

**Culture & Strategic Communication Final**

Samantha R. Aldridge, Milena K. Brown, Sara A. Chabot, Eva M. Ford, and Kamryn E. Haran

Department of Media Arts and Design, James Madison University

SMAD 498, 0002: Seminar in Media Arts and Design- International Advertising

Dr. Alexandra M. Viela

December 6, 2022



## Executive Summary

**Introduction:** This campaign is partnered with *Foraco International S.A.*, a French drilling company, in order to garner support and provide a solution for the drought that is facing Nigeria. The support and earnings of the campaign will go towards *Foraco International S.A.* to drill and create fresh water systems within the country.

**SWOT Analysis:** *Foraco International S.A.*'s strengths are that its business is already widespread throughout Nigeria, and has high safety standards with a well-trained international workforce (Foraco, 2021). The weaknesses are that *Foraco International S.A.* also offers mining services, which can affect water quality in a given area (Safe Drinking Water Foundation, n.d.). The revenue from the water segment is significantly less compared to the revenue in the mining segment (MarketLine, 2022), so the company's return on investment (ROI) interests may not be well suited for the water segment compared to its mining segment. Due to the last report for revenue, the company's increase was only .8% from 2019 to 2020 (MarketLine, 2022), which could indicate a small budget for the project. The main opportunity for the campaign is the high social media usage in Nigeria (Statista, 2019). One of the biggest threats of the campaign is the presence of Boko Haram, a Nigerian jihadist group. *Foraco* company employees have been killed on a *Foraco* well site in 2018 (Staff, 2018).

**Communication Objectives:** The communication objectives of the campaign are to educate, create awareness, and to create behavioral change from the target audience.

**Target Audience:** This target audience consists of West African citizens, but particularly Nigerian citizens. The campaign intends to reach the target audience advertising through media that are the most popular throughout Nigeria.



**Message Strategy and Execution:** The message strategies that will be used for the campaign are a television advertisement, a magazine print advertisement, a newspaper article, an Instagram advertisement, and a billboard.

**Media Strategy:** The media chosen for the campaign will be a combination of traditional, digital, and out-of-home media in order to reach the largest audience.

**Theme & Strategies:** The main theme for the campaign is the generation of positive drinking cycles through *Foraco's* well installation. The font *Oswald* will be used for headings, and *Raleway light* will be used for the copy, based on their readability and classy look that pair together well. The colors that will be used white, green, blue, and yellow. White and green are the colors of the Nigerian flag, the color blue represents love, peace, and harmony in African culture (Tchoudi, 2022), and the color yellow will be used to represent wealth, money, and success, as it is associated with gold (Racoma, 2021).

**Statement of Benefits:** The benefits for *Foraco International S.A.* are that it has prior experience being in Nigeria, and that by creating brand awareness in Nigeria, neighboring countries facing similar issues will look to *Foraco* for aid as well, creating future business opportunities. The benefits for Nigeria are that the brand will create new business within the country, and provide clean freshwater, which has been a major concern among citizens (Pew Research Center, 2016).

**Plan for Evaluation:** To evaluate the success of the campaign, the performance and insights of the advertisements will be tracked, in addition to sending out an online survey towards the target audience to measure brand awareness of *Foraco International S.A.* and where surveyors have seen the ads.



**Table of Contents**

<b>Executive Summary.....</b>	<b>2</b>
<b>Table of Contents.....</b>	<b>4</b>
<b>Introduction.....</b>	<b>12</b>
<b>Situational Analysis: Cultural Context and Dimensions.....</b>	<b>13</b>
<b>    Overview of France.....</b>	<b>13</b>
<b>        History.....</b>	<b>13</b>
<b>        Economy.....</b>	<b>13</b>
<b>        Geography.....</b>	<b>14</b>
<b>        Politics.....</b>	<b>14</b>
<b>        Lifestyle.....</b>	<b>14</b>
<b>    Hofstede's Cultural Dimensions for France.....</b>	<b>14</b>
<b>        Power Distance Index.....</b>	<b>14</b>
<b>        Individualism vs. Collectivism.....</b>	<b>15</b>
<b>        Masculinity vs. Femininity.....</b>	<b>15</b>
<b>        Uncertainty Avoidance.....</b>	<b>15</b>

<b>Long-term vs. Short-term Orientation.....</b>	<b>16</b>
<b>Indulgence vs. Restraint.....</b>	<b>16</b>
<b>Halls' Cultural Dimensions for France.....</b>	<b>16</b>
<b>Context.....</b>	<b>16</b>
<b>Space.....</b>	<b>16</b>
<b>Time.....</b>	<b>17</b>
<b>France Cultural Onion.....</b>	<b>17</b>
<b>Symbols.....</b>	<b>17</b>
<b>Heroes.....</b>	<b>17</b>
<b>Rituals.....</b>	<b>17</b>
<b>Values.....</b>	<b>18</b>
<b>Practices.....</b>	<b>18</b>
<b>Overview of Nigeria.....</b>	<b>18</b>
<b>History.....</b>	<b>18</b>
<b>Economy.....</b>	<b>18</b>
<b>Geography.....</b>	<b>19</b>

<b>Politics.....</b>	<b>19</b>
<b>Lifestyle.....</b>	<b>19</b>
<b>Hofstede's Cultural Dimensions for Nigeria.....</b>	<b>20</b>
<b>Power Distance Index.....</b>	<b>20</b>
<b>Individualism vs. Collectivism.....</b>	<b>20</b>
<b>Masculinity vs. Femininity.....</b>	<b>20</b>
<b>Uncertainty Avoidance.....</b>	<b>21</b>
<b>Long-term vs. Short-term Orientation.....</b>	<b>21</b>
<b>Indulgence vs. Restraint.....</b>	<b>21</b>
<b>Halls' Cultural Dimensions for Nigeria.....</b>	<b>21</b>
<b>Context.....</b>	<b>21</b>
<b>Space.....</b>	<b>22</b>
<b>Time.....</b>	<b>22</b>
<b>Nigeria Cultural Onion.....</b>	<b>22</b>
<b>Symbols.....</b>	<b>22</b>
<b>Heroes.....</b>	<b>23</b>

<b>Rituals.....</b>	<b>23</b>
<b>Values.....</b>	<b>23</b>
<b>Practices.....</b>	<b>24</b>
<b>Description of the Service.....</b>	<b>24</b>
<b>Target.....</b>	<b>24</b>
<b>Competitors.....</b>	<b>25</b>
<b>Trends.....</b>	<b>25</b>
<b>Advertising Expenditure.....</b>	<b>25</b>
<b>Profits/revenues &amp; Number of Employees.....</b>	<b>25</b>
<b>SWOT Analysis.....</b>	<b>25</b>
<b>Strengths.....</b>	<b>25</b>
<b>Weaknesses.....</b>	<b>26</b>
<b>Opportunities.....</b>	<b>27</b>
<b>Threats.....</b>	<b>27</b>
<b>Communication Objectives.....</b>	<b>28</b>
<b>Objective 1: Educational.....</b>	<b>28</b>

<b>FORACO INTERNATIONAL S.A.</b>	<b>8</b>
<b>Rationale.....</b>	<b>28</b>
<b>Objective 2: Awareness.....</b>	<b>29</b>
<b>Rationale.....</b>	<b>29</b>
<b>Objective 3: Behavioral.....</b>	<b>29</b>
<b>Rationale.....</b>	<b>29</b>
<b>Target Audience.....</b>	<b>30</b>
<b>Primary Audience: Nigeria.....</b>	<b>30</b>
<b>Behavioral Characteristics.....</b>	<b>30</b>
<b>Demographics.....</b>	<b>31</b>
<b>Geographic Characteristics.....</b>	<b>31</b>
<b>Psychographic Characteristics.....</b>	<b>31</b>
<b>Media and Technology Consumption.....</b>	<b>32</b>
<b>Language and Communication Style.....</b>	<b>32</b>
<b>Consumer Behavior.....</b>	<b>32</b>
<b>Secondary Audience: West Africa.....</b>	<b>33</b>
<b>Message Strategy and Execution.....</b>	<b>33</b>



<b>FORACO INTERNATIONAL S.A.</b>	9
<b>Television Advertisement Rationale.....</b>	<b>34</b>
<b>    Medium.....</b>	<b>34</b>
<b>    Creative Approach (TV Ad).....</b>	<b>34</b>
<b>Print Rationale.....</b>	<b>34</b>
<b>    Medium.....</b>	<b>34</b>
<b>    Creative Approach (Magazine print ad).....</b>	<b>34</b>
<b>    Creative Approach (Newspaper article).....</b>	<b>35</b>
<b>Digital Media Rationale.....</b>	<b>35</b>
<b>    Medium.....</b>	<b>35</b>
<b>    Creative Approach.....</b>	<b>36</b>
<b>Non-traditional Media Rationale.....</b>	<b>36</b>
<b>    Medium.....</b>	<b>36</b>
<b>    Creative Approach.....</b>	<b>36</b>
<b>Media Strategy.....</b>	<b>37</b>
<b>    Traditional Media.....</b>	<b>37</b>
<b>    Magazine Print Ad.....</b>	<b>37</b>



<b>FORACO INTERNATIONAL S.A.</b>	10
<b>Newspaper Article.....</b>	<b>38</b>
<b>Digital Media.....</b>	<b>38</b>
<b>Instagram Ad.....</b>	<b>38</b>
<b>Television Ad.....</b>	<b>38</b>
<b>Out-of-home Media.....</b>	<b>39</b>
<b>Billboard.....</b>	<b>39</b>
<b>Budget.....</b>	<b>39</b>
<b>Television Budget Rationale.....</b>	<b>40</b>
<b>Magazine Budget Rationale.....</b>	<b>40</b>
<b>Newspaper Budget Rationale .....</b>	<b>41</b>
<b>Instagram Ad Budget Rationale.....</b>	<b>41</b>
<b>Billboard Budget Rationale.....</b>	<b>42</b>
<b>Theme &amp; Strategies.....</b>	<b>43</b>
<b>Campaign Approach.....</b>	<b>43</b>
<b>Visual Component.....</b>	<b>43</b>
<b>Statement of Benefits.....</b>	<b>44</b>



<b>Benefits for <i>Foraco International S.A.</i></b> .....	<b>44</b>
<b>Benefits for Nigeria.....</b>	<b>45</b>
<b>Plan for Evaluation.....</b>	<b>45</b>
<b>Tracking Advertisement Performance.....</b>	<b>45</b>
<b>Survey.....</b>	<b>46</b>
<b>Conclusion.....</b>	<b>42</b>
<b>Appendices.....</b>	<b>48</b>
<b>    Appendix I: Newspaper Article.....</b>	<b>48</b>
<b>    Appendix II: Billboard.....</b>	<b>49</b>
<b>    Appendix III: Instagram Ad.....</b>	<b>50</b>
<b>    Appendix IV: Television Ad Storyboard.....</b>	<b>51</b>
<b>    Appendix V: Magazine Advertisement.....</b>	<b>52</b>
<b>    Appendix VI: Budget Pie.....</b>	<b>53</b>
<b>    Appendix VI: Presentation Slides.....</b>	<b>54</b>
<b>References.....</b>	<b>66</b>

## Introduction

This advertising campaign is partnered with *Foraco International S.A.*, and will be launched on January 1st, 2023 in Nigeria. The purpose of this campaign is to increase the awareness and support for Nigeria's drought that has been taking over the country's water supply. According to *Wateraid*, more than 60 million Nigerians do not have access to basic clean water supply. As global warming increases, areas like Nigeria will be impacted harder with a decrease in water supply (Foraco International S.A., 2022). *Foraco International S.A.*, which originated in France, specializes in drilling wells for clean drinking water, industrial water and irrigation of water (Foraco International S.A., 2022). France is a developed and industrialized nation with strong clean water supply resources. Driven by the growth of its urban population, water supply, and proper sanitation are important for France to thrive (Wateraid, 2020).

This campaign will target the citizens of Nigeria in order to create a foundation of support and earnings that can go towards building fresh-water systems within the country. Research shows that Nigeria is one of the largest advertising markets in Africa. In 2018, outdoor advertising accounted for 28% of total media spent in Nigeria (Outdoor Advertising Association, 2021). In addition, ads are tapping into the growing Nigerian digital communities, with social media gaining prominence (Adeyemo & Roper, 2022). Therefore, the advertising for the campaign will focus on print and digital media, such as a TV ad, billboards, news article, and a magazine print ad. In addition, it will also advertise on the popular social media app of *Instagram*. It will help spread the campaign's message and importance due to the app allowing posts to reach high audiences and targeting a wide range of viewers of different ages, genders, and values.



## Situation Analysis

The campaign involves the countries of both France and Nigeria. In order to best help Nigeria's water crisis with the aid of France's *Foraco International S.A.*, there needs to be a deep understanding of both cultures.

### ***History***

France is internationally known for its fashion, cuisine, art, and cinema (Ensign, 2020). France's culture has been influenced by the country's turbulent history, varied topography, and long-standing contacts with neighboring countries, as well as its colonies. France has a rich and extensive history, including the age of Enlightenment and the French Revolution. The French Revolution was arguably the most significant event in French history, initiated by civil unrest among the peasants, and resulted in abolishing the French monarchy and a more unified France (Ensign, 2020).

### ***Economy***

France is a modern country and sees itself as a leader among European nations. Over the past five years, France's economic growth slowed from 2017 to 2019, turned negative in 2020, and rebounded in 2021 (The Heritage Foundation, 2022). The economy contracted by 8.2% in 2020 due to the Covid-19 pandemic. France has been gradually rising in economic freedom due to increases in rule of law scores: property rights, judicial effectiveness, and government integrity. France currently has an economic freedom score of 65.9, making it the 52nd freest economy in 2022 (The Heritage Foundation, 2022).

### ***Geography***

The French landscape is composed of relatively low-lying plains, plateaus, and older mountain blocks, or massifs (Blondel, et al., 2022). The remains of the Hercynian massifs, and

the mountains such as the Alps and the Pyrenees are some distinguishable geographic elements of France. The Seine is the main river of France, which is 485 miles long. The Seine is responsible for occasional flooding (Blondel, et al., 2022).

### ***Politics***

France is a republic and a parliamentary democracy and has a hybrid presidential/parliamentary political system. The head of state is the French President who appoints the Prime Minister as head of government (Buswell, 2022). The French parliament is bicameral and is made up of the National Assembly and the Senate. The central French government is the main decision-making body in France and oversees policy development in healthcare, education, and public transport (Buswell, 2022).

### ***Lifestyle***

The French lifestyle includes attending work and school during the week, but the weekends are strictly reserved for spending time with family or personal time, due to a law called “right to disconnect,” which prohibits employees from reading work emails, and protects the work-life balance (OptiLingo, 2022). Laws also limit the work week to 35 hours, and provide plenty of vacation days, so there is a greater emphasis on hobbies and personal growth (OptiLingo, 2022).

## **Hofstede Cultural Dimensions for France**

### ***Power Distance Index***

France scores fairly high on power distance, with a score of 68. Children are raised to be emotionally dependent on their parents, which later translates into becoming emotionally dependent on teachers and superiors. Power is centralized in companies, government, and geographically, as most highways lead to Paris. Many French companies typically have two

more hierarchical levels than companies in Germany and the United Kingdom. CEOs of French companies are called “Mr. PDG”, which is an abbreviation for “President Director General”, a more prestigious title than CEO. PDGs have often attended very prestigious universities and schools (Hofstede Insights, 2021).

### ***Individualism vs. Collectivism***

France is a highly individualistic society, with a score of 71. France is rare in the fact that it has a high score in both power distance and individualism. French children are emotionally dependent on their parents and to groups in which they belong, so there is a strong emphasis on taking care of oneself and one's family. High value is placed on having a divide between work life and their personal life. The French are also self-motivated to be the best in their trade, and therefore expect respect for what they do. In Western societies such as the U.S., this can translate to French workers having bad customer service, since in those societies, people are typically emotionally dependent on their employers instead (Hofstede Insights, 2021).

### ***Masculinity vs. Femininity***

France scores 43 on masculinity, making it more on the feminine side. Factors contributing to this are France's welfare system, 35-hour work week, five weeks of holiday per year, and overall focus on quality of life. However, the French upper-class scores feminine, while the working-class scores masculine, which has not been found in any other country. This could be due to the fact that top managers earn less than one would expect with a society with a high power distance (Hofstede Insights, 2021).

### ***Uncertainty Avoidance***

France scores 86 on Uncertainty Avoidance, meaning they are a highly avoidant society of ambiguous or unknown situations. The French require structure and planning and having

access to all information regarding meetings and negotiations. They have a need for emotional safety and can be very blunt and straight to the point when talking (Hofstede Insights, 2021).

### ***Long-term vs. Short-term Orientation***

France has a 63 in long-term orientation, meaning they take a pragmatic approach to this dimension. They believe that the truth depends on situation, context, and time. They also are able to easily adapt traditions to changed conditions, have a tendency to save and invest, thriftiness, and perseverance in achieving results (Hofstede Insights, 2021).

### ***Indulgence vs. Restraint***

France scores a 48 in indulgence, making it in the middle but slightly more on the restraint side. This score combined with high Uncertainty Avoidance suggests that the French are not as relaxed and enjoy less often than what is commonly assumed (Hofstede Insights, 2021).

## **Hall's Cultural Dimensions for France**

### ***Context***

France is a high-context culture, which means that much communication is unspoken rather than explicit, and body language, facial expressions, and other non-verbal expressions are used to understand messages (Tufts European Center, 2021).

### ***Space***

With France being a high-context culture, it also tends to have less boundaries for personal space. The French may stand close together during a conversation, and have low territoriality over their space. Low territoriality also ties into less concern over material ownership, and their sense of stealing is not as developed.

### ***Time***

France is a polychronic culture, meaning that time restraints are not a pressing issue, and people prefer to get things done in their own time. This goes hand-in-hand with France being a high context culture (OptiLingo, 2022).

## **France Cultural Onion**

### ***Symbols***

The most popular symbol of France to outsiders is the Eiffel Tower located in Paris, as it is one of the world's most recognizable landmarks. The fleur-de-lis, or "lily flower", is also often used to represent France, when the 12th-century kings of France began to incorporate it. An official symbol of France is the French flag, also known as the tri-color, which consists of three that are red, white, and blue stripes, with red and blue symbolizing the colors of Paris and white symbolizing the color of the king. The flag was created during the French Revolution, and the combination of the colors symbolized unity between the king and the people (Elysee, 2018).

### ***Heroes***

Joan of Arc was a French hero who led the French army to victory in Orleans, which prevented an English attempt to conquer France during the Hundred Years' War (Lanhers, 2022). Another French hero is Marie Curie, who made great scientific strides by discovering two new chemical elements, establishing mobile x-ray units during the First World War, and is the only person to have received two Nobel prizes in two different scientific fields, physics and chemistry (Sickle, 2021).

### ***Rituals***

French people greet each other in a variety of ways, one of them being kissing on the cheek, or *bises*. Kissing on the cheek normally only happens with women, young children, and men who are very close friends. Bachelor and bachelorette parties in France are a very gloomy

and dark occasion rather than being an extravagant party, as it signifies the “funeral of the life of the young man/woman” (Optilingo, 2022).

### ***Values***

“Liberty, Equality, Fraternity” is the motto of the French republic, which represents their values. The French believe that everyone is born free and equal, and that it is important to show fraternity and look out for one another (Optilingo, 2022).

### ***Practices***

It is a social norm to be late to events, especially ones hosted at someone’s home. Arriving late takes pressure off the host in case they still need time to prepare for the guests (Optilingo, 2022). This also relates to how France is a polychronic culture, as they are not strictly bound by time (Optilingo, 2022).

## **Overview of Nigeria**

### ***History***

Nigeria is located in the West of Africa. It is referred to as the Federal Republic of Nigeria. It is made up of 36 states and 250 different ethnic groups. This history of Nigeria goes back to 11,000 BC when a number of ancient African communities inhabited the area which is now Nigeria (SpainExchange Country Guide, n.d.). Nigeria is currently the most populous black nation on Earth. It is the home to the second largest film industry on Earth while also being the fashion, technological, and creative hub in Africa (Google Arts & Culture, n.d.).

### ***Economy***

After the pandemic, Nigeria’s economy had been in a recession in 2022. Since then, the country’s economic growth recovered, but macroeconomic stability weakened (Overview, n.d.). Millions of Nigerians are being pushed into poverty because of depreciating currency, trade

restrictions, and monetization of the deficit. Since 2021, Nigeria is unable to benefit from the surging global oil prices due to oil production falling to historic lows. The number of Nigerians living in extreme poverty is set to rise to 7.7 million between 2019 and 2024 (Overview, n.d.).

### ***Geography***

Nigeria is a mixture of distinctive regions that include deserts, plains, swamps, mountains, and jungles. The majority of Nigeria's country is covered with plains and savannas. It has one of the largest river systems that contains the Niger Delta, being the third largest river on Earth (National Geographic Kids, 2021).

### ***Politics***

Nigeria is a federal republic with a presidential system. The constitution provides three branches of government - the legislature, executive, and judiciary. Nigeria is divided into Federal Capital Territory and 36 states (Government and Politics, n.d.). Each state has an elected governor and a House of Assembly. The president and members of bicameral National Assembly consists of a 109-member Senate and 360-member House of Representatives (Government & Politics, n.d.). Nigeria's legal system is a combination of statutory law, English common law, customary law, and Islamic law.

### ***Lifestyle***

The family dynamic of Nigerians contain households of a mother, father, and children and many include extended family such as grandparents, uncles, and aunts. (Exploring Nigerian Culture, n.d.). Most Nigerian families' head of the house is the father who makes most decisions and is the primary breadwinner. Women are usually responsible for childbearing and household duties. A Nigerian diet consists of yams, plantains, and rice that also are paired with fish, meat, or chicken (Exploring Nigerian Culture, n.d.). Nigerian children and teenagers enjoy playing

soccer and gathering to watch movies and television. They also enjoy traditional music and dance. Cell phones and the internet are also very popular among teens (Exploring Nigerian Culture, n.d.).

### **Hofstede's Dimensions for Nigeria**

#### ***Power distance Index***

Nigeria has a high score of 80 which indicates people accept a hierarchical order in which everybody has a place which needs no further justification. Hierarchy in this culture is seen as reflecting inherent inequalities, centralization is popular, and those under authority are expected to be told what to do (Hofstede Insights, 2021).

#### ***Individualism versus Collectivism***

Nigeria is considered a collectivist society with a score of 30. This shows that the people of Nigeria have strong relationships with their ‘group’ such as family or friends and they take responsibility for their group members. They also encourage and promote strong relationships with others. Relationships in a job setting are like a family link. When it comes to hiring or promotions they are done in the accounts of the employee’s in-group. Loyalty is very important in this culture and overrides most other societal rules and regulations (Hofstede Insights, 2021).

#### ***Masculinity versus Femininity***

Nigeria has a score of 60 making the country a masculine society. A masculine society is driven by competition, achievement, and success. Success in a masculine culture is defined by the winner or best person in the field. This value system starts in school and continues throughout life. Masculine countries also “live in order to work.” They are expected to be decisive and assertive. A low score of femininity also indicates that the dominant values in that society are caring for others and quality of life (Hofstede Insights, 2021).

### ***Uncertainty Avoidance Index***

This dimension shows how societies face the future as the unknown whether they should try to control it or just let it happen. Nigeria received a score of 55 which indicates this country does not have a clear preference. They do not feel threatened nor have creative beliefs of the unknown (Hofstede Insights, 2021).

### ***Long-term versus Short-term Orientation***

When it comes to Nigeria maintaining links with its own past while dealing with the challenges of the present and future, Nigeria scores very low with 13. This shows that as a culture, Nigeria has a more long-term orientation. As a society, Nigeria prefers to maintain traditions and norms. They are more concerned with the absolute truth, achieving results quickly and are more normative thinkers (Hofstede Insights, 2021).

### ***Indulgence versus Restraint***

Nigerian culture has a high score of 84 leaning them to be more indulgent. It is said that their culture is to be one of Indulgence. This means their society has a willingness to realize their impulses and desires with regard to enjoying life and having fun. They have a more positive attitude and are more optimistic. The culture also has a higher degree of leisure time being important (Hofstede Insights, 2022).

## **Hall's Cultural Dimensions for Nigeria**

### ***Context***

Nigeria is a high context culture. A high context culture contains people constantly relying on each other for communication. They build lifelong relationships with not just family and friends, but with co-workers and others. Their day-to-day communication is very indirect

and low on information content. Reading between the lines is expected and it is the listener's responsibility to interpret what was said (Kyprianou, 2022).

### ***Space***

Due to Nigeria being a high context culture, that makes the citizens have smaller boundaries when it comes to personal space. The citizens tend to stand much closer and are less territorial when it comes to sharing (Kyprianou, 2022). Although there are limits when touching someone's more valuable possessions like a car can feel like a personal violation (Kyprianou, 2022).

### ***Time***

When it comes to time in Nigerian culture, Nigerians are more polychronic. Countries that are polychronic commit to more than one thing at a time and operate on a more relaxed schedule (Kyprianou, 2022). The people of Nigeria are more flexible when it comes to facing a certain situation. Nigerians would rather be late to their next event, so they can correctly complete whatever task they had beforehand. Polychronic cultures also value interaction and relationships more. Nigerians also spend a lot of time with friends and family (Kyprianou, 2022).

## **Nigeria Cultural Onion**

### ***Symbols***

Nigeria has a variety of national symbols that are very important to the country. The importance of these symbols is to promote national unity, highlight the history and culture of the nation, show their values, and motivate the country (Opeyemi, 2021). The most widely known symbol is the Nigerian flag. The flag also contains another symbol, the Nigerian Coat of Arm on the Nigerian flag that consists of a shield, horses, navy bands, an eagle, and some colorful plants. They all represent the diversity and historical magnificence of the country (Opeyemi, 2021). The

National Anthem is another national symbol which bonds Nigerians both home and abroad.

Lastly, Nigeria's national animal, the eagle, is a symbol that represents strength (Opeyemi, 2021).

### ***Heroes***

The main hero of Nigeria is Nnamdi Azikiwe. He was the first president of Nigeria and founder of Nigerian nationalism (Toriola, 2021). He also helped establish the University of Nigeria. Another important hero of Nigeria is Herbert Macaulay who was crucial in Nigeria's fight to gain independence. He created the National Council of Nigeria and Cameroon in the 1940s (Toriola, 2021). Another key hero in Nigeria's fight for independence was Ahmadu Bello who also was the Premier of Northern Nigeria (Toriola, 2021).

### ***Rituals***

Nigeria has an extensive list of traditions and rituals. The country has premarital introduction ceremonies called "courtship." A relationship with a partner is unrecognized until this formal introduction ceremony. It takes place in the bride-to-be's family home where her fiance's people come to the house to pay respect to her family and "state their intentions" (Okoroafor, 2017). Nigerians also have their own wedding rituals that contain three different weddings. The first wedding is the traditional one. After that wedding comes the church/mosque weddings, that way both spouses can have a wedding of Nigerian traditions, religion, and civil law (Okoroafor, 2017). Sunday rice is another ritual of Nigerian homes that occur weekly. This traditional dish comes after church services every Sunday. Sunday rice is plain white rice and stew made from tomatoes and pepper with chicken, beef, or fish (Okoroafor, 2017).

### ***Values***

The moral values that are seen as good in Nigeria consist of kindness, compassion, truthfulness, respect for elders, dignity of labor, patriotism to one's community, and happiness (Elendu, 2012).

### ***Practices***

Nigerian culture has various practices when it comes to language, food, clothing, religions, etc. There are over 250 languages spoken in the country and they serve as identification of Nigerians in any part of the world. Nigerian people wear traditional outfits that also serves as identifying Nigerian people in and outside the country (Ene, 2021). Depending on if someone is in Eastern, Western or North Nigeria, there are different types of traditional outfits. The religious culture in Nigeria is a way of life among Nigerian people. The African traditional religion believes in the existence of the Supreme Being who is invisible (Ene, 2021).

### **Description of the Service**

*Foraco International S.A.* is a worldwide drilling service provider that has worked in 22 countries and 5 continents. *Foraco International S.A.* specializes in drilling in harsh environments and isolated locations providing solutions for mining and water projects (Foraco International SA, 2022). *Foraco* develops customized drilling solutions that meet the needs of their customers. The company provides deep directional drilling, large diameter coring, and hydrogeological drilling methods.

### ***Target***

The target market for *Foraco International S.A.*'s services are harsh environments in need of a water source. *Foraco* is a specialist driller of wells for drinking water, irrigation water, and industrial water (Foraco International SA, 2022). The target market also consists of customers during challenging conditions that are in need of efficiency.

### ***Competitors***

Due to *Foraco International S.A.* being a global mineral driller, the top competitors of Foraco would be companies that have higher revenue. The two top global competitors that make more revenue than Foraco are Boart Longyear and Major Drilling (Samarova, 2018).

### ***Trends***

The trend *Foraco International S.A.* follows is the business trend of going concern. It takes into account the trend in the business of which the company operates and its capacity to address the market and deliver its services (Foraco International SA, 2022). *Foraco* knows it is financially stable enough to meet the company's responsibilities and continue its business for at least twelve months.

### ***Advertising expenditure***

The advertising expenditure for *Foraco International S.A.* can not be found by the general public and is kept private.

### ***Profits/revenues & Number of Employees***

As stated in the *Foraco International S.A.* 2019 annual report, the revenue of *Foraco* was \$205 million in 2019, and in the 2020 annual report, the revenue was \$207.1 million (Foraco International S.A., 2022). The revenue of 2021 and 2022 is unknown. *Foraco International S.A.* currently has over 3,000 people worldwide employed (Foraco, 2021).

## **SWOT Analysis**

This section will discuss and address strengths, weaknesses, opportunities and threats currently associated with *Foraco International S.A.* The results will determine the impact of the campaign overall.

### ***Strengths***

*Foraco International S.A.* is based in Marseille, France and one of the strengths of the company is being the third largest global mineral driller, meaning that its business is widespread throughout the Nigerian region. The company provides innovative solutions for mining and water projects across 22 countries and five continents. Being the best-in-class safety standards and a versatile, well-trained international workforce with a proven track record in geologically complex formations, this company is uniquely positioned for a successful campaign. In the 1970's, the company established itself as a Drilling Contractor for the Ivory Coast after patenting its Reverse Circulation (RC) system (Foraco, 2021). This first massive contract delivered 800 villages drinking wells. The company also helped create national water schemes in Libya, Mali and Chad. Having a variety of already existing projects in Africa along with an extensive list of attributes, this company's campaign has many strengths (Foraco, 2021).

### ***Weaknesses***

The weaknesses for *Foraco International S.A.* are minimal. One of the weaknesses is within one of the sectors offering mining services. The effects of mining can have a negative impact on the quality of water within a given area (Safe Drinking Water Foundation, n.d.). The company will need to consider this when drilling freshwater wells in Nigeria. Another weakness includes its small 18.4% of revenue for the water segment compared to the revenue in the mining segment being 81.6% overall (MarketLine, 2022). The company's return on investment (ROI) interests may not be well suited for the water segment in the company compared to its mining segment. The third weakness of the company, according to *MarketLine*, is that the last report for revenue mentioned the company's increase being only .8% from 2019 to 2020 (MarketLine, 2022). This could indicate a small budget for a project of this size.



## ***Opportunities***

*Foraco International S.A.* has multiple opportunities for growth and providing future services. According to the *Pew Research Center*, 79% of all Nigerians are concerned with the lack of clean water in their country. The citizens in Nigeria are also very dissatisfied with their health care. Eighty five percent of the country says that poor health care is a huge problem (Pew Research Center, 2016). The company will alleviate the heavy concern for lack of clean water by providing drilling services in the country.

Another big brand awareness opportunity of *Foraco International S.A.*, is utilizing the already high social media usage in Nigeria. Statista predicts that in 2023, social media usage in Nigeria will have over 120.37 million active users (Statista, 2019). This will allow for an easy and low-cost way to advertise the company's brand. The top three most used social media sites were *Facebook*, *Instagram* and *Twitter* (Statista, 2019). Utilizing these sites will create brand awareness and opportunity for the company.

The advertising revenue from internet advertising in Nigeria has been increasing since 2013. According to a study, the projected revenue from internet advertising will be over \$130 million by 2023 (Statista, 2019). This projection shows the massive audience that *Foraco International S.A.* can reach when using social media. This also means that the company will accomplish its brand awareness goal, but can also profit off of advertisements.

## ***Threats***

One of the biggest threats for *Foraco International S.A.* is the existence of Boko Haram. Boko Haram is a Nigerian jihadist group that has allegedly been violent toward the company in the past. According to an article by *Reuters*, in 2018 seven people were killed by armed men at a

*Foraco* well site. Six of those people at the site were company employees. This group still exists and has continued to cause distress among citizens and workers (Staff, 2018).

Another threat could be the low usage of print media according to a Nigerian survey. It shows only 31% of the surveyors use magazines whereas both weekly and daily newspapers account for 56% (Statista, 2022). The company will need to examine which one will be more beneficial when considering effective awareness reach. Although the usage of print media is still high, the company will have to choose one or the other.

A recent threat to the campaign is the recent flood in Nigeria that happened on Friday, Oct. 14, 2022. Over 500 people have died and over 1.4 million have been displaced being forced to move out of the area (Princewell, 2022). Many homes have been damaged or completely destroyed by the floods. This flood could mean that the recovery period for the country may take a while and the timing of the campaign could be pushed back.

### **Communication Objectives**

The communication objectives will describe the three different communication approaches to reach the goals set for this campaign. These concrete, specific, and measurable communication goals aimed at the target audience will ensure the effectiveness and delivery of the campaign in a timely manner.

#### **Objective 1: (Educational)**

To educate at least 50% of the target audience about the outcome of increased water access in the community from January 12th, 2023 to December 12th, 2024.

#### ***Rationale***

The purpose of this objective is to educate the citizens of Nigeria the long-term benefits of access to clean water supply. The Nigerian government has lacked the expertise and resources

to combat water scarcity - resulting in child mortality caused by poor sanitation and hygiene (King, 2019). Having access to clean water supply is vital to human capital outcome as it assists with health, nutrition, and learning. It also perpetuates the positive cycle of generating employment and increased education for girls (World Bank Group, 2021). Thus, educating the citizens about the benefits of safe water will allow citizens to actively participate in building a well in their community and facilitate the introduction of *Foraco International S.A.* 's product.

### **Objective 2: (Awareness)**

To increase awareness of the brand and *Foraco*'s installation services towards 60% of the target audience starting on January 12th, 2023 to December 12th, 2024.

#### ***Rationale***

The second objective is to increase brand awareness by promoting what services *Foraco* could offer in the specific regions of Nigeria. Nigeria has unique rainfall patterns depending on the region, which will determine the suitable introduction of rigs in that geographical location (King, 2019). By spreading awareness of *Foraco*'s unique services used to assess the geological formation, the water quality and its yield, the target audience will be able to consider various installation plans suited to the region (Foraco International S.A., 2020).

### **Objective 3: (Behavioral)**

To increase the launch of water drilling programs among the target audiences through media advertising in Nigeria by 45%, starting on April 12th, 2023, to December 12th, 2024.

#### ***Rationale***

After informing the target audience about the importance of safe water and *Foraco*'s water drilling services, the third objective will be to increase the installation of wells in Nigeria. This will be conducted through the use of print media which is a traditional and reliable source to

reach the target audience. Digital media will also be used as Nigeria has a mobile-first market with the expectancy of growth in high internet usage. Both print and digital media strategy will encourage the target audience to introduce a water drilling program suited to the region (Statista, 2022).

## **Target Audience**

The target audience for this campaign will consist of Nigerian citizens as well as other West African countries surrounding Nigeria who are suffering from the drought. Nigeria in particular is targeted due to it being the most populated country in Africa, making it a cultural hub throughout the rest of the continent. There is an expression that, “if Nigeria sneezes, the rest of the African nations catch a cold” (Tennessee State University, n.d.). Other surrounding nations in West Africa are likely to follow suit and also seek aid from Foraco to help with the water crisis.

### ***Primary Audience: Nigeria***

The primary target audience for the campaign is citizens of Nigeria, as that is where the water drilling is planned to take place. Nigeria was selected as they are one of the countries in Africa that are currently facing drought, and it is the most populated country in Africa with a population of 206 million (Kamer, 2022). Nigerian citizens would be the sole users of *Foraco's* drilling service.

### ***Behavioral Characteristics***

Nigerians are generally pretty outgoing and friendly. Nigeria has a high-context culture, so body language, facial expressions, and eye contact are a large part of communicating. Elders are shown great respect, and the oldest person in a setting is viewed as the wisest, and is often looked to for guidance (CGC Ltd., 2020). Nigerians are typically religious people, with the two

dominant religions being Christianity and Islam (CGC Ltd., 2020). Nigerians are very family-oriented, having a close connection and dependency with their immediate and extended family. These family relationships are guided by hierarchy and seniority (CGC Ltd., 2020). That being said, Nigeria is also a hierarchical society, where the oldest members of society are granted great respect, by being greeted and served first in social situations, and having the responsibility to make decisions for the rest of the group (CGC Ltd., 2020).

### ***Demographics***

Many demographics do not apply here, as access to fresh and clean water is a universal necessity. However, in this situation, those suffering from the drought and those who are being targeted in this campaign are primarily Nigerian citizens as well as African citizens in surrounding countries who are also suffering from drought.

### ***Geographic Characteristics***

Nigeria is located in western Africa, and has a land area of 356,669 Square Miles, and is bordered by countries Benin, Cameroon, Chad, and Niger (CountryReports 2022). The southern lowlands merge into central hills and plateaus; with mountains in southeast, and plains in north (CountryReports, 2022).

### ***Psychographic Characteristics***

According to Nigeria's VALS framework, people are split into nine consumer groups on the basis of primary motivations (Tradition, Achievement, and Self-Expression), and high or low status (Strategic Business Insights, 2009-2022). Nigeria's VALS consumer groups that the campaign will target would be the "pacesetters", which are the trendiest members of Nigerian society and would be influential on others, the "masses", which are a survival group that is practical and survival-focused, and the "middle-class", which values a balanced and

family-oriented life, and would want to invest in things that would have the best outcome for their family and community (Strategic Business Insights, 2009-2022).

### ***Media and Technology Consumption/Options***

In January 2022, there were 109.2 million internet users, and 32.9 million social media users in Nigeria (Kemp, 2022). Facebook is Nigeria's most popular social media platform, with 26.1 million users in early 2022, and Facebook's ad reach in Nigeria was equivalent to 23.9 percent of the local internet user base in January 2022 (Kemp, 2022). This is why Facebook is an important platform for the campaign.

### ***Language(s) and Communication Style***

There are three main languages in Nigeria, which are Hausa, Igbo, and Yoruba; however English is used as the lingua franca for schools, business, work, and social events (Tennessee State University, n.d.). Communication styles vary because of the ethnic makeup across the country. Southwest Nigeria mainly consists of people from the Yoruba tribe, where peoples' communication includes proverbs, sayings, and songs. The Yoruba also include humor in their communication because they believe that it guarantees that what they say won't be easily forgotten (Tennessee State University, n.d.). People in south Nigeria speak more directly, and may speak slightly louder than elsewhere (Tennessee State University, n.d.). Since Nigeria is a high-context culture, non-verbal cues like facial expressions are important in communication, as they imply empathy, and an indifferent facial expression makes a person come off as ignorant or obnoxious (Tennessee State University, n.d.).

### ***Consumer Behavior***

The largest influence on purchasing decisions are typically made based on the product function (McCrocklin, 2018). Nigerians are also highly influenced to buy products through word

of mouth through friends, family, and social media, with social media being the biggest influence (McCrocklin, 2018). Running advertisements through social media is likely to turn a great result among Nigerian consumers.

### **Secondary Audience: West Africa**

The secondary audience for the campaign will be citizens of West African countries surrounding Nigeria. Many African citizens are also suffering from drought, and after seeing the success of the campaign in Nigeria, it is hoped that the surrounding African countries will seek *Foraco International SA's* aid in the water crisis.

West Africa consists of the countries of Benin, Cameroon, Chad, Burkina Faso, Cabo Verde, Cote d'Ivoire, Equatorial Guinea, Gambia, Ghana, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, and Togo, and is home to about 350 million people (Fage, 2022). There are multiple physiographic regions, including semi arid terrain in the north, where the rainfall ranges from less than 10 inches in the northern area to about 50 inches in the south (Fage, 2022).

There are three major language families. Arab and Imazighen, Niger-Congo languages, and Nilo-Saharan languages (Fage, 2022).

There is a wide variety of cultures among west Africa, but it consists of many similarities as well, such as dress, cuisine, music, and wealth (New World Encyclopedia, n.d.). A

### **Message Strategy and Execution**

Five media strategies selected for *Foraco's International S.A.*'s campaign were (1) television advertisement, (2) magazine print advertisement, (3) newspaper article, (4) *Instagram* advertisement, and (5) billboard. These media strategies were chosen based on the advertising

spending in Nigeria (Statista, 2022c). These forms of media will be used to deliver the message that *Foraco International S.A.* can provide means to combat the water scarcity issues in Nigeria.

### **Television Advertisement Rationale**

#### ***Medium***

The first medium selected for advertising is television. A television advertisement was selected as it ranks first in advertising spending and is a growing sector for media consumption in Nigeria (Rising media consumption rates in Nigeria indicate bright future for producers, 2022).

#### ***Creative Approach***

The goal of television advertisement is to increase brand awareness and educate the target audience about the benefits of safe drinking water. First, the advertisement will inform the target audience about the different types of services *Foraco* offers. Next, the advertisement will demonstrate the benefits of fresh drinking water by using images of Nigerian individuals. This will allow the target audience to identify with the individuals depicted in the advertisement and visualize the realistic outcome of this campaign. The sequence of the message and the use of images will effectively promote *Foraco*'s available service to the target audience. See Appendix IV for the television advertisement.

### **Print Rationale**

#### ***Medium***

The second medium selected for advertising is in print. Both newspaper and magazine rank fifth and sixth place for ad spending in Nigeria in 2020, which makes them a reliable source of medium to reach the target audience (Statista, 2022c).

#### ***Creative Approach (Magazine print ad)***

The magazine print advertisement is simple, yet informative by using a single layout format. The display of an image of *Foraco*'s rig in the background is effective as it visually communicates the brand's service at a glance. A visual hierarchy is used to display the short description of the service, which eventually guides the audience's eye movement towards *Foraco*'s website link at the bottom right for the target audience to learn more about the brand.

See Appendix V for the Magazine Print Ad.

### ***Creative Approach (Newspaper article)***

The newspaper article will be released on *Punch*, the third most read newspaper article in Africa (Sasu, 2022). This newspaper article will be informative and will bring attention to the water scarcity issue in Nigeria as well as *Foraco International S.A.*'s return to the Ivory Coast to solve the issue. The article will have several columns with concise paragraphs and corresponding images to provide quick educational content for the audiences. The content and format of the newspaper will effectively explain the water-related disasters in the nation and increase brand awareness among the target audiences. See Appendix I for the Newspaper Article.

### **Digital Media Rationale**

#### ***Medium***

As Nigeria has a growing market in mobile usage and social media, the fourth medium chosen for *Foraco*'s advertisement will be *Instagram* ads. *Instagram* was selected for the medium as it was the third most used social media in Nigeria in the third quarter of 2021 (Statista, 2022a). Social media will be an effective tool for digital advertising as 34 million social media users were registered in 2022, and it is expected that over 90 million users will be using at least one of the social media platforms by 2025 (Statista, 2022a).

#### ***Creative Approach***



As social media users continue to grow in Nigeria, *Instagram* advertisement will be an effective medium to reach as many target audiences as possible. The goal of this advertisement is to use a simple yet impactful visual to leave a memorable brand impression among the target audience. The *Instagram* advertisement will use a vivid image that depicts Nigerian children in green clothing, which symbolizes agriculture in reference to the Nigerian flag (International Color Guide, n.d.). The headline will be placed in a green box to communicate the brand's achievement. The website link will be placed below in a blue box so the audience can learn more about the campaign. Additionally, this advertisement is easily shareable on *Instagram* as well as clickable and will directly take the audience to *Foraco*'s website. See Appendix III for the *Instagram* advertisement.

### **Non-Traditional Media Rationale**

#### ***Medium***

The fifth medium selected for advertising is billboard. After television advertisement, out-of-home advertising, such as billboard ranked second place in advertisement revenue which was worth 203 million U.S. dollars (Oxford Business Group, 2022). According to the Outdoor Advertising Association of Nigeria (OAAN), approximately an average of 95% of the Nigerian population views the billboard advertisement on a daily basis (Billboard Advertising in Nigeria, 2022).

#### ***Creative Approach***

A digital billboard Advertisement will be utilized to spread brand awareness as out-of-home advertising is one the most popular and effective advertising methods in Nigeria. The billboard will be placed in urban and industrialized locations to reach maximum exposure among the target audience. On the left half of the billboard, an image of Nigerian children are



used for the audiences to build trust in this campaign. On the right half displays a white background with a large tagline and headline to communicate *Foraco*'s mission. See Appendix II for the billboard Ad.

### **Media Strategy**

The five media types chosen were a magazine print ad, newspaper article, *Instagram* ad, billboard, and a television ad. Including traditional, digital, and out-of-home media to reach a large and diverse audience to generate exposure to *Foraco International S.A.* in Nigeria. The media strategy will go into depth of how each media strategy is effective and what *Foraco International S.A.* will achieve with these strategies.

### **Traditional Media**

#### ***Magazine Print Ad***

The first media strategy being used is a magazine print ad. Magazine advertising is a cost friendly and effective tool that will allow the campaign to easily reach the citizens of Nigeria. A magazine print ad allows the campaign to be creative with this approach by utilizing bright colors, a picture, and a short description to quickly gain attention of the viewers. Fashion is extremely popular in Nigeria and the most popular magazines are fashion magazines for both men and women (Top 8 Fashion Magazines in Nigeria, 2022). The *Complete Fashion* magazine is a widely known magazine in Nigeria, primarily due to the high volume of celebrities that are featured (Top 8 Fashion Magazines in Nigeria, 2022). The campaign will work with the *Complete Fashion* magazine by purchasing ad space in hopes to get the campaign across Nigeria.

#### ***Newspaper article***

The next traditional media strategy that will be used is a newspaper article. This newspaper article will be released in *The Punch*. *The Punch* is one of the biggest known



newspapers in Nigeria with a trusting audience of 83 percent (Sasu, 2022). The goal for these ads is to get the most exposure toward the campaign, creating awareness and trust for *Foraco International S.A.* *The Punch* is the 3rd biggest Newspaper in Africa, which will allow for neighboring countries to also be aware of this campaign. A newspaper article allows the campaign to give a lot of details and facts about building wells in Nigeria.

## Digital Media

### *Instagram Ad*

The first digital medium that *Foraco International S.A.* will use is *Instagram*. The reason the campaign will use *Instagram* as an ad tool is because *Instagram* has become a huge online community with unlimited marketing potential (Katai & Schaffer, 2022). *Instagram* has an average of a 4.21% engagement rate while *Twitter* and *Facebook* combined has less than 1% (Katai & Schaffer, 2022). The use of *Instagram* is to generate a wider audience due to the fast growth of social media in Nigeria (Sasu, 2022). *Instagram* will also allow the campaign to reach a diverse set of individuals and will allow the campaign to be easily shared among the app. As of July 2022, there were over 10 million *Instagram* users in Nigeria, and about 37 percent of users were aged between 25 and 34 years (Sasu, 2022).

### *Television Ad*

Television (TV) in Nigeria is widely used and a great way to bring exposure to the campaign. This campaign will show the TV ad on cable networks around Nigeria. In a survey conducted in 2020, it found that 61.1% of Nigerians in an Urban area owned a TV while 30.5% in a rural town owned one (Sasu, 2022). In addition, 275 million U.S dollars were spent on television advertising in Nigeria and will continue to rise with an estimate of 323 million U.S dollars in 2025 (Sasu, 2022). The popularity of TV in Nigeria will allow the campaign to reach

the vast majority of citizens in Nigeria. The TV ad will increase the awareness of the campaign as well as allow for a creative approach to advertising. An ad on TV will allow the campaign to share a lot of information in a 30 second video.

## **Out-of-home Media**

### ***Billboard***

The use of a billboard will allow *Foraco International S.A.* to have a creative approach when advertising the campaign. The use of billboards is a smart tool to use for advertising because most citizens see them when they are driving and away from other sources of media. Billboards are a great way to share important information with the use of bright colors and a simple slogan to get people's attention. In addition, billboards can stay up for as long as the company pays for it. The idea behind choosing a billboard to advertise is because most Nigerians spend two hours a day outside, 79% of people said they noticed a billboard in the past 7 days, and 63% said they notice the brand and message that is being communicated (Outdoor Advertising Association, 2021).

## **Budget**

### **Introduction**

Budgeting for *Foraco International S.A.* includes an outlined layout for the whole Nigerian campaign ranging in advertising methods such as *Instagram*, billboard, newspaper, and magazine advertising. The advertising expenses per year for *Foraco* are kept private, but the average French spending for traditional and digital advertising equalled 17 billion euros (Statista, 2022). Because *Foraco* does not have its ad spend public, the company had to determine the budget amount based on an article from *USA Today* stating that small businesses should allocate 5 percent of revenue to advertising and another 2 percent to production (azcentral, 2019). Since

*Foraco* has an annual revenue of \$207.1 million, the company calculates the 7% difference to be 1.45 million in US dollars (14,700 euros) in total advertising costs (Foraco International S.A., 2022).

### ***Television Budget Rationale***

There was no data depicting the average cost per ad in France or Nigeria, but according to *Advertising Row*, the average production cost for a 30 second television spot in the United States is \$5,500 or 5,313 euros (Advertising Row, 2022). The channel chosen to air the commercial will be *Channels TV* as it has the most audience reach by brand in any category of media (Statista, 2022). Moreover, the prime belt slot of 7:00-11:00 pm was selected since peak viewership in Nigeria is at 6 pm evening time or from 9 to 11 pm when nightly news shows are aired (African Business, 2020). The cost to air a thirty second commercial on *Channel TV* on all platforms is 58,420.44 naira (132.29 US dollars). Thus, playing the commercial during the time slot for 10 times a day will cost 584,204 Nigerian naira (1322.9 US dollars). Since *Foraco International S.A.* has a large budget for advertising, the commercial can be played for up to 150 days during the campaign. This will cost a maximum of 87,630,600 Nigerian naira (171,977 US dollars) which will be 12% of the overall budget.

### ***Magazine Budget Rationale***

Nigeria's top selling fashion magazine, *Complete Fashion*, is the magazine *Foraco International S.A.* will work with to advertise their company. *Complete Fashion* does not have their magazine advertisement prices available to the public. Although, another popular Nigerian magazine *Tell* has made their pricings available online, to give the campaign an estimate on how much a print magazine advertisement would cost in Nigeria. The aim for the *Foraco International S.A.* advertisement is to be a full page advertisement. According to *Tell* magazine,

full page color advertisements are 399,262 naira (903.86 US dollars) (damilarelana, n.d.). For the magazine to include *Foraco International S.A.'s advertisement* weekly for a whole year it would cost 20,761,624 Nigerian naira (46,998 US dollars). This would make the magazine advertisement about 3% of the overall budget.

### ***Newspaper Budget Rationale***

Nigeria's *The Punch* newspaper is the third largest read newspaper in the country. This newspaper is one of the biggest in the country with an 83% trusted audience (Sasu, 2022). The reason for choosing this specific newspaper is to target a huge majority of the Nigerian community to build awareness and trust for *Foraco International S.A.* Another indirect reason would be to attract other countries facing the same water crisis. The cost for advertising in *The Punch* newspaper will vary and will depend on the newspaper's website publishing the article to their website to track the impressions and clicks. According to *Alternative Advert*, the best option for advertising in *The Punch*, would be around 8 million naira (181,327.77 USD). This will only account for a portion of the budget and will be able to determine the quarterly analytics involving click amount and impressions across the site (Alternative Advert, 2021).

### ***Instagram Ad Budget Rationale***

The cost of advertising on *Instagram* varies depending on a number of factors. *Instagram* advertising costs go by cost per click (CPC), cost per engagement (CPE), and cost per thousand impressions (CPM) (DeFazio, 2022). In 2021, the *Instagram* CPC ranged from \$0.40-\$0.70, which takes into account all clicks that happen on the ad, such as link clicks, likes and reactions, comments, and shares. Cost per engagement in 2021 ranged from \$0.01-\$0.05, and cost per thousand impressions in 2021 ranged from \$2.50-\$3.50 for better-performing campaigns (DeFazio, 2022). Other factors that influence the cost of *Instagram* ads are the campaign

objective, the audience size, the overall budget, and the click-through rate (DeFazio, 2022).

*Instagram* ad spending and revenue is entirely dependent on how much engagement the post receives, meaning the budget can vary greatly, but for the campaign's sake, the budget needs to be narrowed down to a more exact number. For *Instagram* advertisements, *Meta Business Help Center* recommends starting with at least \$5.00 for your budget and picking a duration of over 6 days. To keep the ad running for a year, the budget for Instagram advertising would be around \$1,825.00 U.S. dollars or 806,084.25 Nigerian naira.

### ***Billboard Budget Rationale***

The billboards for this campaign will be placed in industrialized and urban cities in Nigeria to gain higher exposure. The advertisements will be different sizes depending on the location the campaign rents from. There will be a total of six billboards placed around the cities of Lagos and Kano. In Lagos, one billboard will be placed in *Ilubirin Estates* massive digital screen that has daily reach of about 2.5 million people and goes for 9 million Nigeria naira per month (20,376.28 USD) (Samuel, 2022). The campaign will also rent *Adeniji junction* LED board for 5 million naira per month (11,320.16 USD) with a reach of 3 million citizens per day (Somol, 2022). Lastly, it will rent out *Oshodi Gantry* LED board for 6.7 million naira per month (15,169.01 USD) with a reach of 3 million per day (Samuel, 2022). Bringing the total for Lagos to 20.7 million naira (46.865.45 USD) .

In Kano the campaign will rent four billboard locations as this area is cheaper than lagos. The first will be *Kano Farm Center* for 530,911.38 naira per month (1,202 USD) (Adspace, n.d.). The second will be placed along *Ibo-Yoruba Road Sabon* for 371,461.29 naira per month (841 USD) (Adspace, n.d.). The last two will be placed along *Kano Katsina* road for 353,793.69 naira per month (801 USD) and *Hadejia* road for 442,573.38 naira per month (1,002 USD)

(Adspace, n.d.). Bringing Kanos total to 1,698,739.74 Nigeria naira (3,846.00 USD) and the total of both locations to 22,398,739.07 Nigerian naira (50,711.45 USD).

### **Theme & Strategies**

The theme and strategic approach for this campaign will be the generation of positive cycles through safe drinking water with the aid of *Foraco International S.A.* The design elements were selected based on the aesthetics and readability of fonts and research of Nigerian and African culture.

### **Campaign Approach**

The campaign approach will be that *Foraco International S.A.*'s well installation service will generate a positive cycle through safe drinking water. This strategic approach will help citizens to recover from the perpetuation of the poverty cycle caused by the water scarcity and lack of water infrastructure. The increased number of wells will provide citizens easier access to water, which will improve one's health and longevity, employment, and education especially for girls (World Bank Group, 2021).

### **Visual Component**

The fonts selected for the campaign and creative media pieces will be *Oswald* for headings and *Raleway light* for the copy. *Oswald* was selected for its classic and professional look. *Raleway* was selected for its elegance and sophisticated style. Both fonts pair well together for its contrast in style but also ensure readability as both are sans-serif fonts (Creative Market, 2022). The colors selected for the creative pieces will be white, green, blue, and yellow. Both white and green are used in reference to the Nigerian flag in which the former symbolizes peace and the latter for agriculture (International Color Guide, n.d.). In Africa, white itself represents purity and innocence (Tchoudi, 2022). Green symbolizes growth of an individual as well as the

land when crops begin to flourish for the new season (Tchoudi, 2022). Blue signifies love, peace, and harmony in African culture (Tchoudi, 2022). Lastly, yellow was chosen because it is associated with the color gold which represents wealth, money, and success (Racoma, 2021). The color yellow will be emphasized as it aligns with the campaign approach that focuses on the improvement of wealth and employment of citizens.

### **Statement of Benefits**

A campaign of this size has many benefits not only for the country receiving the service, but also for the company providing the service. Below showcase the direct and indirect benefits of freshwater drilling awareness for both the country of Nigeria and *Foraco International S.A.*

#### ***Benefits for Foraco International S.A.***

*Foraco International S.A.* 's prior experience being in Nigeria will be beneficial for how the campaign will be executed (Foraco, 2021). The company's brand values will be easily showcased through its services. By providing brand awareness in Nigeria, neighboring countries will be looking for similar services. Chad, a neighboring country, is currently facing a water crisis. The Lake Chad water basin has diminished by 90% since the 1960s. Because this is happening at such an alarming rate, the president of Nigeria is concerned, saying, "Lake Chad is shrinking while the population is exploding." (United Nations, 2019). Creating brand awareness in Nigeria will create future business and profits in other adjacent countries facing the same freshwater crisis.

#### ***Benefits for Nigeria***

Nigerian citizens are concerned with the health care system (Pew Research Center, 2016). The education of the brand will create new business within Nigeria and provide clean freshwater to its citizens. The awareness will create conversation between Nigerian officials which will further

promote business within the country. According to the *Pew Research Center*, 79% of all Nigerians are concerned with the lack of clean water in their country. *Foraco* will alleviate the heavy concern for lack of clean water by providing drilling services in the country.

### **Plan for Evaluation**

To measure the campaign's success, an evaluation plan is needed to determine whether the campaign has reached the targeted audiences and met the goals of the campaign. This campaign's overall goal is to implement *Foraco International S.A.* drilling services for clean water in the environments of Nigeria that are experiencing droughts. There are communication objectives that are set in place to help the success of this campaign, but reaching the success will require measurable actions.

### ***Tracking Advertisement Performance***

One method that will be used to evaluate the success of this campaign is tracking the performance of the advertisements. The digital media advertisements on Instagram and television can provide metrics and data that tracks the advertisement's performance. Instagram contains four different insights that can be viewed by the account that posted the ads. Those insights are engagement, interactions, reach, and impressions (Instagram for Business, n.d.). These metrics will calculate how many people have seen the advertisement and how the viewer interacted with it in any way whether it was a like, comment, or save (Instagram for Business, n.d.). As for television, the advertisement reach can be measured with the Nielsen scale. The Nielsen scale captures what is being viewed, the time frame when users viewed it, who is watching it, and how many people in the household are watching (Aniview, 2022). The information provided from both media channels will be helpful to measure the effectiveness of the advertisements on the digital platforms.

### **Survey**

Another method to evaluate the success of the campaign is putting out an online survey towards the target audience to see how extensive the brand awareness is for implementing *Foraco International S.A.* drilling services in Nigeria. Magazine ads, newspaper articles and billboard ads cannot provide exact metrics for who has viewed them, therefore the survey will be able to provide insights. The survey will ask questions on whether or not Nigerians are aware of *Foraco International S.A.* and where surveyors have seen the ads. This survey will give more insight on which ads are working and gaining the most attraction while also bringing more awareness to *Foraco International S.A.* from those who are unfamiliar with the company.

### **Conclusion**

After considering the culture and ideals that are important for Nigeria, this campaign focuses on the positive impacts that would occur long term for the country. Multiple mediums will be used for this campaign so the campaign had to be heavily researched to make sure that each one would be accepted by the Nigerian culture. The slogan used within the campaign was *Integrity. Innovation. Involvement.* As Nigeria is a collectivist culture with a score of 30, this shows that the country values strong relationships and takes responsibility for its group members (Hofstede Insights, 2021). By using the terminology in the slogan, the definition of integrity and involvement hold true to those values. New wells will also be a place for groups of people to come together and socialize as well as get healthy water. The collectivist ideas and thoughts when viewing the campaign will consider the longevity of health in their communities.

Nigeria is considered a long-term oriented country, meaning that this society values the traditional ideas and believes in achieving things quickly to get the results needed (Hofstede Insights, 2021). With 85% of the citizens concerned with poor health care, this campaign

ensures the value and longevity of new wells offered by *Foraco* (Pew Research Center, 2016). Nigerians are also an indulgent society, so the campaign wanted to highlight water access for the country to continue to indulge in other areas (Hofstede Insights, 2021). Without easy water access, indulgence could become difficult for the country. The uncertainty avoidance of Nigeria showed that the country did not have a preference on how its society faces the future as the unknown, whether they should try to control it, or just let it unfold. Showing the current outcomes like the current drought, little access to water, and future implications on health, will help develop a preference for the country on this accessibility issue.

Nigeria's high power distance and masculine high culture indicate that its citizens expect to be told what to do and respect a hierarchical society. Nigeria is driven by success, achievement, and competition which are all great things to motivate the country to develop a long-term relationship with *Foraco* after the success of the campaign (Hofstede Insights, 2021). Future endeavors in Nigeria may help develop relationships with adjacent countries facing the same drought issues, like Chad, where *Foraco* can become a huge asset (United Nations, 2020).

## Appendices

### Appendix I: Newspaper Article



## FRENCH COMPANY RETURNS WITH NEW WELL PLANS

The French company, *Foraco International S.A.*, who has been accompanying the Ivory Coast for years, returns with its new freshwater well advertising campaign. The company aims to target Nigeria and other countries to spark new interest in freshwater drilling. The company's aim to educate the coast will bring awareness to the benefits of fresh drinking water and their well drilling services. The efforts wished to be achieved include gaining local attention, government attention, and sparking conversation about the health of Nigerian citizens. The campaign can be seen using various mediums to achieve these goals such as *Instagram* advertising, billboards, and television advertising.



Storyblocks

## LAKE CHAD DRIES UP FROM HEAT



Blogspot

As Lake Chad dries up, Nigerian President grows more concerned. He believes that his country along with those in Chad will be facing increasingly bigger challenges outside of inaccessible fresh drinking water. He believes the citizens of Chad will have to abandon their homes in search of new freshwater basins.



UPI.com

WWW.PUNCHNG.COM

As *Foraco International S.A.* begins their educational advertising campaign, they hope to bring the citizens of Nigeria and Chad hope for the future with their expertise in freshwater drilling. The drought in Chad may possibly bring attention to the crisis also happening in Nigeria and *Foraco* hopes to solve them.



Nigerianeye.com

The recent flood in October devastated hundreds on the Nigerian coast. Thousands of citizens are still struggling to rebuild and reestablish themselves in the community. Hopes for relief will be in the Nigerian government's hands and those who wish to help raise funds for the causes. Hope still inspires all of those effected.

Appendix II: Billboard



INTEGRITY. INNOVATION. INVOLVEMENT.

**BRINGING FRESHWATER WELLS  
TO YOU**

**FORACO**

**FORACO**

**Appendix III: Instagram Advertisement**



## Appendix IV: Television Advertisement Storyboard

**Brand:** Foraco International SA

**Title:** Generating a Positive Cycle through Clean Drinking Water

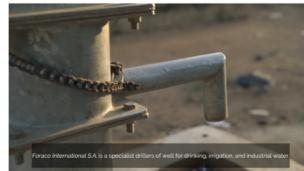
30 Sec.



Company logo and slogan "Integrity. Innovation. Involvement." A close-up shot of water drilling rig. (4 sec)  
Music: At the Shore fades in



Medium shot of water drilling rig and a worker on scene with a copy that explains Foraco's service. (3.03 sec)



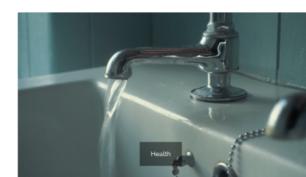
Close-up shot of a well with a subtitle that explains Foraco's services. (3.28 sec)



With our water drilling program, we are committed to generating a positive cycle of  
A close-up shot of a water drop hitting the water surface. Subtitle that explains the outcome of Foraco's water drilling program. (4 sec)



A medium close up shot of a Nigerian girl studying in classroom and a subtitle that states "Education." (1.13 sec)



A close up shot of a faucet and a subtitle that states "Health" (1.17 sec)



A medium shot of a Nigerian man walking and holding his computer. A subtitle that states "Employment." (3.05 sec)



Learn more at [www.foraco.com](http://www.foraco.com)  
A wide shot of an operating water drilling rig. A company logo and copy of link to Foraco's website. (8.25 sec)  
Music: At the Shore fades out

Television advertisement link:

<https://www.kapwing.com/videos/638e9bb6a3b2440017016de7>

Appendix V: Magazine Advertisement

**FORACO**

# Foraco International S.A.

third largest global mineral driller

## WHAT WE DO

provide innovative solutions for mining and water projects across 22 countries and 5 continents

## SERVICES

Mineral drilling solutions  
Drinking water supply  
Water Management

**INTEGRITY.  
INNOVATION.  
INVOLVEMENT.**

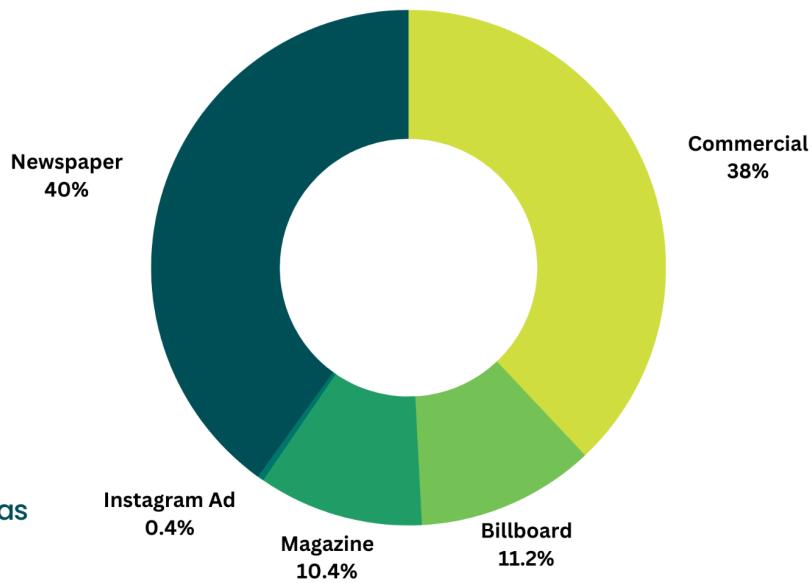
[foraco.com](http://foraco.com)

**Appendix VI: Budget Pie**

# Foraco Advertising Campaign Budget

- Newspaper: \$181,327.77
- Commercial: \$171,977
- Magazine :\$46,998
- Billboard: \$50,711.45
- Instagram Ad: \$1,825

Foraco International S.A. has an annual budget of \$1.45 million for their advertising budget according to their website.



## Appendix VII: Presentation Slides



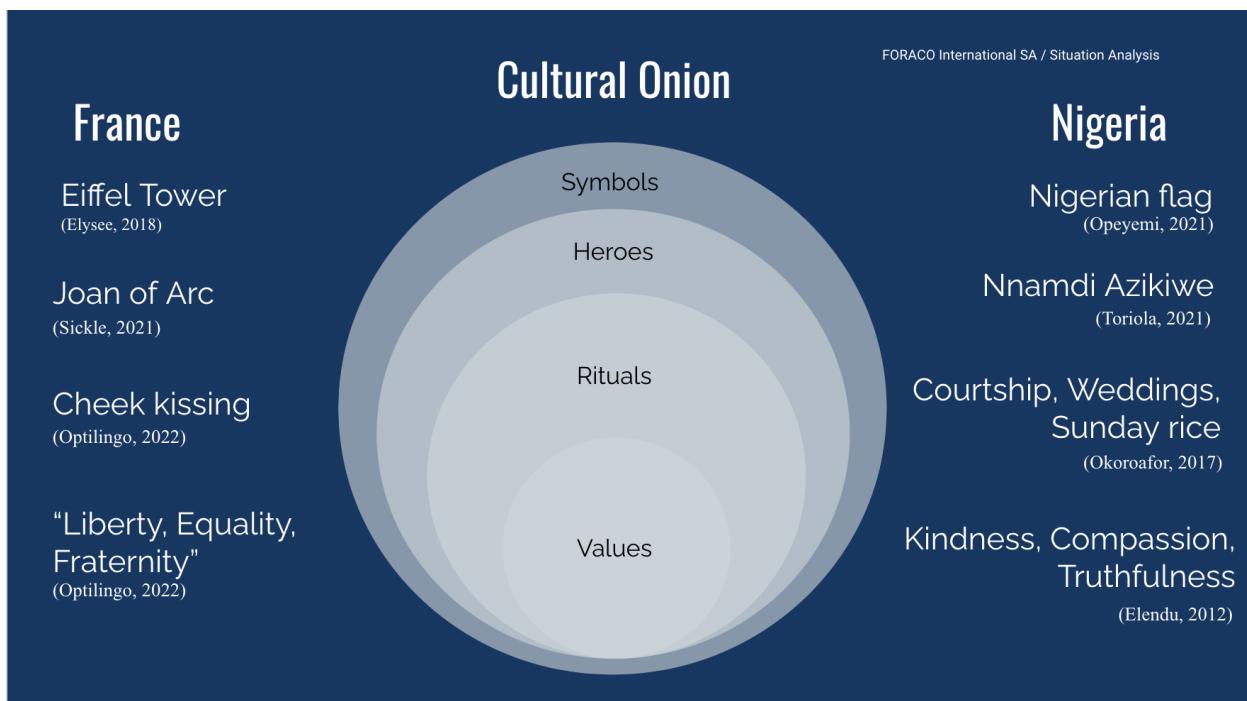
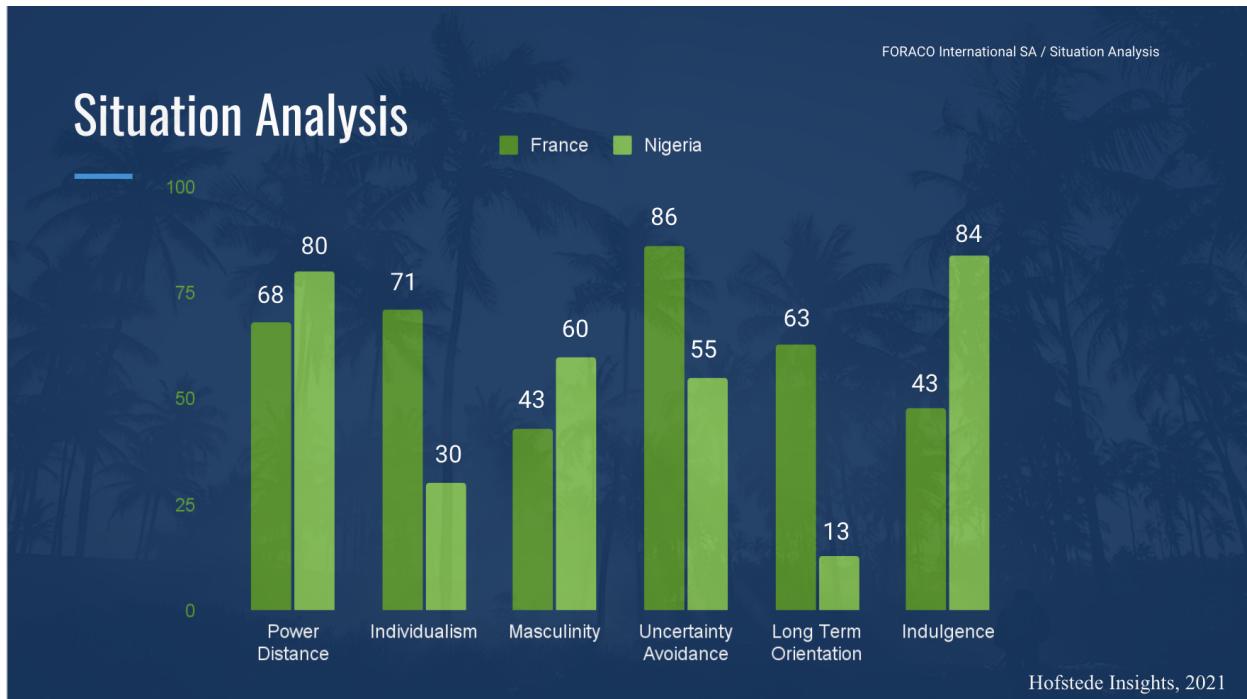
FORACO International SA / Introduction

## Introduction

---



**FORACO**



FORACO International SA / SWOT Analysis

# SWOT Analysis

---

**Strengths**

- 3rd largest global mineral driller widespread through Nigeria
- Innovative solutions across 22 countries and five continents
- Started as contractors on the Ivory Coast

(Foraco, 2022)

**Weaknesses**

- Mineral drilling can have negative effects on water quality
- 18.4% of overall revenue for water drilling
- Low revenue increase indicate possible small budget

(MarketLine, 2022)

**Opportunities**

- 79% of Nigerians are concerned with lack of clean water access
- 85% of Nigerians are concerned with poor healthcare
- High social media usage + cheap ad cost

(Pew Research Center, 2016)

**Threats**

- Boko Haram: Jihadi terrorist group
  - 6 Foraco men killed in 2018
- Low print media usage
- Nigerian flood in October, 2022

(Staff, 2018)

FORACO International SA / Communication Objectives

# Communication Objectives

---



**Educational**

Educate 50% of the target audience about the outcome of increased water access



**Awareness**

Increase awareness of brand and service by 60%



**Behavioral**

Increase the launch of water drilling service by 45% using print and digital media advertising

FORACO International SA / Target Audience

## Primary Target Audience

- Nigerian citizens
- Most populated country in Africa
- Cultural hub
- Influence over surrounding nations
- "If Nigeria sneezes, the rest of the African nations catch a cold" (Tennessee State University, n.d.)



FORACO International SA / Target Audience

## Secondary Target Audience

- West Africa
- Also suffering from drought
- Will be influenced by Nigeria





FORACO International SA / Media and Message Strategy

## Magazine Advertisement

- Complete Fashion Magazine
- A single page layout
- Visually informative about the brand's service

**Foraco International S.A.**  
third largest global mineral driller

**WHAT WE DO**  
provide innovative solutions for mining and water projects across 22 countries and 5 continents

**SERVICES**  
Mineral drilling solutions  
Drinking water supply  
Water Management

**INTEGRITY.  
INNOVATION.  
INVOLVEMENT.**

foraco.com

FORACO International SA / Media and Message Strategy

## Newspaper Article

- *The Punch* Newspaper
- High reach in Nigeria and adjacent countries facing similar issues
- Informative and educational
- Paragraphs with corresponding images

(Sasu, 2022)

FORACO International SA / Media and Message Strategy

## Instagram Advertisement

- Unlimited marketing potential
- 4.21% engagement rate
- Eye-catching and easily shareable

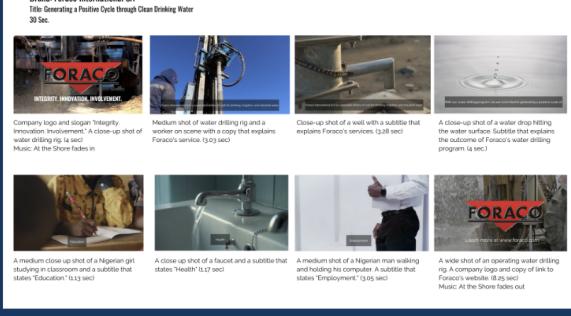
FORACO International SA / Media and Message Strategy

## Television Advertisement

---

- ~60% Urban and ~30% rural own a TV
- 275 million (USD) were spent on TV Advertising in Nigeria
- Portrait of Nigerians used for the target audience to better identify with the campaign
- <https://www.kapwing.com/videos/638e9bb6a3b2440017016de7>

**Brand:** FORACO International SA  
**Title:** Generating a Positive Cycle through Clean Drinking Water  
**30 Sec.**



Company logo and slogan "Integrity. Innovation. Involvement." A close-up shot of water drilling rig 14 sec.  
 Music: At the Shore Fades in

Medium shot of water drilling rig and a worker on scene with a copy that explains FORACO's service 13.03 sec

Close-up shot of a well with a subtitle that explains FORACO's services 13.08 sec

A close-up shot of a water drop hitting the water surface. Subtitle that explains the outcome of FORACO's water drilling program 14 sec

A medium close up shot of a Nigerian girl studying in classroom and a subtitle that states "Water Education" 14.12 sec

A close up shot of a faucet and a subtitle that states "Health" 14.17 sec

A medium shot of a Nigerian man walking and using his computer. A subtitle that states "Employment" 14.21 sec

A wide shot of an operating water drilling rig. A company logo and copy of link to FORACO website and Music: At the Shore fades out

FORACO International SA / Media and Message Strategy

## Billboard

---



- Nigerians spend two hours a day outside
- 79% of people said they noticed a billboard in the past 7 days
- Highly engaging and attention grabbing

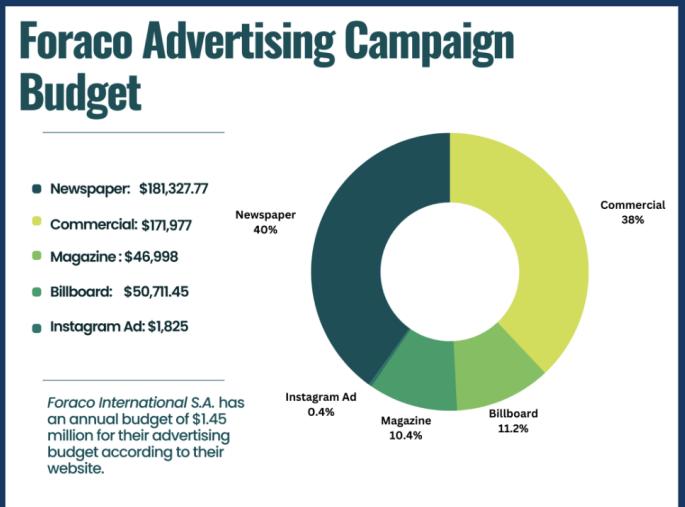
FORACO International SA / Budget

## Budget

---

- Foraco's total budget is \$1.45 million (USD) for advertising
- The campaign equates to \$452,839.22 (USD)
  - In Nigerian Naira, this equals \$200,911,176.737
- TV and Newspaper will be most costly
- Instagram will be cheapest option

### Foraco Advertising Campaign Budget



Media Type	Budget (\$)	Percentage
Newspaper	\$181,327.77	40%
Commercial	\$171,977	38%
Magazine	\$46,998	10.4%
Billboard	\$50,711.45	11.2%
Instagram Ad	\$1,825	0.4%

*Foraco International S.A. has an annual budget of \$1.45 million for their advertising budget according to their website.*

FORACO International SA / Theme and Strategies

## Theme & Strategies

---

### Campaign Approach



"Generate a positive cycle through safe drinking water"

### Visual Component



- Blue, green, yellow, and white for colors
- Sans-serif fonts chosen for readability and aesthetic

# Statement of Benefits

## Benefits for Foraco International S.A.

- Prior experience in Nigeria
  - Brand awareness
- Neighboring countries with similar issues will look to Foraco for help
  - Future business opportunities

## Benefits for Nigeria

- Brand will create new business in the country
  - Provide clean water in the country
- Awareness of the brand will create conversation
  - Bringing more awareness to the help that is provided from Foraco

# Plan for Evaluation



## Tracking Advertisement Performance

- Used for digital advertisements
- Instagram insights
- Nielsen scale



## Online Survey

- Used for both digital and print advertisements, including billboard
- Provide questions based on where or how the viewer has seen the advertisements

FORACO International SA / Conclusion

## Conclusion

---

- Long-term orientation
  - Health values
- Collectivistic
  - Strong relationships
- High power distance
  - Masculine culture
- Driven by success and achievement
- Uncertainty avoidance
  - No preference



---

## KAHOOT

<https://create.kahoot.it/share/culture-strategic-communication-campaign/8ea901c4-8e96-411b-a549-f247ae56b99e>

[https://kahoot.it/challenge/03200812?challenge-id=beoce21c-3e23-4f4d-ad6e-319718204b3c\\_1670292442684](https://kahoot.it/challenge/03200812?challenge-id=beoce21c-3e23-4f4d-ad6e-319718204b3c_1670292442684)

THANK YOU!  
ANY QUESTIONS?

## References

Foraco International SA. (2022). *History*. Foraco. <https://foraco.com/company/>

Elendu, I. C. (2012). *Nigeria's debased values system at the modern era: implications for sports development*. CORE.  
<https://core.ac.uk/download/pdf/234633319.pdf>

Elysee. (2018, November 21). *The symbols of the French Republic explained to children*.

Elysee.fr. <https://www.elysee.fr/en/french-presidency/the-symbols-of-the-french-republic-explained-to-children>

MarketLine Company Profile: Foraco International SA. (2022). In *Foraco International SA MarketLine Company Profile* (pp. 1–18).

## References

- Okoroafor, C. (2017, June 18). *10 traditions only Nigerians can understand*. Culture Trip.  
<https://theculturetrip.com/africa/nigeria/articles/10-traditions-only-nigerians-can-understand/>
- Opeyemi, O. D. (2021, July 10). *Top 11 national symbols in Nigeria; their meaning and importance*. InfoGuideNigeria.com.  
<https://infoguidenigeria.com/top-7-nigerian-national-symbols-and-their-meaning/>
- OptiLingo. (2022, May 5). *What's the daily life in France like?* OptiLingo.  
<https://www.optilingo.com/blog/french/daily-life/>
- Pew Research Center. (2016, November 14). *Nigerians Concerned about food and energy supplies*. Pew Research Center.  
<https://www.pewresearch.org/global/2016/11/14/nigerians-bullish-on-the-economy-but-increasingly-concerned-about-food-and-energy-supplies/>

## References

- Sickle, K.V. (2021). *Who are the 10 greatest French people of all time?* France Today.  
<https://francetoday.com/culture/who-are-the-10-greatest-french-people-of-all-time/>
- Tennessee State University (n.d.) *Nigeria - Tennessee State University*. <https://www.tnstate.edu/mba/images/Nigerian%20Culture.pdf>
- Toriola, A. (2021, January 9). *50 Nigerian heroes and their achievements*. Nigerian Finder.  
<https://nigerianfinder.com/nigerian-heroes-and-their-achievements/>

## References

- Adeyemo, T., & Roper, C. (2022, June 15). *Nigeria*. Reuters Institute for the Study of Journalism. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/nigeria>
- Adspace.ng. (n.d.). <https://www.adspace.ng/planning?d=1668644790008&l=kanu&r=us>
- African Business. (2020, October 21). NTA TV leads the pack. *African Business*. <https://african.business/2014/11/economy/nta-tv-leads-pack/2/>
- Alternative Advert. (2021). *Nigerian newspaper websites and blog sites advert rates*. <https://alternativeadvert.com/blog/nigerian-newspaper-websites-and-blogs-sites-adverts-rates/>
- Aniview. (2022, March 15). *Measuring the Success of a TV Ad*. <https://www.aniview.com/measuring-the-success-of-a-tv-ad/>
- Billboard advertising in Nigeria*. (2022, October 11). ThePush. <https://thepush.ng/billboard-advertising-in-nigeria/>
- Blauel, C. (2020). *The future is public - Towards democratic ownership of public services*. Transnational Institute. <https://www.tni.org/en/futureisppublic>
- Blondel, J., et al. (2022, October 19). *France*. Encyclopædia Britannica. <https://www.britannica.com/place/France>
- Boykin, G. (2019). *How much money does an average company spend in advertising?* Azcentral. <https://yourbusiness.azcentral.com/much-money-average-company-spend-advertising-6766.html>

Buswell, G. (2022, November 10). *The French government and political system*. Expatica.

<https://www.expatica.com/fr/living/gov-law-admin/french-government-107814/>

*Nigeria Geography*. CountryReports. (2022).

<https://www.countryreports.org/country/Nigeria/geography.htm>

CommisCEO Global Consulting Ltd. (2020, January 1) Afghanistan - Language, Culture, Customs and Etiquette. <https://commisCEO-global.com/resources/country-guides/afghanistan-guide>

Creative Market. (2022, January 7). 12 best sans serif fonts for professional use. Creative Market. <https://creativemarket.com/blog/best-sans-serif-fonts-for-professional-use>

damilarelana. (n.d.). *Print Advert Rates*. TELL. <https://tell.ng/print-advert-rates/>

DeFazio, A. (2022, June 3). *How much do Instagram ads cost in 2022? (+ how to save)*. WordStream. <https://www.wordstream.com/blog/ws/2021/02/08/instagram-ads-cost>

de Mooij, M. (2022). *Global marketing and advertising — understanding cultural paradoxes (6th ed.)*. Thousand Oaks, CA: Sage Publications.

The Water Project. (2007-2022). *Digging water wells in Africa - how it works*.

<https://thewaterproject.org/digging-wells-in-africa-how-it-works>

*Drought in East Africa: "if the rains do not come, none of us will survive"*. (2022, May 25).

Oxfam International.

<https://www.oxfam.org/en/drought-east-africa-if-rains-do-not-come-none-us-will-survive>

Elendu, I. C. (2012). *Nigeria's debased values system at the modern era: implications for sports development*. CORE. <https://core.ac.uk/download/pdf/234633319.pdf>

Elysee. (2018, November 21). *The symbols of the French Republic explained to children*. Elysee.fr.

<https://www.elysee.fr/en/french-presidency/the-symbols-of-the-french-republic-explained-to-children>

Ene, P. (2021, November 17). *Cultural practices in Nigeria*. Walyben.  
<https://www.walyben.com/cultural-practices-in-nigeria/>

Ensign, A. (2020). *French traditions and culture*. FamilySearch Blog.  
<https://www.familysearch.org/en/blog/french-culture-traditions>

*Exploring Nigerian culture*. (n.d.). <https://www.afsusa.org/countries/nigeria/>

Fage, J. D. (2022). *Western Africa*. Encyclopædia Britannica.  
<https://www.britannica.com/place/western-Africa>

Foraco International SA. (2022). *History*. Foraco. <https://foraco.com/company/>  
Foraco International SA. (2022, February 4). *Services*. Foraco.  
<https://foraco.com/services/#water-drilling-services>

*Global consumer survey: Nigeria*. (2022). Statista.  
[https://www-statista-com.eu1.proxy.openathens.net/global-consumer-survey/tool/10/gcs\\_nga\\_202200?bars=1&index=0&absolute=0&missing=0&heatmap=0&rows%5B0%5D=v](https://www-statista-com.eu1.proxy.openathens.net/global-consumer-survey/tool/10/gcs_nga_202200?bars=1&index=0&absolute=0&missing=0&heatmap=0&rows%5B0%5D=v)

0460\_digi\_attitudesmedia&rows%5B1%5D=v0487\_trad\_productprint&rows%5B2%5D  
=v0460aa\_digi\_usagimedia&rows

Google Arts & Culture. (n.d.). *13 things you need to know about Nigeria.*

[https://artsandculture.google.com/story/13-things-you-need-to-know-about-nigeria/\\_AJC\\_yGgURLk8KA](https://artsandculture.google.com/story/13-things-you-need-to-know-about-nigeria/_AJC_yGgURLk8KA)

Government and Politics. (n.d.). <http://www.nigeriahc.org.uk/government-politics>\

Hofstede, G. (2021, June 29). *Hofstede's Globe.* <https://geerthofstede.com/hofstedes-globe/>

Hofstede Insights. (2021, June 21). *Country comparison.* Hofstede Insights.

<https://www.hofstede-insights.com/country-comparison/france/>

Instagram for Business. (n.d.). *Understanding Insights From Boosted Posts on Instagram.*

<https://business.instagram.com/boost-instagram-posts/understanding-ad-insights>

*International Color Guide.* (n.d.). Cultural Associations With Color - Xerox.

<https://www.xerox.com/en-us/small-business/tips/color-guide>

Kamer, L. (2022, February 1). *Population in Africa, by country 2020.* Statista.

<https://www.statista.com/statistics/1121246/population-in-africa-by-country/>

Katai, R., & Schaffer, N. (2022, July 19). *4 benefits to advertising on Instagram.* Social Media &

Influencer Marketing Speaker, Consultant & Author

<https://nealschaffer.com/4-benefits-advertising-instagram/>

Kemp, S. (2022, February 15). *Digital 2022: Nigeria - datareportal – global digital insights*.

DataReportal.

<https://datareportal.com/reports/digital-2022-nigeria>

King, M. D. (2019, February 19). *Water stress: A triple threat in Nigeria*. Pacific Council on International Policy.

<https://www.pacificcouncil.org/newsroom/water-stress-triple-threat-nigeria>

Kunst, A. (n.d.). *Media usage by channel in Nigeria 2020*. Statista.

<https://www.statista.com/forecasts/826213/media-usage-in-nigeria>

Kyprianou, A. (2022, October 6). *Unlocking hall's cultural dimensions: The secret to opportunity abroad*. Preply Business.

<https://preply.com/en/blog/b2b-hall-cultural-dimensions/>

Lanthers, Y. (2022). *St. Joan of arc*. Encyclopædia Britannica.

<https://www.britannica.com/biography/Saint-Joan-of-Arc>

MarketLine Company Profile: Foraco International SA. (2022). In *Foraco International SA MarketLine Company Profile* (pp. 1–18).

McCrocklin, S. (2018, December 20). *The connected nigerian consumer: Nigeria consumer behaviour, income, and eCommerce*. GeoPoll.

<https://www.geopol.com/blog/nigerian-consumer-behaviour-income-ecommerce/>

Mintel. (2022). *Corporate social responsibility in retail, US 2022*.

<https://reports-mintel-com.eu1.proxy.openathens.net/display/1101767/?fromSearch=%3Ffreetext%3Dcorporate%2520giving%26resultPosition%3D1#>

National Geographic Kids. (2021, December 9). *Nigeria*.

<https://kids.nationalgeographic.com/geography/countries/article/nigeria>

New World Encyclopedia (n.d.). *Western Africa*.

[https://www.newworldencyclopedia.org/entry/Western\\_Africa](https://www.newworldencyclopedia.org/entry/Western_Africa)

*Nigeria Flag - Flag of Nigeria Image, Meaning and History Nigerian - Flags World.* (n.d.).

<https://flagsworld.org/nigeria-flag.html>

Okoroafor, C. (2017, June 18). *10 traditions only Nigerians can understand*. Culture Trip.

<https://theculturetrip.com/africa/nigeria/articles/10-traditions-only-nigerians-can-understand/>

Opeyemi, O. D. (2021, July 10). *Top 11 national symbols in Nigeria; their meaning and*

*importance*. InfoGuideNigeria.com.

<https://infoguidenigeria.com/top-7-nigerian-national-symbols-and-their-meaning/>

OptiLingo. (2022, May 5). *Customs, traditions, and social norms in French culture*. OptiLingo.

<https://www.optilingo.com/blog/french/understanding-french-social-norms/>

OptiLingo. (2022, May 5). *What's the daily life in France like?* OptiLingo.

<https://www.optilingo.com/blog/french/daily-life/>

*Outdoor Advertising Association of Nigeria Case Study*. GeoPoll. (2021, March 31).

<https://www.geopol.com/resources/outdoor-advertising-association-of-nigeria-case-study>

*Overview.* (n.d.). World Bank. <https://www.worldbank.org/en/country/nigeria/overview>

Pew Research Center. (2016, November 14). *Nigerians Concerned about food and energy supplies.* Pew Research Center.

<https://www.pewresearch.org/global/2016/11/14/nigerians-bullish-on-the-economy-but-increasingly-concerned-about-food-and-energy-supplies/>

Plc, G. D. (2022, July). *Median household income in France (2010 - 2021, Purchasing Power Parity in current international dollars).* GlobalData.

<https://www.globaldata.com/data-insights/macroeconomic/median-household-income-in-france-2010---2021-/>

Racoma, B. (2021, October 15). *Color Symbolism – Psychology Across Cultures.* Day Translations Blog. <https://www.daytranslations.com/blog/color-psychology/>

*Rising media consumption rates in Nigeria indicate bright future for producers.* (2017, January 22). Oxford Business Group.

<https://oxfordbusinessgroup.com/overview/tuning-rising-media-consumption-rates-indicate-bright-future-producers-and-other-players>

Samarova, M. (2018). *Top 12 mineral exploration drilling contractors.* Coring Magazine.

<https://coringmagazine.com/article/top-12-mineral-exploration-drilling-contractors/>

Samuel, M. (2022, January 13). *Cost of billboard advertising in Lagos, Nigeria: Led billboards, and lamp poles.* LED SCREEN & OUT-of-HOME ADVERTISING.

<https://viradsmedia.wordpress.com/2019/02/12/cost-of-billboard-advertising-in-lagos-nigeria/>

- Sasu, D. D. (2022, February 1). *Nigeria: Households with a television at home 2020*. Statista.  
<https://www.statista.com/statistics/1268960/households-with-a-television-at-home-in-nigeria-by-area/>
- Sasu, D. D. (2022, August 8). *Nigeria Instagram users by age 2022*. Statista.  
<https://www.statista.com/statistics/1028396/nigeria-instagram-user-age-distribution/>
- Sasu, D. D. (2022, July 8). *Nigeria: The Punch News Brand Trust Score 2022*. Statista.  
<https://www.statista.com/statistics/1319112/the-punch-news-brand-trust-score-in-nigeria/>
- Sickle, K.V. (2021). *Who are the 10 greatest French people of all time?* France Today.  
<https://francetoday.com/culture/who-are-the-10-greatest-french-people-of-all-time/>
- SpainExchange Country Guide. (n.d.). *A brief history of Nigeria*.  
<https://www.studycountry.com/guide/NG-history.htm>
- Statista. (2022, August 22). *Internet users in Nigeria 2018-2022, with forecasts up until 2027*.  
<https://www.statista.com/statistics/183849/internet-users-nigeria/>
- Statista. (2022a, May 17). *Leading social media platforms in Nigeria 2021*.  
<https://www.statista.com/statistics/1176101/leading-social-media-platforms-nigeria/>
- Statista. (2022b, July 7). *Weekly reach of offline news brands in Nigeria 2022*.  
<https://www.statista.com/statistics/1316947/weekly-reach-of-offline-media-brands-in-nigeria/>
- Statista. (2022c, July 27). *Nigeria ad spend 2018-2020, by medium*.  
<https://www.statista.com/statistics/614932/nigeria-advertising-spending-medium/>

Statista Research Department. (2021, November 11). *France: Number of Charity donors 2014-2020.*

<https://www.statista.com/statistics/577068/france-people-donating-to-charities/>

Statista Research Department. (2021, October 14). *Nigeria: Traditional television ad spending 2025.* Statista.

<https://www.statista.com/forecasts/1269218/nigeria-traditional-television-advertising-spending>

Strategic Business Insights (SBI). (2009-2022). *VALS International - Nigeria.*

<http://www.strategicbusinessinsights.com/vals/international/nigeria.shtml>

Tennessee State University (n.d.) *Nigeria - Tennessee State University.*

<https://www.tnstate.edu/mba/images/Nigerian%20Culture.pdf>

The Heritage Foundation. (2022). *France economy.* France Economy: Facts, Population, GDP, Unemployment, Business, Trade.

<https://www.heritage.org/index/country/france>

Tchoudi, J. (2022, February 7). *The meaning behind the colours in African culture.* Sika'a.

<https://www.sikaa.com/blogs/blog/the-meaning-behind-the-colour>

*Top 10 best television stations in Nigeria 2021.* (2021, November 6). Owogram.

<https://www.owogram.com/best-television-stations-nigeria/>

*Top 8 fashion magazines in Nigeria.* City Roma News. (2022, April 16).

<https://cityroma.com/top-8-fashion-magazines-in-nigeria/>

Toriola, A. (2021, January 9). *50 Nigerian heroes and their achievements*. Nigerian Finder.

<https://nigerianfinder.com/nigerian-heroes-and-their-achievements/>

Tufts European Center (2021, July 6). *France and French culture*. Tufts European Center.

<https://europeancenter.tufts.edu/france-and-french-culture/>

Usigbe, L. (2020, December 24). *Drying Lake Chad Basin gives rise to crisis*. United Nations.

<https://www.un.org/africarenewal/magazine/december-2019-march-2020/drying-lake-chad-basin-gives-rise-crisis>

Watson, I. (2021, September 3). *The ultimate guide to market entry in France*. DCMN Blog The Marketing Hub powered by DCMN.

<https://blog.dcmn.com/how-to-grow-your-brand-in-france-all-you-need-to-know/>

World Bank Group. (2021, May 26). *Improving water supply, sanitation and hygiene services in Nigeria*. World Bank.

<https://www.worldbank.org/en/news/press-release/2021/05/25/improving-water-supply-sanitation-and-hygiene-services-in-nigeria>

Yvonne, E. (2020). *Water and climate change: WaterAid Nigeria* Yvonne. Water and Climate Change | WaterAid Nigeria.

<https://www.wateraid.org/ng/water-and-climate-change>