

VOLUME 1.0

SEPTEMBER 2025

Vibe Lens Magazine



THE CEO'S SPEECH

ON HOW AN EXECUTIVE AND
PASSION DRIVEN ORGANIZATION
IS BIRTHED.

YOUR BUSINESS

AND AUTOMATION.

WHY CORPORATE ORGANIZATION

NEEDS MEDIA TO BOOST
VISIBILITY.

COO'S CORNER.

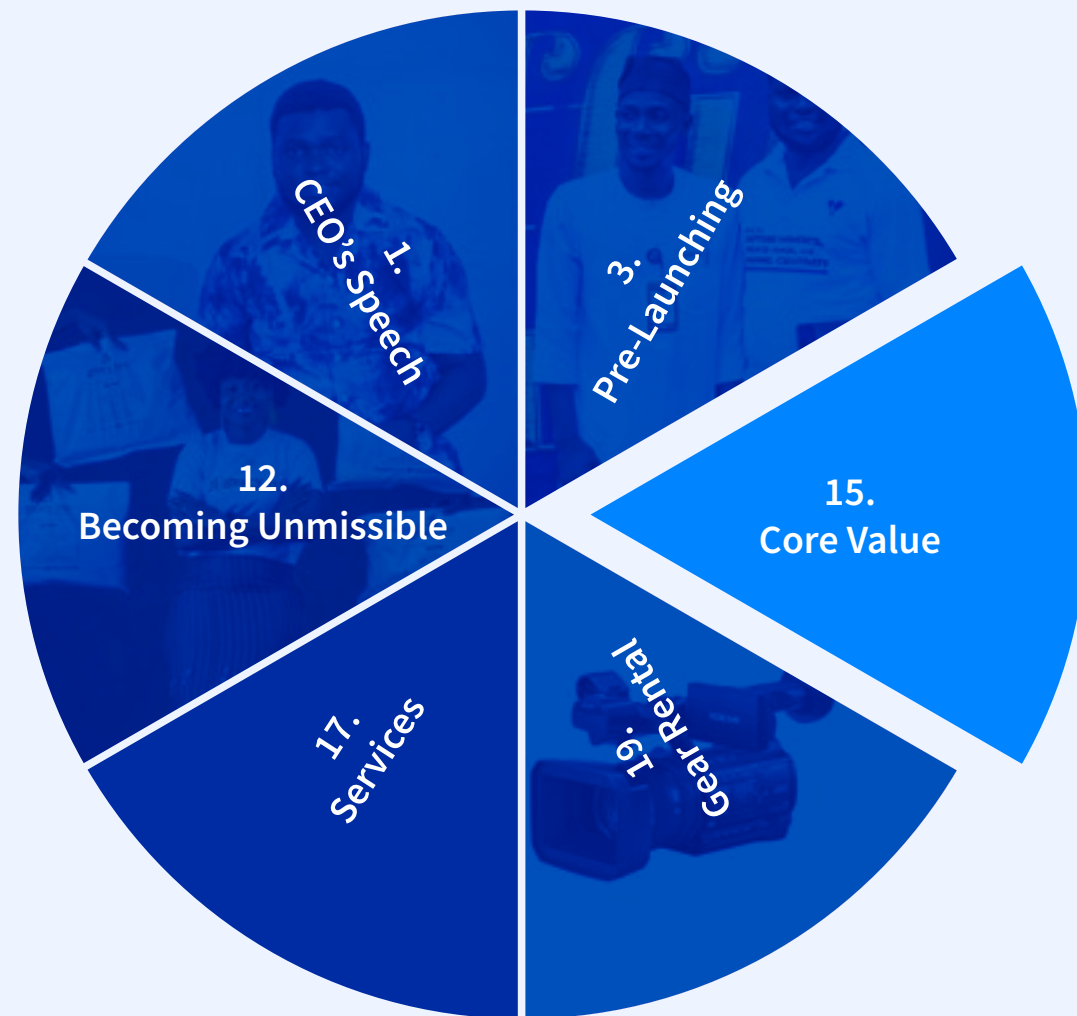
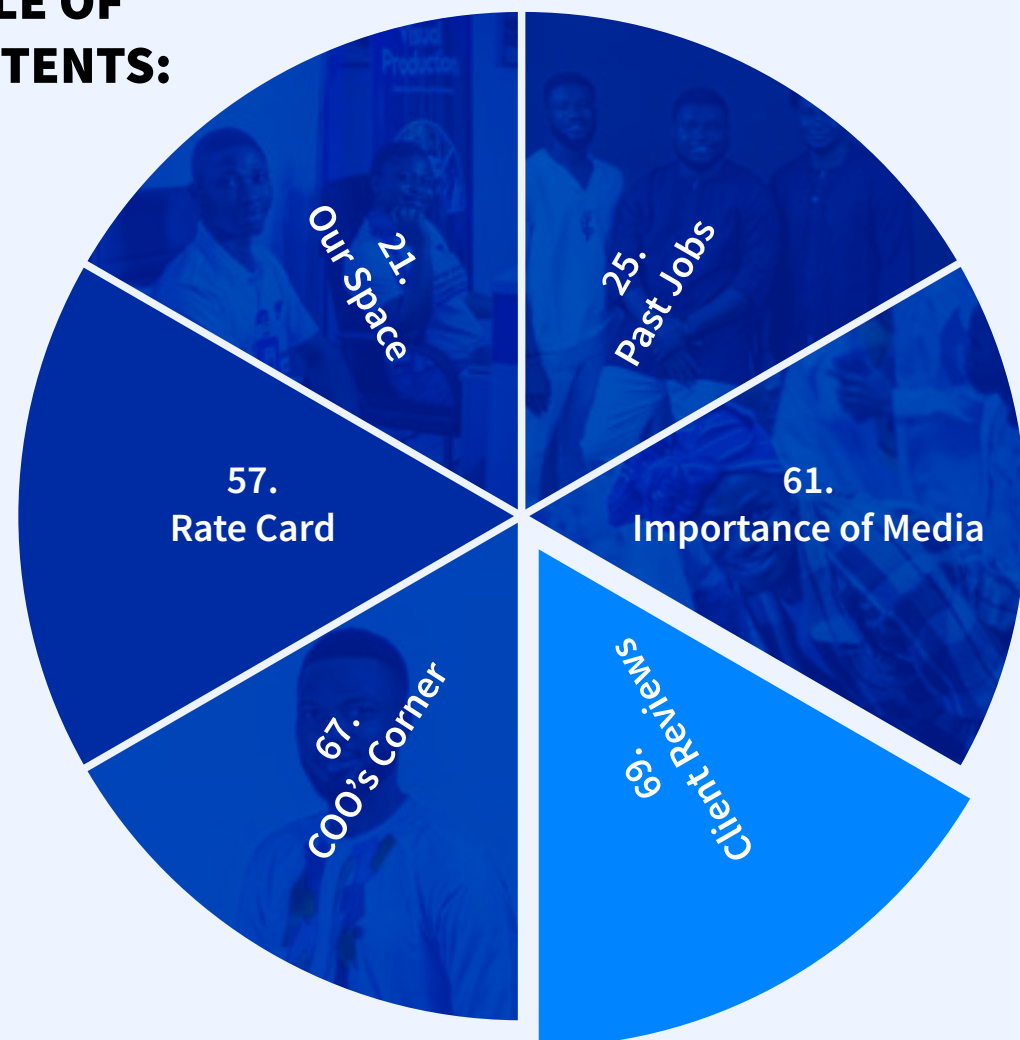


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CEO SPEECH

Good day, distinguished guests, friends, representatives of different parastatals, and colleagues!

It is both an honor and a privilege to stand before you today, not only as the CEO of Latestvibe Visual Production but also as a proud Nigerian, a resident of Akure, and a dedicated member of this vibrant community. Today, we gather to celebrate more than just a launch—we celebrate the realization of a dream. A dream that has been nurtured, pursued with relentless determination, and is now coming to life.

March 15th, 2025, will forever be etched in our company's history as the day we officially launched Latestvibe Visual Production Studio which followed its dedication that started on the 13th day of March, in the heart of Akure. This dream began years ago with a young man who envisioned something extraordinary. Many of you may be familiar with the name "Latestvibe", but what you may not know is the journey it took to get here.

It started with a blog - "latestvibe.blogspot.com" —a platform filled with stories, news, and creativity.

“

What began as one man's dream has now evolved into a shared vision. Today, I am proud to announce that Latestvibe Visual Production is owned by four passionate entrepreneurs that specializes in different aspects or subsections in Latestvibe visuals, we are not just here to create a dream, we really want to passionately drive the dream to the point of giving maximum satisfaction to the people out there, we are united by a common goal and a shared commitment to excellence.



Our Mission and Vision:

At Latestvibe Visual Production, our mission is clear: To deliver unparalleled multimedia services that inspire creativity, connect audiences, and transform client visions into visually captivating and impactful stories.

Our vision is equally ambitious: To become a global leader in the multimedia industry, recognized for innovation, storytelling excellence, and our ability to consistently exceed client expectations.

Today, we are thrilled to unveil the latest addition to our creative hub—"Latestvibe Studio". This studio is more than just a space; it is a birthplace of creativity. We have meticulously designed it to exceed your expectations, featuring a state-of-the-art content studio with versatile backgrounds, a photography studio, a makeup studio, and much more.

Latestvibe Visual Production officially became a full-fledged company in September 2024, and in that short time, we have experienced nothing but the grace of God. This journey has been fueled by passion, hard work, determination and the unwavering support of our community.

In closing, today is not just about launching a business—it's about launching a movement.

A movement to redefine the multimedia landscape, to inspire creativity, and to make a lasting impact. We have assembled a team of talented and passionate individuals who are dedicated to pushing boundaries and achieving greatness.

We are deeply grateful to each of you for being part of this humble beginning. Your presence here today means the world to us. We invite you to join us on this exciting journey—your support, patronage, partnerships, and ideas are invaluable. Together, let's make Latestvibe Visual Production a success story that resonates not only in Akure but across Nigeria and beyond.

Thank you for believing in us. Thank you for being here. Let's create something extraordinary together!

Thank you!

PRE-LAUNCH



Our well wishers with over 200 participants, who are ready to witness the undiluted, perfect and exclusive services we are rendering during the pre-launching moments cannot just miss the ceremony, lots of celebrities starting with MC Awo (host), and some dignitaries from the State Government who value the importance of digitalization with an excellent digital equipments in this present world could not miss the grand opening ceremony of Latestvibe Visuals, Mr. Owolaye Omolayo, (SSA on talent discovery to the Minister of Youth, Nigeria) and Mr. Gbenga Asade, (CEO Lifted multimedia, SSA to the Governor of Ondo State on Multimedia).



LAUNCHING PHOTO SPLASH:

TURNING EVERY MOMENT INTO VISUAL BUZZ

In today's visually driven world, a strong first impression isn't optional, it's a must in Latestvibe visuals. That's where our **"Launching Photo Splash"** comes in. It's more than just posting a few photos; it's about creating a **visually captivating wave** of what we stand for and what you will see in our studio that announces, showcases and pens our brand, or event with style and intention.

Check out the ambiance of the environment, the pre-launch albums, and several occasions that have been set aside to feed your curiosity of **"Are they really good?"**

Our launch speaks volumes—one splash at a time.











Pastors that came for launching



Becoming Unmissable: The Journey to Greatness in the Online Space

In today's crowded digital world, standing out online is about more than flashy trends or empty promises. It's a journey that takes vision, dedication, and genuine connection with your audience. In this space, those who shine do so by offering substance and purpose, not just noise.

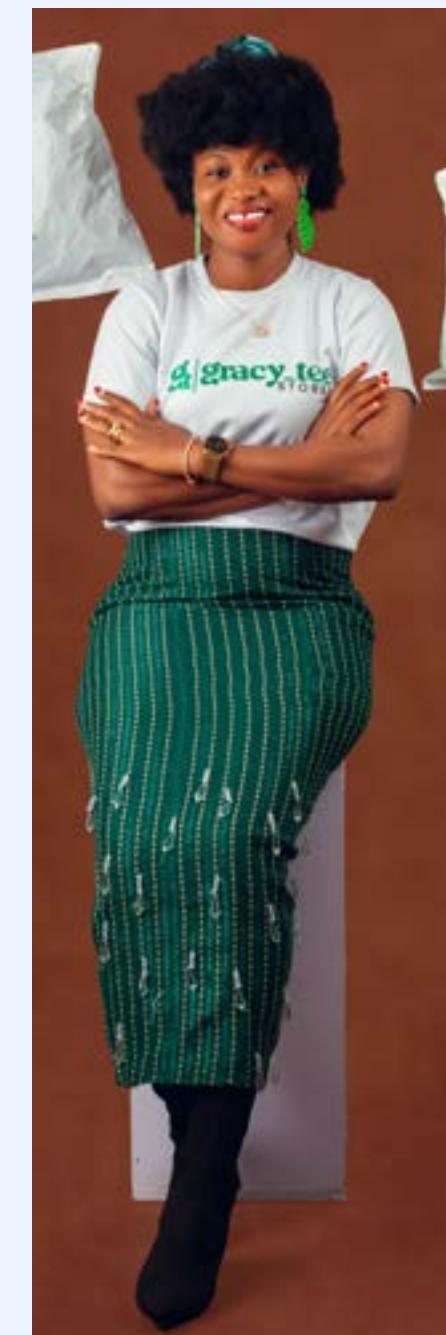
For example, every icon and notification on that smartphone she's scrolling through represents noise; your goal is to rise above it by offering something truly meaningful. This means creating content or experiences that solve real problems and resonate with people, not just chasing the next viral gimmick. In this article, we'll explore seven key principles – from building real value to focusing on the platforms that matter – that will guide you toward greatness online.

1. Start with Real Value

The foundation of any unmissable online presence is real value for your audience. This means solving genuine problems, answering key questions, or providing expertise that helps people. Instead of launching straight into a sales pitch or self-promotion, focus on giving your audience something they can actually use. For example, content marketing experts encourage creators to provide **“real value... not a sales spiel”** by offering helpful guides, checklists, research results, or how-to content.

By starting with substance, you become a trusted authority. Each piece of helpful content whether it's a detailed blog post, a practical video tutorial, or an informative infographic is like planting a seed in your audience's mind. As those

seeds grow (through shares, comments, and repeat visits), your reputation blooms. Over time, people come to expect value from you, and they pay attention because you consistently give them something worthwhile. In short, giving away real value attracts loyal followers who stick around because you solve their needs, not just promise things.



2. Clarity Over Complexity

In a sea of information and jargon, clarity is the beacon that guides your audience. Being unmissable means communicating ideas simply so anyone can understand them. As one author observes, “the clarity of communication has never been more crucial” in our information-rich age. Imagine you have a great insight but cloak it in complex terms – most people will tune out or feel lost. Instead, strive to explain concepts in plain language and relatable examples.

Break down big ideas into digestible parts and use clear analogies. Rather than writing a maze of terms, present a straightforward statement and then expand it with a brief, simple explanation. The Medium article points out that academic writing often uses complex words to impress experts, making it hard for others; by contrast, “simple and straightforward language” makes information accessible. In practice, test your content by imagining explaining it to a friend unfamiliar with the topic. If they grasp it quickly, you're on the right track; if not, simplify further.

Clear communication also builds trust and engagement. Audiences are more likely to read, remember, and share content that isn't frustrating to decode. Headings, bullet points, and examples can help structure information. Think of clarity like a path of lights: it may seem basic, but it ensures nobody in your audience gets lost. When you prioritize understanding over showing off complexity, you welcome more people into your conversation and make sure they listen.



3. Consistency Is Louder Than Virality

One explosive viral hit can bring a lot of attention – but often it's short-lived. By contrast, steady consistency builds lasting presence. As one analysis explains, going viral is “like yelling in a crowd and walking away”: people might hear you, but your message quickly fades. Instead of chasing a single viral moment, focus on showing up regularly: publishing posts, interacting with followers, or releasing content on a schedule. This signals to your audience that you're reliable and invested for the long run.

Consistency also works with how algorithms function. Platforms favor creators who post and engage consistently. In fact, research shows the more you show up, the more the algorithm will promote your content to others. Think of it as building a habit with your audience: each video or article you share becomes like a regular meeting they look forward to. Over time, this steady rhythm is more powerful than a one-hit wonder.

Beyond algorithms, consistent content builds trust. When you produce content at a reliable pace (for example, weekly tutorials or daily tips), followers begin to expect and appreciate your updates. They start to think, “If I tune in, something helpful will be here.” This loyalty grows slowly but compounds: your audience becomes a community that actively seeks your content. In short, consistency may not feel glamorous, but it is the backbone of a strong brand. By being dependable and persistent, you ensure your voice is heard above the noise.



4. Adapt Without Losing Yourself

The online landscape is always changing new channels and trends emerge all the time. To stay unmissable, you must be willing to adapt, but never at the cost of your core identity. Authenticity is critical during any pivot. As one branding analysis notes, “The most crucial element of any brand pivot is authenticity. If your audience senses that your shift is forced or purely profit-driven, you'll struggle to gain their trust.” In short, if a change feels unnatural or merely chasing a fad, skip it.

Think of adaptation like adjusting a sail on a boat: you catch a new wind (a popular format or platform) but keep your ship on the same course. For instance, if you usually write in-depth articles, you might experiment with short video summaries to reach more people. This changes the medium but not the message. The key is that the content's voice and values stay consistent. A helpful example is how a popular musician shifted genres; fans embraced the change because it felt like an authentic extension of his style. Before trying a new channel or style, ask: does this align with my values and audience expectations?

Embracing change can also mean learning new skills or tools, but always through the lens of your core purpose. A podcast won't make you any less authentic if the way you share insights remains uniquely yours. Ultimately, the goal is growth without losing yourself. When you adapt thoughtfully using every new opportunity to reinforce (not dilute) your identity you evolve in a way that feels genuine. This earns respect and trust from your followers, who will support your journey no matter which platforms you explore.

5. Build Community, Not Just Audience

An engaged community is more powerful than a large but passive audience. An audience might follow you on many channels, but a community means people actively

connect with you and with each other. Think of it like spectators versus teammates. With an audience you broadcast one-way, but with a community there is two-way engagement: members discuss your content, ask questions, and support each other. Research shows that communities provide “valuable feedback and input from engaged members” and “foster loyalty among members”. In other words, when people feel part of something, they stick around and even help spread the word about you.

To build this kind of connection, encourage participation. Host live Q&A sessions, create forums or social groups, or highlight user stories. When members share their ideas and experiences, they co-create the community. Not only do you learn what resonates (helping you improve your work), but people also feel more invested. In a strong community, connections go both ways: fans interact with each other just as much as with you. This dynamic creates deeper loyalty. Indeed, while an audience might yield only “limited interaction,” a community “builds strong connections between brands and customers”. By focusing on relationships rather than just numbers, you transform followers into advocates who are genuinely excited to engage with and support your journey.

6. Let Your Work Speak Louder Than Your Promises

In the online space, words can be cheap – what truly matters is action. Every time you deliver on a promise with quality work, you build credibility. As one study put it, authenticity today is “less about what a brand says it does and more about a brand's daily interactions”. In other words, consumers trust what you do (and what others say you do) more than what you claim. If you promise expert advice, show it by consistently providing accurate insights. If you guarantee results, document and share real successes.



This principle is simple: let results do the talking. If you say you value customer service, for example, reply promptly to every question and help people until they're satisfied. If you claim creativity, display your work (like tutorials, case studies, or portfolio projects) so anyone can see the proof. Each fulfilled promise is like a badge of honor that your audience notices. This authenticity pays off. Entrepreneurs who “approach each customer interaction in a real, caring and honest manner” are seen as authentic and earn long-term trust. Over time, this leads customers to recommend you, come back again, and ignore empty competitors. Remember: big mission statements mean nothing without action. When your work consistently fulfills your words, you become not just talk, but a trusted presence your audience can rely on.

7. You Don't Need to Be Everywhere Just Where It Matters

It's tempting to try to be active on every platform, but this often dilutes your energy and message. Instead, be strategic: do more of what works where it counts. Experts advise: “you don't have to be everywhere. Focus on the platforms where your target audience spends most of its time”. This means finding where your audience is and showing up there. For example, if your audience is primarily business professionals, career-focused networks and industry forums may be ideal. If they engage more with visual media, concentrate on photo and video-friendly platforms.

Imagine trying to shoot arrows in all directions – you might hit something by chance, but it's inefficient. A better plan is to take aim and fire directly at your target. In other words, align your efforts with a clear goal and audience. Once you pick the right channels, tailor your content to them. Optimize your profile, engage in conversations there, and use the

formats that suit each channel. For instance, turn a blog post into a series of concise tips or a short explainer video. By being excellent in one place rather than mediocre everywhere, you make each post count. You'll conserve time, avoid burnout, and become known as a leader in that space.

Of course, remain open to new opportunities – if trends shift or data shows a change in audience habits, be ready to adapt. But don't feel pressured to chase every new network. Focus your energy strategically and your message will land much more powerfully where it truly matters.

Conclusion

Becoming unmissable online isn't about shortcuts or gimmicks it's about a steady commitment to value, clarity, and authenticity. By starting with real value, you build trust; by communicating with clarity, you ensure everyone can hear you; by showing up consistently, you stay visible; and by adapting authentically, you grow without losing yourself. Building a real community around your work amplifies that impact, and letting your results speak cements your credibility. Finally, focusing on the right platforms ensures your effort hits home. This journey takes time and care, but each step brings you closer to being a voice that can't be ignored. Remember: in the online realm, those who deliver genuine, clear, and consistent value rise above the noise. Embrace these principles, and greatness will follow. Your audience is waiting take these steps and make yourself unmissable.

OUR CORE VALUES



Our Services

At Latestvibe Visuals, we deliver a full spectrum of multimedia services, carefully designed to meet the diverse needs of our clients. From timeless photography to immersive event productions, we combine creativity, technology, and precision to bring every vision to life.

1

Photography

Our photography services capture the essence of every moment, from portraits and branding shoots to events and product showcases. We produce professional, high-quality images that highlight your unique story and communicate messages with impact.

2

Videography

We specialize in videography that tells stories with clarity and emotion. Whether it's a wedding, corporate event, podcast, or social media project, our team captures every detail and delivers productions that inspire and connect.

3

Cinematography

For projects that demand cinematic flair, we bring advanced techniques and artistry to music videos, advertisements, short films, and special events. Our cinematography transforms ordinary visuals into breathtaking cinematic experiences.

4

Documentaries

We create documentaries that inspire, educate, and inform. Whether telling the story of a brand, highlighting an individual's journey, or addressing social issues, our productions balance authenticity with cinematic excellence.

5

Commercial Ads

Our ad services are designed to capture attention and drive engagement. From concept to final production, we craft message-driven commercials that deliver visibility, resonate with audiences, and strengthen brands.

6

Live Streaming

With professional setups, high-resolution equipment, and seamless production, we broadcast events to audiences anywhere in the world. From weddings and conferences to product launches and religious gatherings, our livestreaming ensures real-time connection.

7

LED Screen Services

Our LED screens elevate events with crisp, vibrant visuals. Whether for product launches, corporate presentations, concerts, or outdoor advertising, our screens create immersive experiences that captivate audiences.

8

Lighting Solutions

We provide professional lighting setups that transform productions and events. From stage shows and photography sessions to conferences, our lighting enhances mood, detail, and overall visual quality.

9

Red Carpet Hosting

We add prestige and flair to events with stylish red-carpet hosting. From live interviews and guest coverage to glamorous setups, we make every moment shine with class and excitement.

10

360° Photo Booth

Our 360° booths allow guests to capture dynamic videos from every angle, creating unforgettable memories. Perfect for weddings, parties, and corporate events, they add fun and interactivity to every celebration.

11

Drone Coverage

We take storytelling to the skies with drone footage that delivers unique perspectives. From sweeping venue shots to real estate showcases and documentaries, our drones capture visuals that impress and inspire.

12

Podcast Recording

We provide a professional studio environment for audio and video podcasts. With editing, branding, and post-production support, we ensure your voice resonates clearly and reaches the right audience.

13

Procurement & Setup

We support clients by sourcing and installing multimedia equipment—from cameras and lighting to sound systems and projectors. Our setup services ensure smooth, professional, and reliable production environments.

14

Training Programs

Excellence must be reproduced. Through our training, we equip aspiring creatives with practical skills in photography, videography, cinematography, editing, livestreaming, and lighting. Our goal is to raise the next generation of storytellers who will shape the future of multimedia.

GEAR RENTAL

At Latestvibe Visual Production, our commitment to quality goes beyond the services we offer. We also provide professional gear rentals, giving creatives, brands, and individuals access to the same high-end tools we use to deliver excellence.

From cinema cameras, prime lenses, and drones to stabilizers, lighting kits, and sound systems, our equipment is carefully maintained and ready to power your production. Whether you're working on a short film, a corporate project, an event, or creative content, we make it easy to rent the right tools for the job.

With flexible rental packages, expert advice, and optional setup support, our gear rentals are designed to help you create without limitations. Because we believe great stories deserve nothing less than great equipment.



OUR SPACE:

As we value the comfortability of our customers, we also ensure we give an exclusive edifice in our studio, starting with:



OUR CONDUCTIVE RECEPTION

A warm welcoming reception that makes you feel elegance and demure has been put in place with a responsive receptionist that gives you a stress free detailed explanation of how we function in this great studio.



THE STUDIO

Since studios are meant to give a better, cool and more attractive ambiance to your pictures and videos, Latestvibe Studio has taken the bold step to give you a well-detailed beautification for your pictures or videos. It's in this that you will ascertain the services we render as top notch.



CONTENT SPACE

We also considered content creators who are in need of a space where attractive, appealing and captivating contents can be shot. This special space can be used for Podcasts, debates, social media contents and so on. We always have all content creators at heart, and this has prompted us to give their space a befitting edifice.



MAKEUP SPACE

Our makeup space is designed with your comfort in mind, a serene, stylish and welcoming corner where you can relax while our artist work their magic.

Beyond personal sessions, our makeup studio is also available for rental, an ideal spot for makeup artists and content creators.



PAST JOBS

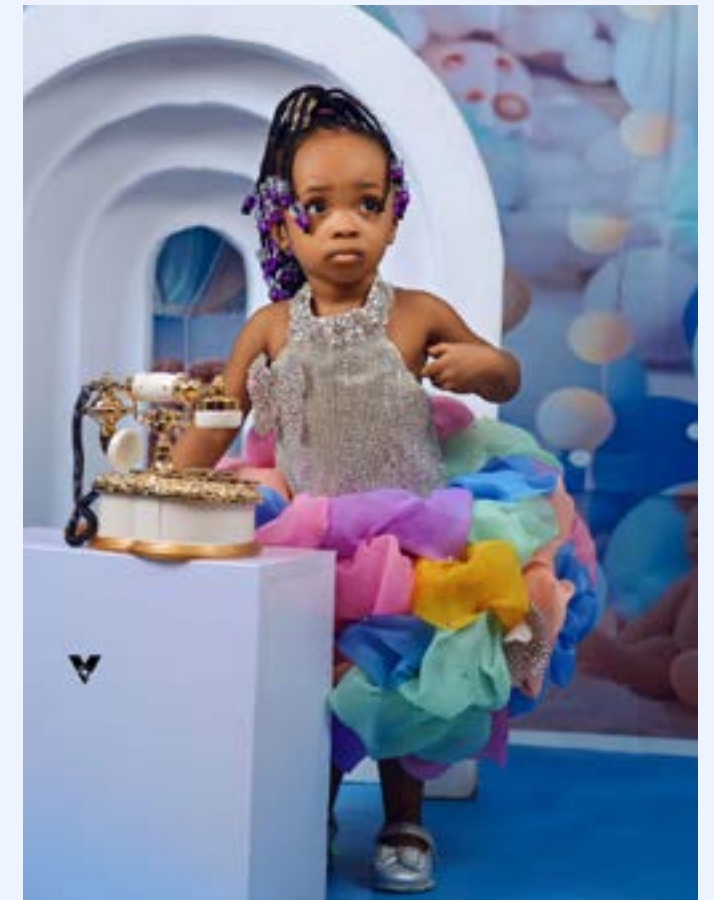
CAPTURED LIFE'S BIGGEST MOMENTS – THE LATESTVIBE VISUALS TOUCH

At **Latestvibe Visuals**, we specialize in turning your most important events into timeless visual stories. Whether it's the joy of a wedding shoot, the glamour of a red carpet event, or the excitement of a grand opening, we have and will continue to bring cinematic creativity, precision, and passion to every frame.

We help brands, couples, and individuals stand out through stunning drone coverage, engaging podcast recordings, pre-wedding shoots and memorable birthday party captures that go beyond basic documentation

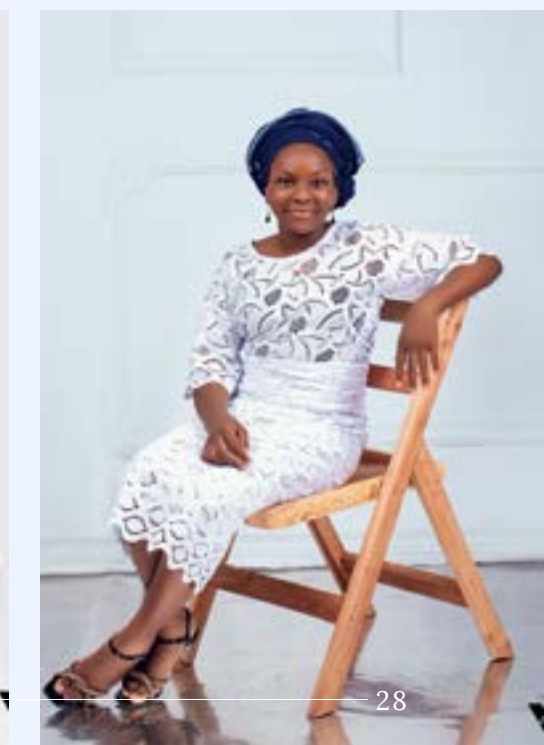
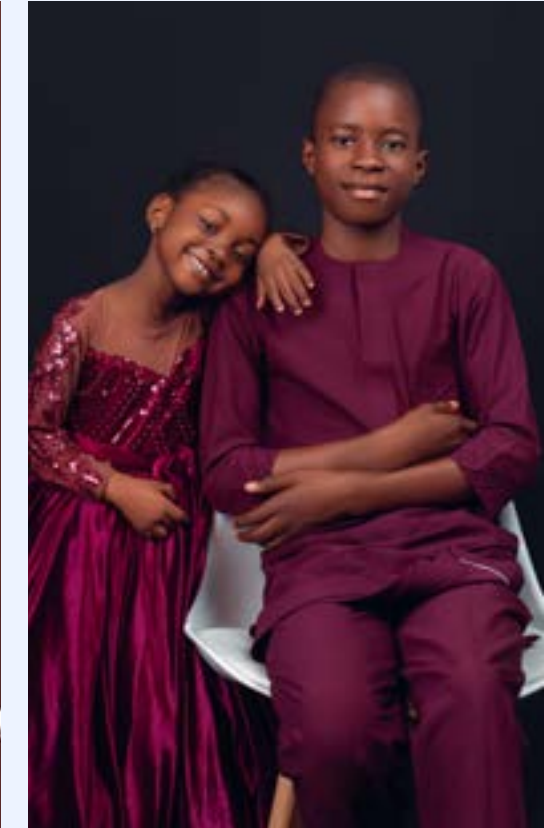
From the aerial beauty of your venue to the sparkle in your guests' eyes, Latestvibe Visuals has always ensured that every moment is perfectly preserved and powerfully presented. Your story deserves to shine, let's create magic together as we have done to our customers in the picture below.

At Latestvibe Visuals, we don't just talk, we let our work speak, backed by undeniable proof and powerful visuals



Birthday kiddies shoot:

As the saying goes, “Children are the leaders of tomorrow”, how then do you want to build their leadership skills if you don't give them the beautiful pictures they deserve.





Family shoot:



Maternity shoot:



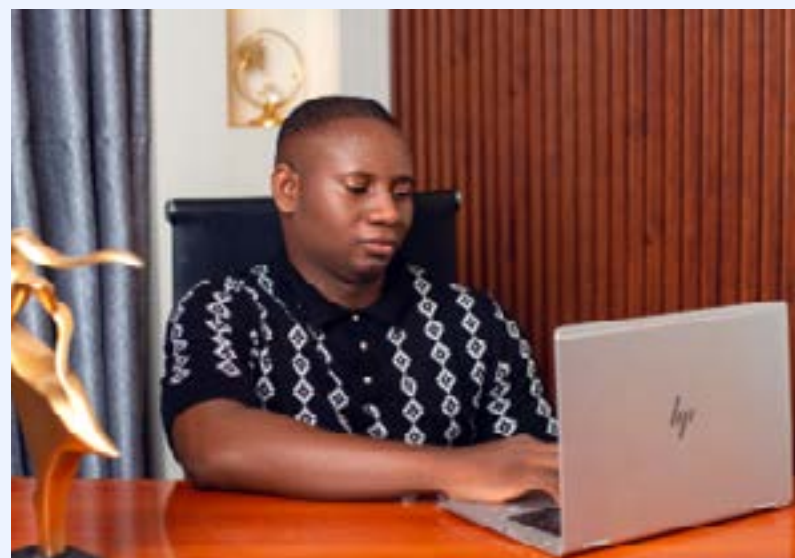


Portraits:

Your portraits shape how you see yourself, we ensure they are bold, expressive, and unforgettable

Check out these handsome men...





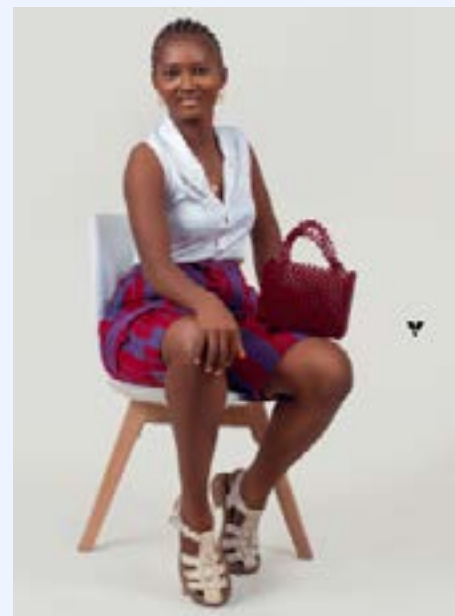
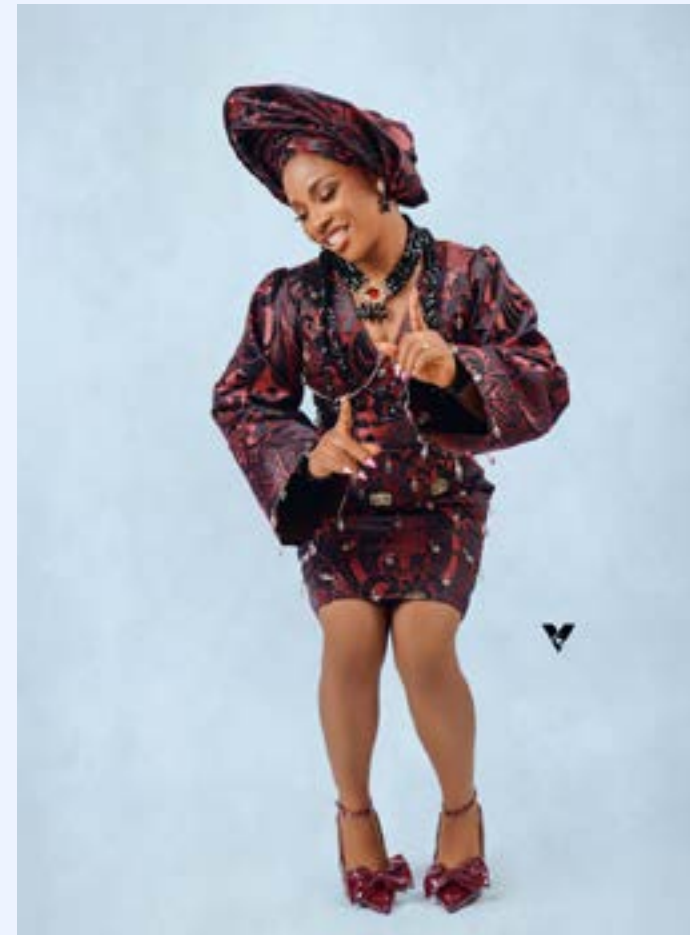


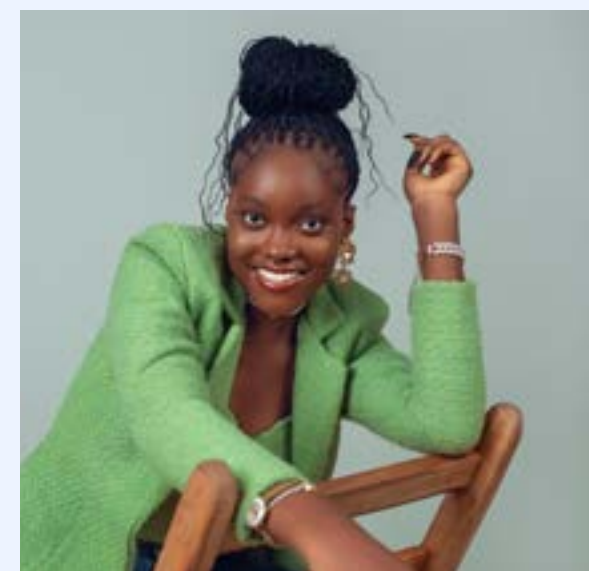




Check out these
beautiful ladies...





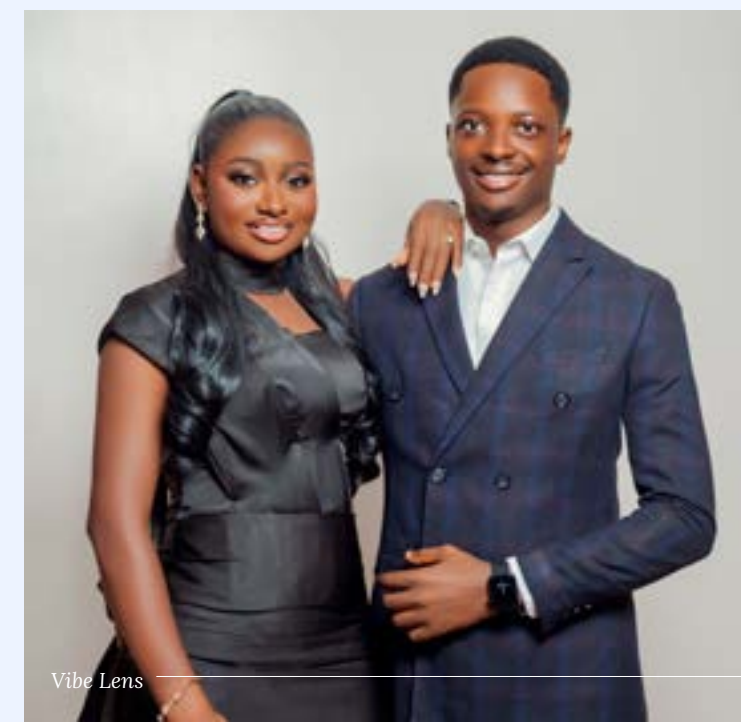
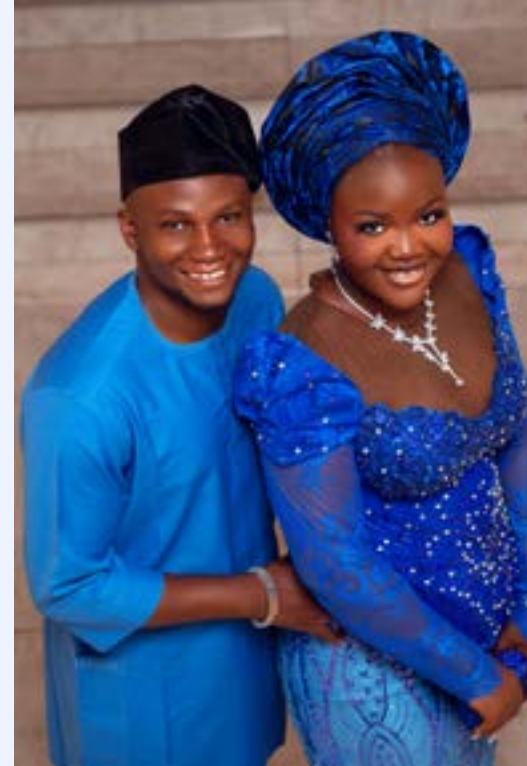




Pre-wedding shoot:

It is customary that pre-events determine how the event will look, giving you an excellent pre-wedding shoot will definitely give you a satisfactory taste of how the wedding will look.....

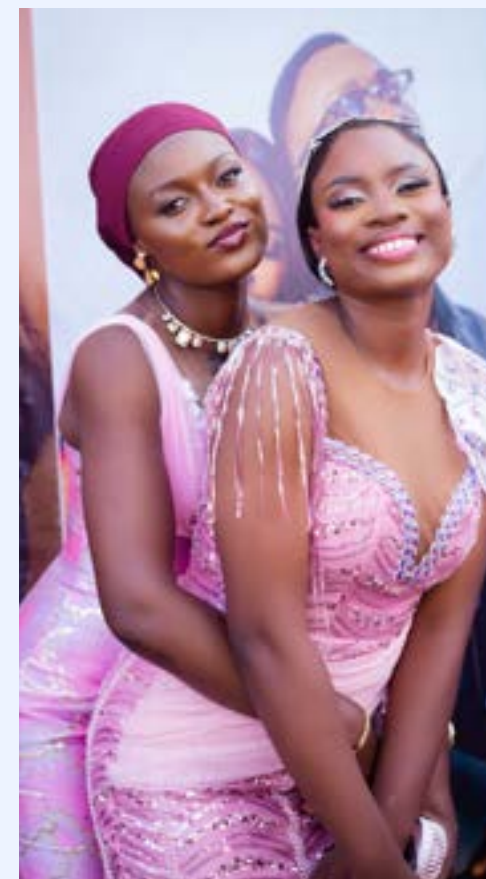






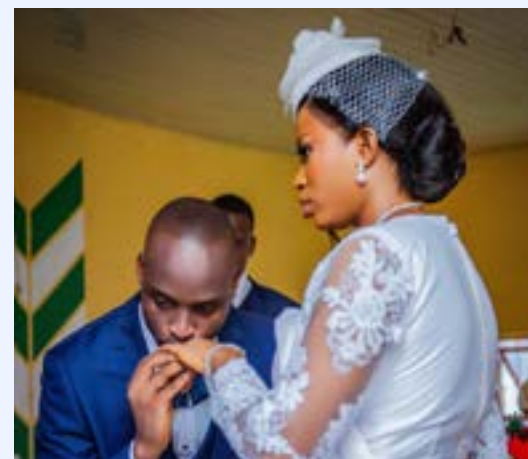
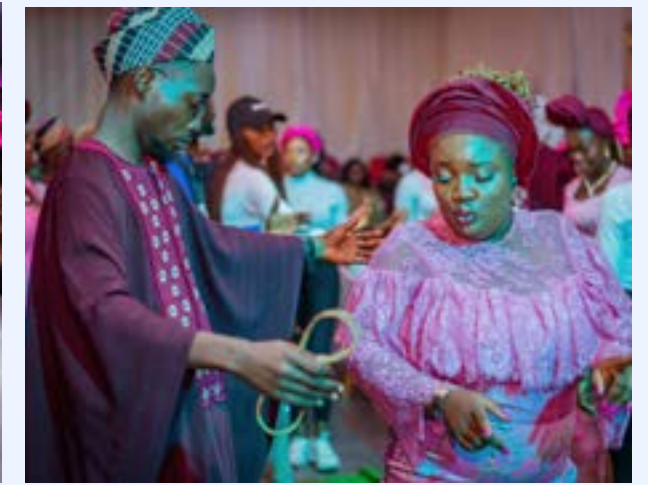
Weddings:

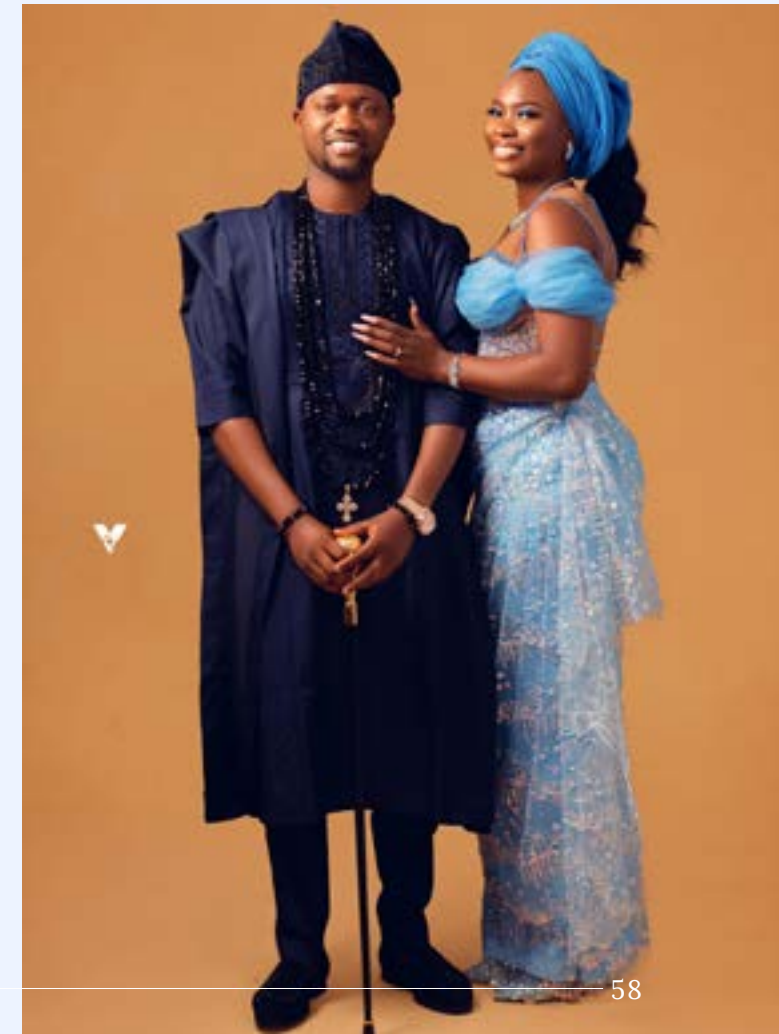
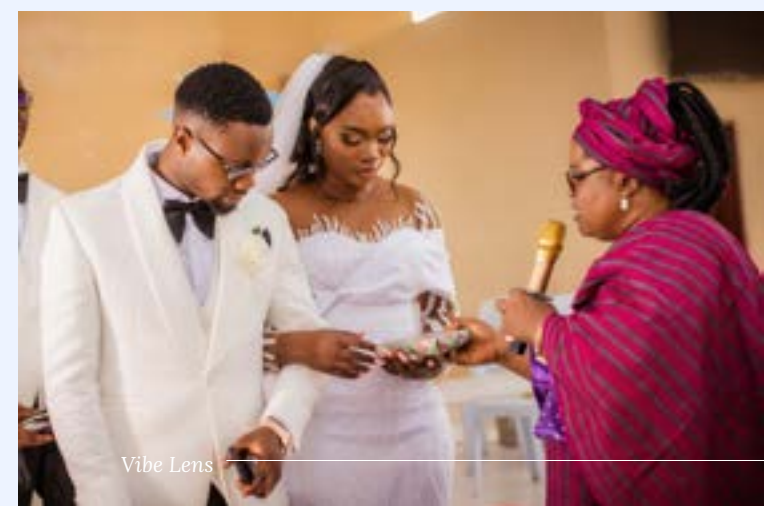
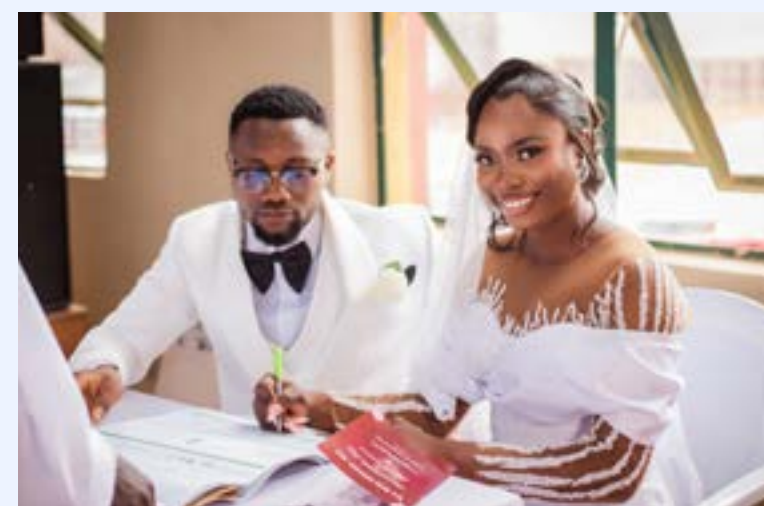
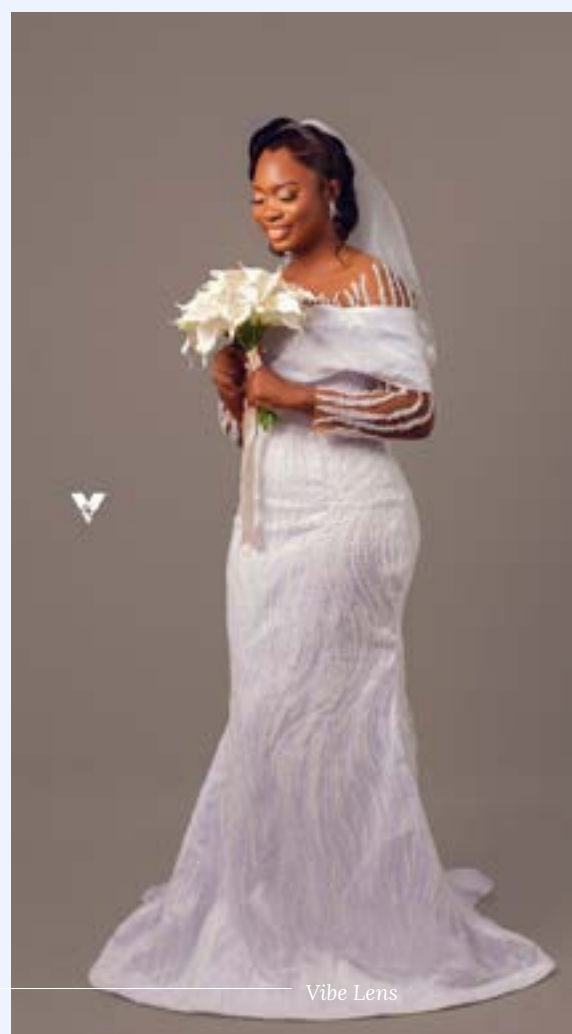
Wedding pictures are memories that have a now and after now effect, and we have several clients that can attest to the service we rendered, see samples yourself....













STUDIO & MEDIA SERVICES RATE CARD

Rentals

Transmitter	N15,000
Sony A7III with Lens	N56,000
Gimbal	N36,000
Video Switcher	N23,000
Audio Mixer / Sound Card	N36,000

Photography

Basic Portraits	1 outfit, 3 edited pictures	N15,000
Baby Shoot	1 outfit, 3 edited pictures	N20,000
Family Portrait	3 outfits, 8 edited pictures	N50,000
Maternity Shoot	1 outfit, 5 edited pictures	N40,000

Videography

Content Creation	One camera angle, 30minutes session	N30,000
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Studio Rentage

Photography Space	4 backdrop stands, 2 lights, 2 softboxes	N30,000
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Freelancing Package

Professional Branding	3 headshots + 1 minute video	N60,000
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PHOTOGRAPHY BRANDING SUBSCRIPTION

Basic (40,000/month)

- Coverage: 1-hour studio or location shoot per month
- Deliverables: 10 professionally edited photos
- Online Gallery: Access to online gallery for easy viewing & download

Premium (70,000/month)

- Coverage: 2-hour studio or location shoot per month
- Deliverables: 20 professionally edited photos
- Online Gallery: Access to online gallery for easy viewing & download
- Priority Scheduling: Preferred booking slots & dedicated account manager

Elite (120,000/month)

- Coverage: 3-hour studio or location shoot per month
- Deliverables: 40 professionally edited photos
- Online Gallery: Access to online gallery for easy viewing & download
- Priority Scheduling: Preferred booking slots & dedicated account manager
- Complimentary Family/Branding Session: One additional family or corporate branding session (per quarter)

Add-ons

- Extra Hour of Shoot - N15,000/hour
- Extra Edited Picture - N2,500/picture
- Outdoor/On-location Shoots (outside Akure) Client covers logistics & production cost

Benefits

- Consistency: Monthly shoots keep your visuals updated
- Flexibility: Choose from portraits, family, maternity, branding, or lifestyle each month
- Cost-effective: Subscription is cheaper than booking one-off sessions
- Access: Get your unedited pictures along with the edited package
- Variety: Mix studio & outdoor shoots across months

VIDEO BRANDING SUBSCRIPTION

Basic (50,000/month)

- Coverage: 1 hour of videography coverage per month
- Deliverables: 2 edited video (up to 5 minutes)
- Online Gallery: Access to online gallery for easy viewing and download

Premium (80,000/month)

- Coverage: 1 hour of videography coverage per month
- Deliverables: 3 edited videos (up to 5 minutes each)
- Online Gallery: Access to online gallery for easy viewing and download
- Priority Scheduling: Priority scheduling and dedicated account manager

Elite (150,000/month)

- Coverage: 2 hours of videography coverage per month
- Deliverables: 4 edited videos (up to 5 minutes each)
- Online Gallery: Access to online gallery for easy viewing and download
- Priority Scheduling: Priority scheduling and dedicated account manager
- 1 Live session: Complimentary live session coverage (up to 30 minutes)

Add-ons

- Additional Hours: 20,000/hour (videography coverage)
- Live Sessions: 50,000/hour (one-time fee)
- Additional Editing Hours: 20,000/hour

Benefits

- Flexibility: Use your coverage hours for any event or project
- Consistency: Work with the same creative team each month
- Cost-effective: Save money compared to booking individual sessions
- Access to your unedited videos
- Access to BTS shoot

Photography Branding Subscription Terms

- Contract: A minimum of 6 months subscription must be paid.
- Discount: 10% discount applies for 12 months subscription and above.
- Cancellation: 30-day notice required for cancellation.
- Usage Rights: Subscription includes usage rights for personal and commercial use.
- Location: Shoots within Akure only. (Travel & logistics covered by client outside Akure.)
- Add-ons: Applicable only for subscribed clients.

Video Branding Subscription Terms

- Contract: A minimum of 6 months subscription must be paid.
- Discount: 10% discount applies for 12 months subscription and above.
- Cancellation: 30-day notice required for cancellation.
- Usage Rights: Subscription includes usage rights for personal and commercial use.
- Location: Shoots within Akure only. (Travel & logistics covered by client outside Akure.)
- Add-ons: Applicable only for subscribed clients.

VISIT OUR
CATALOGUE



SCAN FOR
BOOKINGS



The Importance of Capturing Every Moment of an Event in an Organization

In Nigeria today, where organizations are becoming more intentional about brand positioning, team building, and stakeholder engagement, one element that often gets overlooked but is extremely vital is documentation and media coverage of organizational events. Whether it's a product launch, a corporate retreat, a staff award ceremony, an AGM (Annual General Meeting), capturing every moment professionally has become a non-negotiable part of the corporate playbook.

So why exactly is it important to capture every moment of an event in an organization? Let's dig deeper.

1. Preservation of Institutional Memory

In a country as fast-paced and dynamic as Nigeria, where staff turnover can be quite high and management reshuffles are not uncommon, one of the best ways to preserve institutional memory is through well-documented visuals of past events. When new staff come onboard, being able to see how the organization has evolved, the milestones it has celebrated, and the people that were there before, creates a sense of belonging and continuity. Imagine a young employee joining a company and seeing pictures and videos from a retreat that happened two years ago. The energy, the laughter, the bonding moments – it gives life to the culture of the company and helps the person feel more connected.

2. Powerful Marketing

Let's not lie, in this digital age, content is king, and content from your organizational events can go a long way in projecting the right image to the public. Nigerians are very visual people. A well-edited video recap of your company's annual conference or a crisp gallery of pictures from your staff training session on Instagram or LinkedIn can speak volumes and capture the mind of others to what you are offering, either directly or indirectly. It subtly tells your audience, "We are active, we are capable, we are experienced, we are intentional, and we are investing in our people." It builds credibility, confidence and in a competitive market like ours, this can be the difference between getting a new client or being passed over. Mind you that in business, every little thing matters, and what matters make the difference between businesses offering similar services.

3. Stakeholder Engagement and Transparency

For NGOs, government agencies, or even large corporate entities with stakeholders like investors, board members, or donors, capturing every moment of an event and sharing a highlight reel builds trust and transparency. When donors or partners see that a project was indeed executed – complete with pictures, videos, interviews, and testimonials – it reassures them that their resources are being well managed. Even in government parastatals, where there's always scrutiny from the public, having media coverage of programs and activities shows commitment to duty and accountability. That's why you'll see even local government chairmen these days having media crews cover commissioning events – image is everything.

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6. Emotional Connection and Storytelling

In a country as emotionally expressive as Nigeria, storytelling is very powerful. Capturing the moments – not just the "official" ones but even the behind-the-scenes, candid, and funny moments – helps tell a richer, more relatable story of your organization.

Whether it's the CEO dancing Zanku, the HR team organizing a surprise birthday, or the cleaner receiving an appreciation gift – these moments connect emotionally with people and humanize the brand.

7. Long-Term Brand Identity Building

Branding goes beyond logo and colors. The visual stories you tell over time help shape how people perceive your organization. Capturing every event, no matter how "small," builds a library of brand stories. It's what allows someone to look through your timeline and say, "These people are consistent," or "I love how this company celebrates their people."

In Nigeria, where word of mouth and perception carry strong weight, this consistency in image-building through events can open doors you never expected.

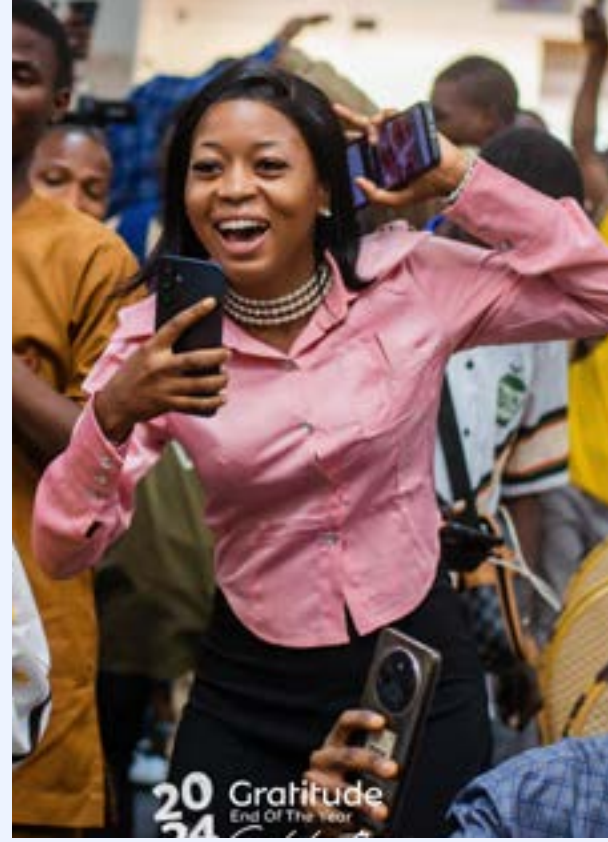


Finally, Don't Joke With Your Event Coverage

In conclusion, if you run or work in an organization in Nigeria and you're still doing events without professional photographers, videographers, or media teams, it's time to step up. **Every moment counts**, and capturing those moments isn't just for fun – it's a strategic move, this is one of the major strategies used by business moguls. It's a secret strategy.

From brand visibility to staff engagement and stakeholder trust, the benefits are too numerous to ignore. And with professional outfits like Latestvibe Visuals, Demight Graphics, and others making high-quality event coverage more accessible, there's really no excuse.

As we say in Naija, **"Na who capture the event dey control the narrative."** So make sure your organization's story is being told – beautifully, vibrantly, and consistently.





PARTNER'S VOICE

Diversity in Leadership

COO's Corner | LatestVibe Visual Production

"In diversity, there is beauty, and in leadership, there is power to protect that beauty." – Maya Angelou

Leadership today is not about fitting into one mould. It's about breaking it.

The strongest leaders draw from a mix of voices, lived experiences, and perspectives that challenge the status quo.

At LatestVibe, we've seen how creativity sparks when diversity is not only represented but fully embraced.

In my role as COO, I've had the privilege of collaborating with partners from every walk of life. Each brings their own lens to work, story, and way of seeing the world. It is this fusion of difference that gives us our competitive edge.

Diversity in leadership here is more than a value on paper. It is what we live and experience every day.

Our most innovative strategies, whether in design or operations, have been born from respectful dialogue across perspectives that might otherwise never intersect.

One of our partners recently told me, "I don't lead the way I was taught; I lead the way I am."

That resonated deeply because at LatestVibe, we don't expect anyone to fit into a leadership mould.

We want leaders who are authentic, self-aware, and bold enough to shape culture and not just follow it.

We know inclusive leadership is intelligent leadership. It gives every voice space, every difference, weight, and every perspective value.

At LatestVibe, we're not only building teams, we're building a legacy, and that begins with who gets a seat at the table, and more importantly, who gets the mic.



SAMUEL AFOLAYAN

Chief Operating Officer
LatestVibe Visual Production

What Our Clients Are Saying:

At Latestvibe Visual Production, our clients remain the heartbeat of everything we do. From our earliest days to becoming a full multimedia house with a state-of-the-art studio, it has always been the voices of those who trusted us that shaped our growth. Reviews are not just words—they are the living proof of how our work connects, inspires, and builds trust. Every booking is more than a transaction; it's an act of faith, entrusting us with moments and memories that deserve to be preserved with care.

These testimonials reflect what happens when creativity meets passion and excellence. Clients have celebrated our professionalism, our attention to detail, and the joy of seeing their ideas come alive. Many highlight the flexibility of our new booking system, while others speak of the comfort of our studio spaces and the dedication of our team during events. From weddings and birthdays to corporate livestreams and documentaries, their words capture the impact of our work in ways no advertisement ever could.

We value these reviews not only because they celebrate us, but also because they challenge us to grow. They remind us that every new client deserves the same standard of quality, innovation, and care that has defined our journey so far. Each testimonial is a call to consistency—pushing us to raise the bar, to keep telling better stories, and to remain faithful to the craft of visual production.

As you read through these voices, know that they are real experiences from real people who found more than a service provider—they found a partner in Latestvibe. Their words inspire us to keep creating, to keep building, and to keep giving visibility to individuals, brands, and communities. And perhaps in our next edition, your own review will be among the stories that encourage someone else to trust us with their vision.

Oluwatimilehin Awonusi



Latestvibe is Absolutely the best ❤️, am so much in love with my pictures and I will strongly recommend them and their services

Adebayo Tiwalade



There's truly no better studio in Akure to capture your visual memories than Latestvibe Visual Production. From the customer service to the aesthetic of the space, the affordability, the photographer's creativity, and the final result ...they ate and left no crumbs. Everything was smooth, professional, and beautifully done. 10/10 would recommend again and again.

GODSWILL KINGS



Latest vibe did a great Videographic work, they did a great job on my wedding! His style matched ours perfectly. He pays great attention to detail, as well as nice voice over output, background music & Dance song. We have had many compliments on our video and love watching it.

Obembe Damilare



I am really wowed at the amazing pictures I got from this studio...Latest Vibe indeed! Trust me, it's a studio you must consider for your next shoot and video coverage👍

OYEKUNLE COMFORT



Latest Vibe is the best! The event was perfect, the pictures were stunning, the recordings were excellent, and the team was amazing. Special thanks to everyone in team—you are truly wonderful!

Emmanuel Asubiojo



Latestvibe Visual Production, over delivered, we contacted them for our wedding photography, videography, wedding documentary and live streaming, and they delivered excellence. We are so glad we decided to trust Latestvibe to capture our wedding moments.

Abisola Omolewa



Attention to details, on time delivery, customer satisfaction, customer relations are 10/10. I love all my pictures and I love the service

Ajeigbe Ifeoluwa James



Latestvibe Visual Production is the best when it comes to capturing the best and amazing moment at your event. I used their services for a birthday and proposal event and they over-delivered, they do more than we expected, the videos and pictures are breathtaking and I can't wait for them to capture the beautiful moments on my wedding day.

Thank you so much Latestvibe Visual Production, you guys are the best.

Nova Braden



Thank you, Thank you so much.... You guys were the right choice for our Pre-wedding and Wedding pictures and videos... You guys are the best! Strongly recommend 🥰 ...

Ajeigbe Blessing



It was an amazing experience with the latest vibe team, customer friendly and the outcome of the pictures and video is top notch...

I highly recommend.

Olorunjuwon Adalujo



Just add my step-up shoot with latest Vibe visual studio and I was so impressed with the end-product... Truly I got value for my money... 5 star is just an underrated, best studio shoot in Akure and its environ

Abdulganiyu Tejuosho



It was a nice experience using Latestvibes. We enjoyed our birthday photography session, and the result came out just the way we intended. The makeup session, taking photos with different outfits, and everything else was done with great attention. The staffs also made it very easy for us to enjoy our session there. We will be coming back again for another beautiful session.

Segun Jimoh



I will recommend latest vibes one million times, we have been using them now for the past 5 months for monthly video production and they have been delivering fantastically well.

Recently I went for a photoshoot it was high quality, high resolutions, I got so many good comments. Currently they are the best in their niche you will loveeeee it!

We can go on with several testimonials, but let's limit it here..

SCAN CODE
To see more!!!





WHY CORPORATE ORGANIZATIONS NEED MEDIA TO BOOST *VISIBILITY*

In today's fast-paced, attention-driven world, one thing is crystal clear: visibility is power. No matter how solid your business structure is, if people don't know you exist, how will they patronize or trust your brand? It is in knowing your existence and continually letting them know that you are still in business that will build trust. For corporate organizations in Nigeria, whether you're a startup, SME, or big multinational, media is no longer an option. It's a necessity.

Chill...let's break it down,

1. The Media Puts You in the Faces That Matter to the people.

The average Nigerian scrolls through their phone multiple times daily—Instagram, Facebook, LinkedIn, X (formerly Twitter), YouTube, and blogs. If your business is not showing up on these platforms, you're basically invisible to your market. Through well-crafted media contents like videos, graphics, interviews, and jingles, you should position your brand where your audience already is.

Think of GTBank's Ndani TV or Dangote's clean commercials. They're not just selling products—they're selling perception, trust, and relevance, in which all these can only be seen and heard of if found in the media. Infact, it has been ascertained that information and business ads moved faster to the forefront of the people than when it is published in media publications. That doesn't neglects the importance of media publications

2. Branding Without Media is Like Jollof Without Maggi

You can have the best business plan, the finest office space, or the most qualified team, but if your media presence is weak, it won't cut it. Nigerians are visual people, we connect more with what we see and hear, and we often see things not just in the physical world, but often in the social media world, and it's in this world that you should leverage on the most to get maximum expansion and awareness to your business.

Good media (photography, videography, documentaries, animations, social content) boosts your brand identity more than you can ever imagine. It tells your story in a way that resonates with your target market, whether they are in Lagos, Abuja, Port Harcourt, or even in the diaspora. It helps to have more growing visibility which in turn fastens sales and business growth.

3. Media Builds Credibility and Trust

Let's face it, people trust what they see. A company that shares behind-the-scenes content, staff interviews, project recaps, or client testimonials through media platforms builds a trustworthy brand. Nigerians are now more cautious with their money, so if they don't see proof that you're the real deal, they'll move to the next brand, and few proofs might not be convincing enough, you will definitely need lots of it. How then do you want to achieve this if you are not ready to go all out to build the credibility your organization deserves with good media?

Videos and well-edited media content gives "this people sabi work" effect, and it's this same effect that builds trust in your brand. Trust doesn't just come in the blink of an eye, it comes gradually from the visibility you have been displaying.

4. Media Helps You Compete in a Crowded Market

Every day, new businesses spring up. If you don't shout about what you do, someone else will and you will definitely go out of the market within a short time. That's why smart organizations now use media to stay on top-of-mind. With the media, you don't have to always "talk too much", your work can speak for itself.

A strong video campaign, branded podcast, or even regular event coverage can differentiate you from competitors and place you as an industry leader. And when people begin to see your consistency, you become the go-to brand, which in turn gives you more sales.

5. Media Makes it Easier to Attract Partnerships and Clients

When potential investors or partners want to know more about your company, the first thing they do is Google you or check your online presence. If they see nothing captivating, nothing organized, or just low-quality content, you've probably lost them.

But if your social pages, YouTube, website, or digital footprint shows quality visuals, real-time events, and engaging storytelling, you earn instant respect, infact , it can give you a direct and stress less deal. It often sends the message of **"this company is serious"**.

Don't Sleep on Media

Gone are the days when media was just "for entertainers or influencers." Now, even banks, real estate firms, agricultural exporters, and logistics companies are investing heavily in media. Why? Because the market has changed.

If your company is not creating content, you're missing money. It's that simple. So whether it's professional video production, event coverage, livestreaming, product shoots, or even running paid ads with good creatives **invest in media, and let your business shine.** Because in Nigeria, **visibility is not a luxury; it's an important strategy.**



LATEST NEWS:

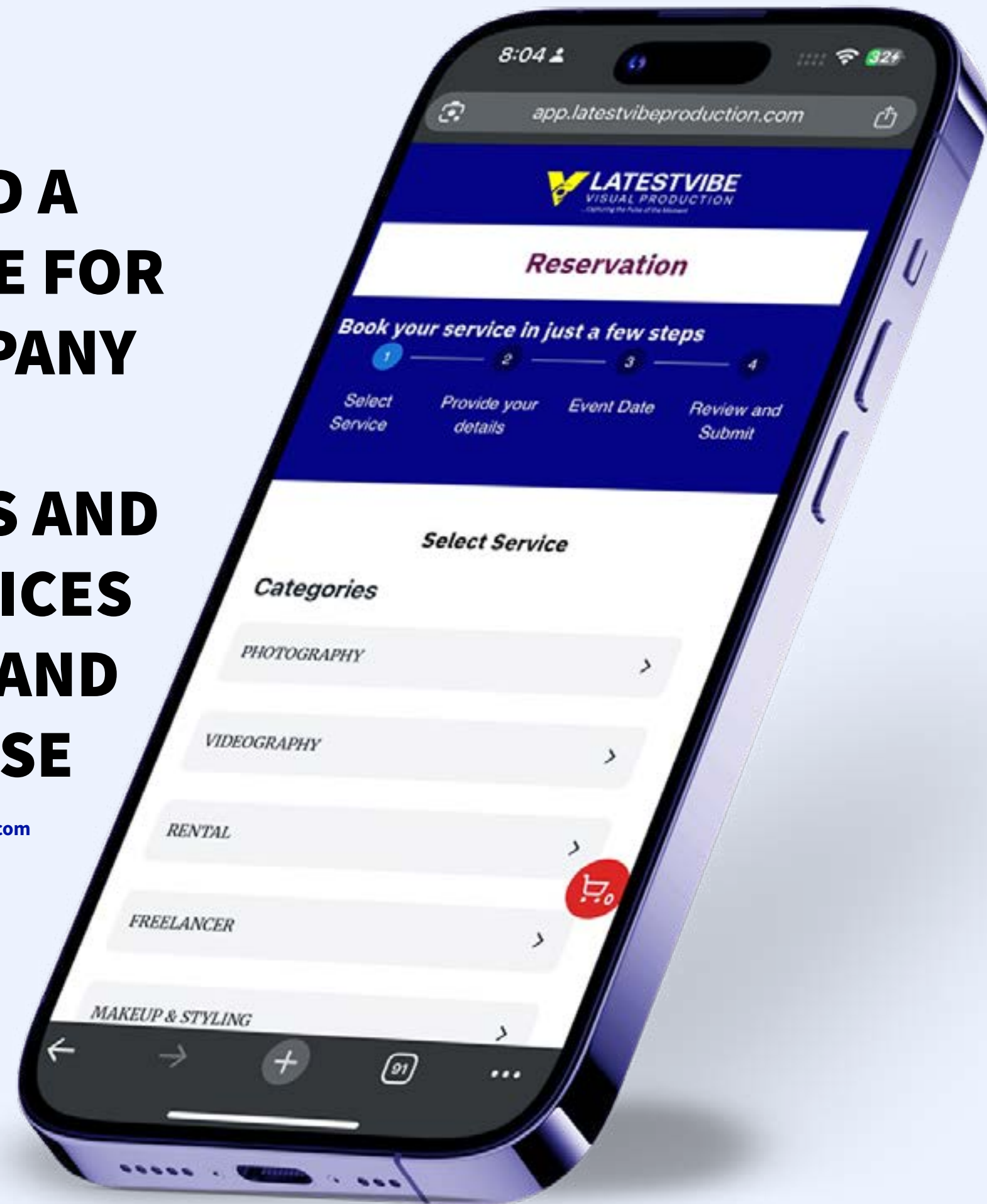
Latestvibe Visuals don't just serve you with exclusive beautification of events and ceremonies, we always ensure that we give you stress free bookings and wonderful, flexible and easy to use software that has been and will continually give you free access to us directly. Every potential customer needs the detailed understanding of the different aspects of services that is been rendered by Latestvibe, and it can be more explained in details through a direct communication with our customer representative, and the free, easy and simple software will serve as an intermediary between the proposed customer and Latestvibe Visuals.

With this software, you can make an inquiry from a front desk representative, explaining the different services you want, make your bookings, see the preview of what and how you want us to carry out your offer and even make payment through it. You will therefore be given the breakdown of all what you have paid for and assign an expert to your project with a perfect description of where you want us to render such service. You can have access to us directly through:

<https://app.latestvibeproduction.com>

**WE JUST
LAUNCHED A
SOFTWARE FOR
OUR COMPANY
TO MAKE
BOOKINGS AND
OUR SERVICES
FLEXIBLE AND
EASY TO USE**

<https://app.latestvibeproduction.com>





Why Your Business Growth Must Depend on Automation

In today's business world, one word consistently stands out as the game-changer between companies that thrive and those that struggle: automation.

From small startups in Lagos to global corporations in New York, automation is reshaping how businesses operate, scale, and connect with their customers.

According to a 2023 Deloitte survey, 73% of companies worldwide are already using some form of automation in their operations, with automated workflows boosting productivity by up to 30% in some industries. Closer to home, Nigerian SMEs that integrated digital payment and CRM automation reported 25–40% faster sales cycles compared to manual systems.

So the question is no longer “Should I automate?” but rather: “How much longer can I afford not to?”

1. Efficiency & Productivity

Manual, repetitive tasks drain time and energy. Think of data entry, invoice preparation, follow-up emails, and stock reconciliation. Automating these processes frees employees to focus on higher-value work like innovation, customer care, and strategic growth.

A McKinsey report found that employees spend 60% of their time on repetitive tasks, and automation could reduce this workload by almost half.

is the bridge that turns raw data into decisions.

2. Consistency & Accuracy

Human error is natural, but in business, it can be costly—misplaced numbers in accounts, forgotten follow-ups, or missed orders. Automation ensures processes run with precision every time, from sending out client reminders to generating financial reports.

Gartner notes that businesses lose an average of \$62 million annually due to human error in manual data handling. Imagine the impact of cutting this figure in half with automation.

3. Scalability Without Stress

Growth is every entrepreneur's dream, but scaling manually often requires hiring more staff, increasing overheads, and slowing down processes. Automation lets you scale smartly.

With automated systems, a team of 10 can operate like a team of 50—handling more clients, processing more sales, and delivering consistent quality without ballooning costs.



4. Data-Driven Decisions

Every click, order, or interaction generates data. Without automation, this data sits idle. With automated analytics, businesses can uncover real-time insights into customer behavior, market trends, and performance metrics.

A PwC study revealed that data-driven businesses are 23 times more likely to acquire customers, six times as likely to retain them, and 19 times as likely to be profitable. Automation is the bridge that turns raw data into decisions.

5. Customer Experience

Today's customers expect instant responses, personalized services, and round-the-clock support. Automation makes this possible through chatbots, AI-powered ticketing systems, and automated follow-up emails.

Think of a client who asks a question at midnight. Without automation, they wait till morning. With it, they get an answer instantly, strengthening their trust in your brand.

Salesforce reports that 84% of customers say the experience a company provides is just as important as its products or services. Automation ensures consistency in that experience.

WHERE YOU CAN START AUTOMATING

Automation can feel overwhelming at first, but you don't need to start everywhere. Begin with the areas that deliver the highest impact:

Marketing: Schedule social media posts, create email campaigns, and use automated funnels to nurture leads. Businesses that automate marketing campaigns see up to 451% more qualified leads (HubSpot).

Sales: Use CRM systems for automated follow-ups, proposal generation, and pipeline tracking. A Nucleus Research report shows CRM automation delivers an average ROI of \$8.71 for every \$1 spent.

Operations: Automate inventory tracking, invoice reminders, and reporting. In Nigeria, SMEs using automated invoicing cut late payments by 35% within the first 6 months.

Customer Support: Chatbots and automated ticketing systems reduce resolution times by up to 70% (IBM), while freeing human staff to handle complex cases.

The Human Element Still Matters

There's often fear that automation will replace people. But the truth is, automation empowers people.

By eliminating repetitive tasks, staff can dedicate their energy to creativity, innovation, and building genuine relationships. Think of automation not as a replacement, but as a digital partner that amplifies human potential.

Deloitte reports that 59% of businesses using automation saw job satisfaction rise among employees, because work became more meaningful.

Case in Point: Nigerian Business Reality

In the banking sector, GTBank's Ndani platform and automated digital services gave them a stronger youth market presence, cutting manual processes by more than half.

In e-commerce, Jumia relies heavily on automated logistics and customer communications to serve millions of customers across Africa. Without automation, scaling would have been impossible.

Even small businesses—restaurants using automated reservation systems or boutiques using WhatsApp bots—are seeing tangible growth in efficiency and customer loyalty.

Final Thoughts

The future belongs to businesses that work smarter, not harder. Automation is no longer a “nice-to-have.” It is a survival tool.

It increases efficiency, builds trust, reduces costs, and unlocks growth. It empowers people, delights customers, and positions your business ahead of competitors who still rely on manual systems.

So again, don't ask “Should I automate?” The real question is:

“How much longer can I afford not to?”

Your customers are moving faster, your competitors are getting smarter, and your team is waiting for tools that make their work easier. It's time to step up.

Automation is the bridge between where your business is today and the growth you dream of tomorrow.

Written by:

Ayobami Adewuyi

MS in Digital Transformation - Nexford University



Meet Our Staffs



JOKES



1. Your phone will fall from a five-storey building and survive like a soldier. But let it fall from your bed to the tiles, boom! Screen don crack like Lagos road. Even the phone go dey look you like, 'Why you treat me like this?'

2. Nigerian parents will call you from two rooms away just to pass the remote that's sitting right beside them. And if you complain, they'll remind you that they paid your school fees... as if they paid it in remote control!

3. So one sharp videographer from Mushin called "**Lens & Vibes Studios**" went to cover a big wedding in Lekki. The bride was forming destination wedding vibes, but na for Lagos Mainland dem do am – just added AC and fairy lights.

As the wedding was going on, the videographer was shouting:

"Light! Camera! Action!"

But NEPA said: **"No light for you today!"**

Generator refused to start. Groom dey sweat like person wey chop pepper soup inside sauna. Videographer still dey form pro:

"No wahala, I go use natural light – it brings out the authenticity."

Bride whispered:

"Authenticity no go show my makeup o! Use filter abeg!"

Later, during the couple's first kiss, the videographer's camera showed **"Storage Full."**

Uncle had been recording Snapchat behind the scenes with the same memory card.

Bride: "Hope you captured our first kiss?"

Videographer: "I got it... spiritually."

GAMES

ALL WORK AND NO PLAY MAKES JACK A DULL BOY, CHECK YOUR BRAIN CAPACITY WITH THE GAMES BELOW

GAME 1: A CROSSWORD PUZZLE

L	I	V	E	S	T	R	E	A	M	I	N	G	K	M	Q	T
Z	N	I	D	D	E	W	S	P	E	C	A	S	O	E	R	L
C	R	E	E	N	S	D	E	L	N	A	O	H	T	U	E	J
M	A	K	E	U	P	V	F	B	D	R	O	N	E	H	I	R
X	G	V	I	D	E	O	G	R	A	P	H	Y	D	B	T	D
P	O	D	C	A	S	T	S	T	U	D	I	O	C	H	G	A
B	R	R	H	B	I	R	T	H	D	A	Y	I	E	E	H	M
U	A	R	U	L	M	C	P	O	M	R	A	E	G	H	T	I
R	S	O	C	T	T	C	A	G	T	G	N	I	H	T	I	L
I	I	D	R	C	I	O	N	E	S	R	I	F	M	L	O	N
A	E	E	G	S	T	E	P	U	T	E	V	E	R	C	S	G
L	O	S	T	U	D	I	O	S	P	A	C	E	P	T	E	P
A	G	D	M	R	Y	E	N	A	R	S	I	D	S	C	A	H
S	P	H	O	T	O	G	R	A	P	H	Y	H	L	E	K	R
T	S	E	P	A	R	T	S	S	L	A	R	E	N	E	G	I
H	B	D	C	N	G	I	T	I	R	U	B	D	H	O	V	B
P	R	N	E	O	V	N	I	R	E	N	N	E	B	M	U	H
Y	O	J	C	S	I	L	S	U	E	D	B	I	E	L	Y	L
I	V	E	N	T	S	E	T	U	P	X	I	S	A	C	O	T
F	G	B	D	A	K	N	S	A	R	S	V	T	L	N	I	E

Answers to the above cross words:

- | | |
|------------------|------------------|
| 1. PHOTOGRAPHY | 8. VIDEOGRAPHY |
| 2. LIVESTREAMING | 9. DRONE |
| 3. LED SCREEN | 10. WEDDINGS |
| 4. PODCAST | 11. BIRTHDAY |
| 5. LIGHTING | 12. STUDIO SPACE |
| 6. CONTENT SPACE | 13. BURIAL |
| 7. MAKEUP | 14. EVENT SETUP |

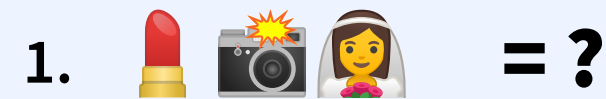
GAME 2:

Use emojis to describe the following services. Readers guess what service it represents.

Example:



ans: VIDEOGRAPHER



GAME 3. SERVICE SCRAMBLE:

Unscramble the letters below to reveal some of the exciting services LatestVibe offers. Think you know them all? Circle your answers and tag us when you're done!

- GRIAPHOTTOY = _____
- KOAMPU = _____
- VSGINRETAMIEL = _____
- DLOTEESCREN = _____
- HTGNLIGI = _____
- TNNECTOSECAP = _____
- CIADTOPS = _____
- HYADRTBI = _____
- NEORD = _____
- IDTSOUACPES = _____
- NIAVDEOGRYHP = _____
- SDDEGINW = _____
- RUILAB = _____

