

**IMPACT OF BILLBOARD ADVERTISING ON PRODUCT PROMOTION:
A CASE STUDY ON NIGERIAN BREWERIES PLC**

BY

**KUSHIMO BISOLA CHIAMA
MAT NO: ART1708673**

**UNIVERSITY OF BENIN,
BENIN CITY.**

FEBRUARY, 2022.

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION. IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS DEGREE
IN MASS COMMUNICATION, UNIVERSITY OF BENIN.**

FEBRUARY, 2022.

DECLARATION

I Kushimo Bisola Chiamaka hereby declare that this research work was written by me and has not being submitted or receive anywhere for the purpose of acquiring a degree in Mass Communication.

Kushimo Bisola Chiamaka
ART1708673

Date

CERTIFICATION

I certify that this study was carried out by Kushimo Bisola Chiamaka .it was approved by the Department of Mass Communication, University of Benin, Benin city as meeting the requirement for the award of the Bachelor of Science, B.Sc (HONS) Mass Communication.

Dr. (Mrs) E.D Shalom Israel
(Project Supervisor)

Date

Dr. F.P Oliseh
Head of Department

Date

External Examiner

Date

DEDICATION

This work is dedicated to Almighty God for his wonderful work in my life and that of my family.

ACKNOWLEDGEMENTS

I thank the almighty God for his mercies, favour, graces and kindness towards me and my family, my regards goes to my supervisor Mrs. Shalom Isreal, a woman of substance, wisdom and knowledge who through her support and teaching made me to be what I am. I want to use this medium to thank my sweet mum the best mum in the world Mrs Stella Kushimo and I cannot not forget my backbone and beloved father Mr. Olatunde Kushimo a man of his word for their support both mentally, physically , spiritually and otherwise and also my one and only Sister Kushimo Bolarinwa. I want to congratulate my honorable HOD, Mr. Dr. F.P Oliseh a man of discipline full of advise and a Father to all and to all my lecturers Mr. Sunday Ekerikevwe, Dr. Mrs C.E Obaje, and prof E.S Asemah , I say bravo to you all. I also want to use this medium to congratulate my friend Gabriella Ugboku. You are good and caring, May God bless you all. And to Vice Chancellor, Mrs Lillian Salami and all the staff of this great institution, I say more grease to your elbows. May God bless you all in Jesus Name, Amen.

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ABSTRACT

The aim of embarking on this study was to provide a well detailed account on the Impact of Billboard advertising on product promotion using Nigerian Breweries plc as the case study. The Researcher used survey Research Design in the collection of the data. Because it is easier to sought peoples' opinion using Questionnaire. Cochran sample size Method are used to get the sample size for this study is 100 .Data gathered from the study were analyzed, tested and interpreted using sample percentage frequency table. The researcher was able to find out that majority of the respondents are familiar with Billboard adverts. The theory that led support to this work is cultivation theory. The researcher therefore recommends that adverting should be real and interesting so as to call and retain prospective buyers for the advertised product. And also the manufacturers of Nigerian Breweries plc should try as much as possible to make their advert consistent in order to increase awareness an more patronage for consumers.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Advertising in Nigeria has grown from its earliest beginning of using the town criers to announce availability of goods and services to become a big industry in Nigeria. Advertising is now very important in the economy of the nation, considering the fact that it serves as a source of information about goods and services and also persuades consumers to patronize the advertised goods and services.

In my very early stage of life, I saw advert as a way of providing new ideas in the form of product exchange, because what I watched on Tv clearly showed a new existing product which nobody has encountered before, being brought into the market to enlighten publics of its benefits, usage and proffer solution to an existing problem, which is why with this project, we will be discussing the development of advertising in Nigeria and the latest trend in the practice of advertising, and also the challenges faced by advertising in Nigeria and the prospects of the industry. Suggestions will be proffered on how to improve advertising practice in Nigeria.

What is Advertising

Different scholars and practitioners have variously described advertising to reflect their understanding of the concept. An attempt will be made to evaluate some of these definitions.

According to Arens (1999:7):Advertising is the structured and composed non-personal communication, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media. Furthermore, Encyclopedia Americana (1997:113) defines advertising as “the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised”. Also, Osunbiyi (1999:8) posits that: “advertising is a controlled persuasive communication, paid for by identified sponsor(s), about products, services or ideas and disseminated through the mass media to a target group”. The Advertising Practitioners Council of Nigeria (APCON) in their The Nigerian Code of Advertising Practice defines advertising as “a form of communication through the media about products, services or ideas paid for by an identified sponsor” (2005:5).

A critical assessment of the above definitions exposes the following that advertisement must be paid for by an identified sponsor and that the aim of advertising is to disseminate information, ideas, etc., about goods or services and to persuade people to take action by patronizing the goods and services advertised.

Daramola (2003:191) opines that the objective of advertising is to induce immediate action, to create liking and preference for a product or organization, and to create awareness about a product or service. Some advertisements also seek to build a respected corporate identity for a company, product, and brand name or make all familiar to the public. The functions of advertising are well captured by the AIDA formula as postulated by Bel-Molokwu (2000). AIDA stands for Attention, Interest, Desire and Action. He states that the reason for every advertisement is to create awareness about products and services; which in turn elicits the interest of potential customers. Consequently, a desire to acquire the product is aroused. This finally leads to action. Action implies acquiring the product or services by potential customers.

Development of Advertising in Nigeria

According to Bel-Molokwu (2000:9), advertising is as old as man. The word comes from the Latin word “advertere”, meaning to draw attention to. He further posits that in Nigeria, the earliest recorded activities that could be described as advertising in its crude form include the town criers early morning gong signals that alerted the village dweller of an impending announcement. To buttress the above assertion, Ogbodoh (1990:10-11) posits thus: Advertising in Nigeria is said to have begun naturally with one of the earliest forms of mass communication town crying. This traditional African medium performed the universal communication function of disseminating information about available goods, services, and ideas to the people.

In the Igbo areas of Nigeria as in many other parts of the country, the most important information was disseminated in the village squares and market places through these town criers. Town crying was also frequently employed to carry out advertisements or information about inter-tribal wars, disasters of some sort, important foreseen by the father of modern advertising in Nigeria and the Chairman of Lowe Lintas, I. S. Moemeke. He posits thus:

It has also been observed that in various villages, products, especially meat and games not meant for the markets but which because of necessity must be advertised to draw attention to them, were often times fixed on sticks and raised high to the notice of passerby to inform them of the availability of such items in the location. These type of display advertising were equally used by palm wine tappers, palm oil and garri sellers as well as other sellers of various types of consumer goods. Palm wine tappers would place kegs of palm wine in front of their compounds and palm oil sellers would also display some bottles of palm oil in front of their compounds to indicate that these goods were available there (P. 11)

The advent of the printing press in 1450 affected advertising a great deal. In Nigeria, the first printing press was established in Calabar by the Presbyterian Church in 1846. The establishment of the first Nigerian newspaper by a Reverend Henry Townsend, a Christian Missionary Society (C.M.S) Reverend in Abeokuta in December in 1859 changed the face of advertising in Nigeria. The newspaper was

titled: “Iwe Irohin Fun Awon Ara Egba Ati Yoruba”, meaning “Newspaper for the Egba speaking people and Yoruba”. Furthermore, Bel- Molokwu propounds that:

The first formal media advertisement ever carried in Nigeria was in Iwe Irohin and was in the form of information on shipping movement and cargo. It was classified category ad. From then on, other sorts of advertisements began to appear in newspapers, while growth of printing saw the emergence of well-printed black-and-white posters which led to the birth or organized outdoor advertising as we know it today (APCON, 2000;11).

Consequently, other advertisements like obituary, social activities, like christenings and ballroom dances began to appear in newspapers. The development of modern photography also added depth to newspaper and outdoor advertising. The advent of “Iwe Irohin” led to the establishment of other newspapers. According to Osunbiyi (1999:20-21): the year 1863 saw yet another both of a newspaper in the country called Anglo African. It was founded by Robert Campbell and regarded as Nigerian’s first English newspaper.

News Trends in Advertising Practice in Nigeria

Advertising business in Nigeria has come a long way since its inceptions. As such certain development has taken place. This section will discuss some of the new trends. One of the new trends in the practice of advertising in Nigeria is the embracing of Integrated Marketing Communication (IMC). This development has

been foreseen by the father of modern advertising in Nigeria and the Chairman of Lowe Lintas, I. S. Moemeke. He posits thus:

The advertising agency business is probably one of the least rewarding investment areas in this country. In future, the situation is even likely to be poorer. The point is that the agency business calls for low investment in tangibles like plant and machinery but substantial investment in manpower. The cost of the latter increases yearly along with other costs. So much of the increase can be passed to client. After a point, the agency has to absorb the increases. At that point, revenue available to the proprietors of the agency begins to diminish sharply. That is the point now reached by agencies in Europe and America. The agencies have to find alternative sources of income, and so, they will diversify into other but usually related fields of business. That situation will be reached in Nigeria in the next decade. (Cited in Odiboh; 2005:5).

Integrated Marketing Communication is the combination of various communication techniques like advertising, public relations, publicity, sales promotions, event marketing, sponsorship etc. to achieve marketing goals. It is a holistic approach of using various marketing communication methods to achieve a set marketing goal.

Some advertising agencies in Nigeria have responded to Moemeke's prediction by setting up subsidiaries to manage the vast integrated marketing communication elements. Some of the ad agencies now have public relations outfits.

Examples are Centre Spread that has FCB Redline, a PR outfit. There is also Insight Communication that has The Quadrant Company, another PR outfit.

A lot of the agencies have also diversified by setting up Media Independent agencies. These Media Independent outfits specialize in purchasing media space or time and selling same to interested agencies and advertisers to make profit. Some examples are STB McCann which owns Universal MacCann. Also, Insight Communications established Troyka and Lowe Lintas established Initiative Media. This is just to mention a few.

Another trend that is new in the advertising practice in Nigeria is the issue of international affiliation. In the past it was few ad agencies that can boast of international affiliation. Presently, almost all the big agencies have international affiliations. Some examples are Insight Communication affiliated to Grey International, Centre Spread, affiliated to FCB, Rosabel affiliated to Leo Burnett, Prima Garnet affiliated to Ogilvy.

According to Doghudje (1990:127) these links offer the local agencies easy access to the training facilities available in the big international agencies. In addition, it makes it easier for the local agencies to win and keep the blue-chip accounts of multi-national manufacturing companies. Realizing these benefits, many medium and small agencies are now seeking foreign affiliation or association. There is also the development of creative Boutiques (Hot Shops), in Nigeria. There are very small

sized agencies that concentrate in developing creative concepts for agencies of clients. Such creative shops are run by artist and copywriters.

1.2 Statement of Problem

Outdoor advertising (Billboard) has its challenges along sides a lot of its benefits and among these challenges are conflicting regulations and multiple taxations, huge debts and demolition of their billboards. The following are the major issues faced by billboard advertising in Nigeria;

- Monitoring of billboard adverts is usually deficient and so when wash out or torn, it takes time to recover or repost.
- Billboards make intense creative demand on the agency as they are usually seen in fleeting seconds
- It doesn't have a wide appeal to passer-by's consciousness
- The effect of billboard advertising doesn't stick long for road users as they only see it in a swift of time.
- Billboard advertising is cost and so small business cannot afford to patronize it service

- It can also be a cause of road mishap, since it aims to get the attention of people who are driving or passing by,
- Since targeted audiences are mobile, there is limited exposure of the billboard and limited text is accommodated as a result of limited Information
- Big industrialist and manufacturers can use advertising to increase their monopolistic control over the market against the public interest
- It influence the mind of the public and creates a desire an taste for new products that are not necessities and that most cannot afford
- Due to misinformation disseminated by Billboard advertising, it has become impossible for the average buyer to judge with any certainty the quality of product they are buying.

1.3 Objectives of the Study

1.3.1. General Objectives

The following are the objectives of the study;

- To find out if advertisers in Nigeria patronize billboard advertising
- To determine the effectiveness of billboard advertising on Nigerian Breweries product and promotion
- To find out whether it carries the same message with the media in the same product

- To find out the contribution of billboards to environment beauty or otherwise

1.3.2 Specific Objectives:

The following are the specific objectives of the study:

1. To establish a solution to the issue of only big industrialist using billboard as a tool for advertisement.
2. To create an effective appeal to the viewers or audience consciousness
3. To eradicate mishaps and misinformation that cause uncertainty about product quality
4. To determine the effectiveness of billboard advert on product promotion
5. To establish the contribution of billboard advertising to the growth of a company
6. To compare and contrast the effectiveness of billboard advertisement with other forms of advertisement.

1.4 Research Questions

For the researcher to work, the following question were raised by the researcher;

1. To what extent has Nigerian Breweries product advertisement affected the consumers that make use of it?

2. To what extent has Nigerian Breweries contributed towards the attitudes of the consumer?
3. What is the level of frequency of exposure of Benin city television commercial to advertisement in Nigerian Breweries product.

1.5. Significance of the Study

This study will generate new knowledge that would be used by both the both product owners and consumers on effectiveness of billboard advertising. The study will also serve as a guide to manufacturers and advertisers in their day to day product promotion. The study will also focus on the brand Nigerian Breweries plc as it valid product, it will also look at how the use of billboard advertising will help foster the growth of products and how effective it will be.

1.6 Scope of Study

This study is focused on the impact of billboard advertising on product promotion. The period of this study span is from September 2021. It will look at how people of the community responds to Nigerian Breweries plc. Billboard advertising is centred in Benin City and the researcher has decided to focus it's investigation on the residents of the state.

1.7 Definitions of Terms

- **Effect**

- Conceptual: This refers to the striking impression of a message, picture or an events on the individual or society
 - Operational: Refers to the average number of Benin residents that the picture and wording of Nigerian Breweries Plc billboard have made striking impression on
- **Promotional**
 - Conceptual: This refers to the publishing and the advertising of products tangible or intangible
 - Operational: this is the placement of Nigerian Breweries in the strategic places in Benin metropolis.
- **Product**
 - Conceptual: This refers to the bundle of utility offered to this consumers by a profit and non-profit organisation.
 - Operational: This refers to the average number of productions advertisements that are placed on billboard on various strategic places in Benin metropolis.

CHAPTER TWO

LITERATURE REVIEW

2.1 History of Advertising in Nigeria

In its history, advertising shares some similarity with many other vibrant Nigerian industries as its beginning can be traced to the era of colonialism in Nigeria. The establishment of West African Publicity Limited played a major role in paving the way for the development of advertising in Nigeria. The company [West African Publicity Limited), which was set up in 1928, served as a spin-off of UAC. Its establishment was meant to provide colonial masters in Nigeria and entire West Africa with marketing needs. In 1929, West African Publicity Limited achieved a tremendous transformation into an absolute advertising company regarded as LINTAS (Lever International Advertising Services) and was divided into two subsidiary companies namely Pearl/Dean and Afromedia. At the point of establishment, the companies were controlled by foreigners.

Some of the technological innovations in the nineteenth century triggered massive production and many factories succeeded in filling their warehouses with a plethora of commodities. Meanwhile, this necessitated the creation of essential advertisements which would use a broad range of media tools in reaching a massive audience.

During the early years of advertising in Nigeria, the TV stations across the eastern, the northern, the western and the mid-western regions were controlled by the

NBC owned by the Federal Government. Before the attainment of independence, the first private TV station was established in the western region precisely in Ibadan. Later on, Enugu (in the East) and Kaduna (in the North) followed this accord in 1960 and 1962 respectively. In 1967, Gen. Yakubu Gowon created the foremost 12 Nigerian States from the formerly existing Regions. Also during the military regime of Gen. Ibrahim Babangida, more Nigerian States were created and this prompted the establishment of more TV and radio stations by State governments.

2.2 Contributions of Newspapers to Advertising

Advertising in Nigeria was favoured immensely by the emergence of foremost newspaper-publishing firms like Sketch, Tribune, Express, New Nigeria and Daily Times. Although prominent magazines like Spear and Drum (from Daily Times) contributed to the popularity of advertising, the Nigerian advertising industry didn't achieve tremendous development from the 1960s to 1970. However, the Indigenization Policy, often described as the Promotion Decree of 1972 favoured the establishment of Nigerian enterprises. By virtue of the stated policy, Nigerian indigenes were appointed to hold major positions in corporate organizations. In accordance with the mandate of the Indigenization Policy, Mr. Silvester Muoemeka was to be appointed the foremost indigenous chief executive of LINTAS. Meanwhile, LINTAS played a key role in the significant drift of people from broadcasting to

advertising. Through LINTAS, many Nigerians were encouraged to forgo their profession of broadcasting and venture into advertising.

LINTAS remained the only significant advertising agency until the duo of Insight Communication and Rosabei Advertising were introduced in late 1970's. The emergence of these two agencies buttressed the Nigerian advertising industry and paved the way for creativity and innovations to reach higher standards. Of course, the two agencies are still operating vibrantly even as Nigeria now has a large number of advertising agencies. Meanwhile, the need to establish advertising associations was realized as advertising agencies and practitioners increased in number. It was believed that these associations would foster advertising activities and help advertising agencies/practitioners in pursuing common interests. Also, it was agreed that there should be a regulatory body that would, in addition to its primary role as a regulator, lay down the standards for the practice of advertising. In 1973, a Lagos-held meeting of advertising agencies was to be transformed into AAPN (Association of Advertising Practitioners of Nigeria) with the intent of safeguarding practitioners and agencies from an unsuitable business.

Established in 1973, AAPN has maintained a great reputation in the field of marketing communications in Nigeria. In 2004, AAPN officially changed its name to AAAN (Association of Advertising Agencies of Nigeria). Today, AAAN has made a great mark as the main body that harmonizes and fosters the interests of advertising

agencies in Nigeria. Still On The History Of Advertising In Nigeria. Faster forward to the age of the internet and social media

Internet and Social Media

Advertising has evolved from just the jingles on TV, radio or that of billboards and newspapers and magazines. The Internet gave us easier avenue to reach millions of customers at a cheaper rate. Thanks to platforms like Google Adword, Bing Ads etc. Not leaving our Social media advertising and the huge reach possible for even a lay man.

2.3 Nigerian Breweries Plc

The Brand - Produced Locally, Loved Globally

Nigeria Breweries Plc is the home of great brands, with products formulated and brewed under the highest quality standards and procedures. Their rich portfolio of high-quality Lager, Stout, Non-alcoholics and Spirit are uniquely outstanding which is why we are Nigeria's number one choice. From the first champion, Star Lager Beer to their youngest gems, They never compromise the quality of all their brands. They are consistent in delivering that satisfying, refreshing and crisp taste for their consumers to enjoy. No matter what their individual preferences are, there is a Nigerian Brewery brand that fits right into their lifestyle and satisfies their needs.

2.4 The Company

Nigerian Breweries Plc, the pioneer and largest brewing Company in Nigeria was incorporated in 1946 as "Nigerian Brewery Limited". In June 1949, the Company recorded a landmark when the first bottle of STAR lager beer rolled out of its Lagos Brewery bottling lines.

In 1957, the company commissioned its second brewery in Aba and the name became "Nigerian Breweries Limited". This was followed by Kaduna Brewery in 1963 and Ibadan Brewery in 1982. Following the coming into effect of the Companies and Allied Matters Act in 1990, the name of the company was changed to "Nigerian Breweries Plc" to reflect its public limited liability status.

In 1993, the Company acquired its fifth brewery in Enugu and in 2003, a sixth brewery (Ama Brewery), sited at Amaeke Ngwo in Enugu State was commissioned. Operations in the old Enugu Brewery were discontinued in 2004 following the completion of Ama Brewery. An ultra-modern malting plant was acquired in Aba in 2008.

In October 2011, the Company acquired majority equity interests in two companies, Sona Systems Associates Business Management Limited ("Sona Systems"), with two breweries in Ota and Kudenda, Kaduna, and Life Breweries Company Limited ("Life Breweries") with a brewery in Onitsha. Another malting plant (located in the Kudenda, Kaduna Brewery) was acquired as part of the Sona

Systems acquisition. Sona Systems and Life Breweries were merged with the Company in the middle of 2012. At the end of 2014, an enlarged Nigerian Breweries Plc emerged from a merger with Consolidated Breweries Plc. Three breweries at Imagbon, near Ijebu-Ode, Awo-Omamma, near Owerri and Makurdi were added to the existing eight breweries as a result of the merger. The Onitsha and Makurdi locations were subsequently developed into Distribution Centres.

Thus, from a humble beginning in 1946, the Company now has nine fully operational breweries from which its high quality products are produced and distributed to all parts of Nigeria, in addition to the two malting plants in Aba and Kaduna. It also has Sales Offices and Distribution Centres across the country.

Nigerian Breweries Plc has a rich portfolio of high quality brands: Star lager beer was launched in 1949, followed by Guider lager beer in 1970. Maltina, the nourishing malt drink, was introduced in 1976, followed by legend Extra Stout in 1992 and another malt drink, Amstel Malta in 1994. Heineken lager beer was re-launched into the Nigerian market in 1998. Fayrouz, the premium non- alcoholic soft drink, was launched in 2006 while Climax herbal energy drink was launched in 2010. Following the acquisition of Sona Systems and Life Breweries in 2011, Goldberg lager, Malta Gold malt drink and life Continental lager, were added to the brand portfolio. The Company increased its portfolio of brands in 2014 with the addition of two line extensions of the Star brand- Star lite and Star Radler. Also in 2014, as a

result of the merger with Consolidated Breweries Plc, “33” Export lager beer, Williams dark ale, Turbo King dark ale, More lager beer and a malt drink, Hi Malt, became part of the Company’s product offering. The Ace brand in the Ready-to-Drink (RtD) category was launched in 2015 while Tiger lager beer, an international premium brand was added to the portfolio of brands in 2018.

The Company has an export business which dates back to 1986. The current export destinations are the United Kingdom, The Netherlands, United States of America, Canada, some parts of Africa and parts of the Middle East and Asia.

As a major brewing company, Nigerian Breweries Plc encourages, and continues to play major roles in, the establishment of ancillary businesses. These include manufacturers of bottles, cans, crown corks, labels, cartons and plastic crates as well as service providers including those in the hospitality sector, distribution, transport, event management, advertising and marketing communication.

The Company was listed on the floor of The Nigerian Stock Exchange (NSE) in 1973. As at 31st December, 2019, it had a market capitalisation of approximately N 472 billion, making it one of the largest companies in Nigeria by market capitalisation. It has received several awards in the capital market including, The NSE President’s Merit Award in the Brewery Sector, The NSE Quoted Company of the Year Award, The NSE CEO’s Distinguished Award for Compliance and The NSE CEO’s award as the Most Compliant Listed Company on The Nigerian Stock Exchange. In 2019, the

Company was a recipient of the Institute of Chartered Secretaries and Administrators (ICSAN) Award for Excellence in Corporate Governance (Corporate Category) as well as the Institute of Directors' Nigeria Corporate Governance Award, 2019. These awards are a reflection of the Company's continued commitment to excellence in corporate governance matters.

Nigerian Breweries is also a recipient of several awards and recognitions in other areas of its operations including product quality, marketing excellence, productivity and innovation, health and safety, corporate social responsibility and sustainability.

Purpose

To brew the Joy of True Togetherness to inspire a better world.

We ignite the moments that bring us together, create bonds, and are unforgettable.

They help make the world a little better... One day, one beer, one cheers at a time!

Values

Passion for Customers & Consumers

We are brand-builders who truly understand the needs & desires of our consumers.

We brew the highest quality beers and beverages to best serve our customers and to win together.

Courage to Dream & Pioneer

We set bold ambitions & challenge the status quo with imagination, creativity and pragmatism to deliver the goods & grow sustainably.

Care for People & Planet

People are at the heart of our company. Green blood pumps through our green hearts.

We can only thrive if all our people, communities and our planet thrive.

Enjoyment of Life

We believe that joyful moments shared together are what truly matter. Nothing beats the simple pleasure of a beer, a chat, and laughter with friends

Brew a better world 2030

We have laid a solid foundation with Brewing a Better World (BaBW) over the last 10 years. At the same time, we are moving into a decade in which the world is facing even more complex challenges. We know we can only thrive if the planet and our communities thrive.

Our Brew a Better Word 2030 targets and ambition are aligned with the UN Global Impact. We are on the path to zero impact, to an inclusive, fair, and equitable world and to moderations and no harmful use. We believe that a more ambitious and collective action is the only way to a stronger, fairer, and healthier world.

Strategy

Sustainability and Responsibility

As we move into a decade in which the world has to face even more complex climate challenges, we are raising the bar on our support of the UN SDGs. Being the foremost brewing company in Nigeria, building brands that delivers our sustainability agenda will remain a fundamental priority for the decade ahead. We know we can only thrive if the planet and our communities thrive.

In light of this, our BaBW 2030 ambitions are woven into the fabric of our business, putting sustainability and responsibility front and centre as we continue to Win with Nigeria. We are raising our targets on climate action, accelerating our efforts to support the social agenda, and being bold in promoting moderate consumption of alcohol.

On the path to an inclusive, fair and equitable world

One of the many problems facing the world today is creating and sustaining an equitable, inclusive and safe world! Social sustainability at Nigerian Breweries Plc is covered under three main ambition areas; Diversity, Fair & Safe, and Community Impact.

Diversity

At Nigerian Breweries Plc, we embrace inclusion and diversity, not only because it is the right thing to do, but also because we are aware that we get more benefits from a diverse workforce.

The different viewpoints and perspectives that diversity brings to Nigerian Breweries Plc is invaluable as it ensure that we make better decisions, improve our performance, innovate better products, as well as get an in-depth understanding of the diverse need of our customers and consumers.

This works because we promote an inclusive culture where everyone can be himself or herself at work, which breeds a strong sense of belonging and psychological safety. This ensures that we all contribute to the future of our organization. To this end, we are committed to promoting gender balance across senior management roles by 2025, while encouraging cultural diversity, in order to promote a sense of belonging among our employees.

Fair & Safe

Ensuring that our employees are well cared for has always been a priority at Nigerian Breweries Plc and this is demonstrated through the various range of benefits – from housing to healthcare, to pensions –, which we provide to our employees. We believe in fairness and human connections and we ensure that all our employees earn a fair wage that covers their basic needs for their families.

This ensures that our employees afford a decent standard of living that is not dependent on variable factors like incentives or working overtime. We have also committed to ensuring that our employees get equal pay for work of equal value irrespective of their gender. Promoting fairness also extends to our third-party employees as we continuously ensure that they are provided with fair working conditions, and can afford a decent standard of living.

Safety is and has always been a big part of our culture at Nigerian Breweries Plc, as we say “Safety First! Safety Always!” We continuously work towards zero accidents and fatalities and we continue to ensure that our colleagues and contractors return home safely to their families at the end of the day. We continuously strive to achieve this by building leadership capacity to identify and mitigate potential risks, and adopting “The HEINEKEN Life Saving Rules” – the safety guidelines of our parent company, The HEINEKEN Company.

Community Impact

Nigerian Breweries Plc is committed to making a positive impact in the communities within which we operate. We are aware that we have a responsibility to use our business as a positive force for change and we are committed to making a positive contribution to the communities that we operate in.

Over the years, we have empowered our host communities through numerous projects and initiatives that have had profound impact on them. These projects range

from advancing education at all levels in Nigeria, to providing water and sanitation, and equipping members of our host communities with skills that improve their economic wellbeing. These projects are carried out through various foundations and trust funds that have been set up by our Nigerian Breweries Plc. , or our parent company, The HEINEKEN Company.

UN Sustainable Development Goals

Our ambitions and targets for this Decade of Action are in line with the benchmarks set by the UN Global Compact and we are determined to contribute to the UN SDGs to protect the planet, ensure prosperity and end poverty for all.

Responsible Consumption

On the path to moderation and no harmful use of alcohol

As an accountable organization, we remain resolute in promoting responsible consumption and pursuing strategies in collaboration with relevant stakeholders to help minimize the negative impact of irresponsible alcohol use. Our experience shows that our communication of responsible consumption works best when consumers take informed decisions to adopt a responsible attitude towards alcohol always. We cannot act alone to address the sometimes complex issues that relate to alcohol misuse and abuse. To promote responsible behavior, therefore, we collaborate with a wide range of stakeholders – the industry, NGOs, governments, consumer groups, sales outlets and others.

Actions and Results

- Partnership with Federal Road Safety Corps

2013: The organisation of Don't Drink and Drive (DDD) campaign in partnership with the Federal Road Safety Corps (FRSC), for the sixth consecutive year. 4 states were covered. 1,080 commercial drivers were engaged.

- Target: Commercial vehicle drivers and other road users

Action: Create and sustain awareness about the dangers of drinking and driving to promote road safety

- Changing Erroneous Perceptions

Nigerian Breweries' collaboration with the Federal Road Safety Corps (FRSC) in the last six years has essentially been directed at communication to change drivers' behavior towards alcohol. Our Don't Drink and Drive (DDD) campaign, as confirmed by the evaluation of past campaigns conducted in 2013, has been making some impact in this area.

- Taking Action at Industry Level

Partnerships with other members of the Beer Sectoral Group (BSG), a segment of the Manufacturers Association of Nigeria, and the umbrella body of all beverage alcohol producers.

- Employees as Ambassadors

Training new employees on the Company Alcohol Policy as well as Cool@Work Program. Provision of supportive materials to encourage adherence to the provisions of relevant alcohol policies.

PRODUCTS

Lager

- 33 Export

Tastes that unite

"33" Export Premium Lager

"33" Export is the lager for enriched fun moments. "33" Export is a well-balanced accessible beer that keeps the laughs and great times going. Packaged in classy and stylish pack formats of bottles and cans, "33" Export completes the fun in every beer occasion.

1979

YEAR LAUNCHED

5%

ABV

Lager

CATEGORY



- **Desperados**

The world's first tequila flavoured Beer.

Desperados

It's a unique combination of full-bodied lager with a kick of Tequila flavour. A light & refreshing taste profile balanced with spicy and lemony notes for sweetness.

2020

YEAR LAUNCHED

5.9

%

ABV

Lager

CATEGORY



- **Goldberg**

The official beer of enjoyment.

Goldberg Premium Lager Beer.

An award-winning lager, brewed to gold standard with quality ingredients and no added sugar for a distinct and full-bodied taste. Goldberg is the reward for a job well done.

This beer is brewed for the people who tell stories of our beauty of our cultural values and contemporary energy is made to be enjoyed in every occasion. The Gold in Goldberg is not just a word, it's the mark of the distinct quality that cannot be compared to none.

2009

YEAR LAUNCHED

5

%

ABV

Lager

CATEGORY



- **Gulder**

Crafted with passion

Gulder The Ultimate Beer

Gulder is brewed with 100% premium barley and carefully selected aromatic hops that gives it that crisp new taste and a bold new aroma.

It comes with a bold refreshing new look with design details that speaks to its craft direction. The iconic Gulder helmet confidently looks straight symbolizing its confident and courageous personality

1970

YEAR LAUNCHED

5.2

%

ABV

Lager

CATEGORY



- **Heineken**

Refresh your World

Heineken Premium Lager Beer

The Heineken green bottle, red star and the smiling “e” represent excellence and the world’s most valuable international premium lager brand.

Available and recognized in almost every country on the planet, whether it’s during a major game, or at a party, the fun is never complete without bottles of Heineken around the table.

1873

YEAR LAUNCHED

5

%

ABV

Lager

CATEGORY

- **Life**



life for progress

Life Continental Lager Beer

Inspired by the hard work and relentless determination of the Eastern people, Life is a fine quality continental lager beer made for celebrations of progress in every phase of one's life. Made from the choicest grains, hops and the purest of waters, every sip recognizes your passion and takes you on a journey of courage, ambition and encouragement of a rewarding future.

1983

YEAR LAUNCHED

5

%

ABV

Lager

CATEGORY

- **More**



nothing is more satisfying

More Quality Lager beer.

More is the beer of the Food Basket of the nation, a beer of community to celebrate the daily pride to be from Benue. Made by Benue for Benue, More is the signature beer for every gathering and nothing is more satisfying than seeing a bottle of More take its rightful place in the midst of its people.

1980

YEAR LAUNCHED

4.5

%

ABV

Lager

CATEGORY



- **Star**

star is our nation`s #1 beer

Star Lager Beer.

Cold Filtered for that crisp, truly refreshing taste with millions of shining golden bubbles. Just like its name, in every occasion or moment, Star remains the centre of attraction and the life of the party. The nation`s #1 beer has been brewed Cold Filtered for that crisp, truly refreshing taste with millions of shining golden bubbles.

1949

YEAR LAUNCHED

5.1

%

ABV

Lager

CATEGORY



- **Star lite**



shine in every moment

Star Lite beer.

Star Lite is the crisp, truly refreshing and less filling lager beer that lets you shine in every moment longer. Star Lite gives you just the right blend of great vibes and refreshment to relish the moments that matter to you.

2014

YEAR LAUNCHED

3.99

%

ABV

Lager

CATEGORY

- **Star Radler**

Double Refreshment



Star Radler is a refreshing blend of Star Lager beer & Natural Fruit juice flavours containing only 2% Alcohol. It is that unique choice for consumers who want some excitement in taste beyond regular beer.

Star Radler is available in 2 flavours: Citrus (blend of Orange & Lemon Fruits) & Red Fruits (blend of Citrus with Strawberry & Cranberry fruits) and available in 45cl bottle and 33cl Can.

2015

YEAR LAUNCHED

2

%

ABV

Lager

CATEGORY



- **Tiger**

The Original

Tiger Premium Lager beer.

Tiger is an award winning, World acclaimed lager beer, born on the streets of Singapore in 1932 and present in over 100 countries across the globe. Brewed with the highest standards using the finest hops and malted barley, Tiger boasts of a uniquely refreshing taste and crisp golden-brown color. Tiger believes everyone has a Tiger inside of them and creates the connections that inspire courage to break free and uncage.

1932

YEAR LAUNCHED

5

%

ABV

Lager

CATEGORY

Stout



- **Legend**

Experience the Deal

Legend Extra Stout

The unique taste of our premium Legend Extra Stout is proof of the finest natural ingredients brewed to the best of international quality standards. Legend is brewed for those who love the satisfying experience of a full brewed stout.

1992

YEAR LAUNCHED

6.5

%

ABV

- **Turbo king**



The king's Reward

Turbo King

Turbo King is symbolised by the king of the jungle, the dark ale for those who have made their mark. After every day's work, claim your throne and receive your accolades, waiting in a bottle of Turbo King.

2007

YEAR LAUNCHED

6.5

%

ABV

Stout

CATEGORY

- **Williams**

Where there is a Will



•

Williams Dark Ale

Williams is not just a well-rounded dark ale, it's for those who have the WILL and aren't afraid to make bold choices. A bottle of Williams becomes your most trusted companion as you seek to find your way.

2009

YEAR LAUNCHED

6.5

%

ABV

Stout

CATEGORY

- **Non- alcoholic**

Maltina



Share the Happiness

Maltina Classic

Everything you need in a malt drink is packed in a bottle of Maltina. From the special malted barley and hops extract brew, the essential Vitamins (A, B1, B2, B3, B5, B6 and C) & Minerals (Calcium), all the ingredients work together to nourish and keep you recharged and give you that smooth, nourishing and complete richness.

1976

YEAR LAUNCHED

0

%

ABV

Malt

CATEGORY

- **Amstel Malta**

Be your Best

Amstel Malta Classic

Amstel Malta Classic is a
international heritage, produced



premium malt drink with
with high quality

ingredients to rejuvenate you.

1994

YEAR LAUNCHED

0

%

ABV

Malt

CATEGORY

- **Malta Gold**

Feel the extra Energy

Malta Gold



Malta Gold is a high- quality non-alcoholic malt drink that keeps getting better. We repackaged and reformulated just for you to get that extra energy that your body needs with every drop.

2011

YEAR LAUNCHED

0

%

ABV

Malt

CATEGORY

- **Fayrouz**

Refreshingly Different

Premium Sparkling Soft



Drink



Brewed with barley malt, sparkling water and 100% natural fruit flavours to give you the refreshment you need to enjoy your day. Fayrouz has a distinct taste to be enjoyed at every occasion; alone or as a mixer. This non-alcoholic premium sparkling soft drink inspires your lifestyle to be stylish, sophisticated, mature and different.

2006

YEAR LAUNCHED

Soft Drink

CATEGORY

- **Hi-Malt**



Let's go Higher

Hi-Malt

Hi malt is a high quality malt drink enriched vitamin A, B1, and B3 to refresh you.

1991

YEAR LAUNCHED

Malt

CATEGORY



- **Climax**

Push Beyond Your Limit

Climax Energy Drink

Specially formulated with herb extracts (Schizandra, Guarana and Ginseng) to stimulate your body and mind. Climax is the go-to herbal power energy drink that gives your body the better energy it needs to push beyond your limit.

2001

YEAR LAUNCHED

0

%

ABV

Energy

CATEGORY

- **Climax Red**

Push beyond your Limit

Climax Energy Drink



Climax RED is an energy drink specially formulated with B vitamins, making it the perfect combination of energy and vitamins nourishment to stimulate your body and mind to push beyond your limits.

2020

YEAR LAUNCHED

0

%

ABV

Energy

CATEGORY

- **Ace Bitters**

Made with pure herbal roots, leaves and herbs, Ace bittersweet spirit, blended



juice extract from age-long Bitters is a unique with the flavours of fourteen

specially selected African herbs and fruits with very low sugar content.

2014

YEAR LAUNCHED

40

%

ABV

Spirit

CATEGORY



CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is designed to examine and explain the structure, principles and tactics for gathering data and solving research problems. This section will describe our basic research plan. It is contained and explained under the following subheadings:

- Research design
- Population of the study
- Sample size
- Sampling procedure
- Instrument of data collection
- Validity of study
- Reliability of instrument
- Method of data collection
- Method of data analysis

3.1 Research Design

The study's framework adopts a survey research method. The survey research method is perhaps the most popular technique of data collection among communication researchers. A survey research is an empirical study that uses questionnaire or interview to discover descriptive characteristics of a phenomenon. It is a research that takes a sample in order to understand and make descriptive

assertions about a large population. Survey research is aimed at developing generalised propositions about human behaviours from what is observed in a sampled population (Asemah, 2017).

In order to ascertain if the Impact of Billboard Advertising On Promotion: a study on Nigerian Breweries amongs the undergraduates of the University of Benin, this study will make use of the survey research method and questionnaires as an instrument to conduct the study. The survey method was chosen because of its capacity to collect and analyze human attitudes, opinions, motivations, beliefs, values, and as such will be useful in gathering and measuring data gotten from the study population in order to properly arrive at a suitable analysis of the stayed problems on the research questions in the course of study.

3.2 Population of the study

Based on the nature of this study, the undergraduates of the University of Benin formed the population. In carrying out this study, we took cognizance of the total number of undergraduates in the University of Benin, from Ekehuan and Ugbowo, which amounts Seventy Five thousand (75,000) students according to the University help desk. Therefore the population of the study is 75,000.

3.3 Sample Size

A sample size is a subset of a population which is usually representative of the entire population. The population describes the group or individual within the area of focus, the sample size describes the number of people that will be studied (Asemah et al, 2017, Pg. 244). The sample size was obtained from the summation of the number of students from five departments from the faculty of Arts and Educational Management in the University of Benin.

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size

N= population figure/size

e= the level of significant at 0.01)

The sample size for the study is 100. This figure was arrived at using the Cochran sample size determination formula. (See **APPENDIX III** for computation).

3.4 Sampling Procedure

This study made use of the Multi Stage Sampling Technique to select the samples. The procedure was appropriate for this study because the distribution of the population is so complex and more than one sampling technique is needed for selecting a sample. Using the multi stage sampling, the respondents were chosen in

five stages using the Simple Random, Purposive and Stratified Random sampling procedure.

The first stage involved a simple random sample of two faculties (Arts and Education) from the existing 15 faculties in the University of Benin. The existing faculties are: The Faculty of Agriculture, Arts, Education, Engineering, Environmental Science, Law, Life Science, Management Science, Pharmacy, Physical Science, Social Science, College of Medicine, College of Dentistry and Veterinary Medicine.

In the second stage, using purposive sampling, five departments (Mass communication, Theatre art, Educational Management, History and International Studies and Fine and Applied Arts) were chosen purposively from 20 departments in the two faculties using the purposive sampling procedure. These are the 20 departments in the two faculties;

- **Faculty of Arts:** English and Literature, Fine and Applied Arts, Foreign Languages, History and International Studies, Linguistic Studies, Mass Communication, Philosophy, Religions and Theatre Arts.
- **Faculty of Education :** Adult & Non Formal Education, Curriculum and Instructional Technology, Educational Foundations, Educational Management, Educational Evaluation and Counseling Psychology, Educational Psychology & Curriculum Studies, Educational Studies and

Management, Health Environmental Education and Human Kinetics, Human Kinetics and Sports Science, Health, Safety and Environmental Education and Vocational & Technical Education.

These five departments were chosen purposively because they are considered to possess the required attributes, opinions, beliefs and information needed for the research.

In the third stage, levels were stratified using the stratified sampling technique and different levels were randomly selected from the 4 different levels in each of the selected 5 departments. In Mass Communication department: level 3 and 4, Theatre Art: level 4 and 2, Fine and Applied Arts: level 1 and 4, Educational Management: level 2 and 3 and History and International Studies: level 1 and 3 were chosen randomly.

Similarly, in the fourth stage respondents were divided into stratas according to their gender for equal representation of both sexes in all the selected levels from the different departments. Finally, in the fifth stage, the researcher selects respondents randomly from the gender stratas.

3.5 Instrument of Data Collection

The questionnaire was used to collect data for this research. A questionnaire is a structured form, either written or printed, consists of a formalized

set of questions designed to collect information on some subject or subjects from one or more reasons.

The questionnaire instrument had two sections: The demographic and psychographic section. The demographic section was used to elicit information about the bio-data of the respondents while the psychographic section focused on the research questions with a view to solving them.

Question 1 - 6 of the questionnaire was used to collect demographic data of the respondents, while question 7, 8 and 9 on the psychographic section of the questionnaire provided answers to research question (1). Similarly, Question 10 and 16 was used to answer research question (2) and question (3). The items on the questionnaire are structured based on the five-point Likert-Scaling. In total, the number of items were 16. The respondents needed to respond to a statement by ticking any of the options they feel answers the question appropriately.

3.6 Validity of the Study

The instrument (questionnaire) used in this research work is valid because after constructing and carefully studying the questionnaire, it was passed to the researcher's supervisor for critical examination and modification of some aspect of the questionnaire.

3.7 Reliability of the Instrument

Reliability is a major component of a if Impact of Billboard Advertising on Product Promotion: a study on Nigerian Breweries amongs undergraduates of the University of Benin was highly reliable because it helped in providing answers for the research questions. In order to test the reliability of the instrument, the questionnaire was subjected to a pilot study. In the course of the pilot study, 20 copies of questionnaire were shared to respondents.

3.8 Method of Data Collection

The researcher made use of both primary and secondary source of data for the study. For the primary source of data, copies of the questionnaire were personally administered to the respondents. The questionnaire contained relevant questions both in demographic and psychographic section. While the secondary source of data was collected through research in general textbooks, relevant works done by previous researchers on the subject matter, internet as well as lecture notes.

3.9 Method of Data Analysis

The analysis presentation and interpretation of data were based on the data collected using the questionnaire formulated. The data collected were analysed in simple percentage and table presentation, while necessary explanations were given underneath each table for simple understanding.

CHAPTER FOUR

4.1 Introduction

This chapter is aimed at presenting the data collected from instrument distributed. Also, research question will be answered and the discussion of the findings on the research topic. The impact of billboard advertising on product promotion: a study on Nigerian Breweries.

In all, 100 copies of questionnaire were prepared and administered to the respondents; all were returned, therefore, the data analysis for this study is based on the retrieved copies of questionnaire representing 100%.

4.2 Data Presentation

Table 1: Statistics of the different study mode of students

Study Mode	Frequency	Percentage%
Mass Communication	45	45%
Theatre arts	17	17%
Fine and applied arts	11	11%

Early childhood Education	27	27%
Total	100	100%

Source: Field Work, 2022

The table above indicates that 45 respondent 45% of the total population are mass communication students, 17 respondents representing 17% of the total population are Theatre arts students, 6 respondents representing 11% of the total population are Fine and Applied arts students and 25 respondents representing 27% of the total population are Early childhood education students. These sum up to the total of 100% of the respondents. It can be said that from the above frequency distribution of respondent study mode, Mass communication students took the highest percentage of the percentage of the population, followed by Early Childhood Education, Theatre arts and Fine and Applied Arts.

Table 2: Statistics of student’s frequent usage of Billboard Advert.

Variables	Frequency	Percentage%
Very familiar	63	63%
Familiar	29	29%
Unfamiliar	3	3%
Very Unfamiliar	0	0%
Cannot Tell	5	5%
Total	100	100%

Source: Field Work, 2022.

Table 2 represents the frequency distribution of Billboard Adverts platforms used by students. The table explains that 63 of the respondents who represent 63% of the total population are very conversant with billboard advertising, 29 of the respondents who represents 29% of the total population are familiar with billboard advert, 3 of the respondents who represents 3% of the total population are not conversant with billboard adverts, 0 of the respondents who represents 0% of the total population are very unfamiliar with billboard adverts, and 5 respondents who represents 5% of the total population do not know about billboard advert. This sums up to the total of 100% of the respondents. This affirms the fact that a high percentage of the audience are very conversant with billboard adverts.

Table 3: Analysis of respondent’s use of billboard advert

Variables	Frequency	Percentage%
Rarely	12	12%
Often	11	11%
Very often	4	4%
Not at all	65	65%
Not very Frequent	8	8%
Total	100	100%

Source: Field Work, 2022.

Table 3 reveals that 12 respondents representing 12% of the total population do not occasionally use billboard advert, 11 respondents representing 11% of the total population often use billboard advert to advertise, 4 respondents representing 4% of

the total population frequently use billboard advert to advertise, 65 respondents representing 65% of the total population do not use billboard advert for advertisement, and 8 respondents representing 8% of the total population do not frequently use billboard advert to advertise. This sums up to the total of 100% of the respondents and attest that billboard advert is not commonly use by students.

Table 4: Statistics of respondent’s agreement/ disagreement over the reduction of stress faced with product awareness

Variables	Frequency	Percentage%
Yes	21	21%
No	79	79%
Total	100	100%

Source: Field Work, 2022.

Table 4 indicates that 21 respondent representing 21% of the total population is affirms to the stress reduction billboard advert helps to subside, while 79% of the total population disagree with this assertion. This sums up to 100% of the respondents.

Table 5: Statistics of respondent’s perspective who said ‘yes’ table4 on the area in which billboard advert has made a positive impact

Variable	Frequency	Percentage%
Reduced the stress in advertising	9	9%
Providing awareness to	38	38%

variety of products		
Easy access to products	9	9%
None of the above	13	13%
All of the above	31	31%
Total	100	100%

Source: Field Work, 2022.

Table 5 displays the frequency distribution of the 'yes' respondents in the table 4 for areas through which billboard advert has made a positive impact to the respondent. 9 respondents representing 9% of the total population asserts that area through which billboard advert has made a positive impact is reduced stress involved in advertising. 38 of the respondents representing 38% of the total population said that the area through which billboard advert has made a positive impact to them is providing awareness to variety of products. 9 respondents representing 9% of the total population affirms that the area through which billboard advert has made positive impact is having easy access of products accomplished through billboard advert. 13 respondents representing 13% of the total population asserts that even with the advent of billboard advert, there has been a negative impact. 31 respondents representing 31% of the total population confirms that the ways through which billboard advert has made a positive impact is through all the various options. These sums up the total of 100%

Table 6: Statistics of respondent's perspective who said 'no' table 5 on the area in which billboard advert has made a negative impact

Variables	Frequency	Percentage%
Very high	5	10%
High	9	18%
Cannot tell	22	43%
Low	4	8%
Very low	11	22%
Total	51	100%

Source: Field Work, 2022.

Table 6 displays the frequency distribution of the ‘no’ respondents in the table 5 for areas through which billboard advertisement has made a negative impact to the respondents. 5 respondents representing 10% of the population affirms that the negative impact billboard advert has on its audience is very high, while 9 respondents of the population asserts that the negative impact billboard advertising has on its audience is relatively high with 18%. 22 respondents representing 43% of the population cannot assert the negative impact billboard advertising has on its audience. 4 respondents representing 8% of the population said that the negative impact in which billboard advertising has on them is low. 11 respondents representing 22% of the population agrees that the negative impact billboard advertising has on them is relatively very low. Through this report we can tell that more of the respondent cannot tell the negative impact billboard has on them and these sums the total of 100%.

Table 7: Statistics of respondents who have tasted the Alcoholic brand of the Nigerian Breweries products

Variables	Frequency	Percentage%
Heineken	18	18%
Star	16	16%
33 export	12	12%
Gulder	7	7%
None of the above	47	47%
Total	100	100%

Source: Field Work, 2022.

Table 7 depicts the frequency distribution of students who have tasted the above brands of the Nigerian breweries product. 18 respondent representing 18% of the total population have tasted the Heineken alcoholic brand of the Nigerian breweries product. 16 respondents representing 16% of the total population have tasted the star alcoholic brand of the Nigerian breweries product, while 33 export have 12 respondent representing 12% of the total population who have tasted the alcoholic brand of the Nigerian breweries product. 7 respondents representing 7% of the total population have tasted gulder the alcoholic brand Nigerian breweries product. 47% of the students in the University of Benin have not tasted any alcoholic brand of the Nigerian breweries product. These sums up to 100%.

Table 8: Statistics of respondents who have tasted the Non-alcoholic brand of the Nigerian Breweries products

Variables	Frequency	Percentage%
Maltina	43	43%
Fayrous	43	43%

Climax	9	9%
Ace bitters	5	5%
Climax Red	0	0%
Total	100	100%

Source: Field Work 2022.

Table 8 shows the frequency of the population of the respondent's what haven taken Nigerian breweries non-alcoholic drink.

43 respondents representing 43% of the population have tasted the Maltina non-alcoholic drink, 43 respondents representing 43% of the population have had a feel of the Nigerian breweries non-alcoholic drink fayrous, while more of the respondent chose to have taken both fayrous and Maltina. 9 respondents representing 9% of the population chose to have taken climax, this means not many people are familiar with this product, 5 respondents representing 5% of the population affirms to have tasted the Ace bitters non- alcoholic drink, while none asserts to have tasted the climax red non-alcoholic drink, this means more advert needed to be done on this product. These sums up to 100%.

Table 9: Statistics of respondents who knows the Nigerian Breweries non-alcoholic products 'climax and climax red.'

Variables	Frequency	Percentage%
Yes	36	36%
No	64	64%
Total	100	100%

Source: Field Work, 2022.

Table 9 above reveals that 36% of respondents said that they are aware and have purchased of the product, while 64 respondents representing 64% of the total population are not aware or rather have not tasted the product. This sums up the total 100%.

Table 10: Statistics of respondents who will like to taste the Nigerian Breweries non-alcoholic products ‘climax and climax red.’

Variable	Frequency	Percentage%
Yes	53	65%
No	28	35%
Total	81	100%

Source: Field Work, 2022.

Table 10 shows the frequency of distribution of respondents perception on the number of respondents that will like to taste the climax and climax-red product which results in 53 students representing 65% of the total population, while 28 respondents of the population representing 35% of the total population do not want to taste the climax and climax red product. This sums up the total of 100% respondents.

Table 11: Statistics of respondents that are aware/not aware of Ace’s bitter being a non-alcoholic product

Variables	Frequency	Percentage%
Yes	15	19%
No	65	81%
Total	80	100%

Source: Field, Work 2022.

Table 11 reveals the frequency of distribution of respondent’s perception on the number of respondents that are not aware of Ace bitters being a non-alcoholic product which results in 65 students representing 81% of the total population, while 15 respondents of the population representing 19% of the total population are aware of Ace bitters being a non- alcoholic product and 20 respondents of the population are indifferent. This sums up the total of 100% respondents.

Table 12: Statistics of respondents that will like to taste the Ace’s bitter non-alcoholic product

Variables	Frequency	Percentage%
Yes	47	51%
No	45	49%
Total	92	100%

Source: Field, Work 2022

The above analysis indicates that 47 respondents representing 51% of the total population said ‘yes’ to tasting the ace bitter non-alcoholic product, while 45 representing 49% of the total population are not concerned in trying the brand and 8 respondents are indifferent. This sums up the total of 100%.

Table 13a: Statistics of respondents that are not aware of Nigerian breweries alcoholic brand listed below

Variables	Frequency	Percentage%
Desperados	55	55%
Life	36	36%
More	50	50%
Turbo King	45	45%
Williams	45	45%
Star lite	31	31%
Star Radler	28	28%
Legend	28	28%
Tiger	32	32%
Goldberg	24	24%

Source: field work, 2022.

Table 13a displays the frequency distribution of the respondents that are not aware of the above listed brands of Nigerian breweries alcoholic product. Out of 100 respondent, 55% of the total population are not aware of Desperados alcoholic brand, out of 100 respondent, 36% of the total population are not aware of the Life brand of Nigerian breweries. More product has 50% of the total population that are not aware of the product, Turbo king has 45% of the population not aware of the product, Williams has same 45%, Star lite has 31%, Star radler 28%, legend 28%, Tiger 32%, while Goldberg has 24% of the total population. These means the desperado brand has to be involve in more publicity.

Table 13b: Statistics of respondents that are aware of the Nigerian breweries alcoholic brand are listed below

Variables	Frequency	Percentage%
Desperados	45	45%
Life	64	64%
More	50	50%
Turbo King	55	55%
Williams	55	55%
Star lite	69	69%
Star Radler	72	72%
Legend	72	72%
Tiger	68	68%
Goldberg	77	77%

Source: Field Work, 2021.

Table 13b displays the frequency distribution of the respondents that are aware of the above listed brands of Nigerian brand alcoholic product. Out of 100 respondent, 45% of the total population are aware of desperados alcoholic brand, out of 100 respondent, 64% of the total population are aware of the life brand of Nigerian breweries. More product has 50% of the total population that are aware of the product, turbo king has 55% of the population aware of the product, Williams has same 55%, star lite has 69%,star radler 72%, legend 72%, tiger 68%, while Goldberg has 77% of the total population. These means Goldberg is doing really well with brand awareness.

Table 14: Statistics of respondents of problems they think is facing billboard advert

Variables	Frequency	Percentage%
Too costly to patronize	36	37%
Causes distractions for road users	7	7%
Urges desires to purchase product that sometimes can't be afforded	6	6%
No certainty to the products quality	24	24%
All of the above	25	26%
Total	98	100%

Source: Field Work, 2022.

Table 14 shows the suggestion of respondents on what they think are the challenges facing billboard advert, 37% of the respondents think the major problem with billboard advert is the price being too costly, 7% of the respondents said that it causes distractions for road users and as such becomes a problem, 6% of the respondent also said that it urges the desire to purchase product that sometimes can't be afforded and through this causes frustration, 24% are of the opinion that the 'no certainty of product quality' leaves them indecisive of the product to purchase, while 25% of the respondents are of the view all of the challenges stated above are the challenges face by billboard advert and 2% of the total population are indifferent. This sums up to 100% of the total population.

Table 15: Analysis of respondents opinion how billboard advert can be more reliable tool

Variables	Frequency	Percentage%
Accessible prices for small business owner	13	13%
Strategic road placement	32	32%
Proffer quality products	4	4%
Affordable prices of product displayed	13	13%
All of the above	37	37%
Total	99	100%

Source: Field Work, 2022.

Table 15 reveals the suggestions of respondents on how billboard advert can be a more reliable tool, 13% of the respondents suggested that billboard ad can be more reliable if prices are accessible to small business, 32% of the respondents are of the opinion that billboard ad will be more reliable if the ads are placed in strategic places on the road, 4% of the respondent suggested that billboard advert can be more reliable if the products are of good quality, 13% of the respondent are of the view that affordable prices of product displayed can make billboard advert more reliable, while 37% are of the view that all of the above mentioned can make billboard advert more reliable and 1% of the population is indifferent. These sum up to 100% of the total population.

4.3 Discussion of Findings

This chapter critically presented and evaluated the data obtained from the objects of questionnaire distributed. It explains the results obtained from the evaluation and the interpretation of data gotten from survey. From the data obtained, the research reveals the following:

Research Question 1: Determine the level of brand awareness for Nigerian breweries alcoholic product

The purpose for this research question is to discover the level of awareness the respondents have towards the Nigerian breweries product. To answer this question, the researcher relied on data obtained from table 13a and 13b

Findings in 13a and 13b shows that 77% of the respondents are very much aware of the Goldberg product while Desperado has the lowest number of awareness rate counting with number at 55% of the respondents from 13a. Followed by the 'More' product carrying 50% rate, which means these two brands have to be exposed to publicity.

While Star Radler and Legend brand are doing very well with publicity following the Goldberg brand, carrying a percentage of 72% of the population

Research Question 2: Determine the level of brand awareness for Nigerian breweries non-alcoholic product 'Climax and Climax red

The purpose of this research question is to analyze the level of brand awareness for the Nigerian breweries nonalcoholic product climax and climax red, to answer this question, the researcher depended on the data from 9 and 10.

Findings in table 9 shows that 64% of the respondents are not aware of the climax red and climax nonalcoholic product of the Nigerian breweries brand, which means the publicity level is either not reaching the direct source or the product is not accessible to all. Just 36% respondents are aware of the climax and climax red product, which is really very low.

In table 10 we also found out the number of unaware respondent who will be willing to try out the climax and climax red and we reach an estimate of 53 respondent who will be willing to try out the product, which clarifies better with my judgment in table 9 assertion, that says the product is lacking awareness base on low publicity.

Research Question 3: Determine the number of respondent that knows Ace bitter as a non-alcoholic product

The aim of this research question is to reveal the number of respondents that are certain with the fact Ace bitters is a non- alcoholic product. To answer this question the researcher relied on data from table 11 and 12.

Findings in table 11 shows that 65 of 81% of the respondent are not aware of Ace bitters being a non- alcoholic product, while just 19% of 15 respondents are aware, which means either the public relations department failed to announce or the publicity unit did a bad job.

Findings in table 12 we tried to access the number of respondents that will like to try the ace bitter product, now that they are fully aware that it's a non- alcoholic product and 51% of 47 respondents are very willing to try, while 49% of 45 respondents are indifferent with the realization. Which mean we have a higher number of respondents that are willing to taste the product and as a result more publicity should be done to state it known to the public

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Without further a due, after fully exhausting the analysis of the data collection from respondents using the questionnaire and field survey, the findings reveals that there is a very high need for brand awareness and publicity for some of Nigerian Breweries Plc Products. We also figured out that most of the population discovered in the course of research, are well acquainted with most of Nigerian breweries non-alcoholic brand compared to the alcoholic brand of Nigerian breweries. it is well permitted to say that the Nigerian breweries platform has really expanded and diversified into different flavors and texture of drinks, which deserve an accolade. It also has a high rank rate of product success with some of it brands like; Heinekens, legend, Maltina, Star, 33 export and so many others. It's also safe to say that there is room for improvement as no one is the master of all trades.

Although, the challenges faced by billboard advertisement cannot be denied too, and as a result of this we have being to source and streamline the problems into the following bases; billboard adverts being expensive to patronize, causes road mishaps, increases the urge to buy even when there is no money, no certainty to product quality and so many others. Nigerian breweries plc should also work on specifically informing the public of the Ace bitters non- alcoholic drink.

In conclusion, Nigeria Breweries Plc can become a more reliable tool for reducing the risk and frustration involved in product promotion by strategically

providing road placement and also ensuring that affordable prices are available to small business owners.

5.2 Conclusion

This research is an analysis on the impact of billboard advertising on product promotion; a case study of Nigerian breweries. This study is to further evaluate to what extent billboard advertisement have being able to make an impact in the society at large.

With the aim of analyzing the responses of the audience, it is no doubt an obvious fact that billboard advertising has been able to meet its goal objective of effectively determining the efficiency and value of product promotion, and also been able to eradicate the issue of mishaps and misinformation that causes uncertainty to product's quality.

Based on the research conducted by the researcher, it revealed billboard advertising as one of the most important tool for product promotion. It is most suited for intensively distributed impulse goods bought by advertisers by brand name.

According to the research being studied, there is no doubt that billboard advertising promote product and services, billboard creates awareness of product existence especially the newly introduced goods.

Again, billboard generally influences consumer's decision because it uses irresistible, simple, short and easily understandable slogans that are easy to read and understand making it viewer friendly.

However, billboard advertising should be patronized by advertisers because it do not contradict other advertising messages, thereby it carries the same message on products and services with radio and television, etc.

Government should support billboard advertising because it contributes to economic growth and environmental beautification.

5.3 Recommendations

Based on the findings and conclusion of this study, the following recommendations were made.

- APCON should monitor and control advertisers that uses billboard in order for them to follow all the advertising laws and ethics.
- Outdoor Advertising Association of Nigeria (OAAN) should endeavor that sites where billboards are cited should be monitored to avoid billboard constituting problems.
- Advertisers should patronize billboard advertising because it is powerful and intrude on the passer-by's consciousness. Billboard tends to function as reminder media.
- Government should also encourage and support billboard advertising because it contributes to environmental aesthetics and national economic growth.

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QUESTIONNAIRE

Department of Mass Communication
Faculty of Arts,
University of Benin
Benin City, Edo State,

February 21, 2022.

Dear Respondent,

REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

I am KUSHIMO BISOLA CHIAMAKA, a final year student in the aforementioned Department of the University of Benin, Edo state. I am currently conducting a research titled: in partial fulfillment of the requirements for the award of Bachelors of Arts Degree in Mass communication. THE PROCLIVITIES OF THE IMPACT OF BILLBOARD ADVERTISING ON PRODUCT PROMOTION: THE STUDY OF NIGERIAN BREWERIES PLC.

I hereby solicit your corporation and sincere answers to the questions. I assure you that all data provided will be treated with utmost confidentiality and used for academic purposes.

Thank you in anticipation of your kind and rapid responses.

Yours faithfully,

Kushimo Bisola Chiamaka

INSTRUCTION: Please select an answer by ticking { } or filling as appropriate. SECTION A: Demographic Data

- i. Gender : a. Male{ } b.{ }
- ii. Age: a. 16-18 { } b. 19-21 { } c. 22-25 { } d. 25 years and above { }
- iii. Education Qualification: a. First leaving School Certificate { } b. OND/NCE c. Degree/HND { } d. Masters Degree { }
- iv. Level a. 100 { } b. 200{ } c. 300 { } d. 400 { }
- v. Religion a. Christianity { } b. Islam { } c. Traditional { }
- vi. Occupation: a. Student { } b. Civil servant { } c. Business { } d. Pensioner{ }
- vii. Study mode a. Mass Communication{ } b. Theatre Arts { } c. Fine and Applied Arts { } d. Early childhood education { }

SECTION B: Psychographic Information

1. Is Billboard advert Familiar to you? (A) Very familiar (B) Familiar (C) Cannot tell (D) Unfamiliar (E) Very unfamiliar
2. How often do you see Billboard Adverts (A) Rarely (B) Often (C) Very often (D) Not at all (E) Not very Frequent

3. To what extent have you used Billboard advert to advertise?(A) Rarely (B) Often (C) Very Often (D) Not at all (E) Not very Frequent
4. Do you think Billboard Advert has decreased the stress involved product awareness? (A) Yes (B) No
5. If yes, in what area has it made an impact? (A) Reduced the stress in advertising (B) providing awareness to variety of products (C) Easy access to products (D) None of the above (E). All of the above
6. If no, what's the extent of the caused loss? (A) Very high (B) High (C) Cannot tell (D) Low (E) Very low.
7. Have you tasted any Nigerian Breweries alcoholic product if yes, which? (A) Heineken (B) Star (C) (D) "33"export (E) Gulder.
8. Do you know about Nigerian Breweries Non-alcoholic products if yes, which? (A) Maltina (B) Fayrouz (C) Climax (D) Ace Bitters (E) climax Red
9. Do you know about Nigerian Breweries Climax and Climax Red Non alcoholic drink? (A) Yes (B) No
10. If no, will you like to try it? (A) Yes (B) No
11. Do you know that Ace Bitters is a Non- alcoholic drink? (A) Yes (B) No
12. If no, will you like to try it (A) Yes (B) No
13. Do you know about these brands of Nigerian Breweries alcoholic product if no, tick the ones you don't know of () Desperados () Life () More ()

Turbo King () Williams () Star lite () Star Radler () Legend () Tiger
() Goldberg

14. What challenges do you think is affecting Billboard advert? (A) Too costly to patronize (B) causes distractions for road users (C) Urges desires to purchase product that sometimes can't be afforded (D) No certainty to the products quality (E) All of the above
15. How can billboard advert be a more reliable tool for product promotion? (A) accessible prices for small business owner (B) strategic road placement (C) proffer Quality products (D) Affordable prices of product displayed (E) All of the above

