



# CHAMPIONING CREATIVITY AND STORYTELLING

**“UNTIL THE LION LEARNS  
HOW TO WRITE, EVERY STORY  
GLORIFIES THE HUNTER  
-AFRICAN PROVERB**

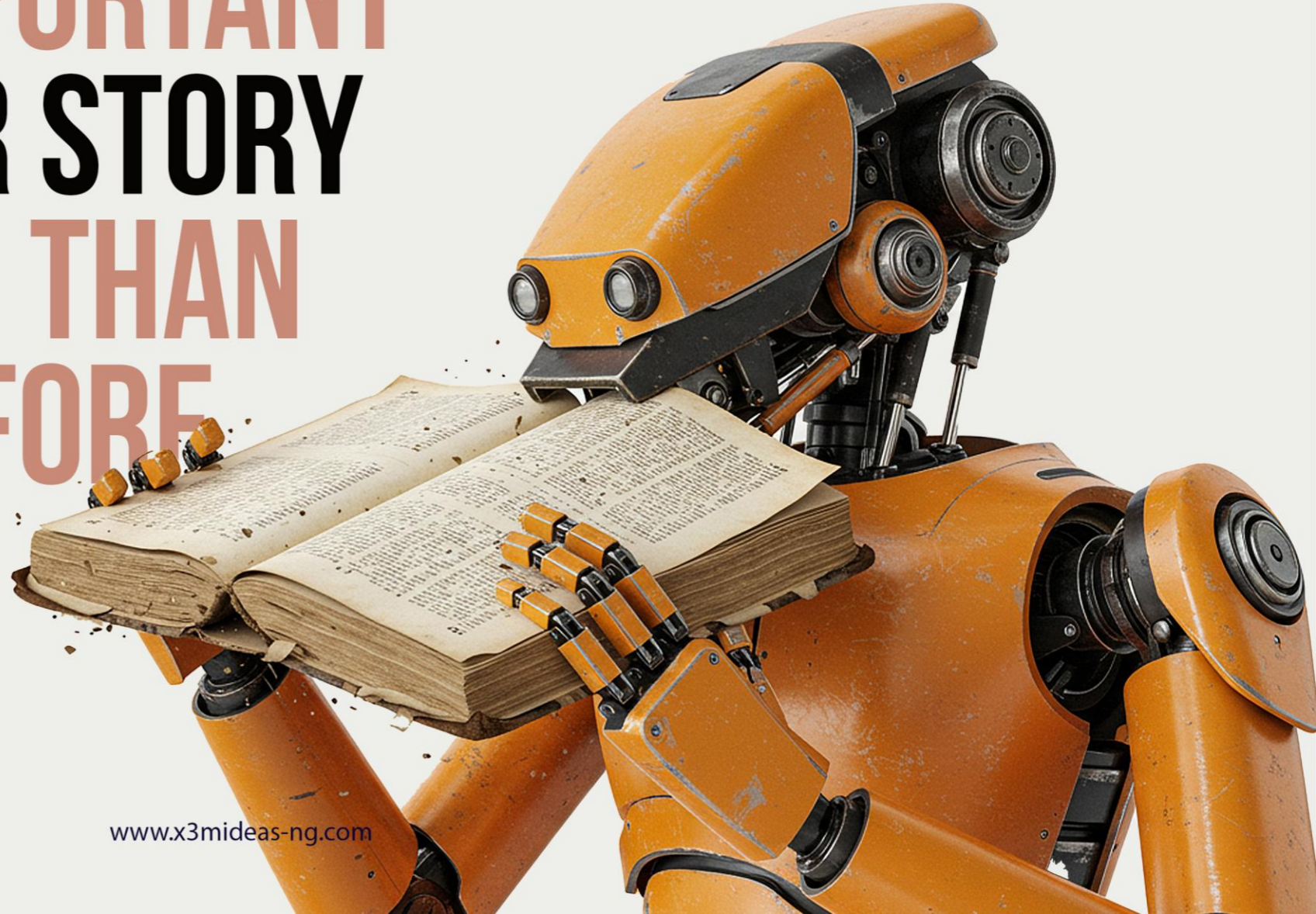


**IF WE DON'T TELL OUR  
STORIES, SOMEONE ELSE  
WILL AND THEY'LL GET  
IT WRONG**





**WHY IT'S IMPORTANT  
TO TELL OUR STORY  
NOW MORE THAN  
EVER BEFORE**



THUNDER MUST NOT STRIKE  
THE SAME PLACE TWICE



A large, realistic-looking baby is lying on its stomach in a lush green field. The baby's face is the central focus, with one eye significantly larger than the other. The larger eye is wide open, showing a detailed iris and pupil, and it appears to be looking directly at the viewer. The baby's skin is fair and has a slight sheen, suggesting it might be sweating or is in a warm environment. The background consists of a clear blue sky with a few wispy clouds and distant mountains. The overall scene is surreal and dreamlike.

# THE SLEEPING GIANT MUST WAKE UP

**TALENT WITHOUT  
NARRATIVE IS NOISE**



# WE ARE THE MODERN GRIOTS



**WE MUST HIT  
THE IRON  
WHILE IT'S HOT**



**MARVELFITNESS**

# THE RISE AND RISE OF AFRICA'S SOFT POWER



[www.x3mideas-ng.com](http://www.x3mideas-ng.com)

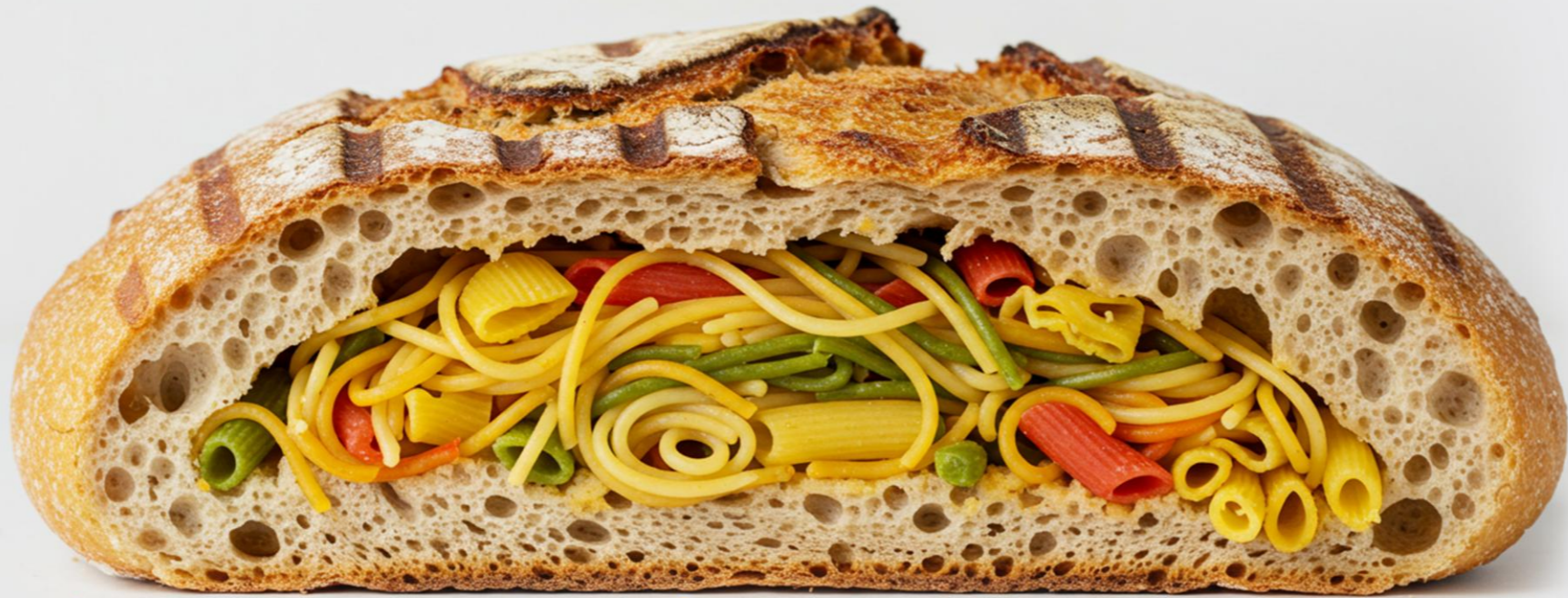
# AFROBEATS & AMAPIANO TO THE WORLD



# NOLLYWOOD AND THE MAGIC OF AFRICA'S STORIES



**THERE ARE THINGS  
WE MUST NOT DO**



**WHEN THE FAMILY  
FEUDS, NOBODY WINS**





# WHAT WE MUST DO



# INVEST IN OUR TALENT



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A vibrant 3D illustration of Mario from Super Mario Bros. Mario is in the center, wearing his iconic red cap with a white 'M', a red long-sleeved shirt, and blue overalls. He is holding a large, wooden mallet with metal bands around its head, and he is in the process of smashing it into a large green pipe. The pipe is tilted and shattering, with green debris flying off. In the background, another green pipe is visible, and a small wooden block is floating in the sky. The scene is set in a lush green field under a bright blue sky with white clouds. A smaller version of Mario is visible in the distance on the right.

**CREATE PLATFORMS  
NOT PIPELINES**

**PROTECT OUR IP**



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# TELL DIVERSE STORIES



*Kiss  
me  
Princess*



**COLLABORATE  
ACROSS BORDERS**



# OUR ROLE AS CREATIVE AND MARKETING LEADERS



**WE ARE CULTURAL  
AMBASSADORS**



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**WE ARE OUR  
OWN MOUTHPIECE**



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# RED CROSS

**YOUR BLOOD WILL FLOW**  
WE WILL DRAW YOUR BLOOD.  
WE WILL PENETRATE YOUR  
SKIN. WE WILL COLLECT AS  
MUCH AS WE'RE ALLOWED TO,  
JUST TO SAVE LIVES.

NOT ALL BLOOD  
SACRIFICES ARE EVIL.  
VISIT REDCROSSNIGERIA.ORG  
TO REGISTER AS A DONOR.



[www.x3mideas-ng.com](http://www.x3mideas-ng.com)

**GIVE US YOUR BLOOD**  
WE WILL SCREECH YOU.  
WE WILL PREPARE YOUR FLESH.  
WE WILL PUT A NEEDLE IN YOUR  
VEINS JUST TO SAVE LIVES.

NOT ALL BLOOD  
SACRIFICES ARE EVIL.  
VISIT REDCROSSNIGERIA.ORG  
TO REGISTER AS A DONOR.



**WE WILL SUCK YOUR BLOOD**  
BY PIERCING YOUR SKIN  
WITH A NEEDLE, THROUGH  
YOUR VEINS, INTO A BAG.  
JUST TO SAVE LIVES.

NOT ALL BLOOD  
SACRIFICES ARE EVIL.  
VISIT REDCROSSNIGERIA.ORG  
TO REGISTER AS A DONOR.



# FINAL RALLYING CALL



DON'T WAIT TO  
BE INVITED TO  
THE TABLE, BUILD  
YOUR OWN TABLE



**SERVE JOLLOF RICE  
ON YOUR TABLE,  
SHOOT THE CONTENT  
IN 4K AND SHARE  
WITH THE WORLD**



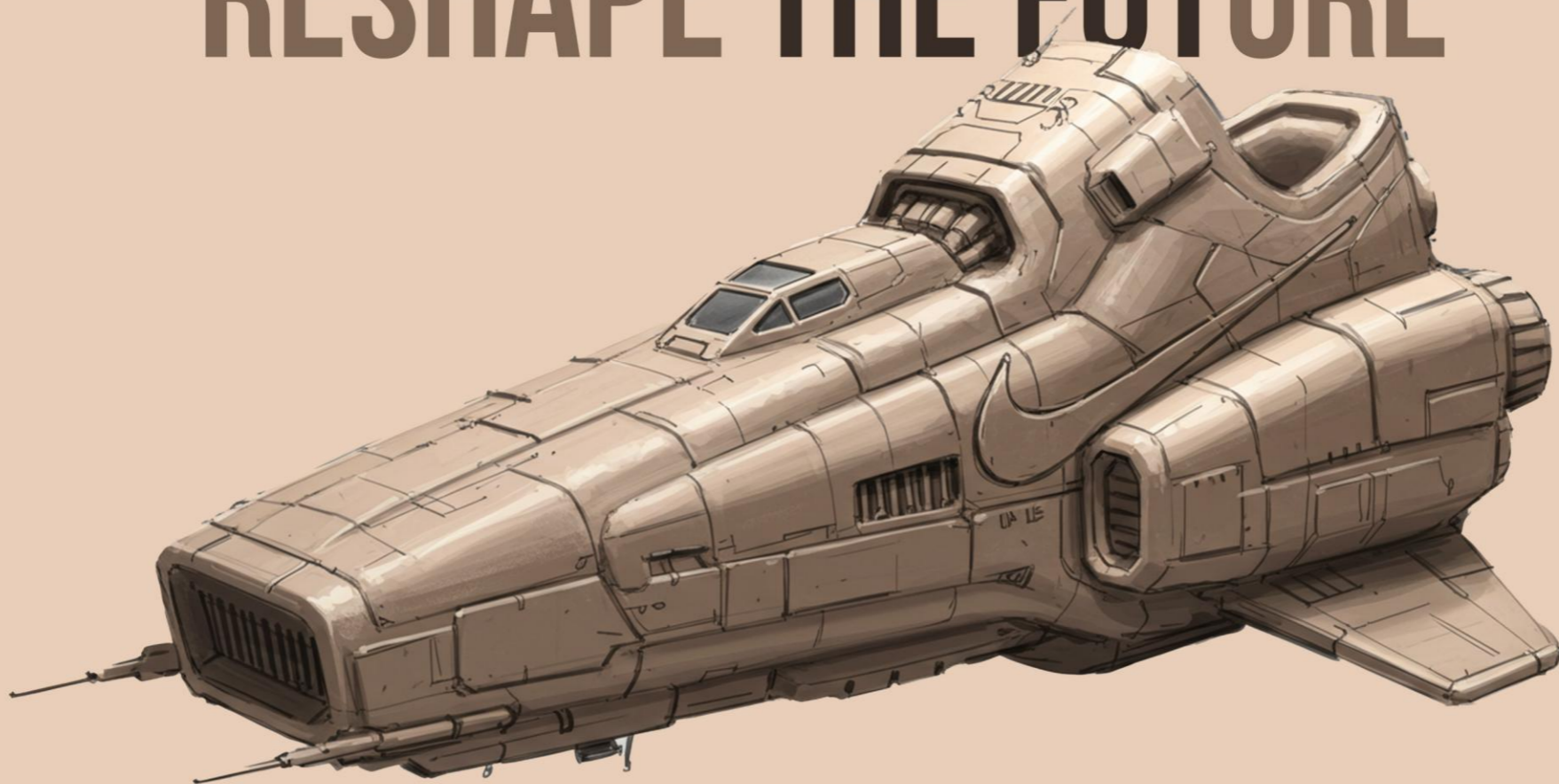
**THIS IS OUR  
MOMENT**



LET'S **TELL** OUR **STORIES**  
LOUDLY AND UNAPOLOGETICALLY



# LET'S SHAPE AND RESHAPE THE FUTURE



LET'S MAKE THE  
WORLD LISTEN IN  
SURROUND SOUND





@Steve\_eko



@stevebabaeko

**THANK  
YOU**