



Verdant Zeal

Winning the future with

Innovation

Our Profile

OUR PROFILE



MARKETING PLUS COMMUNICATIONS



Verdant Zeal

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Our Vision**NEXT** ▶

Our Vision

“To deliver exceptional results by continuously and consistently anticipating and fulfilling the needs of our clients, that is, the brands.”

OUR VISION



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Our Mission **NEXT** ▶

Our Mission

"To reach our target publics in the most effective and efficient way, by becoming the benchmark business partner to key corporate sectors, using new efficiencies to gain leverage."

OUR MISSION



MARKETING PLUS COMMUNICATIONS



What About Us?

- Established as a full fledged multi-dimensional marketing communications company July,2006.
- Formal operations Qtr 1,2007.
- Full complement of professional departments & personnel.
- Diversified industry experience spanning several years.
- Positioned as strong industry players with cutting edge "*innovation.*"

WHAT ABOUT US



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Business Justification **NEXT** ▶

Pillars Of Strength

We seek to provide pragmatic solutions through:

- Media-neutral platforms & processes.
- Business-driven strategies, capabilities & competencies.
- Leveraging unique channels of marketing and brand amplification.

PILLARS OF STRENGTH



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Pillars & Pivots

- Exploring and exploiting new technology and digital offerings
- Deep understanding of consumer insights in order to create winning opportunities for clients
- Even deeper understanding of local and international markets to maximize inherent advantages

PILLARS & PIVOTS



MARKETING PLUS COMMUNICATIONS

Our Core Competence

- Classical ATL advertising with eye on high share (voice & value).
- Suppliers management of BTL, especially merchandising items, SMGAs, street furniture etc ensuring due diligence to achieve on budget, on strategy and on quality compliance status.
- Retail environment strategy/design and channel management.
- POS Innovation strategy development and merchandising execution.

OUR CORE COMPETENCE



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Core Competence **NEXT** ▶

Core Competence

- Stakeholders' (trade) relationship management through loyalty programs.
- Internal communication & strategic interventions.
- PR & stakeholders' relationship management.
- Events management, experiential marketing & lobby.



Board of Directors

Prince Duro Oyinlola Esq.
Chairman

Prince Duro is an Economics Graduate from the University of London and an M.Sc holder in Business Technology from the Brunel University, London.

He is a seasoned and respected Business Manager and Administrator. He served in UAC for over 25 years and serving once as the Divisional Managing Director of UAC Properties.

He also serves on the boards of several industrial/commercial companies and organizations.

Mr. Tunji Olugbodi
Managing Director

With almost two decades in Marketing Communications and Media, Tunji is one of the finest brains in the industry, having started his career in The Guardian.

He served in several capacities before taking a bow as the Executive Director, Client Service, Prima Garnet Ogilvy.

Tunji is a full member of the Chartered Institute of Marketing, London and the Chartered Institute of Marketing, Nigeria. He is also a member of Advertising Practitioners Council of Nigeria (APCON).

He is also a Course Speaker for U.A.C Training School; Financial Institutions Training College (FITC) Lagos; and a Faculty/Circuit Speaker on Marketing/Business and Management.

BOARD OF DIRECTORS



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Board of Directors **NEXT** ►

Board of Directors (cont'd)

Barrister Ade Adenij

Director

Ade. Adeniji is a barrister and solicitor of the Supreme Court of Nigeria.

He began his practice with G.O.K Ajayi (SAN) and Co.

He has been the managing partner of Messrs Adeniji & Oyelola, Solicitors, with offices in Nigeria and the UK since 1992.

He is a Chartered Arbitrator and Secretary. He is also a Notary Public. He sits on the board of several companies with a wide range of interests

Prince Olufemi Kolapo Oyewole

Director

He is a refined and strategic thinker. His 22 years at Unilever (then Lever Brothers) led him through several key management positions before retiring as the Regulatory Affairs Director in 2007.

Prince Oyewole served both at home and abroad, in many capacities, spanning from Marketing and Innovation, Customer Service, Customer Development and Relationship Building.

He is currently the President/CEO OSKA ROYAL International, Lagos Food Processing Company.

Mrs. Abiola Sanni

Director

With a Masters in Financial Management, Abiola is a Senior Public Manager, who has amassed over 10 years of experience in Social development programme management including financial management, budget control, data collection, evaluation and social policy analysis.

She is also a statistician, Policy/Programme Cycle Manager and member of the Financial Management and Budget Control Association.

She is currently the CEO, Queensbridge Nigeria Limited, a frontline advertising promotions and Premium gift outfit.



Board of Directors (cont'd)

Mr. Olufemi Akinsola Director

He is a graduate of Agricultural Economics and has a Masters Degree in Business Administration. He is also an Alumnus of the Lagos Business School and a SAP HR Certified Consultant.

He is a member of the Chartered Insurance Institute of Nigeria; Chartered Institute of Personnel Development, London; Nigeria Institute of Personnel Management and the Nigeria Institute of Public Relations.

Femi currently serves as a Human Resource Business Partner in one of the foremost global companies operating in the Oil and Gas industry.

Theophilus Adekunle Bolodeoku Director

He is a History and Political Science Degree holder from the University of Ile-Ife.

A founding member of NTA Network News, Theo also served as a Senior Editor, News and Current affairs as well as the Producer and Presenter of popular Programmes such as "What The People Say."

Theo has held several senior sales executive positions with Coca-Cola, Philip Morris, Glaxo, Nigeria Hoechst, Rank Xerox Nigeria Limited and Minolta Copiers.

He has also worked at Insight Communications, but currently runs Theobol Ventures and Theobol Limited, a marketing communication company with interests in construction and general contracting, as well the importation and sales of goods.



Departments

- Business Service & Brand Development.
- Specialist Production Services.
- Finance.
- Creative-(copy & art studio).
- Radio Film Production services.
- HR/Admin.
- Media & PR Services.
- Consumer Insight & Planning.

DEPARTMENTS



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Management Structure/ Organogram

- Managing Director
- Executive Director
- Deputy Director
- Associate Director
- Group Head
- Senior Manager
- Manager
- Deputy Manager
- Assistant Manager.
- Management Trainee.
- Non Management.

MANAGEMENT STRUCTURE/
ORGANOGRAM



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Operating Philosophy

- We seek to be successful by making our clients successful.
- We work not for ourselves, not for the client , but for the brands.
- We encourage entrepreneurs and inventive mavericks.
- We value candour, originality, intellectual rigour, perseverance, brains- and civility.
- We strive to have fun - an agency that plays together stays together.

OPERATING PHILOSOPHY



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Everything Starts With An "I" **NEXT** ▶

Everything Starts With An "I"

- We believe that every step towards winning tomorrow starts with an 'Idea'. Our business is the business of ideas.
- The more (good) ideas we project, the more successful our clients are. Ideas inspire. Ideas Impact. Ideas rule the world. Ideas are a commodity of hope.
- At VZ we protect and nurture ideas and grow new ones, daily.
- What's more fun than selling ideas?

EVERYTHING STARTS WITH AN "I"



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Best Practice Benchmark **NEXT** ▶

Best Practice Benchmark

- "Guaranteed positive employee experience, high on trust and motivation to help build a culture of excellence, dedication and winning."

BEST PRACTICE BENCHMARK



MARKETING PLUS COMMUNICATIONS



We Celebrate C.A.P.B.A.C

- Curiosity, always thirsting for new discoveries.
- Agility, nimble- always crossing boundaries.
- Passion, instinct for infectious optimism.
- Bravery, not risk averse, decisive and quick.
- Accountability, pride in achieving set goals.
- Collaboration, value working as team and as well with affiliates.

WE CELEBRATE C.A.P.B.A.C



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We Stand In The Firing Line **NEXT** ▶

We Stand In The Firing Line

- We stand in the firing line daily for our clients for maximize inherent leverage in their offerings. And we are happy and proud to do this.

WE STAND IN THE FIRING LINE



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So What Can We Do For You? **NEXT** ▶

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CONTACT DETAILS



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Contact Details **END** ■