

# 2024 SOCIAL MEDIA AWARDS



# SMA

## SOCIAL MEDIA AWARDS ©

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PACKAGED BY:





2024



## ABOUT SMA

**S**ocial Media Awards was initiated to recognize outstanding achievements and contributions in the field of social media. With the rise of social media platforms, it has become an increasingly important aspect of modern communication, marketing, and culture.

This award is given to individuals, brands, organizations, or campaigns that have demonstrated excellence in social media strategy, content creation, audience engagement, or community building. By recognizing excellence in social media, these awards serve as a means of highlighting best practices, inspiring others to innovate and push the boundaries of what is possible in the field. This also goes to establish benchmarks for success and encourage ongoing improvement and development in the industry.

Ultimately, this awards is a way of celebrating the impact of social media on our lives and society, and honoring those who have made significant contributions to the field. It also serves as initiative to recognize leaders in the industry and create a platform for business networking opportunity among the participants.

# Celebrities and Guests at the 2023 SMA



▶ Arinze Okonkwo and Frodd with a guest



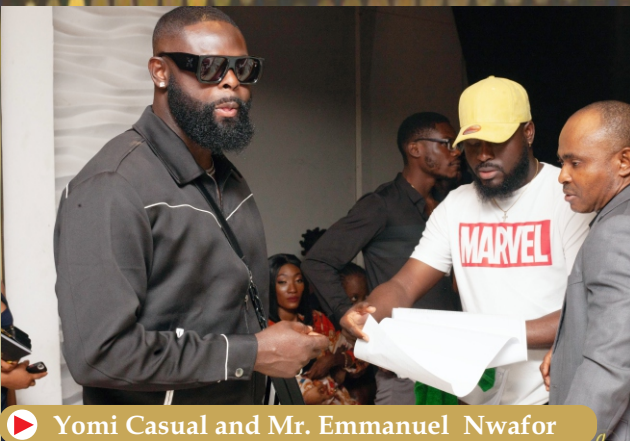
▶ Faze and Ay on stage



▶ Tony Umez and Mr. Tolu



▶ Ejike Asiegbu with a guest



▶ Yomi Casual and Mr. Emmanuel Nwafor



▶ Ajebo and Queen May



▶ Mc. Danfo



▶ Ozo and Arinze Okonkwo on stage

# Award Winners at the 2023 SMA



▶ Tony Umez presenting the award of Best Tiktok Content Creator to Kholes Gram



▶ Tacha receiving her award for Social Media Influencer of the year



▶ Stan Nze, winner of the Most Engaging Actor Category



▶ Mama Uka; winner of overall Best Social Media Content Creator and SMA host Queen May



▶ Ay Makun; winner of Most Followed Comedian On Social Media



▶ Brain Jotter receiving his award for Best Youtube Content Creator



▶ Daddy Freeze, winner of the Most Engaging On Air Personality



▶ Ify's kitchen receiving her nomination certificate and award for Food Influencer of the Year



▶ Taaoma receiving her award for Best Instagram Content Creator

# Award Winners at the 2023 SMA



▶ Perliks receiving his award for Best Music Video on Youtube



▶ Shank comics receiving his nomination certificates and award for Viral Slang Maker of The Year



▶ Pharmsavi receiving his award for Best Health Content Creator



▶ Lawrence Alabi receiving the award for Yabaleft Online as Blogger Of The Year



▶ Omotara receiving her award for Best Twitter Content Creator



▶ Mama Uka receiving his awards for Overall Best Social Media Content Creator



▶ The Arise TV team receiving their award for Most Engaging TV Station



▶ Representative of Lush Hair, winners of Most Engaging Beauty Brand on Social Media

# Award Winners at the 2023 SMA



▶ Mr Habeeb receiving the award for most responsive telecom company on social media on behalf of MTN Nigeria



▶ Ms. Victoria from Jumia receiving the award for Best Use Of Social Media - E Commerce Company



▶ OAP Mahogany receiving the award for most engaging radio station on social media



▶ Ramat and Kenneth, representatives of Indomie receiving the award for Most Supportive FMCG Brand On Social Media



▶ CCO Betway Nigeria, Mr Otunba Lakunle and his team receiving the award for Best Use Of Social Media Sports And Betting Platform



▶ Mr Chika Nwosu, MD of Palmpay receiving the award for Best Use Of Social Media -Fintech



▶ Representatives of Lush Hair, winners of Most Engaging Beauty Brand on Social Media



▶ Mrs Tolulope Onalaja GED Revolution Plus receiving the award for Most Supportive Real Estate Company



▶ Representatives of Chrisland School receiving their award for Most Educative Video Content

# Award Nominees at the 2023 SMA



Aproko Doctor    Mr Macaroni    Chimamanda Ngozi Adiche    Dr Joe Abah    Dr Dipo Awojide

## **MOST INNOVATIVE USE OF SOCIAL MEDIA**



Tobi Bakare    Bolanle Ninalowo    Odunlade Adekola    Kunle Remi    Stan Nze    Jide Kene

## **MOST ENGAGING ACTOR**



Brainjotter    Winifred Nwania    Twyse Ereme    Mark Angel    Tomike Adeoye    Tayo Aina

## **BEST YOUTUBE CONTENT CREATOR**



Pere    Jeremiah Ogbodo    Chioma Ikokwu    Adeoluwa Enioluwa    Pretty Mike

## **FASHION INFLUENCER OF THE YEAR**

# Award Nominees at the 2023 SMA



Kizz Daniel

Ayrastarr

Spyro

Ruger

Rema

## VIRAL SLANG MAKER OF THE YEAR



Iyabo Ojo

Chioma Akpotha

Destiny Etiko

Bimbo Ademoye

Bisola Aiyeola

## MOST ENGAGING ACTRESS



lamwhiternurse

Anastatia Itua

Aproko Doctor

House Wifey

Pharmsavi

## BEST HEALTH CONTENT CREATOR



TG Omori

Dammy Twitch

Director K

Blaqbonez and Perliks

The Alien

## BEST MUSIC VIDEO ON YOUTUBE



# Award Nominees at the 2023 SMA



Tunde Ednut    Eniola Adeoluwa    Simply Tacha    Pamilerin    Oga Sabinus

## SOCIAL MEDIA INFLUENCER OF THE YEAR



Japhet Omojuwa    Falz The Bahdguy    Dr Joe Abah    Aisha Yesufu    Segun Awosanya

## BEST USE OF SOCIAL MEDIA IN A CRISIS



Purplespeedy    Papeeyah    Khloes gram    Beauty Goddess    Softmadeit

## BEST TIKTOK CONTENT CREATOR



Hilda Baci    Sarah Olowojoba    Opeyemi    Opeyemi    Chef Cupid    Tspices Kitchen

## FOOD INFLUENCER OF THE YEAR

# Award Nominees at the 2023 SMA



Zubby Michael Charles Okocha Shank Comics Mr Macaroni Broda Shaggi Diamond Okechi

## VIRAL SLANG MAKER OF THE YEAR



Sulaiman Aledeh Kc Journalist Rufai Oseni Seun Okinbaloye Stephanie Busari

## MOST ENGAGING JOURNALIST ON SOCIAL MEDIA



Taaoma Shank Comics KIEKIE Oga Sabinus Brainjotter

## BEST INSTAGRAM CONTENT CREATOR



Smallie Omotara Akanni Lawrence Daniel Regha Ruth B.O.D Aunty Ada

## BEST TWITTER CONTENT CREATOR

# Award Nominees at the 2023 SMA



Chukwudike Damian  
Akuwudike

Odinaka Chukwueze  
(Mama Uka)

Ikorodu Bois

Comedian Sirone

Alooma  
Isaac Junior

## OVERALL BEST SOCIAL MEDIA CONTENT CREATOR



Bimbo Ademoye

josh2funny

Woli agba

Sifon Okoi

Nosa Rex

## BEST ENTERTAINING CONTENT CREATOR



Bimbo Ademoye

Mark Angel

Wizzy Funny

Izahfunny Comedy

Nasboi

## BEST FACEBOOK CONTENT CREATOR



Odumewu Debbie

Big Stepper

LARTYF

Smart Work

Tee Dollar

## BEST DANCE CONTENT CREATOR

# Photo Speaks



▶ Representatives of the Naija Beauty hair

# Photo Speaks



# Photo Speaks



▶ Tee- Dollar and friend



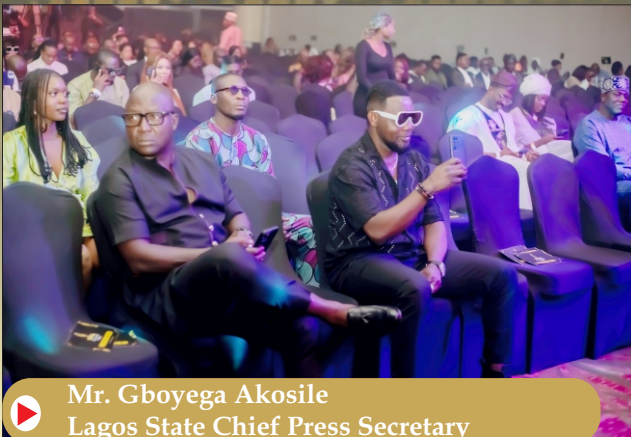
▶ Uchenna Nnanna, Anita Joseph, Mama Uka



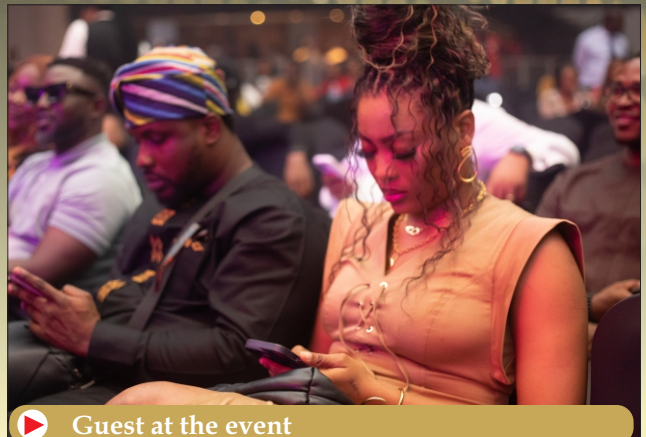
▶ Guest at the event



▶ MC Rhelax



▶ Mr. Gboyega Akosile  
Lagos State Chief Press Secretary



▶ Guest at the event



▶ Betway Stand



▶ Lacaser Stand with Smoov Chapman Drink

# Photo Speaks



# 2024 SOCIAL MEDIA AWARDS

## THE CATEGORIES



DATE: 17TH SEPT 2023 | 5PM

### Campaign Category

- Best Audience Engagement Campaign
- Best Social Media Influencer Campaign

### Video Category

- Overall Best Social Media Content Creator
- Best Instagram Content Creator
- Best Facebook Content Creator
- Best Youtube Content Creator
- Best Tiktok Content Creator
- Most Educative Video Content
- Best Entertaining Video Content
- Best Health Video Content

### Content

- Viral Song Of The Year

### Individual Categories

- Viral Slang Maker Of The Year
- Best Use Of Social Media In A Crisis
- Most Innovative Use Of Social Media
- Social Media Influencer Of The Year
- Most Engaging On-Air-Personality
- Most Engaging Journalist On Social Media
- Fashion Influencer Of The Year
- Food Influencer Of The Year
- Social Media Personality Of The Year
- Most Loved Social Media Personality
- Most Supportive Social Media Influencer
- Most Followed Comedian On Social Media
- Most Engaging Actor
- Most Engaging Actress
- Blogger Of The Year

### Brand Categories

- Best Use Of Social Media - Sports & Betting Platform
- Best Use Of Social Media - Banking Sector
- Best Use Of Social Media - Fintech
- Most Supportive Real Estate Company
- Best Use Of Social Media - NGO
- Most Engaging TV Station
- Most Supportive FMCG Brand On Social Media
- Most Engaging Beauty Brand On Social Media
- Most Engaging Radio Station On Social Media
- Most Engaging TV Presenter On Social Media
- Most Responsive Telecom Company On Social Media
- Best Use of Social Media - E-Commerce Company

### Government officials and agencies

- Most Responsive Security Agency In Nigeria
- Most Engaging Governor On Social Media
- Most Engaging Senator On Social Media
- Most Engaging House Of Rep. Member On Social Media
- Most Engaging House Of Assembly Member On Social Media





## 2024 SOCIAL MEDIA AWARDS NIGERIA SPONSORSHIP PACKAGES AND BENEFITS

No	Sponsorship Benefits	Platinum Package	Gold Package	Silver Package	Category sponsorship
1	Platinum Table for 10	✓			
2	Gold Table for 10		✓		
3	A stand at the event venue - Eko Hotels and Suites	✓	✓		
4	Long banner branding at the venue	✓			
5	Award category sponsorship	✓			✓
6	Logo display at the stage	✓	✓	✓	
7	10 to 30 seconds video advert on stage screen several times during the event	✓	✓ 1/2		
8	Mention/Logo on most promotional materials and advertisement such as Radio, Billboards, Online etc.)	✓	✓	✓	
9	Mention on most TV Commercials on CNN, Am showcase, Super Sports, NTA, Channels, Arise TV, News Central TV etc.)	✓	✓	✓	
10	Logo on the event website www.sma.ng for 4 months	✓	Half	Quarter	
11	Double speed advertisement on the event brochure	✓	Half	Quarter	
12	5 VVIP Tickets worth	✓ 5	✓ 2	✓ 1	✓ 3
13	10 VIP Tickets worth	✓ 10	✓ 5	✓ 2	
14	Live broadcast (Live streaming on about 5 TV stations and across hundreds of Social media influencers' accounts)	✓	✓	✓	
15	Other complementary packages etc. worth	✓			
	<b>Sum Total (Accrued Benefits):</b>	<b>N79,150,000</b>	<b>N33,000,000</b>	<b>N18,995,000</b>	<b>N4,450,000</b>
	<b>Sponsorship Cost:</b>	<b>50 Million</b>	<b>25Million</b>	<b>10 Million</b>	<b>1.5 Million</b>

Sponsorship



## 2024 SOCIAL MEDIA AWARDS CATEGORIES' SPONSORSHIP

Individuals and organizations are invited to sponsor any of the Awards Categories. The Awards aim to recognize and celebrate the outstanding work being done across social media platforms by individuals and organizations.

Sponsoring an Award Category would provide your organization with numerous benefits and opportunities.

1. You brand's name will be on the website as the sponsor of the Award(s)
2. You will be called upon to present the award(s) to the winner
3. Your brands name will be displayed on the screen as the Awards sponsor
4. Sponsoring an Award Category allows your organization to align itself with a prestigious Award event that recognizes excellence.
5. By associating your brand with the Social Media Awards Nigeria, you demonstrate that you value innovation, creativity and effective use of social media - qualities that are important to your customers and clients.
6. Sponsoring an Award Category provides your brand with exposure to the large audience that will be attending the event as well as following the Awards online.
7. Sponsoring an award category grants you access to the nominees and winners of that category. This allows you to form valuable relationship with individuals and organizations doing impactful and innovative work across social media that align with your brand's mission. You may find potential partners, clients or even future talent among the nominees and winners.
8. Sponsoring an Award(s) provides your employees and executives with networking opportunities to meet people working at the forefront of social media. This can lead to ideas and insights that help your organization improve and optimize its own social media strategies.
9. It will also provide you the opportunity to network with top business executives in Nigeria and government officials like Governors, Ministers, Senators, House of Reps members, commissioners and directors of some government agencies

The sponsorship packages for the Awards Categories are as tabulated below:

### AWARD CATEGORY SPONSORSHIP PACKAGES

Number of Categories	Cost of Sponsorship (₦)
1 Category	1,500,000
3 Categories	4,000,000
5 Categories	6,000,000
10 Categories	11,000,000

In summary, sponsoring an Award Category at the upcoming Social Media Awards offers numerous benefits in terms of brand alignment and exposure, relationship building, and industry insights.

We would be happy to discuss this opportunity further and answer any questions you may have. Please let us know if you would like additional details about the sponsorship packages available. We look forward to your response.

# Event Rates



## ADVERT RATES ON THE 2024 SOCIAL MEDIA AWARDS (SMA) BROCHURE.

A beautiful brochure will be produced that will carry all the nominees and winners of the 2023 Social Media Awards, as well as other important highlights of the Awards.

Placing an advertisement in the upcoming 2024 Social Media Awards brochure is a unique opportunity to raise your brand's visibility and credibility among a key target audience.

### Here are a few reasons why:

**Reach:** 2024 Social Media Awards will attract the top social media influencers, notable business executives in the country and well as government dignitaries. Having your ad in the hands of these decision makers will significantly boost your brand's exposure.

**Credibility:** By associating your brand with a prestigious Award program that recognizes social media excellence, you gain credibility and legitimacy by proxy. Your brand will appear to be at the cutting edge of social media.

**Networking:** Many attendees of the Award Ceremony and related events will see your ad in the brochure. This sparks conversations and connections that can lead to valuable business relationships down the road.

**Brand alignment:** The Social Media Awards celebrate what your brand likely values greatly - innovation, creativity Youth empowerment, and the strategic use of new platforms. Aligning with this event through advertising demonstrates that you share these priorities.

**Cost effectiveness:** An advert in the Award brochure is a focused and efficient way to get your brand in front of the right audience. The cost per impression is likely much lower than other advertising options that reach a broader but less targeted market.

## ADVERT RATES ON THE SMA- BROCHURE (PRINT)

S/N	DESCRIPTION	PRICE (₦)	REMARK
1.	Double Page	900,000	Coloured print
2.	Full Page	500,000	Coloured print
3.	Half Page	300,000	Coloured print

Reach your target audience. The brochure will be distributed to all nominees, winners, guests, sponsors and media partners of the award event. This includes social media influencers, marketing professionals and business executives from leading companies, top government personals - precisely your target audience.

**2024**  
**SOCIAL MEDIA**  
**AWARDS**



**SMA**  
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