



NIGER STATE GOVERNMENT

COMMUNICATION STRATEGY FOR NIGER STATE SIGNAGE AND ADVERTISEMENT AGENCY (NSSAA)

**IN LINE WITH THE EXECUTIVE ORDER ON THE PROMOTION
OF TRANSPARENCY AND EFFICIENCY IN THE
BUSINESS ENVIRONMENT**

DECEMBER 2023

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1. Background of NSSAA

The Niger State Signage and Advertisement Agency (NSSAA) was established to regulate and standardize signage and advertisement practices across Niger State. Its mandate includes ensuring compliance with state laws, promoting urban aesthetics, and enhancing public safety through effective control of outdoor advertising. As cities grow and commercial activities expand, unregulated signage often leads to visual pollution, safety hazards, and revenue losses. NSSAA seeks to address these challenges by fostering an organized, cleaner, and more business-friendly urban environment.

Through a collaborative approach involving businesses, local governments, and urban planning agencies, NSSAA strives to create a balance between promoting commercial visibility and maintaining the state's environmental and cultural integrity. The agency plays a pivotal role in driving compliance, streamlining licensing procedures, and educating stakeholders about the importance of orderly signage.

The Communication Strategy outlined here serves as a roadmap to enhance NSSAA's visibility, strengthen stakeholder relationships, and ensure the effectiveness of its regulatory framework. It underscores the agency's commitment to transparency, efficiency, and public engagement, laying a foundation for a sustainable signage and advertisement ecosystem in Niger State.

2. Objectives

- To establish NSSAA as the regulatory authority for signage and advertisement standards in Niger State.
- To foster public and private sector collaboration for a cleaner, organized, and aesthetically appealing urban landscape.

- To enhance revenue generation through transparent licensing and fee collection mechanisms.
- To create awareness of signage regulations and enforcement processes to promote compliance.

3. Target Audience

- **Primary:**
 - Businesses and organizations requiring signage and advertisements.
 - Advertisement agencies operating within Niger State.
- **Secondary:**
 - Local government councils.
 - Urban planning agencies.
 - Civil society organizations.
 - General public and media houses.

4. Key Messages

1. NSSAA ensures orderly and regulated signage and advertisement standards for a cleaner environment.
2. Compliance with NSSAA's guidelines fosters business visibility while enhancing public safety.
3. Transparent and efficient licensing processes promote fair revenue generation and service delivery.

5. Communication Channels

- **Traditional Media:** Radio, television, and print media campaigns to reach diverse demographics across Niger State.

- **Digital Platforms:**
 - Official website for guideline publications, fee schedules, and application processes.
 - Social media accounts for real-time updates, awareness campaigns, and community engagement (e.g., Facebook, Instagram, and X/Twitter).
- **Community Outreach:**
 - Workshops and seminars targeting business owners and stakeholders.
 - Collaboration with local government councils for grassroots education.
- **Signage and Posters:** Strategic placement of billboards and posters within the state capital and major towns.

6. Implementation Plan

- **Short-term (0–6 months):**
 - Launch public awareness campaigns on NSSAA’s role and regulations.
 - Create and distribute simplified signage compliance guidelines.
 - Establish a hotline and email for inquiries and reporting illegal advertisements.
- **Medium-term (6–12 months):**
 - Conduct enforcement drives with a focus on educating defaulters.
 - Initiate partnerships with key businesses and advertising agencies for streamlined processes.

- Deploy digital tools for online licensing applications and payment.
- **Long-term (12 months and beyond):**
 - Evaluate and optimize the effectiveness of communication campaigns.
 - Expand partnerships to include urban planning and waste management agencies.
 - Develop advanced GIS mapping systems to monitor signage distribution and enforce zoning regulations.

7. Evaluation Metrics

- Increase in revenue from licenses and fees by 25% within the first year.
- Reduction in unauthorized signage by 40% within six months of enforcement.
- Engagement metrics from digital campaigns (e.g., social media interactions, website visits).
- Stakeholder feedback surveys to assess awareness and satisfaction.

8. Risk Management

- **Resistance to Change:** Deploy stakeholder engagement forums to clarify benefits and address concerns.
- **Technology Adoption Challenges:** Provide training for staff and partners to use online tools effectively.
- **Public Backlash:** Use a phased enforcement approach coupled with widespread sensitization.

This strategy ensures NSSAA's objectives are communicated effectively while building trust and engagement with stakeholders.

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