

The Loeries Africa Committee: Dan Oshodin

Dan Oshodin is CEO of media audit company TMKG and Editor-in-Chief of Brandwork Nigeria, an online resource for sharing information, knowledge and learnings around the brand and marketing communication industry in Nigeria.



Dan Oshodin

How many people does your company employ?

Dan Oshodin: TMKG has a full-time staff of 15 plus an additional 30-50 that are project-based contract staff who make up our field force.

What have been your highlights or most relevant take outs of the recent [Loeries Africa Roadshow](#) being held in your region?

Oshodin: I think the Loeries Africa Road Show in Lagos was an event long overdue. Agency creatives in Nigeria value the importance of international awards and see them as an opportunity to prove to clients and the industry that they are indeed creative but there has been a great debate on the reason why no Nigerian agency has won any big international award like the Cannes or even the Loeries. But we all agree that we need to do something to play on the global

stage. So I believe the part of the road show where Andrew Human explained what needs to be done to enter a winning entry should make a lot of sense to many of our creatives.

Who is your target market and how does your company cater for them?

Oshodin: TMKG is a media audit company that helps advertisers to protect and optimise their investment in the media especially out-of-home which now accounts for the second highest spend in after television. In the past five years we have audited well over 100 million dollars worth of media investment. We cater for some of Nigeria's biggest advertisers spanning the telecommunication, breweries, food, beverage and banking sectors among others.



Has your agency or you personally had any major highlights in the past few years that you would like to share?

Oshodin: Two years ago, we won the Billboard World Magazine Award for the Best Media Monitoring Company in recognition of our pioneering work in making OOH accountable in Nigeria.

One of the major milestones of our development was our launch of Postartrack, our revolutionary web-based media monitoring tool for tracking, evaluating and reporting all types of out-of-home media displays. The tool is accessible online to advertisers, agencies and media owners for tracking their displays located around the country. And this year we published the very first edition of *Outsight!*, an annual report of Nigeria's out of home

media landscape with figures on spend by different product categories, brands, on media formats, in different cities and by media owners. The report is the product of a rigorous audit of the entire OOH landscape covering over 150 cities/towns, 600 brands and over 10,000 structures.

What inspires you at the moment?

Oshodin: I am inspired by the recognition I get from within and outside the country for the work my team and I are doing and by the fact that advertisers are beginning to show more interest in the accountability of their advertising media investment.

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