

Corporate
Profile



DABIRA

OUTDOOR MEDIA

...creating a captivating brand experience

***Outdoor Advertising
& Print Productions***



OUT-OF-HOME
ADVERTISING
ASSOCIATION
OF NIGERIA



**So you are big
and you know it**

But we don't see you anywhere here!

**WHY
NORTH?
STAND OUT**

**Dabira's got
you covered**

*throughout the 19 Northern
states and the FCT.*

*Call us today to give your **brand**
the exposure it deserves.*

Dabira Outdoor Media Limited is a full-fledged outdoor agency with the corporate head office in Abuja and is duly incorporated under the Corporate Affairs Commission (CAC), Corporate License with Advertising Practitioner Council of Nigeria (APCON), Department of Outdoor Advertising and Signage (DOAS), and other necessary bodies. All our Key officials are registered members of the Advertising Practitioner council of Nigeria (APCON).

We are strategically focused on northern Nigeria and our outdoor advertising agency will work with you to match your needs to the advertising options available in Abuja and the 19 Northern States. We have our billboards in many strategic places in Abuja and other Northern States.

Our corporate culture is designed to drive our business to greater heights through adequate customer centric services. Everything we do will be guided by our values and professional ethics.

Our well trained, young innovative and dynamic personnel who are cutting edge thinkers and practical problem solvers ensure that the goals of our clients are attained and even exceeded.

Dabira outdoor media is a data driven Abuja based Out-of-Home Company. We are providing Eyeballs Marketing Space as special packages (different from the usual above-the-line media) for organisation to showcase their product and services to their target audiences more effectually and cost effectively.

With the knowledge that outdoor advertising is very competitive, we offer quality service at a price that can beat what you can get in the market place. Working with us will give your organization effective marketing communication platform that delivers expected results.

Our services are tailor-made in respect to suit our clients want. We painstakingly monitor all our clients' billboards to ensure that they are on display 24/7 when hoisted.



Who we are

Our Objective

To be an insightful and creative outdoor agency that builds brand's connection with the audience and maximized client's business growth.

Our Vision

To be the leading outdoor agency that uses the most innovative platform to create brand loyalty.

Our Mission

To make emotional connection between brands and consumers by using consumer insight and innovations to create brand experience in a way that truly captivate the audience.

Our Core Values

Insightful, Innovation, Creativity, Professionalism, Excellence.

Our Services:

Our core services revolves around creating advertising platforms on Large Format Billboard Structures, Scrolling Billboards, Unipoles, Digital Billboards (LED), Rooftops, Ultra waves, Backlit, Grantries / Bridge signs, Bus Shelters, Wall space sign, Portraits, Prism Sign, Super 48 Sheets Billboards, Bus & taxicab, Large Format Printing, Heat Transfer, Vehicle Branding.

We also engage in fabrication, installation and maintenance of Billboards and Signages.



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THROUGH FEDERAL MORTGAGE
BANK OF NIGERIA (FMBN)**

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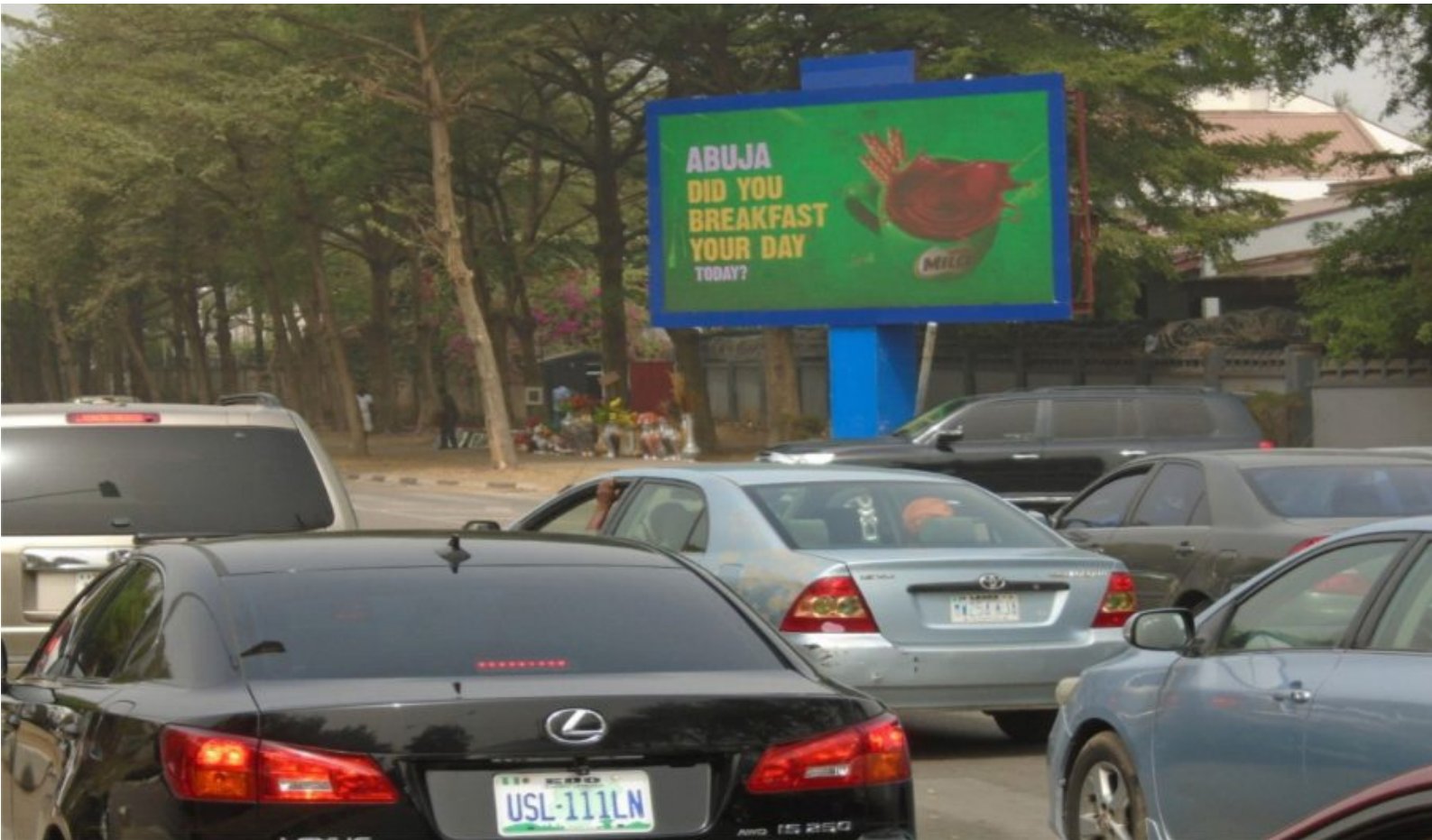


LARGE FORMART BILLBOARD



UNIPOLE





DIGITAL BILLBOARD

ROOFTOP



LIGHT BOX



GANTRY





「WALL
DRAPE」



PORTRAIT BILLBOARD

48 SHEET BILLBOARD



STREET LAMPOST



FABRICATION OF CORPORATE SIGNAGE



FABRICATION OF SIGNAGES



COMMERCIAL BUS ADVERTISING



COMMERCIAL TAXI ADVERTISING





**Advertising Floor Sticker
(Vinyl self-Adhesive)**





LARGE FORMAT PRINTING



FLASanner



VEHICLES BRANDING



Key Management Profile

Key Management Profile



Prince Shola Rotimi *FIMC, CMC, Rpa, Anim, Anipr*

Prince Shola Rotimi is a distinguished Experiential Marketing Strategist, brand and Corporate Communication expert. His professional interests center on integrated marketing communications (a mixture of research, advertising, public relations, publicity, Experiential and direct marketing, sponsorship & events and social media management).

Managing Director

A graduate of Statistics from University of Ilorin and a certified management specialist from London Graduate School. He holds a Master Degree in marketing (MBA) with bias in Marketing Research. He is a member of several organizations like Nigeria Institute of Public Relations (NIPR), Nigeria Institute of Management (NIM Chartered), Nigeria Statistician Association (NSA), Full member of Advertising Practitioners Council of Nigeria (APCON), Fellow member of the Institute of Management Consultants, Full Gospel Businessmen Fellowship (FGBF) and IBB Golf Club.

As a Managing Director in Eagleserve Consultants Ltd (research base branding agency), with 20 years of marketing experience, he leads a team of marketing mavens, trend trackers, public relations experts and branding warriors to a communication culture that thrives and produce the best concept imaginable to yield expected results for his clients. His leadership propels Eagleserve to be the

Key Management Profile

foremost Advertising Agency in Abuja and the first member to be certified by Association of Advertising Agency of Nigeria (AAAN) in Abuja and the 19 Northern States. Eagleserve also became the first creative agency in Abuja and 19 Northern States to win the best agency of the year (2020) twice.

Shola has invaluable experience in designing viable tailor-made marketing communication scheme, Crisis and reputation management. He is an ardent researcher with strong entrepreneurial drives, always digging into piles of data to seek hidden connections between products and its audience and to discover innovations that keep his clients one step ahead of their competitors.

He has achieved excellent communications results for dozens of leading businesses including Gassim Project Management, Index Food Industry Ltd, Panabiz (Panasonic) International Ltd, Indomie, Penman Pension Ltd, UNESCO, NNPC, Federal Public Administration Reform Programme Nigeria (FEPAR), Banrut Rolls Nig. Ltd, Sole Planner Consultants Ltd among others.

Shola has been lecturing and also as a resource person in many marketing communication Seminars and events including but not limited to “APAAC Professional Platform” during APAAC monthly meetings, “Heart of your Business” by Media Range group, and “Social Media skill workshop” by BohoMedia Ltd.

To him, his quest is to revive and build his Client's products to iconic brands using combination of premier technology, intriguing insight, unconventional programs and smart ideas. He is married and lives with his family in Abuja.

Key Management Profile



ERNEST OJERUMU
Client Service Director

Ernest Ojerumu is an associate registered advertising practitioner, associate member, national institute of marketing of Nigeria, Associate member, Nigerian institute of Management and also has masters in business administration from Lagos state university

He has over a decade of marketing experience including both Business-to-Business and Business-to-Consumer. I have created and developed a variety of marketing channels to accomplish the objectives of the organization. Whether to increased sales, greater brand awareness, new product launches and roll-outs as well as supervising personnel and

working alongside with other marketing professionals and agencies.

Additionally, I have augmented my experience with initiatives such as brand creation, creative process, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies. I was heavily involved in compliance to ensure that all of the marketing created followed all rules and regulations at that time. I offer a history of proven results, as evidenced by the following marketing accomplishments:

- Team Lead that ensure that Bluseal Communication received their first retainership agreement with PZ cussons, Haier Thermocool to the sum of

Key Management Profile

N300million naira each in year 2006.

- Led national marketing campaigns for Power fist, Coast Milk, Olympic Milk, Nunu Milk (comprised of long and short form television commercials, trade shows, production of jingles, and PR initiatives) of company's newly launched programs and services division.
- Managed personnel in a variety of capacities: tradeshow management, marketing assistants, office personnel.
- Regional Team Lead, North for KBL Healthcare Limited



Olushola Lawal
Project Manager

Olushola started his career with North American Airlines and since has gained experience across Industries. His experience across diverse sectors includes Telecommunication, Real Estate and Education.

A distinguished International business development professional that has worked in Nigeria, United Arab Emirates and the United State of America. He has delivered training to both public and private sectors. His International exposure gives him a varied perspective of business. He is married with a Child.



FEDERAL REPUBLIC OF NIGERIA

CERTIFICATE OF INCORPORATION

OF A
PRIVATE COMPANY LIMITED BY SHARES
COMPANY REGISTRATION NO. 1861615

The Registrar - General of Corporate Affairs Commission
hereby certifies that

DABIRA OUTDOOR MEDIA LIMITED

is this day incorporated under the
COMPANIES AND ALLIED MATTERS ACT 2020

as a private company limited by shares

Given under my hand at Abuja this 15th day of November, 2021



A. G. Abubakar
Registrar - General



THIS CERTIFICATE IS A PROPERTY OF ADVERTISING PRACTITIONERS COUNCIL OF NIGERIA (APCON) AND MUST BE RETURNED TO THE REGISTRAR WHEN REQUESTED ON THE INSTRUCTION OF APCON GOVERNING COUNCIL.

CERTIFICATIONS



Our Milestones

Join these leading organizations that have trusted their reputations to us





Every brand needs
to find its true North!

We are the true North...

*...because we are everywhere here from
Abuja to Sokoto and Minna to Maiduguri*



Contact us

HEAD OFFICE -ABUJA



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