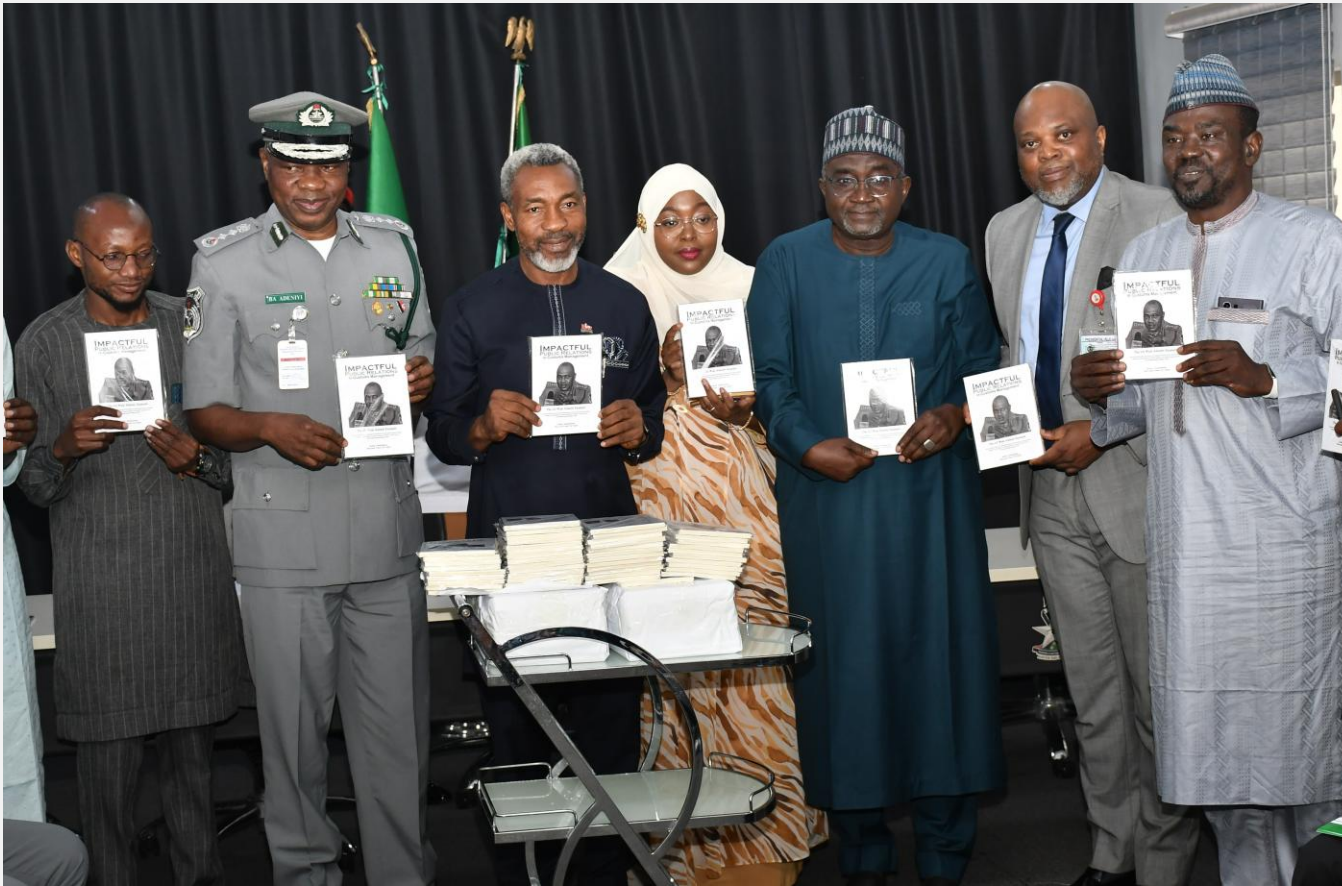


A Review by  
Yushau A. Shuaib



**AGENCY:**  
*Image Merchants Promotion*

**CLIENT:**  
*Nigeria Customs Service*

**TITLE:**  
*Impactful PR in Customs  
Management (BOOK)*

**VIDEO LINK:** *Impactful PR in Customs  
Service*

<https://www.youtube.com/watch?v=oywofS7VINQ>

**VIDEO LINKS:** *Impactful PR Book  
Presentation*

<https://cutt.ly/ze86qym4>

## SUMMARY

**"Impactful Public Relations in Customs Management"** is a 162-page practical handbook that provides actionable strategies for leveraging public relations across diverse contexts.

Through the exemplary public relations campaigns led by Adewale Adeniyi, Comptroller General of the Nigeria Customs Service (NCS), the book showcases real-world applications of PR-driven leadership.

Through PR campaign, the book has received widespread acclaim, with endorsements from prominent organisations such as the Nigerian Institute of Public Relations (NIPR) and the Centre for Crisis Communication (CCC). Nigeria's Vice President, Senator Kassim Shettima, praised the book for its potential to inspire positive transformation and reinforce institutional credibility.

The book serves as a documented case study, setting a new standard for PR practice in public sector management. Its primary objectives are to educate and contribute to PR scholarship in Nigeria and beyond.

As a case study, it demonstrates how strategic PR efforts can:- Enhance Organisational Reputation: By promoting transparency and accountability- Drive Revenue Growth Through effective stakeholder engagement and media relations- Strengthen Security Operations By leveraging crisis communication and reputation management.

The book's practical impact is evident in Adeniyi's appointment as the substantive Comptroller General of Customs, underscoring the critical role of public relations as a powerful management function and a tool for institutional success.

## IMPACTFUL PUBLIC RELATIONS in Customs Management



### The CG Wale Adeniyi Example

*This book demonstrates how effective PR strategies can drive positive change and bolster reputation as exemplified by CG Bashir Adewale of the Nigeria Customs Service  
- Vice President Kashim Shettima, GCON*

**Kabir Abdulsalam  
Maryam Umar Na'Allah**

## BACKGROUND

### Acting Appointment and Strategic Leadership

Upon assuming office, President Bola A Tinubu appointed Deputy Comptroller General (DCG) Adewale Adeniyi as the Acting Comptroller General (CG) of the Nigeria Customs Service (NCS). Adeniyi, a seasoned public relations specialist within the NCS, was appointed as interim measure pending the selection of a substantive chief executive officer.

### Landmark Legislation and New Framework for Leadership Appointment

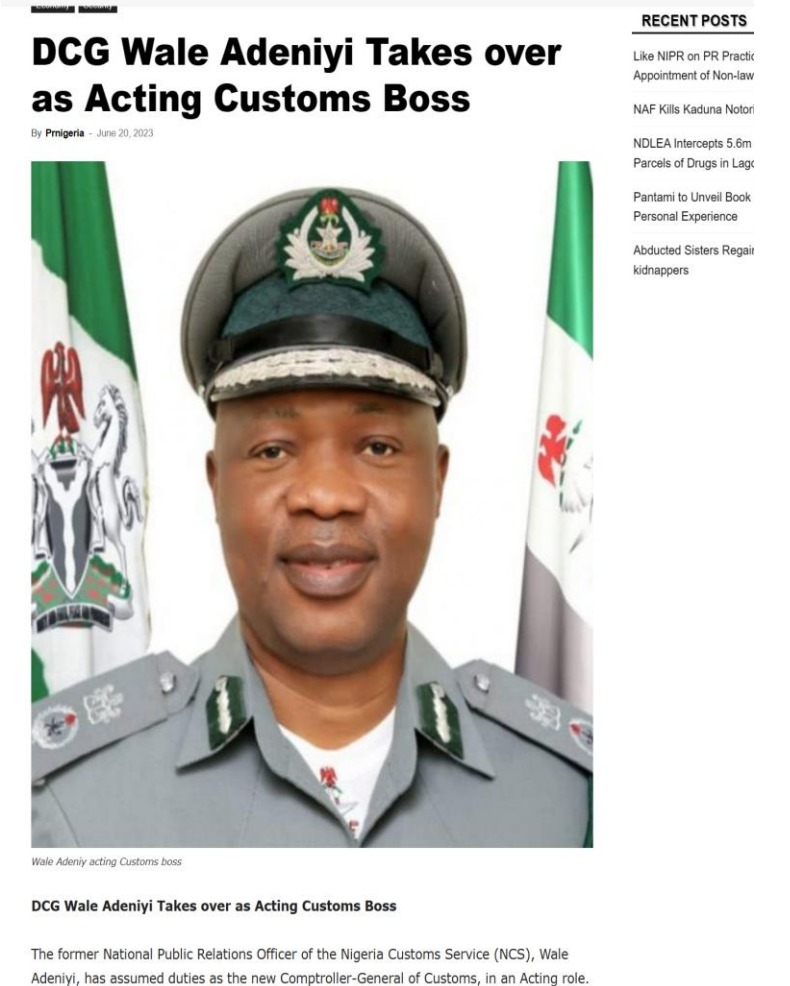
A pivotal development in customs management occurred on May 23, 2023, when former President Muhammadu Buhari signed the Nigeria Customs Act into law—marking the first significant amendment to the Customs Act in over 64 years. A key provision of the Act mandates that the Comptroller General must be appointed from within the ranks of career officers in the NCS, specifically those holding the rank of Assistant Comptroller General (ACG) or higher. This eliminates the previous practice of appointing non-career individuals, ensuring that seasoned customs professionals fill the role with institutional knowledge and experience.

### Public Relations as a Strategic Tool for Leadership Success

As a leading contender for the substantive position of Comptroller General, Adewale Adeniyi effectively leveraged public relations strategies to establish his leadership credentials. His tenure as Acting CG demonstrated the power of strategic communication in reinforcing trust, transparency, and operational efficiency within the customs service.

### Exemplary Leadership Through PR-Driven Management

Adeniyi set a precedent for impactful leadership during his acting tenure by integrating public relations into management functions. His ability to engage stakeholders, promote transparency, and drive organisational reforms strengthened his position as a transformational leader. It was, therefore, no surprise that he was confirmed as the substantive Comptroller General of Customs. His tenure now serves as a case study in the role of public relations as a strategic management tool in government institutions.



The image is a screenshot of a news article. The main headline is "DCG Wale Adeniyi Takes over as Acting Customs Boss" in bold black text. Below the headline, it says "By Prigeria - June 20, 2023". The central image shows a man in a grey military-style uniform with a peaked cap, standing in front of two Nigerian flags. To the right of the image is a "RECENT POSTS" section with three items: "Like NIPR on PR Practic Appointment of Non-law", "NAF Kills Kaduna Notori", and "NDLEA Intercepts 5.6m Parcels of Drugs in Lag". Below the main image is a caption: "Wale Adeniyi acting Customs boss". At the bottom, there is a sub-headline "DCG Wale Adeniyi Takes over as Acting Customs Boss" and a paragraph: "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."

## PROBLEMS AND CHALLENGES

**Lack of Documented PR Case Studies:** Many PR strategies and campaigns in Nigeria are not well-documented, making it difficult to find authoritative case studies. Most PR professionals rely on informal methods rather than published literature.

**Limited Research and Data Availability:** Most PR publications focus on Western models, which may not be entirely applicable to Nigeria.

**Limited Publishing Houses Specializing in PR:** The Nigerian publishing industry focuses more on fiction, academic books, and motivational writing.

**High Cost of Publishing:** The cost of self-publishing or going through a traditional publisher is high, covering editing, printing, marketing, and distribution.

**Competition with Foreign Books:** Nigerian PR professionals often reference Western PR textbooks and global case studies, making it difficult for local PR books to gain traction.

**Target Audience Limitations:** The book's primary audience (PR practitioners, students, corporate executives, and policymakers) is relatively niche. Getting sponsorships or endorsements from professional bodies like the Nigerian Institute of Public Relations (NIPR) could help improve acceptance.



# OPPORTUNITY:

## Public Lecture and Book Presentation

As part of its **Annual Economic Confidential Lecture**, the publisher officially presented the book ***Impactful PR in Customs Management*** to the public, leveraging the platform's credibility and influence in economic discourse.

The Comptroller General of Customs, Adewale Adeniyi, delivered the keynote address, providing insights into the role of ***public relations in governance and customs management***. The event was chaired by the **Vice President of Nigeria**, underscoring its national significance and high-level participation.

The Annual Economic Confidential Lecture is a premier platform dedicated to analysing, discussing, and proposing solutions to Nigeria's most pressing economic challenges. The event brings together policymakers, economists, business leaders, financial experts, academics, and media executives to foster informed dialogue, policy recommendations, and innovative economic strategies that drive national development.



## OBJECTIVES OF THE PR CAMPAIGN

### Objectives of the Book – Impactful PR in Customs Management

1. **Educational and Informative Objectives:** Share best PR practices and real-world applications in customs management; Offer insights and lessons from the experiences and successes of CG Adewale Adeniyi.
2. **Inspirational and Motivational Objectives:** Inspire and empower readers to leverage PR strategies for success; Provide a role model by showcasing Adewale Adeniyi's leadership, serving as an inspiration for young communicators and emerging PR professionals.
3. **Promotional and Branding Objectives:** Enhance reputation by promoting the achievements, brand, and credibility of the Customs Service through effective PR storytelling; Position CG Adewale Adeniyi as a thought leader in public relations and strategic communication.
4. **Legacy and Historical Objectives:** Document institutional achievements and capture the significant milestones, reforms, and PR-driven successes of the NCS under CG Adewale Adeniyi's leadership; Preserve knowledge for future generations by creating a comprehensive case study on PR in public service management, ensuring that knowledge, experiences, and best practices remain accessible to a wider audience, including policymakers, PR professionals, and scholars.



## LOCATION AND ENDORSEMENTS

### **Geographic Location:**

Nigeria

### **Target Audience:**

Stakeholders

Policy Makers

Media

Communication Scholars

PR Practitioners

Students of Mass Communication

### **Sponsor:**

Nigeria Customs Service

### **Supported**

Nigerian Institute of Public Relations  
(NIPR)

### **Communications Tactics:**

Publication

Media Relations

Stakeholders Engagement

Event Management

## APPROACHES FOR THE CAMPAIGN

### Strategic Approaches to Publication

1. **Comprehensive Research and Documentation:** Conduct in-depth research on PR-driven initiatives within NCS, including media reports.
2. **Stakeholder Engagement and Data Collection:** Gather insights from customs officers, PR experts, industry stakeholders, and media professionals.
3. **Content Analysis and Editorial Refinement:** Structure the book for clarity, coherence, and readability, making it appealing to the Readers.
4. **Official Book Publication:** Select a reputable publisher for high-quality printing and ensure ISBN registration and copyright protection.
5. **Public Book Presentation/Launching:** Organize a launch event attended by key stakeholders in government, PR profession, academia and the media.
6. **Endorsements and Book Reviews:** Secure endorsements from NCS and the key stakeholders and promote reviews to boost credibility.
7. **Professional Recognition:** Submit the book for recognition by national and international PR bodies, such as the NIPR and others.

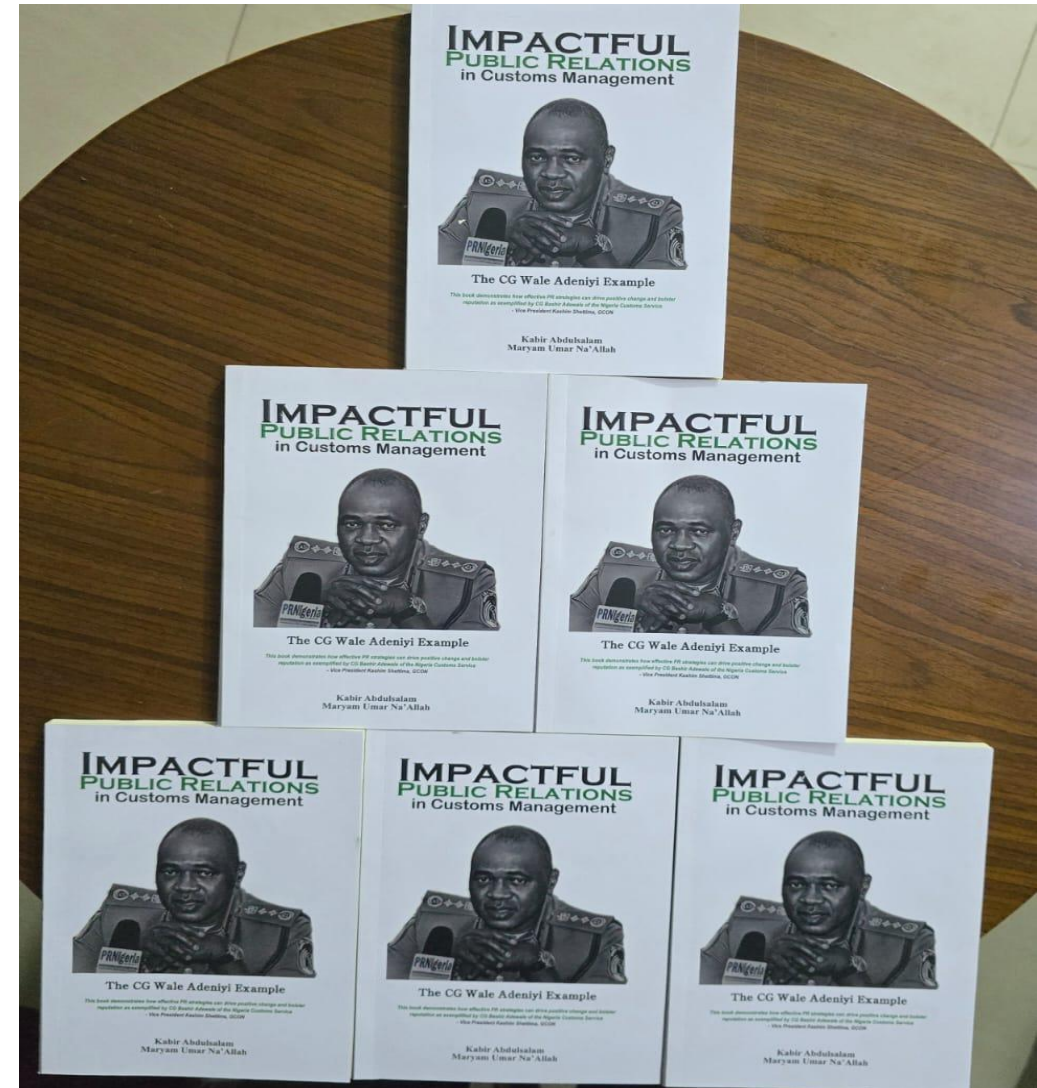


## Creative Solution:

To enhance the profile of the book, the Vice President of Nigeria magnanimously provided the blurb on the book cover, underscoring the book's significance. Additionally, the President of the Nigerian Institute of Public Relations (NIPR) graciously penned the foreword, further boosting the book's credibility.

## Difficulty Eliminated:

To ensure cost-effectiveness for the public presentation of the book, the Customs Service was requested to host the event at their Headquarters instead of using hotels and other expensive facilities. This request was granted. The book presentation ceremony was part of the annual lecture of Economic Confidential.



# OUTCOMES

- 1. Enhanced Reputation:** It showcases successful PR-driven customs reforms, achievements, and branding, enhancing the reputation and credibility of the NCS. *Link: PR Lessons: Adeniyi Leading by Relating By Prof Okey Ikechukwu* <https://economicconfidential.com/2024/08/adeniyi-leading-relating/>
- 2. Positioned the CG as a Thought Leader:** It establishes Adewale Adeniyi as a PR strategist in public service. His leadership style is recognised as an institutional model. *Link: Experts, scholars praise new book 'Impactful Public Relations in Customs Management'* <https://guardian.ng/art/books/experts-scholars-praise-new-book-impactful-public-relations-in-customs-management/>
- 3. Increased Awareness and Adoption of PR Strategies in Government:** Beyond the Customs Service, the book emphasises the role of PR in public sector management.



# OUTCOMES

- Inspired Emerging Communicators:** As a blueprint for applying PR strategies in public administration, it inspires young communicators and emerging PR professionals interested in public communication. *Sampler: Insights from the PRNigeria Young Communication Fellowship: Reflections on Impactful Public Relations Strategies and Tools:* <https://prnigeria.com/2024/09/26/insights-prnigeria-fellowship/>
- Generated Media and Industry Attention:** The book launch event received extensive media coverage, further promoting the importance of strategic communication in customs and governance. *Sampler: Gains of strategic PR tactics in Customs management:* <https://www.vanguardngr.com/2024/06/gains-of-strategic-pr-tactics-in-customs-management/>
- Established a Case Study for Academic and Professional Research:** It became a reference material for universities, PR training institutions, and corporate communication professionals. *Sampler: Experts, scholars praise new book 'Impactful Public Relations in Customs Management'* <https://dailytrust.com/experts-scholars-praise-new-book-impactful-public-relations-in-customs-management/>
- Encouraged Further Documentation of PR in Public Administration:** It encourages other agencies and leaders to publish their experiences by documenting institutional milestones. It sets a precedent for future publication on PR's role in public governance and leadership. *Sampler: NIPR Endorses PRNigeria's Book on Impactful PR in Customs Management:* <https://spokespersonsdigest.com/2024/08/nipr-endorses-prnigeria-book/>



## COMMENTS ON THE BOOK

### **CG Wale Adeniyi's PR Example by** –Nigeria's Vice President Kahim Shettima GCON

The book "Impactful Public Relations in Customs Management" demonstrates how effective PR strategies can drive positive change and bolster reputation, as exemplified by CG Bashir Adewale of the Nigeria Customs Service -Vice President Kahim Shettima GCON

### **PR Lesson: Adeniyi Leading by Relating**

Using Adeniyi as a peg, the book offers the reader detailed insights into how to be successful as a leader with a Public Relations orientation. The reader who uses the publication as a manual for professional success in the public relations industry will be a success story. The authors insist that Adeniyi deployed his training in relationship management and his grasp of the dynamics of the sector, guided by sectoral and global best practices and they gave good reasons for their submission.

<https://www.thisdaylive.com/index.php/2024/08/17/adeniyi-leading-by-relating/>

### **CG Adeniyi: The impactful PR in Customs management**

The campaign recognised the strategic deployment of Public Relations (PR) tactics by Adeniyi, in 100 days of acting as Comptroller General, to raise awareness about the New Customs Act and the Reform Agenda within the sector – a testament to his visionary leadership and innovative approach. <https://www.premiumtimesng.com/opinion/706822-cg-adeniyi-the-impactful-pr-in-customs-management-by-yushau-a-shuaib.html>

### **NIPR President Unveils Book At Second Lecture Of Economic Confidential**

The President and Chairman of Council of NIPR, Dr. Ike Neliaku Neliaku on Tuesday, August 13 unveiled a book titled, "Impactful Public Relations in Customs Management: The CG Wale Adeniyi Example" jointly authored by Maryam Na'Allah and Kabir Abdulsalam.

<https://www.niprng.org.ng/news/posts/nipr-president-unveils-book-at-second-lecture-of-economic-confidential>

### **NIPR Endorses PRNigeria's Book on Impactful PR in Customs Management**

Neliaku, in a goodwill message, observed that the book is a seminal work that showcases the transformative power of public relations as a leadership tool in organisations and showcases its application in the leadership of the Nigeria Customs.

<https://spokespersonsdigest.com/2024/08/nipr-endorses-prnigeria-book/>

### **Scholars, Experts Eulogise New book 'Impactful Public Relations in Customs Management'**

The Nigerian Institute of Public Relations (NIPR), Centre for Crisis Communication and scholars, have commended a new book "Impactful Public Relations in Customs Management" at the unveiling during the 2nd Economic Confidential Public Lecture in Abuja. The 12 chapters offer guidance on effective public relations practices, covering various topics.

<https://www.thecable.ng/scholars-experts-eulogise-new-book-impactful-public-relations-in-customs-management/>

**Independent: CG Adeniyi: Impactful PR In Customs Management**

Adeniyi's communication approach and proactive policies have influenced public perception and showcased the tangible benefits of effective PR strategies. His visionary management has not only transformed the NCS, but also restored trust and elevated its reputation. His PR management indeed has the potential to inspire future leaders to harness the power of strategic communication, leaving a lasting legacy in the industry.

<https://independent.ng/cg-adeniyi-impactful-pr-in-customs-management/>

**Vanguard: New era for Nigerian Customs**

The resuscitation of the Comptroller-General of Customs Conference and implementation of the Lagos-Continental Declaration have strengthened synergies within the Service and enhanced working relationships with stakeholders, minimising the cat-and-mouse syndrome.

<https://www.vanguardngr.com/2024/06/new-era-for-nigerian-customs/>

**Western Post: Nigeria Customs under Adeniyi**

Over the one year that he has been in office, that is what Adewale Adeniyi has done – deliver on the job! Despite the headwinds that have stalled much of the nation's economy, the performance results of the Nigeria Customs under Adeniyi have been remarkably stellar.

<https://westernpost.ng/nigeria-customs-under-adeniyi-by-adeyinka-adedeji/>

**The Sun Newspaper: Nigeria Customs Service under Adeniyi**

In a year, the agency has recorded remarkable achievements in revenue generation and other aspects of customs operations, in line with global best practices.

<https://sunnewsonline.com/nigeria-customs-service-under-adeniyi/>

**The Nation: Adewale Adeniyi rolls on The Nation Features**

Many did not believe in his ability to deliver when he was appointed. The man whose capacity was undermined due to his meek nature is working assiduously to generate revenue for the country and reposition the Customs Service to meet global practice standards.

With his proactive way and pragmatic approaches he gains more friends who admitted that at the pace he is going he will crest his name in the gold as one of the most innovative Customs bosses

<https://thenationonlineng.net/adewale-adeniyi-rolls-on/>

**Daily Trust: Appraising Customs' One Year Of Trade Facilitation**

It is a new era being widely celebrated by stakeholders, as well as members of staff who have continued to benefit from endless programmes covering capacity building and enhanced welfare. This is one appointment President Tinubu has got right. We congratulate the president for appointing Adeniyi and Nigerians for the huge benefits the country derives from an astute and credible leadership.

<https://dailytrust.com/appraising-nigeria-customs-services-one-year-of-trade-facilitation/>

**Cable: Adeniyi: Customs collected N4.4trn revenue in one year**

"The NCS reported a remarkable 74 percent growth in revenue collection over the past year, recording a total revenue collection of N4.49 trillion between June 2023 and May 2024, compared to the N2.58 trillion collected during the corresponding period of the previous year," he said.

<https://www.thecable.ng/adeniyi-customs-collected-n4-4trn-revenue-between-june-2023-and-may-2024/>

## 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](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 NCS PR RELATED ACTIVITIES

**INNOVATION AND TECHNOLOGY**

Why Nigeria Customs Revamped its E-Auction Platform – Spokesperson  
<https://prnigeria.com/2024/01/19/why-nigeria-customs-revamped/>

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

.....  
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>

.....  
Customs Deploying Technology, Strategic Engagement to Secure Nigeria's Borders – Ag CG Adeniyi  
<https://prnigeria.com/2023/09/19/customs-technology-borders-adeniyi/>

.....  
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/>

.....  
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/>

.....  
Customs: Illegal goods worth N16trn seized in 2023  
<https://www.thecable.ng/customs-illegal-goods-worth-n16trn-seized-in-2023/amp>

.....  
Stiffer Punishment Awaits Violators Of New Custom Act – CG  
<https://leadership.ng/stiffer-punishment-awaits-violators-of-new-custom-act-cg/>

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

.....  
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/>

.....  
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>