



BIG NAIJA TRENDS

REPORT

OUTLOOK 2023



Content Table

1. 2023 Cultural trends



2. 2023 Social media trends



3. 2023 Content trends



4. 2023 Media trends



5. 2023 Technology trends



An Insight into the Trends in the Nigerian Digital Landscape

This is the maiden edition of our quarterly Big Naija Trends report. Here we seek to keep you abreast with the latest trends shaping the digital landscape from a very local point of view.

We believe that moving with the trends would help brands, marketing practitioners, business owners etc to create meaningful connections with their target customer and drive the desired result/action.

“We do hope that this report gives you the necessary insights your business needs to ride the new waves of successful marketing from a digital point of view”

— **Tolu Onile-ere**, (Headmaster, Playhouse Communication LTD).





CULTURAL TRENDS

2023



BACK TO THE STONE AGE OR THE YEAR OF THE FINTECH?

CASH CRUNCH CHANGING HABITS

Following the decision of the apex bank in Nigeria, Central Bank of Nigeria (CBN), to redesign the naira and retract the old notes, there has been difficulty in accessing the new notes. This has hampered transactions and has put a strain on the ease of doing business.

IMPACT






- People say that the situation has forced them to hoard their cash as they don't know when next they'll get more.
- Some FinTechs have found diamonds in the mud as they have seized the opportunity to use their products to meet a need. Hence, even people at the bottom of the pyramid have begun to use FinTech to make transactions.
- People no longer trust banks as they have failed to carry out electronic transactions seamlessly in these trying times.

IMPLICATION

1. FinTechs have moved from using NUBAN accounts to exploring opportunities with phone number-based transactions at no transfer charges.
2. People are resorting to keeping cash under their beds following inconsistencies of banks.
3. The opportunity to bank more people abounds and should be seized.
4. Make your tech product simple, easy to use and consistent and you'll win.

With the current cash situation, how has your habit changed?

[More Details](#)

	I now hoard my cash	14
	I use FinTechs that don't take tra...	9
	I no longer trust my banks	14
	I buy everything in bulk	11
	Other	8



Kindly note that numbers are in percentage %

PURCHASING POWER NOT SO POWERFUL

SUSTAINING THE WAY OF LIFE

Inflation in Nigeria is skyrocketing (21.82%) and it is affecting the way of life of everyone. The World Bank in 2022 stated that over 5 million people have been plunged into poverty following inflation rates.

IMPACT

Inflation is forcing people to move budgets around to sustain their way of life as they have highlighted that they can no longer save as much. Most people have to endlessly calculate expenditures before making them, they go out less and buy groceries in bulk.

People are picking cheaper options to their day-to-day items.

IMPLICATION

1. Businesses are now being forced to offer even smaller SKUs to meet the dwindling purchasing power
2. Hospitality and entertainment businesses will suffer a decline in patronage as customers have resorted to going out less.
3. FMCGs may need to offer plans or products that enable people buy items in bulk in a bid to get more for less

How has the increase in prices affected you?

[More Details](#)

● These days I calculate my expen...	27
● Can no longer save as much	17
● I go out less	19
● I buy foodstuff in in bulk	14
● Other	3



Kindly note that numbers are in percentage %

JAPA STRENGTHENS AS ECONOMIC SITUATION WORSENS

JAPA TRAIN GETTING BIGGER

The economic situation in Nigeria has been gloomy in recent times and this has still not sparked the interest of most millennials and Genzers as they tilt toward Japa (leaving the country) and seeking opportunities to save more.

IMPACT

Mostly young people have lost interest in domestic policies as it seemingly proves never to meet up with expectations hence people have decided to find ways to maintain their health whilst seeking greener pastures overseas.

Mainly people between 25-45 years old making N200,000 and above are actively seeking to join the japa train.

IMPLICATION

1. Businesses will continue to lose talents to other countries
2. People will actively seek cheaper options to satisfy their needs
3. It would take deliberate education to attract people to politics in Nigeria for the right reasons.
4. Health brands and content creators are set to thrive as the conscious consumer in Nigeria continues to grow.

What is the current economic situation making you do?

[More Details](#)

● Intensify japa plans	12
● Save more and go out less	16
● Plan to get into politics	2
● Prioritize your health and well-b...	13
● Other	6



Kindly note that numbers are in percentage %

MARKETING IN A COST-OF-LIVING CRISIS

“Current macroeconomic factors are driving very high levels of price sensitivity. Marketers must find ways to maintain brand equity and increase market share in an increasingly difficult economic scenario.”

– WARC Marketing report 2023

Implication

Maintain ad spend

Brands will be required to maintain or increase ad spend in these times to sustain its positioning in the market and retain mind share amongst its target audience.

Tonality & Humour

The tone of messaging is also a key consideration when marketing in a cost-of-living scenario like Nigeria. Brands need to convey *sensitivity, transparency and a strong sense of value.*

Increased brand visibility

The battle for market share would be even fiercer as purchasing power dwindles. This therefore makes brand visibility imperative.



SOCIAL MEDIA AND CONTENT TRENDS 2023

A series of faint, light gray line graphs and data points are overlaid on the bottom right corner of the page, set against the white grid background. The graphs show various trends, including a steady upward slope, a fluctuating line with peaks and valleys, and a jagged, noisy line.

THE MESSIER THE BETTER

THE NEW STATE OF UGC

Social media is structured in such a way that people post their best content (best edited photos, perfect videos, error free texts etc).

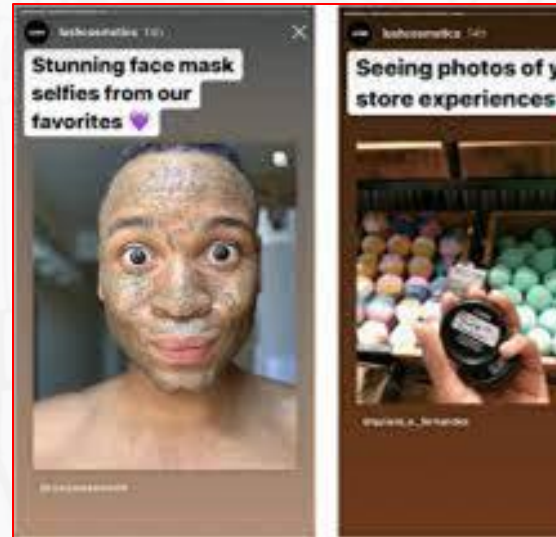
Experience has shown that people want to see "people" on social media. They want to be part of the journey and see the flaws; hence, messy content seems to get better engagement and translates to overall page growth and brand health.

IMPACT

This concept is bringing Messy UGC to the fore, as micro-influencers are seizing this trend to connect better with their audience. Thereby enabling them to land better deals with big corporates seeking to make genuine and authentic connections with their audience. It's no longer about creating content; it's about documenting experiences.

IMPLICATION

Marketing practitioners can leverage this trend by putting out BTS content of their perfectly curated content or their day-to-day operations and/or connecting with micro influencers to document experiences while using their products/services.



CHANGING TIMES FOR INFLUENCERS

TO WHOM MUCH IS GIVEN

As brands tend to spend big bucks on IFM they tend to demand more. Brands are also looking beyond number of followers as actual content value becomes a focus; to be certain that both brands align and would attract quality leads.

IMPACT

Influencers are now being required to present backend data of their content. It's not enough to see engagement; impressions, reach, spend, clicks, attribution and so on have become important metrics to consider.

Brands are being intentional about the influencers (at whatever level) they sign on to protect/justify their spend and attract quality leads.

With the hassles and rigidity that comes with IFM, [AI influencers](#) are being explored and further success may see attention shifting from real-life influencers to AI.

IMPLICATION

To make accurate reports and justification of signing on a particular influencer, backend data should often be requested.

Also, **more thought should be put into influencer selection** for brands and campaigns.



TIGHT KNIT COMMUNITY MARKETING

KEEP YOUR CUSTOMERS CLOSE AND YOUR COMMUNITY CLOSER

The headache of sifting through the plethora of information hitting users on digital media is increasingly becoming an issue, this is forcing users to seek other less intrusive modes of getting information. Hence the community marketing trend.

Platforms like Facebook and LinkedIn have done this successfully and as such WhatsApp and Telegram have incorporated this feature and are currently making a killing.

IMPACT

Brands and businesses have begun to create close knit communities on as many platforms as possible mainly to nurture leads and retain customers. As such creating jobs for a new crop of marketing professionals called community managers

Businesses like MoneyAfrica, InstaBlog, GistLovers, B2B businesses (Fintechs) etc leverage this trend heavily.

IMPLICATION

Companies are leveraging this trend across digital media to add value to their customers whilst upselling and cross selling.

This way brands can offer valuable content, gain valuable insights and drive the conversation with their audience, by creating a sense of belonging for customers..



VIDEOS; SIMPLE AND SWEET

THE KING STILL RULES

In the kingdom of content marketing, video remains ruler of them all. However, in 2023, videos are going to get even shorter and will be made simpler and sweeter. Thereby aiding brands to deliver their message quicker, clearer and punchier.

In its 2022 State of Video Marketing Report, Wyzowl reports 78% of B2B marketers will invest more in video content in 2023.

IMPACT

Social media channels have consistently optimized their algorithms to serve snackable video content to keep users glued to their screens and drive marketing objectives.

IMPLICATION

- Brands and businesses should consistently put out very short form videos that carry a complete message and a clear CTA for users to take action.
- This type of content format greatly helps deliver on marketing objectives



EMPATHY: THE NEW NORMAL

IF YOU CAN'T HELP, DON'T MAKE IT WORSE

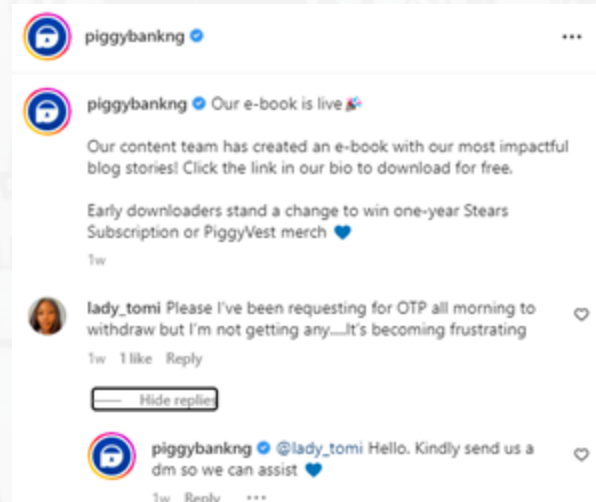
Feel what your customer feels, resolve their complaints in record time, reply messages as a human should, and ensure product efficiency. These simple things have become the mantra of many organizations and they have proven to retain customers and attract potential customers. Especially in the e-commerce and fintech space in Nigeria, empathy customer service is being demanded.

IMPACT

Following a series of unpleasant happenings foraging the country, more people are forced into hardship. This therefore means that brands would need to be more empathetic towards customers before putting out responses.

IMPLICATION

- This trend is demanding for thoroughly optimized product to ensure efficiency
- Use emotionally conscious words in replies and honestly helping customers fix their issues in record time.



INTELLIGENT, INTERACTIVE CONTENT IS THE FUTURE!

BEST OF 2 WORLDS

Social media platforms like Snapchat and TikTok have taken AR to a different height and as such other platforms have jumped on the bandwagon to give their users an immersive experience.

While AR has developed dramatically in recent years, the real future in content marketing will be virtual reality (VR).

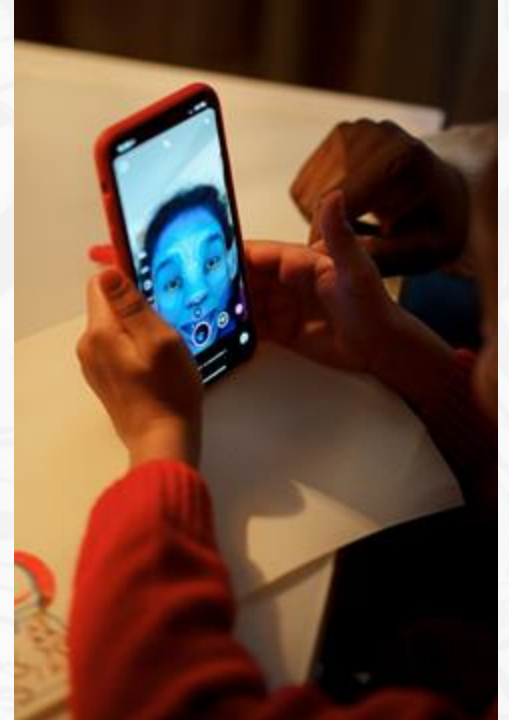
Imagine fusing the offline experience with the digital experience through virtual reality.

IMPACT

Users will continue to spend time on their mobile devices creating new content for their individual platforms using these filters and add-ons as they make video content more engaging.

IMPLICATION

Brands and marketing professionals would need to explore using these AR filters to create engaging content to attract, acquire and retain their customers.



STORYTELLING 2023 - HUMAN AND DATA-DRIVEN

SCIENTIFIC AND ARTISTIC

Storytelling is undoubtedly an art, but there is a science to it as people love to be informed and entertained. To get the best out of storytelling the need to continually mine consumer data cannot be over emphasized.

The art of storytelling fused with the science of data mining is a dart that always hits the bullseye.

IMPACT

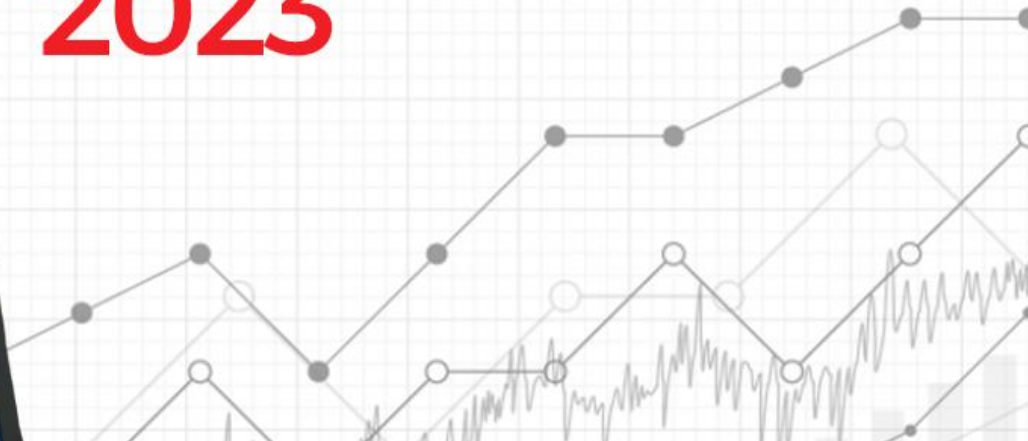
As the advancements in technology continually makes the world a smaller place by putting information within reach, the thirst for knowledge will continue to rise.



IMPLICATION

To win, you must understand what people want, what they are searching for, how they live their lives and explore the statistics around it. This way, content is richer and more impactful.

MEDIA TRENDS 2023



A COOKIELESS FUTURE

EMPHASIS ON FIRST PARTY DATA

Marketers are set to invest more in email marketing software & exploiting cutting-edge AI tools to mine first party data as cookies are getting dunked soon.

IMPACT

Without cookies, it will become harder to track users across the web. Thereby keeping more customer information private. It's time to prepare.

Digital advertisers will need to be proactive in their marketing efforts, **to create a positive brand identity for consumers** as a whole – to focus less on specific targeting.

Leading with a **strong brand identity** is key, so consumers can recognize your image across your digital presence.

IMPLICATION

Utilize consumer research platforms – brands will need to explore new ways to gather robust consumer data.

Expand database - Reduce the impact by gathering more first-party data through methods such as website subscriptions, customer surveys etc.

In 2023, we expect there to be a rebalance of digital ad spending to include **more brand-building** and less over-targeting.



BUDDING VIDEO MARKETING

VIDEO IS KING

Over the years, video content has proven to be the most impactful in terms of engagement results. Internet traffic research results point to the fact that 82% of content will be video by 2023.

IMPACT

In this quarter, there are no questions as to the continuous growth of this content format; it has continued to grow year on year.

It's also getting better with the plethora of short-form video platforms currently available such as TikTok, Triller, Snapchat, Pinterest, most recently YouTube shorts.

Video content will continue to assert its dominance as king in the content marketing space.



IMPLICATION

To stay relevant, businesses need to appear in the channels and formats where our customers have affinity for. Also, there must be growing investments for creating video content that will drive the relevant impact and reach the business objectives.

GUIDED MARKETING INSIGHTS

TIPS FOR TAPS

Marketing over the years has explored tools where it can glean insights to make the next campaign better. This quest has led to the introduction of AI for audience expansion, targeting & campaign optimization. Now you can get more insightful tips you can tap from.

IMPACT

28% of marketers are using AI for product recommendations while 26% use it to optimize their campaigns already. Marketers use AI and analytics to collect and analyze data and automate marketing-related processes.

IMPLICATION

Marketers and Advertisers will largely depend on AI to drive campaign effectiveness through **automating audience expansion, targeting and campaign optimization.**

No more groping in the dark.



MULTI-SEARCH – THERE ARE LEVELS TO THIS

WHAT'S MORE TO SEARCH?

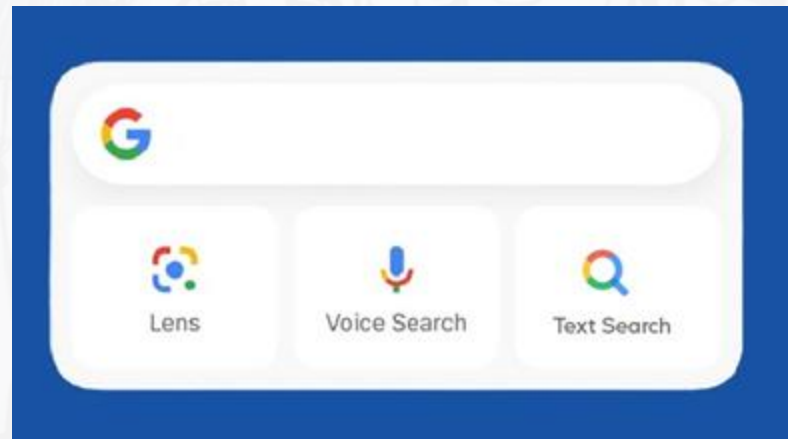
We can now search between various assets, including videos, images, PDFs, text, languages, etc. This gives users multiple options to search for unique items online.

IMPACT

Multi-search has opened the biggest untapped opportunities for marketers, and we can see the direct benefit. For example, consumers can take any image and use Google Lens to explore everything about the image.

IMPLICATION

Going forward, smart marketers will be leveraging all types of assets, tapping into Google Vision API and entity data to deliver the most relevant & qualitative assets. This opens the likelihood of a new metric we may call SOS – Share of Search.



MORE NATIVE ADVERTISING – LESS INTRUSION

MARKETING IS INTRUSIVE

Let's face it, people hate ads! They can be intrusive and a waste of time. While a user is online playing a game, watching a video or just surfing through the internet, an ad (relevant or irrelevant to the user) just pops up and interrupts the users' experience. This is where Native advertising comes in, here we make the ad a part of the content.

IMPACT

47% of all internet users have ad blockers (Digital Information World) to mitigate the intrusion of ads targeted at them.

The onus is now on the marketing professional to find ways to reach the audience without being intrusive and disrupting their experience, hence, **Native Advertising**.



IMPLICATION

Advertisers need to take advantage of Native Ads by seamlessly embedding the ads into the content such that it looks and feels like a part of that content.

In other words, **Product Placement**.

Although this is not new, marketers and advertisers will be doing more of it in 2023. If done right, this will help circumvent the issue of growing ad-blockers.

CREATIVELY RETHINKING CONTENT MARKETING

CONTENT DRIVES EVERYTHING

Content marketing will continue to explode, as more streaming platforms continue to improve on user experience. As a result, more users will spend more time on these platforms.

Also, streaming platforms gather unique insights and interests of its individual users, and this is what fuels the unique user experience they often deliver.

IMPACT

Netflix, Amazon Prime and music streaming platforms are recording millions listeners and it will continue to grow.

The creator economy has become a powerful force in today's digital landscape, and marketing to Gen Z means paying close attention to content marketing trends.



IMPLICATION

Digital marketers and brands would need to make deliberate efforts to creatively include content marketing as part of the marketing mix.

This would reach and retain new and existing customers especially the younger generation who have taken extensively to streaming.

TECH TRENDS 2023



AI – OPPORTUNITIES NOT THREATS

AI GOING TO TAKE MY JOB

Following advancements in technology over the last decade, people have speculated the impending loss of jobs to robots and now AI (Artificial Intelligence). Tech has advanced at an alarming rate and can no longer be ignored as they tend to shape every facet of the economy.

IMPACT

People have wondered and consistently brooded over the speculated loss of jobs to AI as there is an AI for virtually everything you can imagine.

Fear over job security has been the concern of employees, the supposed drop in OPEX has been the under toned joy of business owners, the lack of empathy by AI is a huge concern for both parties.

IMPLICATION

People would use AI to deliver on their various tasks more efficiently and in record time as they have begun to realize that the emergence of AI doesn't spell doom for jobs and businesses but represents a huge opportunity to get tasks done better and faster. - **Embrace AI**





Thank
You