

# Chemistry

Chenist  
Communications

May 2023-Jul. 2023 | 8th Edition

The beauty of  
*expressions*

**SABRE Awards**  
AFRICA 2023

**Certificate  
of Excellence**

Awarded by  
**PROvoke Media**

TECHNOLOGY

**9mobile Future CEO  
Initiative**

9mobile with  
Chenist Communications

**Congratulations to  
our team**

**Spotlight:** 2023 SABRE Africa Awards  
The SERAS CSR Awards Africa



The **CEO's**  
CORNER

# The beauty of expressions

The windows to our souls are our expressions. Without saying a word, they could communicate emotions, thoughts, and experiences. Expressions are a common language that cut through cultural barriers, from a smile that conveys delight to a tear that reflects despair. The beauty of expressions rests in their capacity to unite us, convey our deepest emotions, and promote interpersonal understanding. This edition of our newsletter is inspired by the beauty and power of expressions.

Expressions give us a quick, natural way to communicate with others and understand them. Numerous emotions, such as joy, surprise, wrath, fear, and love, can be expressed through facial expressions, body language, and gestures. These emotions' nuanced depth and richness enhance our conversations and foster empathy. At Chenist Communications, expressions have become a veritable vehicle to demonstrate and bring to life our creativity and dexterity.

Our expressions show our real self, which enables us to be open and vulnerable. A sincere grin can brighten a space, conveying enjoyment and encouraging others. Like a tearful expression shows our fragility, so does it elicit sympathy and help from others. By accepting our actual expressions, we open the door to real connections and create lasting bonds. The team spirit currently enjoyed by our dynamic team members is hinged on the real connection that expressions bring.

***Expressions give us a quick, natural way to communicate with others and understand them***

Chenist Communications, like every other organisation, has its own unique culture and distinctive style of expressing our emotions and communicating our strategic ideas. Creative expressions act as a conduit between the creator and the viewer, arousing strong feelings and encouraging introspection. Expressions no doubt play a crucial role in what we do as a company.

***Like a tearful expression shows our fragility, so does it elicit sympathy and help from others***

Language boundaries, cultural variations, and individual experiences are not barriers to the mesmerising beauty of expressions. They allow us to deeply connect, communicate, and sympathise with others. Expressions give our lives colour and richness, whether they be a soft smile, a sorrowful glance, or a passionate dance. We may advance understanding, celebrate variety, and build a society in which feelings can be expressed and understood without the use of words by embracing and enjoying the beauty of expressions.

We are Chenistars and we perfectly understand the power and beauty of expressions!

# EDITOR'S Note



## The Beauty of Expressions

***“Self-Expression must pass into  
communication for its fulfilment.”***

– Pearl S. Black

I welcome you to the eighth edition of Chenistry. This may well be our most exciting issue yet. I hope you could tell from our cover; we have something to celebrate! We have been recognized for some of our hard work with a certificate of excellence, and with all the elation that comes with such a recognition, we have chosen to share our joy and excitement with you. We have found this reward particularly encouraging, and we see it as a testament of one of our core creative processes, which is Expression. We recognize that ideas are not meant to be restricted and we appreciate the knowledge and experience each member of our team wields, so we foster an environment where there is freedom for self-expression and clear, unhindered communication.

**I hope you could tell from  
our cover; we have something  
to celebrate!**

Many times, we have seen this process produce great ideas, and to us, it is a thing of beauty, the beauty of our expressions. It would not be far-fetched to state that indeed this piece is also a product of one of such beauties. In fact, it is a taste of how potent our potion of self-expression is.

Adebayo Sowemimo



From our eye-opening “Trends” segment, to bringing you eye-catching information on “Did You Know”, this edition of Chenistry will take you on a journey through the familiar lanes but with a different drive. And if this be your first interaction with us, I say, you couldn’t have picked a better edition. We are very hopeful that this is the beginning of many recognitions, and we are optimistic that would share with you many more wins, however big or small they are.

Once again, I welcome you on this inspired journey. Please enjoy this edition of Chenistry, as we reveal to you, the beauty of our expressions.



# CLIENT'S NEWS

## 9mobile Receives SABRE Awards 2023 Certificate of Excellence

9mobile Recognized for Excellence at the SABRE Africa Awards 2023

By Peter Oluke  
May 22, 2023



9mobile, Nigeria's customer-friendly brand, has been recognised at the prestigious SABRE Africa Awards for its innovative efforts, exceptional achievements, and contributions to the telecommunications industry.

## 9mobile Unveils BNXXN, Beauty and Samo Agbero as Brand Ambassadors



L-R: Afro-fusion singer, BNXXN (left); Chief Executive Officer, 9mobile, Juergen Peschel; Beauty Tukura and Vader the Wild Card/Samo Agbero during their unveiling as 9mobile brand ambassadors in Lagos...recently.

## 9PSB at the Regtech Africa



L-R: Head, Marketing Communications and Customer Experience, 9 Payment Service Bank, Olushola Ogunyemi; Chief Executive Officer/Managing Director, 9 Payment Service Bank, Branka Mracajac; and Chief Executive Officer, RegTech Africa, Cyril Okoroigwe, during the RegTech Africa Conference 2023 in Lagos on Tuesday.

## 9PSB at the Digital Pay Expo



L-R: Olushola Ogunyemi, Head, Marketing Communications and Customer Experience, 9 Payment Service Bank; Branka Mracajac, MD/CEO, 9 Payment Service Bank; Kunle Isiaka, Head, Sales Strategic Partnerships and Distribution, 9 Payment Service Bank, and Martina Medac, head, business development and strategy, 9 Payment Service Bank, at the Digital Pay Expo and Exhibition 2023, in Lagos, recently.

## 9PSB and LSETF partnership



L-R: Director Strategy, Funding and Stakeholder Management, Lagos State Employment Trust Fund (LSETF), Sheila Ojel; Chief Executive Officer/Managing Director, 9 Payment Service Bank, Branka Mracajac; Director of Programmes and Coordination Lagos State Employment Trust Fund (LSETF), Omolara Adevumi and Head, Business Development & Strategy, 9 Payment Service Bank, Martina Medac, during the signing of a partnership agreement between 9PSB and LSETF at 9PSB office Lagos.

## NEM Insurance Holds 53rd Annual General Meeting



From left: Director, NEM Insurance Plc, Alhaji Yakassai Ahmed; Director, Mrs Yinka Aletor; Group Managing Director/CEO, Tope Smart, and Chairman Board, Dr. Fidelis Ayebae, and a Director, Kelechi Okoro, during the 53rd Annual General Meeting of NEM Insurance Plc held at MUSON Centre, Lagos, recently.



# HR'S CORNER

**Beauty of Expressions:** Expression is the action of making one's thoughts or feeling known. It is the right to speak, to be heard, and to participate in political, artistic, and social life. It also includes the 'right to know': the right to seek, receive, and share information through any media. When you create a work of art, you're exercising your right to freedom of expression. When you comment on a news article – whether you're supporting it or criticising it – you're exercising your right to expression.

**Why is expression important?** Expression is fundamental to political dissent, creativity, and innovation, as well as the development of one's personality through expression. Expression enables dialogue, builds understanding, and increases public knowledge. When we can freely exchange ideas and information, our knowledge improves, which benefits our communities and societies.

**Does freedom of expression mean we can say whatever we like?** While the right to freedom of expression is fundamental, it is not absolute.



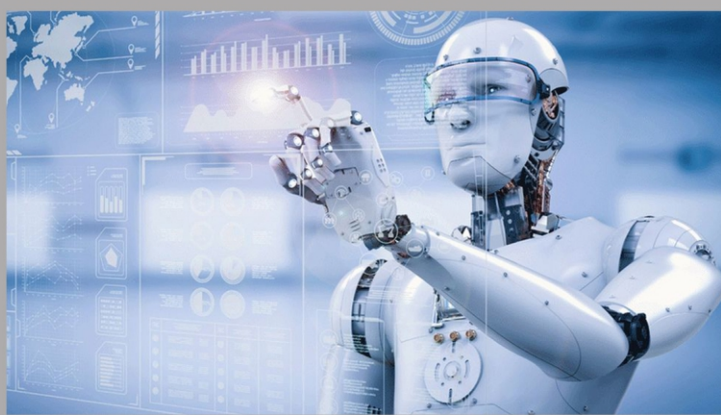
This means it can be limited in exceptional circumstances. It is vital that we distinguish between:

- (a) Speech that encourages violence and discrimination against people (e.g. intentional incitement to racial hatred), which should be prohibited; and
- (b) Speech that criticises or challenges ideas or the status quo (e.g. criticising a government, nation, or religious idea), which should be protected – even if it is offensive or unpopular – because it enlightens us about different ideas; and speaks to power.

**What is the role of expression in communication?** Expressions are important in the communication process as they help reinforce a positive or negative view of a message, help the sender reinforce the message being sent, and help the receiver understand the message being received.

Did you know that one of the most significant benefits of Artificial Intelligence in communication is its ability to improve accessibility and efficiency. For example, chatbots and virtual assistants can provide instant responses to inquiries and customer service requests, freeing up human customer service agents to focus on more complex tasks. AI-powered translation services can also break down language barriers and facilitate communication between individuals who speak different languages.

AI can also enhance the personalisation of communication. With access to large amounts of data, AI-powered tools can analyse user behaviour and preferences, tailoring communication to suit the individual's needs. Additionally, AI can use predictive capabilities to anticipate what a user may need or want, providing suggestions and recommendations that can enhance the user's experience. For example, Spotify uses AI to curate personalised playlists for its users, based on their listening history and preferences.



Another benefit of AI in communication is its ability to analyse and interpret large amounts of data, providing insights that can help individuals and organisations make more informed decisions.



# TRIVIA

1. Which early civilisation in what is now central Nigeria was the first in the region to make and use iron tools, and are thought to be the first Sub-Saharan people to make intricate and life-size terracotta statues?  
**Answer: Nok**

2. Who discovered the source of the River Niger?  
**Answer: Lander Brothers**

3. Which country is made up of 7,000 islands?  
**Answer: The Philippines**

4. What is the smallest country in the world?  
**Answer: Vatican City**

5. What kind of map uses contour lines to connect points of equal elevation: political, topographical, or weather?  
**Answer: Topographical**

6. Who discovered penicillin?  
**Answer: Alexander Fleming**

7. Which planet is the hottest in the solar system?  
**Answer: Venus**

8. Which natural disaster is measured with a Richter scale?  
**Answer: Earthquakes**

9. Which company owns Bugatti, Lamborghini, Audi, Porsche, and Ducati?  
**Answer: Volkswagen**

10. Which auto brand was the first to offer seat belts?  
**Answer: Nash Motors**

11. When Michael Jordan played for the Chicago Bulls, how many NBA Championships did he win?  
**Answer: Six**

12. How many times does the heartbeat per day?  
**Answer: About 100,000**

## THE GEN Z TREND:

### Moving in tune with the new digital age.

## TREND



Generation Z (Gen Z) colloquially known as 'Zoomers' are the demographic cohort succeeding Millennials and preceding Generation Alpha. The age range of this generation according to researchers and popular media is from the mid-to-late 1990s to the early 2010s.

As the most connected generation yet, Gen Z is often called "digital natives" due to their familiarity with technology from a young age. They have thrown the world into a frenzy with their 'woke,' aware, unique behaviours and media consumption habits. As a complex generation with different motivations for media consumption, they are driven by values of authenticity, democracy, personalisation, collaboration, convenience, and sustainability.

Giving more insight as to how the Gen Z thinks, some statistics have depicted that some of their values in order of priority include: having fun, accomplishing their goals, caring for their health and well-being, making money, and prioritising their relationships. This value chain shows that Gen Z wants a healthy work-life balance to ensure they have time for friends and family, and they are laidback and enjoy having a good time.

Here are some notable Gen Z trends to incorporate this second half of year 2023:

### Mobile-First Content

The Generation Z media is mobile-first. According to a recent survey, 75% of Gen-Zers considered mobile phones their device of choice. This generation prefers to engage with content designed for mobile devices, such as videos, stories, reels, and GIFs. 25% of respondents in a study stated they spend more than five hours a day on mobile devices. In this time with their mobile devices, they access the news, promote their businesses and pet projects. As they are fun-loving people, they also use this time to chat with their friends, access entertainment, news and play games.

It is, therefore, important to create apps for e-commerce stores. Business owners can place products and services online to make it easy for Gen Z to directly shop from any of the social media channels like: Snapchat, Instagram, TikTok, etc. This is moving in line with the new digital age.

### Driven By Values

The Generation Z-ers are driven by strong core values as they are very opinionated and

expressive. They believe more in businesses that serve communities and society rather than simply making good products and services. Being expressive, brands are also more likely to be called out by Gen Z than all others to make a difference by using their voice to advocate or speak out on the most pressing issues of our times. This unique generation support inclusivity. For instance, when Fenty Beauty launched their beauty products in 2017, the engagements from videos and reels had one of the highest counts on social media because the brand promotes inclusivity of all skin types.

### Content creation, influencing and marketing.

As a generation with immense interest in digitalisation, Gen Z have taken marketing, advertisement, public relations to the next level. Using social media, they have influenced most of their peers and the public with e-marketing by making pictures and videos of products and services and posting on the internet. This has been very effective as people love to see you use a product/service and give testimonials.

Generation Z are without a doubt a unique, expressive, smart-working people and their values have created perhaps the most effective trends yet!



# Chenistars

Birthdays within the quarter



John's birthday on April 13



Wale's birthday on June 20



Chekwube's birthday on June 27

Event within the quarter



Courtesy visit from Media Consortium on June 21

Trainings within the quarter



Training session taken by Pearlle



# Contributors

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