

2024

*Ideas & Creativity*

R E P O R T

IAF

*Driving business*  
**IMPACT  
THROUGH  
CREATIVE  
EXCELLENCE**

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## Note from AAAN President



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Reports, alongside the inclusion and diversity of our jurors, marked significant strides in elevating our standards and fostering a more inclusive and globally competitive platform. These initiatives have not only enhanced the credibility of the awards but have also created invaluable pathways for learning and accountability within our ecosystem.

As we turn our gaze towards 2025, we stand on the cusp of a truly historic moment: the 20th anniversary of the LAIF Awards. This milestone calls for us to do more than just celebrate; it demands that we boldly raise the bar. To the LAIF Management Board, I issue a challenge: let the 20th edition be an unparalleled showcase of Nigerian creativity, setting new benchmarks for innovation, craft and impact. Let us, together, imagine bolder futures and ensure that LAIF continues to be a beacon of creative leadership, not just in Nigeria, but across the continent and beyond.

To every agency, every creative director, strategist, copywriter, art director and all practitioners across our diverse industry, I urge your full and enthusiastic participation in LAIF 2025. This is our platform to demonstrate the transformative power of ideas and to affirm our commitment to excellence. Let us leverage the insights from 2024, build on our successes and come together to make the 20th anniversary a truly unforgettable celebration of our craft.

Thank you for your continued dedication to shaping compelling narratives and for consistently delivering impactful solutions. The future of Nigerian advertising is bright, and it is in our hands to sculpt it with purpose and passion.

Dear Esteemed Colleagues, Industry Leaders and Creative Minds,

It is with immense pride and a deep sense of accomplishment that I present this report, capturing the essence and brilliance of the 2024 LAIF Awards. As we reflect on a truly remarkable year, I must begin by extending my profound gratitude and commendation to the LAIF Management Board. Their dedication, foresight, and tireless efforts ensured that the 2024 edition was not merely an event, but a powerful testament to the resilience and ingenuity of Nigeria's advertising industry.

Under the inspiring theme, "Staying A-LAIF," the 2024 LAIF Awards truly encapsulated the vibrant spirit and unwavering commitment that defines our collective. The record number of entries received was a clear indication of our industry's robust health and its unyielding pursuit of creative excellence, even amidst prevailing challenges. What worked best in 2024 was undoubtedly our collective ability to innovate, adapt and push the boundaries of communication. The introduction of the LAIF Academy and the comprehensive LAIF



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*A mirror for agencies,  
a compass for clients &  
a beacon for young talents*

JAY CHUKWUEMEKA,  
*Chairman, LAIF Management BOARD*

**I**t is with great pride and a deep sense of responsibility that I welcome you to the maiden edition of the LAIF Report, a landmark initiative born out of the Lagos Advertising and Ideas Festival (LAIF Awards), Nigeria's foremost recognition platform for creative excellence in advertising.

The Lagos Advertising and Ideas Festival continues to define our industry's evolution. More than a celebration of creativity, it is a reaffirmation of Nigeria's leadership within the advertising and marketing communications space ; not just in West Africa, but across the continent. The LAIF Awards, continues to reflect our industry's drive for innovation, strategic thinking, and world-class storytelling. In recent years, the global advertising landscape has witnessed seismic shifts. Amid this, Nigeria's creative economy has remained a resilient and influential force, shaping trends and setting benchmarks across West Africa.

As the commercial nerve center of the sub-region, Nigeria's advertising sector dictates the pace , not just by volume, but by the weight of our ideas, the boldness of our execution, and the depth of our strategic thinking. The launch of the LAIF Report represents a significant next step. This annual publication will provide transparent, data-

driven insights and rankings of creative agencies in Nigeria, based on their performance at the LAIF Awards.

For the first time, industry stakeholders will have a credible reference point to assess year-on-year performance, benchmark against peers, and gauge the evolving standards of creativity in our market. This report also serves a greater purpose: it is a mirror for agencies, a compass for clients, and a beacon for young talent seeking to understand what excellence looks like in our space. It promotes a culture of meritocracy and offers a historical lens through which we can track the development of creativity in Nigeria and, by extension, West Africa. As we unveil this inaugural edition, I extend my heartfelt appreciation to the agencies, creatives, and partners who continue to elevate our industry as well as the AAAN our governing body.

The LAIF Management Board remains committed to championing platforms that reward excellence, foster innovation, and uphold the highest standards of professionalism. I invite you to explore the LAIF Report 2024 ; not only as a document of record, but as a source of insight, inspiration, and accountability for our future.





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## *Beyond the Stage: The Role of Sponsorship in Sustaining West African Creativity*

*HENRY AKPEDE  
Vice-Chairman, LAIF Management BOARD*

**A**s the Lagos Advertising and Ideas Festival (LAIF) Awards celebrates its 20th anniversary, it is important to recognize the crucial role that sponsorship plays in sustaining and elevating the platform.

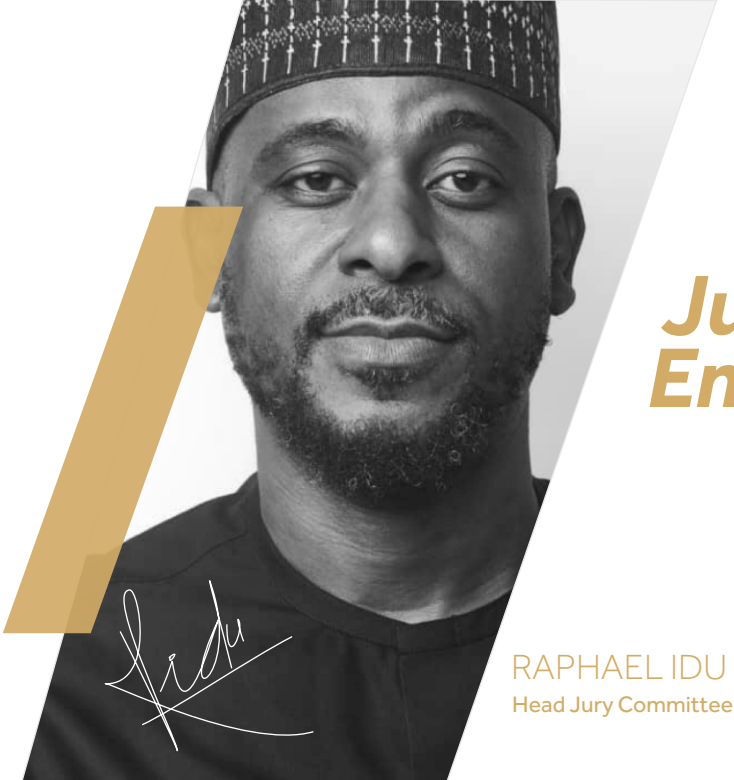
Sponsorship has always been the lifeblood of this platform. While revenue is generated through award entries, table ticket sales, and contributions, sponsorships, especially from brands who partner with participating agencies, are the most significant. But support for LAIF goes beyond the financial; it is a demonstration of belief in the creative industry itself. It is an investment in talent, in ideas, and in the long-term health of an ecosystem that thrives on imagination and originality.

For agencies, winning at LAIF serves as a testament to their ability to deliver world-class work for their clients. For our esteemed sponsors, it is an opportunity to be part of that journey and to visibly support excellence in advertising. The benefits of sponsorship are both tangible and reputational.

Supporting LAIF positions a brand at the heart of Africa's creative economy, alongside the continent's top agencies, marketers, and media professionals. The exposure is significant, from extensive media campaigns across television, radio, and digital platforms to direct engagement with over 4,000 industry professionals and decision-makers. But beyond visibility, there is also a deeper value: alignment with a platform that celebrates innovation, diversity, and progress. By sponsoring LAIF, brands not only gain recognition but also contribute to shaping the future of creativity in Africa.

The impact of LAIF continues to grow, as seen in the 2024 edition, which received 657 entries, a 20% increase from the previous year, with participation from 26 agencies. This growing momentum signals increased trust in the platform and in what it represents.

As we look ahead, we call on brands, partners, and industry leaders to support the next chapter of LAIF. Your sponsorship is more than a contribution, it is a commitment to creativity, a belief in the power of ideas, and a pledge to keep the flame of innovation burning brightly across West Africa.



RAPHAEL IDU  
Head Jury Committee

## The Significance of Judging Creativity Empirically

How do you judge creativity? How do you put a rating on what many consider the most subjective professional product? While even the answer to this question may also appear subjective, the reason for it is not. Creativity remains our industry's most valuable currency. It builds brands, shifts culture, provokes action, and, at its best, reshapes the world around us. But as subjective as creativity may appear to many, it must be judged. And this must be done with an objective lens, a critical point of view, and a robust, diverse panel. That is how creativity is judged empirically, as we did in the 2024 edition of the LAIF Awards, and how we intend to shape future editions.

To judge empirically is not to sterilise the magic of creative work. On the contrary, it is to honour it. It means applying a structured framework to assess creative output against clear, measurable criteria: originality, executional craft, strategic insight, cultural relevance, and effectiveness. TO RESPECT CREATIVITY IS TO JUDGE IT EMPIRICALLY.

Empirical judging brings respect to the craft and credibility to our process. It guards against bias, sentiment, or favouritism, ensuring every idea is evaluated fairly, regardless of who made it or how loudly it was marketed. It also raises the bar, encouraging agencies and clients alike to go beyond surface-level storytelling and vanity metrics, to ask



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the deeper question: What impact did it truly make?

In today's data-driven, AI-assisted, attention-fractured landscape, empirical judging is also about future-proofing our standards. We must now consider not just the face value of an idea, or the volume of AI-assisted variations, but its core brilliance, its resonance with culture, and its relevance to human behaviour.

As custodians of creative excellence, our task is not just to reward work every year. But to signal to the industry what excellence looks like now, and where it's headed next.

In 2024, this quest for excellence led to greater rigour in jury selection, stricter scoring thresholds, and ultimately, a reduction in the number of gold plaques awarded, not as a penalty, but as a consequence of higher standards.

However, we did still manage to judge creativity empirically with fairness, integrity and with a fierce commitment to raising the creative standard for our nation, our brands, and our storytellers.

As the Head of the Jury committee, it is my pleasure to say: let the work speak. Let the process be rigorous. And let the best ideas make it in LAIF.

*'A structured framework to assess creative output against clear, measurable criteria: originality, executional craft, strategic insight, cultural relevance, and effectiveness.'*

## *Introduction*

# *The Significance of **LAIF & the Marketing Communications Industry***

The Lagos Advertising and Ideas Festival (LAIF) serves as a vital platform to celebrate creative excellence and innovation within Nigeria's dynamic marketing communications industry. The industry plays a crucial role in driving economic growth, enhancing product and service awareness, and facilitating business expansion and investment. This report aims to showcase the value of LAIF awards by demonstrating their relevance to business impact and the industry's overall contribution to the Nigerian economy.

# Economic Impact | THE MACRO VIEW



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A recent study by Price Waterhouse Coopers (PWC), commissioned by the Advertising Regulatory Commission of Nigeria (ARCON), highlights the significant economic impact of the marketing communications industry in Nigeria.

*Between 2018 and 2023, total spending on marketing communications experienced an impressive Compound Annual Growth Rate (CAGR) of 18.7%, reaching a peak of 605.2 billion in 2023.*

This growth underscores the industry's vital role in driving economic activity and job creation across various sectors.

(Source: The Economic Contribution of the Marketing Communications Industry in Nigeria Report)

## \*Key Findings from the PWC/ARCON Report:



### Industry Growth

The marketing communications industry has experienced a remarkable 18.7% CAGR in spending between 2018 and 2023, highlighting its significant contribution to the Nigerian economy.



### Impact on GDP

For every ₦1 spent on marketing communications in Nigeria, the GDP increases by ₦16.5, demonstrating the industry's substantial impact on economic growth.



### Top Spending Mediums

Cable TV, digital platforms, and creative and content production emerged as the top three mediums with the highest marketing communications spend between 2018 and 2023.



### Growth Drivers

The growth in spending is attributed to increased investments in cable TV, digital platforms, and creative and content production, fueled by a large, youthful population and increasing internet penetration.

*The LAIF Awards 2024 received an impressive 657 entries, a 20% increase from the previous year, with 26 agencies participating.*

The awards recognize outstanding creativity and innovation in various categories, reflecting industry standards and best practices.

Winning a LAIF award serves as a testament to an agency's ability to deliver exceptional results for its clients.

## Key Highlights of LAIF Awards 2024



### Increased Participation

The 20% rise in entries demonstrates the growing recognition and importance of the LAIF awards within the industry.



### Gender balance in Jury Membership

In our effort to be more diverse, the Jury committee achieved a first of its kind gender split of 37/27 (men/women), leading to a 60/40 balance over previous years.



### New Categories

The introduction of three new categories in the Special Category segment reflects the awards' commitment to staying relevant and adapting to contemporary standards.



### Academy Votes

The introduction of Academy voting (Agencies Choice Award) with participation from 15 agencies adds another layer of credibility and recognition to the awards. The maiden academy award went to Ogilvy Nigeria for their work on the Colgate "Let's have a talk" campaign,



### Diverse Winners

22 agencies emerged as winners, showcasing the breadth of creative talent and innovation across the industry.



### Agency of The Year *Insight Redifini*

2024  
AWARDS  
SEASON



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A W A R D  
S E A S O N

## Key Numbers and Reports



# Jury



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## OVERVIEW

The LAIF Awards Jury Committee provided the frameworks and guidance to ensure the transparency and credibility of the judging process of the LAIF Awards.

## THE LAIF JURY SYSTEM

In 2024, The LAIF Awards maintained its rigorous process of Jury nomination, selecting and vetting highly credible members of AAAN agencies and assigning them to different Jury panels based on experience, expertise and dedication.

# 55



## JURY MEMBERS

This year, to champion inclusivity, The LAIF Awards witnessed an unprecedented rise in the number of Jury members to 55, an increase from 32 members in 2023.

**Full list of Jury members for 2024 can be found here:**

here: <https://docs.google.com/spreadsheets/d/1lpeR8-rFeKVreFigEUG6JtHH86-aElp0uFhAnwj8mqY/edit?usp=sharing>

*Jury*



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37:27

GENDER  
SPLIT

In our effort to be more diverse, the Jury committee achieved a first of its kind gender split of 37/27 (men/women), leading to a 60/40 balance over previous years

7 JURY  
PRESIDENTS

From the broad selection of Jury Members, 7 Jury Presidents were selected to head the different panels: Film, Audio etc.

**A detailed criteria of the selection process can be found here:**

<https://docs.google.com/document/d/1kb1a0U7IIlAlfwCRBEnPWdzOl63walV1uv4PIVpnvco/edit?usp=sharing>

**Our list of Jury Presidents for 2024 can be found**

[here:https://docs.google.com/spreadsheets/d/1lpeR8-rFeKVreFigEUG6JtHH86-aElp0uFhAnwj8mqY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1lpeR8-rFeKVreFigEUG6JtHH86-aElp0uFhAnwj8mqY/edit?usp=sharing)

# Entries

657  
ENTRIES 

This year, LAIF Awards received a total number of 657 ENTRIES, a 20% increase from 632 in 2023

26 NEW AGENCIES 

This year, 26 new agencies entered for the first time up from 24 the previous year

03 NEW CATEGORIES 

This year, three new categories were added in the Special Category segment, while multiple older categories and subcategories were modified to fit contemporary standards.

See full list of categories here

<https://docs.google.com/spreadsheets/d/1HhcWZ7bVZcZVWKjxcG3mVMLJh4hmYevqy4LADyUHc5I/edit?usp=sharing>

# Agency Ranking 2024



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## 15 ACADEMY VOTES

We introduced the Academy voting this year (Agencies Choice Award) and received votes from 15 agencies.

## 22 WINNERS

Eventually, 22 Agencies emerged winners from the LAIF AWARDS 2024.

See full list of winners here:

<https://www.laif.com.ng/laif-2024-final-result>

## Leader Board 2024

		G	S	B	Pt
1	Insight Publicis Limited	7	26	36	327 ↑
2	X3M Marketing Ideas Limited	10	10	8	174 ↓
3	Noah's Ark Communications Ltd	3	10	15	132 ↓
4	Spice 360 Agency	4	7	4	90 ↑
5	DDB Lagos	5	4	3	78 *
6	dentsuMCGARRYBOWEN Ltd	1	6	3	54 ↑
7	Ideas Origin Media	4	2	1	51 *
8	SO & U Limited	1	6	2	51 *
9	Seven Interactive Limited	3	2	2	45 ↑
10	Ogilvy Nigeria Company Limited	0	5	5	45 ↓
11	Up in the Sky Limited	0	2	5	27 ↑
12	Digisplash	0	3	2	24 ↓
13	Imaginarium Marketing Communications	0	3	2	24 ↓
14	Onewildcard Limited	2	0	1	21 ↑
15	The RED Wolf Agency	0	1	3	15 *
16	BBDO West Africa	0	1	2	12 *
17	Neukleos Marketing Services Ltd	0	2	0	12 *
18	Playhouse Communication Ltd	0	0	3	9 *
19	Utopia Media Group	0	1	1	9 *
20	Ogilvy Africa	0	1	0	6 *
21	Poke Limited	0	1	0	6 *
22	Fuel Communication	0	0	1	3 *

Gold G  
Silver S  
Bronze B

Point Aggregate Pt.

Moved up from 2023 ↑

Moved down from 2023 ↓

New Entry into Top list \*

# Partnerships



The 2024 LAIF Award season sponsorship drive opened in July 2024 with high hopes and promises. Despite the economic challenges impacting potential sponsors, we successfully secured contributions from various organizations and individuals, ensuring the event's success.

LAIF Awards 2024 had a cross section of sponsors, 7 Corporate Financial Sponsors, 6 Non-Financial Sponsors, 5 Individual Financial Sponsors, 1 Media Sponsor, 1 Agency Sponsor

## *Corporate Sponsorship*

Tolaram Group- Head Sponsor  
Best Premium Spirits- Platinum Sponsor  
Golden Penny Foods  
Zagg, Goldberg  
Coca-Cola  
Terragon Group  
ADynamo/Aleph  
Insight Publicis Group  
TGI Group  
BBNews  
Paladin Studios  
Accelerate Media Group  
Poke - Official Agency Partner 2024  
Q21- Official Event Partner 2024

## *Individual Sponsorship*

Bayo Awosina  
Bola Akingbade  
Steve Babaeko  
Jay Chukwuemeka  
Adekoyejo Abiola  
Funmibi Olufayo Adeleye

# Events



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*This year, LAIF Awards had 3 major in person events The Young LAIFers Competition, The Nominees Party & The Awards Night.*

The 2024 LAIF Award season events began in November 13th 2024 with the Young LAIFers competition and ended with the Awards night on 24th November 2024.

Our events were all well attended with high participation by agency professionals, clients and partners from relevant disciplines outside of advertising.

# 22 COMPETING TEAMS



The Young LAIFers competition had 22 competing teams battling out to win top prizes by providing a campaign in response to a brief from The Federal Government of Nigeria.





*Events*



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# 25

## SHORT-LISTED AGENCIES

The LAIF Nominations Cocktail Party was well attended and was an opportunity to celebrate the 25 agencies whose outstanding work had been nominated in the LAIF with a Nominations Star









# Events | 22 WINNING AGENCIES

The LAIF Awards Dinner was well attended and had a very well coordinated event flow that saw agencies picking up Gold Awards on stage while being serenaded by a violinist and engaging MCs in a relaxed ambient environment





# *Reports*

## Mobile Trends

### Reaching the Modern Consumer

Terragon's "Mobile Currents 2024" report highlights the dominance of mobile devices in Africa's digital landscape. With mobile connection rates soaring and over 75% of web traffic across Africa attributed to mobile devices, brands must adopt a mobile-first approach to effectively reach and engage consumers.

POWERED BY  terragon

# Mobile Trends

Reaching the Modern Consumer



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## *Key Mobile Trends*



**Mobile-First Landscape:**  
Mobile devices account for over 75% of web traffic across Africa, with significant contributions from key markets like Nigeria, South Africa, and Kenya.



**Mobile Commerce:**  
Mobile e-commerce dominates online retail in Africa, with Kenya and Nigeria recording some of the highest shares of mobile shopping.



**Mobile Mindset:**  
Consumers increasingly rely on mobile devices for various activities, seeking immediate fulfillment, personalized relevance, and round-the-clock connection.



**Big Tech Investments:**  
Major global tech companies are investing heavily in the African mobile market, recognizing its immense potential.



**Rise of African Tech Startups:**  
The growth of African tech startups, often centered around mobile technology, showcases the innovation and economic development driven by the mobile ecosystem.

(Source: The Terragon Group The Mobile Currents Report 2024: <https://terragongroup.com/the-mobile-current/>)

# *Case Studies*

FROM THE TOP

# *2 Agencies*

in LAIF 2024



**X3M IDEAS**



# AFCON 2023 Campaign

This campaign is an excellent example of how creative thinking, strategic planning, and effective execution can come together to deliver impressive results.



## Campaign Objective

Rekindle the excitement and meaning of AFCON in the hearts of Africans, both at home and abroad.

## Big Idea

"The Pride of African Football" - showcasing the rich elements of African football, including music, fashion, art, and the sport itself.

## Teaser Campaign

- Initially planned as a phone call from +225 (Ivory Coast's country code) to every African phone owner
- Due to time and technical constraints, a digital tease was launched instead, trending +225 across multiple platforms
- Translated into French and Arabic to cover all regions.

## Music and Entertainment

- Created an album that became a massive hit in the host nation
- Activations and designs throughout the city generated excitement and buzz

## Results

- Dubbed the most exciting and most watched AFCON ever
- Successfully rekindled the passion and excitement for AFCON among Africans.

## Key Team Members

- Sinmisola Hughes (Executive Creative Director)
- Adebayo Arisilejoye (Deputy Creative Director)
- Adebola Ajose (Creative Director)
- Timilehin Johnston (Account Director)





# *Don't Burn their Future*



**X3M IDEAS**

Media: TV / OOH / Drama Series on TV / Digital / Radio Ads / Print Ads / Radio Jingle / BTL (Activation) / PR

Locations and dates from/to:  
January 21, 2023 - Ongoing

## **Background :**

Statistics from the World Health Organization (WHO), indicates that tobacco kills more than 8 million people annually (smokers & non-smokers), a largely preventable death rate.

## **Creative Idea:**

The creative idea is hinged on the disposition that the future belongs to the youths, they are the next generation of CEOs, techpreneurs, doctors, etc. However, if they start smoking early, they are very likely to cut short their ambition because of the addiction and health implications of smoking.

Visually, we executed this by showing the future aspirations of different young people being burnt in the manner of a cigarette. As they say, the future belongs to the youths, but with smoking in the picture, this future might likely go up in flames, in other words, smoking is almost tantamount to setting dreams aflame.

We deployed a technique in execution that uses the burning fire effect to grab attention and deliver

the message in a way that stops the audience in their tracks and resonates with them such as burning ads, burning billboards etc.

## **Execution:**

To tackle this burning National problem, Nigeria's Consumer Protection Commission needed to find a way to dissuade adults from these harmful practices. So, we created a 26-episode Nollywood telenovela with a storyline that dramatises the dangers of smoking, in a format that is loved by Nigeria's adult smokers. This was heavily supported by a national campaign that included TV, OOH, social, and Nigeria's first "burning" billboard, all demonstrating children's dreams going up in smoke.

## **Results:**

Within two months of the campaign launch, the OOH deployment reached over 12 million eyeballs with the LED boards, unipole boards, bus branding and rooftop deployment. The hashtag physically deployed at a specific location got so much attention from consumers that it trended 2nd place on the Twitter/X Nigerian platform with more than 1100 posts in one day.





# *Don't Burn their Future*

## Credits:

Client: Federal Competition & Consumer Protection Council  
[FCCPC]

Client's Name: Florence Abebe  
Designation: Chief Legal Officer

Advertising Agency: X3M Ideas, Lagos, Nigeria

Production Agency: Zero Degrees, Lagos, Nigeria

Chief Creative Officer: Steve Babaeko

Executive Creative Director: Mike Miller

Director of Brand Management: Temitope Ayeni

Creative Director: Anthony Wolve

Deputy Creative Director: Kelechi Uduma, Oladunni Williams

Head of Art: Samuel Oluwagbemi

Brand Managers: Ebere Nwakoze, Faderera Olobayo

Copywriters: Misturah Owolabi, Damilola Ogunlola

Art Directors: Godswill Kalu, Sam Olorundare

Digital: Deji Balogun

Media: Ayodeji Ajayi



X3M IDEAS



**IDIARE ATIMOMO**  
Head Documentation Committee  
Editor LAIF CREATIVITY REPORT 2024

# *Leveraging LAIF Recognition for Client Success*



*The LAIF awards serve as a powerful indicator of creative excellence and business impact within the marketing communications industry.*

Agencies can leverage their LAIF recognition to demonstrate their ability to deliver exceptional results for their clients. By embracing mobile-first strategies and staying abreast of the latest trends, agencies can further enhance their capabilities and drive client success in today's dynamic market.

In conclusion, reviewing the outcome of the 2024 LAIF awards, combined with the insights from the PWC/ARCON and Terragon reports, provide a compelling narrative of the marketing communications industry's value and potential in Nigeria. Agencies can leverage this information to showcase their expertise, attract clients, and drive business growth in the years to come.

As we approach the 20th Anniversary of the LAIF Awards in 2025, we believe the time has come to showcase agencies and their clients best work over the last 20 years and the impact our work has had on the Nigerian economy.

# LAIF Management Board

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JAY CHUKWUEMEKA  
Chairman LAIF Board



HENRY AKPEDE  
Vice Chairman LAIF Board



RAPHAEL IDU  
Head Jury Committee



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IDIARE ATIMOMO  
Head Documentation Committee



COLETTE OTUSHESO  
Head PR & Event Committee



FUNMIBI FAYO ADELEYE  
Head Sponsorship Committee

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# LAIF Management Board

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OYINDAMOLA FAKILE  
Head Technical Committee



DOLAPO OGUNBAMBO  
Technical Committee



JUMOKE AKINYELE  
Jury Committee



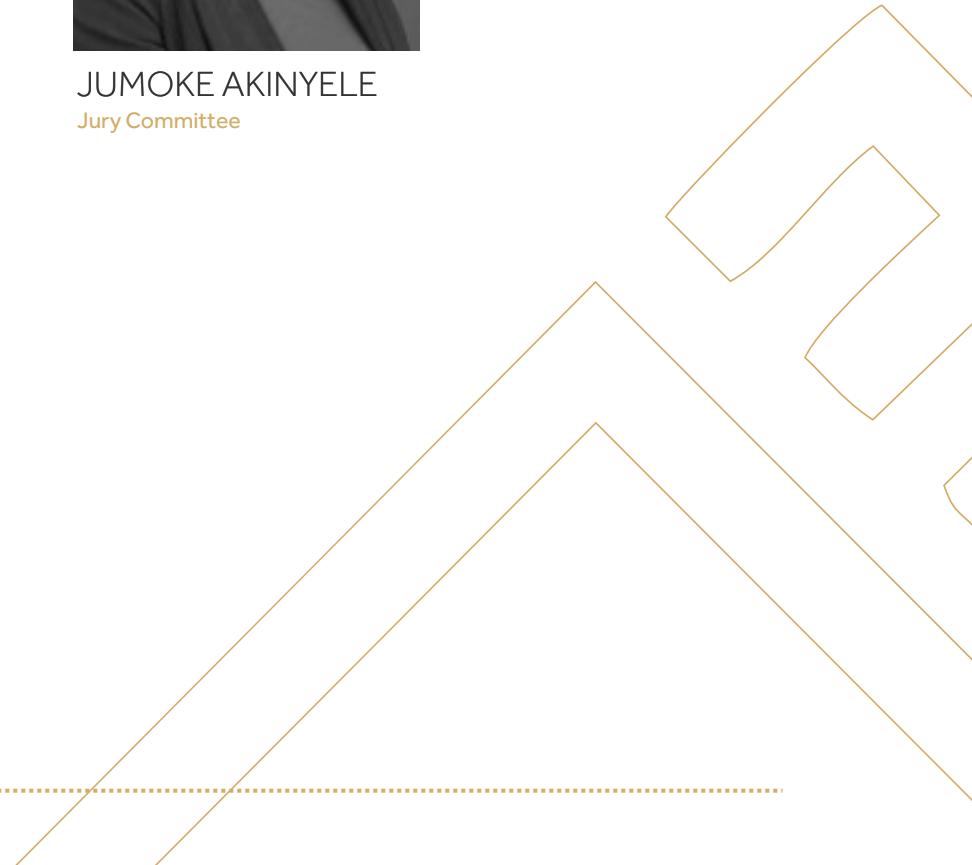
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BABS FAGADE  
Rep of OAAN



OLUSEGUN AKINYEMIJU  
LAIF Technical Consultant





# LAIF 2024 | Jury Presidents

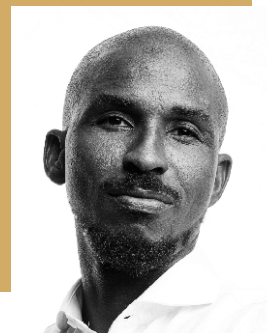
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Esosa Osagiede  
*Film*



Yemi Arawore  
*Radio*



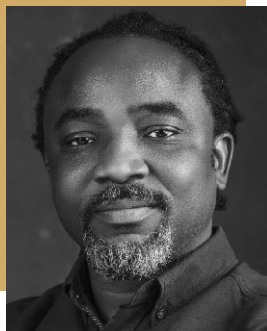
Kayode Olowu  
*Print*



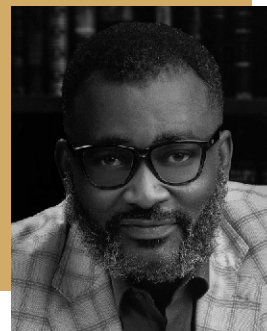
AdeKunle Adenmosun  
*OOH*



Victor Oyayero  
*Media*



Lekan Akinyele  
*Design*



Segun Martins  
*Digital*

2 0 2 4 R E P O R T

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[www.laif.com.ng](http://www.laif.com.ng)



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ASSOCIATION OF ADVERTISING  
AGENCIES OF NIGERIA.

