**Corporate Profile of**

**Cerebral & Dexter Media**

**(Cerebral Hub)**

**Why are we here?**

Everything begins with an **idea**…

That is why we exist. Ideas, ideas and ideas. Nothing pretentious, nothing understated- just what it is. Ideas shape the world- your ideas will shape your world. The world still has a whole lot of shaping to do with numerous ideas in the backdrop.

IDEAS, good ones, need to come to the fore. That’s why we exist. So that your good ideas can be!

WHY in detail…

1. Change the world
2. Impossible is nothing.
3. Innovation

**Who we are- “***Ideas Matter”*

We are a hub for fresh and workable ideas that matter. We are a verb- thinking, breathing, theming and doing ideas that matter. We create content that matter, advise on and incubate public policy and simplify messages. The world, as we know it, is brimming with ideas. But not all ideas are ideal or, at the face of it, count or are even understood for that matter. At Cerebral Hub, we let your ideas fit your corner of the world, but matter globally, and still be grasped by Grade 1 children.

Our people have a lot of talent and experience to help interpret and express your idea. Ideas about how people intend to administer a territory or how an organisation sees itself in a changing society or how ideas from very complex and dead-looking material in text can be simplified, enlivened and literally animated, are some of the interesting causes that we have been identified with.

We are, practically speaking, crusaders against all manner of boring, apathetic and unoriginal expression of ideas. Because your ideas matter, we won’t let them go to waste!

WHO in detail…

1. content creation enterprise
2. public policy advisors and incubators
3. strategic communications and messaging specialists

What we do- *"Ideas Won't Keep. Something Must Be Done About Them."*

What’s the ‘*something’* that must be done?

On our part, thinking deep, far and wide- and hard too- about what your idea should and can be, is the first step. Then, we tell and sell a story where your idea takes a simple, yet distinctive and relatable visual form, across to your audience. Your ideas won’t keep, something brings them to life- that’s what we do.

For you, remember that the end should be an action and not a thought. Act on your ideas, do something and bring them to life, in text, audio or visuals.

WHAT in detail…

1. Publications and presentations
2. Illustrations
3. Animation
4. Live action
5. Event (Theming and Content Execution)

How we do “Y**ou can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."**

How best do you get any idea across- ensure that a 6-year-old gets it! As simple as ABC, but not quite without its own complexity. The art of simplifying an idea requires both a mastery and mixture of language, art and technique. But to ignite, it demands huge sprinkles of the magic dust of imagination and curiosity. So, we will not only think far and wide about the idea, we know that there is always a body of evidence that can point one way or the other- we dig up this body of evidence. Then, we weave together the narrative in a tapestry. All of these, together, creates a flow that ensures that, literally, anyone can get it!

Our craft lets you get your ideas across.

HOW in detail…

1. Conceptualisation
2. Research
3. Storytelling
4. Storyboarding
5. Illustration
6. Production

**Dear Team, this is the edit of our Cerebral profile, adapting the example in the document by Mr Ikem.**

**Kindly see Mr Ikem's example (In the footprints of our magic dust) at the top of this document. I have highlighted the other previous contents in blue colour, while my corresponding edits are in black colour.**

**Please, kindly make your inputs as we work to bring a final document for print as soon as possible.**

**Thank you.**

**In the footprints of our magic dust…**

What are the dominant questions people ask themselves and governments every day? Can we find jobs, can I get healthcare, can we become makers, can we till the earth better, can we thrive, will our education be relevant? We have tried to shape a world around ideas that answer these questions. As content partners, we themed and organised thought leaders to present ideas on the economy, agriculture, employment, domestic production, social investment, disabilities. We also produced publications, illustrated books, magazines, documentaries and animation videos to expand the central ideas. ***(Colloquium)***

* **PROMOTING CREATIVITY AND FUN AT THE WORKPLACE**

It goes without saying that keeping a positive vibe in a productive workspace is as important as achieving set goals and targets on every job. Then again, at the core of effectiveness and efficiency is the ability to achieve a work-life balance. At Cerebral, with our touch of creativity, ***we develop character scripts and explainer videos that showcase notable events and*** achievements that are worth celebrating. Also, in line with celebrating milestones, we create and design unique memorabilia for celebrating productive staff in organisations. This helps to engender cohesion and increased productivity. (***Total Nigeria*** the Law Offices of ***Banwo & Ighodalo)***

* **PROMOTING CREATIVITY AND FUN AT THE WORKPLACE**

It’s important to assess individual work performance in an organisation, especially for progress and record-keeping. However, maintaining a positively charged atmosphere for optimum productivity and work-life balance involves recognising impressive staff performances and yearly occasions. At Cerebral, we implement this key growth idea with our touch of creativity and zest for excellence. As content creators and designers, we created unique memorabilia for celebrating productive staff in organisations, developed character scripts and explainer videos to showcase notable events and yearly celebrations across different spheres. This helps to engender cohesion and increase productivity. (***Total Nigeria*** the Law Offices of ***Banwo & Ighodalo)***

* **BREAKING DOWN THE COMPLEX TO EASY TO UNDERSTAND….**

In today’s world, the concept of “Less is More” has become a key driver of corporate strategy. Indeed, the average Nigerian desires to understand the little intricacies contained in national documents such as the Budget, Regulations and Acts of the National Assembly. Despite the gale of information over the internet, getting a full grasp of such important documents has been a tad challenging. However, through the instrumentality of white-board illustrations and animation, our team at Cerebral simplifies the information contained therein for easy understanding. Our creative audio-visual method of projecting information gives the normative bystander on the street a more profound view of the content of complex documents.

**(2016 Budget)**

* **BREAKING DOWN THE COMPLEX TO EASY TO UNDERSTAND….**

When people ask pertinent questions like “how much is the government spending on the national budget? What are the requirements to contest for a senatorial position, what are the duties of Members of the National Assembly?”, it’s because of the increasing need for knowledge in different spheres of national engagements. To synchronise this need with our creative ideas, we worked to provide answers to these questions while maintaining the core messages involved. Through the instrumentality of white-board illustrations and animation, we simplified the information contained in documents such as the Budget, Regulations and Acts of the National Assembly for easy understanding. Our creative audio-visual method of projecting information gives the normative bystander on the street a more profound view of the content of complex documents. **(2016 Budget)**

* **THE ART OF POLITICAL CAMPAIGNS**

It is our belief that for the most part, the defeat suffered by a candidate in a general election is not attributable to the fact that the candidate is not fit for the position, rather the absence of intellectual rigour, gravitas and strategic thinking needed in a successful campaign. A candidate may indeed, have great qualities, personality and love for his country and still lose the election if the strategy is not right. The image of a politician is also pertinent to their campaign planning. Knowing this, we strategise, design and tell the stories of candidates in ways that grasp the attention of voters, and engender dynamism in campaigns. **(Next Level)**

* **THE ART OF POLITICAL CAMPAIGNS**

What does it take to make a great political leader? Is it the core belief of a party’s memorandum, the understanding of the people’s wants, or the rigidity of an election? In point of fact, amid a plethora of key moulding factors, the intricacies of maintaining a balance in political campaigns to yield positive future goals tell a bigger story. With the creativity of our magic wand, we strategized, designed, and implemented a holistic campaign approach to tell the stories of political candidates in ways to grasp the attention of voters, and engender dynamism for positive societal impacts. (Next Level)

* **EDUCATING AND EMPOWERING THE PUBLIC**

As part of the Nation’s social engineering process, laws have been made to ensure that consumers enjoy the full benefits of products and services paid for by them. So when, for instance, Mr. Peter was treated shabbily by a vendor, he realised he was not abreast of the new laws pertaining to consumer protection that have taken effect. He was also not aware of the full protection he enjoys under extant regulations. At Cerebral, we bridged such communication gaps by producing and disseminating creative content such as explainer videos and catchy posters to help explain new laws and policies to the average man.

**(Federal Competition and Consumer Protection Commission)**

**(Ministry of Power)**

* **ORGANISATIONAL REVIEW AND APPRAISAL**

Projecting yearly financial reports can take a lot of time and hard work. This can be as a result of long income/sales figures and series of business engagements during the year. Breaking this barrier through well-articulated Annual Reports is one way to reach staff and stakeholders with relevant information. At Cerebral, with concise detailing and simplified analysis, we project complex information with our creative, easy-to-understand design format that effectively addresses the general picture of an organisation. We have partnered with clients to produce various strategic plans, key performance indicators and milestones for several leading organisations using white board illustrations and animation videos.

**(NPA)**

**NEW MEDIA TRENDS AND DIGITAL ADVERTISING**

Across the globe, social media plays an important role in how people relate with brands and interact with each other. We help organisations build and manage an effective social media presence that resonates with their target audience. We do this by creating and disseminating tailor-made informative and interactive content for social media and deploying a responsive team to provide real time engagement to their target audience.

Delivery Pathways