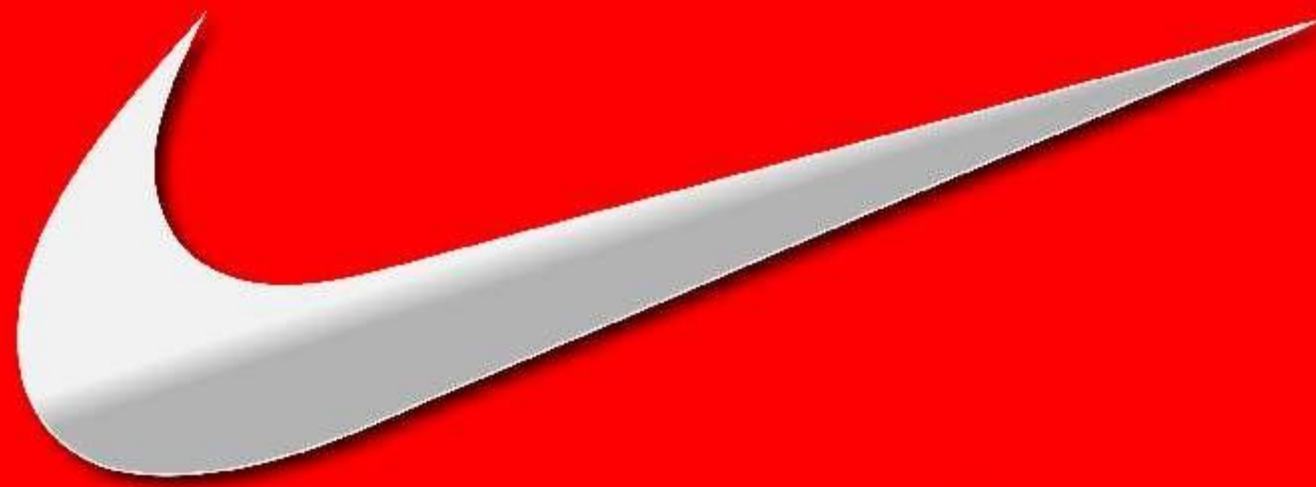




DIFFERENT

IS NOT AN OPTION





Strong products and services are highly differentiated from all other products and services.

It's that simple. It's that difficult.

Brands

are a marketplace response,
not a marketer's stimulus;
if that response from the audience
is simple, clear and on strategy,
you can build a brand.



Who we are

———— • ————
Maverick: /maverik/ noun N.
American: a determinedly independent person:
a non conformist





OUR HISTORY



Maverick Equinox Limited is a specialist marketing Agency. Our philosophy is one of differentiated creative execution delivered on platform of relevance.

Our focus and specialization lie in the areas of market entry, brand activation/promotions and experiential marketing. In the course of our youthful existence we have had the opportunity to work on a number of brands cutting across various business sectors ranging from entertainment to power Generation.





fresh offerings in

- Experiential Marketing
- Strategic Marketing
- Brand communication & Activation
- Creative Ideas & Designs
- Event Management
- Market Entry Strategy
- Market Research

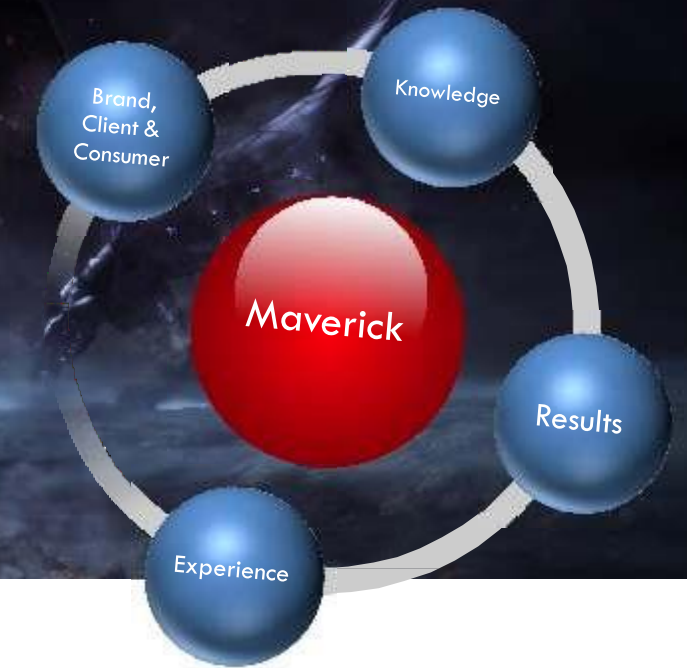
OUR BELIEF...

Its all
about
the

experience



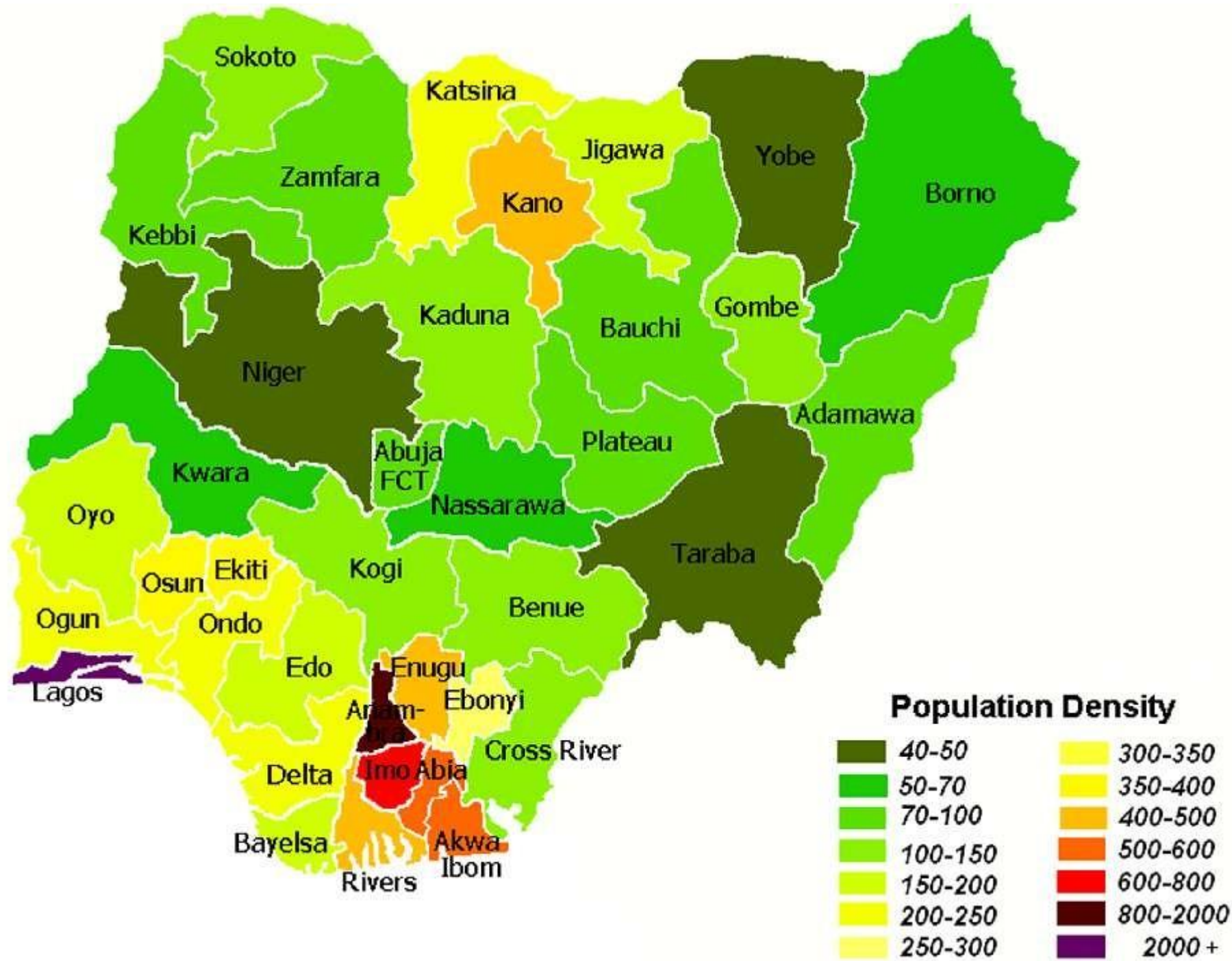
OUR EDGE



The Maverick Matrix™



The Maverick Matrix™ is the umbrella name for our strategic toolkit that provides us with the necessary insights that drive consumer/brand interaction. It is also a guide process to the Equinox, a point where Clients needs, brand opportunity and Consumer reality intersect.



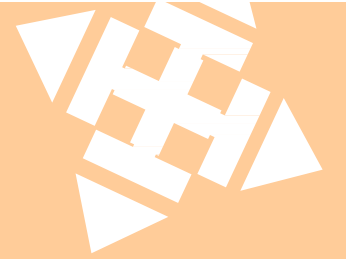
OUR HUB POINTS

- Lagos
- Abuja
- Port-Harcourt
- Enugu
- Ibadan
- Calabar
- Benin
- Kaduna



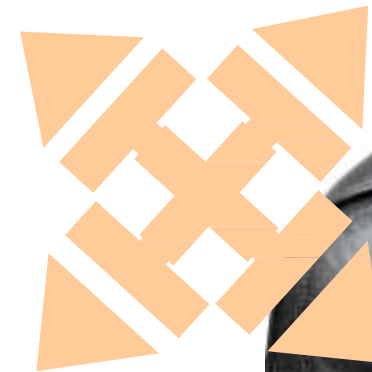
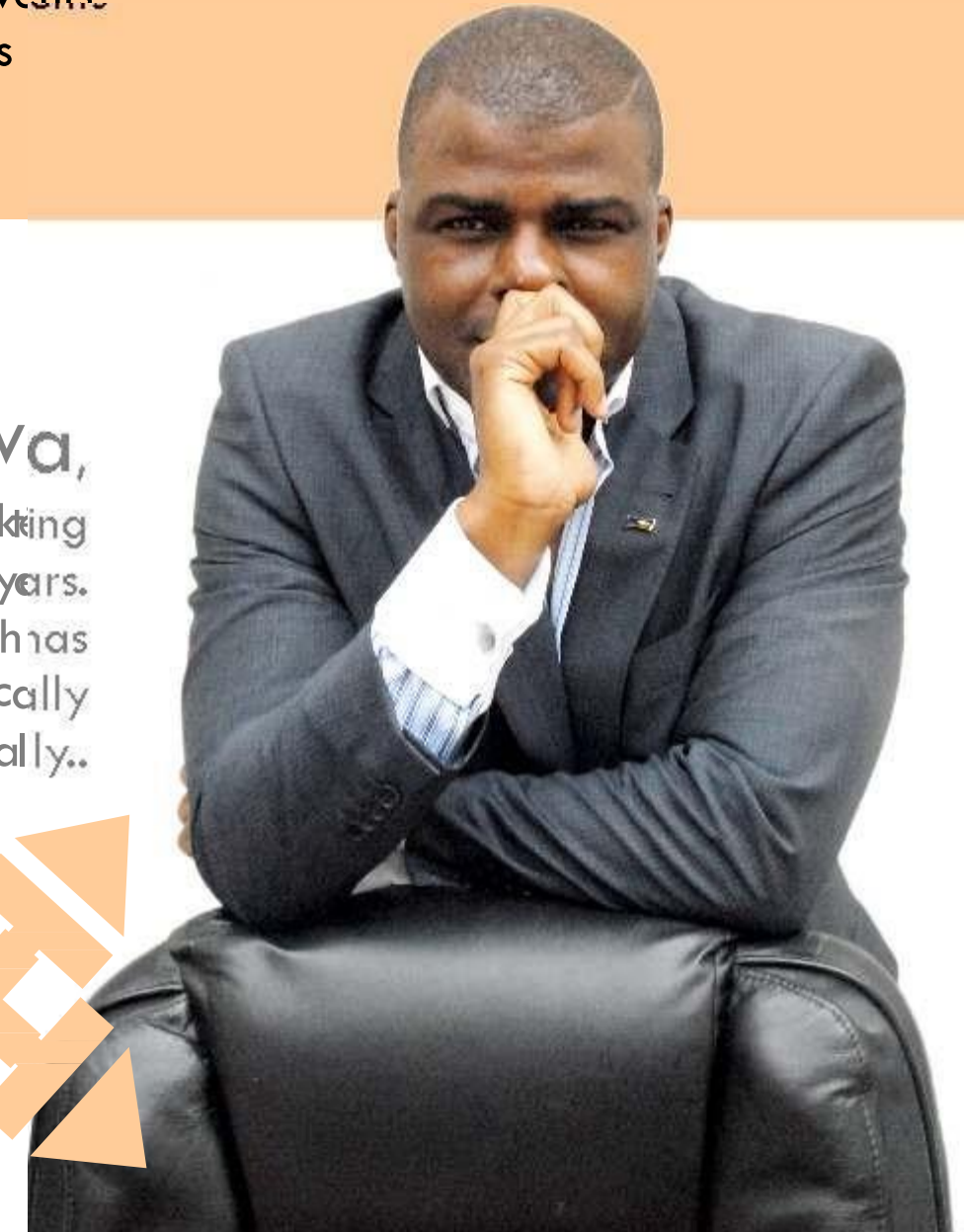


Edward Adebisi, Chairman of Maverick Equinox has been in the event creation and management sector for over 2 decades. His Technical company Africa Events, has been responsible for some of the biggest events to come out from Nigeria.



Uzoma Onwuchekwa,

the Managing Director, CEO has been in the marketing and marketing communications industry almost 30 years. He is considered a leading authority in this field and has delivered papers as well as consulted both locally and internationally..





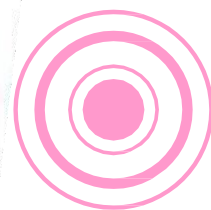
Chidi Ekechukwu, the Creative & Strategic Planning Director, has been in the marketing communications industry for over 16 years working with some of the biggest brands on the continent as well as some of the countries foremost creative services suppliers.



Cynthia

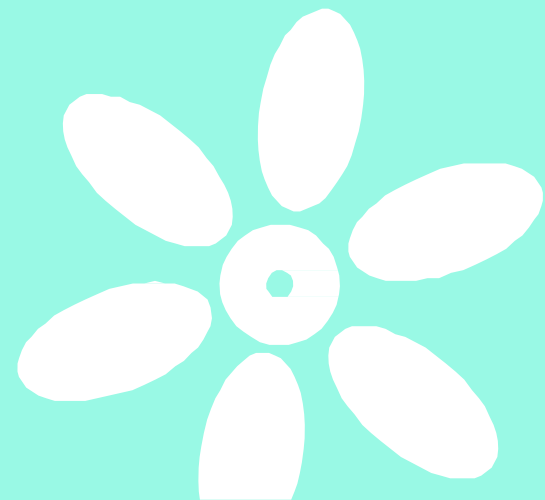
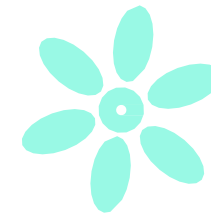
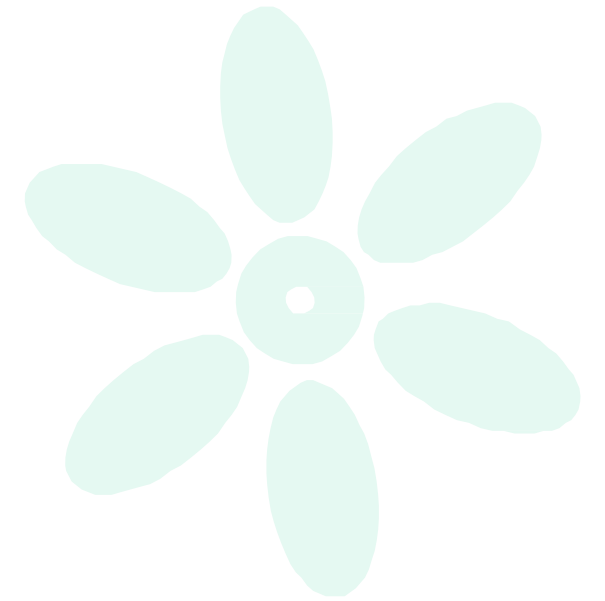
Nwagboniwe Director, Business

Development, has had an exciting multifaceted career spanning TV journalism & broadcasting on both local and International television as a programme producer, script writer, and TV personality; banking, advertising and experiential marketing.





Daniella Egbe, Group Head, Client Services, has a combined banking/marketing communications background. She was a Senior Account Executive with Chris Parkes Marketing Services, where she was opportune to work on a cross section brands. From there she joined a leading commercial bank as a key account manager before joining Maverick Equinox as Group Head Client Services.



Uche Nwaeji is Head of Operations. He has extensive experience in direct consumer marketing and event management. With more than a decade of activation experience, he has worked in EXP. He has managed projects for brands like NB, Bajaj, Diageo, MTN, Nokia, Hennessy, Unilever, Ariston, Motorola, GTB Etc.



A Chartered Account, **Obiageli Ayalogu**, heads the finance function and has a decade plus working experience across finance functions in different organizations before joining Maverick equinox in 2012.

Uju Chijioke,

Strategy & Research Executive, with over 7 years experience spanning HR Consultancy and Research. She has worked on projects for May & Baker Plc., Cummins West Africa, Park n Shop and the Bill Gates Foundation (GAIN Project), Ovaltine, EbonyLife TV etc.





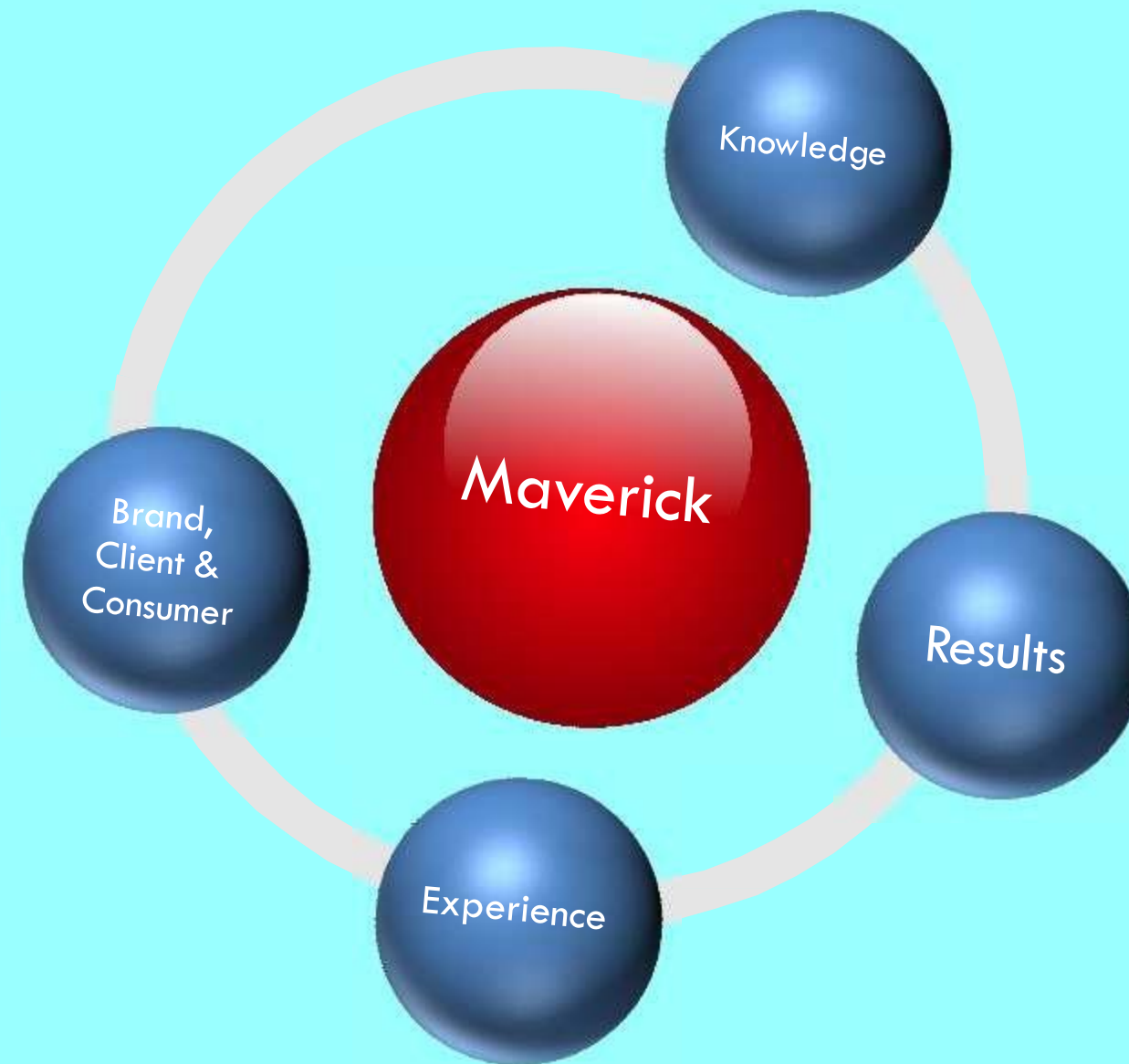
 **Nonso Ukachukwu**, Operations Executive. A Masters Degree holder in Economics from the University of Lagos. He has been in the marketing communications industry for over 7 years. With vast experience garnered working with different brands and managing top brands cutting across different industries. He is a Maverick.

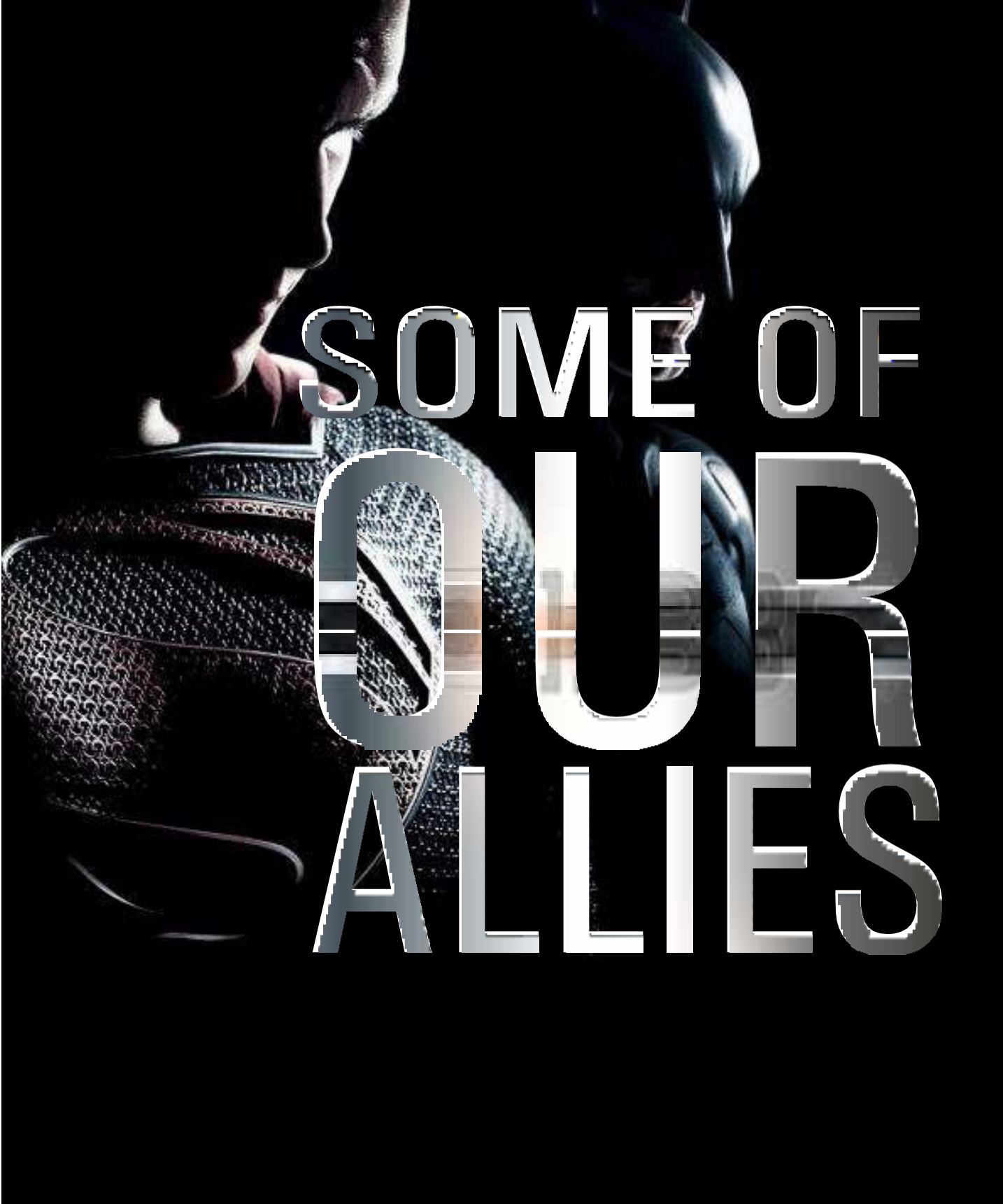


Emeka Onwubuya, Field Operations Executive. A Degree holder in Banking & Finance from Lagos State University. With more than a decade experience in the industry. He has experience working with different brands cutting across different industries like Starcoms, MTN, Samsung, Access Bank, Bajaj, Distel, Paga, Campari, Ariston, ERM, GAIN, Providus Bank, Knorr, Mc-vities, ERM, Motorola, Union Bank etc. He is a Man of the field.



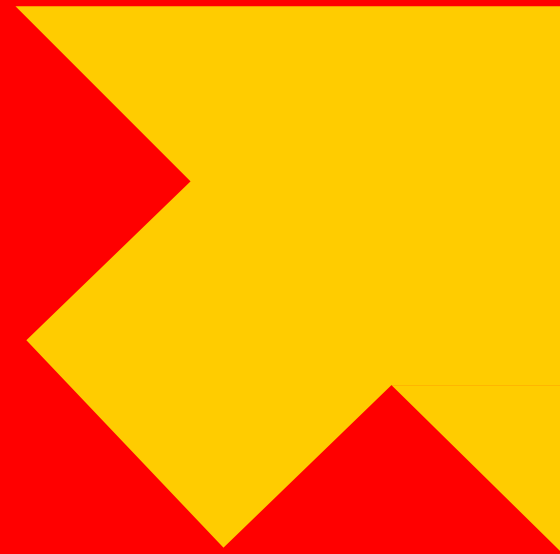
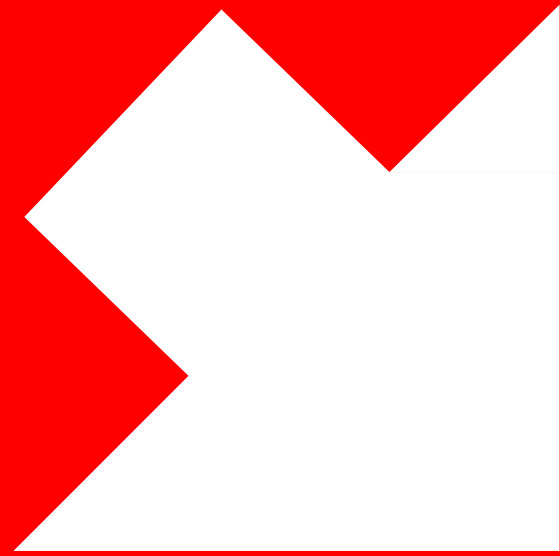
— OUR — STAR VCT VARE



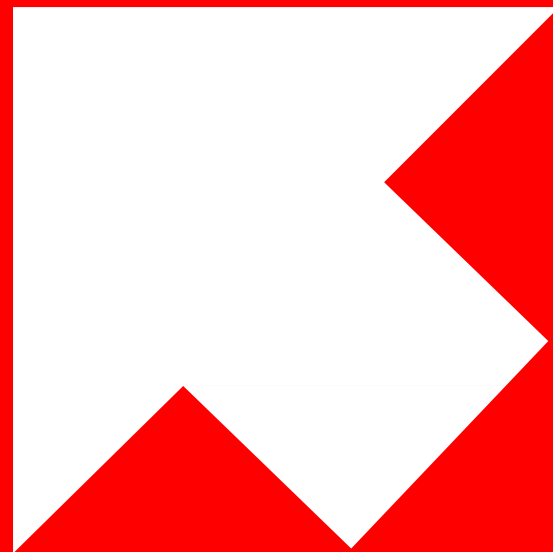
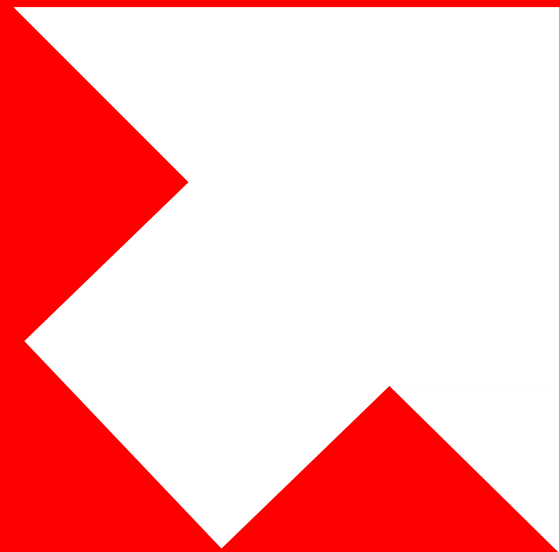


SOME OF OUR ALLIES





*Difference + Advantage = **Differentiated Advantage.***



**BRANDING
EVENTS &
MARKETING
GALLERY**



SINCE
2011





CLIENT:
EBONYLIFE TV
CHANNEL 165 (DSTV)

CREATIVE BRIEF:

Develop an event logo for EbonyLife TV, Africa's first Global Black Entertainment Networks unprecedented and star-studded tribute to Nelson Mandela, titled "The Legacy Lives ... A Tribute Concert".





LOGO CREATION

And adaptation across
all communication
materials.

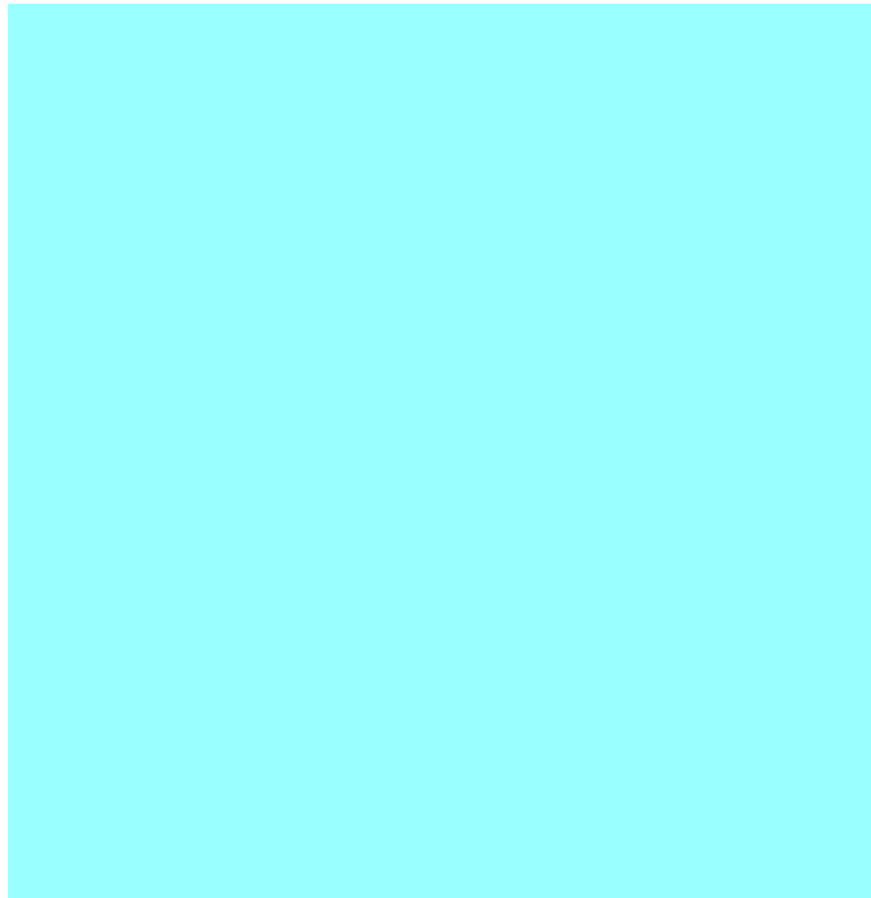
SAMSUNG





Samsung S6 Edge
and S6 Edge device
Launch Lagos

SAMSUNG



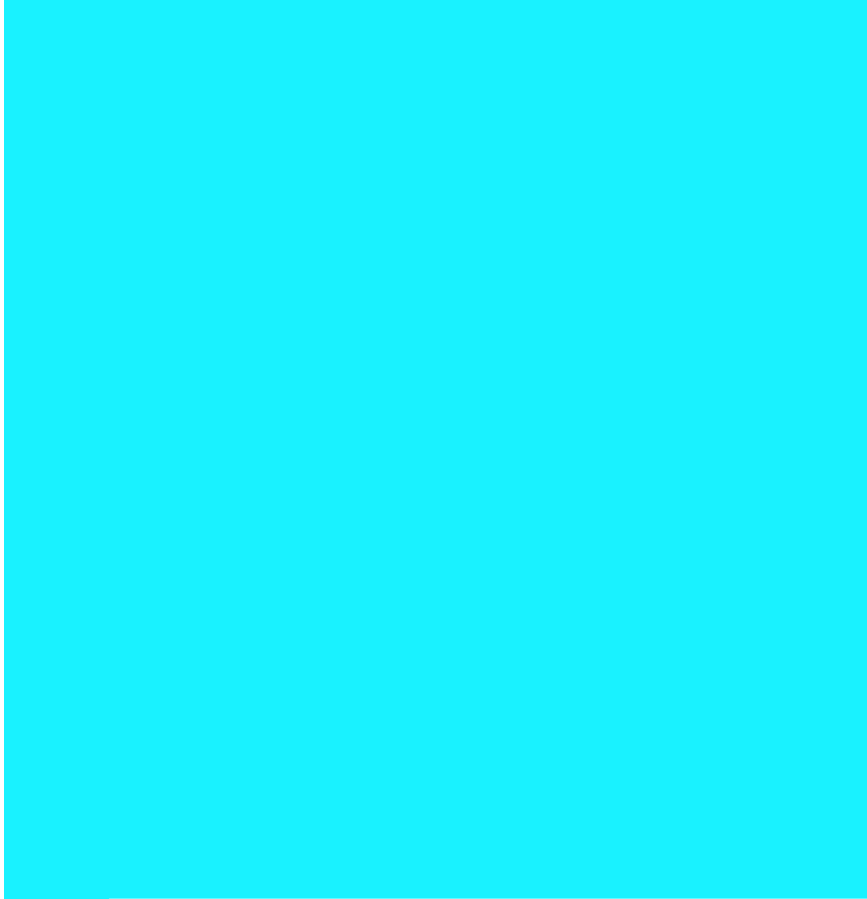
SAMSUNG





New Logo Launch







Union Vibe
account opening
activation with Phyno
to Enugu Campuses.







2012 Nigerian
Sports Festival,
LAGOS -
The Third Mainland
bridge Concept

FABRICATION

ACTIVATION (Pan Nigeria)







DISTELL





Savanna Dry

SAMPLING ACTIVATION



FUTURE TOUR ACTIVATION (PAN NIGERIA)

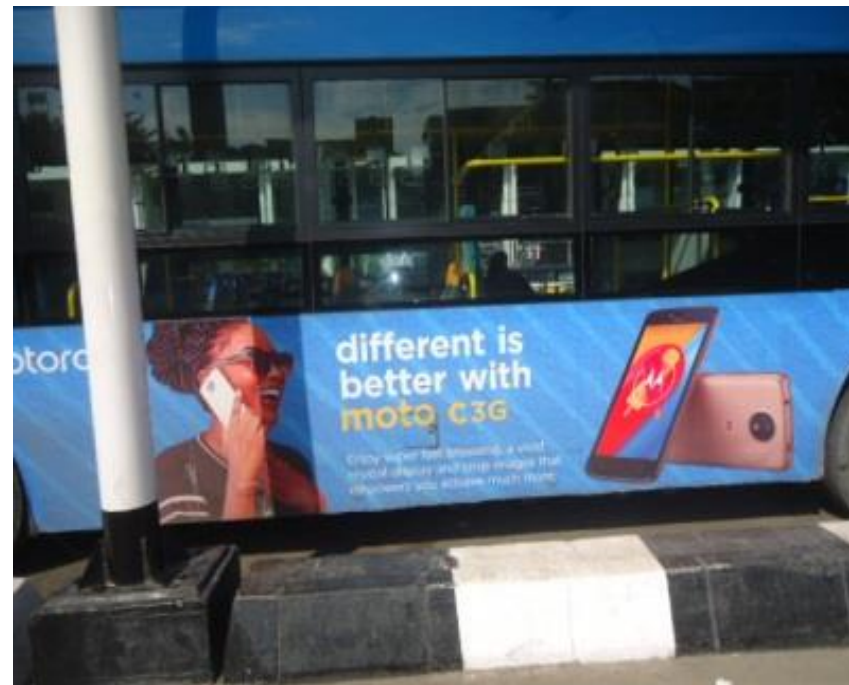




MOTOROLA DEALER'S LAUNCH



BRT BUS BRANDING



motorola

motorola is back

Available at all smartphone retail stores near you

Lenovo

NEWS

igerian vessels rot away on high sea, operators blame NIMASA, NNPC

... a substantial amount of vessels from across the world, according to a report by a Nigerian shipping operator...

... the operators say and blame NIMASA and NNPC for the rotting vessels...

... the operators say and blame NIMASA and NNPC for the rotting vessels...

different is better with 9mobile data

get 12 months free data when you buy and activate a moto z smartphone on 9mobile

1.5GB free data on activation

100% bonus on all monthly activations for first 6 months

50% bonus on all monthly activations for second 6 months

Text "PIN" to 8186 or dial *8186*PIN#

Available at all smartphone retail stores near you

motorola

9mobile

Lenovo

NEWS

We don't have power to arrest hate campaigners - Military

... the military says it has no power to arrest hate campaigners...

... the military says it has no power to arrest hate campaigners...

... the military says it has no power to arrest hate campaigners...

hello data

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NEWS

atiene Jonathan dares EFCC, recovers N2bn hotel

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PRESS ADVERT

motorola

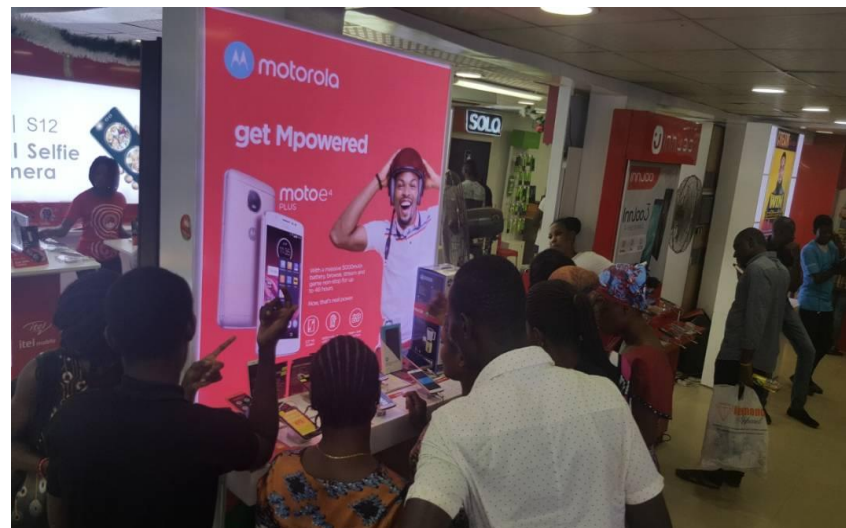
a Lenovo company

INDEPENDENCE PROMO ACTIVATION



motorola





CHRISTMAS PROMO ACTIVATION



