

**THE COMMS AVENUE  
CHAT WITH A COMMS PROFESSIONAL**



The  
Comms  
Avenue

# HIGHLIGHTS FROM OGE UDEAGHA'S SESSION

I had an early fascination with current affairs and broadcasting which was further fuelled by an accidental stint with broadcasting as a TV and radio presenter while I was in secondary school.

The experience opened me up to the immense power and influence of communications and the stardom that came with it. I never looked back ever since.

I can't imagine doing anything unrelated to communications. The world revolves around it and we only need to understand the power we wield, if used right.



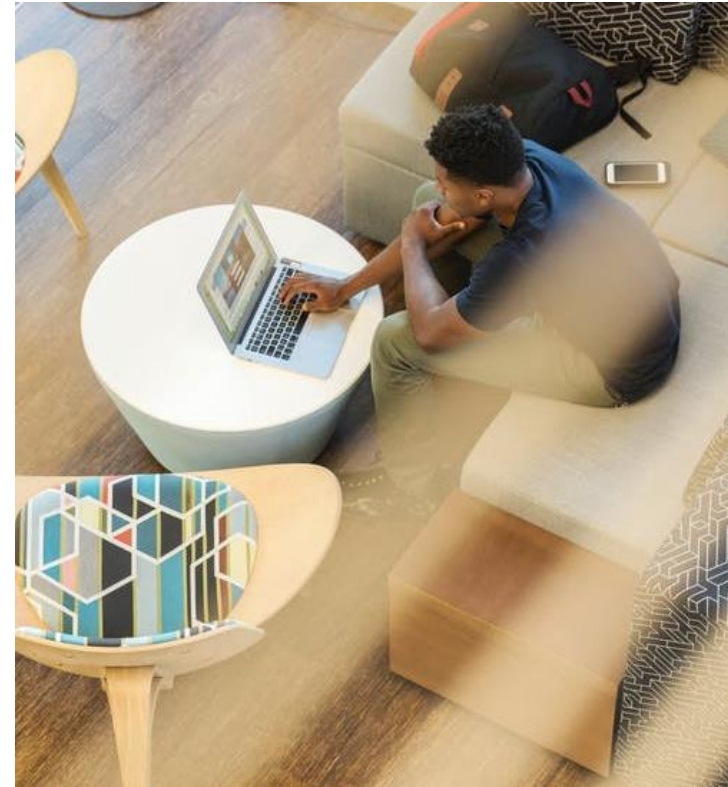
# DELIBERATE STEPS I TOOK FOR CAREER GROWTH

1. Proper academic grounding in the field. A strong first and second degree gave me the foundation on theories, principles and practice. You have to know the science behind the art because there's a limit to how far bluffing can get you.
2. I actively sought hands on professional experience across the universe of communications (marcomms and public comms). I started with a keenness to LEARN NOT EARN. I also worked in advertising and PR consulting before moving to client's side.



# DELIBERATE STEPS I TOOK FOR CAREER GROWTH

3. I had a project mind set. My advice is to take a job, decide what the most important bottom line impacting challenge is, and deliver it in two years. It will help you to have tangible achievements to put in your CV.
4. I cultivated integrity like my career depended on it, and it has always paid off. I also chose not to get financially involved with contractors/agencies. It is a career killer.
5. I always make sure I deliver. Don't be part of the furniture. Seek and solve major challenges. Innovate and get ready to move. Moving keeps you sharp but you must do it for the right reasons.



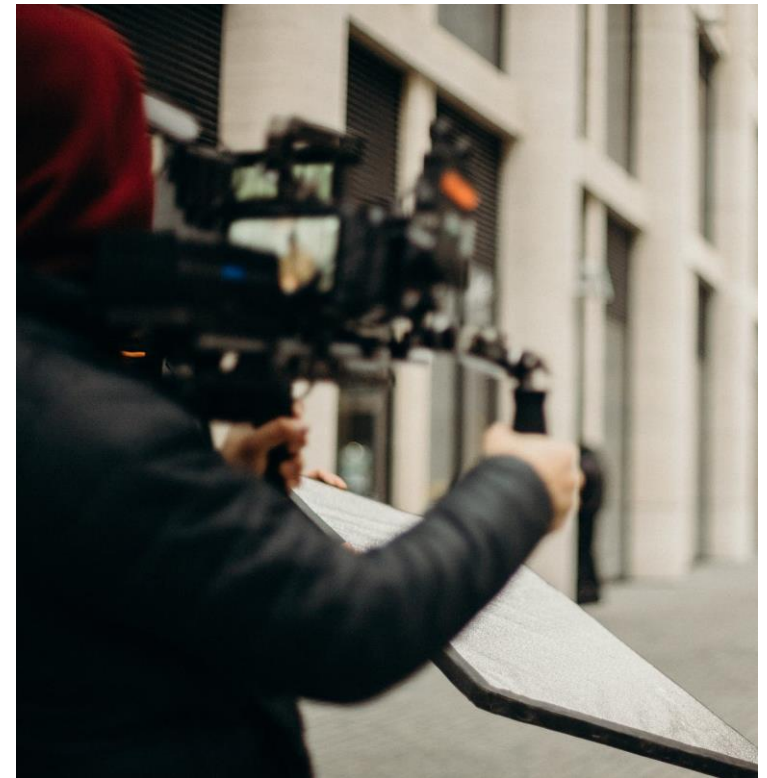
# COMMON THREADS IN MANAGING BRANDS ACROSS DIFFERENT SECTORS

- ❖ Brand equity. Every brand is obsessed with growing or at least maintaining growth. The only difference is the brand management tools, channels and audience/market segments you emphasize on.
- ❖ It's all local. I've learned that no matter how international/multinational a brand is, you still have to factor in local nuances and sensitivities. Listen to the people on ground in that market, and try to fit their perspectives into your grand framework.
- ❖ Make sure your brand can travel. You may have the exciting challenge of taking a brand international. You need to get your research right from the design stage (trademarks/brand identifiers, corporate culture, language etc.) to achieve this.



# TIPS ON HOW TO EFFECTIVELY MANAGE AND RELATE WITH THE MEDIA

1. Not many journalists have the time or patience to rewrite a jumbled up contraption. Invest in understanding the house styles of your key media outlets, and tailor your releases accordingly. It will help your reputation with the journalists and the chances of getting published.
2. Do you have a structured toolkit for media management? It is important for you to develop a steward-able toolkit. It could be a spreadsheet showing a list of media organizations within your radar, rating your current perceived level of relationship with them, prioritizing and defining the nature and frequency of engagements.



# TIPS ON HOW TO EFFECTIVELY MANAGE AND RELATE WITH THE MEDIA

3. Do not overwhelm them with press releases. Not every tape cutting event should end up in a press release. You should also consider using your social media channels for some of those.
4. A journalist's allegiance is to his by-line, not you. If you don't want it published, don't utter it, even with assurances of being off-the-record because those records can crack under pressure.



# TIPS ON HOW TO EFFECTIVELY MANAGE AND RELATE WITH THE MEDIA

5. Make your friends before you need them. A crisis situation is the worst time to be meeting a journalist for the first time. Be proactive, deploy a proper relationship mind-set. Don't make them feel they are your work tools.
6. Lastly, mind how you hug the limelight. Your job is to project the organization and it's corporate/product brands and not yourself. Your personal branding can be done through other means.

