



**WETHERHEADS**

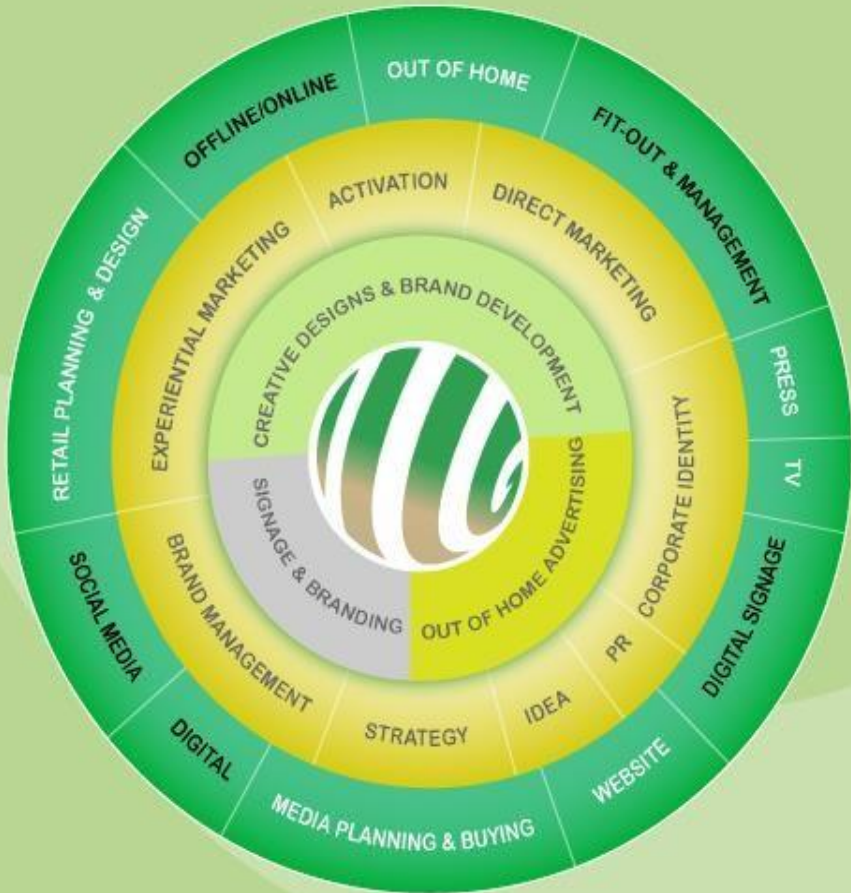
**ADVERTISING GROUP**

One Group. Endless Solutions.

# **CORPORATE PROFILE**

# WETHERHEADS ADVERTISING GROUP

WE ARE A 360° AGENCY OFFERING  
CREATIVE IDEAS AND VALUE



# OUR GROUP

- ❑ WING COMMUNICATIONS – Creative & Brand Management
- ❑ WETHERHEADS DIGITALS – Socials & Digital
- ❑ WETHERHEADS OUTDOOR – Out Of Home Advertising
- ❑ SIGNCOM NIGERIA LIMITED – Signage & Branding

Wing Communications Limited, WINCOMM is the brand management and advertising arm of the group which uses creative and unconventional strategies to capture the attention of target audience while at the same time promotes products or services. Some innovative techniques employed include Augmented Reality (AR), Influencer Marketing, User-Generated Content (UGC), Native Advertising, Personalized Advertising, Experiential Marketing, Gamification and Digital Signage.

Our 4-D process has proven to work exceptionally in building endless solutions that meet our client's needs.



- Creative & Retail Design
- Brand Strategy & Development
- Corporate Rebranding – Brand Manual, Space Identity
- Events management and PR
- Print production of corporate items such as call cards, letterheaded paper, brochures, calendars, diaries, annual reports, flyers, posters, banners and gift items
- Media Planning & Buying on all platforms such as TV, Radio, Press, Billboards, Digital and Mobile channels
- Social Media, Content Development & Management.
- Website Development & Search Engine Optimization







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### BASK IN THE GLOW

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MOISTURIZES SKIN

...flawless you!

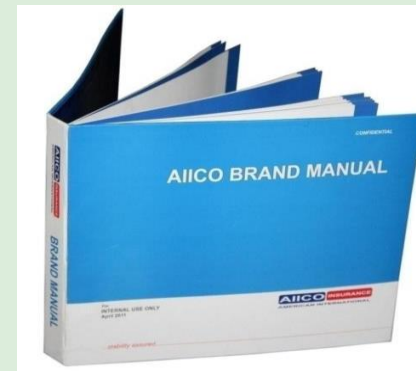
Franemm  
www.franemm.com

REST OF MIND? DELIVERED.



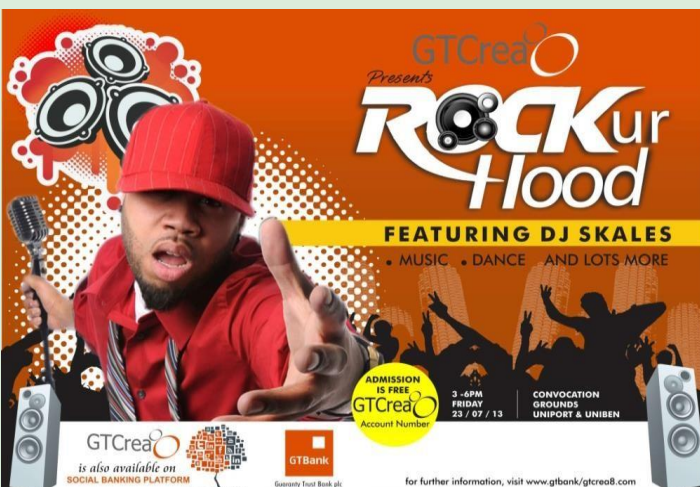
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AIICO BRAND MANUAL

AIICO



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# WETHERHEADS DIGITALS

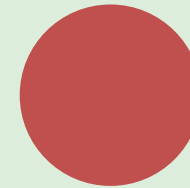
- Our mission is to apply cutting-edge technology to results-based digital marketing.
- A deep understanding like ours of Google's and Facebook's business models, together with our unique technologies and experienced team can bring about the desired changes to your brands' digital objectives.
- We have full capacity to run campaigns across various markets and countries.



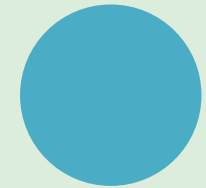
Google Marketing Platform  
Sales Partner



Experienced and  
Skilled team

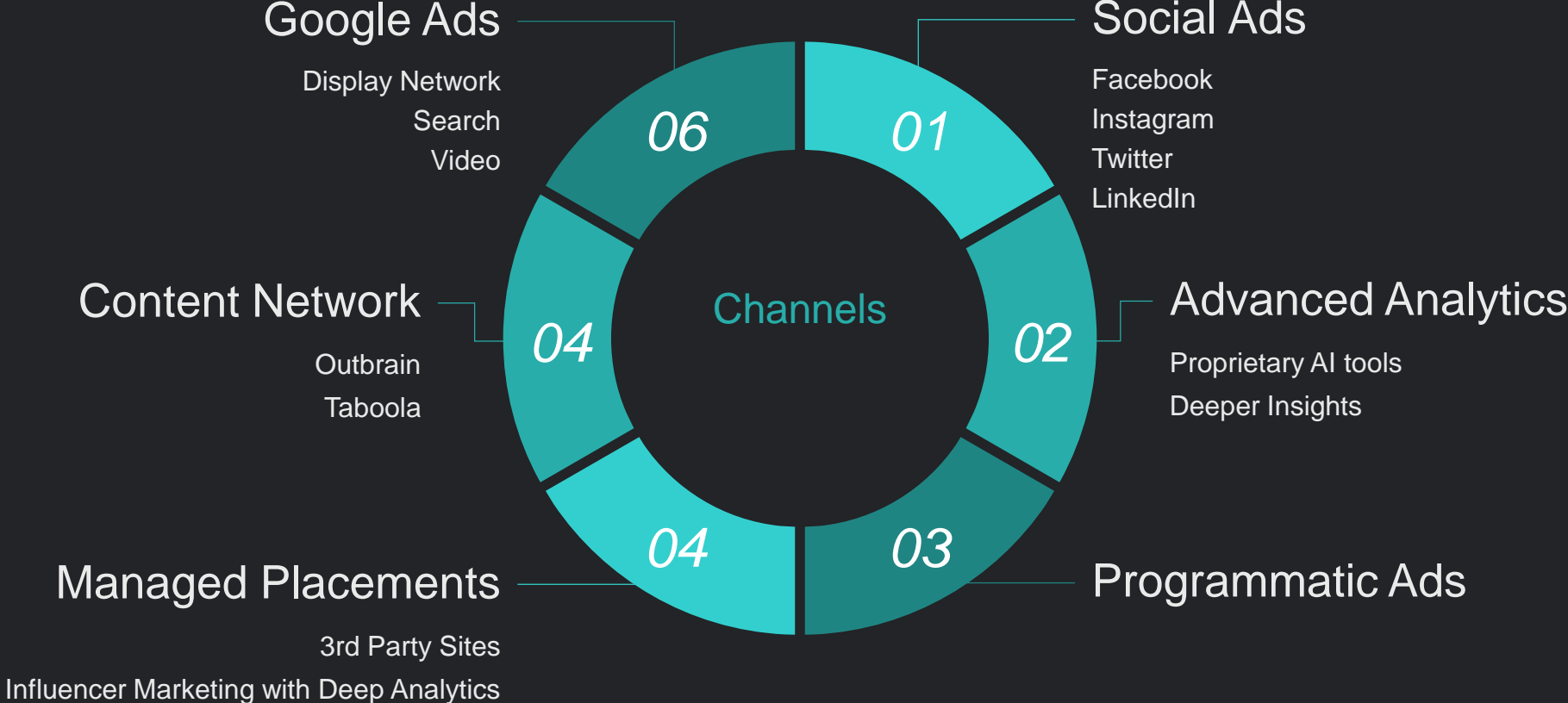


Unique  
Technologies



Smart  
Optimization

# OUR TOOLS





# OUT-OF-HOME ADVERTISING

As an OOH media planning and buying agency, we manage billboards and advertising rights across various platforms: Airports, Bus Shelters, BRT Buses, NRC Trains and Lagos Blue & Redline Rail/ Terminals.

- LED digital billboard
- Crossway Gantry
- Unipole Spectacular Boards
- Ultrawave/Trivision
- Backlits
- Scrollers
- Street Furniture /Bus Shelter
- Train Advertising
- Tricycle Branding
- Mobile LED Trucks
- Wall Drapes
- Building Wraps
- Transit Bus
- Inflatables & in-store Digital Signage
- Airport Advertising



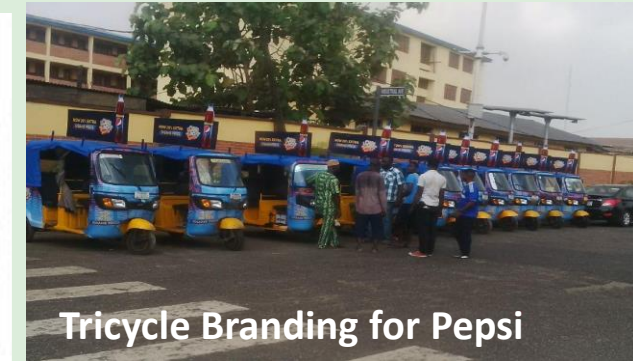
Street Lamp Poles in Lagos



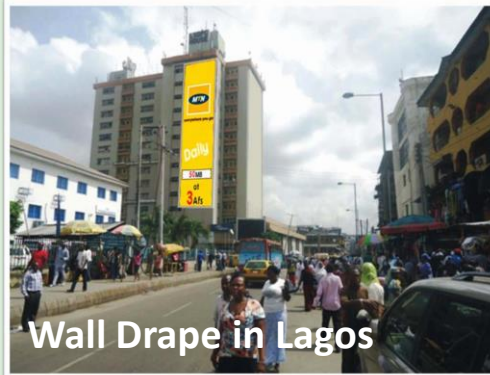
Digital Billboard 07/22/2015 04:26 PM



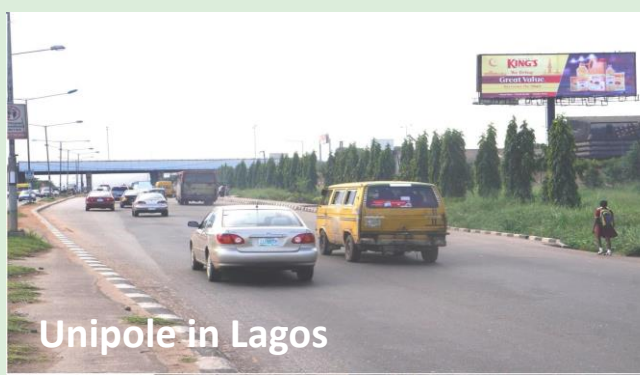
Crossway Gantry in PH



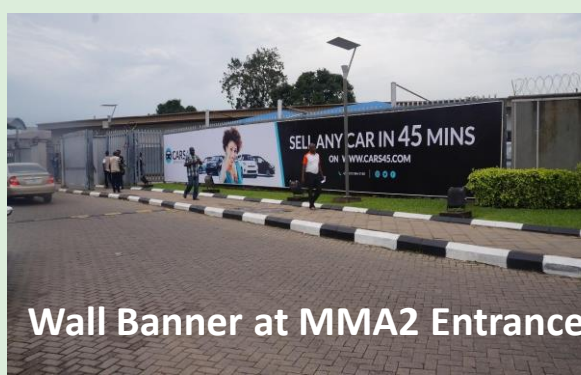
Tricycle Branding for Pepsi



Wall Drape in Lagos



Unipole in Lagos

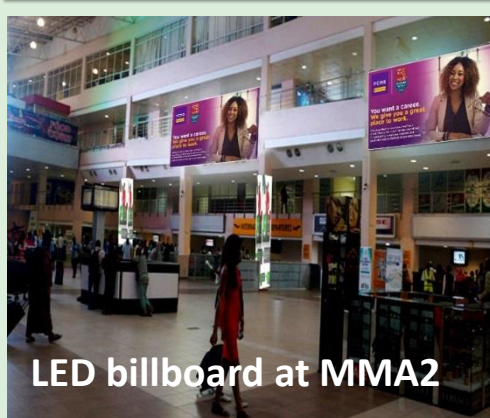


Wall Banner at MMA2 Entrance



BRT Bus shelters

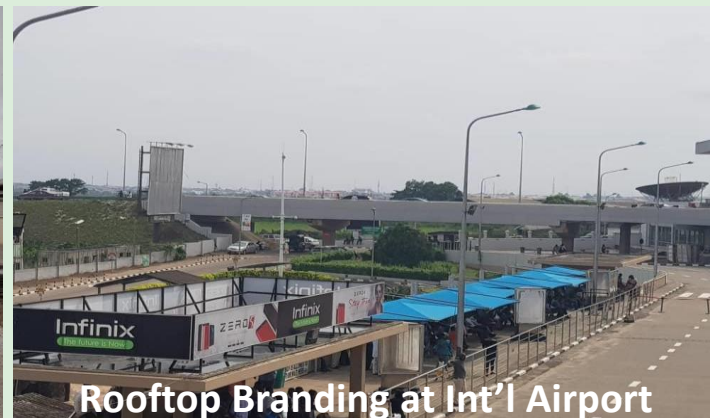
6.54121 3.36711  
2022-02-17 12:39:25



LED billboard at MMA2



Lagos Red Line Train



Rooftop Branding at Int'l Airport





- LED at the exit of MMA2.
- It is right in the face of departing travellers, visitors and commuters.
- Size: 8m X 4m

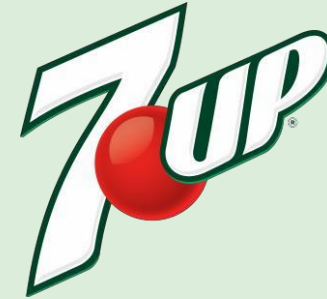
This covers design, manufacture, installation and national roll out and maintenance of signages.

- Wall Sign
- Wayfinding/Directory sign
- Branding
- Dealer signs
- Pylon sign
- Cladding & fit out
- Sign maintenance
- Safety signs
- Point-of-sale
- Merchandising kiosks
- Danglers
- In-branch branding
- Monument & Traffic signs
- Façade cleaning





# SELECTED CLIENTS





# BOARD AND MANAGEMENT



- Dr. Christopher Kolade, CON – Board Adviser
- Adeniyi Oyedele – Chairman, Board of Directors
- Prof. Olabisi Ogunfowora – Director
- Claire Nnani – Director
- Abiodun Iderawumi – Group Managing Director/CEO
- Adenike Iderawumi – ED, Human Capital Development
- Victor A. Oni – Group Business Director
- Babajide Idowu – Chief Operating Officer
- Kola Odusanya – Media Consultant
- Johnson Agwu – Creative Consultant
- Tope Olorunkiya – Head, Finance & Accounts
- Amos Alaba - Senior Manager, Sales & Marketing
- Emmanuel Udeagha – Digital & Brand Management
- Kene Asogwa – Growth & Business Development

**FOR ALL ENQUIRIES, PLEASE CONTACT:**



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**CORPORATE HQs.**

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