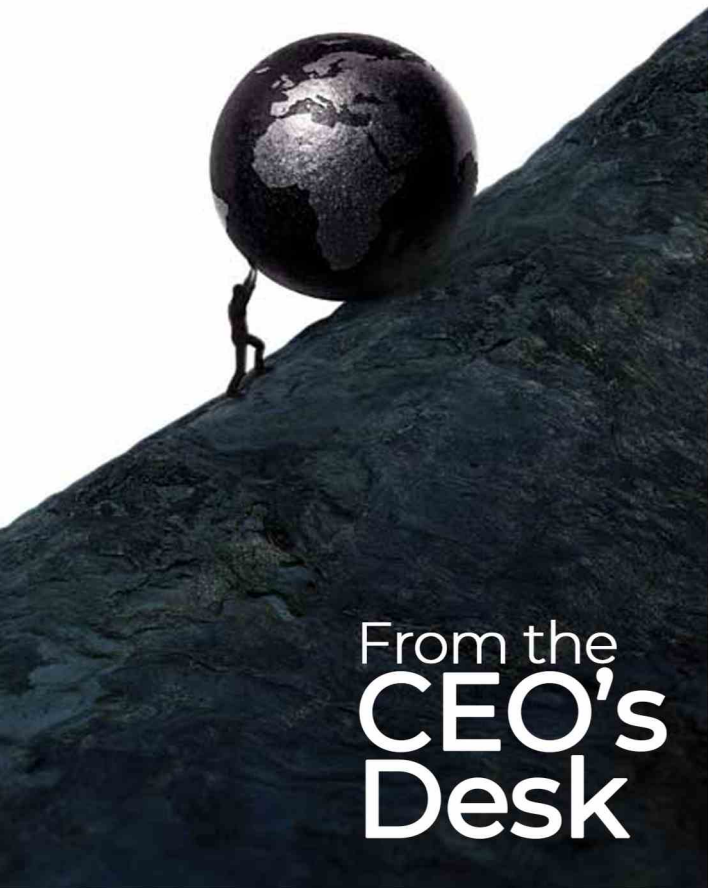


Chemistry

 Chenist
Communications



Forging
On



From the CEO's Desk

FORGING ON AMIDST ECONOMIC DOWNTURN

At the start of 2022, the world anticipated for a global economic recovery to pick up speed post COVID 19 lockdown. However, the Russia-Ukraine war continues to heighten a slowdown in the global economy. The war which is entering into a protracted period of weak growth and high inflation, according to the World Bank's most recent Global Economic Prospects report, increases the risk of stagflation, which potentially has a negative impact on both middle- and low-income economies.

In Nigeria, we are already witnessing the ripple effect of the war with an unprecedented rise in food prices, supply disruptions, rise in the global price of crude oil and a weakened exchange rate. These essentials are biting hard on citizens and businesses as well.

A few weeks back, Aero Contractors and Dana Air bowed to the rising cost of business, shutting down flight operations. Just like these two, many more businesses have also shut down or are on the verge of closing up shop due to the economic crunch.

The integrated marketing communication industry is not spared as well. Consumer spending is a major determinant of a nation's economic health. It is significant in driving the GDP. But given the dip in disposable income, consumers are now extremely conscious of what they spend their money on. Consequently, this low spend affects Client's business and ultimately leads to a reduction in marketing budgets.

“

For us, the challenges of today presents an opportunity to re-think our business strategy to respond in a simple and agile way

”

But, in spite of the challenges, I am thankful that the Chenist brand is standing tall and strong as we forge ahead with the commitments made at the start of the year. For us, the challenges of today presents an opportunity to re-think our business strategy to respond in a simple and agile way to the current realities of our Clients and the change in consumer behaviour.

Most importantly, we are constantly aiming to deliver top-notch professional services that aligns with client's expectations without compromising quality.

As we move further into the second half of the year, and keeping in mind that tough times don't last, we are optimistic and keeping a positive business attitude by staying flexible and open to the changes presented by today's realities.

Thank you.

Editor's Note

Most of the time, life throws some damaging and negatively impacting challenges at us. But we must remain resolute and focused, to forge on regardless of the disturbing economic downturn and uncertainties.

Welcome to another exciting and refreshing edition of your favourite Newsletter - CHENISTRY.

There are numerous challenges plaguing the world right now that are stifling global economy and choking businesses generally, thereby making living itself a herculean task.

In spite of all these negative political and socio-economic impacts on the world, and the drums of war everywhere, life goes on, and succeed we must, in all endeavours.

We are therefore, Forging On this year after Focusing on our "Set Goals" and Taking it "One Step at a Time." We will not be distracted but we will forge ahead to win the desired trophy.

Dear valued readers, here you have our theme for this unique edition - Forging On. Added to this are your regulars in Chenistry - From the CEO's Desk HR Corner and Clients in the News, among others.

How many hearts does an octopus have? You'll be surprised with the number. Which company owns Bugati, Lamborghini, Audi, Porsche and Ducati? Check out our current "Did You Know" section to find out the incredible answers to these astounding questions.

If you want to improve your social media presence, no one can operate successfully in PR industry without a conspicuous presence on the social media. We have some valuable tips that will help you. Check the page on Helpful Tips.

Enjoy Chenistry!

Thank you.

Clients in the News

May, 2022

9mobile Partners e-Business Life Communications to Mark International Girls in ICT Day



L-R: PR Specialist, 9mobile, Joshua Oluranti; Manager, IT Production Support, 9mobile, Mofoluke Ojo; Head of NCC Lagos office and rep of EVC of NCC, Tolulase Omodele-Rufai, and PR Lead, 9mobile, Chineze Amanfo during an event to mark International Girls in ICT Day 2022 in Lagos.

9mobile recently partnered with e-business Life Communications to promote and celebrate the international Girls in ICT Day in Lagos. In attendance to witness the occasion was the Executive Vice Chairman (EVC), **Nigerian Communications Commission (NCC) Prof. Umar Garba Danbatta** represented by Head of NCC Lagos office, **Tolulase Omodele-Rufai** among several other guests

9mobile Canvasses for Expert Care for Loneliness, Mental Health

In line with its commitment to promote mental health wellness, 9mobile has called for improved awareness on the impact of loneliness on mental health. The telco brand made the call at the 5th edition of its health talk series to mark this year's global mental health awareness week.

Halo Financial Services launches into Nigeria fintech space



L-R: Chief Investment Officer, Halo Capital Management, Kunle Akintunde; Chief Executive Officer and Co-Founder Halo Financial Services Ltd., Chidimma Onyeokoro; Managing Director, Halo Microfinance Bank Eyo Eyo; Chief Growth Officer and Co-Founder, Halo Financial Services Ltd., Nnenna Onyewuchi and , Chief Technology Officer, Halo Financial Services Ltd, Tomiwo Fakinlede, during Halo Financial Services Ltd. Press Conference in Lagos.

Halo Financial Services Ltd., a fintech start-up has launched with an innovative approach to help Nigerians manage and grow their money.

9PSB, Others Advocate Stakeholders' Collaboration in Deepening Financial Inclusion

Nigeria's pioneer Payment Service Bank, 9Payment Service Bank (9PSB) has reiterated that collaboration among operators, players and regulators in the financial services sector is critical to boosting Nigeria's financial inclusion drive.



Nigeria's pioneer and foremost Payment Service Bank, 9Payment Service Bank (9PSB) and SeerBit, a pan-African enterprise payment platform, have entered into a strategic partnership that will facilitate seamless access to financial services for individuals and businesses in Nigeria.

9mobile Takes Career Counselling to Schools in Bichi Emirate



In continuation of its commitment to inspire and support the career aspiration of students, Nigeria's telecom service provider, 9mobile, recently organized a career counselling session for Junior Secondary Students (JSS 3) in Government Secondary School; Government Girls Secondary School, Bichi Education Foundation Community Secondary School all in Bichi Emirate Council, Kano.

July, 2022

9PSB and SeerBit partner to expand digitization of financial services for consumers & businesses



HR's Corner

Many people have asked about how to keep moving forward in their lives when what's appearing in life is crushingly challenging.

The tips below will help you stay focused and energized, and keep you on your way to your future life visions, despite the bumps and pitfalls that emerge in the present situation:

- **Don't let what appears in the present distract you**

We often forget that what's appearing in our lives today will not last. One thing is certain in life – change is a constant. What's occurring in your life and work now is a confluence of many factors (your beliefs and patterns of behaving, the lessons our world and humanity need to learn, etc.). But your future will look very different if you embrace that possibility. For instance, if you're struggling terribly with money now, this doesn't necessarily mean you are doomed to battle with money your entire lifetime. Begin now to see what's happening today as information – evidence of what is working well, and what is not. Use this information to guide you to make some vital changes in your thinking and actions so that what you dream of can indeed become your reality. What habit do you need to let go of today that's holding you back?

- **Appreciate what you have while being excited for what is coming**

When we're facing hardship or struggle, it's very difficult to achieve a state of appreciation. But appreciating where you are is essential to bring into your life more positive events and circumstances. Appreciating where you are means you understand that in some critical ways you've signed up for these challenges – co-created them, one could say – for your own expansion. Not on a conscious level, but on a higher dimension.

Embrace what your life is giving you to grow into what you want more of. Raging against where you are in life is like rolling a ball uphill over and over and being angry that it keeps rolling back down at you. Either change how and where you roll the ball or stop feeling resentful at what is (or better yet, do both)!

Take time each day to appreciate the good that you've created in your life thus far. More of it will surely come.

- **Surround yourself with positive people**

When you're feeling down about your tough times, you sometimes experience negative people who think they know best and more than you. These naysayers often say, "I told you so!" or "I knew that would fail," or "What were you thinking?" My best advice is to turn a deaf ear to the naysayers and focus instead on those who are compassionate, encouraging, and uplifting to you. Seek out those who believe in you, who trust in your capabilities without reservation.

Sure, we sometimes need to hear difficult counsel, but make sure the advice you heed is from an empowering, positive, knowing source. Ignore advice that feels wrong, diminishing, or negative, or is based on someone else's limitations or agenda.

Surround yourself instead with those who want you to be all you can be in life and work.

- **Ask for help**

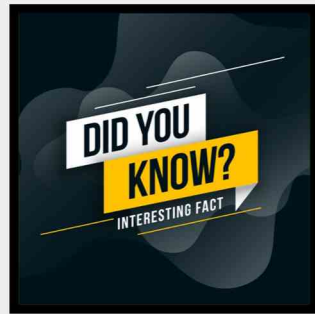
In tough times, we need to ask for help. Let go of your need to be perfect, right, or invincible. Ask for assistance and support to get you through. An encouraging friend, mentor, family member, or coach can be of great help when times are hard. He/she can help you see beyond what you're experiencing, make sense of it in terms that are meaningful to you, and connect you to the realization that you're not alone.

I've found too that the best kind of support comes from your "higher" self – the dimension of you that experiences life from a broader perspective than your ego-mind is capable of. You can access insight from your higher self by forging a relationship with it, connecting with your higher insight and knowledge by asking yourself questions each day, and listening for the answers. When you get these answers, trust them, and act on them. Your higher self won't steer you wrong. Check it out for yourself.

In conclusion, tough times are rampant right now in our world. The question to ask is, "How may I use this trying situation to inform, uplift, and expand me as I continue on the path that compels me?" Remember: "You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do.

You must proactively discipline yourself to avoid hopeless thoughts, which of course involves maintaining control over your attitude and perspective. After all, it's not what happens to you but rather how you interpret what happens, and then subsequently what you do about it that makes all the difference.

Facts About Exercise



1. People who don't regularly exercise may lose up to 80% of their muscle strength by age 65.
2. Exercise improves mental functioning and mood.
3. Exercise helps reduce the symptoms of anxiety.
4. Exercising regularly helps boost your immune system.
5. Exercise improve the overall look of your skin.
6. Exercise enables you to sleep better.
7. Being dehydrated impairs your exercise performance.

Trivia Questions

1. About how many taste buds does the average human tongue have? **Answer: 10,000.**
2. Which is the highest waterfall in the world? **Answer: Angel Falls, Venezuela.**
3. Who discovered penicillin? **Answer: Fleming.**
4. Which country invented tea? **Answer: China.**
5. Pure water has a pH level of around? **Answer: Seven.**
6. Which is the only vowel on a standard keyboard that is not on the top line of letters? **Answer: A.**
7. Who starts first in chess? **Answer: White.**
8. What language has the most words? **Answer: English.**
9. What's the most expensive home in the world? **Answer: Buckingham Palace.**
10. How long does it take to hard boil an egg? **Answer: Seven minutes.**
11. How many phases of the moon are there? **Answer: Eight.**
12. What's the hardest rock? **Answer: A diamond.**
13. How many bones do sharks have in their bodies? **Answer: None!**
14. The fear referred to as arachnophobia indicates a fear of what? **Answer: Spiders.**
15. What was the name of the family who starred in 7th Heaven? **Answer: The Camdens.**
16. Name the world's biggest island. **Answer: Greenland.**
17. Which sport does Costantino Rocca play? **Answer: Golf.**
18. How many hearts does an octopus have? **Answer: Three.**
19. Which mammal doesn't have vocal cords? **Answer: Giraffe.**
20. The colored part of the human eye that controls how much light passes through the pupil is called what? **Answer: Iris**
21. Which company owns Bugatti, Lamborghini, Audi, Porsche, and Ducati? **Answer: Volkswagen.**
22. The Statue of Liberty was given to the US by which country? **Answer: France**
23. Which US city is known as the City of Brotherly Love? **Answer: Philadelphia.**

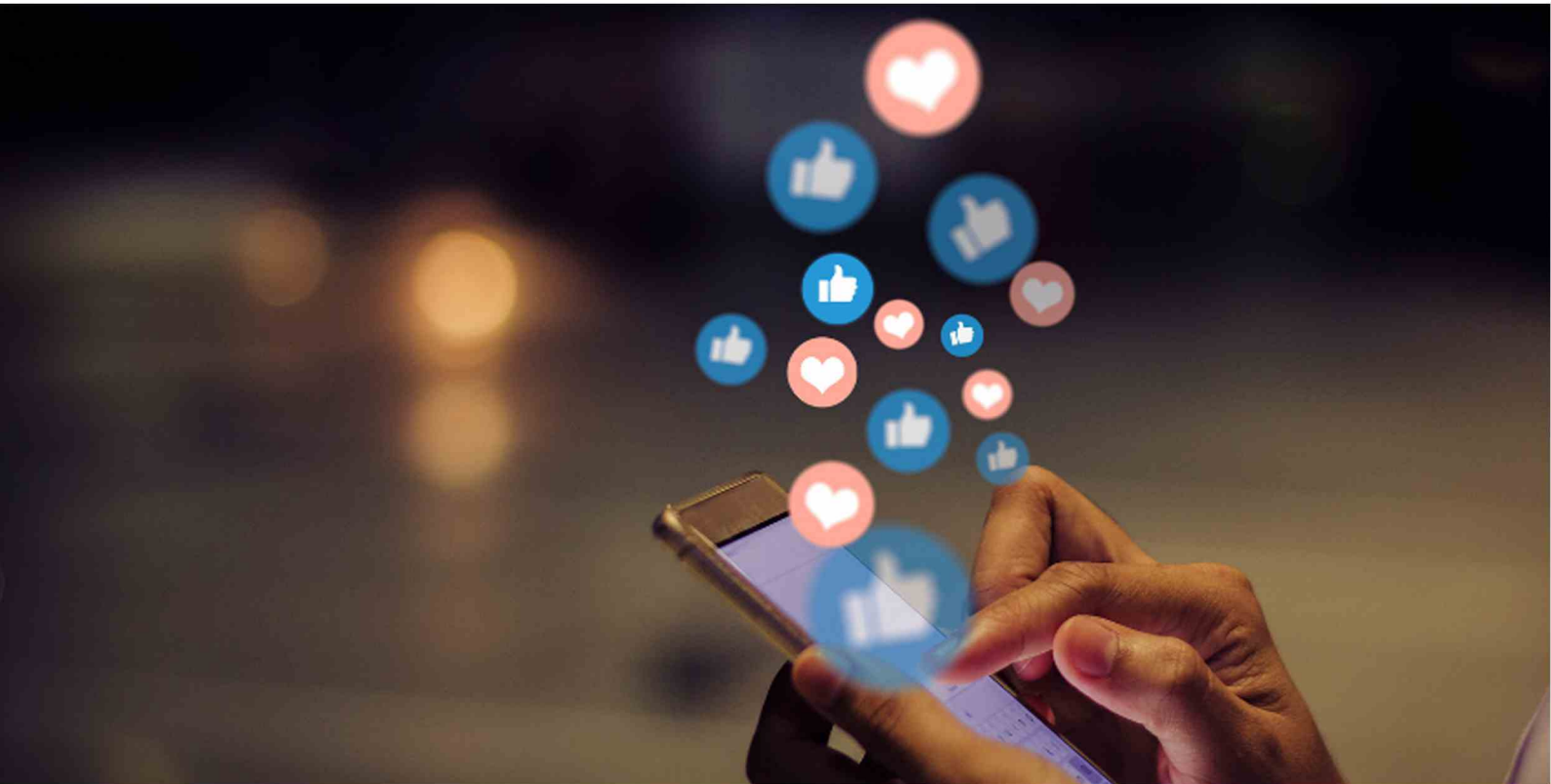
Trends



In season or out of season, some themes shape the conversation around the world either negatively or positively. Two themes stood out this season; World PR Day and political endorsement by celebrities

- **World PR Day:** This was marked across the globe on July 16, 2022, harping on the theme: **Trust, Truth and Transparency.** PR professionals all over the world did not allow the day slip by without lending their voices to the conversation. The theme is so apt that it touches on the very soul of PR which is trust, truth and transparency. At all times, practitioners must be seen to uphold these ethical moral standards of the profession. There were different messages and hashtags to celebrate the day like: "Do you want to look good? Make PR Your Friend" "Want to Look Good? Love a PR Man" Improve Your Image Love A PR Woman" #WorldPRDay #PublicRelations. Once again happy WorldPRDay 2022!

- **Political Endorsement by Celebrity:** The spate at which celebrities are endorsing candidates running for various political offices in Nigeria is an interesting trend to monitor closely. The recently concluded Osun State gubernatorial election is still very fresh in our memories. Two popular musicians David Adedeji Adeleke aka Davido and Habeeb Okikiola aka Portable were seen drumming support for their respective candidates. A winner has already emerged from the contest. One interesting fact that is worthy of note is the role played by the duo of Davido and Portable to either enhance or deplete the chances of their candidates. This is another trend that should be looked out for as the 2023 general elections approach.



How To Improve Your Social Media Presence

Social media has become a very useful tool in creating awareness for personal brands, businesses and dispensing information regardless of geographical proximity. However, this space is very competitive. How can you sharpen your social media skills, thus, making your social media platform and presence more inviting?

Here are a few tips:

Create a target audience:

What brand are you promoting? Who will benefit more from this brand you are promoting? This will enable you to know what specific social media platform to concentrate on. Statistics show that Facebook, in general, is known to reach users mostly between 35-65 years old (this does not mean that there are no users younger than this range). Twitter can reach a significant millennial audience through quick and brief updates. This is a great option for people who like to post shorter and more frequent updates. Instagram is known to have specifically the youngest generation known as 'gen z' as users. It is also an excellent platform to tell stories or promote brands with the use of pictures, videos, reels.

Build a social media following:

Building a social media following can be daunting especially as it can be incredibly slow to build an active audience. However, this is not impossible. It is important to be consistent with content. People often recognize and appreciate consistency. It is also important to utilize tags. Tags help play a significant role in reaching specific audience relating to the tags used. Making hyperlinks for social media platforms can be useful in taking audience directly to the content posted, easy access without having to search.

Share interesting content innovatively:

Be unique in your content creation. Strive to be original in your content creation. People often appreciate originality and their interest will be piqued, thus, glued to your social media platform as they anticipate your next content. Be sure that the information your content presents is true as you will lose credibility if you are known for dispensing false information. Social media does not have to be rigid. Be flexible, interactive and throw in a bit of humour to balance out the pace. If your content involves pictures and videos, ensure they are clear, well-produced pictures/videos. People are often attracted to sharp, clear, colourful pictures/videos as opposed to blurry, foggy ones. Well-produced media holds the attention of the audience.

Have a right posting schedule:

This isn't compulsory. However, having a good posting schedule keeps you organized and your platform wouldn't look scattered or too busy. It will register in people's minds when you post and they'll often find themselves looking forward to your posts.

These are basic, practical tips for building your social media presence. Have a great time building yours!

Chenistars

Birthdays in Quarter 2



Godwin JP's birthday on June 13



Wale's birthday on June 18 and Blessing's birthday on June 21



Maryam's Birthday on July 20



Maryam's birthday on July 20



Chekcube's birthday on June 27



Blessing's birthday on June 21



Chekcube's birthday on June 27



Maryam's birthday on July 20



Wales birthday on June 18

Contributors

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