

LASAA DEVELOPS e-STICKER VERIFIER APP FOR MOBILE ADVERT REGISTRATION



Prince Adedamola Docemo
MD/CEO, LASAA

The Lagos State Signage and Advertisement Agency (LASAA), the agency responsible for the regulation forms of signs and outdoor advertisement displays in Lagos State, has launched a dedicated e-Sticker Verification Application (app) for mobile advert registration by its clients.

The app which, according to the Agency, is available on Google and IOS store will help clients to authenticate the mobile advert Quick Response (QR) code issued to them by LASAA.

Speaking on the new app during the launch at the Agency's head office recently, Managing Director of the Agency, Prince Adedamola Docemo explained that the LASAA e-Sticker Verification App is a reliable platform that allows LASAA field officers or law

automobiles in Lagos State, and control of all

"This innovation from the Lagos Signage Advertising Agency is a user-friendly interface that detects the brand registration information on stickers generated by LASAA to organisations and individuals respectively," he said.

Docemo added that having registered brand information for automobiles on the LASAA sticker web platform and stickers generated, a field officer only needs to have the LASAA QR Code reader, which will decode the registration information of the branded publication.

Speaking further on the details of the application, LASAA's Head of Corporate Communication & Strategy, Mr. Temitope Akande noted that information regarding the

vehicle type and branding type will be displayed seamlessly to verify the authenticity of the sticker.

"This platform has been developed to ensure branded automobiles have authorised stickers and to eradicate any occurrence of falsified brand information," Akande said.

To use the application, clients should simply download and install the LASAA e-Sticker Verifier App from the Google store or App store.

Since the new mobile advert e-sticker was first launched and adopted in December 2021, the implication is that all old stickers became invalid, effective 1st of January 2022. The new sticker is aimed at stemming the activities of fraudsters and touts as well as middlemen who try to impersonate the staff of the Agency. ■

MOBILE ADVERT UPGRADES ITS SERVICES



Head, Mobile Advert, Small Format & Temporary, LASAA, **Mr. Bayo Aluko**

The Head of Mobile Advert, Small Format and Temporary, Mr. Bayo Aluko recently stated that the Agency has upgraded its mobile advert sticker which used to be in hard copy to an electronic version that clients can now get in their e-mail accounts, not long after they register to obtain permit for their mobile advertisement.

Speaking further, he explained that this development is in place in order for the Agency to conform with the e-government plan which focuses on the computerization of the already existed paper-based procedures to enhance access to the technology, and the delivery of government programmes to the citizens of Lagos State, especially for clients who patronise services. This, Aluko said will be available on a mobile

application that has been developed for LASAA which is now available on both Playstore and istore.

According to Aluko, the development is focused on ease of doing business in the Agency in a way that manages time, boosts effectiveness and delivery time to clients.

He also revealed that the Department has commenced enforcement of mobile advert registration defaulters in the State. This is to bring in the expected compliance from users of branded vehicles in order to avoid revenue loss for the Agency, and of course the State. Similarly, the Department is working closely with the Enforcement and Monitoring & Compliance Departments of the Agency to bring to book, committers of illegal deployment on streetlamp poles, street furniture, A-frames and wall-drapes in the State. The aim, according to Aluko is to boost revenue generation and aesthetics of the Lagos' environment.

Aluko disclosed that registration of all POS branded kiosks for Small and Medium Enterprises has kicked off in the Agency. According to him, the exercise is expected to bring in additional revenue. He added that, as part of this

strategy, the Agency is in collaboration with Lagos State Waterways Authority (LASWA) to regulate all watercraft advertisement in Lagos State, which is an opportunity for stakeholders in the advertising industry to explore the waterways advertising opportunities. ■



REVENUE & BILLING MAPS OUT NEW STRATEGIES FOR REVENUE OPTIMIZATION



Head, Revenue & Billing, LASAA, **Mr. Siraj Bello**

The Head of Billing and Revenue in LASAA, Mr. Siraj Bello yesterday in a brief made known that the Department is working tirelessly on generating 2022 bills for all the Agency's numerous registered clients in the State. He pointed out that his team in collaboration with SAuto consultant is seriously ensuring that every bill rolled out is correct and without any error.

Bello pointed out that Revenue with Billing Units which are arms of the Department are working together to map out income opportunities for the Agency. He averred that they are also working on private development board project, street directional signs and house numbering as means to achieve the plan for LASAA.

He maintained that all 3rd-party clients with outstanding payments/arrears before January 2022 will be unable to make applications in the Agency until they remit what they owe the Agency into its account. Similarly, Bello revealed that presently, clients who want to apply for Mobile, Small Format and Temporary advertisements but are owing LASAA before January 2022 must have first paid a minimum of 20 percent of their outstanding fees before the Agency can accept applications from them henceforth.

However, the Department's Lead advised that evidence of payment must be provided by clients who are owing before their application forms can be processed from now on. This is a strategy aimed at recovering debts owed the Agency by registered outdoor advertising practitioners in the State. ■

PROCUREMENT INTENSIFIES BEST PRACTICES



Head of Procurement, LASAA, **Mrs. Ibijoke Dawodu**

The Head of Procurement in the Agency, Mrs. Ibijoke Dawodu has announced that the Unit is taking off optimally in 2022. She made this known lately in a confab with her in the Agency where she declared that 2022 is a zero-tolerance year for transactions that fall short of procurement processes and Law.

She also apprised that the Unit is migrating from hardcopies to an e-procurement platform which enables the job to be faster and seamless. This development will also enable them to receive response quickly and easily.

online from vendors and contractors that do business with LASAA. Transactions from the Public Procurement Agency is quicker and effortless with this migration, she reiterated.

Similarly, the Procurement boss noted that all contractors, consultants and vendors dealing with the Agency must, as a matter of necessity register with the Lagos State Public Procurement Agency (PPA) and must also ensure that their registration is renewed every year. ■

BUDGET UNIT BRACES UP FOR 2022



Head of Budget, LASAA,
Mr. Awosanya Adesanya

The Head of Budget, Lagos State Signage and Advertisement Agency, Mr. Awosanya Adesanya yesterday averred that the Unit is currently working on the coordination and preparation of annual budget for the Agency. The summarized presentation is expected to show a data on the expenditures plans and actions of various departments and units in the Agency for the Year 2022, after a consensus of ideas strategies and directions have been carefully considered so as to manage our finances.

Awosanya added that the Unit is also working on rendering monthly revenue and expenditure returns to the Ministry of Economic Planning & Budget and the State's House of Assembly for evaluation. This is a process that is performed monthly until the year ends.

will carry out in the year. This he said is to ensure proper monitoring and evaluation which is top on their priority list as the Year 2022 unfolds. He further revealed that the Unit has commenced gathering of data to know the total number of permanent/adhoc staff currently working in LASAA for onward submission to the Lagos State Bureau of Statistics; Parastatals Monitoring Office; Ministry of the Environment; etc.

The Lead stated that his Unit is preparing Performance Management Report (PMR), Medium Terms Sectoral Strategies (MTSS) to know how the various projects will be carried out either in phases or fully in order to ensure proper management of funds in the Agency. He noted that whatever project will not be completed this year will be rolled over to the coming one. ■

PMO visits LASAA



From right: The Managing Director/CEO, Lagos State Signage and Advertisement Agency (LASAA), Prince Adedamola Docemo; the Permanent Secretary Parastatals Monitoring Office (PMO), Mrs. Toyin Oke-Osanyintolu; and the Special Adviser (PMO), Mr. Afolabi Ayantayo during a working tour to LASAA



From left: The Managing Director/CEO, Lagos State Signage and Advertisement Agency (LASAA), Prince Adedamola Docemo and the Chairman of the Lagos State Environmental and Special Offences Unit (Task Force), CSP Shola Jejeloye during a courtesy visit to the Agency today



WE HAVE GONE **DIGITAL** WITH
OUR MOBILE ADVERT STICKERS



OLD

GET YOURS NOW!



NEW



Staff members of LASAA at the wedding ceremony of Mr. Samuel Oluwakayode in Ibadan, Oyo State, recently



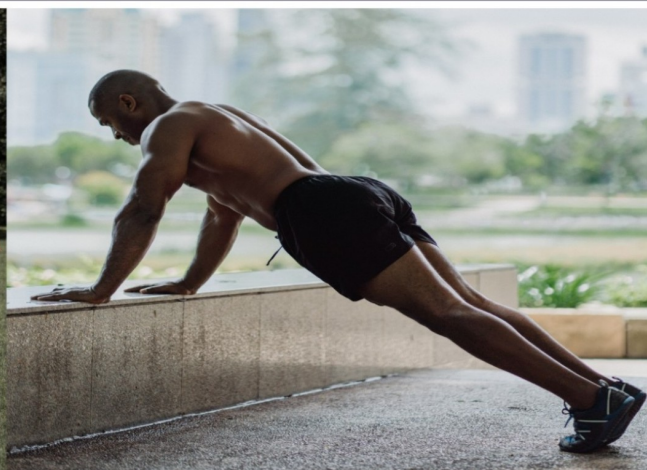
LASAA staff with Joke Adeniji at the burial ceremony of her mother-in-law, the late Prince Aderenle Adeniran-Ogunsanya in Ikorodu recently

Mrs. Rasheedat Okunuga and colleagues at the burial ceremony of her father, the late Alhaji Musbau Omotayo Olufowora in Ikorodu, recently



LASAA Felicitates with the Head of Enforcement Mr. Akinola Tukur on His 50th Birthday

TOP BENEFITS OF REGULAR EXERCISE



Exercise is defined as any movement that makes your muscles work and requires your body to burn calories. There are many types of physical activity, including swimming, running, jogging, walking, and dancing, to name a few. Being active has been shown to have many health benefits, both physically and mentally. It may even help you live longer (1Trusted Source). ■

- EXERCISE CAN MAKE YOU FEEL HAPPIER
- EXERCISE CAN HELP WITH WEIGHT LOSS
- EXERCISE IS GOOD FOR YOUR MUSCLES AND BONES
- EXERCISE CAN INCREASE YOUR ENERGY LEVELS
- EXERCISE CAN REDUCE YOUR RISK OF CHRONIC DISEASE
- EXERCISE CAN HELP SKIN HEALTH
- EXERCISE CAN HELP YOUR BRAIN HEALTH AND MEMORY
- EXERCISE CAN HELP WITH RELAXATION AND SLEEP QUALITY
- EXERCISE CAN REDUCE PAIN

Culled from www.healthline.com



LASAA DOES NOT ACCEPT CASH PAYMENT

Pay Directly To The Agency's
Bank Account Or Visit
www.lasaa.com For Bank Details



HOW TO AUTHENTICATE MOBILE ADVERT REGISTRATION

- Step 1: Download LASAA e-Sticker Verification App
From IOS Or Google Play Store
- Step 2: Scan Digital QR Code Using LASAA e-Sticker
Verification Reader
- Step 3: View Brand Registration Information Of Vehicle



**Follow Our
Social Media
Platforms**

f LASAA

@lasaa_online

in lasaaonline

lasaaonline

You Tube LASAA

L	R	S	L	A	I	C	R	E	M	M	O	C	A
S	R	C	S	M	I	W	P	R	E	E	E	O	V
K	E	E	S	C	R	E	A	E	S	I	C	N	T
R	R	H	E	E	K	B	C	T	E	D	G	E	B
O	P	C	R	P	O	S	K	T	L	T	N	T	I
W	E	O	P	R	O	I	A	I	B	R	O	Y	L
T	R	C	P	O	B	T	G	W	E	P	T	M	L
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I	B	E	T	O	U	E	C	I	C	E	P	P	
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COMMUNITY
POP
CONSUMER
PRODUCT
FACEBOOK
WEBSITE
FINAL ARTWORK
INTERNET
TWITTER
TV SPOT
COMMERCIAL
BROCHURE
BANNER
BILLBOARD
BADGE
PACKAGE
MARKET
PRESS
SEO
PRINT

The 7 Habits of Highly Effective People

1. Be proactive
2. Begin with the end in mind
3. Put first things first
4. Think win-win
5. First understand, then be understood
6. Synergies
7. Sharpen your Saw

Stephen Covey (1932 - 2012)
Author of The 7 Habits of Highly Effective People

**A BUSINESS WITH
NO SIGN
IS A SIGN OF
NO BUSINESS**

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**Business Sign
Today**

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REGISTER YOUR BRANDED VEHICLES FOR AS LOW AS **N1,900**



MOBILE ADVERT RETAIL BRANDING RATES

VEHICLE CATEGORY	FULL	WRAP AROUND	PARTIAL
TRUCK/TRAILER	N49,900	N19,900	N9,900
COASTER/ CIVILIAN/ LUXURIOUS	N49,900	N19,900	N9,900
BUS/PICK-UP	N39,900	N12,900	N7,900
SUV	N39,900	N12,900	N7,900
CAR	N19,900	N7,900	N3,900
TRICYCLE	N19,000	N7,000	N1,900
MOTORCYCLE	N19,000	N4,900	N1,900
BICYCLE	N19,900	N4,900	N1,900
PUSH CART	N19,000	N4,900	N1,900

Payment should be made into:
ACCOUNT NAME: LASAA MOBILE ADVERT ACCOUNT NO.: 2832037833 BANK: ECOBANK

- Promotional advert vehicles and taxi adverts MUST be registered.
- Only sticker(s) will be accepted as proof of payment.
- Proof of payment must be presented to our head office or local government branch offices for quick issuance of permit/sticker.
- Do not offer cash or bribe to any person(s).
- Do not patronize touts to avoid being swindled!
- Please contact LASAA directly.

PLEASE ENSURE THAT YOU PICK YOUR STICKER IN OUR HEAD OFFICE.

For enquiries, please call: 09088019303 or 09088019304

Facebook: LASAA www.lasaa.com Twitter: [lasaaonline](https://twitter.com/lasaaonline) E-mail: info@lasaa.com

Head Office: 33, Mobolaji Johnson Avenue, Eleganza Plaza, 7Up Bus-Stop, Ikeja

Please send all suggestion to the General Manager, Corporate Communications & Strategy, LASAA, 33 Mobolaji Johnson Avenue, Eleganza Plaza, 7Up Bus-stop, Ikeja, Lagos

e-mail: info@lasaa.com

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