



The Roundtable Series

HOSTED BY
J'ENNIQUE CONSULTING



ABOUT

The Roundtable Series is a quarterly thought leadership workshop organised by J'ennique Consulting designed to provide industry insights, educate and inspire confidence through series of informative conversations focused on Affluent Marketing facilitated by industry professionals and executives.

Mastering the art of selling, lifestyle marketing and the psychology of buying as well as understanding the affluent consumer segment have been approached with a 'One size fits all' strategy which is one of the reasons why brands struggle. TSR aims to bridge the disconnect.

The Roundtable Series serves as a resource and networking platform for brand and marketing professionals to connect with businesses and leverage other industry related opportunities.

INTRODUCTION- SELLING TO THE AFFLUENT

The affluent are a growing class of consumers that represent about 20-25% income levels and given their purchasing power and market influence, they cannot be ignored. Our research has shown that the affluent consumer base in Nigeria is ramping up and they do not only consist of those who have inherited wealth but the self made generation; emerging from the middle-class (near affluent) and aspiring affluent. These consumers are driven by diverse motivations, social and cultural diversity and interests.

The major reason why marketing and sales professionals struggle with targeting this unique class of consumers is because they wrongly deploy generic market strategies using simple criteria for different sectors and traditional, one dimensional approach to consumer segment rather than understanding the culture, the Nigeria affluent consumer segment, purchase triggers and the interpersonal interactions of selling.

This edition of The Roundtable Series aims to extensively explore the mindset and buying patterns of wealthy individuals as well as insights and strategies on how to identify and attract this unique segment. Panel discussions will focus on:

- **The 21st Century affluent Nigerian consumer**
- **Key Purchase Triggers: i. The Language of the Affluent, ii. Personal Interactions of Selling**
- **Affluent Nigerian Consumer Profiles: An Industry Report presented by J'ennique Consulting in partnership with The Guardian Nigeria.**



J'ENNIQUE REPORT

THE AFFLUENT NIGERIAN CONSUMER SEGMENT AND PROFILES

An accurate and timely report providing brand, sales and marketing experts with insights on the affluent consumer, their behaviour and psychographic attitudes in relation to purchase decision.



INSIGHTS YOU CAN TRUST!

Dedicated to building a reputation for incisive reporting.

In an industry driven by behaviour, interests, value and perception, J'ennique Reports provides latest analysis of the affluent consumer segment along with in-depth report on the ever-changing industry trends, consumer behaviour and insights, with expert contribution from industry thought leaders.

J'ennique Report provides a wealth of insight to sales and marketing professionals working in the different sectors of the affluent consumer segment in Nigeria.

PROGRAM DETAILS

Panel Discussion: The Psychology of Selling to the Affluent- An outlook on the affluent consumer segment and purchase behaviours.

Panelists and Moderator: The three-man panel will consist of executives from select industry segment.

***Details of the confirmed panelists will be shared as we progress.

Date: June 29th, 2018.

Time: 9:00- 12:00pm

Venue: The Radisson Blu Anchorage, Victoria Island.

Number of participants: 50 (Entry, Mid-level Sales Professionals, Marketing Executives, Consultants, Brand Owners, Luxury Retail)

PROPOSED PANELISTS

PANELISTS

1. Detola Fasuyi, Head, Wealth Management, United Capital
2. Gbemi Abudu, Vice President, Sales and Marketing, ANAP Business Jets
3. Bridget Awosika, Founder & Creative Designer, Bridget Awosika
4. Emeka Okolo, Group Head, Asset Management, Coronation Merchant Bank

MODERATOR

Tolu Moyan, Head, Marketing & Strategy, Fine and Country West Africa



CATEGORY OF EXPECTED AUDIENCE

Invitations will be extended to executive management, sales and marketing executives and professionals of the following companies as well as our clients. The Roundtable Series is targeted at institutions and businesses in the premium & luxury segment of select sectors and also service providers targeting affluent clientele.

- COMPANY STAKEHOLDERS - PARTNERS, ASSOCIATES
- REAL ESTATE: Fine & Country, South EnergyX- Eko Atlantic, Hormel Company Limited, Landmark Group
- AUTOMOBILE COMPANIES
- ASSET MANAGEMENT & INVESTMENT COMPANIES
- PRIVATE BANKS
- LUXURY BRAND CONSULTANTS
- LUXURY RETAIL
- LIFESTYLE SERVICE PROVIDERS
- TRADE COMMISSIONS



TRS MARCH EDITION



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The Q1 edition of The Roundtable Series was held on the 9th of March in partnership with Fidelity Private Banking, Luxury skincare brand, Murad and Mitsubishi Motors. An exclusive evening of insightful conversations, gourmet experience and networking in commemorate Women's Day.

Venue: Fidelity Private Banking Suite, Ikoyi

The Keynote address was delivered by Hon. Balaraba Aliyu-Inuwa, Honorable Commissioner for Works, Housing & Transport, Kaduna State.

Distinguished Panelists:

- Ngozi Princewill-Utchay, CEO Artelier Lifestyle Consultants
- Uzo Nwani, Client Executive for Global Markets, IBM
- Uwa Ohiku, Partner and Head, IP Department, Jackson, Etti and Edu
- Lola Erogbogbo, Executive Secretary, Lagos State Technical & Vocational Education Board.

Moderator: Glory Edozien, Founder, 9 to 5 Chick

THE J' COMPANY

WHO WE ARE

J'ennique Consulting is a niche lifestyle marketing consultancy offering solutions to the affluent consumer segment of the Financial Services (Private Banks, Investment Banks, Payment Services), Real Estate, Automobile, Lifestyle and Travel & Leisure sector.

Our solution is integrated and tailored to our client's needs and brand objectives/goals.

We take pride in our wealth of relationship and affiliations which helps us deliver high level integrated lifestyle marketing solutions.

With our first-hand knowledge of premium lifestyle segment and in-dept understanding on how to sell to the affluent, we design solutions for even the 'hardest' briefs.

We believe lifestyle brands should always be aspirational, consistent and evoke connections in order to build loyaltyThis is part of what informs our service tagline; ***'Innovation!...Consistency!!'***

THANK YOU

CONTACT

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