



## Vision

*To be the company of choice in delivering of best integrated corporate communications solutions to deserving clients.*

## Mission

*To offer top-quality, innovative, integrated communications solutions; build long-term value-adding relationships with our clients, while leveraging on knowledge of their business imperative audience. At the centre of our activities we always strives to meet and surpass our customer's expectations, delivering values to all stakeholders.*

## Our Core Values

*As a responsible and professional entity, our business culture is anchored on the tripod stand of Integrity, Excellence and Resilience.*

### **Our people are our most important asset**

- We treat each other with dignity and respect and acknowledge each other's unique skill sets and contributions to the team
- We support each other as a team harnessing energies to pursue common goals
- We deal with conflicts promptly, fairly and objectively.
- We recognize and appropriately reward our people and other stakeholders.

### **Leadership and innovation**

- We are a restless organization that is never satisfied and continually looks for new and better ways of doing things
- We are willing to take risk to innovate and remain at the cutting edge.
- We are proactive in helping clients to Identify, scope and integrate their communications needs to deliver maximum benefits.



# OUR COMPANY OVERVIEW

Soundsure Communications Limited is an integrated company incorporated to carry out the business of Advertising, Promotions, Corporate Branding, Media Relations; Printing Services, Garments and Promotional Items Production. The Company was incorporated with a clear focus for excellence on our service offering to be one of the leading players in advertising, broadcast and print media services through highly skilled and motivated indigenous staff cut across diverse backgrounds. Soundsure Communications Limited is a wholly owned Nigerian Shareholdings entity. The company is fully poised to take advantage of the industry.



# OUR SERVICES

- ☐ *ADVERTISING*
- ☐ *PROMOTIONS*
- ☐ *CORPORATE BRANDING*
- ☐ *MARKETING/PRODUCT CAMPAIGN*
- ☐ *OUTDOOR ADVERTISING.*
- ☐ *PRINTING SERVICES*
- ☐ *MEDIA RELATIONS.*
- ☐ *GARMENT PRODUCTION.*



# ADVERTISING & PROMOTIONS SERVICES

**A**t Soundsure, we have track records in electronics and print media advertising, promotions and media consulting. We are one of key players in launching of new products: products activation, repackaging and promotion of existing products. Through our professionalism, we offer services of indoor and outdoor advertising, mobile advertising in all the 36 states including Abuja; vehicle branding, bill boards and large formats prints specialty and other services that will convey the message of your products to the target market.



OUR BILL BOARD ADVERTISEMENT

# CORPORATE BRANDING AND COMMUNICATION

## OUR BRANDED SIGNAGES & BUS



**A**s a core professional services organization, we support our discerning clients to convey marketing message to target audience on the essence of their products and services in a most efficient and effective way. We offer complete solutions of all branding requirements; branding of vehicles, BRT etc; all channeled to give your products the required recognition, presence and dominance in Nigeria using the best printing technology.



# MARKETING/ PRODUCT CAMPAIGN

**W**e develop brand identity programs and marketing campaigns to give your products competitive advantage. We undertake product launching and brand repositioning. We leverage on our expertise in marketing your product and services with the right and best medium to reach target audience.





## GARMENTS PRODUCTIONS

**W**e pride ourselves as a frontline company in production of garments with establishment of well structured factory. The garment production line has increased our just-in-time product based-line, thereby creating value for our customers. We are reputed for promotional items such as t-shirt, factory uniform, sportswear, hats, hand bands, visible jackets, and banners etc.





## OUR BRANDED PROMOTIONAL ITEMS

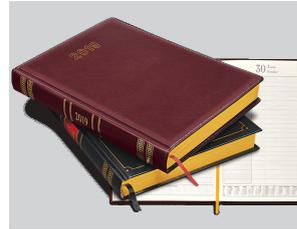


**O**ur agency has modern equipment for productions and packaging of promotional products. Our major services aside from garments includes production of umbrellas, pens, mugs, openers, diaries, table pads, almanacs, journals, bulletins, seasonal cards, catalogue, calendars, magazines, prospectus, lapel pins, wall posters, handbills / fliers and brochures etc.

## PROMOTIONAL ITEMS



# Diaries



**PROMOTIONAL  
ITEMS**

## MEDIA RELATIONS

**S**oundsure Communications Limited is an agency that offers its clients specialised services in the buying of media spaces, slots etc. in all the various mediums of communication. We help in integrating a company's message with media outlets. We have what it takes to connect with the right medium daily to promote your company. We also specialize in giving professional advice of all sorts relating to Out of Home Advertising (OOH Media).

## PRINTING SERVICES

The company has modern equipments for printing/ digital Print machines and packaging, precision screen printing, and heat transfer press. Our major services also include branding of, table pads almanacs, journals, bulletins, seasonal cards, catalogue, calendars, Magazines, prospectus, wall posters, handbills / fliers and brochure etc.

OUR  
BRANDED  
DIARIES &  
LARGE  
FORMAT  
PRINTS



# OUR VALUED CUSTOMERS



# OUR LEADERSHIP PROFILE



Dele is the Group Chairman Soundsure Holdings Companies. He graduated from the prestigious University Of Ife now (Obafemi Awolowo University) where he studied English language and later proceed for post graduate degree in International Journalism. He has served in various capacities in media outfits which include Newswatch, Tell News, The news and current Chief Executive Officer of QuickLink International Network Limited publisher of Capital International Magazines. He is also an Executive Director of the National Think Tank.

**DELE AGEKAMEH** <

**Chairman**

Augustine is the Executive Vice Chairman of Soundsure Holdings Companies; he was appointed to the board of the Group Soundsure in 2010 as a non Executive Director and was appointed Executive Vice Chairman in 2014. He obtained his first degree and MBA in Business Administration from the prestigious University of Benin. Augustine Onwudinjo is also an alumnus of London Business School where he also obtained an MBA in policy and strategic management. Augustine Onwudinjo has over 30 years in banking career where he voluntary resigned in 2014 to venture into private business.

**AUGUSTINE ONWUDINJO** <

**Vice Chairman**



# OUR LEADERSHIP PROFILE

He was appointed the Group Chief Business Officer in charge of business development of Soundsure Holdings Companies; Soundsure Communications Limited and Soundsure Energy Services Limited a position he has held since 2009. Ahmed Kadiri holds MBA in Business Management from Ladoko Akintola University of Technology (LAUTECH) Ogbomosho, Higher National Diploma from Auchu Polytechnic Auchu, Edo State; Associates Chartered Economist (ACE), also with a professional certificate in Cost Management. He is also a student member Advertising Practitioner of Nigeria. Ahmed is a pioneer staff member of Soundsure Holdings Companies, after over 18 years working career in various sectors including capital market and the banking industry. Ahmed later worked with Intercontinental Bank where he was the Regional Product Development Manager Lagos Mainland before he voluntarily resigned to join the company.

**AHMED KADIRI** <

**Chief Business Officer**

Gabriel is a graduate of Olabisi Onabanjo University Ogun State, Nigeria where he obtained B.Sc in Banking and Finance. He is an Associate of The Chartered Institute of Bankers of Nigeria [ACIB] and had attended various executive management courses while he traverses the banking industry. He has over 15 years experience in the banking sector, spanning relationship management, branch management, coaching & mentoring. He was also at different times Branch Manager, Unity Bank Plc and Intercontinental Bank Plc; and Relationship Manager at First Bank Plc. Before joining the services of the company, he was a Senior Consultant with PearGrade Consult Ltd, a management consulting firm. A highly creative, result-oriented and personable professional which earned him reputation for discipline and integrity, Gabriel is bringing to bear in the office his wealth of experience in finance & management. As the Finance & Administrative officer, he has the responsibilities for staff matters, procurement and efficient allocation of resources in the company.

**GABRIEL IMOMOH** <

**Finance Controller**



## OUR LEADERSHIP PROFILE

Benedicta joined Soundsure Holdings in 2012 as the Head of Media Relations, she was elevated Group Head Media and Advertising in 2015.

She obtained Master Degree and B.Sc in Mass Communication from University of Benin. She is also a professional member of the Advertising Practitioner Council of Nigeria (APCON).

Benedicta had worked with several media companies which includes, All in One Limited, Daar Communications Plc, A49 Advertising Limited where she acquired over fifteen (15) years working experience before joining Soundsure Holdings in 2014.

**BENEDICTA ADEOYE** <

**Group Head,  
Media & Advertising**

Keem is the Legal Adviser and Company Secretary. He has a wide knowledge in private practice with over Fifteen (15) years experience as a Legal Practitioner.

**KEEM MOMODU** <

**Secretary/  
Legal Adviser**



# HEALTH, SAFETY AND ENVIRONMENT POLICY

Soundsure Communications Limited is highly devoted to the health and safety of her personnel as well as that of all third parties engaged in her operations. She therefore takes all necessary measures to ensure that all operations are safety conducted and minimize to its barest minimum, all forms of accidents that could result to either loss of life, injury to personnel, damage to equipment or the environment.

The company provides and maintains safe and healthy working conditions for all employees. The company while adopting the best practices will endeavor to curtail the impact of our operations on the environment. Soundsure is committed to the advancement of host communities in our areas of operations. It is obligatory for all employees to wear Personal Protective Equipment (PPE) provided for their use by the company. We have well laid down procedures and processes for prompt reporting of Unsafe Acts, Near-Misses and Accident/Incident reporting and investigation.

## POLICY ON ENVIRONMENT

Soundsure Communications Limited is devoted to performing her activities in an environmentally responsible manner. It is the policy of the company to uphold environmental standards in all our areas of operations and to continually strive to meet and exceed set client targets. We conduct our activities in a way that will avoid or ease unpleasant environmental impacts by the efficient use of environmental resources, reduction of discharge and discharges and by minimizing wastes through recycling where practicable.

# COMMITMENT TO QUALITY

Soundsure Communications Limited QA/QC Policy provides for top quality services to meet the standards required by our client. It is our primary objective and we are set to achieve this through the maintenance of an effective and efficient quality actualization management system.

# QUALITY POLICY

It is the policy of Soundsure Communications Limited to provide products and services that satisfy the Client's needs, meets specified quality requirements and is in accordance with contractual code and regulatory requirements.

# QUALITY ASSURANCE

Our objective is to offer the best value in terms of quality, at the same time budget friendly thereby guaranteed the best value and good quality for our money. In order for us to successfully achieve this we;

- Engaged well trained, dependable, quality and result oriented staff with a nose for excellence.
- Ensure that all our technical back up for our machinery is world class.
- Ensure that all our staff are trained and equipped for their job responsibilities.
- Ensure an excellent communication system in place that provides us instant feed back from our customers.
- Attend to all our customers' needs promptly.
- Ensure excellent customer service delivery.



## OUR GUARANTEE

We assured you of 100% guarantee that:

- You shall have value for every money invested in our services
- All your needs will be professionally handled
- Our pricing will be reasonably and competitive
- Your business with us shall enjoy 100% confidentiality within the confines of the relevant Laws.

## CUSTOMER SERVICE

Our business turnaround time is the best in the industry without compromising quality and professionalism

## PRICING/DISCOUNT

We offer a very competitive pricing, while volume and repeat business are usually drivers and attract good frequency of discounts.

## HUMAN RESOURCE DEVELOPMENT

It is part of our culture to have all our employees continually exposed to both external and internal training for continuous excellence performance. This gives our clinic an edge over other competitors.

## PEDIGREE & EXPERIENCE

Soundsure Communications Limited has become a household name in its area of specialty due to its outstanding service delivery. We are an active brand name and a progressive participant in this sector, has seasoned professionals with proven expertise. Our company is built on professionalism with a knack for quality and consistency, as abiding rules; we do not compromise on standard and ethic in rendering our services.



# Conclusion

**A**mong our competitors, we are outstanding because of our committed and highly skilled professional staff, state-of-the-art operational tools and unique first-class service delivery to our customers.

While looking forward to a mutually rewarding relationship with your company, once again, we thank you for giving us the privilege to introduce our virile company to your esteemed organization.



#### **BANKERS:**

HERITAGE BANKING COMPANY LIMITED  
34/36 ADENIYI JONES AVENUE,  
IKEJA – LAGOS.

FIDELITY BANK PLC  
BURMA ROAD, APAPA, LAGOS.

#### **AUDITORS:**

ELIJAH OSIANOR & ASSOCIATES  
44, RANDLE AVENUE, SURULERE,  
LAGOS.



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15, ATINUKE OLABANJI STREET,  
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