

## LASAA SHOWS THE WAY FOR NIGERIA'S FOREIGN INVESTORS

**Prince Adedamola Docemo has travelled all around the advertising industry, now he is bringing outdoor advertising initiatives back home To Lagos.**

Lagos State Signage and Advertisement Agency (LASAA) is a government-led agency that regulates all of the outdoor signage currently used in Lagos. The company works to bring diverse ideas to the outdoor infrastructure industry. In turn, this has made LASAA a dependable, trustworthy and recognisable brand within the populous city of Lagos. The Managing Director of LASAA, Prince Adedamola Docemo is a key figure in the advertisement industry; after graduating with a bachelor's degree in engineering as well as a master's degree in Mechanical Engineering-Mechatronics, Docemo began training with one of the leading billboard manufacturers, Prismaflex. He then became a respected member of the Project Management Institute (PMI). Docemo then joined LASAA and has helped the business grow to new heights within the last 15 years. The Managing Director appreciates his previous experiences and believes that they help to add value to LASAA's wide range of products. Docemo explains, "I have brought my knowledge to play in those areas, which is also centred on innovation and creativity of outdoor infrastructure in Lagos." LASAA became a regulatory body in 2006, giving them the authority and opportunity to better regulate the entire outdoor infrastructure industry. This enormous responsibility has only motivated LASAA to create more poignant signage that can further benefit the economy of Lagos.

LASAA place creativity and innovation at the forefront of everything that they do; that is why they work tirelessly alongside foreign investors and stakeholders to pursue a prosperous and universal vision for the future of Lagos. Docemo also values Lagos' tourism and IT sectors as he believes that they blend seamlessly with the outdoor infrastructure industry. LASAA also values the growing technology sector within Lagos and uses the internet to develop a more interconnected relationship between their clients and the general public. Docemo says, "We're looking to have a platform that is universal and that allows you to get remotely in touch with us." LASAA recently held a conference regarding

the importance of Out-of-Home Advertising. This conference was a monumental success, allowing industry professionals and stakeholders to come together and learn more about this rapidly growing industry. Speaking on this success, Docemo explains, "The importance of the conference is that all stakeholders carry each other along towards the growth of the industry." LASAA also focuses on the importance of foreign investment, particularly when discussing their hopes for the future. Docemo describes the benefit of long-term value of investment by stating "when a player is guaranteed a corridor for a longer term, he has a buffer period to invest in quality assets and structures. This in turn attracts huge and better investment to the sector because he is guaranteed to recoup the return on investment. This is the key attraction for any local or foreign investor. The quality of infrastructure also provides potential tourism opportunity and benefits to Lagos State. On the other hand, concession helps to optimize the revenue generating structure for LASAA from a fragmented type to one with the potential for highest asset revenue. The process also includes identifying and assessing assets through data analytics to determine their true value and develop a long term revenue framework. The outcome for this will be increased revenue as well as steady and predictable cash flow for the Agency. In the end, the burden of compliance is reduced for the Agency while also ensuring standard and quality of asset is guaranteed for the benefit of the State".

As LASAA look towards a future filled with success, they are also determined to become more sustainable as a way to become more dynamic within their industry. This technological sustainability helps LASAA stay up to date with the demands of the modern customer and create better communication channels. Therefore, they can continue to discuss plans with clients all around the world. In 2022, LASAA plan to take their expertise to record-breaking heights. With their sights set on creating bigger and better signage, a new range of opportunities are bound to open up for this pioneering company.



**"We are looking at an industry that would bring sustainability through investments coming in and going out of Nigeria."**

**Prince Adedamola Docemo,  
Managing Director  
of LASAA**



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## ODUNMBAKU SEEKS IMPROVEMENT ON CLIENTS AND STAFF EXPERIENCE IN THE AGENCY



Head, Special Duties, LASAA  
Mrs. Abimbola Odunmbaku

The Head of Special Duties Department, LASAA, Mrs. Abimbola Odunmbaku in a statement released recently said that the Department is working on perception survey for the Agency. She said that questionnaires have been created

for staff in order to discover the challenges they face in the course of working, and for clients to put down their experience with us while patronising the Agency. The questionnaires were recently printed out and deposited in both Clients Service and at the Front Desk for walk-in clients to pick, fill and submit before they leave the office.

The perception surveys also contain information on work-life balance, fairness, job passion, as well as relationship with supervisors at work. These have been put together to discover the level of rapport among staff and the clients who do

among staff and the clients who do business with the Agency as a means to strengthen it. The feedbacks received were compiled and reported to the management for action.

Odunmbaku also made it known that, as part of the functions of the Department, it has been able to secure office spaces for four (4) branches of the Agency at the local government level. The branch offices are Agege, Odi-Olowo and Kosofe.

She added that Special Duties Department is working assiduously on securing office space for Epe branch through it Local Government Chairman.

The Head of the Department averred that official visitation to all branch offices of LASAA has recently started by her team. According to her, the visitation is done twice weekly to take a record

of all the challenges the branches face on a daily basis while at work, to see where renovation is needed and to ensure that work ethic is maintained as well as the process flow of the work. She added that reports of the information gathered and recommendations are submitted to the Managing Director.

She also disclosed that there are plans to hold a town hall meeting with all Local Government Chairmen in Lagos State so that they can discuss any existing issues they have with LASAA and chat a way forward. The aim of this is to secure harmonious relationship between the local government bodies and the Agency for increased revenue generation in the State to ultimately achieve a greater Lagos. ■

## COMPLIANCE EXERCISES ZERO TOLERANCE ON ILLEGAL STRUCTURES IN THE STATE, IMPOSES SANCTIONS

The Head of Compliance Department, LASAA, Mr. Adeyinka Adejumo yesterday averred that the department has just concluded a debt recovery exercise for the Agency. The exercise was carried out with the Enforcement Department wherein advertising structures of defaulters were removed and sanctions, issued by the Compliance Team.

According to Adejumo, strategic night operations were done lately to capture illegal neon and LED signs deployed across the State and defaulters were sanctioned accordingly. This was done as a deterrent measure against illegal deployment of such structures in the future.

Furthermore, the

Department engaged in the strategy so as to ensure that defaulters are pushed to come to the Agency to register their boards appropriately. In the same vein, the team seized the opportunity to carry out luminance checks on other LEDs to check level of brightness and advise owners for adjustment.

Adejumo pointed out that his team has embarked on a special project which is to closely monitor Lekki/Epe axis to capture illegal structures and to act accordingly. He said that, considering that the area is the new economic hub in Lagos, many businesses are coming up on a daily basis in a geometric progression. Therefore, the emergence of new illegal advertising structures such as

development boards and directional signs without approval have been captured by the team for immediate sanctioning. Following briefing and recommendations made to the Managing Director of the Agency, all departments concerned have been informed to take the necessary action so as to avoid loss of revenue in the area.

The Department is carrying out routine maintenance checks on all third-party structures in the State so as to avoid cases of falling boards capable of destroying lives and property. Recently, twenty-five defects were discovered and twenty-two of them have been corrected.

The Lead also made it known that the department has also

been able to optimize revenue generation in Police/Army formations in the State and the current result is higher than what was generated in last year's first quarter. ■



Head, Compliance, LASAA  
Mr. Adeyinka Adejumo

## ENFORCEMENT BOSS VISITS SHOPPING PLAZAS TO BOOST COMPLIANCE FOR INCREASED REVENUE GENERATION

Yesterday, the Ag. Head of Enforcement Department of LASAA, Mr. Dauda Adekola disclosed that enforcement exercise was done at Ikota Shopping Complex recently with the sole aim to ensure that every sign displaying on the premises are registered after the Agency had sent notices to the management of the complex.

According to Dauda, the exercise was met with tough resistance by shop owners displaying illegal structures and by extension, Ikota Shopping Complex Owners and Operatives Association (ISCOOA) such that the official duty was disrupted.

The Association resolved to a meeting with the management of LASAA where key members of the Association met with the

Managing Director and his team members at the head office in Ikeja to discuss a lasting solution to the issue.

Speaking at the parley, the Public Relations Officer of ISCOOA, Mr. Austin Omazurike described the exercise as an invasion to the Complex but the Managing Director reiterated that it was far from the description because the Agency had sent compliance notices which was met with indifference, hence, the Agency's decision to embark on the awareness exercise.

However, the Association promised to read sections of LASAA's Law that captures its regulatory roles on all outdoor advertising structures in the State and disseminate same to its

members. The Association promised to return for feedback after seven (7) days.

Dauda also revealed the plan to also visit other locations within the State where compliance is low. He stated that his team will visit Police Officers Wives' Association (POWA) Market at Falomo, Ikoyi; Alade Market, Ikeja; International Trade Fair Market, Ojo; and more locations subsequently.

He accounted for how his team swung into action at the scene of the incidence at Oregon immediately he was mandated by the Agency's Managing Director, Prince Adedamola Docemo for the immediate removal of the fallen gantry on Kudirat Abiola Way, Oregon, Ikeja. It was an incident he described as a natural disaster that

damaged two vehicles and a tricycle but with gratitude to God that no life was lost in the process. He disclosed that his team ensured total and quick evacuation of the collapsed advertising gantry to rid the road off traffic congestion. He called the evacuation a collaboration among LASAA, Lagos State Ministry of Transportation, security agencies and LASTMA. ■



Head, Enforcement, LASAA  
Mr. Dauda Adekola



## CORPORATE COMMUNICATIONS INCREASES BRAND AWARENESS FOR LASAA



Head, Corporate Communications & Strategy, LASAA  
Mr. Temitope Akande

The Head of Corporate Communications & Strategy, Lagos State Signage and Advertisement Agency, Mr. Temitope Akande recently disclosed that the Department is presently running jingles on different radio stations to amplify the newly developed Mobile Advert sticker which is an improvement on the physical one

that the Agency formerly issued to clients.

According to him, the aim of the awareness is to inform the general public that the Agency has migrated to e-sticker and to also apprise them of the need to register their branded vehicles which is now done seamlessly.

Similarly, he stated that the Department is also running

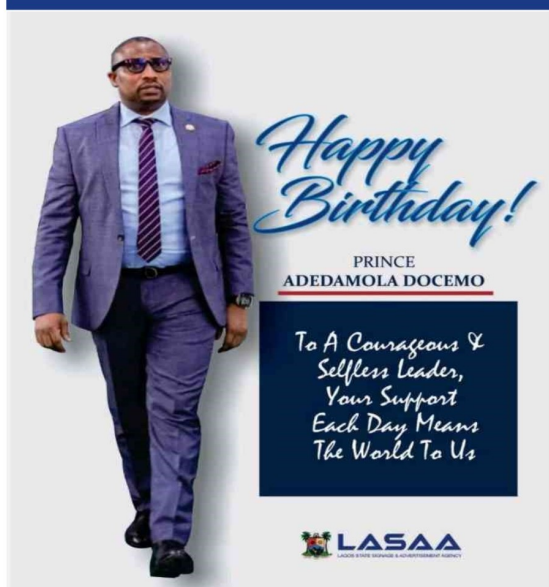
jingles on selected radio stations to sensitize the public on the Agency's guidelines on the use of election campaign materials in Lagos State. This is ongoing so as to guide against the use of illegal materials as means to campaign for political office holders ahead of 2023 general elections in the State in order to preserve government resources that will be used for clean up after the elections period. ■

## INEC ISSUES AND REVALIDATES VOTER'S CARD IN LASAA



The Managing Director of Lagos State Signage and Advertisement Agency (LASAA), Prince Adedamola Docemo and staff members during issuance and revalidation of voter's card by Independent National Electoral Commission (INEC) at the Agency, recently

## Cross Section of Staff Members during MD's Birthday



R-L: The Special Adviser Operations, LASAA, Mr. Adegbolahan Dixon; Mr. Samuel Oluwakayode; Prince Adedamola Docemo (the celebrant) and the Personal Assistant to the Managing Director, LASAA, Mrs. Busayo Opayemi



L-R: The Head of Corporate Communications & Strategy, LASAA, Mr. Temitope Akande and the celebrant, Prince Adedamola Docemo



L-R: The Protocol Team members of LASAA and members of staff of the Agency, felicitating with the celebrant, the Managing Director, Prince Adedamola Docemo

## COMMISSIONING OF LASAA's KOSOFE LOCAL GOVERNMENT PORTAL CABIN OFFICE



L-R: The Council Manager, Kosofe Local Government (Lagos State), Mr. M.B.S. Arole; the Honourable Commissioner for Lagos State Ministry of the Environment and Water Resources, Mr. Tunji Bello; the Managing Director, Lagos State Signage and Advertisement Agency (LASAA), Prince Adedamola Docemo; and the Permanent Secretary, Lagos State Ministry of the Environment, Dr. Gaji Omobolaji Tajudeen at the commissioning of LASAA's Branch Office in Kosofe, recently. ■



## GUIDELINES ON THE USE OF ELECTION CAMPAIGN MATERIALS IN LAGOS STATE

Set below are the guidelines on the use of election campaign materials for the 2023 general elections in Lagos State.

Please Note: These guidelines are issued in accordance with the Agency's responsibilities as provided under its enabling law (i.e. the Structures for Signage & Advertisement Agency Law 2006, as harmonized in the Environment Management and Protection Law 2017) which regulates and controls outdoor signage, advertisements and hoardings in Lagos State. They are issued to establish sanity and to protect the environment from defilement, visual blight and other adverse effects of uncontrolled/unregulated deployment /display of political campaign materials within the State during this electioneering period.

Kindly also note that, the guidelines are issued without prejudice to any political party, association or aspirant, as it is our intention to ensure fairness and equality amongst all concerned stakeholders, while judiciously performing our duties and applying the rules without sentiment or bias.

### 1. Billboards and Wall Drapes

Political campaigns may only be deployed on existing structures owned and operated by Outdoor Advertising Practitioners who are registered with the Agency and have obtained permits for such sites and structures.

Parties interested in deploying political campaigns may contact LASAA or owners of the proposed structure for clarification.

### 2. A-Frame

This may only be placed on road verges, medians on inner streets and must not exceed a size of 2x1 meter (big size) and 0.5x0.5 meters (small size). It must have a distance of not less than 100 meters between each sign deployed which must be made of standard and sturdy materials to ensure that they do not drop or block the roads.

### 3. Banners

This may only be displayed on inner roads and streets, subject to the following conditions:

- Only if the banner is attached to the wall of a particular building (with the consent/agreement of the building owners) limited to inner streets.
- Not to be tied to poles or public utilities (electric and telecom poles)

### 4. Posters

They may be pasted on designated surfaces on inner streets ONLY and are not to be seen on highways, major roads and high streets.

Posters must NOT be pasted on public utility structures, i.e., streetlamp poles, transformers, bridge pillars/barriers, road directional sign, electrical poles and other unauthorized surfaces.

The Agency strongly suggests that political parties and aspirants MUST refrain from indiscriminate deployment of campaign posters and embrace the use of other creative and innovative platforms, including:

- Stick in the ground
- Billboards
- Mobile A-frames
- Mobile Adverts

Political aspirants must make request to LASAA for allocation of spaces at different locations to deploy items in no. a & c above.

### Penalties

- Illegally displayed political campaigns (i.e. on unauthorized billboards/wall drapes) and non-conforming political campaigns (i.e. on banners, A frames, posters etc) would be removed without recourse to the owners.
- Political campaign materials deployed at prohibited locations will be removed without recourse to the owners.

Finally, LASAA wishes to reiterate its readiness to assist and co-operate with all political parties, politicians, campaigners and their supporters in ensuring they have a hitch-free political participation, while also stating that, impunity and lawlessness in the deployment of political campaign advertisement materials will not be tolerated by the Agency. Please take further notice that, all the advertising materials must be removed immediately after the 2023 elections.

Signed:  
**Adedamola Docemo**  
Managing Director/CEO

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YOU MAY VISIT OUR BRANCH OFFICE WITHIN YOUR LOCAL GOVERNMENT AREA.

...Redefining the outdoor environment!

### Best Dressing Etiquette Tips at Workplace



Follow the dress code policy of your company

Every organization has a dress code for employees different from other workplaces. Do not dress indecently and shabbily to work.

- A capital NO to slippers/flipflop, crazy jeans in the office
- Your appearance should be clean and groomed.
- Wear clothes that best fit you.
- Pay attention to your shoes, glasses and watch.
- Wear simple accessories.
- Casual Fridays

Follow these simple rules for your dressing style in the professional environment. Choose formal business colours and try to maintain your neat, well-groomed image because your professional image has extreme importance in a corporate environment; following dressing etiquette at the workplace is as significant as the quality of your work.



LASAA's Enforcement team during the evacuation of a collapsed gantry at Oregon, Ikeja recently

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