

Nigeria's TMKG scoops award at 'Brand As King'

TMKG, a specialist out of home media audit company in Nigeria, has won an award for the most outstanding media monitoring company in the outdoor media sector of the advertising industry at the annual 'Brand As King' Awards for its work on *Billboard Magazine*.

Billboard Magazine is a frontline print publication that reports the out of home segment of the advertising business in Nigeria.

The company received the award on 21 August 2011 during the 3rd 'Brand As King' Award organised by Executive Options, publishers of the *Billboard Magazine*. TMKG was selected for the award by the publication's editorial board and award jury for its pioneering and innovative efforts in the monitoring and audit of Nigeria's vast outdoor landscape.



Dan Oshodin, CEO of TMKG, receiving the award

Receiving the award on behalf of the company, Dan Oshodin, its CEO thanked the organisers of the event and noted that TMKG "helps advertisers, advertising agencies and media owners track huge investment in media, generating data and insight that aid strategic decision making in planning, buying, implementation, management and control of outdoor media".

The event was attended by the executive governor of Akwa Ibom State of Nigeria (represented by his chief of staff) featured awards in several categories including Best Media Agency won by Media Share; Best Outdoor Company won by Global Outdoor Systems and Best Advertiser won by Coca cola among others categories of awards.

The award which held at the Four Point by Sheraton attracted leaders in the advertising industry in Nigeria and Ghana including Francis Dadzie, the executive director of the Advertising Association of Ghana (AAG), Chief Ahmed Omisore, former president of the Outdoor Advertising Association of Nigeria (OAAN) and the West African Outdoor Advertising Federation who is now a member of the Lagos State House of Assembly.

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