

Portfolio

nkem
nwaturuocha



Open for Work

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@Nnwata

I'm Nkem Nwaturuocha, a storyteller, creative director, and comms expert with over ten years of experience creating stories and building marketing strategies and around the world. Storytelling, innovation, and excellence drive me, and now, **I am currently looking for opportunities to work and make an impact.**

In my career, I have led many big projects globally, driving brand strategies and communications for top companies. I am skilled at taking daring ideas and turning them into successful, award-winning campaigns that reach different types of audiences while helping businesses grow. My experience cuts across various industries, including fashion, entertainment, social impact, healthcare, fintech, energy, finance, telecoms, and retail, which shows my strong understanding of global trends and my interest in exploring new ways to make things better.

I believe in the power of real storytelling to connect people and inspire change. My portfolio shows stories that catch attention and make a strong impact on the world.

Beyond my projects, I mentor young creatives and work with other innovators who share my passion for building skills and supporting the community. I also have a big interest in genomics and bioinformatics, looking into life's complexities at the molecular level.

At the core of my life is my family. Together with my wife and daughters, we explore life, balancing family time with my creative work.

Let's work together and create something extraordinary.

nkem
nwaturuocha

contact

[linkedin.com/in/nkem](https://www.linkedin.com/in/nkem)

Clients

Healthcare

- Lily Hospitals
- First Cardiology

Fintech

- Sparkle
- Earnipay
- carbon

Technology & Software

- Shyft Power
- FactorEx

Consumer goods & Services

- Byote
- SCnatural Oil
- FIX234
- Agbo Jedi

Hospitality & Wellbeing

- The DEW Centre
- Lagos Continental Hotel
- TechFEST

Finance & Banking

- Access Bank
- Custodian Insurance
- Cardinal Stone

Fashion & Media

- TechTurks

Real Estate & Construction

- Brains & Hammers

Retail & E-commerce

- Lid Stores
- Hertunba

Social Impact & Development

- Building Entrepreneurs Today
- The Song Maiden

Energy & Sustainability

- Syntech Biofuel
- Sprae Pest Control

Manufacturing & Industrial

- CAPple
- Kate Industries

Security & Risk

- Templars
- Scuriti

Agriculture

- Onecultur

Payments & Identity Verification

- Verifyme
- NIBSS
- Afrigopay



nkem
nwaturuocha
Select Projects

Public Event

Spark Your Curiosity

Event Design, Program Development, Digital Campaigns, and Execution

Techfest, hosted by Diamond Bank with partners like MTN, VISA, and Microsoft, showcased Nigeria's top talent and tech-driven businesses. The two-day event focused on how technology transforms sectors like health, agriculture, and education, offering insights on scaling businesses through tech, big data, and startup pitches to promote innovation.

Client : Diamond Bank



Diamond Bank Nigeria, founded in 1990, was a leading commercial bank known for its innovative retail, corporate, and investment banking services. In 2019, it merged with Access Bank, creating one of Africa's largest financial institutions by customer base and assets, marking a significant consolidation in Nigeria's banking sector.

As Project Manager, I led all aspects, from planning and budgeting to coordinating with vendors and executing content production & digital campaigns.

[Photos](#)

[Video Highlight](#)



Public Event

#PoloforEducation

Event Documentary

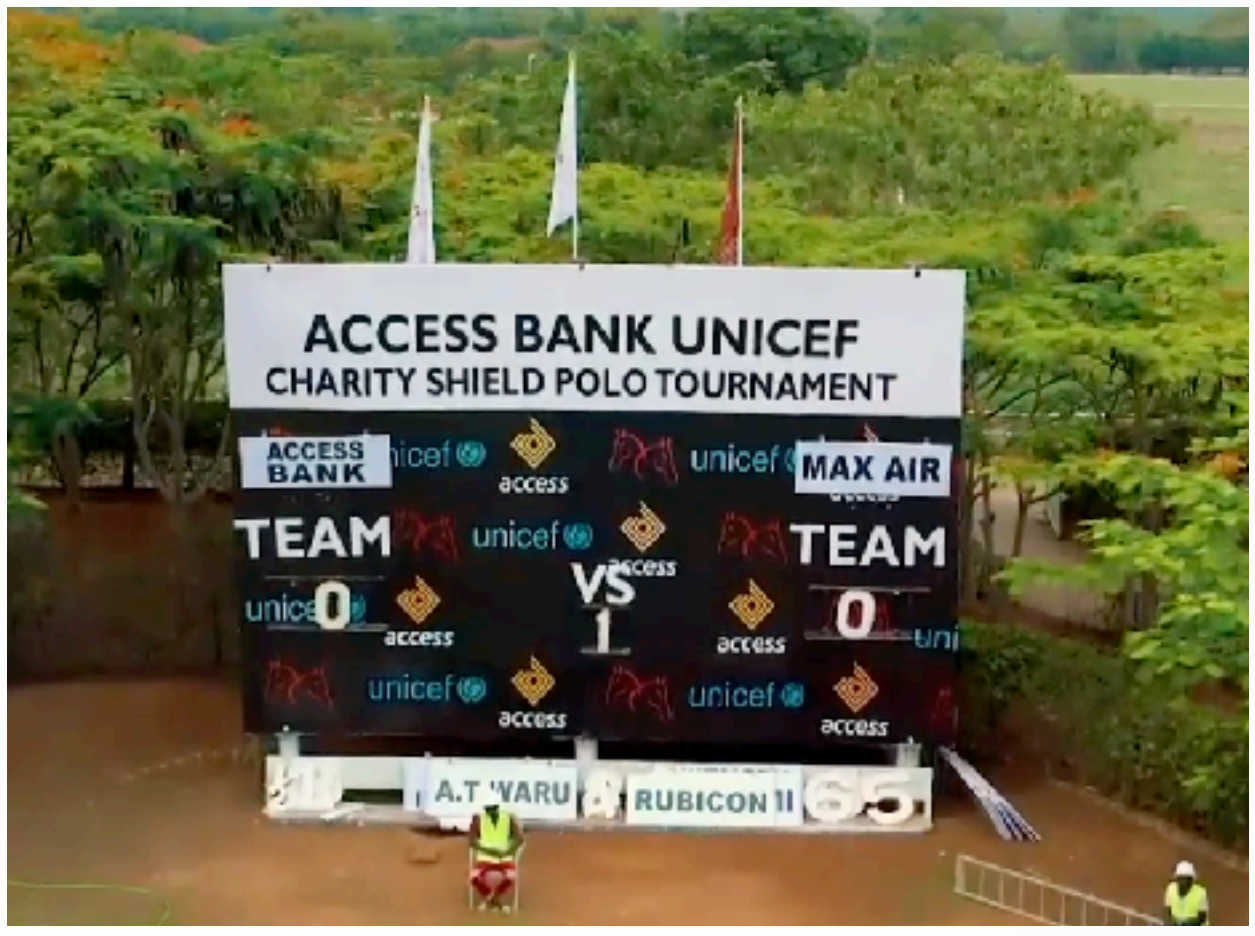
Building over 60 blocks of classrooms, Access Bank PLC and Fifth Chukker in Partnership with Unicef Nigeria delivered this project to take children off the streets in Kaduna state.

Client : Access Bank, Fifth Chukker, Kaduna State Government and Unicef



Video Documentary: Nkem Nwaturuocha

Video Highlight



Public Event

#RunLagos

Digital Campaign, App Promotion, Safety Messaging

This campaign promoted the 2021 Lagos City Marathon amidst COVID-19 restrictions. With most participants running virtually, we created engagement around the marathon app, ensuring excitement while prioritizing safety for a virtual race experience.

Client : Lagos State & Access Bank



The Lagos Marathon is a gold label marathon held annually in Lagos, Nigeria. The Marathon is proudly sponsored by Access Bank

Creative Director: Nkem Nwaturuocha

Watch



Merger Communication Strategy

Corporate Synergies

Brand Strategy, Internal & External Communication, Digital & Print Assets, Merger Rollout Campaigns

Led the communication strategy for several high-profile mergers in Nigeria, including the Access-Diamond merger, Access Pensions, and CAP Plc-Portland Paints. Each campaign focused on seamless integration, stakeholder engagement, and clear messaging, ensuring both internal teams and external audiences understood the value and vision of the mergers. Key activities included:

- Development of comprehensive communication plans to manage internal and customer transitions.
- Brand consolidation and identity rollout, including visual assets, press releases, and customer touchpoints.
- Creation of multichannel campaigns to build awareness and foster acceptance of the new entities post-merger.

Client : Multiple Clients



Strategic Communications Manager and Creative Director : Nkem Nwaturuocha

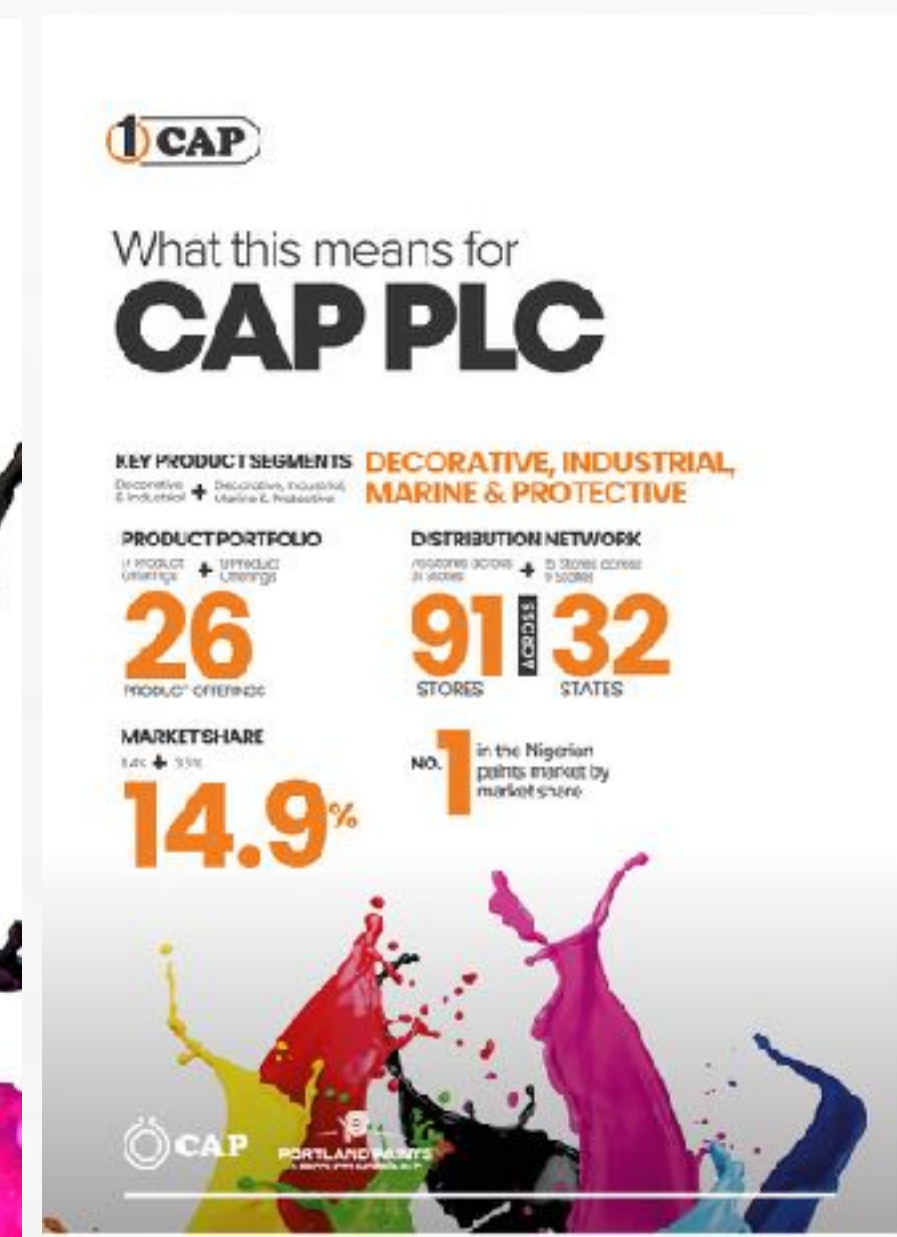
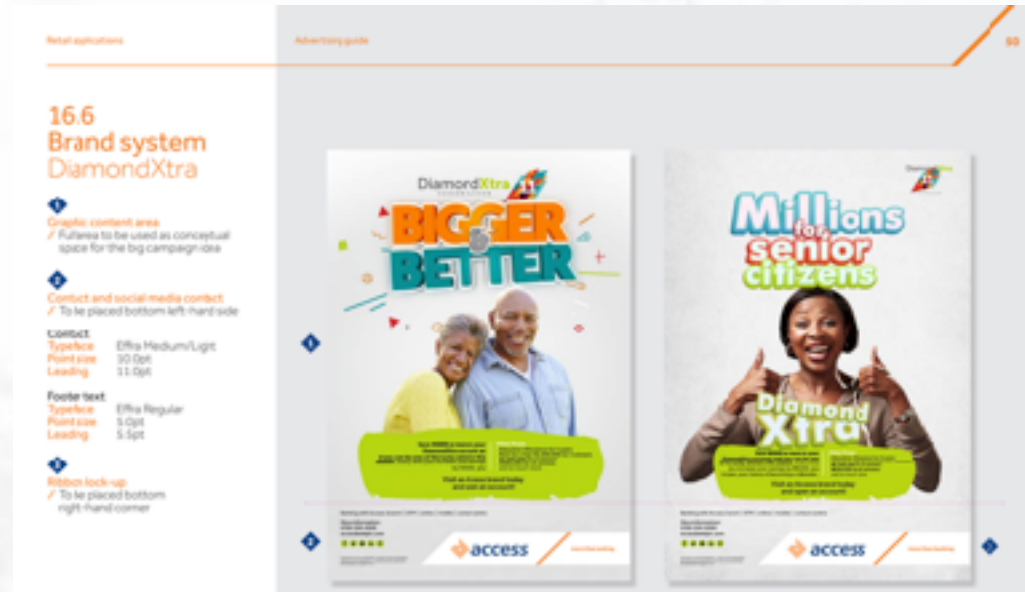
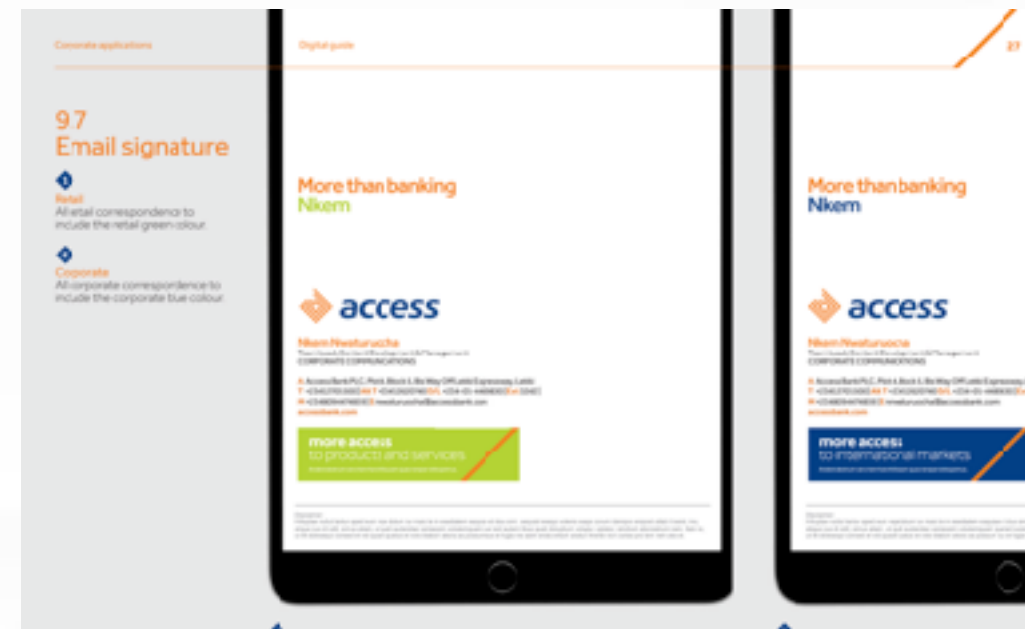
Watch



UPDATE FROM HERBERT & UZOMA

Welcome to the third edition of Together for You. We hope you enjoy reading this volume as much as we enjoyed writing it. Our merger is progressing as planned and ahead of next week's shareholder meeting, we would like to update you on how the new bank will offer even more for you.

On March 5th, the Scheme meetings will happen in Lagos, where shareholders will vote on the proposed merger. We believe and hope that shareholders will be aligned to our thinking and that the Court will approve our proposal. Bringing together Access Bank and Diamond Bank, as you know, will create a Pan-African champion with one of Africa's largest retail customer bases, an innovative digital retail operation, strong international



Banking, Insurance

What do you want to do today?

TVC Direction, Creative Strategy, Storyboarding, Influencer Marketing, App optimisation

This campaign highlights Sparkle's values of freedom, inclusion, and personalization, featuring diverse women as central figures. The TVC promotes gender representation, diversity, and financial empowerment while showcasing key app features like Stash, Request Money, Split Bill, and My Activities.

The campaign enhanced Sparkle's brand as a champion of gender inclusion, driving user engagement and celebrating women's voices in advertising. Leveraging a mix of influencer marketing, social media engagement, and targeted content, we achieved over 40,000 app downloads in two months, exceeding projections by 300%.

Client : Sparkle Bank



Sparkle is a digital lifestyle and financial platform offering seamless solutions for Nigeria's retailers, SMEs, and individuals. Licensed by the Central Bank, it leverages technology to revolutionise digital banking, focusing on freedom, trust, transparency, and inclusivity to empower Nigerians.

Director & Creative Director: Nkem Nwaturuocha

Watch

The collage consists of 10 individual cards arranged in a grid. The top-left card is dark blue with the Sparkle logo and the text 'WHAT DO YOU WANT TO DO TODAY?' in large, white, hand-drawn letters. The top row contains three cards: an orange card with 'NOT THINK' and 'REQUEST MONEY GET ANALYTICS AUTOMATE SAVINGS & PAYMENTS'; a yellow card with 'MAKE BETTER DECISIONS' and 'SIMPLE INSIGHT & RICH DATA'; and a yellow card with 'stash' and 'A fun and creative way to save.' The middle row contains two cards: a green card with 'CONTROL' and a woman sitting on a chair; and an orange card with 'WHAT I WANT TODAY?' and 'CONVENIENCE' and a woman sitting on a beanbag. The bottom row contains three cards: a dark blue card with 'Request Money' and 'Avoid the awkward conversation'; a green card with 'Split Bill' and 'Sharing is caring'; and a green card with 'My Activities' and 'Stay in control of your finances'. The bottom-right card is yellow with 'WHAT I WANT TODAY?' and 'CONNECTION' and a woman sitting cross-legged. Each card features the Sparkle logo, a 'Download Sparkle Now' button with App Store and Google Play icons, and the website 'www.sparkle.ng'.

Capacity Building

Youth Empowerment Campaign

Campaign Strategy, Digital Marketing, Capacity Building Communications, documentary production

The Building Entrepreneurs Today (BET) was a capacity building and business education initiative aimed at generating interest in entrepreneurship.

The task was to generate content and stories for SMEs across diverse sectors and serve as value driver.

Business Objective: Strengthen reputation as No. 1 SME Bank | Drive BET awareness | Generate Leads for Emerging Business | Influence sales decision.

Spearheaded the BET initiative implementation strategy where every year, 50 selected entrepreneurs are provided with intensive training, mentorship, and access to seed capital. We developed a 13 episodes TV series to drive digital engagement. Capturing them from their six-month capacity-building workshop in partnership with the **Enterprise Development Centre (EDC)** of Pan Atlantic University, to the end of the training, where Diamond Bank facilitated access to N3 million in seed capital for the top five entrepreneurs, ultimately supporting over 150 businesses across Nigeria.

Directly engaged and empowered over 10,000 youth through the **NYSC SAED, Womenpreneur Pitch-A-Ton, and BET programs**, equipping them with entrepreneurship skills and facilitating job creation.



Campaign Result

<p>APPLICATIONS RECEIVED</p> <p>21,000+ applicants</p>	<p>ACHIEVED OVER</p> <p>24,000,000 impressions</p>
<p>REACHED</p> <p>6,000,000 households</p>	<p>LEADS GENERATED</p> <p>1,000,000+</p>



Preview more works

<https://www.youtube.com/@diamondtv9641/videos>

Healthcare

Patient-Centric Rebrand

Brand Overhaul, Fertility Campaign, Community Building, C-Suite Training

Led the rebranding of Lily Hospitals, positioning it as a leader in patient-centric care. A key initiative was the fertility campaign, targeting parents and building a supportive community. I also delivered C-suite training on marketing communications to align leadership with brand goals.

The rebranding led to a 25% increase in website traffic and a 15% rise in patient inquiries, driving appointments and revenue growth.

Client :Lily Hospitals



Lily Hospitals is a top private healthcare provider in Nigeria, offering a range of medical services, including general healthcare, maternity, and surgery. Known for patient-centric care, it focuses on high-quality treatment and modern technology to improve healthcare standards in the country.

Communications Consultant: Nkem Nwaturuocha

Healthcare

Heartfelt Documenting

Documentary Production, Facility Tour Coverage, Stakeholder Interviews

I produced a comprehensive documentary for **First Cardiology Consultants**, a premier healthcare institution specializing in cardiology. This project captured the essence of their state-of-the-art facility, highlighting their position as a wholly dedicated 'heart hospital.' Through interviews with directors, doctors, and nurses, as well as a guided tour of their advanced facilities, the documentary showcased the hospital's commitment to excellence in heart care.

Client :First Cardiology Consultants



The documentary served as both a marketing tool and an archival piece, effectively communicating First Cardiology Consultants' expertise and world-class services to patients, stakeholders, and the broader healthcare community

Producer & Director: Nkem Nwaturuocha



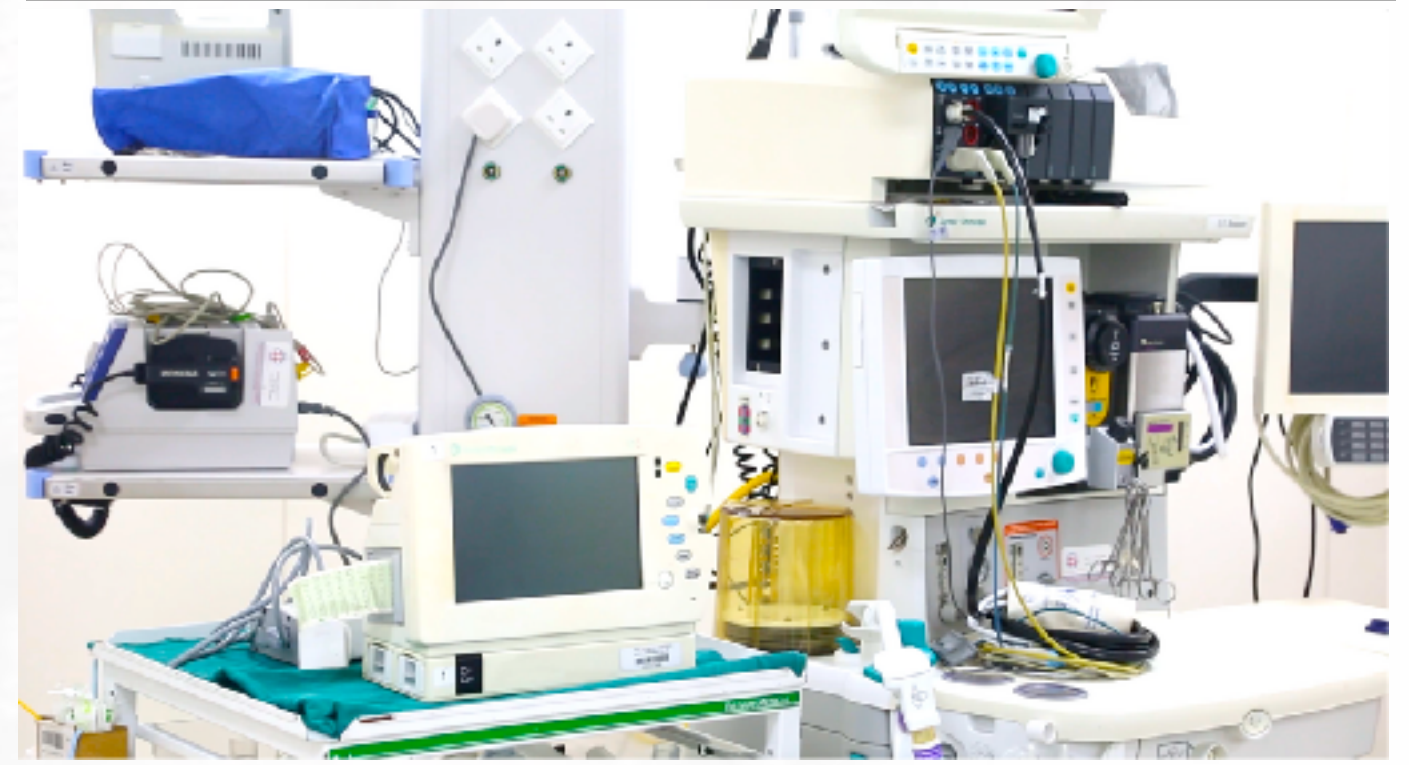
Dr. Adeyemi Johnson
CEO, FCC/INTERVENTIONAL CARDIOLOGIST



Folakemi Olaleye
DIRECTOR, NURSING SERVICES



Dr. Kofo Ogunyankin
CO-DIRECTOR/NON-INVASIVE CARDIOLOGIST



Financial Services

*Financial Access
for All*

Campaign Strategy, Creative Concept, Visual Assets, Digital and Print Media

This campaign promoted Access Closa's extensive agent network, featuring over 200,000 agents across Nigeria. It emphasised bridging the gap between the banked and unbanked, especially empowering women, who form a significant percentage of the agents.

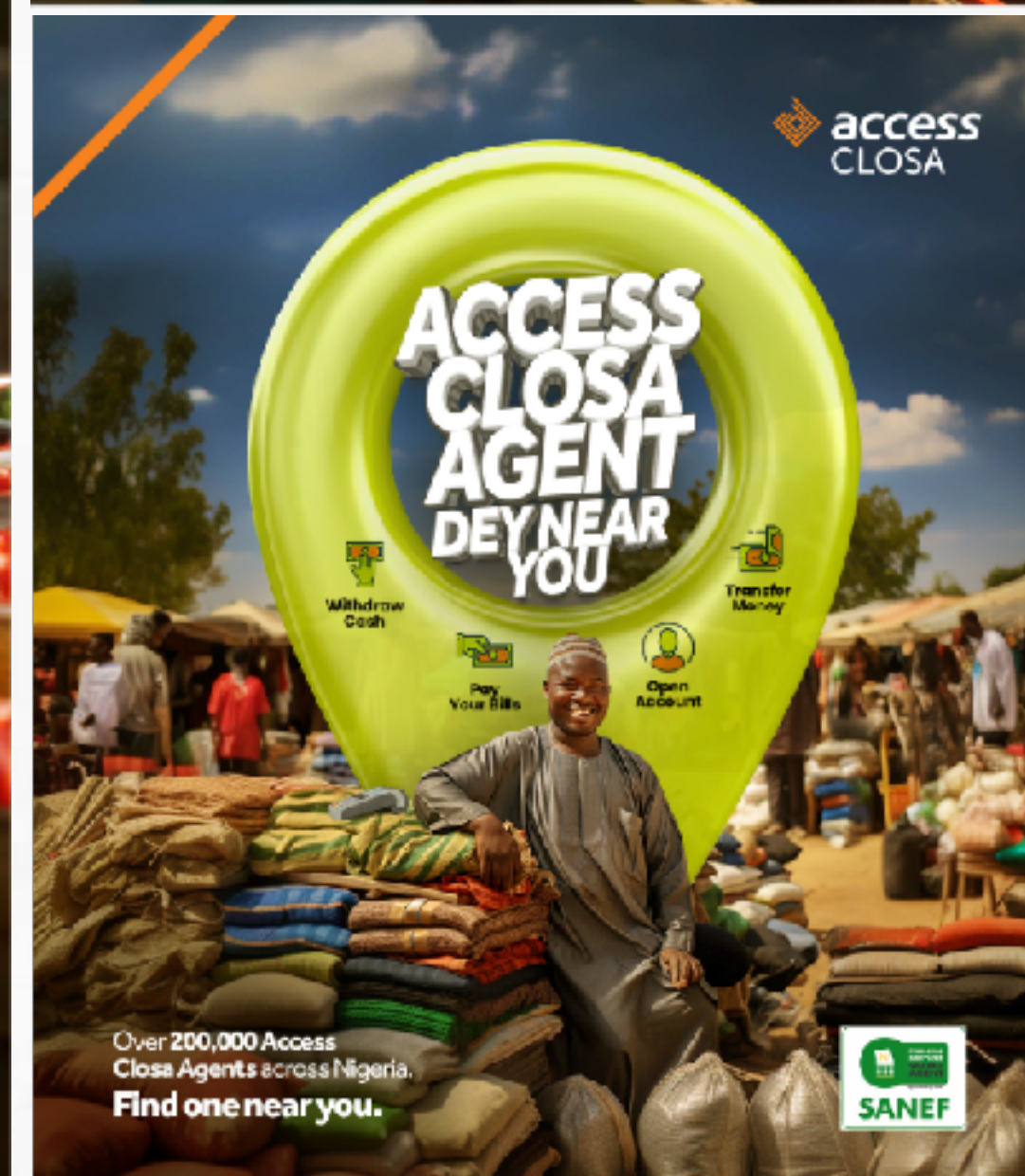
Through visuals of everyday people in relatable, local settings, we positioned Access Closa as an essential solution for accessible financial services in underserved communities.

Client : Access Closa



Creative Director: Nkem Nwaturuocha

This visually compelling campaign resonated emotionally, creating strong connections with communities and driving engagement across all 774 local government areas in Nigeria.



Insurance

Masters of Life

Campaign Strategy, Creative Concept, Visual Assets, Digital and Print Media

The Masters of life campaign is a visual journey that explores each of the subsidiary of custodian in a surreal and sensorial nature to complement the idea that custodian helps you Exceed your expectations'

This campaign is a creative interpretation of each subsidiary of Custodian: *Insurance, Pension, Properties, Trustees*.

We envision each subsidiary as individual stories, each brought to life through the abstract and delicate expression of life in the form of - the art of fine wine collection, the adrenaline rush of walking a tightrope, the celebration of passing down a wedding dress, the joy of building sandcastles and the mastery of a pâtissier.

Client : Custodian Insurance



Custodian Investment Plc. is a leading Nigerian Investment Group with operations in the Other Financial Services Sector of the economy.

Creative Director: Nkem Nwaturuocha
Art Directors: Justin Ukaegbu, Ayodele Oropo, Philip Ajibade

Aging and planing ahead

Life's journey requires passion, planning and actions, to make a different you must take that bold step forward. At Custodian we seek to balance those risks so you can focus on the things that matters to you and exceed your expectations.

Speak to a Custodian Wealth manager today

• Wealth Management • Trustees • Investment

www.custodianplc.com.ng ...exceeding expectations

Balanced high risk

Life's journey requires passion, planning and actions, to make a different you must take that bold step forward. At Custodian we seek to balance those risks so you can focus on the things that matters to you and exceed your expectations.

Speak to a Custodian Wealth manager today

• Wealth Management • Trustees • Investment

www.custodianplc.com.ng ...exceeding expectations

Preserving your Legacy

Legacy is the bridge between generations. When you preserve your legacy, you preserve your story. At custodian, we understand this takes planning, patience and care, that is why our team of experts will work with you so that your legacy will endure.

Speak to a Custodian Wealth manager today

• Wealth Management • Trustees • Investment

www.custodianplc.com.ng ...exceeding expectations

Building endless possibilities

More than four walls and a roof... a home is where life is lived, memories created and future shaped.

At Custodian we will help you find a perfect home because when you invest in your future through home ownership the possibilities are endless.

Speak to a Custodian Wealth manager today

• Wealth Management • Trustees • Investment

www.custodianplc.com.ng ...exceeding expectations

Blending the right wealth ingredients.

With the right recipe you can do more with less. At custodian we bring our wealth of experience, finesse and understanding of client needs to deliver mouth watering returns on your investments to you.

Speak to a Custodian Wealth manager today

• Wealth Management • Trustees • Investment

www.custodianplc.com.ng ...exceeding expectations

Global Partnership

World Cup Qatar '22

Branding, Experiential Campaign, Digital Strategy, Consumer Engagement

This campaign leveraged the FIFA World Cup™ games in Qatar to drive incremental payment volume (domestic/cross border) for Access Bank. By partnering with VISA, Access Bank built up excitements and created buzz around FIFA World Cup by creating unique experiential moments their cardholders offering them a chance to win a trip to Qatar.

Client : Access Bank



As Creative Director I led Access Bank branding efforts for Qatar 2022 World Cup in partnership with VISA and FIFA World Cup™

Watch

VISA | **FIFA WORLD CUP Qatar 2022**
Worldwide Partner

BRINGING QATAR 2022 TO YOU

Win an all-expense-paid trip to watch the FIFA World Cup 2022™ games in Qatar, courtesy of Visa

To be eligible, spend a minimum of ₦15,000 in at least 3 POS/WEB transactions with your Access Visa cards .
We've also got lots of other amazing prizes to be won

Banking with Access: branch | ATM | online | mobile | contact centre
More information:
0700-300-0000
accessbankplc.com

Facebook.com/accessbank | Twitter.com/accessbank | @accessbank | YouTube.com/accessbank | accessbank.blogspot.com

access more than banking

access more than banking

VISA | **FIFA WORLD CUP Qatar 2022**
Worldwide Partner

Catch the Qatar 2022 train with Visa

Stand a chance to win an all-expense-paid trip to watch the 2022 FIFA World Cup™ games in Qatar, courtesy of Visa.

To be eligible
spend a minimum of ₦15,000 in at least 3 POS/WEB transactions with your Access Visa cards.

We've also got lots of other amazing prizes to be won.

Banking with Access: Branch | ATM | online | mobile | contact centre
More information:
contactcenter@accessbankplc.com
0700-300-0000
01-271-2005-7
accessbankplc.com

In our emails, Access Bank will never ask for your complete card number, PIN or One-Time password. If you lose your phone, inform us immediately. Links within our mails will only take you to information pages on our website.

Financial Services

New Naira Redesign

Campaign Strategy, Creative Concept, Visual Assets, Digital and Print Media

Spearheaded a national communication campaign to drive ₦800 billion in cash deposits in response to Nigeria's currency redesign policy. This included developing a robust strategy for internal and external stakeholders, overseeing multimedia content creation, and measuring campaign outcomes weekly.

Client : Access Bank



Strategic Communications Manager and Creative Director: Nkem Nwaturuocha

The Central Bank of Nigeria's Naira redesign required Nigerians to exchange ₦2.7 trillion in unbanked cash before January 31, 2023, when old notes would lose legal tender status. Access Bank seized this opportunity to leverage its branch and agent network to mobilize ₦800 billion in deposits and drive new account openings.

your money is very important
take it to the bank

All existing currencies in N200, N500, and N1,000 denominations will no longer be valid from January 31st, 2023.

To deposit, visit Access bank branches, Access closa agents, Beta friends and ATMs.

access more than banking

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take it to the bank

All existing currencies in N200, N500, and N1,000 denominations will no longer be valid from January 31st, 2023.

To deposit, visit Access bank branches, Access closa agents, Beta friends and ATMs.

access more than banking

we trust them so can you

We have 165,000 Access Closa agents across the country ready to help take your cash deposits before CBN deadline. Look for an access closa agent within your neighborhood to deposit your cash for free.

access more than banking

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We have 165,000 Access Closa agents across the country ready to help take your cash deposits before CBN deadline. Look for an access closa agent within your neighborhood to deposit your cash for free.

access more than banking

wherever you are, we are ready to help.

We have put many channels in place to help you beat the rush, and meet the deadline to deposit your money

Type "Access Closa" on your google map app to see an Agent near you

Over 600 bank branches across the country to serve you	500 Beta friends in 118 dedicated market branches	ATM
200 additional staff to meet your banking needs	165,000+ Trusted Access Closa Agents within your neighborhood	24 hours cash deposit ATM scattered across the country
SATURDAY BANKING to deposit your money at your convenience	Scan to download accessmore app	

access more than banking

₦200,000 under your bed will be worth **₦1,000,000***

The CBN will issue a new series of naira notes beginning December 15th, 2022, and customers are urged to deposit all current naira notes. We put in place 165,000 Access Closa agents, 500 branches, and 24/7 cash deposit ATMs make depositing cash easier. Use our many channels to beat the rush and get MORE for your money.

*Deadline to deposit all current 100, 200, 500 and 1000 naira notes is January 31st, 2023

access more than banking

₦500,000 inside your safe will be worth **₦1,000,000***

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access more than banking

Entertainment, Media

For the Culture

Campaign Pitch, Cultural Integration Strategy, Digital Campaign, Key Visuals, Slogan Development

As part of Amazon Prime Video's strategy to formally introduce its platform in Nigeria, this campaign was designed to merge local heritage with global cinematic storytelling. The concept "For the Culture" draws from Nigeria's rich traditions and vibrant modern culture, positioning Prime Video as a champion of originality and authentic storytelling.

The campaign features a striking visual blend of iconic Nigerian traditions, such as the Durbar festival, alongside modern living scenes, symbolizing how Prime Video brings unique stories into the heart of everyday life. The tagline "We Are Original" reinforces cultural pride and the originality of Nigerian content, reflecting Prime Video's commitment to diverse and global narratives.

Client : Amazon Prime



Creative Director: Nkem Nwaturuocha
Art Directors: Justin Ukaegbu, Ayodele Oropo, Philip Ajibade



Film/Animation

The Song Maiden Awards & Recognitions



ANNECY FESTIVAL | PRESS PARTNER

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3rd May 2023

International Mifa Campus – Nigeria

As part of its measures to assist professionals in the animation sector, Mifa lent Nigeria its expertise, through an International Mifa Campus – Production.

En tant que mesures d'assistance aux professionnels du secteur de l'animation, Mifa a prêté son expertise au Nigeria à travers un atelier Mifa Campus – Production.

Omoiyelo Majoroh (Blac Onyx Studios), Yebande Ogunlape (BeeReel Pictures), Ashford Ekele (Toon Republic Studios), Nkem Nwaturuocha (DisruptDNA), Sonke Ajulachukwu and Tunde Oluwa all joined in this endeavour and shared their views as to potential career progressions.

Le Nigeria, qui avait entrepris d'autres ateliers avec la Mifa des dernières années, confirme donc sa volonté de progression. Une délégation nigériane sera présente lors du Marché International du film d'animation en juin prochain et les six porteurs de projet participent au Meet the... Sales Agents afin de mettre en pratique les enseignements récents et trouver de futurs partenaires.

Accréditez-vous dès à présent pour participer au Mifa du 19 au 16 juin 2023 à Annecy.

S'inscrire

Ce projet s'inscrit dans le cadre de la Saison Africa 2020. À ce titre, il bénéficie du soutien du comité des mécènes.

ANNECY FESTIVAL

NETFLIX

Partenaire du Mifa Campus International

TALENTS DURBAN

TALENTS DURBAN

THE SONG MAIDEN

PROJECT INFORMATION/FACTS

Project Type: Short Film, Animation

Country: Nigeria

Language: English

Running Time: 5 minutes and 56 seconds

Socials: Instagram

The Song Maiden unravels the tale of a Nigerian girl trapped in a child marriage. Since birth, she bears a red ribbon marking her betrothal to a notable figure. Despite societal pressures, she embraces independence, finding solace in the mountain. Her fate takes a dark twist when forced into marriage, leading her to seek refuge in her father's hut. Ultimately, she finds freedom by leaping into the unknown from the mountain's edge.

DIRECTOR'S STATEMENT

Working with DisruptDNA Studios we crafted a story that resonates deeply with us and others. *The Song Maiden* is a universal cry for freedom. It speaks to everyone's quest to break free from oppression. It symbolises the fight against constraints in patriarchal cultures.

DIRECTOR'S PROFILE

Nkem Nwaturuocha is a creative director and co-founder of Disrupt DNA, a digital content agency. He helps brands tell and direct their stories.

Cape Town INTERNATIONAL ANIMATION Festival

27-28 Apr 2024

CTICC 2, Cape Town

Home | Speakers | Events | Blog | Media Gallery | Films | Pitches | Competitions

Schwung

1h07 min

Best of CTIAF 2022

The Pyramid - Mohamed Gnazala

Man Culpia - Diek Grobler

The Song Maiden - Nkem Nwaturuocha

Light Strands - Somtochukwu Onubogu

LEGO The Haircut 2 - Danel Brönnier

Shelter - Robin Myles

The Little Teaspoon of Sugar - Kabelo Ma

FOKUS SÜDAFRIKA FOCUS SOUTH AFRICA

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FR, 28.04., 16 UHR / FR, 28.04., 4 PM

ANIMATED SHORTS – BEST OF CTIAF

AWARDED AWARDS – BEST OF CTIAF

Die themen des Programms decken die gesamte Bandbreite menschlicher Erfahrungen ab: Beschungen, Liebe, Verlust, Konflikt, Krankheit, Diskriminierung und Umweltzerstörung. Alle werden von der einfachen Schönheit der Animation untermalt. Die Hoffnung, dass unsere Zukunft besser sein kann als unsere Vergangenheit und dass Afrika ein souveräner Weltteil werden wird, sind diese Filme zu verdeutlichen. Zu den verschiedenen Ländern gehören: Südafrika, Ägypten und Nigeria. Wir hoffen, Sie genießen eine tolle Reise durch diesen wunderschönen Kontinent!

#BestOfCTIAF

ITFS 30. INTERNATIONALES TRICKFILM FESTIVAL FESTIVAL OF ANIMATED FILMS STUTTGART

APRIL 25–30, 2023

08 THABA YE GYISASOYAYO

09 KABA MZAKA

10 MY MIND SLEEPS

11 THE SONG MAIDEN

THE SONG MAIDEN

Film/Animation

Animated Content Production 2D & 3D



Song Maiden Campaign Posters

TALENTS DURBAN



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Other Animated Works



2D animation
Building Entrepreneurs Today



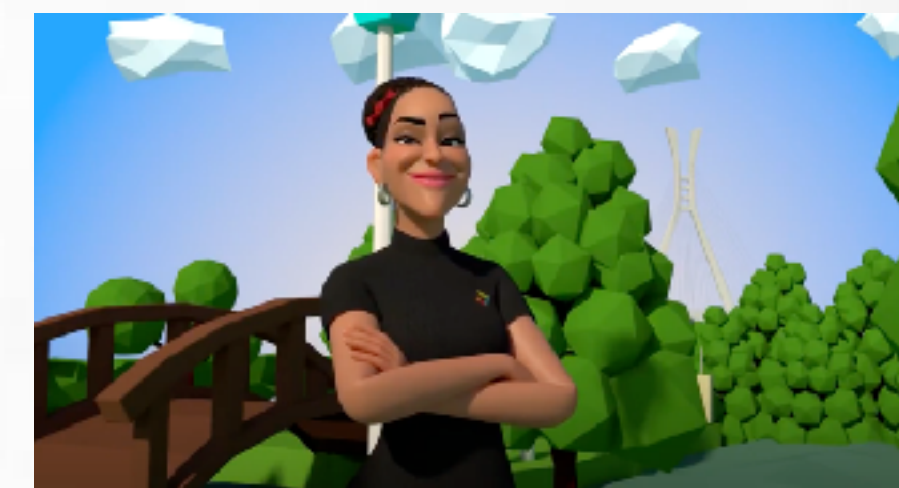
2D illustration animation
Cash Flow Lending



3D animation
Sparkle Bank & Small Businesses



3D animation
Lady Boss Insurance for Women



3D animation
Chatbot for Diamond Bank



3D animation
Access Bank Short Code *901#

Film/Animation

The Song Maiden

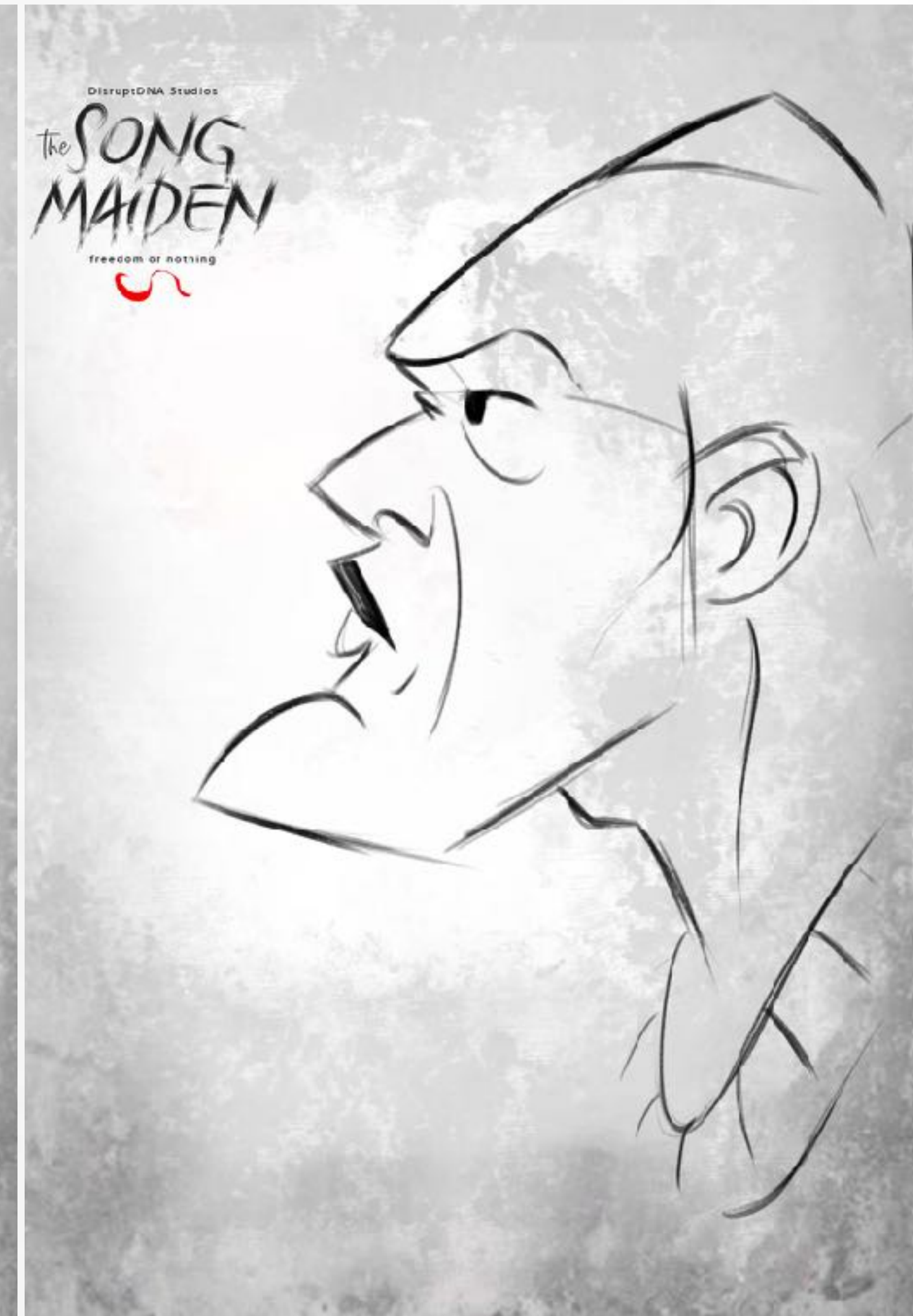
Campaign for The Award Winning Short Film

The Song Maiden is a 2D animated short film that tells the story of a young Nigerian girl resisting the oppressive tradition of forced marriage in the village of Song. The film uses expressive, minimalist animation to highlight the emotional intensity of her fight for freedom, making a universal statement on the struggle against any form of oppression—whether cultural, emotional, or psychological.



Through its powerful storytelling and unique visual style, the film engages audiences in critical conversations around gender equality and social justice. *The Song Maiden* is a call for global awareness, reflecting the voice of those still bound by oppressive cultural practices.

Producer and Director : Nkem Nwaturuocha
Illustrator: Tobiloba Sani



Banking, Insurance

Digitally Simple

Awareness Campaign, Digital Strategy, Brand Positioning, Product Adoption

Nigeria, with over 200 million people, represents one of the largest financial markets in Africa. However, a significant portion of the population remains underserved by traditional banking systems, creating a ripe opportunity for digital-first services like Sparkle.

The brief is to introduce Sparkle, a new digital banking platform, to the Nigerian market. The campaign focused on Sparkle's core values of **Freedom** and **Simplicity**, aiming to boost customer acquisition, product adoption, and deposit growth.

We developed a dynamic, cross-platform campaign with visuals that emphasized ease of use—sending money via text, WhatsApp, and social apps, all in line with Sparkle's philosophy of making banking as simple as possible. The tagline "Life is simple, Sparkle is simple" anchored the campaign, driving home the effortless experience the app provides.

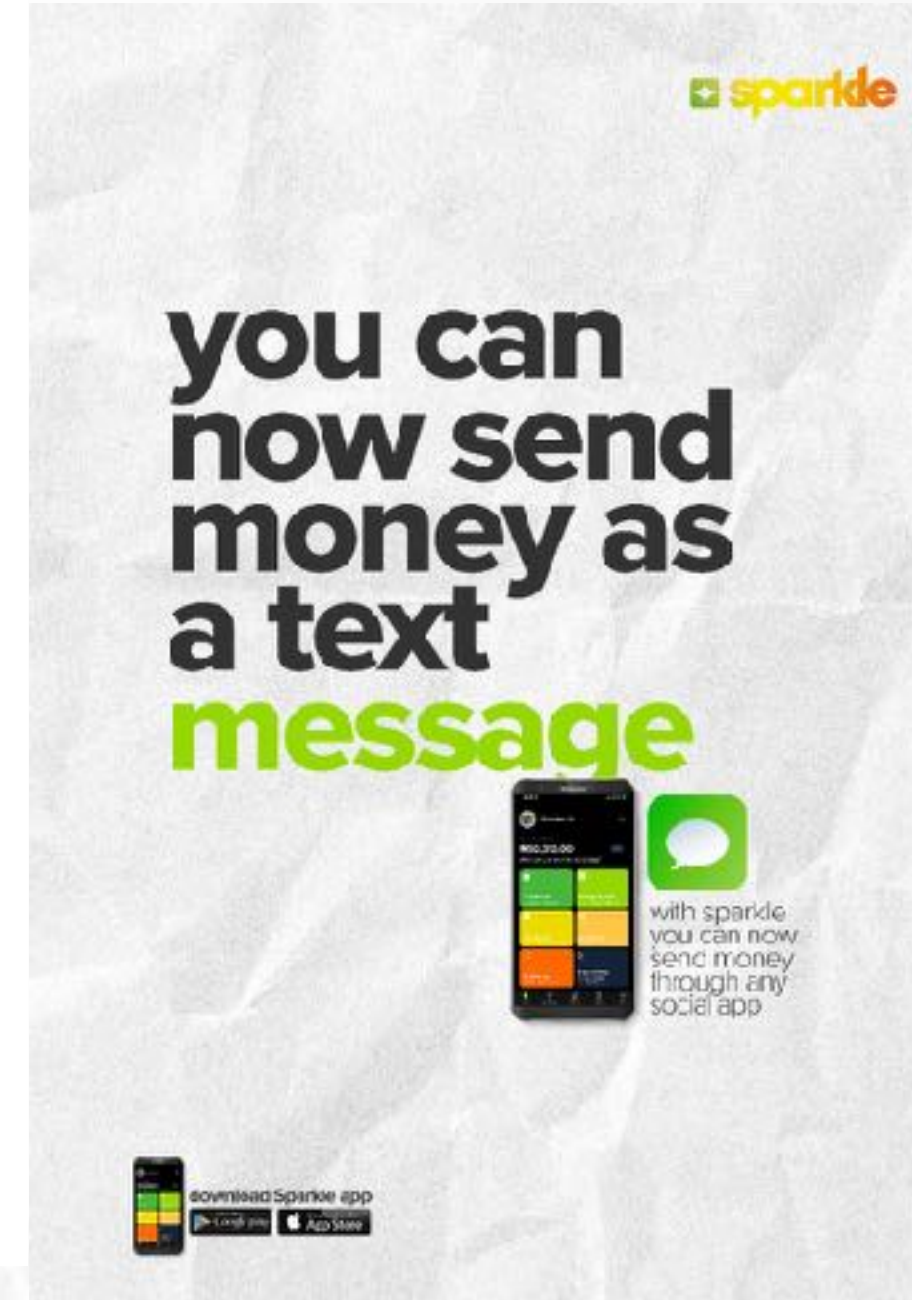
Engaging creatives targeted Nigeria's growing tech-savvy audience, emphasizing convenience and freedom in everyday financial transactions.

By the end of the campaign customer base increased by 160% and transaction growth by 1040%.

Client : Sparkle Bank



Creative Director: Nkem Nwaturuocha
Art Directors: Justin Ukaegbu, Ayodele Oropo, Philip Ajibade



Financial Services

Shape Your Future

Brand Identity, Campaign Strategy, Visual Assets, Digital and Print Media

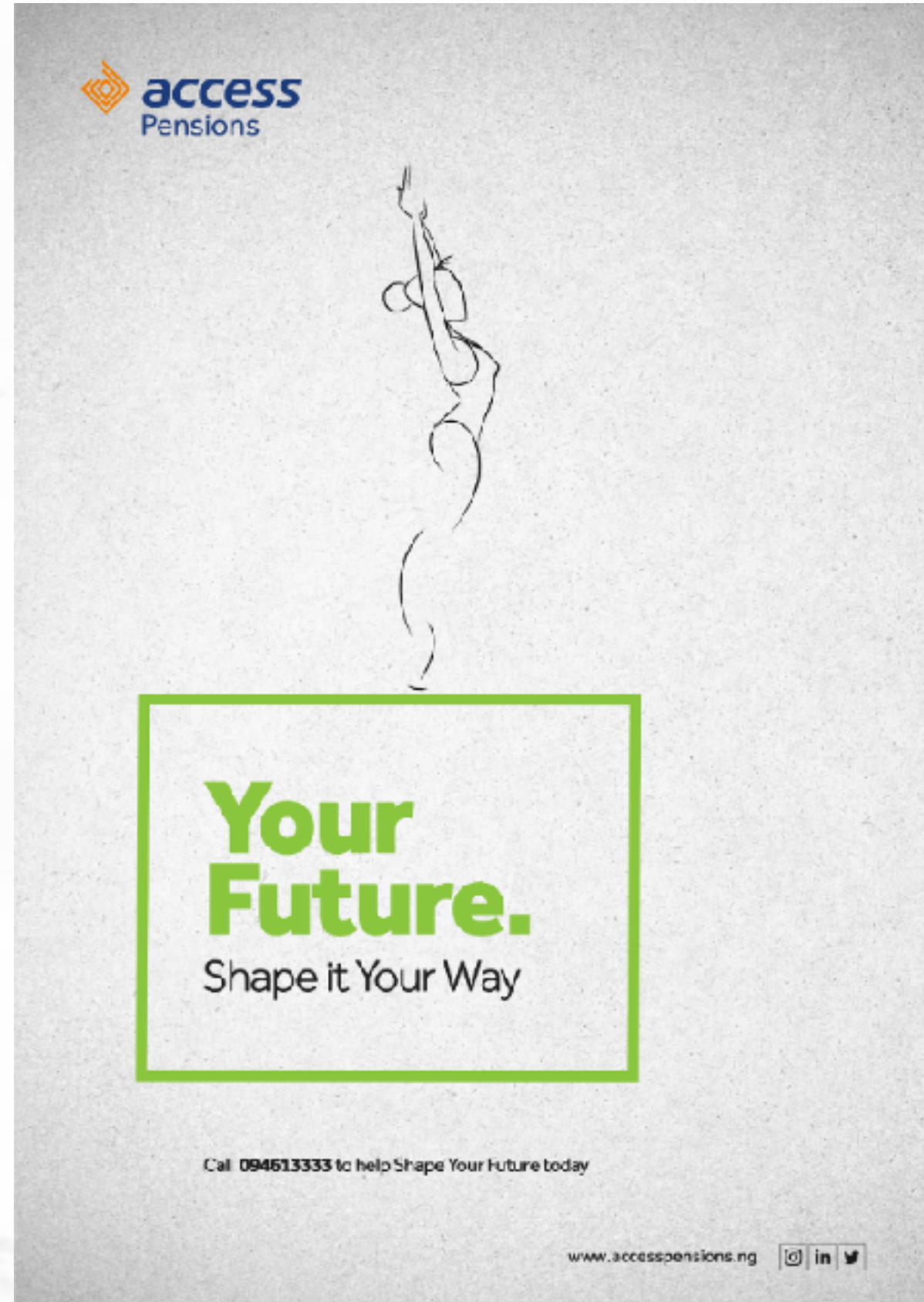
Following the merger of **Sigma Pensions** and **First Guarantee Pensions** to form **Access Pensions**, this campaign aimed to position the new entity among Nigeria's top five Pension Fund Administrators. The messaging focuses on empowering individuals from all walks of life with the knowledge and tools to shape their future, regardless of profession or age.

The campaign successfully positioned Access Pensions as a trusted and inclusive platform, enhancing customer engagement and consolidating its status within the top tier of Nigeria's pension industry.

Client : Access Pensions



Creative Director: Nkem Nwaturuocha



Telecommunications

You're in Control

Telewyz Brand Launch Campaign

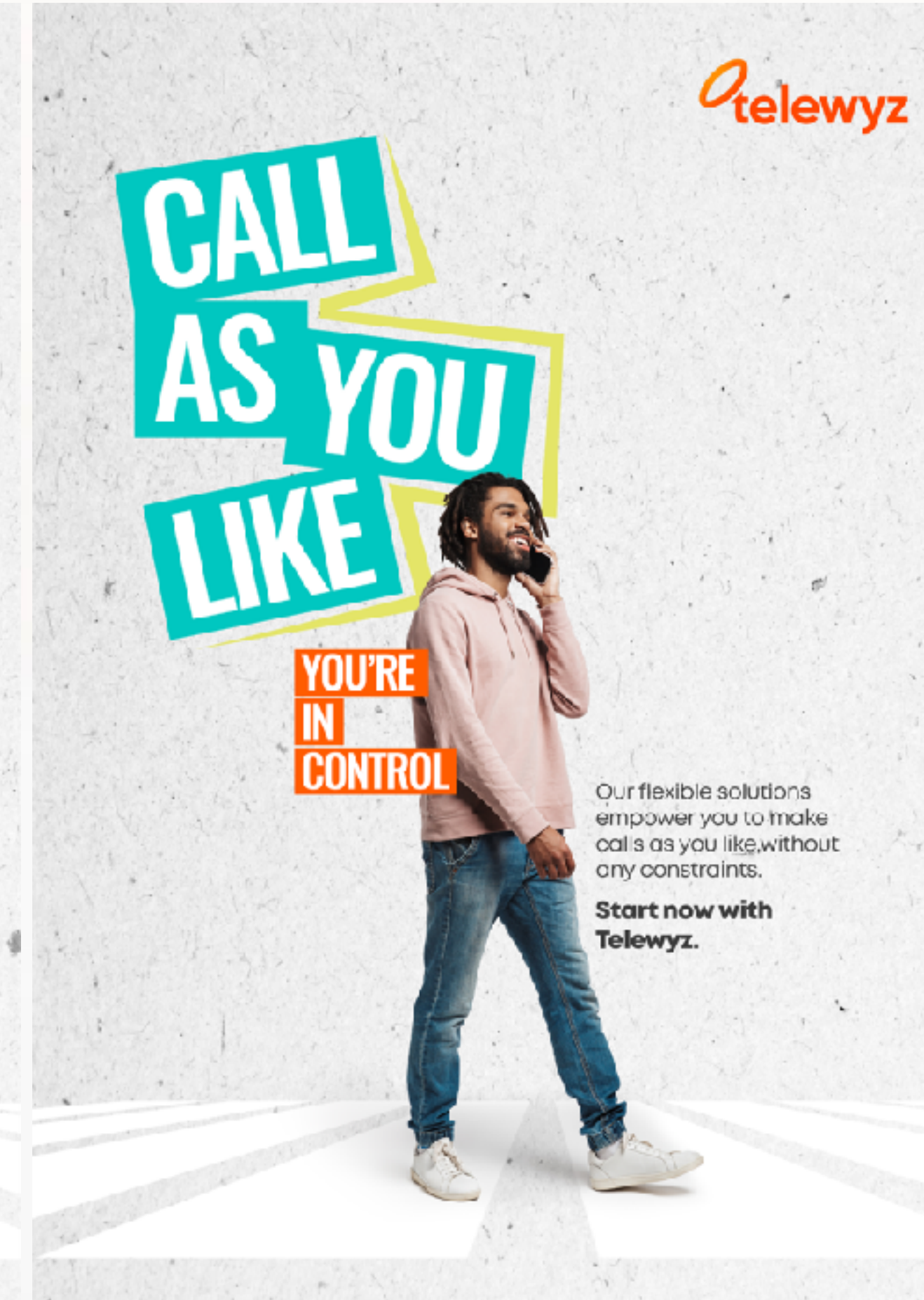
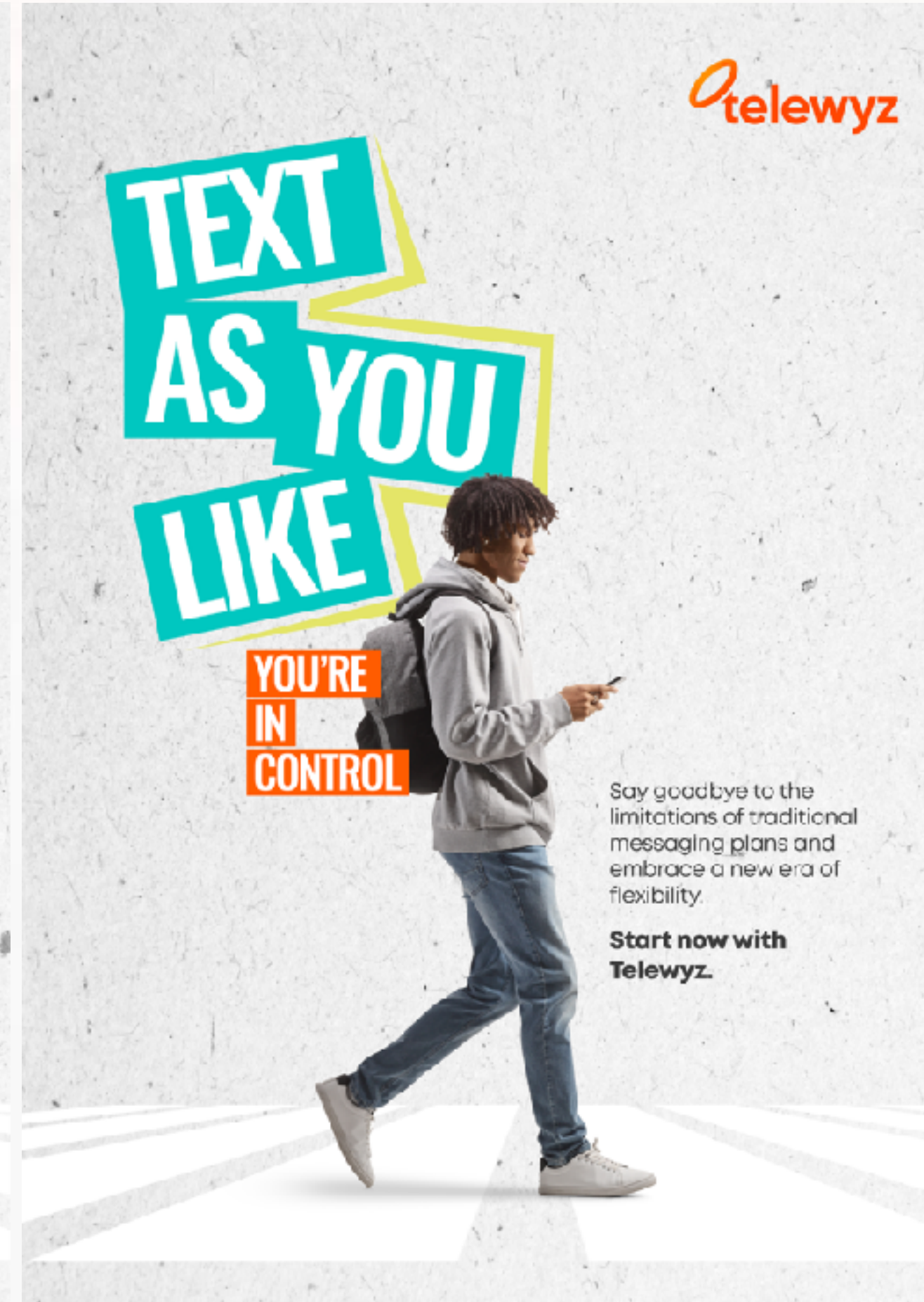
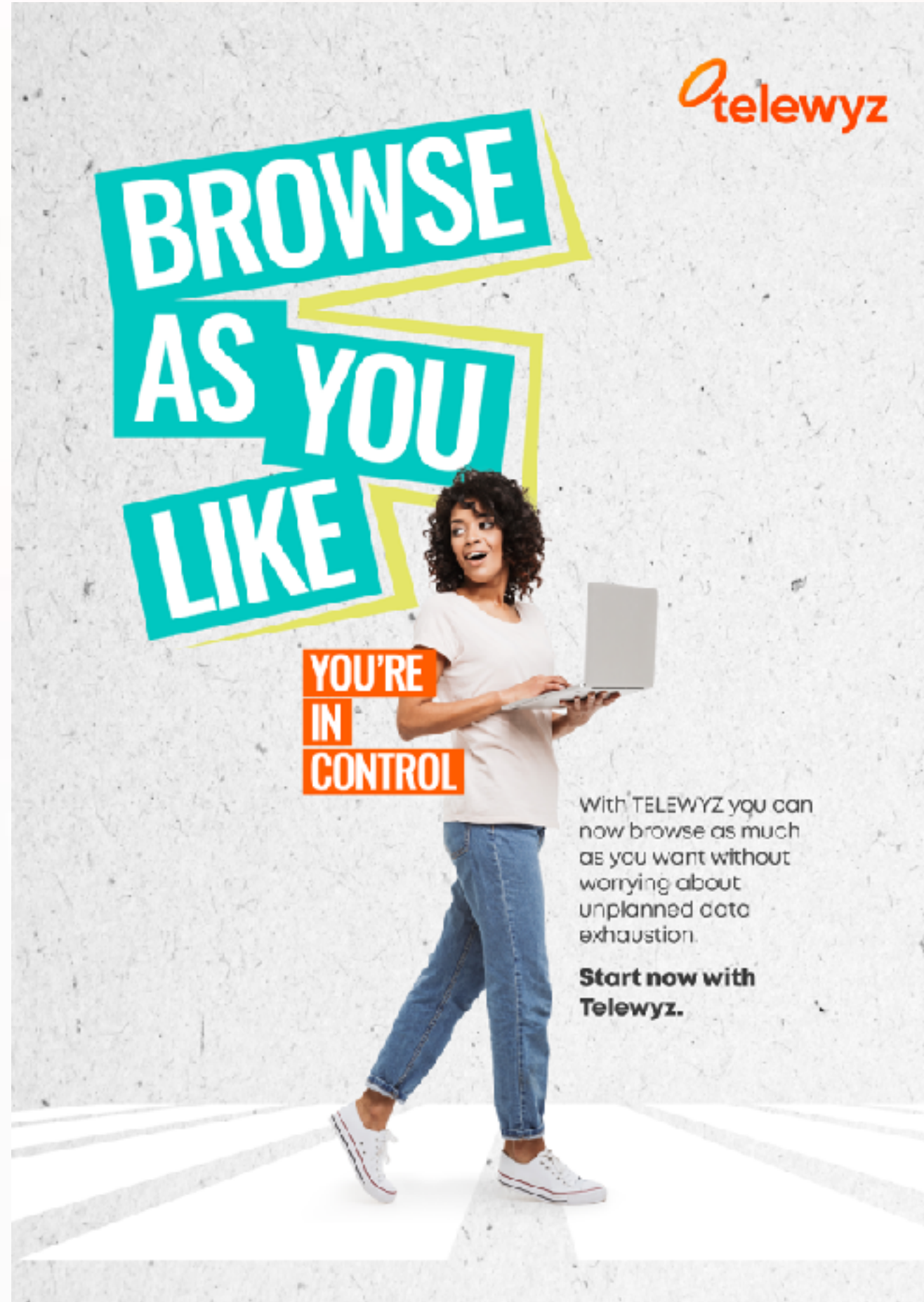
The goal was to help create and execute a go-to market strategy to drive conversion, business growth and positioning for its Digital communications products as an innovative solution to its customers.

Client :Telewyz



Telewyz offers ultimate transparency in voice and data communications services, revolutionizing the way you connect, communicate, and conquer your digital world. With Telewyz, telecommunications services users can get seamless and uninterrupted connectivity, empowering them to stay connected with loved ones and access the internet anytime, anywhere.

Creative Director: Nkem Nwaturuocha



Social Impact

The Bare Project

Exhibition Concept, Visual Curation, Advocacy Strategy

The Bare Photography Exhibition explored themes of beauty, sexuality, self-expression, and identity through powerful images of diverse, unclothed African women.

Featuring models from various backgrounds and body types, *The Bare Project* encourages viewers to delve deeper into the stories that lie beneath the surface. Through this visual experience, DEW aims to redefine modern beauty standards and emphasize the importance of personal agency over one's body. Proceeds from the exhibition will contribute to DEW's mental health initiatives, making this a truly impactful fusion of art and advocacy.

Client : The DEW Centre



The DEW Centre (Design Education and Wellness Centre) is a lifestyle design consultancy and wellness hub that blends design principles with holistic wellness practices. It promotes mental, emotional, and physical well-being through creative and wellness-focused programs.

Creative Director : Nkem Nwaturuocha
Photographer: Kelechi Amadi-Obi

The main poster for 'bare' features a large, high-contrast black and white photograph of a woman's back and shoulders, looking upwards. At the top left is the DEW logo. The text 'YOU ARE INVITED' is centered above the word 'bare' in a large, white, lowercase sans-serif font. Below 'bare' is the text 'A project by the Dew lifestyle company', followed by the event details: '5PM - 9PM | 20.05.21', '31b Adebayo Doherty rd.', and 'Lekki phase 1'. At the bottom, it says 'STRICTLY BY INVITATION'.



Product Packaging

Stay Sweet.
Stay Bold.

Brand Refresh, Packaging Design, Flavor Campaign

Baba Dudu is a popular traditional Nigerian candy, particularly loved by children. It's a hard, chewy sweet made primarily from sugarcane molasses, giving it a dark brown or black color. The candy is often sold in small, bite-sized pieces and has a rich, sweet taste with a sticky texture. *Baba Dudu* is commonly found in street markets across Nigeria and holds nostalgic value for many who grew up enjoying it as a treat.

This personal design project focused on rebranding the traditional Nigerian candy, *Baba Dudu*, for a contemporary audience. As part of my approach to keep the agency's team engaged, I developed mock briefs for reimagining the product's packaging. These included fresh flavor concepts like Coconut & Dates, Coconut & Mango, and Coconut & Pineapple.

Project :Baba Dudu



Creative Director: Nkem Nwaturuocha



STAY
SWEET
STAY
BOLD

This campaign taps into the energy, creativity, and boldness of today's youth culture. *Baba Dudu* is reintroduced as the candy with deep roots but a fresh twist. We pair the timeless flavor with today's pop culture trends—music, street style, and digital-first attitudes. It's all about celebrating individuality while staying connected to cultural roots.

Product Packaging

Pop! Crunch!
Repeat!

Brand Identity Refresh, Packaging Design,
Flavor Campaign, Social Media Strategy

This project was an internal initiative aimed at refreshing a beloved Nigerian street snack, *Guguru and Epa* (popcorn and roasted groundnuts). The snack, typically associated with childhood memories, was reimagined for a modern audience while maintaining its cultural significance.

We created vibrant, flavor-specific packaging (sugar, caramel, salt) using bold typography and playful illustrations. The designs evoke nostalgia while adding a contemporary twist, aiming to connect across generations. The use of animated characters and dynamic colors brought the brand to life, emphasizing freshness and fun.

Project :Guguru and Epa



Creative Director: Nkem Nwaturuocha

Working alongside young art directors, copywriters, and digital artists, I mentored and guided the team to develop their ideas. This project was not only about bringing the product to life but also about fostering creativity within the team. Each member had a voice in shaping the final product, making it a true collaborative effort.



Consumer Goods and Services

Personal Care & Tattoo Aftercare

Brand & Marketing Strategy

Brand Strategy: Positioned Byote as a key player in the tattoo care market by leading the brand's expansion into tattoo aftercare.

Documentary Production: Led the creation of a documentary aimed at spotlighting Nigerian tattoo culture while highlighting Byote's products.

Marketing & Engagement: Developed a storytelling-based strategy using real-life testimonials to drive brand awareness and customer engagement.

Client :BYOTÈ

BYOTÈ

Byote is a premium personal care brand that focuses on high-performance body care products with a mission to combine clean, sustainable ingredients with innovative formulations. Its flagship tattoo aftercare line offers effective, skin-safe solutions for post-tattoo care, enhancing both personal care routines and tattoo healing.

Growth Marketing Consultant: Nkem Nwaturuocha



Real Estate, Construction

Building for Africa

Outdoor Campaign, Branding

This campaign was designed to increase awareness of Brains & Hammers properties as they expanded beyond Abuja. The goal was to establish them as Nigeria's leading real estate company in infrastructure, hospitality, and residential sectors, addressing the country's housing and infrastructure deficit.

Client : Brains & Hammers

Brains & Hammers

Brains and Hammers is Nigeria's foremost infrastructure, hospitality, commercial and residential real estate group.

Creative Director: Nkem Nwaturuocha

10,000
Houses

Over 20
Gated communities
and counting

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Building for
Africa

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Brains & Hammers

Real Estate | Hospitality | Infrastructure

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@Nnwata

Amplifying Impact Through Strategic Communication and Storytelling

I am passionate about creating meaningful connections and inspiring change through storytelling, mentoring emerging talents, and collaborating with innovators who share my drive for building sustainable solutions. My deep understanding of diverse African contexts, coupled with proficiency in digital tools and multimedia production, positions me to deliver excellence in communication for development. Together, we can amplify the Bank's mission and create a lasting impact.

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