



NATIONAL ADVERTISING CONFERENCE 2025

COMMUNIQUE

12TH –14TH November 2025 • Abuja Continental Hotel, Abuja, Nigeria

THEME:

Marketing Communications: Transforming Businesses & Creating Growth in Challenging Times

EXECUTIVE SUMMARY

The 2025 National Advertising Conference brought together industry leaders, policy makers, academics, and practitioners to discuss the transformation of Nigeria’s marketing communications industry amid economic uncertainty, evolving talent dynamics, technological disruption, and changing consumer behavior. Over three days, participants explored how creativity, technology, regulation, and collaboration can unlock growth for Nigeria’s advertising ecosystem.

CONTENT SUMMARY

Session	Insights
Fireside Chat	The marketing communications landscape has continued to change, and the industry must be conscious and intentional in the way it creates and sustains pathways for younger people in the profession. It is time to look at structured mentorship programmes and sustain collaboration between the academia and the industry.
Ministerial Session	The industry is central in shaping our national identity and countering misinformation. Government would continue to support ARCON’s regulatory framework and adopt a National Values Charter

Economic Outlook	The economy is on the way to recovery even though consumers are still prioritizing essentials. Data driven efficiency is important for the industry
CMO Forum	It is important to drive precision targeting and micro segmentation while driving emotional resonance for brands. Long term brand building is still critical. CMOs must reduce attention on vanity metrics.
Agency Business Transformation	Creativity is the strongest differentiator for the agency business, but value creation must remain at the center of the business model
Talent Development at industry level	The industry needs to build a structure around a pathway for young practitioners, create talent rotation programmes, etc
Tourism and State Branding	Build capacity around sub-nationals, creating a business model that allows professional firms to grow revenues from this sector
Brand Loyalty Data	Research studies show that customer loyalty is low in the current season and service recovery drives retention. Research shows that 5% increase in retention can increase profits by up to 95%. Emotional connection drives brand loyalty as seen from an LBS-EXMAN Research.
Technology	AI Adoption has become a compulsory ask for every creative business. AI can drive 40% efficiency and drive scale. 70% of shoppers use AI and only 30% of retailers do
Tax Reforms & Governance	The tax reforms take off from January 1, 2026. Business needs to keep better records and migrate to digital tax platforms.
Innovation	OOH professionals are working on unified measurement tools and methodologies. Creative content businesses have established authentic integration and co-creation protocols. Professionals also advise that impact must be measured alongside reach.
Public Sector	MDAs must adopt strategic communication plans
Town Hall	<ol style="list-style-type: none"> 1. Regulatory clarity and collaboration emphasized 2. It is important for ARCON to examine the fate of practitioners under the umbrella of the Advertising Practitioner Associations

	3. On the proposal to move the NAC around the country, it was agreed that this is not the right time to try this.
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7 POINT CONCLUSION

1. The constitution and inauguration of the ARCON Council is a priority and it is getting the attention of the Honorable Minister of Information and National Orientation as the supervising minister
2. The industry must proactively encourage deeper cooperation between the academia and the industry. The engagement must go beyond the superficial level because this is important for the sustainability of the industry.
3. The industry must build sustainable talent pipelines and formal mentorship platforms to create a handshake between the different generations.
4. The industry must embrace innovation, technology, data-driven marketing and artificial intelligence. It is better to proactively embrace this future than to be caught unprepared
5. As agreed from the last conference, it is now even more crucial to work with the HASG and ARCON to advise ARCON on readiness for an AI regulatory framework, a more forward-looking regulatory framework for digital marketing and the likely impact of the AfCFTA on the industry.
6. The industry is missing out on the culture and creative economy conversations. According to UNCTAD definition of the creative economy, advertising and marketing are part of the components of the creative economy. Practitioners need to evolve new business models to work with sub-nationals to create marketing assets around state-branding and cultural assets
7. Brands must continue to invest in a critical balance between brand building and short-term benefits and agencies must understand the language of value.



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