

A Review by
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AGENCY:
Image Merchants Promotion

CLIENT: *Nigeria Customs
Service and NIPR*

TITLE:
*100 Days of Impactful PR in
Customs Service*

SUMMARY

The appointment of a public relations practitioner, Mr Wale Adeniyi as the acting Comptroller General of the Nigerian Customs Service (NCS), provided an opportunity of deploying PR tools as management function for awareness creation, stakeholders' collaboration and citizenry compliance to customs reforms.

The campaign ensured wider publicity, citizenry goodwill and massive supports of stakeholders within just 100 Days of the new boss that enhanced stakeholder collaboration, ensured border security and boosted revenue generation.

It was not surprising that after the successful rebranding campaign, President Bola Ahmed Tinubu confirmed the appointment of Adeniyi as the substantive Comptroller General of Customs after 100 days of acting.



BACKGROUND

- **Acting Appointment:** On assumption of office, the newly elected Nigerian President Bola Ahmed Tinubu appointed a public relations specialist in the Nigeria Customs Service (NCS) to serve as acting Comptroller General pending the appointment of substantive chief executive officer.
- **New Legislation:** Former President Muhammadu Buhari on May 23rd, 2023, a week to his handover to President Tinubu assented to the Nigeria Custom Act, a new legislation which has now become the first amendment to the Customs Act in over 64 years.
- **The Reforms:** The new law introduces fundamental changes to the operations of the Nigeria Custom Service (NCS) on import value, Expenditure, Accountability among others,
- **New Penalties:** There are stiffer penalties and sanctions for violators of the laid down laws and regulations on Excise duty unlike what was obtainable in the old Act.
- **Appointment of Comptroller General:** Another distinct provision of the Act is the provision that the appointment of the CGC will no longer be thrown open to non-career individuals. The new Act provides that the President will appoint a CGC from career serving officers of the Service not lower than the rank of Assistant Comptroller General (ACG).
- **Lack of Awareness on the Act:** The public were not adequately aware of the contents of the Act which was signed by former President Buhari a week to his handing over day

DCG Wale Adeniyi Takes over as Acting Customs Boss

By **Pnnigeria** - June 20, 2023



Wale Adeniyi acting Customs boss

DCG Wale Adeniyi Takes over as Acting Customs Boss

The former National Public Relations Officer of the Nigeria Customs Service (NCS), Wale Adeniyi, has assumed duties as the new Comptroller-General of Customs, in an Acting role.

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PROBLEMS AND CHALLENGES

1. Public Ignorance on New Customs Act with misconception on the intent and purpose of Legislation
2. Challenge of New Government in managing the new provision to replace the old law that was more than 60 years in operation.
3. Ill-motivated customs staff due to appointment of outsiders, non-career officers as always the case in the past for the position of CGC
4. An acting appointment is a temporary position pending the consideration of competent person for the role.
5. In more than 100 years of existing of Nigeria Customs Service, PR person never held the top position of the Comptroller General



APPROACHES FOR THE CAMPAIGN

Approaches for the Program:

In ensuring seamless and well-coordinated approaches, the following PR tools were carried out

- **Media Relations:** Press coverage and media engagement on the new legislation and the reforms for awareness creation and sensitization campaigns
- **Stakeholders Engagement:** Regular engagements with major stakeholders for interagency collaboration, public supports and early warning against breaching the law
- **Event Management:** Special events and programmes were hosted in well organised manner for lively exchanges and fruit deliberations and resolutions for efficiency in customs service.
- **Crisis Communication:** In crisis situations, special strategies of engagement and communication were deployed mostly through third-party narratives
- **Reputation Management:** Because the reputation of the new government was at stake, various element of perception management were considered for creating goodwill for the new administration.



OPPORTUNITY:

- **PR as Management Function**
- The appointment of Public Relations specialist as acting CGC provided the opportunity to demonstrate the PR managerial function at high level for efficiency.
- Public relations as a management function helps an organization in developing and maintaining relationships with its key publics and stakeholders through effective communication
- Communication in PR is key in maintaining a satisfactory, long-term, trusting relationships with publics and stakeholders.
- Therefore, the appointment was timely



OBJECTIVES OF THE PR CAMPAIGN

1. Sensitize the public about the New Customs Act and its potential benefits
2. Create awareness on the new Reform Agenda
3. Engage stakeholders for collaboration and supports
4. Demonstrate leadership and managerial qualities
5. Prove that what others can do at the Chief Executive Level, PR people can do better



LOCATION AND ENDORSEMENTS

Geographic Location:

Nigeria

Target Audience:

Stakeholders

Border Communities

Policy Makers

Media

Foreign Investors,

Sponsor:

Nigeria Customs Service

Supported

Nigerian Institute of Public Relations
(NIPR)

Communications Tactics:

Media Relations

Stakeholders Engagement

Crisis Communication

Event Management

STAGES

Orientation stage: Hosted a Workshop on New Act with top management to fashion strategies for the campaign.

Brainstorming stage: PR options were considered for sensitization campaign and for compliance advocacy and customs operations.

Implementation Stage: The Customs service actively engaged with critical stakeholders; sustained media coverage, facilitated third-party narrative for crisis management, managed events for sensitizations

Feedback stage: There was overwhelming positive perspective on the customs service within the 100 days of the appointment of the then Acting Comptroller General of the Nigeria Customs Service.



Creative Solution:

With a stake in ensuring the retention of its member, the Nigerian Institute of Public Relations (NIPR) strategically used its networks and platforms to promote the activities and accomplishments of the acting CGC Wale Adeniyi for better understanding and acknowledgement

Difficulty eliminated:

Due to the contentious debate on border closure over coup in Niger and to avert exacerbating the untoward hardship of border communities, third-party advocacy was effective in crisis communication

Legal experts, public commentators were commissioned to advance the official position of the ECOWAS countries over the stalemate.



OUTCOMES

Enhanced Revenue Generation: A remarkable boost in revenue with an average monthly collection of N202 billion in the first half of the year that concluded in June, surging to an impressive over N343 billion monthly in the 100 Day of CGC Adeniyi. This outstanding growth amounts to a remarkable 70.13% increase in revenue collection. Consistently exceeded the monthly target collection of 307 Billion Naira, marking a remarkable departure from previous performances.

Innovative Solutions. Introduced multiple cutting-edge solutions that supported enforcement strategies and enhanced its operations

Confirmation of Appointment: After 100 Day of Impactful PR in Customs Service, as acting boss, Adewale Adeniyi's appointment was confirmed by President Bola Ahmed Tinubu



OUTCOMES

Combatted Smuggling: The NCS achieved impressive results in the battle against smuggling with over 1,763 seizures, valuing over N11 billion Naira in Duty Paid Value in the period

Countered Insecurity: The service intercepted various contraband items, including arms, ammunition, illicit drugs, substandard pharmaceuticals, and other prohibited goods that pose grave risks to our citizens.

Strengthened Collaboration: It forged stronger alliances and fostered an environment of trust and cooperation among its stakeholders in the Public and Private sector and international partners.



MEDIA REVIEWS ON THE CAMPAIGN

NEW ACT AND REVENUE GENERATION

What You Should Know About New Customs Act

<https://dailytrust.com/what-you-should-know-about-new-customs-act/>

Customs revenue surges 70% to N343bn as reforms take hold

<https://businessday.ng/companies/article/customs-revenue-surges-70-to-n343bn-as-reforms-take-hold/>

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Customs generated N333.9bn monthly revenue in four months — CG Adeniyi <https://tribuneonlineng.com/customs-generated-n333-9bn-monthly-revenue-in-four-months-cg-adeniyi/>

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We generated N52bn in Kano, Jigawa in 2023, says customs <https://www.thecable.ng/we-generated-n52bn-in-kano-jigawa-in-2023-says-customs/amp>

Customs Generates N1.172 Trillion From Imports At Apapa Port In 2023 https://leadership.ng/customs-generates-n1-172-trillion-from-imports-at-apapa-port-in-2023/#google_vignette

Customs generates N6.2bn in 2023 second quarter <https://tribuneonlineng.com/customs-generates-n6-2bn-in-2023-second-quarter/>

In 2023, Nigeria Customs Raked in N3.2trn as Revenue – CGC Adeniyi <https://prnigeria.com/2024/01/11/nigeria-customs-raked-trn/>

ENHANCED STAKEHOLDERS COLLABORATION

NIPR seeks reforms in Nigeria Customs

<https://thenationonlineng.net/nipr-seeks-reforms-in-nigeria-customs/>

How New Customs Act 2023 'll Boost Trade, Tackle Smuggling – CG Adeniyi

<https://prnigeria.com/2023/07/10/customs-act-trade-smuggling-cg-adeniyi/>

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Customs partner on AfCFTA to boost trade in Africa

<https://guardian.ng/news/customs-partner-on-afcfta-to-boost-trade-in-africa/>

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JTB, Customs in Collaboration for Effective Tax Management

<https://prnigeria.com/2024/01/16/jtb-customs-collaboration/>

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FTZ development: Customs reinforces synergy with NEPZA, OGFZA

<https://tribuneonlineng.com/ftz-development-customs-reinforces-synergy-with-nepza-ogfza/>

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Anti-Smuggling: Customs Boss Mulls Synergy with Nigerian Military

<https://prnigeria.com/2023/12/01/anti-smuggling-customs-boss/>

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Customs, NDLEA Synergy Yielding Positive Results Against Drug Smuggling

<https://independent.ng/customs-ndlea-synergy-yielding-positive-results-against-drug-smuggling/>

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Customs Hands Over 150kgs of Marijuana to NDLEA in Katsina

<https://www.google.com/amp/s/www.thisdaylive.com/index.php/2023/10/02/customs-hands-over-150kgs-of-marijuana-to-ndlea-in-katsina%3famp=1>

MEDIA REVIEWS ON THE CAMPAIGN

INNOVATION AND TECHNOLOGY

Why Nigeria Customs Revamped its E-Auction Platform – Spokesperson

<https://prnigeria.com/2024/01/19/why-nigeria-customs-revamped/>

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Customs plans massive installation of scanners at ports

<https://guardian.ng/business-services/customs-plans-massive-installation-of-scanners-at-ports/>

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Customs boss promises to boost efficiency with technology

December 16, 2023

<https://www.google.com/amp/s/punchng.com/customs-boss-promises-to-boost-efficiency-with-technology/%3famp>

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Customs Deploying Technology, Strategic Engagement to Secure Nigeria's Borders – Ag CG Adeniyi

<https://prnigeria.com/2023/09/19/customs-technology-borders-adeniyi/>

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NCS showcases technological advancements at 2023 WCO conference in Vietnam

<https://neptuneprime.com.ng/2023/10/ncs-showcases-technological-advancements-at-the-2023-wco-conference-in-vietnam/>

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Nigeria Customs: Enhancing PR through social media engagement

<https://www.google.com/amp/s/www.vanguardngr.com/2023/10/nigeria-customs-enhancing-pr-through-social-media-engagement/amp/>

COMBATING SMUGGLING AND BORDER CRIMES

Customs seize N1.8bn worth of car, other contrabands

<https://prnigeria.com/2023/10/07/customs-cars-contrabands-seize/>

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Customs: Illegal goods worth N16trn seized in 2023

<https://www.thecable.ng/customs-illegal-goods-worth-n16trn-seized-in-2023/amp>

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Stiffer Punishment Awaits Violators Of New Custom Act – CG

<https://leadership.ng/stiffer-punishment-awaits-violators-of-new-custom-act-cg/>

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Customs seize 61 smuggled SUVs, others

<https://www.google.com/amp/s/punchng.com/customs-seize-61-smuggled-suvs-others/%3famp>

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Customs Impound Police Uniforms, Seize Contraband Goods Worth N406m

<https://www.channelstv.com/2024/01/05/customs-impounds-police-uniforms-from-smugglers-seize-contraband-goods-worth-n406m/>

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Customs Seizes Ammunition, Arrests Two Suspects in Rivers

<https://prnigeria.com/2023/11/04/customs-arrests-two-suspects-rivers/>

MEDIA REVIEWS ON THE CAMPAIGN

POSITIVE EDITORIAL AND REPORTS

How President Tinubu Elevated PR Practice in Nigeria through Customs Boss <https://prnigeria.com/2023/10/25/tinubu-pr-practice-nigeria/>

Adeniyi and his re-engineering work at Nigeria Customs
<https://businessday.ng/news/article/adeniyi-and-his-re-engineering-work-at-nigeria-customs/>

Aiming for growth: The Nigeria Customs Service consolidates reforms in trade facilitation and borders security
<https://nairametrics.com/2023/10/13/aiming-for-growth-the-nigeria-customs-service-consolidates-reforms-in-trade-facilitation-and-borders-security/>

How Adeniyi is re-positioning Nigeria Customs through multi-stakeholder collaboration <https://tribuneonlineng.com/how-adeniyi-is-re-positioning-nigeria-customs-through-multi-stakeholder-collaboration/>

Appointment of Wale Adeniyi as Customs boss excites MARAN
<https://theeyewitnessnews.com/2023/06/23/appointment-of-wale-adeniyi-as-customs-boss-excites-maran/>

Tinubu's economic agenda and Nigeria Customs Service
<https://www.vanguardngr.com/2023/10/tinubus-economic-agenda-and-nigeria-customs-service/>

Customs Resolve Timeline for Implementation of New Service Act
<https://www.thisdaylive.com/index.php/2023/05/24/customs-to-resolve-timeline-for-implementation-of-new-service-act>

After 100 Day in Office

100 Days in Office: How Wale Adeniyi is Unleashing Nigeria Customs Service's Full Potential

<https://dailytrend.com.ng/2023/09/28/100-days-in-office-how-wale-adeniyi-is-unleashing-nigeria-customs-services-full-potential/>

Adeniyi's odyssey: 100 days of reformatory leadership as Customs boss
<https://theeyewitnessnews.com/2023/09/28/adeniyis-odyssey-100-days-of-reformatory-leadership-as-customs-boss/>

100 days in office: Appreciative stakeholders doff hats for Wale Adeniyi as CGC

<https://theeyewitnessnews.com/2023/10/04/100-days-in-office-appreciative-stakeholders-doff-hats-for-wale-adeniyi-as-cgc/>

Bashir Adeniyi and the future of Nigeria Customs Service
<https://guardian.ng/opinion/bashir-adeniyi-and-the-future-of-nigeria-customs-service/>

Nigeria Customs: Between legitimate lobbying and organisational efficiency <https://thenationonlineng.net/nigeria-customs-between-legitimate-lobbying-and-organisational-efficiency/>

Customs Boosts Monthly Revenue to N343bn Amid Policy Reforms
<https://www.thisdaylive.com/index.php/2023/09/29/customs-boosts-monthly-revenue-to-n343bn-amid-policy-reforms>