

MTN Nigeria tops advertising spenders

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Nigeria's media independent agency, MediaReach OMD has revealed that MTN Nigeria topped the highest list of spenders on advertising in the country with over \$4million in 2011.

MTN according to MediaReach OMD's annual report contained in its publication *Mediafacts*, is followed closely by Globacom, Etisalat and Airtel in the telecommunications product category which spent \$12.518 million out of a total of \$22.750 million spent in above-the-line advertising in 2011.

This was followed by personal paid announcement with \$3.654 million while Entertainment, Leisure & Tourism was third in the product category with \$3.125 million.

The report showed that Nigeria recorded an increase of 5.3% on sum spent on ATL advertising activities (television, radio, outdoor and press) in 2011 over the previous year.

It noted that in 2011, Lagos region accounted for 54%, North 20%, the East 11% while the western part of Nigeria accounted for the remaining 15%.

The report also noted that, Nigeria has the potential to build a prosperous economy with its large reserves of human and natural resources, adding that Nigeria witness major changes in the economic sector in 2011 some of which were the Federal Government amnesty programme that resulted in higher oil production, growth in the insurance sector and consistent growth in the telecommunication sector amongst others.

Mediafacts 2011

Mediafacts 2011, published in one volume in English and French contains media trend information on nine West African countries and three central African countries. This covers some of the countries where Media Reach OMD operates.

Media Reach OMD is a specialist media company that provides a host of media-related services to advertisers and or their representatives.

Its services include communications and media planning, media strategy developments and implementation buying and control services among others and its business offices are located in Nigeria, Ghana and Cameroon.

Since March 1999, MediaReach OMD has steadily grown to become a highly reputed firm within the marketing

communications' services industry and a respected member of the OMD global network

The company believes in powerful ideas, driven by meaningful insight to deliver compelling results.

Tolu Ogunkoya, managing director and chief executive officer of MediaReach OMD said, "We understand that creativity is the sustainable source of differentiation and competitive advantage for ourselves and our clients. We pride ourselves on delivering innovative media solutions to our clients' marketing challenges at the keenest possible prices."

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