Lagos. Founded in 2004.
29. SOA Communications Ltd, 12, John Olugbu St, off unity Rd, Ikeja, Lagos. Established in 2005.
30. ZK Ad Nig Ltd, 53, Bode Olajumoke St, Park view, Ikoyi, Lagos. Founded in 2005.
31. Vantgarde Ltd, 62, Lanre Awolokun St, Gbagada Estate, Lagos. Established in 2006.

32. IMS Ad Ltd, 8, Simeon Akinlolu crescent, Oniru Est, V/I, Lagos. Founded in 2006.
33. Brandcelebrated Ltd, 18 Omorinre Johnson Close, Lekki, Phase1. Lagos. Established in 2007.
34. Quest Publicis Ltd, 31, Omodara St, off Ajanaku St Opebi, Ikeja, Lagos. Founded in 2007.
35. Noah's Ark Communication Ltd, 1, Motorway Centre, Ikeja, Lagos. Established in 2008.
36. Wunderman Nig, Ltd, 7, Oduduwa Crescent, GRA Ikeja, Lagos. Founded in 2008

Agencies with Unconfirmed Dates of Establishment

37. 24-7 Communications Limited, 1a, Agbareh, Close, off Allen Ave, Ikeja Lagos.
38. 360 Communications Limited, 2, Kujore Street off Wilmer Street, Ilupeju, Lagos.
39. Admirecoms Limited, 9, Oyedele Ogunniyi Street, Anthony Village, Lagos.
40. Adpure Limited, 4, Barracks Road, Jos Plateau state.
41. Advertising Techniques Limited, Opebi Link Road, Behind Sheraton Hotel, Ikeja, Lagos.
42. Adwork Limited, 5, Ilupeju by pass, Ilupeju, Lagos.
43. Access Advertising Limited, 1, Tunde Gafar close off Adeniyi Jones Ave, Ikeja, Lagos.
44. Alder Media Limited, 1, Ajose Adeogun, V/I Lagos.
45. Angels Communications Limited, 13, Adebisi Da' Silva Close, off Johnson, off Bode Thomas, S/L, Lagos.
46. Azzagai Limited, 6, Adejunle Fajuyi Way, GRA Ikeja, Lagos.
47. B3 Communications Limited, 18, Ajao Road, off Adeniyi Jones, Ikeja, Lagos.
48. BTAS Communications Limited, 59, Aba Johnston Crescent off Adeniyi Jones Av, Lagos.
49. Campaign Palace Ltd, Block J House1, Moore Rd, off Harvey Rd Yaba, Lagos.
50. Clique Nigeria, 8, Kabir Rd, off Yahaya Rd Malali GRA, Kaduna.
51. CT& Associates Ltd, 2, Allen Ave 2nd floor, Ikeja, Lagos.
52. Culture Communications Ltd, 2, Odigi crescent off Christ Ave, Lekki phase 1, Lagos.
53. Dawn Functions Nigeria Ltd, plot 84, N2A Street Indep Layout, Enugu.
54. DP Partnership Ltd, 29, Association Ave, Ilupeju, Lagos.
55. Eagle-Eye Communications Ltd, 9, Olowogbowu Street, off Coker Rd, Ilupeju, Lagos.
56. Eslia Communications Ltd, 11, Owen Street Jibowu, Yaba, Lagos.
57. Explicit Communications Ltd, 71, Adebayo Mokuolu Street Anthony village, Lagos.
58. Etu Odi Communications Limited, 48c, Adekunle Fajuyi Road, GRA, Ikeja, Lagos.
59. Frontage Advertising Ltd, 1a Uduma Kalu Street, River Valley Estate, OJudu, GRA, OJudu, Lagos.
60. Goals& Ideas Ltd, 18, Oyetola Idowu Street, off Coker Rd, Ilupeju, Lagos.
61. Index360 Marketing Solutions Ltd, plot 8, Elegushi Beach Rd, Ikate R/Ab, Lekki, Lagos
62. Linesworth Ltd. 16, Nkwerre Street Area2 Abuja, Suite GF4/5.
63. Mac Clemm Marketing Communications Ltd, 12, Bassie Ogamba Street off Adeniran Ogunsaya st, S/L Lagos.
64. MartLink Advertising Ltd, 11 Adeboye Sholanke Street, off Allen Ave, Ikeja, Lagos.
65. Mediaplus International Ltd, plot 5, New Market Rd, Oniru Lekki Phase 1, Lekki, Lagos.

66. Media Specialties Ltd, 33b, Coker Rd, Ilupeju, Lagos.
67. Novitas Ltd, 1, Adegbeyeni St, off Allen Ave, Ikeja, Lagos.
68. Pemetad Ltd, 21, Obayan St, off Community Rd, Akoka, Yaba, Lagos.
69. Pulsar Ltd, 6, market St, off Abibu Oki, Marina, Lagos.
70. Ruyi Communications Ltd, plot 8, blocks 103, Olajide Olabanji, St, Lekki phase1, Lagos.
71. Sloane Communications Ltd, 3, Oladipo Sessi close Ikeja, Lagos.
72. SMP Communications Ltd, 10B Ojora Ave Wema Board Estate off Adeniyi Jones Ave Ikeja, Lagos.
73. Solutions Communications Ltd, 7b Oba Adetona Street off Sura Mogaji Street Ilupeju, Lagos.
74. Strategic Outcomes Ltd, 3, Olaribiro Street off Ogunsiji Street off Allen Ave, Ikeja, Lagos.
75. The Tall& Wide Company Ltd, 21, Adeboye Sholanke St off Allen Ave, Ikeja, Lagos.
76. The Shops Ltd, 49, Modupe St, Modupe Estate off Fola Agoro Shomolu, Lagos.
77. Tie Communications Ltd, 26, Ajani Olujare St, Alaka Estate, S/L, Lagos.
78. Touchstone Ltd, 33, Little Rd, Yaba, Lagos.
79. UB.40 Advertising Ltd, Lisa Court, Suite 2002 1, Ilaka St Ilupeju, Lagos.
80. Eminent Communications Limited, 14, Ezekiel Street, off Toyin Str, Ikeja, Lagos.

Sources: AAAN Headquarters/ Agencies' Offices