

O&J

EXPERIENCE



ABOUT OAKLANDS & JOHNSON GROUP

The company was founded in 2003 as a 360 Degree Marketing Communications Company in Nigeria. In 2014 it opened WM2 Africa as a subsidiary in Ghana. As an African Marketing Group, Oaklands and Johnson family is made up of a total workforce of 62 permanent and more than 400 ad-hoc staff. We have since evolved from a typical BTL agency to a full-fledged marketing innovation firm, creating memorable experiences for brands leveraging technology and the people power. Our operations span from Nigeria with presence in 36 states, to Ghana, Gambia, Guinea, and Kenya. Our business model is very dynamic to address the peculiarities of each region we are present in, and drive value for our clients to guarantee maximum ROI.

O&J GROUP & BUSINESS DIVISIONS / SUBSIDIARIES:

- I. O&J Experience_BTL & Event**
- II. Oaklands and Johnson Advertising**
- III. Tomato Digitals Company**
- IV. Hoppers POS Productions / POSMs and SMGAs Production**
- V. O&J Packging**

Clients We've Worked With

CORE EXPERTISE:

Experiential Marketing / Shopper Marketing / 1-2-1 Consumer and Trade Engagement / Trade Audit & Re-distribution / Event Management / Product Merchandising / Product Sampling and Demonstration / Exhibitions / Roadshows & Spot Jam / Farm Extension Services / Guerrilla marketing / Brand & Product Launch / Design and Production of POSMs & SMGAs etc

CASE STUDIES:

EXPERIENTIAL & BTL MARKETING



IDEATION



STRATEGY



EXECUTION



MEASUREMENT



RESULTS

BUSINESS CHALLENGE - MCVITIES BISCUIT



TENSION

It was realised that product availability and proper merchandising of all Mcvities portion pack brands at the retail level were poor.



OBJECTIVE

To ensure shelf placement, proper product merchandising, track product availability, and ensure proper visibility of all Mcvities SKUs in neighborhood retail outlets with the aim of achieving product availability and shelf offtake.



SOLUTION

Deployment of Brand Experts to retail channels in the neighbourhood and open markets.

Took the brand to neighbourhood retail outlet to ensure the newly introduced portion pack get prominent shelf space in their most critical market.

Deployment of all proper visibility materials.

Tracking sales and ensuring maximum stock weight and replenishment

Locations:

- Lagos
- Ibadan
- Benin
- Onitsha
- Abuja
- Suleja
- Owerri
- PH
- Asaba
- Kano
- Abeokuta
- Warri
- Kaduna
- Akure
- Ife
- Ilorin

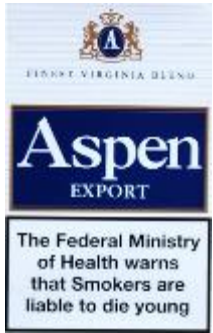
MCVITIES BISCUIT - RETAIL PENETRATION

RESULT:

- ❑ 69% of retailers contacted purchased 5 different SKUs of McVities
- ❑ Reaching about 30,000 retailers annually pan Nigeria over 3 years
- ❑ Increasing average sales from retail outlets by 29%
- ❑ Product Merchandising in all retail outlets visited over 3 years
- ❑ POPM deployment
- ❑ Effectively communicated trade promos/rewards



JTI (ASPEN) - BUSINESS CHALLENGE



TENSION

Aspen cigarette is a brand playing in the mid-priced category of the tobacco industry in Nigeria. There is a need to grow brand equity and volume by moving the brand from its current position to the 1st in its category



OBJECTIVE

Activate and engage over 200,000 consenting adult smokers in over 20 cities yearly.

Activate over 35,000 retail outlets/ HORECA channels in 22 cities.

Switch SOB consumers to Aspen.



SOLUTION

Over the last 8 years, achieved minimum 25% SWITCH RATE, annually.

Successful implementation of Field Force Management leading to permanent staffing of some managers and executives on field.

Successful implementation of the "Club A" events to further deepen brand affinity.

Channels

- **Experiential**

Locations

- **Lagos**
- **Abuja**
- **Port Harcourt**
- **Abeokuta**
- **Uyo**
- **Calabar**
- **Makurdi**
- **Katsina**
- **Kano**
- **Ilorin**
- **Owerri**
- **Ibadan**
- **Benin**
- **Sokoto**

JTI (ASPEN) – ONE-TO-ONE CONSUMER AND TRADE ENGAGEMENT



JTI (WINSTON) - BUSINESS CHALLENGE

Winston**FREEDOM
MUSIC**

TENSION

Winston Cigarette is JTI's No. 1 brand globally but has refused to gain traction in Nigeria due to the preponderance of premium brands by competition. Competition is fierce for JTI brands against competition in trade hence the need to push sales at trade and consumer levels



OBJECTIVE

Position Winston as a global premium cigarette brand.

Increase the retail outlet universe pan Nigeria and drive trial, consumption and adoption at HoReCa channels.

To win at trade by making the JTI brands the darling of retailers



SOLUTION

Successful pack placement which increased shelf presence.

Incremental switch from SOB to Winston. Successful implementation of private events (Freedom Music) to further drive brand brand interaction and consumer affinity. Deployment of BAs at trade via a Dealer Activation Programme (DAP) to drive sales and reward retailers after purchase.

Channels

- **Experiential**

Locations

- **Lagos**
- **Abuja**
- **Port Harcourt**
- **Abeokuta**
- **Uyo**
- **Calabar**
- **Makurdi**
- **Katsina**
- **Kano**
- **Ilorin**
- **Owerri**
- **Ibadan**
- **Benin**
- **Sokoto**

JTI (WINSTON CIGARETTE)

– ONE-TO-ONE CONSUMER AND TRADE ENGAGEMENT



BUSINESS CHALLENGE – SNICKERS



TENSION

Brand offtake was low at point of purchase. There was a need to address this and provide an influence to consumer choice.



OBJECTIVE

The In-store activation was designed to inform and influence shoppers in favour of Snickers and other MWC products, while creating maximum visibility and sales.

Deploy POSMs to further enhance brand visibility that leaves a TOMA.



SOLUTION

Deploy **Brand Ambassadors** to major supermarkets and top tier stores across different regions in Nigeria.

Engage shoppers to purchase and increase shelf off take through incentivization.

Encourage store managers to increase orders and share of shelf.

Drive sales through the 4+1 promo.

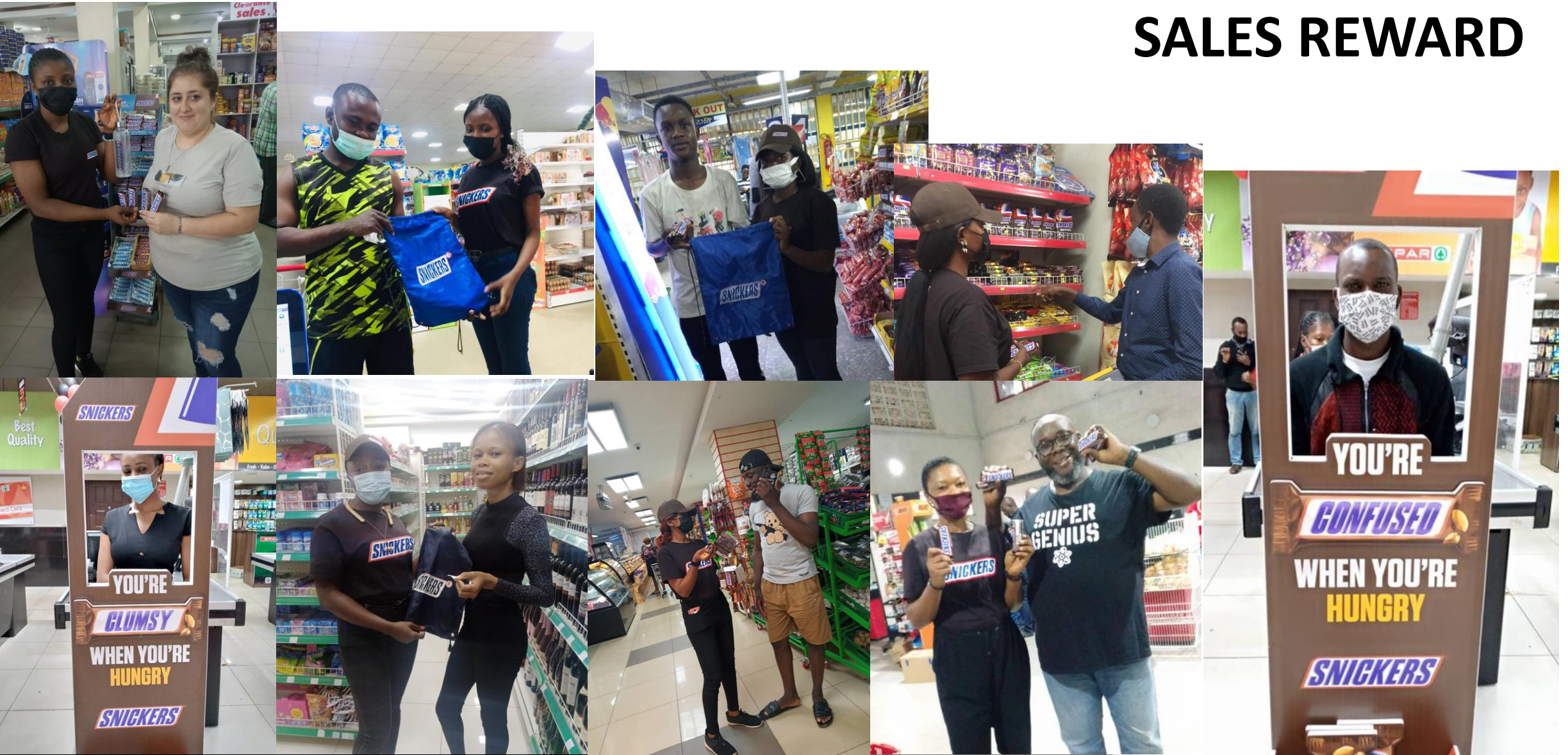
Channels

- **Modern Trade**

Locations

- **Major supermarkets in Lagos, West, East and North (285)**

MARS WRIGLEY (SNICKERS) – 1-2-1 CONSUMER ENGAGEMENT & SALES REWARD



BUSINESS CHALLENGE – PRINGLES



TENSION

Kellogg's believed more than 60% of the products sold in Nigeria come in via parallel/grey importers. This presents a **BIG** opportunity for Pringles to re-launch the brand in Nigeria while addressing all the major issues.

OBJECTIVE

Develop a pan Nigeria trade re-launch to fix the major issues of parallel imports, pricing, distribution, route to market, and brand positioning.

Develop and deploy holistic strategy to achieve these and establish Kellogg's as the brand owner and 'exclusive' importer of the brand.

SOLUTION

Identify, map and sell to relevant stores in the open markets and neighbourhoods in Lagos, Abuja and PH.

Wholesale Loyalty Program to reward Wholesalers who consistently patronise Kellogg's regional distributors vs parallel/grey importers.

Trade Parleys/Distributor Meetings were organised to immerse trade generally in the brand.

Channels

- Open Market
- Modern Trade
- Neighbourhood

Locations

- Lagos
- Abuja
- Portharcourt
- Aba
- Kano
- Ibadan
- Benin

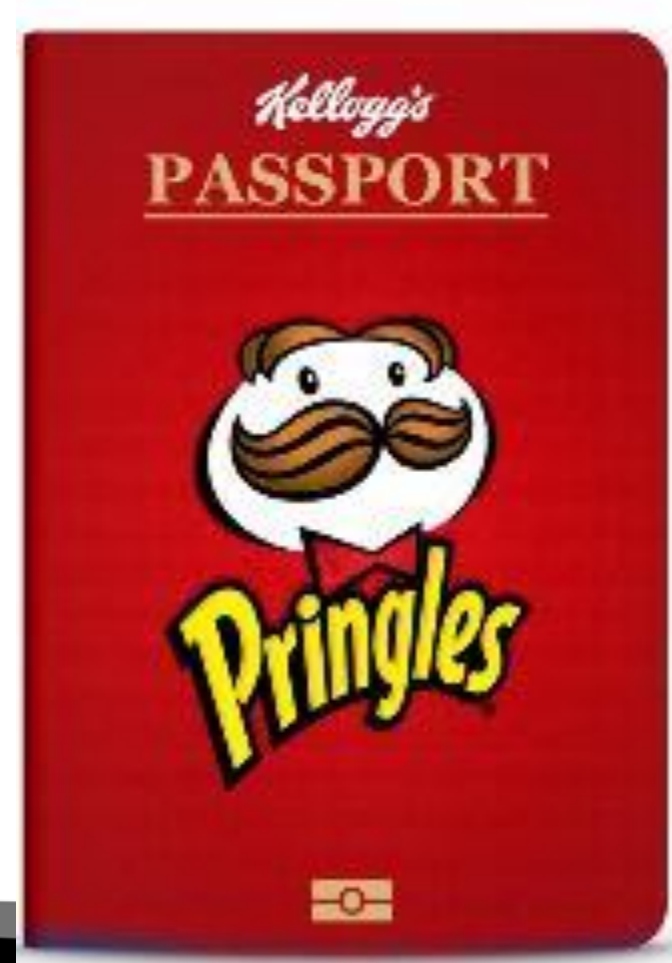


PRINGLES – WHOLESALE LOYALTY PROGRAM



Terms and conditions apply

**BUY PRINGLES AND
WIN BIG**



To participate

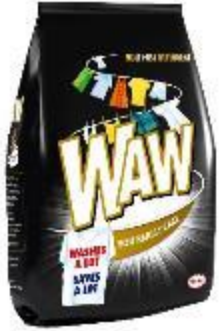
- Buy 200 cartons of Pringles 165g and 250 cartons of Pringles 40g, **OR**
- Buy 300 cartons of Pringles 165g, **OR**
- Buy 500 cartons of Pringles 40g and get a Pringles passport

To Win There are three winning categories namely the

CATEGORIES	HOW TO ENTER	PRIZES TO BE WON
Platinum	Buy 750 cartons of Pringles 165g and 1000 cartons of Pringles 40g	OR Washing TV OR Fridge
Gold	Buy 500 cartons of Pringles 165g and 750 cartons of Pringles 40g	OR Washing Machine OR Gas Cooker
Silver	Buy 500 cartons of Pringles 165g and 500 cartons of Pringles 40g	OR Washing Machine OR Gas Cooker

Terms and conditions apply

BUSINESS CHALLENGE – WAW DETERGENT



TENSION

Brand offtake was low at point of purchase. There was a need to address this and provide an influence to consumer choice of products at their decision point.



OBJECTIVE

To create 40,000 sales stores/outlets where all Henkel products are available at one stop by driving the 4ps.

Create a pull mechanism to deplete stock via a sales promo (50 + 1) in open markets pan Nigeria.

Deploy POSMs to further enhance brand visibility amidst the clutter in the



SOLUTION

Deploy **Brand Experts** to major traditional markets to ensure store grows to vision stores.

Engage retailers, wholesalers, and consumers and increase shelf off take.

Encourage store managers to increase orders and share of shelf.

Drive sales through the 50+1 promo concept.

Channels

- **Open Market**
- **Modern Trade**
- **Neighbourhood**
- **Digital / Online**

Locations

- **All states/Major markets in South East, South West, South South, and North 1**

WAW DETERGENT - CUSTOMER AND CONSUMER LOYALTY PROGRAM

RESULT:

- ❑ Activated Lagos, All states in South East, South West, South South, and North 1.
- ❑ Achieved 57% Secondary Sales Target in 15 states of Nigeria including FCT, Abuja in first 2 Months of April and May 2018.
- ❑ Engaged over 35,000 retailers in major open markets and cities
- ❑ Achieved 65% POSM's merchandising of retail outlets.



Unveiled Mercy Johnson As Mr Chef Salt Brand Ambassador:

Other Activities For Mr Chef: Media Planning and Buying, PR, Digital Marketing, ATL, BTL, Production of POSMs / SMGAs





Mr Chef Salt School Activation:

ACTIVITIES:

- ☐ Brand Education
- ☐ Dry Sampling, 3 years back-to-back
- ☐ 110,000 Students engaged
- ☐ Merchandising and Deployment Of Tuc Shops in Schools activated
- ☐ Data Capture of Schools Activated
- ☐ Product Placement
- ☐ Sales
- ☐ Consumer Giveaways



BUSINESS CHALLENGE – **LUCOZADE**



TENSION

SBFN collaborated with Zee World in engaging consumers across selected cities in Nigeria .



OBJECTIVE

The goal was to inform and influence 50,000 shoppers in favour of Lucozade, while offering free product sampling while creating maximum visibility



SOLUTION

Trained **Brand Ambassadors** were engaged to carry out sampling under the most hygienic manner.

Channels

- **Open Market**

Locations

- **Lagos**
- **Onitsha**
- **Port-Harcourt**
- **Abuja - FCT**

SUNTORY (LUCOZADE) – OPEN MARKET CONSUMER SAMPLING



RESULT:

- ❑ Drive relevance through consumer education on the brand benefits
- ❑ 105% effective of sampling KPI was achieved.
- ❑ Offer free product sampling to spark desire that will lead to interest.
- ❑ Create brand loyalists through a fun and engaging experience

LUCOZADE BOOST – CAMPUS ACTIVATION

ACTIVITIES:

- ❑ Brand Education: Drive relevance through educating on brand benefits, and association.
- ❑ Wet Sampling: over 120,000 consumers sampled in 12 campuses
- ❑ Merchandising, Deployment of POSMs, and Data Capture of Tuc Shops in 12 Campuses activated: Over 3,000 stores activated and sold into.
- ❑ Product Placement & Sales: 5,400 cases/cartons of Lucozade Boost Can sold.



BUSINESS CHALLENGE – RHINATHIOL



TENSION

Sanofi re-introduced the Rhinathiol brand into the market as a premium category brand.



OBJECTIVE

Recruit pharmacy to the pool while drive to increase shelf presence in-pharmacy.

Develop a Push-Pull sales strategy that will ensure stock depilation.

Deployment of POSMs to ensure TOMA



SOLUTION

Identify, map and sell to relevant pharmacy within neighbourhood in Lagos, Abuja and PH.

Credit facilitate were offered to encourage willing pharmacy but limited funds to order and pay later

Channels

- Neighbourhood

Locations

- Lagos
- Abuja
- Portharcourt

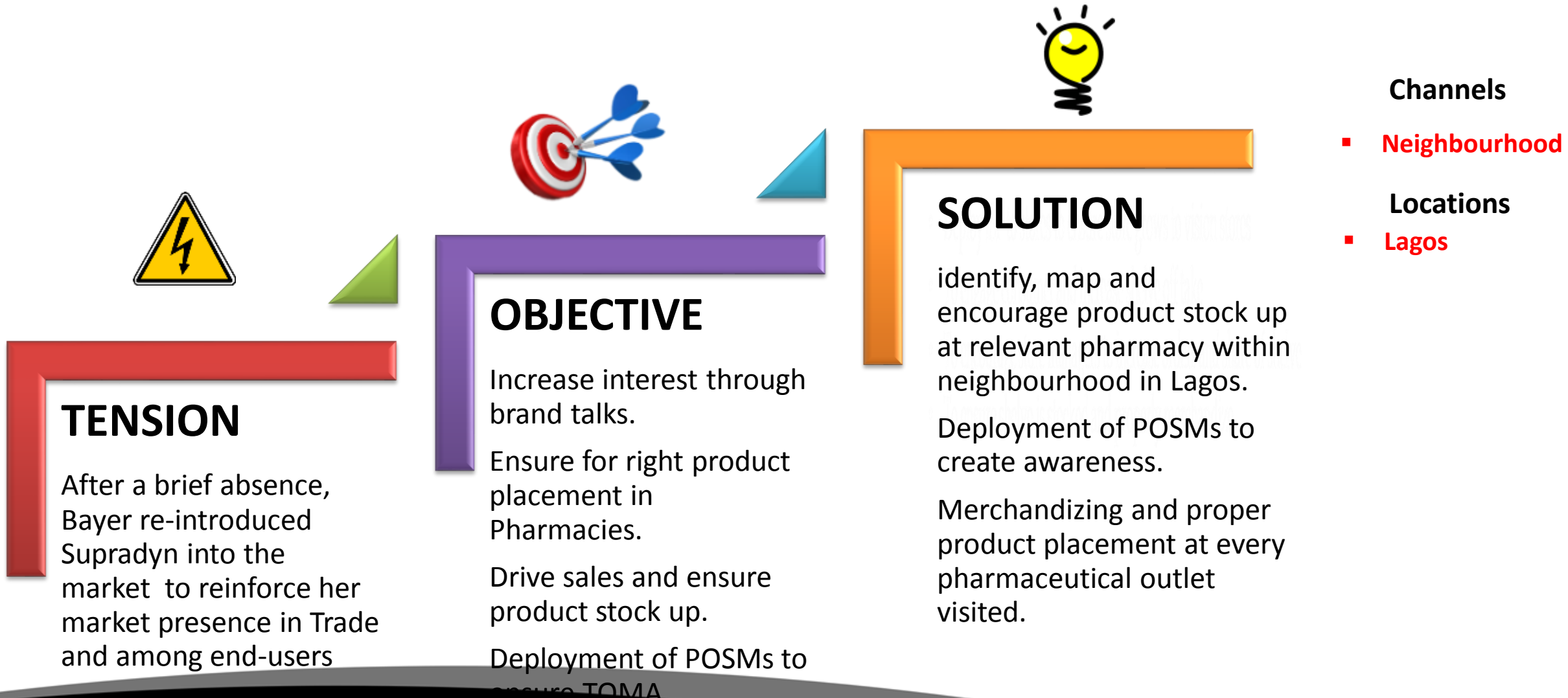
RHINATHIOL – PHARMACY ACTIVATION

RESULT:

- ❑ A total of 12,021 Stores were visited - all cities combined
- ❑ At least one of the brands was sold into the shelf in 87% of the all the Outlets visited.
- ❑ Drive relevance through educating on brand benefits
- ❑ Create brand awareness through POSMs deployed into pharmacies



BUSINESS CHALLENGE- **BAYER** (SUPRADYN)



SUPRADYN – PHARMACY ACTIVATION



RESULT:

- ❑ Drive relevance through brand education on the brand benefits
- ❑ 100% merchandizing achieved.
- ❑ Drive relevance through educating on brand benefits
- ❑ Create brand awareness through POSMs deployed into pharmacies

BUSINESS CHALLENGE - BAYER CROP SCIENCE DIVISION



TENSION

In line with their marketing direction was to reinforce her market presence in Trade and among end-users



OBJECTIVE

To inform and influence Trade partners and growers in favour of Bayer products, while creating maximum visibility and shelf presence for these products in the open market



SOLUTION

Deployment of Brand Ambassadors into Trade outlets across major markets to educate wholesalers and resellers.

Took the brand to rural community to educate farmers on the range of Bayer products good for their crops

Locations:

- Benue
- Enugu
- Ebonyi
- Onitsha
- Oyo
- Ibadan
- Saki
- Ilora
- Iseyin
- Ogunpa
- Eruwa

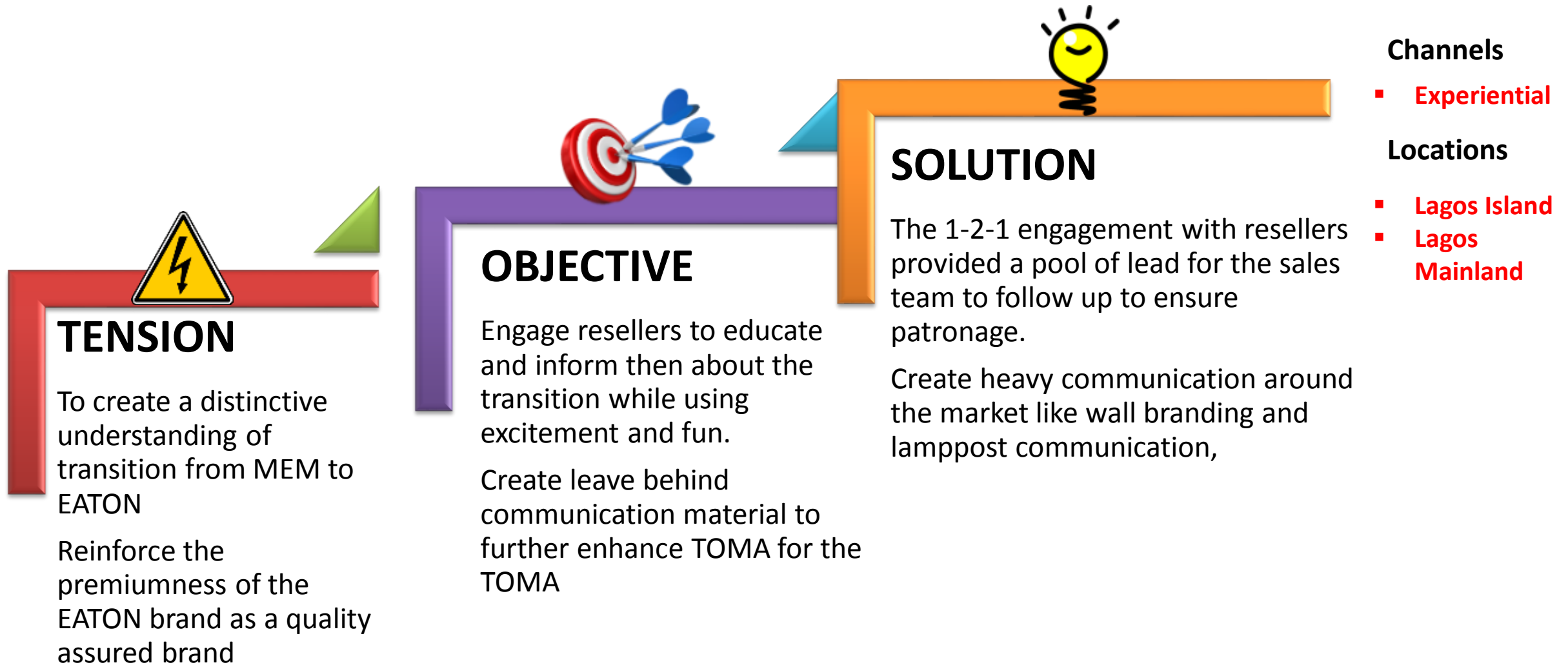
BAYER – OPEN MARKET ACTIVATION

RESULT:

- ❑ Drive relevance through educating on brand benefits
- ❑ Educate growers and trade partners on brand benefits, driving relevance and association – distribute and deploy brand collaterals
- ❑ Create brand loyalists through a fun and engaging experience – incentivize social product knowledge sharing
- ❑ Strengthen customer relationships – partner with sales team to secure secondary sell in into neighboring outlets within and around targeted markets and communities.



BUSINESS CHALLENGE



EATON – OPEN MARKET ACTIVATION

RESULT:

- ❑ Educate end users and trade partners on brand benefits, driving relevance and association
- ❑ Strengthen customer relationships –partner with sales team to secure secondary sell in into outlets within and around targeted market.
- ❑ Communicate and emphasise authenticity of Eaton Products



STALLION (JOLLY JOLLOF) - BUSINESS CHALLENGE



TENSION

Jolly Jollof a especial paste for preparing Jollof rice, is establishing itself in the market among other players as the best.



OBJECTIVE

To create excitement and memorable experience through brand education, cooking, product demonstrations, sampling, and sales of the brand while communicating the brand's USPs to Retailers and Shoppers.

SOLUTION

Successful real-time product experience establishing acceptance.

Well trained Brand Ambassadors to drive sales and reward shoppers after purchase.

Channels

- Open Market

Locations

- Lagos
- Ibadan

STALLION (JOLLY JOLLOF) – OPEN MARKET ACTIVATION



CHIVAS EXTRA – INSTORE SAMPLING

ACTIVITIES:

- ❑ Increased number of facings of Chivas Extra
- ❑ Improved Chivas Extra's shelf positioning to primary hotspots
- ❑ Sampled 10,080 consumers
- ❑ Sold 620 bottles across activation days
- ❑ Drive brand availability at POS



FRESHYO – SCHOOL ACTIVATION

ACTIVITIES:

- ☐ Dry and Wet Sampling
- ☐ Merchandising and Deployment Of Tuc Shops in Schools activated
- ☐ Data Capture of Schools Activated
- ☐ Product Placement
- ☐ Sales
- ☐ Consumer Giveaways



DUBBLE BUBBLE – OPEN MARKET ACTIVATION(S)

ACTIVITIES:

- ☐ Brand Introduction in 62 Open Markets in South East, South West, South South, and General North
- ☐ Dry Sampling and Brand Education
- ☐ Merchandising, Deployment of POSMs, Data Capture of retail and wholesale outlets
- ☐ Product Placement & Sales
- ☐ Display and Win Campaign in 38 Open Markets pan Nigeria
- ☐ Trade Rewards



MILKRICH CANDY

- RETAIL PENETRATION

ACTIVITIES:

- ☐ New Brand Introduction to retailers in Open Markets and Neighbourhoods 24 States Pan Nigeria
- ☐ Merchandising and Deployment Of POSMs
- ☐ Sampling
- ☐ Data Capture
- ☐ Product Placement
- ☐ Sales
- ☐ Rewards



PURE BLISS BISCUIT – OPEN MARKET ACTIVATION(S)

ACTIVITIES:

- ❑ Recruitment and branding of MODEL Outlets in Open Markets and Neighbourhoods in Lagos, South South and South East
- ❑ Merchandising, Deployment of POSMs, Data Capture of retail and wholesale outlets
- ❑ Product Placement & Sales



NUTRISNAX – OPEN MARKET ACTIVATION(S)

ACTIVITIES:

- ☐ Brand Introduction in 40 Open Markets in South East, South West, South South, and General North
- ☐ Dry Sampling and Brand Education
- ☐ Merchandising, Deployment of POSMs, Data Capture of retail and wholesale outlets
- ☐ Product Placement & Sales
- ☐ Display and Win Campaign in 12 Open Markets in Lagos, Ibadan, Port Harcourt, Aba and Enugu
- ☐ Trade Rewards



Gino Tomato Paste:

Open Market Display & Win Activation



On-Trade /HoReCa Activation



BOSCH GO - BUSINESS CHALLENGE

The Bosch Go is a evolutionary screwdriver that has come to revolutionize how to use a screwdriver thereby making the work of the user easy and fast.



TENSION

How do we introduce 'Bosch GO' to relevant stakeholders while garnering sustainable market share for the product in 4 months.



OBJECTIVE

Position the Bosch Go as a tool for everybody, profession and trade.

Sell Bosch GO tools through unusual channels with a target of 4,000 units in 4 months.



SOLUTION

Connected end users using radio jingle, radio hype, BRT bus campaign, Digital, Press Ad , and product demonstrations through mall activations.

Channels

- Experiential
- Digital /Online
- Radio
- BRT
- TV
- Press

Locations

- Lagos
- Abuja
- Portharcourt

BOSCH GO - 360 DEGREE BRAND INTRODUCTION

RESULT:

- ❑ Reaching about 500,000 consumers monthly over a 4 month period.
- ❑ 2,448 Bosch Go tools sold in 4 months.
- ❑ Product Merchandising in 35 top stores pan Nigeria over a 4-month period.
- ❑ Ensuring proper merchandising of brand
- ❑ For CAREX, awareness creation on 'power tools' usage culture
- ❑ Shopper engagement and sales
- ❑ POPM deployment
- ❑ Purchase rewards



- **Nikon 2018 Influencer Event:** A workshop that includes world renowned photographers and facilitators, executed for Nikon Camera.



Chocolove Brand Launch and Market Introduction:

- Launched Chocolove in 4 Key Cities in Nigeria.
- Other ATL activities including Digital, Radio, and Bus Branding were implemented.



Chocolove Brand Launch – Lagos, Abuja, Kano, & PH





MacCoffee Wet Sampling In Major Key Account Outlets

12 weeks of retail outlets activation.

13,525 contacts sampled/activated.

6,236 pack sales recorded.



- ❑ Generate awareness for the brand through product demonstrations, malls, airports and social clubs activation.
- ❑ Conceptualisation, Production and Deployment of POSMs and office collaterals.
- ❑ Drive sales and penetration for the brands.



- ☐ Universe Mapping of all SKUs. Market scanning and analysis.
- ☐ Retail Neighbourhood Activations.
- ☐ Developed creative for POSMs.
- ☐ Generate awareness for the brand through Merchandizing Campaigns.
- ☐ Drive sales and penetration for the brands.



“YERIPA NUA ADUANE PA”

– Open Market Activation In Ghana

PROBLEM

Brand was getting low shelf off take in key markets in Accra, due to competition and wrong perception

SOLUTION

“YERIPA NUA ADUANE PA” CAMPAIGN

We embarked on a market storm across key markets in Accra to inform, educate and create a buzz around brand, create opportunity for trial and measure the immediate impact on sales

RESULT

Sales increased by an average of a... and by over 50% within the first one week in some key markets.



Merchandizing-In-Trade, Channel Development Executives & National Sales Support Scheme:

PROGRAM	ROI /Result
Recruitment, Training, Deployment, Appraisal Ratings etc.	Remarkable increase in channel development and creation of alternative sales touch points.
Deployment to Regional Area Channels pan Nigeria	
Clients: JTI, Henkel, BSH,	Increase in market share and business in trade relation.
	Successful implementation has lead to permanent recruitment with Japan Tobacco International of some managers and executives on field.



FIELD FORCE MANAGEMENT

We manage field force for Clients that wants a team to enhance its on field presence without necessarily adding to their staff strength. These teams are usually Sales and Channel development Executives. With experience in managing over 1,000 personnel, our management and all round knowledge, see below the Clients we currently manage some of their Field Sales Personnel:

JTI – Currently managing 172 personnel

BSH – Currently managing 36 personnel

Henkel – Currently managing 33 personnel

AstraZeneca – Just recently signed the contract to manage 17 personnel in Nigeria





Let's Help Your Brands Dominate