



ANALYSIS ON NIGERIAN BANKING & INSURANCE INDUSTRY.

(Q1 2020 VS Q1 2019)

PR Auditor: P+ Measurement Services

Telling Brand stories with Data...

DATA BACKGROUND & SAMPLE SIZE



ADVERT DATA

With 5% error margin at 95% confidence level, a total of 20 newspapers and magazines was monitor per day, 140 Per week, 560 per month and 1,680 per quarter. This brought the sum total of newspapers and magazines monitored in Q1 2020 & Q1 2019 to 3,360.



EDITORIAL DATA

The same sample size of newspapers and magazines monitored for the advert research was also used for the editorial analysis, as well as the online media, which includes blogs, business sites, forums, consumer boards, Brand sites, financial and insurance websites.



INDUSTRY SAMPLED

A total of 21 commercial banks in Nigeria, alongside leading insurance companies were sampled.

QUALITATIVE ANALYSIS

P+ Measurement Services, Nigeria's media intelligence and Public relations audit agency, recently carried out an analysis of the Nigerian Banking and Insurance industries' media performance in the Q1 2020 and also comparing the performance with Q1 2019.

The Nigerian Banking sector has been on the front burner in terms of advert placement in the traditional media (print publication) with billions of naira expended yearly. This however, does not look like it is changing anytime soon as the banking sector has outshone other sectors to date.

AD SPEND

The analysis shows that ThisDay, BusinessDay, Leadership, The Punch and Vanguard topped as the most patronized publications with the highest advert spent by banks while BusinessDay, The Punch, ThisDay, The Guardian, and Daily Trust topped as the most patronized publications with the highest advert spent by insurance companies.

AD PLACED

On the other hand, ThisDay, BusinessDay, Leadership, The Punch and The Guardian were the most patronized publications for advert placement by banks while BusinessDay, The Punch, ThisDay, The Guardian, and The Nation were the preferred publications for advert placement by insurance companies.

SPEND

The tier-1 banks dominated the banking industry in advert placement and spend in Q1 2020 with Access Bank (N163m), Zenith Bank (N161m), Fidelity Bank (N92m), UBA (N91m) and First Bank (N81m) topping the chart while Leadway Assurance (N10m), AXA Mansard (N5m) and Consolidated Hallmark Insurance (N3m) topped in the insurance industry in spend and placement in Q1 2020.

FRONTPAGE AD

Further analysis showed that, Access Bank, Zenith Bank, Guaranty Trust Bank, and Ecobank had highest front page advert placement in the print publications in Q1 2020 while the insurance companies sampled recorded zero front page advert in Q1 2020.

MEDIA REPORTER

ThisDay, BusinessDay and The Nation were the most engaged media on editorial by the Nigerian banks while BusinessDay, The Nation and Independent were the most engaged publications by insurance companies. Analysis showed that Collins Nweze of The Nation was the most prolific reporter for the banking industry while Nike Popoola of The Punch top the chart for insurance.

CSR/PARTNERSHIP

CSR media exposure by Nigerian Banks in Q1 2020 showed an exponential increase of 96% as against 4% recorded for Q1 2019. Also, Partnership(s) coverage was high in Q1 2020 as against Q1 2019, with 74 and 26 percent respectively. The insurance sector witnessed a slight increase of 51 percent in Q1 2019 for CSR, and 58 percent increase for Partnership(s) media exposure.

CONCLUSION

In conclusion, it is essential to state that in as much as there could have been other factors that contributed to these outcomes, the COVID-19 pandemic that took the universe by storm early this year, had a remarkable impact in how most of these financial companies responded to the media in terms of their media spend, and the kind of stories they put out in the media.

NEWSPAPER ADVERT ANALYSIS

MOST ENGAGED TOP 3
PUBLICATION BY NIGERIAN
BANKS

THISDAY

Q1 2020
399,825,000
Q1 2019
587,205,000

BUSINESSDAY

Q1 2020
101,675,413
Q1 2019
108,141,180

LEADERSHIP

Q1 2020
70,600,511
Q1 2019
29,351,000

MOST ENGAGED TOP 3
PUBLICATION BY NIGERIAN
INSURANCE FIRMS

BUSINESSDAY

Q1 2020
10,845,700
Q1 2019
15,058,845

THE PUNCH

Q1 2020
3,609,757
Q1 2019
6,721,296

THISDAY

Q1 2020
1,350,000
Q1 2019
1,013,808

TOP 5 ADVERT SPENDERS IN THE BANKING & INSURANCE SECTORS



Q1 2020: 163,090,058
Q1 2019: 165,262,959



Q1 2020: 10,578,051
Q1 2019: 9,836,717



Q1 2020: 161,661,942
Q1 2019: 78,079,091



Q1 2020: 5,715,100
Q1 2019: 4,831,500



Q1 2020: 92,586,035
Q1 2019: 81,807,900



Q1 2020: 3,814,100
Q1 2019: 3,066,045



Q1 2020: 91,301,131
Q1 2019: 42,846,209



-
Q1 2019: 11,007,652



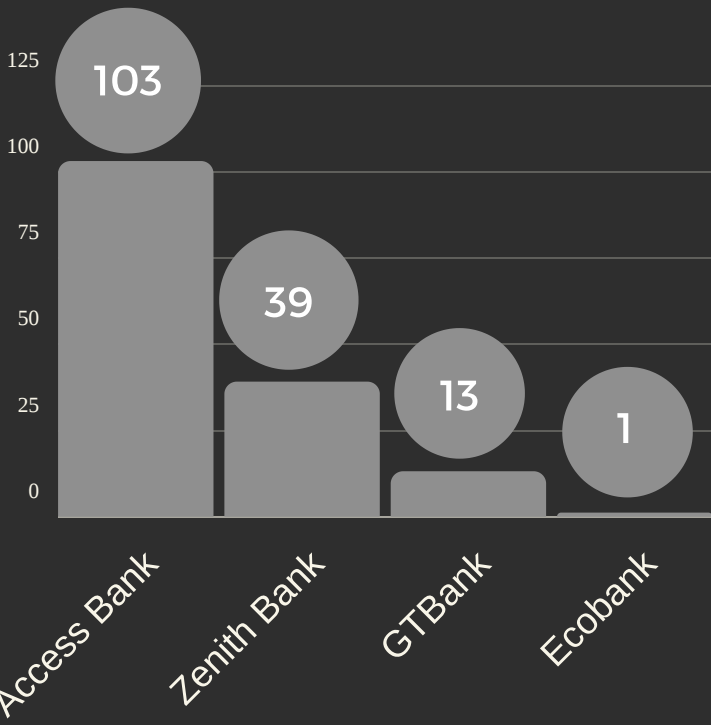
Q1 2020: 81,124,871
Q1 2019: 150,301,569



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Q1 2019: 5,721,001

SCRAMBLE FOR FRONTPAGE

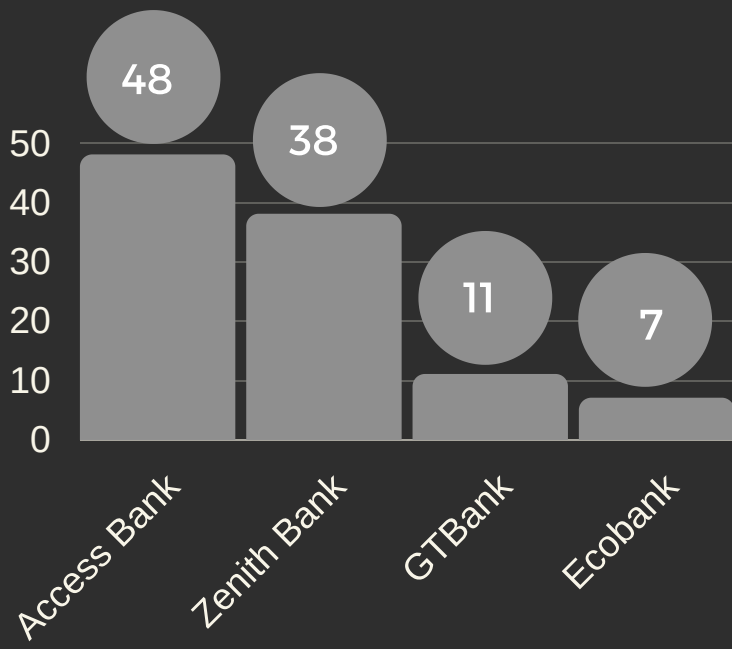
NIG. BANKS Q1 - 2020



INSURANCE Q1 - 2020

NO FRONTPAGE PRINT ADVERT WAS PLACED BY INSURANCE BRANDS IN Q1 OF 2020

NIG. BANKS Q1 - 2019

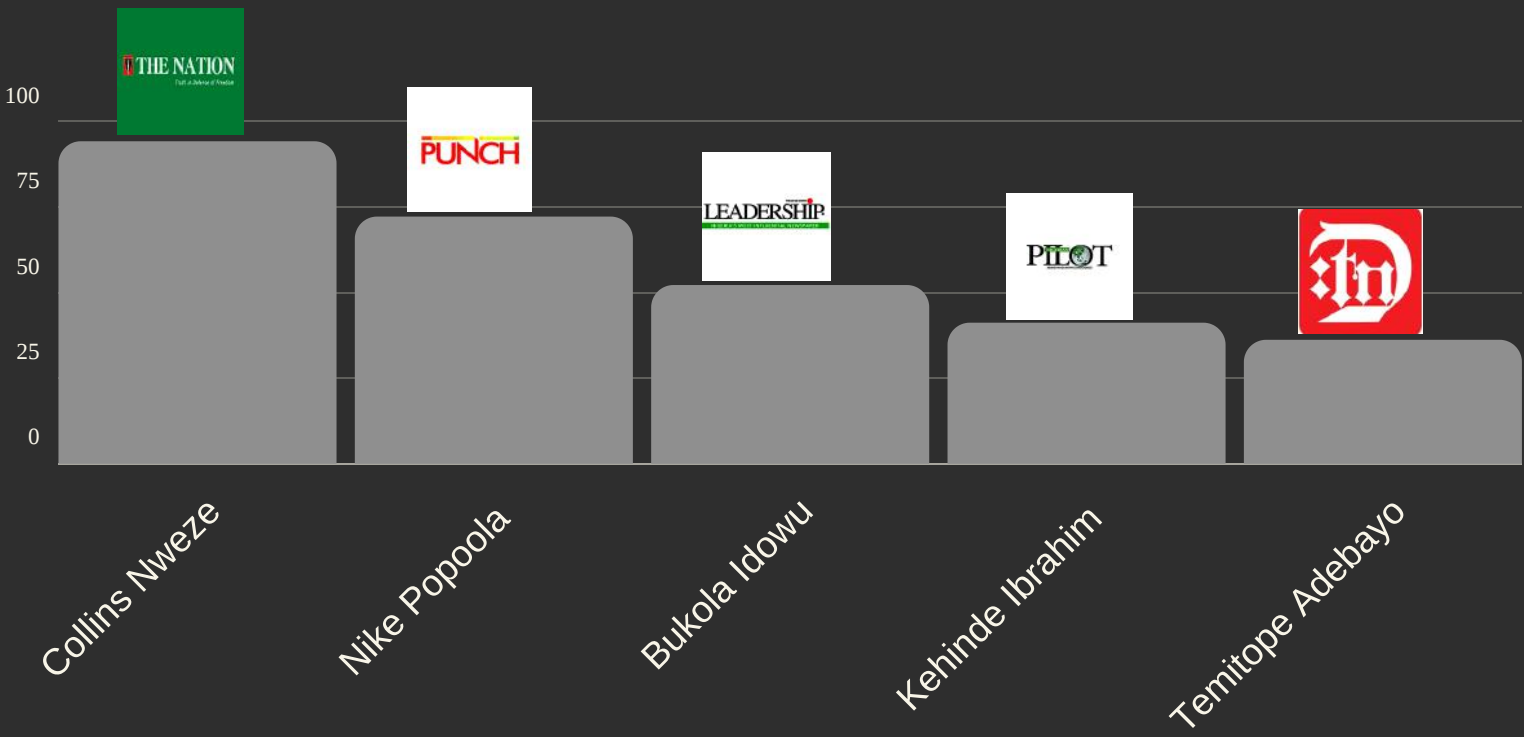


INSURANCE Q1 - 2019

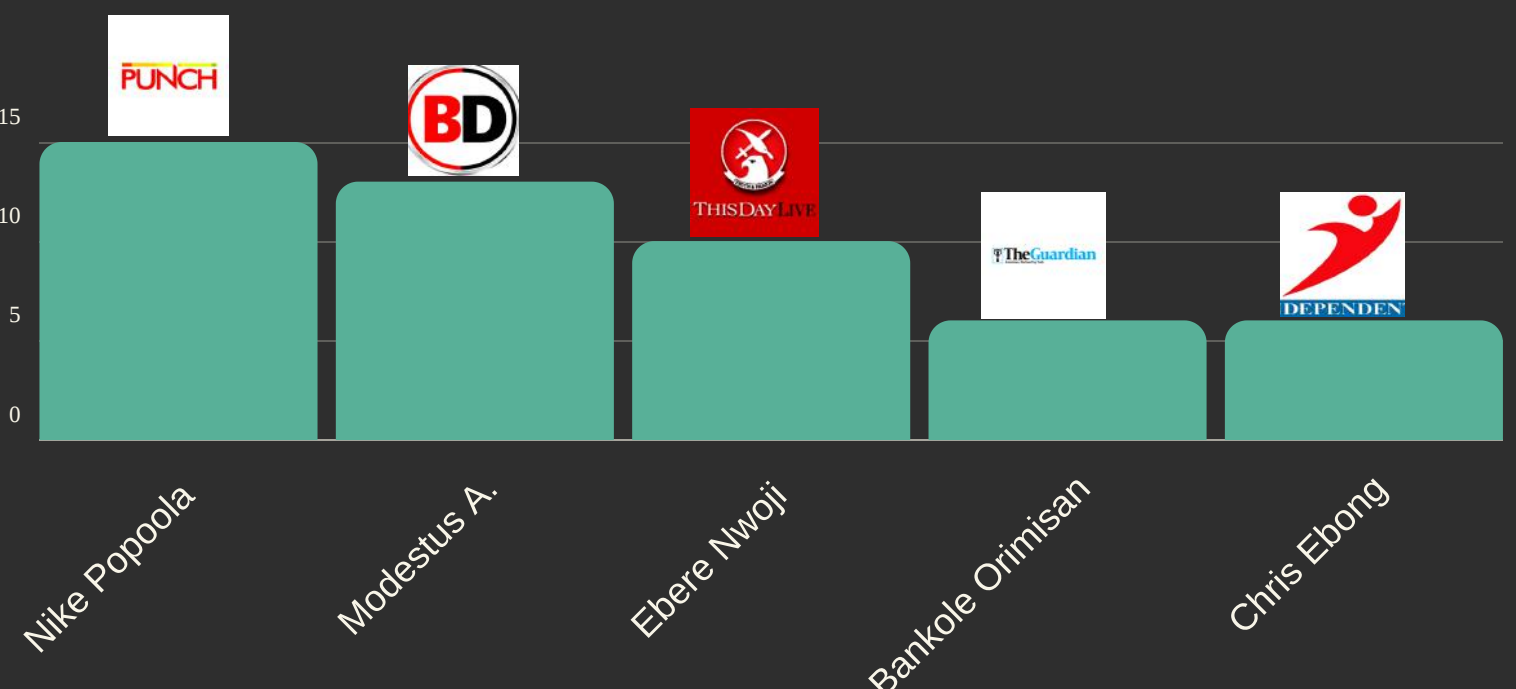


MOST PROLIFIC REPORTERS ON BANKING & INSURANCE SECTORS

TOP 5 REPORTERS ON NIGERIAN BANKS

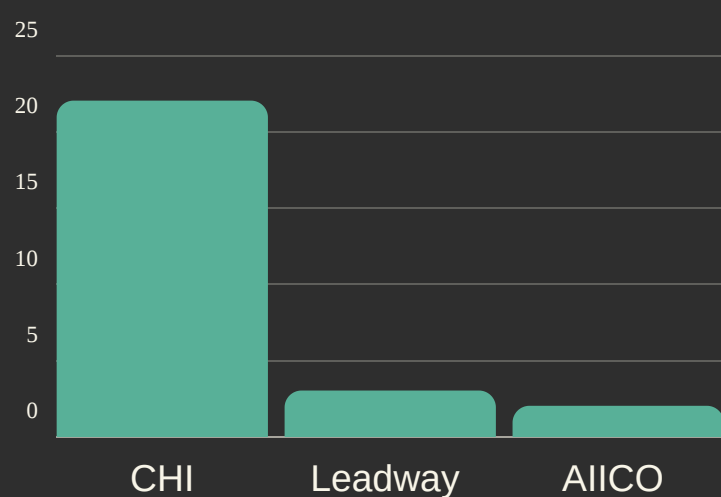
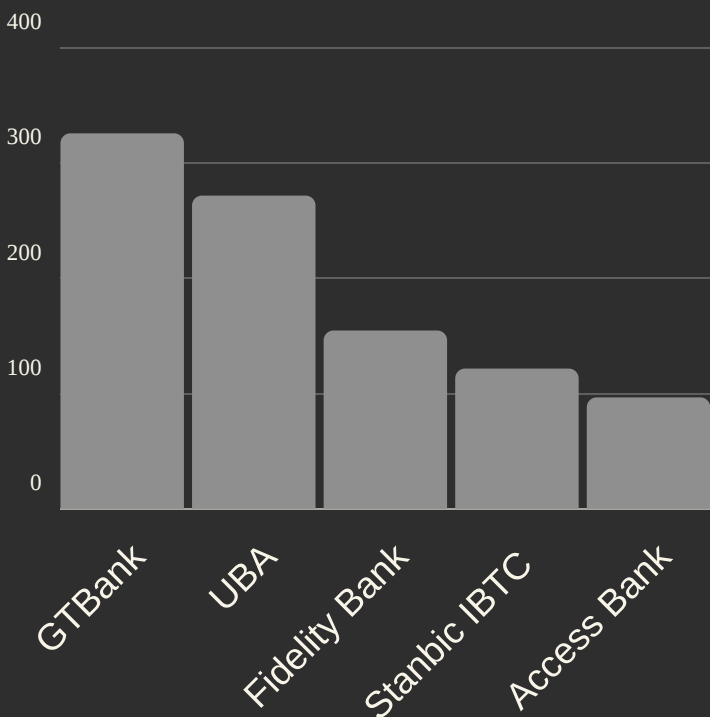


TOP 5 REPORTERS ON NIGERIAN INSURANCE

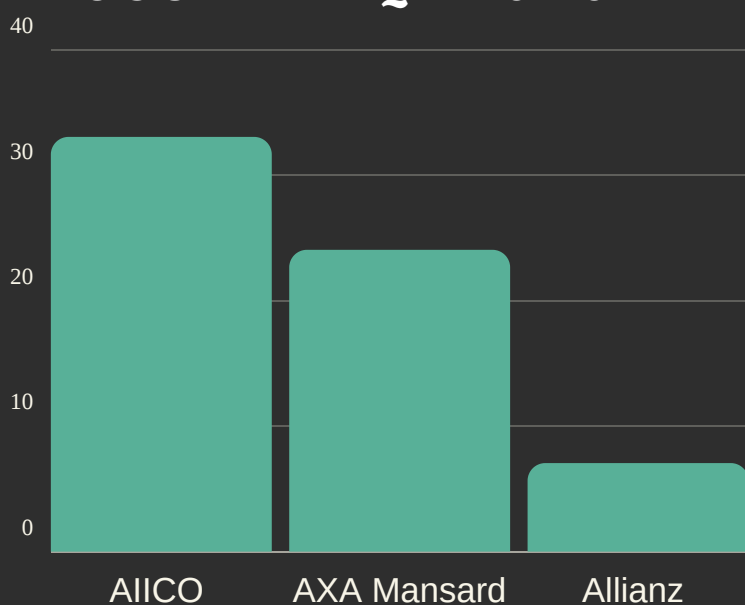
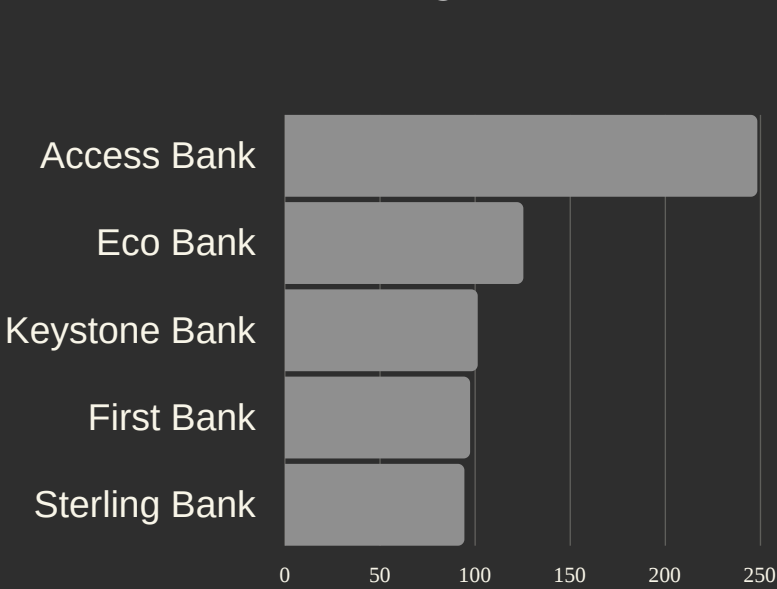


MEDIA ENGAGEMENT ON CSR/CSI & PARTNERSHIPS

TOP 5 BANKS & INSURANCE WITH THE HIGHEST CSR/CSI MEDIA EXPOSURE IN Q1 2020

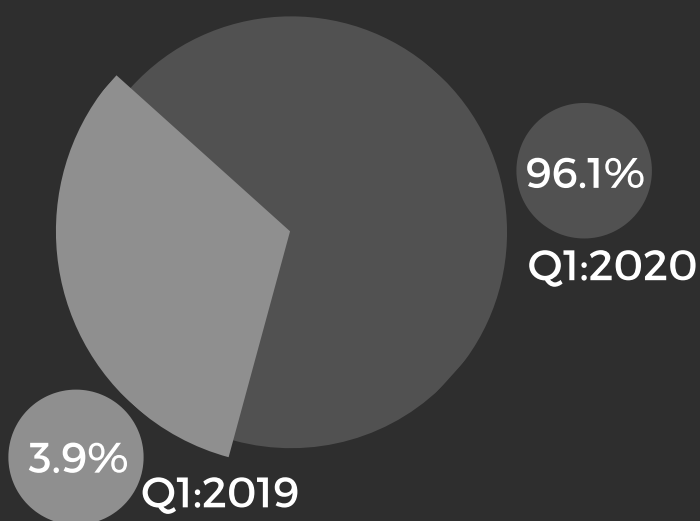


TOP 5 BANKS & INSURANCE WITH THE HIGHEST PARTNERSHIP MEDIA EXPOSURE IN Q1 2020

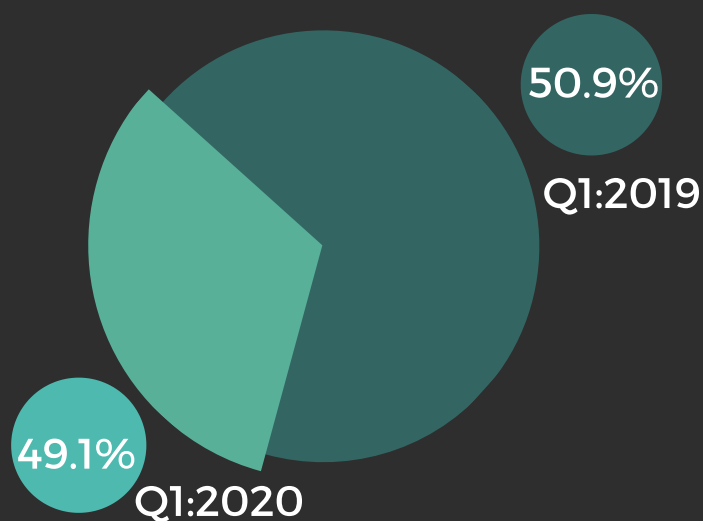


OVERALL MEDIA SHARE ON CSR ENGAGEMENT IN Q1 2020 VS Q1 2019

BANKING INDUSTRY

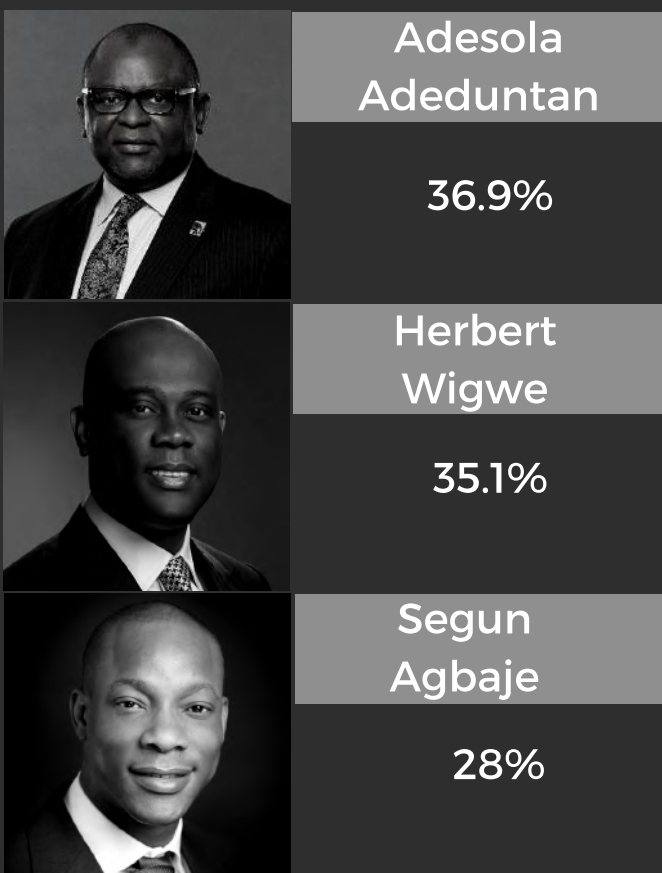


INSURANCE INDUSTRY

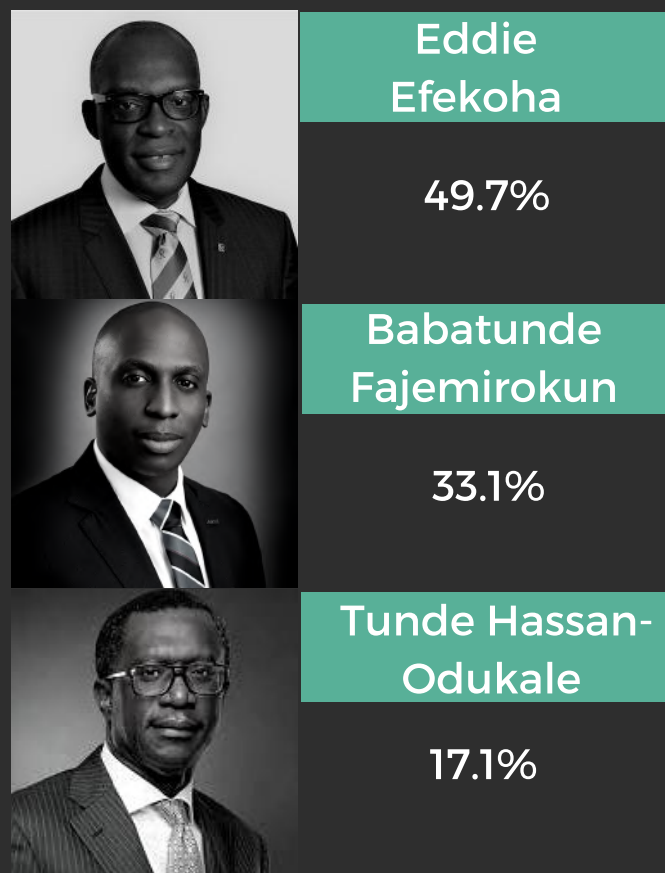


CEO MEDIA PROMINENCE IN Q1 2020

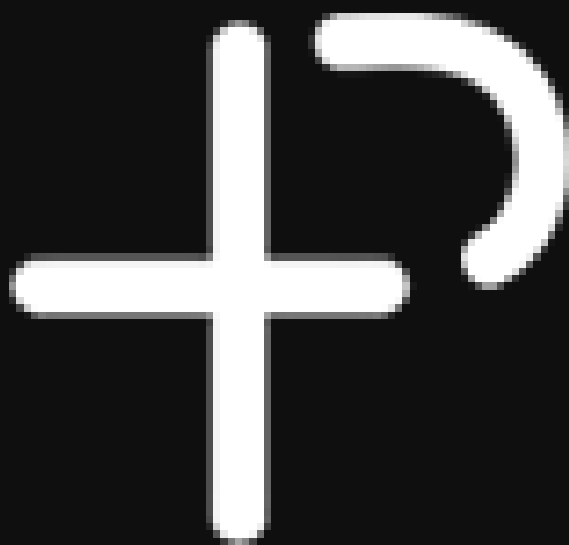
TOP 3 BANKING CEO



TOP 3 INSURANCE CEO



ABOUT US



P+ Measurement Services is Nigeria leading and fastest growing indigenous Independent Communications/PR Measurement and Evaluation agency that focus on delivering detailed Media Monitoring, Measurement, Evaluation and Analysis across the full spread of media channels.

Our senior team has years of combined global communications measurement, media audit, media intelligence, media research and big data management experience, which gives us a level of insight and authority that goes well beyond the norm in standard client/supplier relationships.

AMEC MEMBER

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