



INDEPENDENT PR MEASUREMENT & PERFORMANCE AUDIT.

MARCH REPORT, 2020.

Report by: P+ Measurement Services



P+ MEASUREMENT SERVICES

amec
Associate Member

ABDULSAMAD RABIU

SWOT Analysis



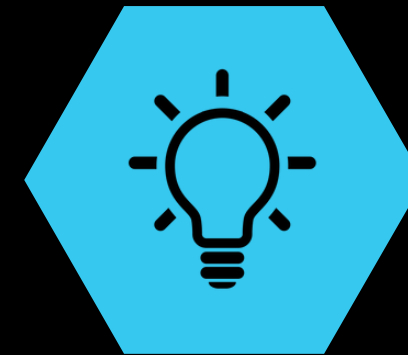
STRENGTHS

Abdulsamad Rabiu relished media performance when BUA Cement had a debut in Lagos for \$3.3 billion listing.



WEAKNESSES

There was no weakness observed in the month of March.



OPPORTUNITIES

We advise that the brand should leverage on conversations around the Responsible & Sustainable Capitalism where BUA joined forces with others to rethink the role of private sectors to increase his positive reputation.

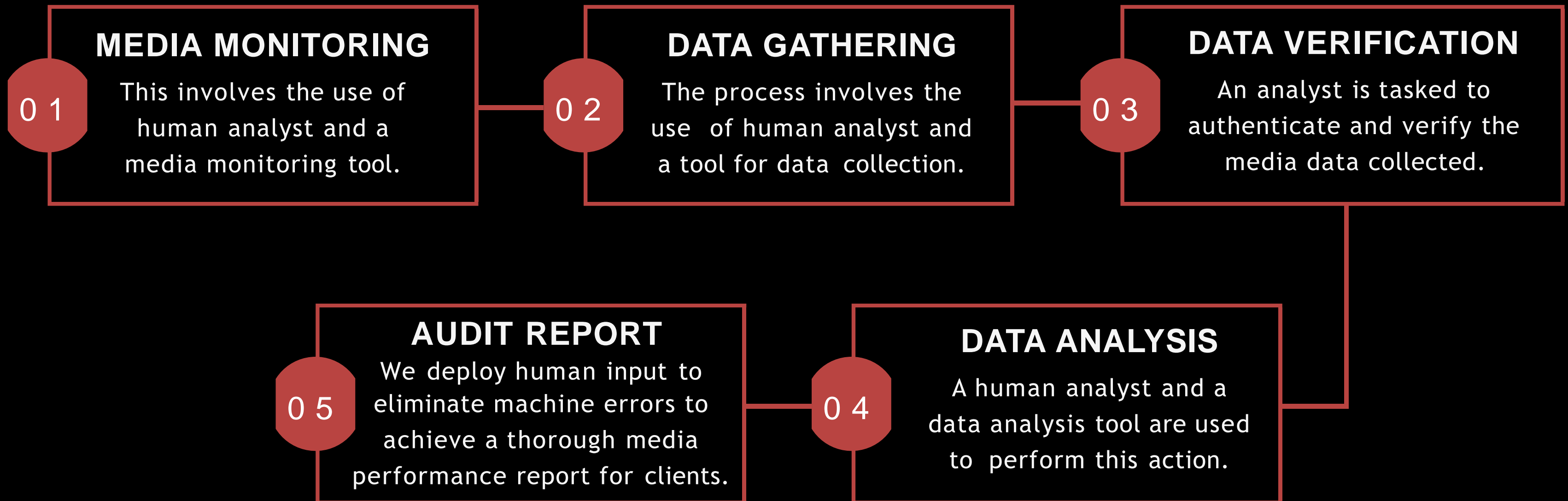


THREATS

The conversation surrounding the instability of the exchange rate which is affecting production.

THE STAGES OF OUR AUDIT REPORT PROCESS

A PROPERTY OF P+ MEASUREMENT SERVICES



EXECUTIVE SUMMARY

71

Articles from newspapers and online media were analysed.

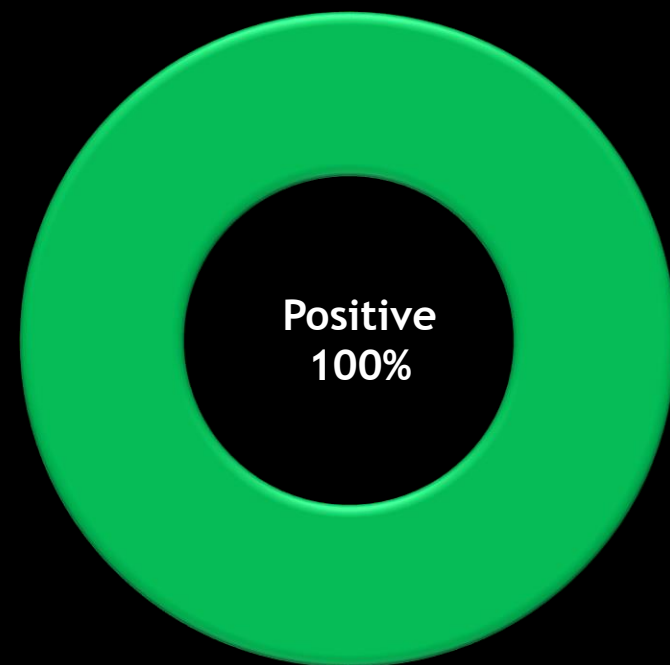
27%

Media share of voice was attained by the brand amongst 3 competitors.

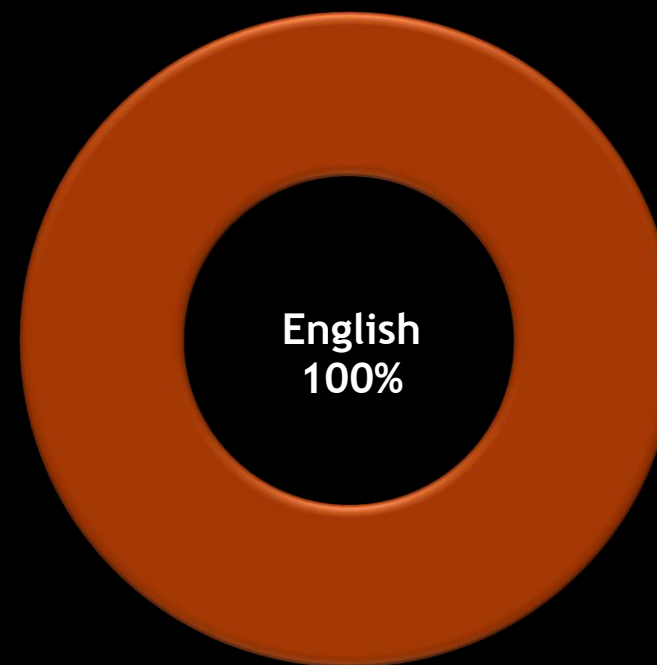
100%

Positive articles was achieved

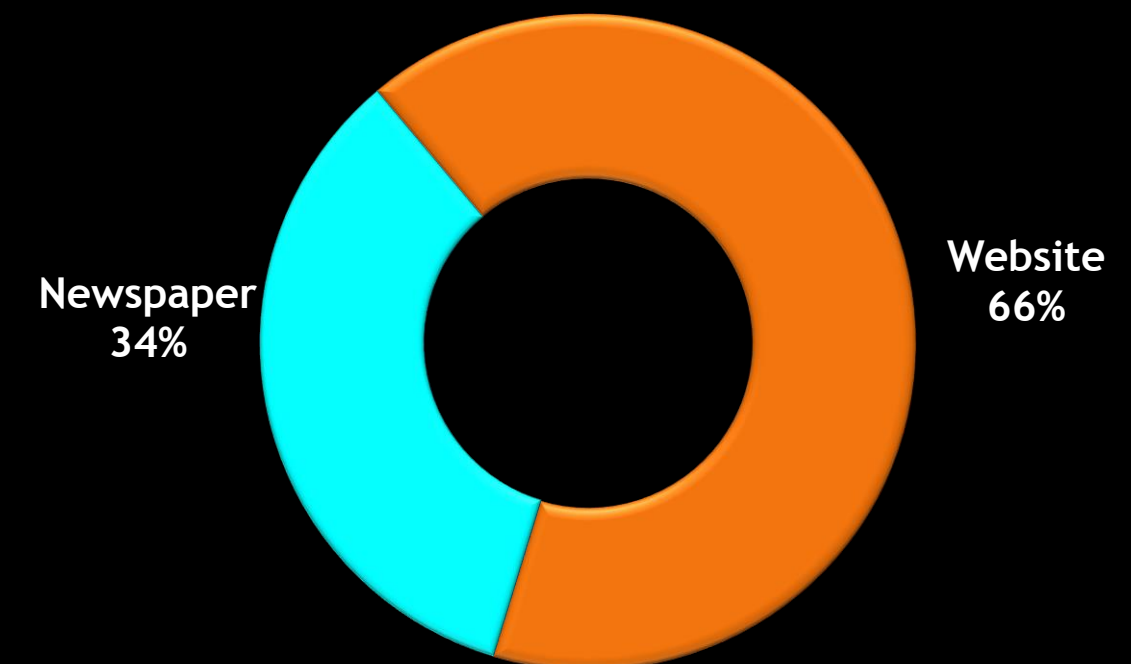
SENTIMENT



LANGUAGE



MEDIA VEHICLE



TOP 3 BRAND REPUTATIONAL DRIVERS

BUA Cement debuted in Lagos in \$3.3 billion listing.

-

Game Changer For Abdulsamad Rabiu.

-

Nigerian Billionaire Abdulsamad Rabiu Now Worth \$4 Billion.

-

DASHBOARD 1

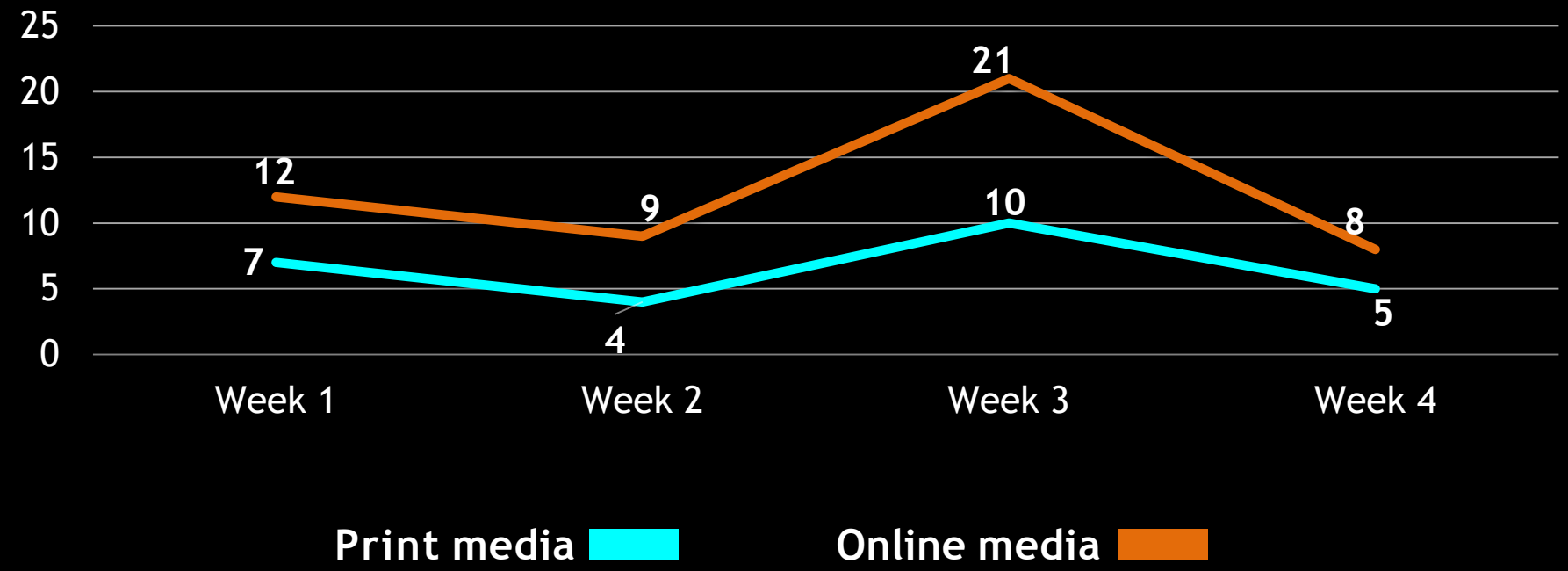
65
News Mentions

5
Photo Mentions

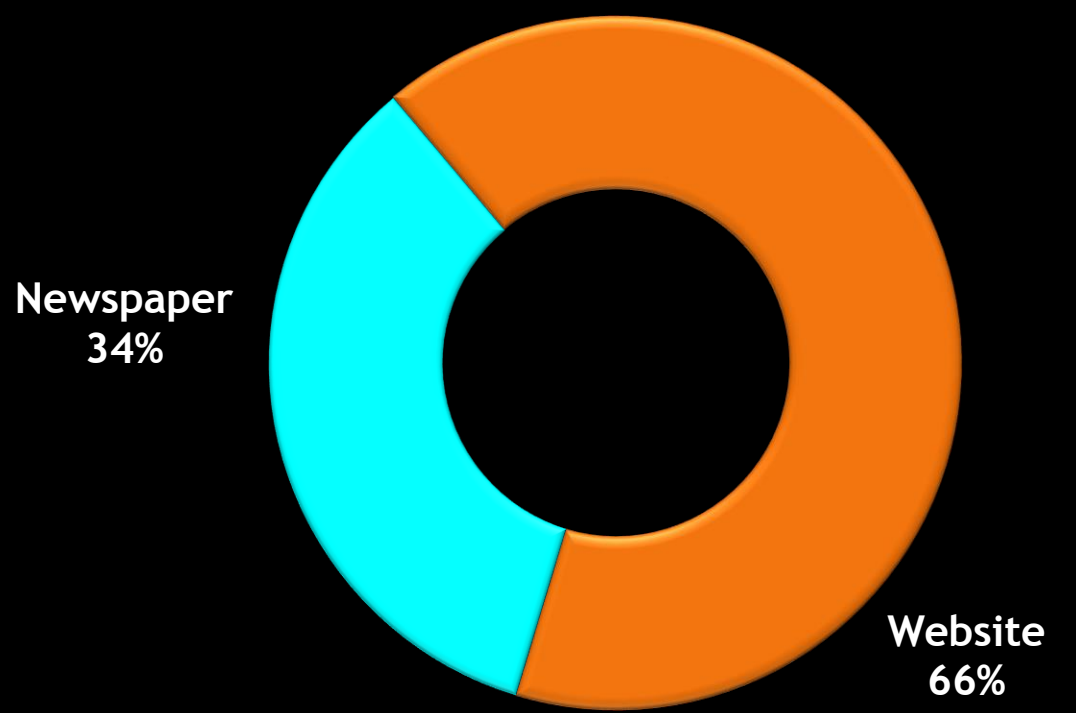
6
Video Mentions

65,487,350
Potential Reach

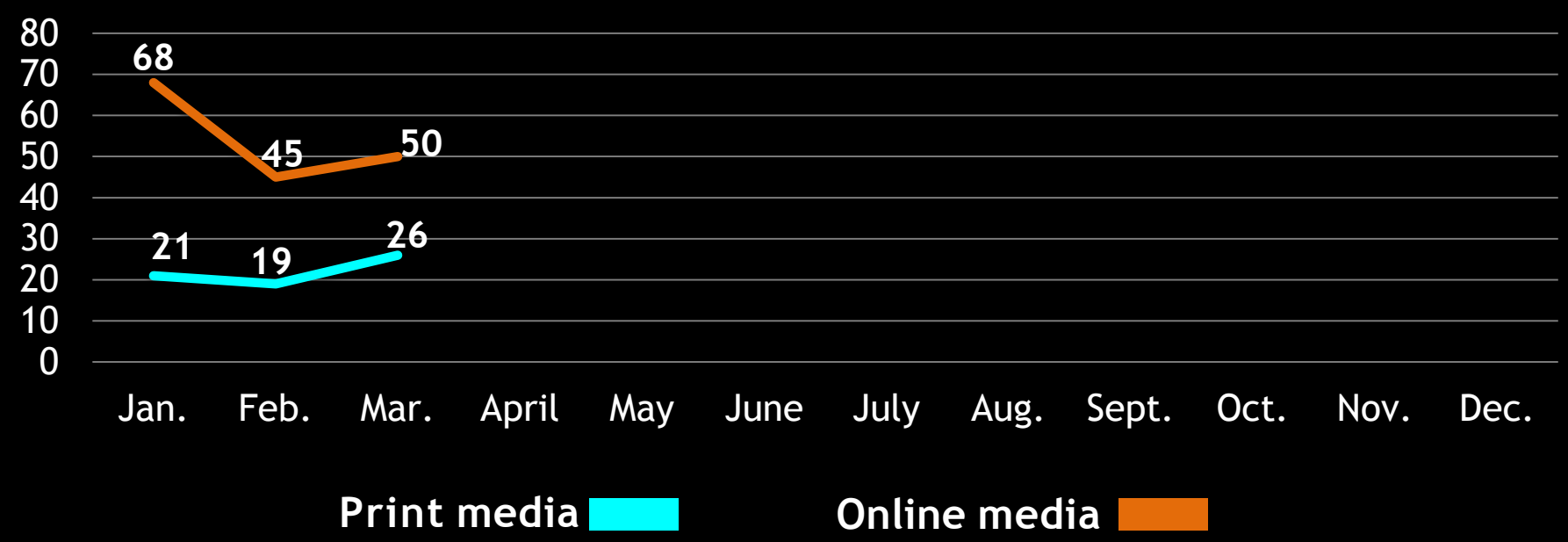
WEEKLY TREND ON BRAND MEDIA EXPOSURE



MEDIA VEHICLE



MONTHLY TREND ON BRAND MEDIA EXPOSURE



DASHBOARD 2



73

of the brand exposure was tracked in the local media



3

of the brand exposure was tracked in the International media



76

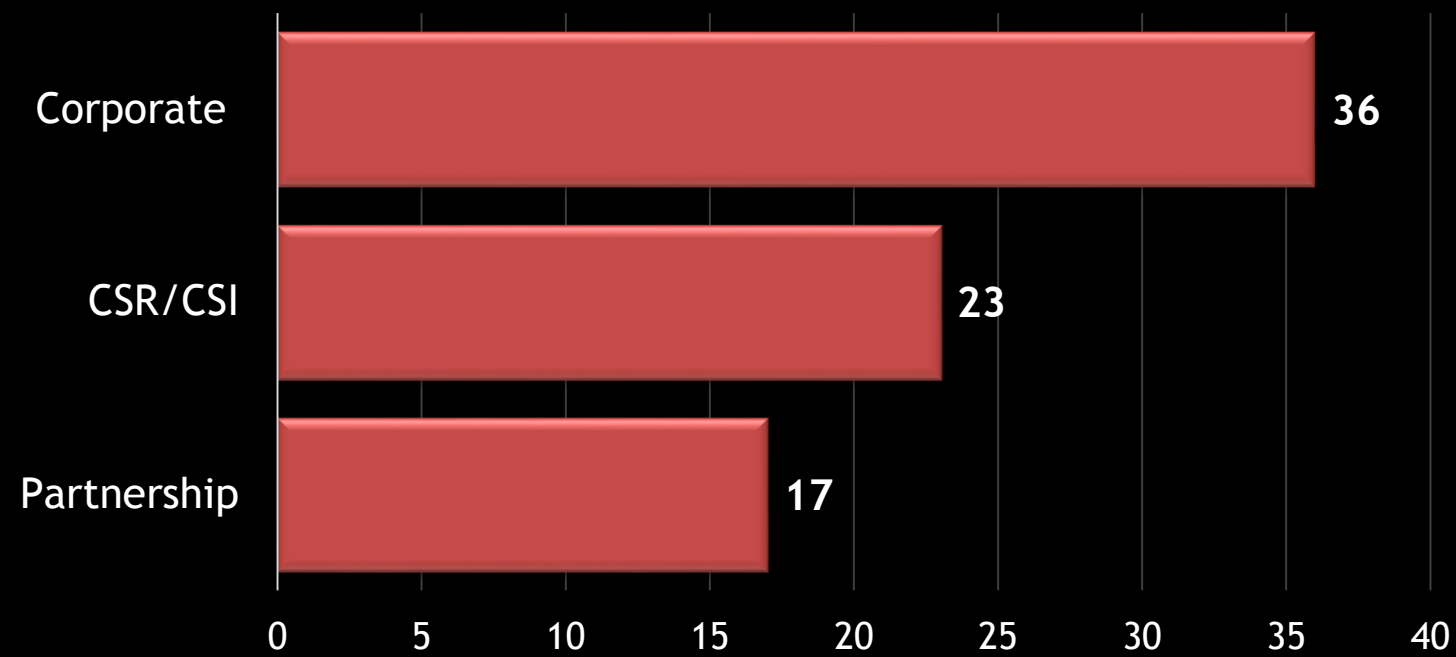
positive media exposure was recorded for the brand



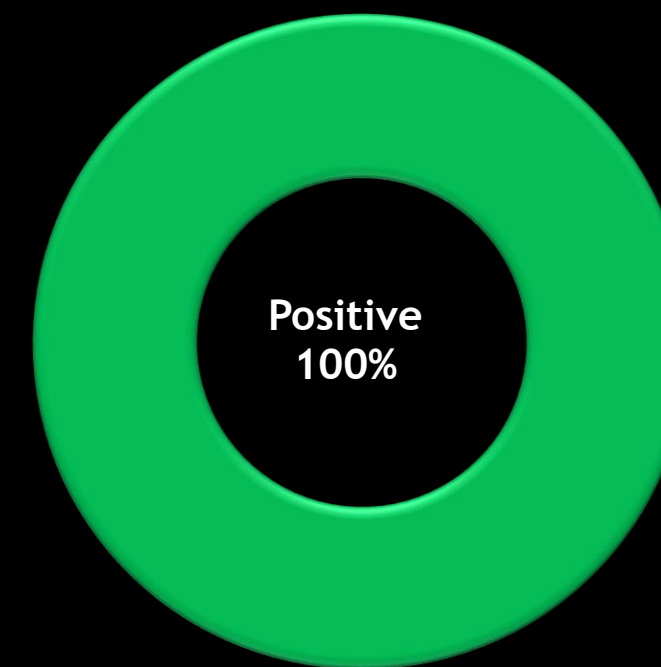
-

negative media exposure was recorded for the brand

LEADING TOPICS OF THE BRAND IN THE MEDIA

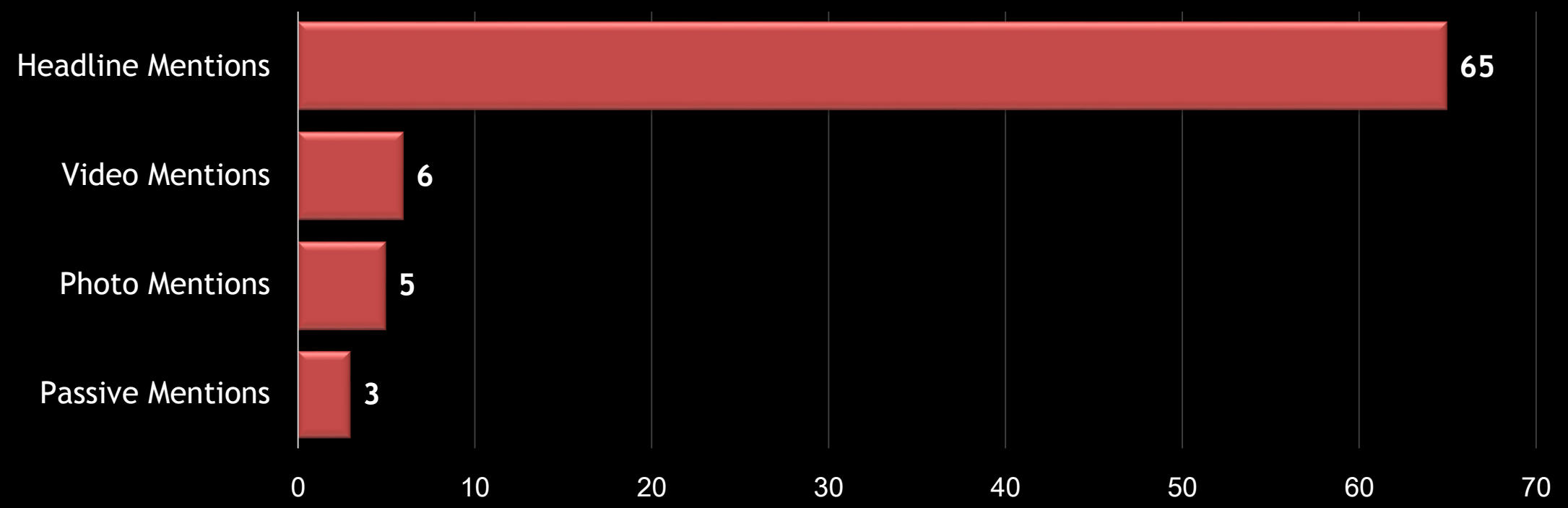


ARTICLES SENTIMENT ANALYSIS




Overall, the media profile of Abdulsamad Rabiou was extremely positive, shaped by 71 articles with a favorable tone, which accounted for 100% of the total brand exposure.

BRAND MESSAGE PLACEMENT IN THE MEDIA



BRAND SOCIAL STAT - TWITTER



TOTAL POST
10

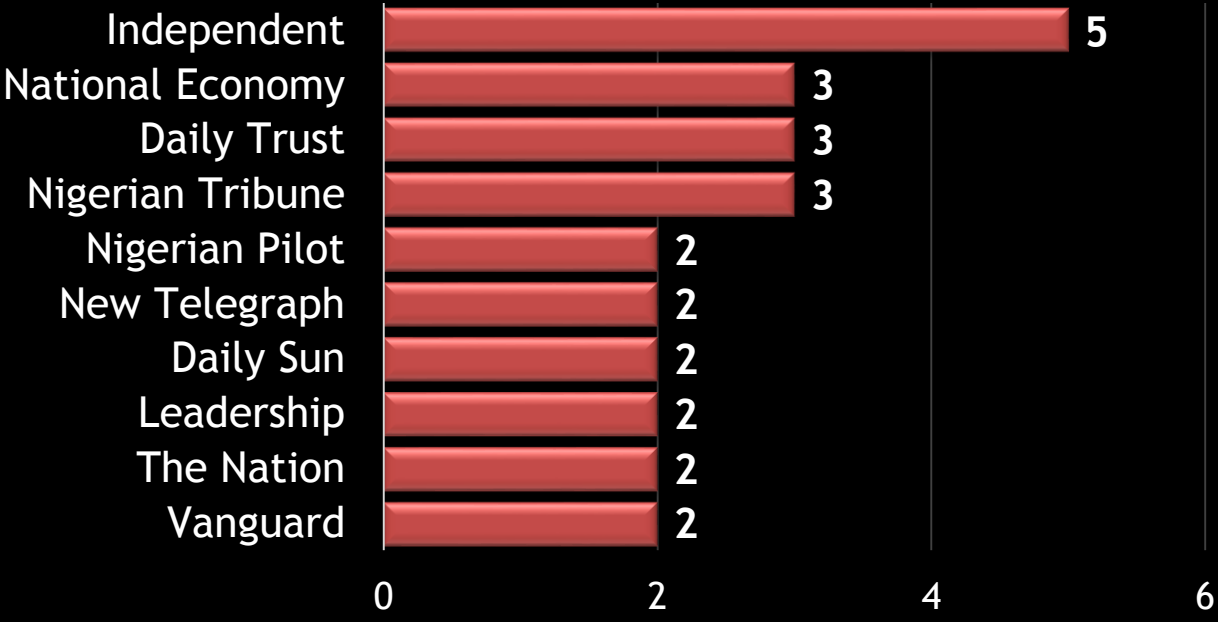
FOLLOWERS
230

FOLLOWING
6

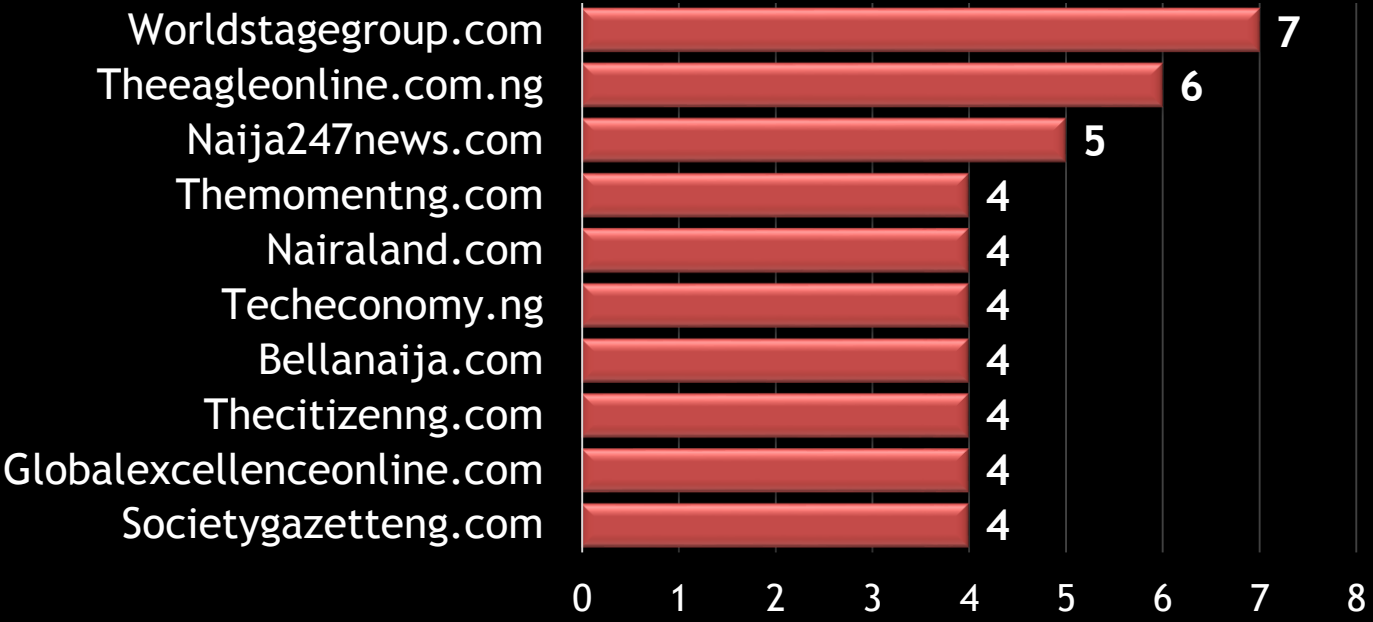
AVG. ENGAGE. RATE
0.09%

PUBLICATIONS AND REPORTERS ANALYSIS

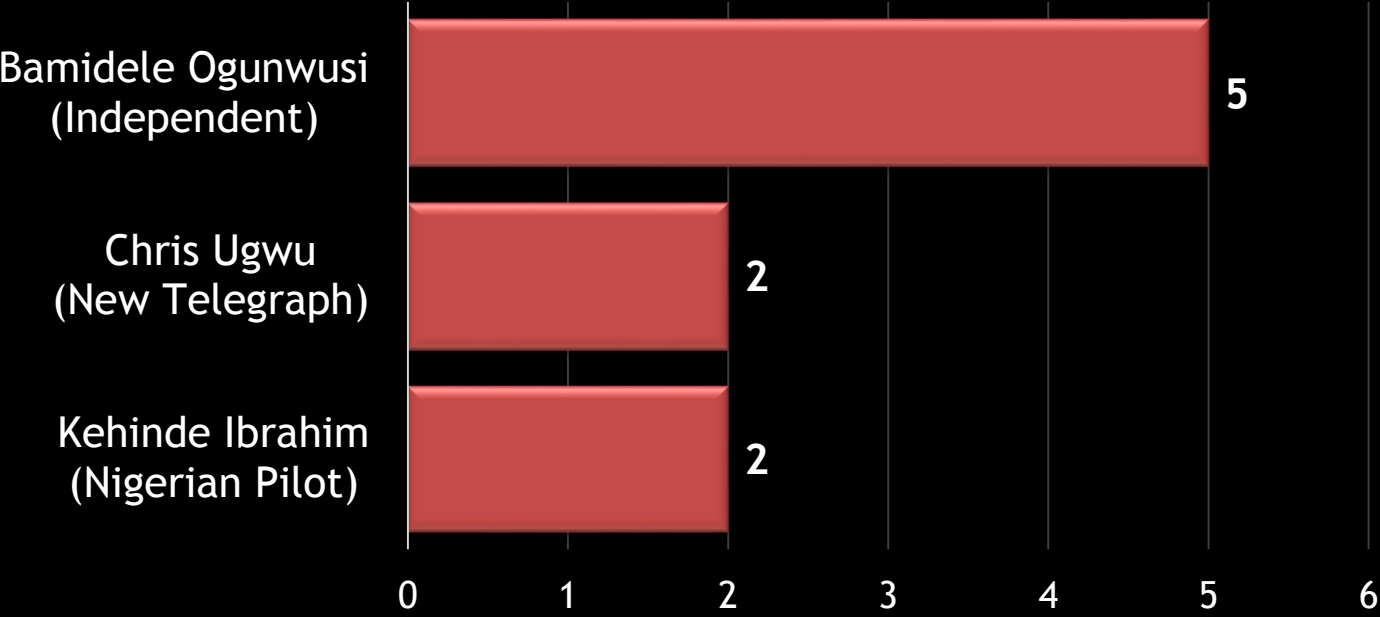
TOP PRINT PUBLICATIONS (VOLUME)



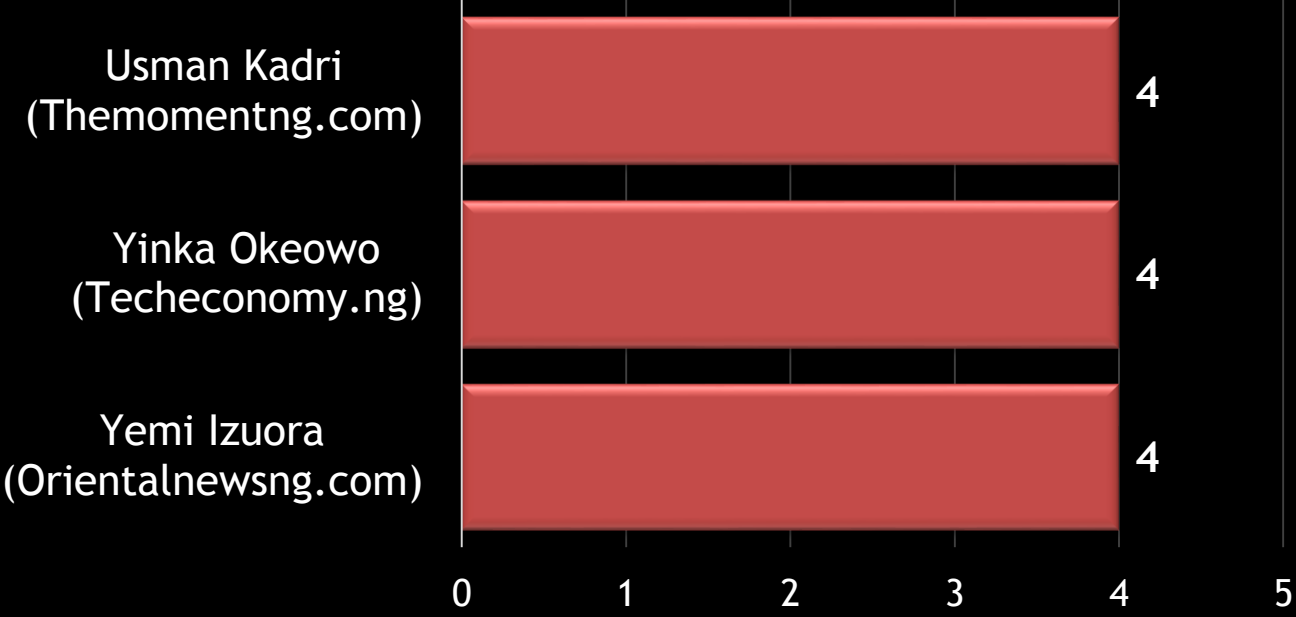
TOP ONLINE PUBLICATIONS (VOLUME)



TOP PRINT REPORTERS (VOLUME)



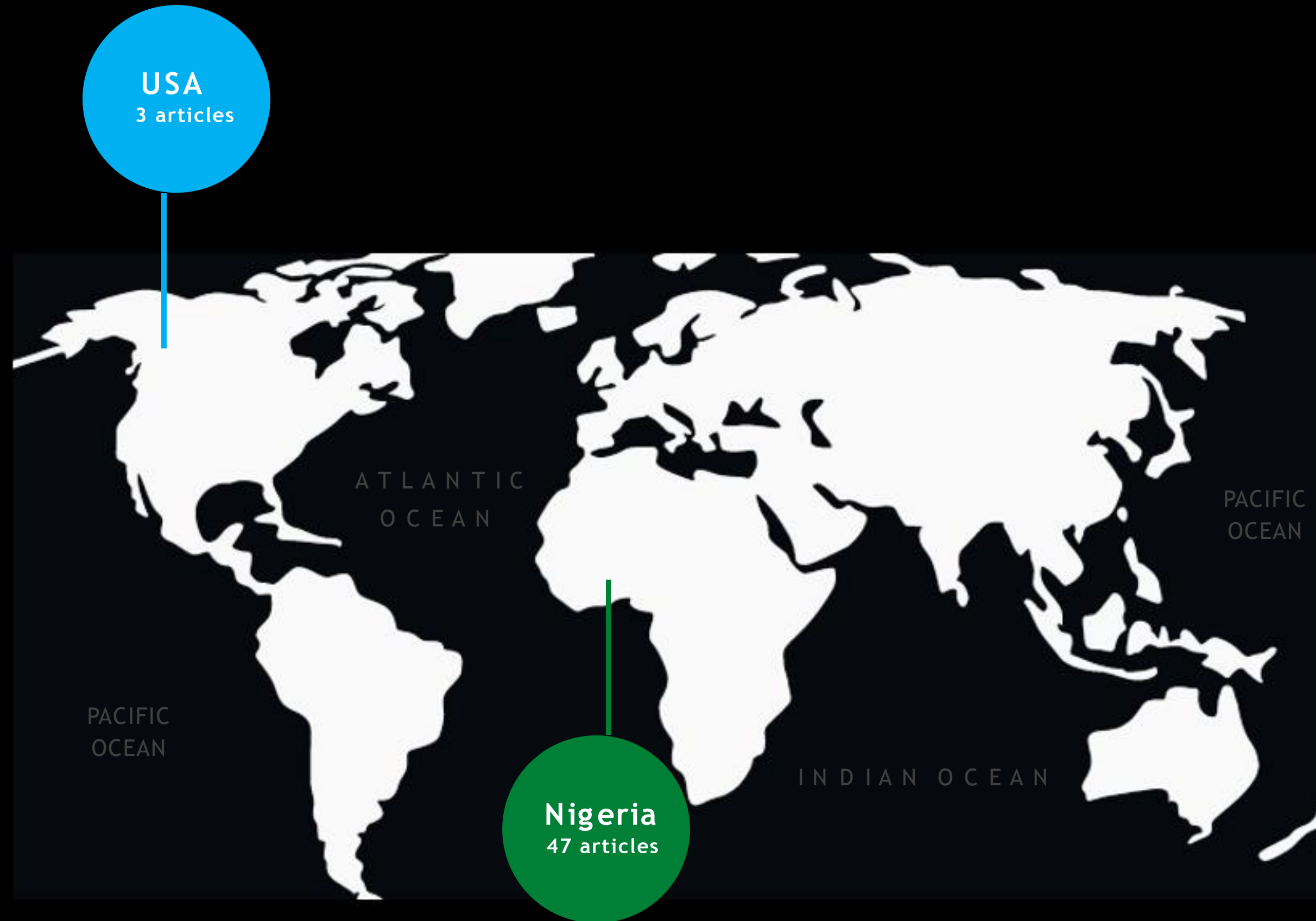
TOP ONLINE REPORTERS (VOLUME)



BRAND GEO PRESENCE

HIGHLIGHTS FROM THE MONTH

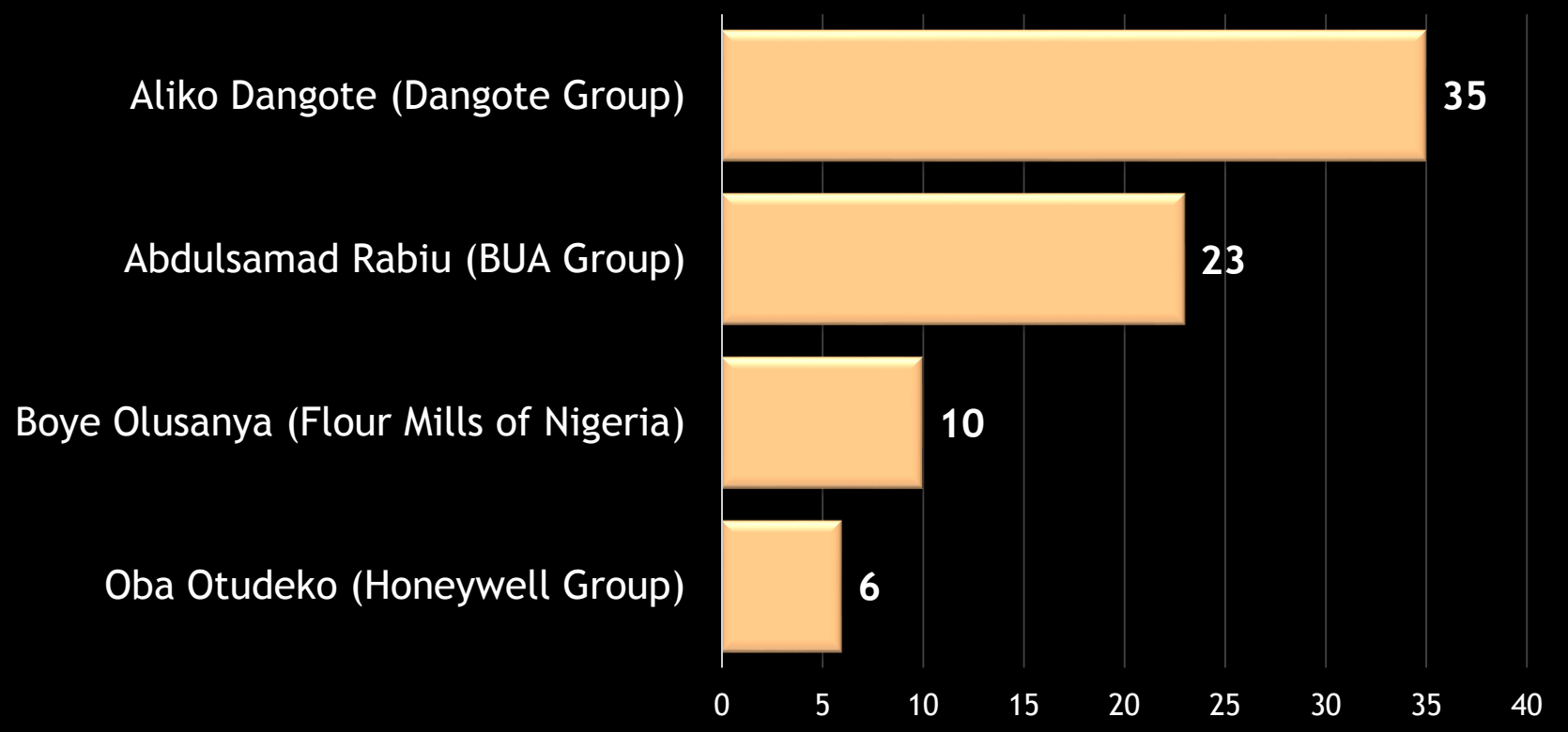
- A total of 50 articles featuring Abdulsamad Rabiou were sourced online for March.
- The search and analysis of the articles were executed in English.
- The articles were harvested from news aggregators MediatoolKit & Talkwalker.



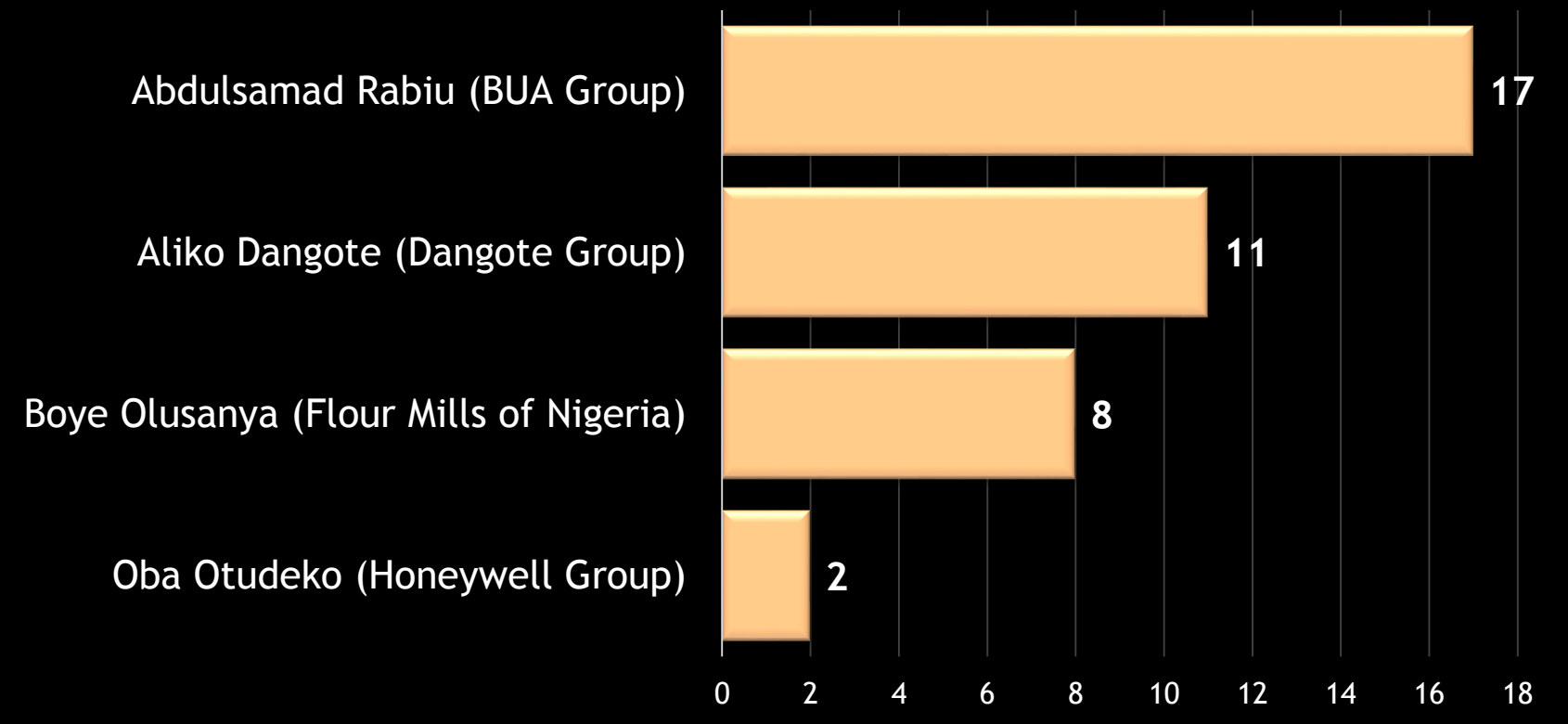
COMPETITIVE MEDIA SHARE TABLE

TOP FMCG CEOs	PRINT MEDIA	ONLINE MEDIA	TOTAL EXPOSURE	INDUSTRY SHARE
Aliko Dangote (Dangote Group)	39	98	137	48%
Abdulsamad Rabiu (BUA Group)	26	50	76	27%
Boye Olusanya (Flour Mills of Nigeria)	10	31	41	14%
Oba Otudeko (Honeywell Group)	5	24	29	10%
TOTAL	80	203	283	

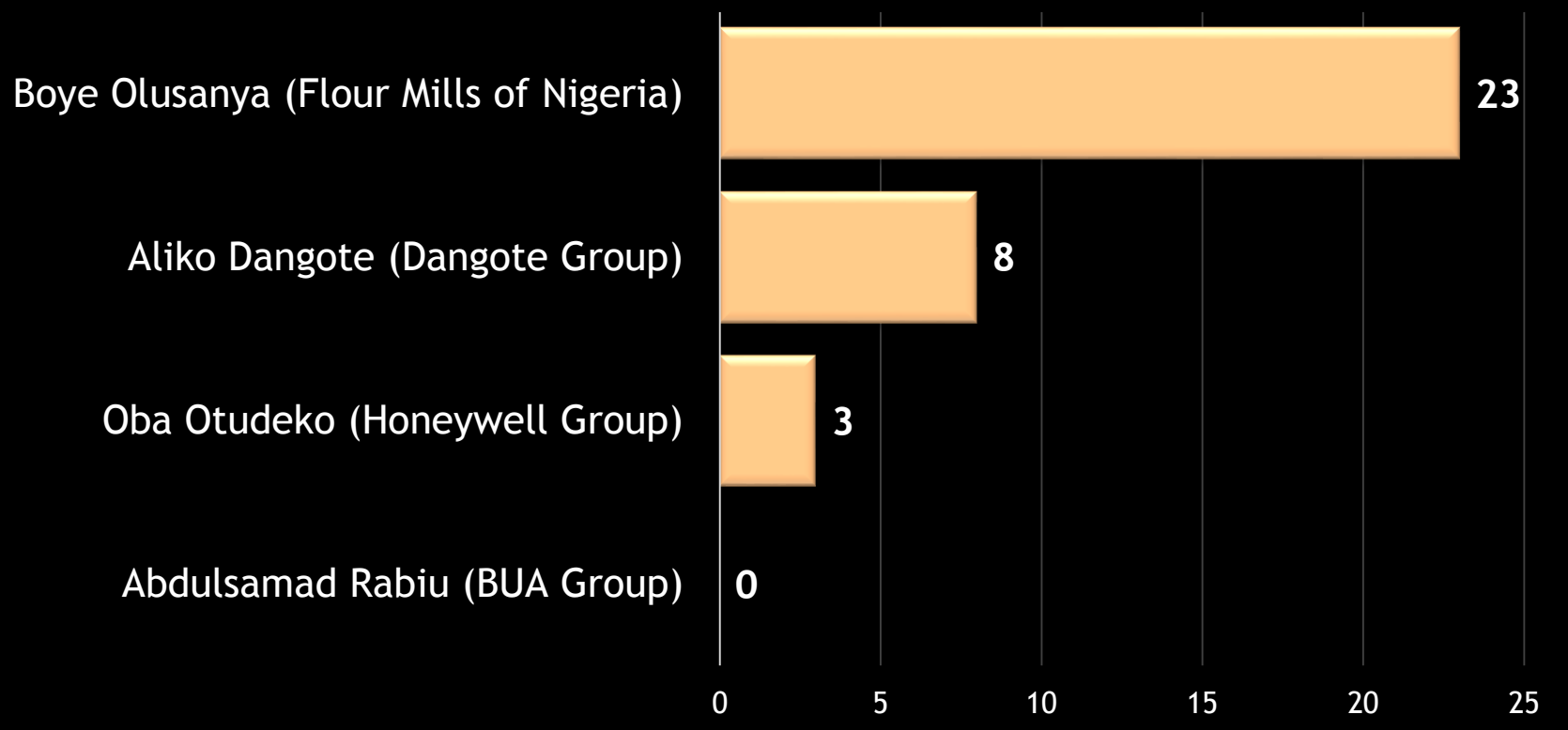
CEOs WITH MEDIA PROMINENCE ON CSR/CSI



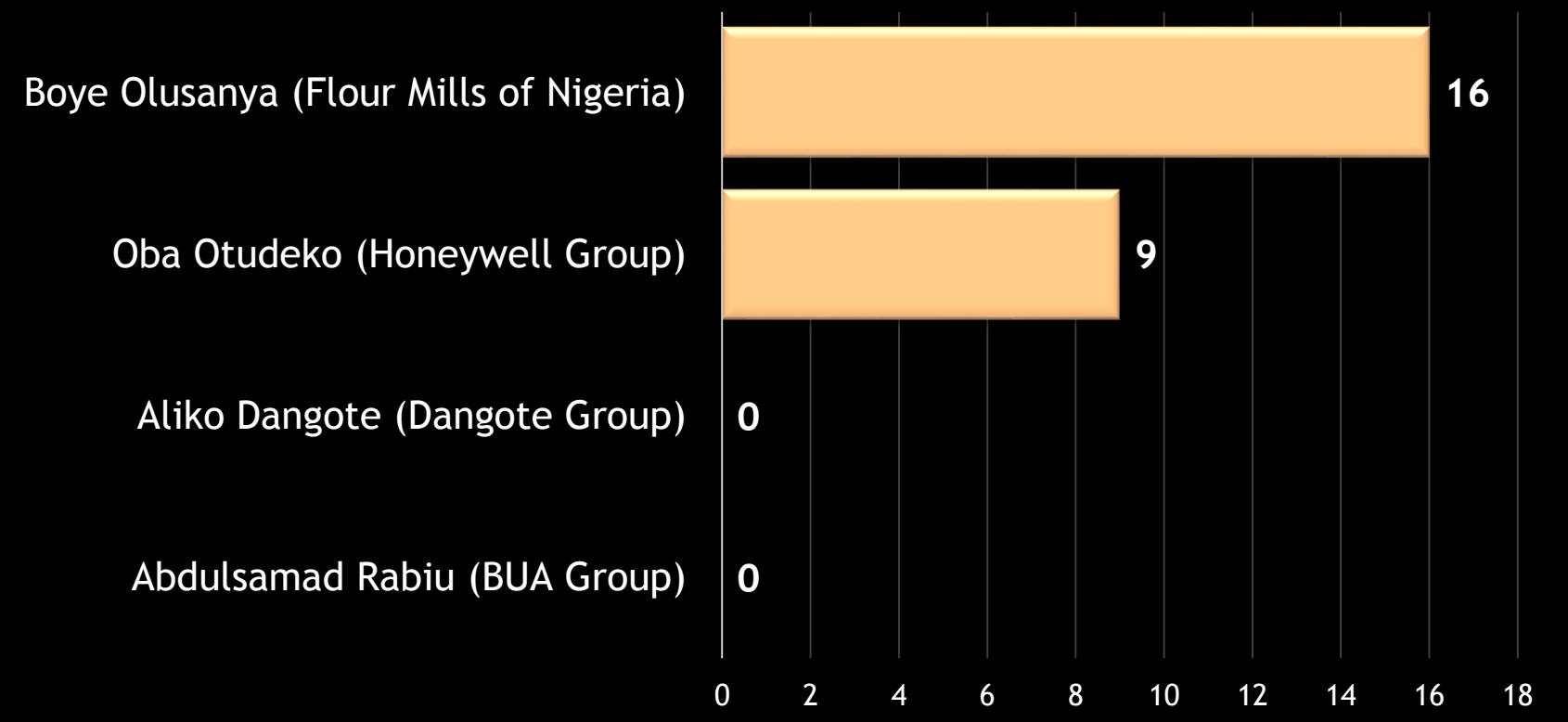
CEOs WITH MEDIA PROMINENCE ON PARTNERSHIP



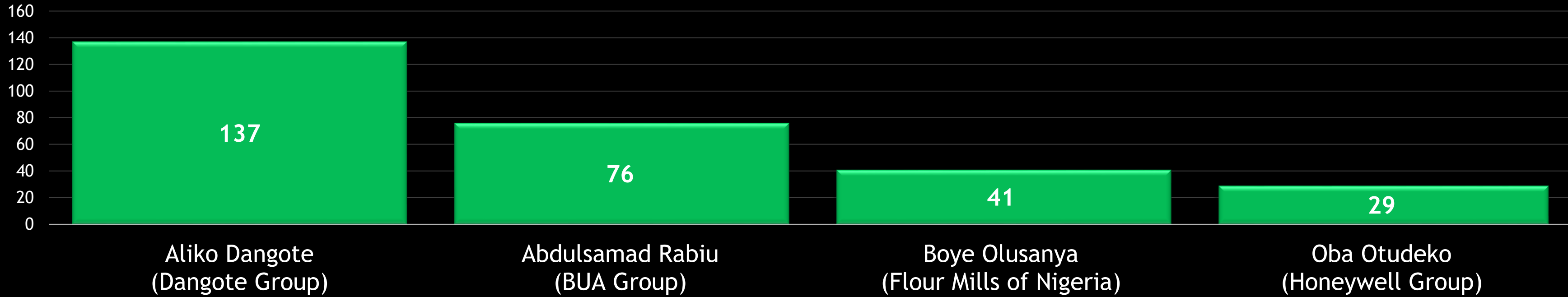
CEOs WITH MEDIA PROMINENCE ON PROMOTION



CEOs WITH MEDIA PROMINENCE ON PRODUCT LAUNCH



TOP FMCG CEOs LEADING BY SENTIMENT



TOP COMPETITORS PR DRIVERS

ALIKO DANGOTE (DANGOTE GROUP)

- African billionaire Aliko Dangote plans Arsenal takeover in 2021.
- Ministry, Dangote Group to establish Foreign Trade Academy.
- Dangote Diversifies Investments, Opens Office in New York.

BOYE OLUSANYA (FLOUR MILLS OF NIGERIA)

- FMN Contributions To Nigerian Economy Huge – Olusanya.
- Reopening of land borders will not improve revenue - Boye Olusanya.
- Flour Mills of Nigeria Grows Profit by 90% to \$41m.

OBA OTUDEKO (HONEYWELL GROUP)

- Oba Otudeko: A self-made billionaire entrepreneur.
- Otudeko: A Boardroom Revolutionary at 77.
- Oba Otudeko's stakes in Firstbank and Honeywell are value over N10 billion.

BUSINESS LOCATION

Lagos, Nigeria

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CONTACT INFORMATION



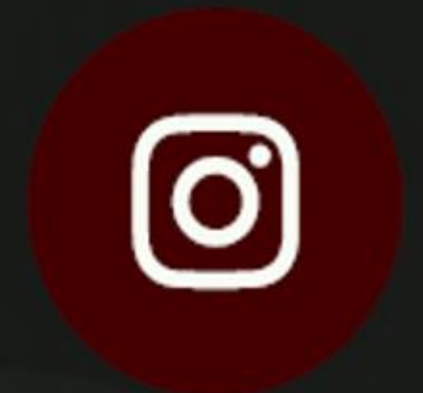
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