

A vibrant crowd of people in a Nigerian market setting. In the foreground, a young woman with braided hair, wearing a red patterned top, is smiling broadly and clapping her hands. Behind her, several other people are visible, some wearing headwraps, all appearing to be part of a lively gathering. The background is slightly blurred, emphasizing the subjects in the foreground.

Beyond Demographics: Harnessing Psychological and Cultural Intelligence for Brand Growth

A case study of the Nigerian market

Presentation by Frederick Ehis

Same age, same income — worlds apart in what drives them

Two Nigerians of the same age and income may live in different cultural worlds — one driven by tradition, another by global digital culture.



In complex markets like Nigeria — multiple meaning systems co-exist

Cultural fragmentation (250+ ethnic groups) creates different consumption logics



Social and religious norms actively shape decisions

Strong influence of **community** and **word-of-mouth**

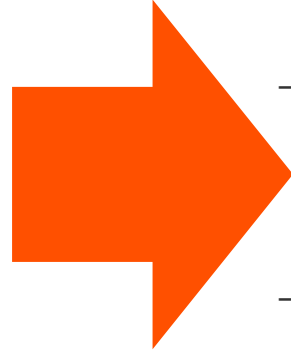
Therefore, same consumer profile ≠ same behaviour.

One consumer, two worlds — tradition and aspiration pull every choice

Nigerian consumers often operate at the intersection of:

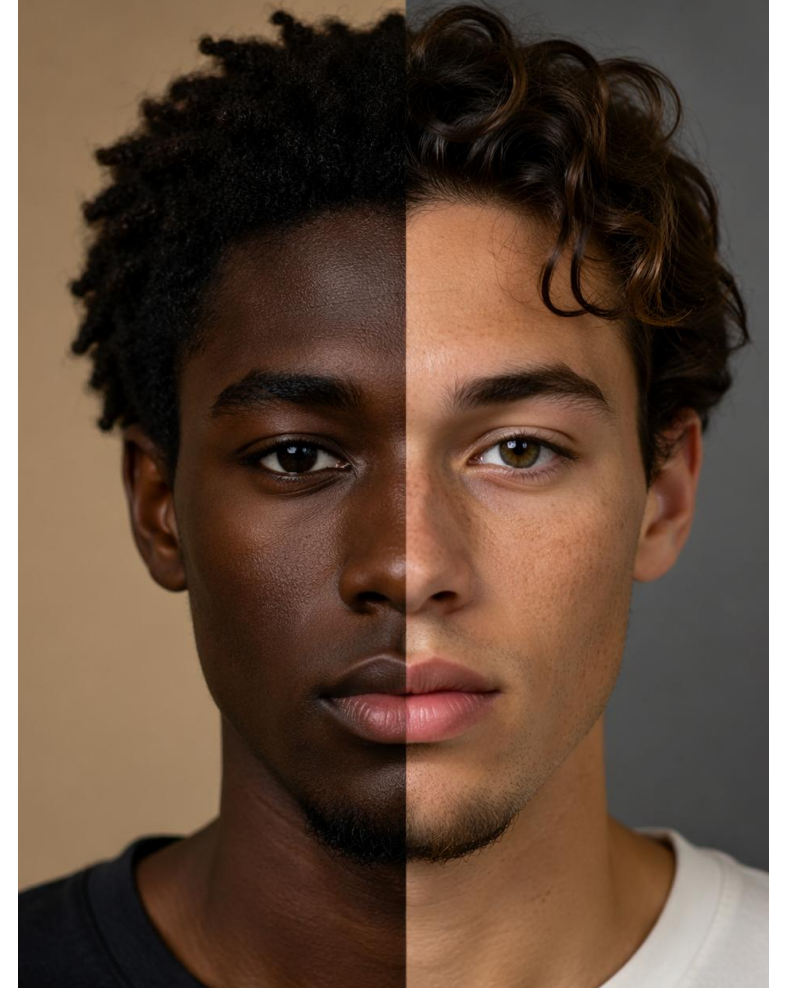
–**Traditional values** (family, respect, religion)

–**Modern aspirations** (success, global exposure, status)



This duality drives:

- Contradictory behaviour (premium desire vs price sensitivity)
- Fluid brand loyalty



The consumer is not a buyer – they are a tension manager

Consumers constantly **balance**:

- Financial survival vs social visibility
- Personal aspiration vs societal expectation

Therefore, purchase decisions become:

- Emotional shortcuts
- Identity reinforcements



Cultural intelligence builds trust — its absence breeds brand rejection

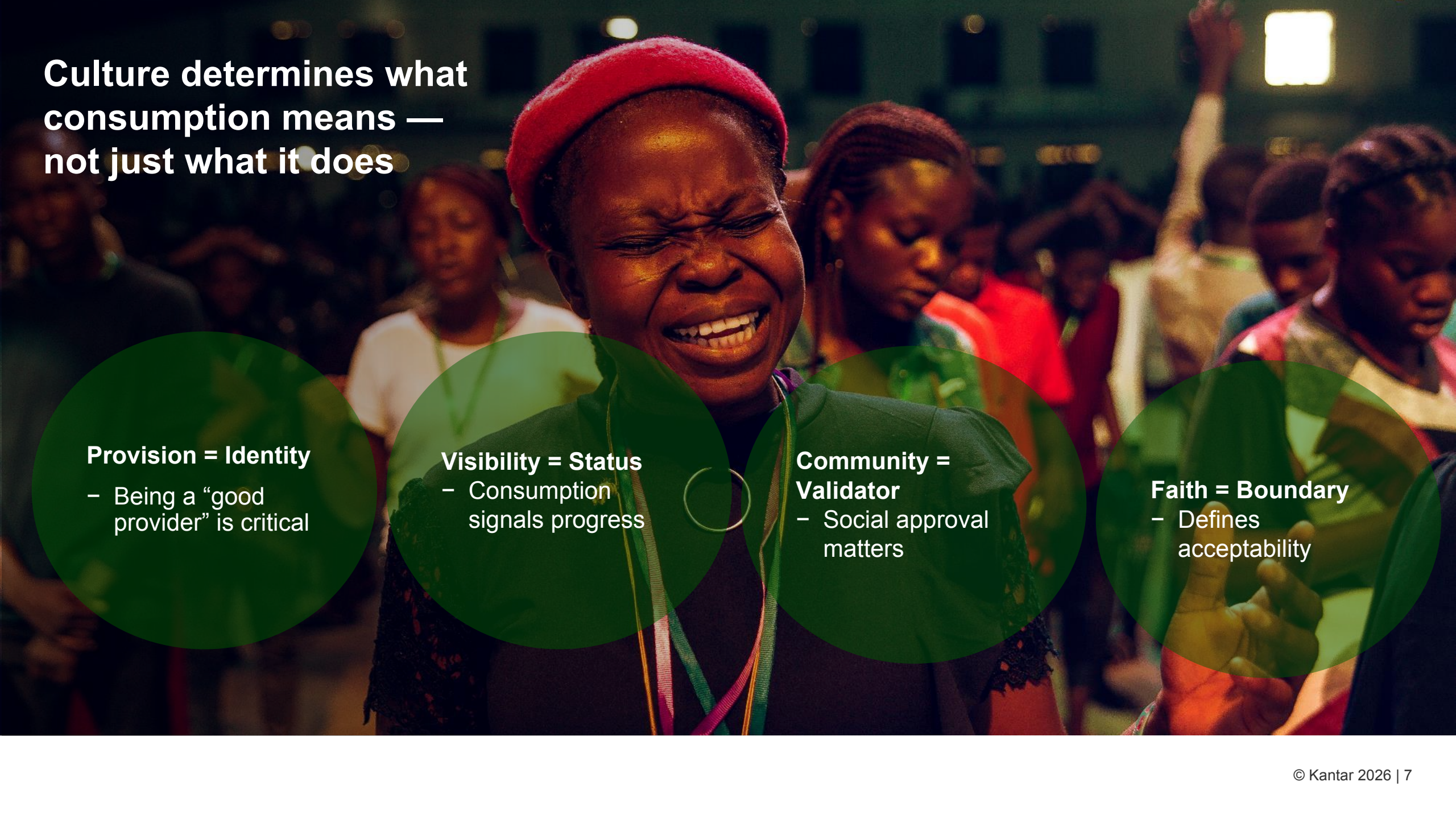
Cultural intelligence helps us to:

- Understand **cultural context and nuances**
- Adapt messaging and offerings accordingly

In Nigeria, CQ is critical because:

- Culture shapes **food, family dynamics, religion, and consumption**
- Misalignment can lead to **brand rejection**
- Alignment builds **trust and loyalty**





Culture determines what consumption means — not just what it does

Provision = Identity

- Being a “good provider” is critical

Visibility = Status

- Consumption signals progress

Community = Validator

- Social approval matters

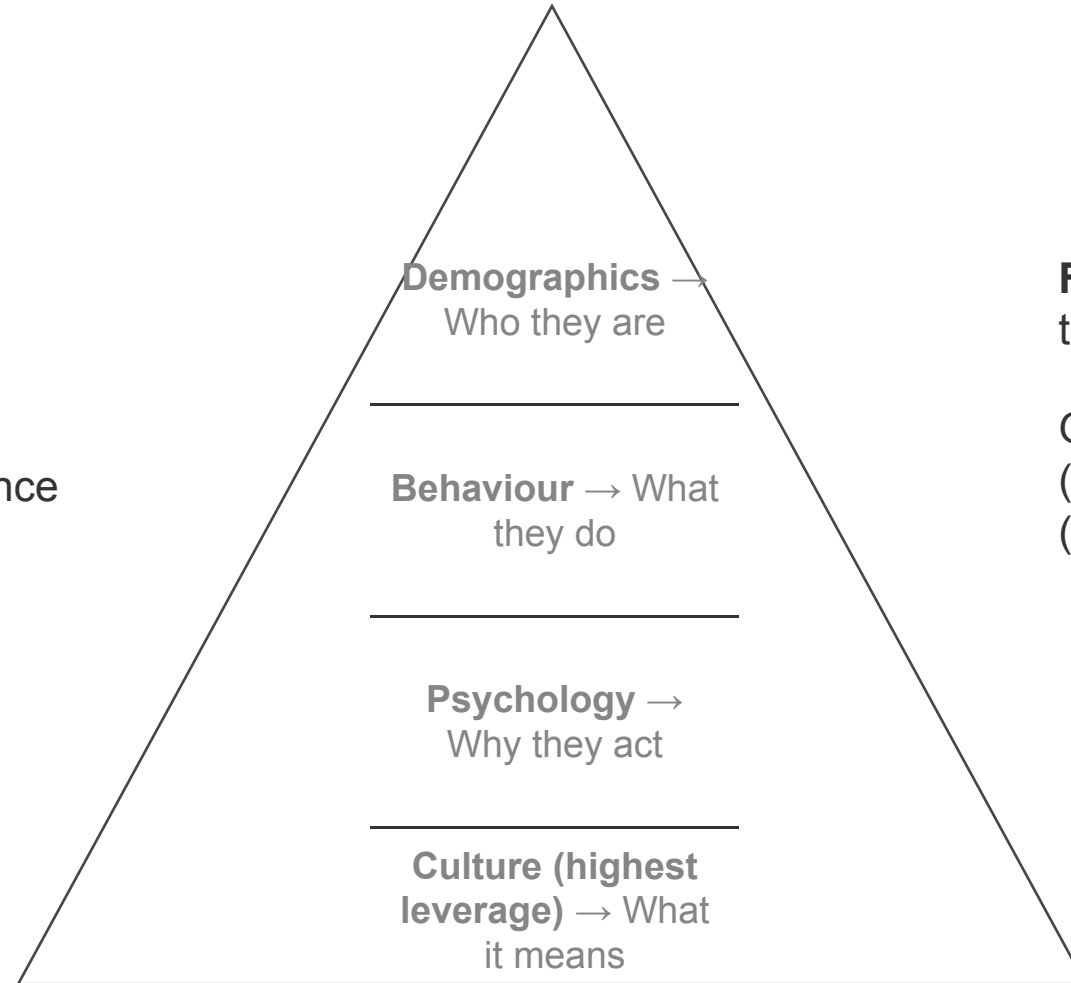
Faith = Boundary

- Defines acceptability

Growth comes from aligning with how people live — not just how they look on paper

Make sense of the integration:

- Demographics
- Psychological intelligence
- Cultural intelligence



Framework: Who they are → Why they care → How they connect.

Globacom's Grandmasters of Data — (cultural pride + psychological appeal (aspiration, connectivity)).

Kantar's view is clear:

Cultural vibrancy is a growth multiplier. Brands that actively shape culture — not just follow it — grow ~6x faster, powered by Meaningful Difference.

Creating
CULTURAL
CAPITAL is a
business
imperative

Brands with high cultural vibrancy grow nearly

6x

more than brands with low cultural vibrancy.

How Nigerian Brands Are Winning with Cultural & Psychological Insight

–MTN Nigeria — “Everywhere You Go” resonate across diverse cultural contexts.

Indomie and Peak Milk aligning campaigns with **Eid and family values**

Maggi leveraging **regional cuisines and cooking culture**

Coca-Cola’s “Share a Coke” localized with **Nigerian names**



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Turn cultural insight into growth — blend data, ethnography, and empathy

Combine data + ethnography + behavioral insights.

Build culturally adaptive campaigns (local languages, traditions).

Invest in empathy-driven design.

Outcomes: deeper engagement, loyalty, advocacy.





Plenary Talk

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