

# Chemistry



Nov. 2022 - Jan. 2023 | 6th Edition

WE GO  
AGAIN  
UNPAUNTED

The **CEO's**  
CORNER

Exploring  
**Opportunities**

The audacity to succeed and make a difference has propelled us to reflect on the journey so far and assess how impactful it has been for us as an organisation. No doubt, we have made some gains but we are poised to surpass those gains.

Our theme "We Go Again.... Undaunted" for this edition is quite apt. It reflects the resilience and positive vibes from our staff members - The Chenistars. They are at the forefront of what we do as a corporate entity. They have also proven in their individual and collective capacities to deliver excellent services to our esteemed clients across the different sectors of the economy.

Coming out unruffled from a very challenging year, as experienced by a lot of local and international businesses, is a feat worth celebrating as we look forward to an interesting and rewarding 2023.

Viewing the world from our prism, we are more convinced that the future can only be better than the past, loaded with untapped goldmines and endless opportunities waiting to be tapped. Our team possesses the required dexterity and creativity to fully explore these opportunities.

Indeed, we are ready to explore this future where we truly belong, by going all out again to conquer our fears and achieve more successes in 2023 and beyond.

Here we are, going again...undaunted!

**EDITOR'S**  
Note

Dear Esteemed Readers,

Happy New Year.

Welcome to a promising and prosperous 2023, and to a brand new-way of surmounting challenges to put you on top of your corporate game.

In spite of the inclement business environment and stimulating industry trends, in the year 2022, we forged ahead. Knowing there are lots of work to do, we rolled up our sleeves and with our ever-motivated team members taking the bull by the horns, we can proudly say we are living up to expectations. In fact, surpassing potential for our clients. We are confidently prepared to surmount several anticipated and countless unforeseen complications to serve you better.

Now more than ever before, the Chenist Team remains steadfast in our resolve to courageously face the challenges engrained in 2023 to break new grounds for the agency, our esteemed patrons and prospective clients.

As usual, we serve you a scintillating and fascinating edition full of our regulars. This time, however, garnished with some freshly researched stories, seasoned with delicious ingredients in contents, geared towards satisfying your reading appetite.

The popular **HR Corner** is served for your reading pleasure with a short and sharp piece encouraging you to never give up. Learn more facts about your body functions in **Did You Know?** Check out **Trends in Public Relations** to keep up-to-date with five popular trends in the industry in 2023. And many more fascinating pieces.

This is a well-packaged edition in the Chenist way. An unput-down-able edition indeed. Happy reading.



Adebayo Sowemimo

# CLIENTS IN THE NEWS

## Again, 9mobile Bags African Prize for Innovation Award



Nigeria's telecom provider, 9mobile, has been recognized for its innovation in driving initiatives that solve critical societal challenges for the second consecutive time at the 16th edition of the Sustainability, Entrepreneurship and Responsibility Awards (SERAS).

## 9mobile Emphasises Necessity for Specialised Care for Mental Health

9mobile has advocated increased mental health awareness in keeping with its commitment to promoting mental health and well-being.

## Global Brand Magazine Awards 9PSB Nigeria's Best New Payment Service Bank in Dubia, UAE



L-R: Shiva Kumar, Chief Executive Officer, Global Brands Magazine and Branka Mracajac, Chief Executive Officer, 9 Payment Service Bank (9PSB) during the presentation of Global Brands Award to 9PSB as the Best New Payment Service Bank in Nigeria 2022 by UK-based international publication, Global Brands Magazine at the annual Global Brands Awards event held in Dubai.

## 9PSB CEO Advocates Financial Literacy as a Crucial Element in Closing Financial Exclusion Gap During the 2022 Edition of Nigeria Fintech Week

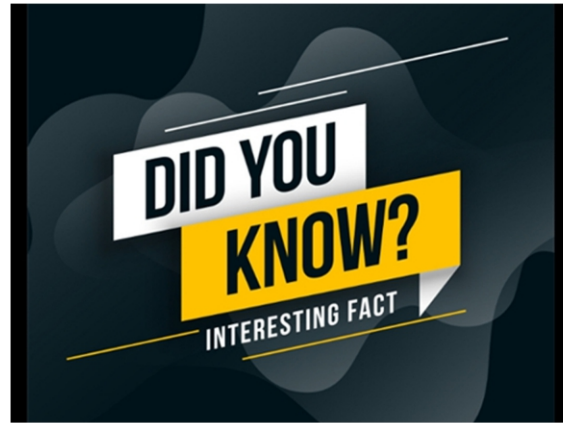


Managing Director (Nigeria), Branch International, Mrs. Dayo Ademola; Partner, Udo Udoma & Belo-Osagie, Joseph Eimunjeze; Partner, Banwo & Ighodalo, Ayodele Adeyemi-Faboya and Chief Executive Officer & Managing Director, 9 Payment Service Bank (9PSB), Branka Mracajac at the Nigeria Fintech Week, 2022 held at Landmark Centre, Victoria Island Lagos.

# Just Keep Moving

There's only one thing you can do when confronted with difficult times: Move forward. keep moving. Don't allow the challenges of life to break you. Don't allow these difficult experiences to derail you from pursuing your dreams. When life pushes you to the ground, force yourself back up again. Keep fighting the hardship and make one tiny little step after another.

Moving forward in life helps you to avoid stagnation. It allows you to maintain your pace, without being lured away by the various temptations of life. Similarly, the willingness to move on helps you to explore new opportunities where other people see only problems. By doing so, moving forward helps you to stop complaining about the struggle and makes you actively do something about it.



*The human body is truly an awe-inspiring, amazing structure? It undoubtedly shows the expert craft of the finest artist there ever is! Here are some facts you probably did not know about this wondrous structure:*

1. While humans are not the biggest, fastest, or strongest animals around, we are the best at something: long-distance running. Our long legs, upright posture, and ability to shed heat via sweat are all factors that make us good runners. In fact, early humans used to hunt their prey by chasing it for extended periods of time until the animals literally died from exhaustion, a technique known as persistence hunting.
2. Pound for pound, our bones are stronger than steel. A block of bone the size of a matchbox can support up to 18,000 pounds of weight!
3. You are about 1cm taller in the morning when you first get up than when you go to bed. This is because during the day the soft cartilage between your bones gets squashed and compressed.
4. Your ears never stop growing (are you tempted to touch your ears now?)
5. The tongue is covered in about 8,000 tastebuds, each containing up to one hundred cells helping you taste your food.
6. Your heart can sync to the rhythm when you listen to music.
7. A human heart can beat outside the body as well.
8. When your body experiences extreme starvation, there are chances that your brain will start to eat itself.

# TRIVIA

1. In English, what does the Latin word Tempus mean? **Answer: Time**
2. In the 1800s, before the phrase "cheese," said the name of dried fruit was used to induce people to smile before a photograph. **Answer: Prunes**
3. What is the most uncommon blood type? **Answer: AB negative**
4. What is the hardest rock on earth? **Answer: Diamond**

5. What are nails made of? **Answer: Keratin**
6. What scientist came up with the three laws of motion? **Answer: Issac Newton**
7. What do the letters ART stand for in the realm of massage? **Answer: Active Release Technique**
8. What is the average distance between the moon and the earth in miles? **Answer: 238,000**
9. Ever since World War 2, what beverage equipment is furnished in British battle tanks? **Answer: Tea-Making Equipment**
10. Which Century did the French Revolution take place? **Answer: 18th Century**
11. Who is the Greek God of the Underworld? **Answer: Hades**
12. What is a dog's permanent tooth count? **Answer: 42**

## TREND

# PR Trends to watch in 2023

*Since the world of Public Relations is constantly expanding, there are always new trends to be on the lookout for. Five of the most popular Public Relations trends for 2023 will be covered in this article.*

### 1. Video content will be big in 2023

Over 80% of all internet traffic was video-based by the end of 2022, and this trend is expected to last for a very long time. Professional video production is now a lot more accessible and reasonably priced than it has ever been, making it possible for businesses of all sizes to create high-quality videos without breaking the bank. This is particularly true for smaller enterprises, which cannot afford to spend as much on marketing as larger organisations can. Videos can be produced using a high-quality phone that is crisp and clear. Video content will be more crucial for companies of all sizes in the coming years as this trend continues to rise.

### 2. Influencer marketing will become more popular

Instagram and TikTok have emerged as some of the most popular social media platforms for business marketing in recent years, and this trend is anticipated to continue. Particularly, influencer marketing is getting more widespread as companies realise that it is one of the most effective ways to connect with potential customers and reach new audiences.

### 3. Networking events are returning

One of the most intriguing communications trends for 2023 is the comeback of live, in-person events as the world starts to recover from the pandemic. Original newsworthy content creation and distribution are the cornerstones of effective Public Relations. Interviews, gatherings, and conferences are some of the greatest ways to produce this information. In-depth interviews with business leaders as well as conducting conferences and roundtables are also included in this.

### 4. The application of artificial intelligence (AI)

By offering tools that appeal to audiences' emotions and minds, artificial intelligence (AI) can enhance a company's Public Relations operations. Artificial intelligence technology is still on the rise. Artificial intelligence may be able to assist you in maintaining and producing new content for your website. We all understand that content is king when it comes to SEO. AI can assist in automating the process since, simply put, the more material you have, the more SEO traffic you receive. Those who join the AI train early will benefit as more businesses use it. By using AI to automate scheduling, data mining, and personalisation activities, you will have more time to dedicate to initiatives supporting growth.

### 5. Increase in the number of digital channels

As PR prospects change and expand, Public Relations professionals will continue to identify the correct PR chances using a wider range of platforms. Additionally current and expected to grow in popularity are podcasts. There are podcasts for everyone now that they have become so popular in recent years. There might be fewer listeners and subscribers because these podcasts focus on certain, specialist themes. But their audience will be incredibly attentive and interested. Newsletters are a great tool for businesses to increase brand recognition.



*Cherifary*

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