HATCH

MARCOMMS ACADEMY

Where the next generation of ***Marcomms talent go to become.***



Powered by **SO&U**

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Letter from the Group Managing Director



“Talent is everywhere in Nigeria. Training for the real work of an agency is not.”

Hatch was built to close that gap. It is not a classroom. It is an apprenticeship, an academy, a creative laboratory and a professional community — all inside a working agency. Our Hatchlings learn by doing: on real briefs, beside the people who crack them for a living, measured against the standard we hold ourselves to.

We have one rule at SO&U: we sell, or else. Creativity that does not move a business is decoration. Hatch trains people who can think like strategists, craft like creatives and deliver like managers — and who understand the Nigerian consumer better than anyone writing from London or New York. And because the industry is changing fast, every Hatchling leaves fluent in the AI tools reshaping our work.

If you are ready to do the work, we are ready to open the door. **Come and get HATCHED.**



Udeme Ufot, MFR, frpa

HATCH AT A GLANCE

The Marcomms Academy built inside a working agency

HATCH Marcomms Academy is SO&U's post-graduate training programme for the next generation of marketing communications talent. Over 22 weeks, students go from having little or no agency experience to being ready to hit the ground running – learning how to take a brief, uncover the insight, develop the idea, craft the work and present it to a client.

Hatch is built and run inside SO&U, a Lagos-based integrated advertising agency with deep roots in financial services and FMCG communications. Our Hatchlings do not study the agency from a distance. They sit in it, work on its briefs, rotate through its departments and learn from the people who run them.

HATCH is now in its second iteration. After our first cohort graduated, we took what we learned from their experience and built it into the programme – making each department easier to understand, adding career guidance along the way, and shaping the curriculum around the realities of starting out in the industry.

We train across six disciplines: Strategy & Planning, PR & Experiential, Brand & Project Management, Copy & Content, Art Direction, and Digital. Every Hatchling develops a specialism, learns how to work across disciplines, and leaves the programme AI-fluent.

6
Specialisation tracks

22
Weeks
Foundation to Capstone

4
Stages, each closed by an assessment gate

1
Capstone Project

20
SO&U internal faculty

14+
Guest Facilitators

WHAT WE STAND FOR

Mission, Vision and Values

MISSION

To take talented young Nigerians from raw potential to agency-ready, by giving them the chance to learn, make and deliver real work in a real agency.

VISION

To build the talent ecosystem Africa's marketing communications industry looks to first: a community of HATCH alumni shaping the future of brand building across the continent.

Our Values

Value	What it means at HATCH
Learn by doing	Every concept ends in a piece of work. If you can't produce it, you haven't learnt it.
We sell, or else	Creativity is judged by what it does for the business. We train for commercial results, not awards alone.
Home-grown insight	Nigerian and African consumers, brands, media and business realities first. No borrowed case studies.
Every craft is core	Strategy, PR, Management, Copy, Art and Digital are equal. No discipline is the support act.
Integration over silos	Great campaigns are built by teams who understand each other's craft.
Feedback is fuel	Work is reviewed, critiqued and remade. The first draft is never the final one.
Community for life	Once hatched, always Hatch. Alumni mentor, hire and open doors for the next cohort.
Human judgement, and AI leverage	We use AI to go further and faster. The thinking, the taste and the responsibility stay human.

THE PROGRAMME

Programme Structure

Hatch runs in four stages. Each stage closes with an assessment gate you must pass to move on. Every Hatchling starts on common ground, goes deep in one craft, sees the whole agency, then proves it all on one integrated campaign.

STAGE 1 FOUNDATION Weeks 1 - 4 › **STAGE 2** SPECIALISATION Weeks 5 - 16 › **STAGE 3** AGENCY ROTATION Weeks 16 - 20 › **STAGE 4** CAPSTONE Weeks 20 - 22 › GRADUATION & SHOWCASE



Stage	Weeks	Focus	What you do	Outcome
1 Foundation	1 - 4	How agencies, brands and Nigerian consumers work.	Agency map and roles, marketing fundamentals, the brief, SMART objectives, STP, insight, the big idea, how agencies make money (retainer vs project), SOPs and SLAs, TVC/OVC basics, professional conduct, and the **AI for Marcomms** core module.	**Foundation assessment**
2 Specialisation	5 - 16	Deep craft in your chosen track.	Track modules, paired Copy + Art exercises, cross-track briefs, weekly critiques, track AI toolkit, weekly **AI Studio**.	**Track portfolio review**
3 Agency Rotation	16 - 20	How the whole agency works together.	Rotate through SO&U departments, shadow live accounts, sit in on client meetings and reviews, see how each department uses AI on live work.	**Rotation report + supervisor rating**
4 Capstone	20 - 22	One integrated campaign, start to finish.	Cross-track agency teams answer a real brand brief, use AI across the workflow and pitch it to a panel with an **AI workflow log.**	**Capstone pitch**

WHY HATCH

Not a classroom
Four things at once

1 An agency apprenticeship

Work inside SO&U, on live and simulated briefs, alongside working professionals

2 An academy

Follow a structured curriculum with clear stages, standards and assessment gates

3 A creative laboratory

Test ideas, fail safely, get critiqued, and make the work better

4 A professional community

Leave with mentors, peers and alumni who stay in your corner

What you won't find anywhere else

01 **Real agency, real work.** You learn in the building where campaigns for major Nigerian brands are made — not in a lecture hall.

02 **Six disciplines, one team.** You specialise in one craft and learn how it plugs into the other five.

03 **AI-fluent by design.** Every track teaches the AI tools and workflows of its craft. You graduate as a Hatch AI practitioner, not just someone who has tried ChatGPT.

04 **The SO&U standard.** Trained into the frameworks our teams use every day: The Big Idea, the 4D Process and "We Sell or Else."

05 **Nigerian to the core.** Every brief, case and example is built on Nigerian and African brands, consumers and media behaviour.

06 **A portfolio, not just a certificate.** You graduate with finished work you can show an employer on day one.

07 **Agency rotation.** You see how every department runs before you choose where you belong.

08 **Rebuilt from feedback.** Hatch 2.0 was reshaped by what our first graduates told us they needed.

The Programme at a Glance

Programme	Hatch Marcomms: Post Graduate Agency Readiness Programme
Duration	22 weeks
Learning formula	On-site
Schedule	**Tue–Thursday, 9am–5pm**
Next intake	Feb 2027
Application window	**Open 10th October**
Cohort size	**10 Per track**
Tracks	6 (Each Hatchling specialises in one)
Programme fee	₦500,000
On completion	Hatch Marcomms Academy Certificate of Completion



Hatchlings Presenting

SPECIALISATION

The Six Tracks

Every Hatchling chooses one track and goes deep. All six are equal core disciplines, and each is taught as **KNOW → DO → PRODUCE:** the knowledge you need, the skills you practise, and the work you leave with. Every track also carries an AI edge.

01

Applied AI

Strategy & Planning

You'll become the person who finds the human truth that unlocks the business problem.

First roles: Junior Strategist · Planning Executive · Research Analyst



02

AI Heavy

PR & Experiential

You'll become the person who earns attention and builds moments people show up for.

First roles: PR Executive · Experiential Executive · Immersive Experience Producer · Media Relations Officer



03

Applied AI

Brand & Project

You'll become the person who runs the account, the client and the timeline.

First roles: Account/Brand Executive · Account/Brand Manager · Account Director



04

Core AI

Copy & Content

You'll become the person who turns strategy into campaigns people remember.

First roles: Junior Copywriter · Content Writer · Scriptwriter



05

AI Heavy

Art Direction

You'll become the person who turns ideas into visual stories people can't ignore.

First roles: Junior Art Director · Visualiser · AI Content Producer · Motion & 3D Designer



06

Core AI

Digital

You'll become the person who makes brands work where Nigerians actually spend their time.

First roles: Social Media Executive · Community Manager · Digital Planner Director



TRACK 1

Strategy & Planning

TRACK 1

Strategy & Planning

Find the truth. Frame the problem. Point the work.

Strategy is where every great campaign starts. This track trains you to move from a business problem to a human problem, find the insight inbetween and write the brief that points the creative team at the answer.

KNOW

- Marketing and brand fundamentals
- Category and competitor dynamics
- Media behaviour Research methods
- SMART objectives and 3I[3] strategy framework
- And modules in **brand and project management**
- The Nigerian consumer across regions, income bands and generations

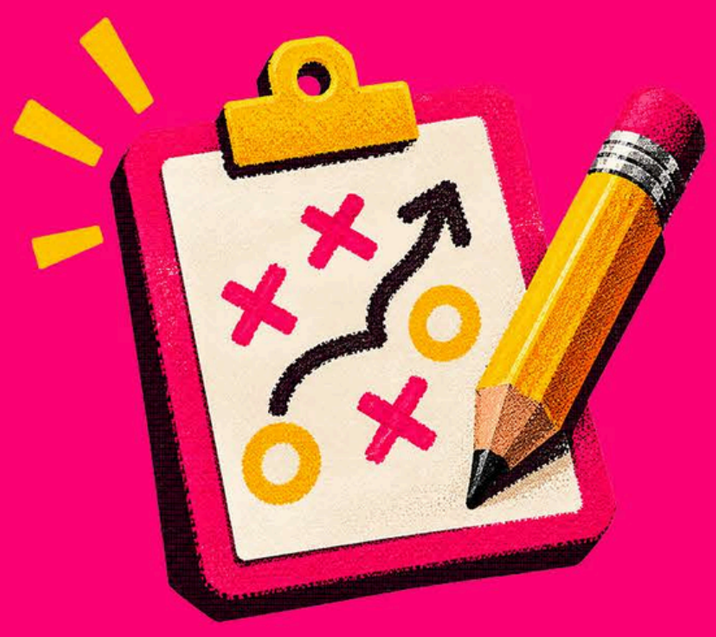
DO

- Consumer interviews and market walks
- Desk and social listening research
- Insight mining
- Writing and debating briefs Building communication strategies
- Measurement planning

PRODUCE

- A consumer insight report
- A completed creative brief
- A communication strategy deck
- A measurement framework

Sample modules: Business Problem to Human Problem · Insight: What It Is and Isn't · The 8-Box Brief · Positioning and Brand Architecture · Comms Planning and the Customer Journey · Effectiveness and Measurement.





TRACK 2

PR & Experiential

TRACK 2

PR & Experiential

Earn the headline. Build the moment.

Not every brand story is bought. This track trains you to earn media, manage reputation and design live experiences that people talk about long after the event — from product launches to on-ground activations across Nigeria. It is one of Hatch's two AI-heavy tracks (see the AI Experience Lab overleaf).

KNOW

- How the Nigerian media landscape works
- Newsroom and influencer dynamics
- Reputation and crisis management
- Event and activation planning Sponsorship

DO

- Writing press releases and media pitches
- Building media lists Planning a launch or activation
- Crisis simulations Experiential budgeting and
- run-of-show

PRODUCE

- A PR plan with press kit
- A crisis response simulation
- An experiential activation proposal with budget and run-of-show

Sample modules: Earned Media in Nigeria · Writing for the Newsroom · Influencer and Creator Relations · Crisis and Reputation · Designing Experiences · Activation Logistics and Budgets



AI-HEAVY TRACK · PR & EXPERIENTIAL

The AI Experience Lab

PR & Experiential is Hatch's second AI-heavy track. Hatchlings learn to use AI to shape a brand's story across earned media and live experiences, and to design, visualise and film experiences in 3D and video before a single naira is spent on build.

AI module	What you learn	What you make
01 **AI Brand Storytelling for PR**	Building the brand narrative, news angles and story arcs that earn coverage; AI for media monitoring, sentiment and first drafts	A story-led PR plan with press kit
02 **3D Experience Design**	AI-assisted 3D stage, booth and venue design; virtual walkthroughs; sponsor and branding visualisation	A 3D walkthrough of an activation or launch
03 **Immersive & Interactive**	Projection-mapping content, AR filters and experiences, AI photo booths and interactive installations	An immersive experience concept with prototype
04 **Event Film & Content**	AI-assisted event teasers, live content capture and fast-turnaround recap films for social and PR	An AI-assisted event teaser and recap film
05 **AI Crisis War-Room**	Simulated crises run by AI in real time; drafting holding statements under pressure	A crisis simulation response
06 **Ethics & Rights**	Consent for attendee capture, data protection (NDPA 2023), deepfake risk and disclosure	A consent and data plan for every activation

Portfolio output: A 3D activation walkthrough, an immersive experience concept, an event film and a PR plan.





TRACK 3

Brand & Project Management

TRACK 3

Brand & Project Management

Own the client. Own the timeline. Deliver.

This track trains you to manage clients, run projects from brief to delivery and keep quality, time and money on track.

KNOW

- Agency structure and workflow
- Client service fundamentals
- Brand management fundamentals
- Communication mix/channel development
- Scope mapping, estimates, retainer vs project fees development
- SOPs and SLAs Production development(TVC, OVC, print, OOH)
- Execution planning and management
- Measurement and reporting
- **...and modules in strategy & planning**

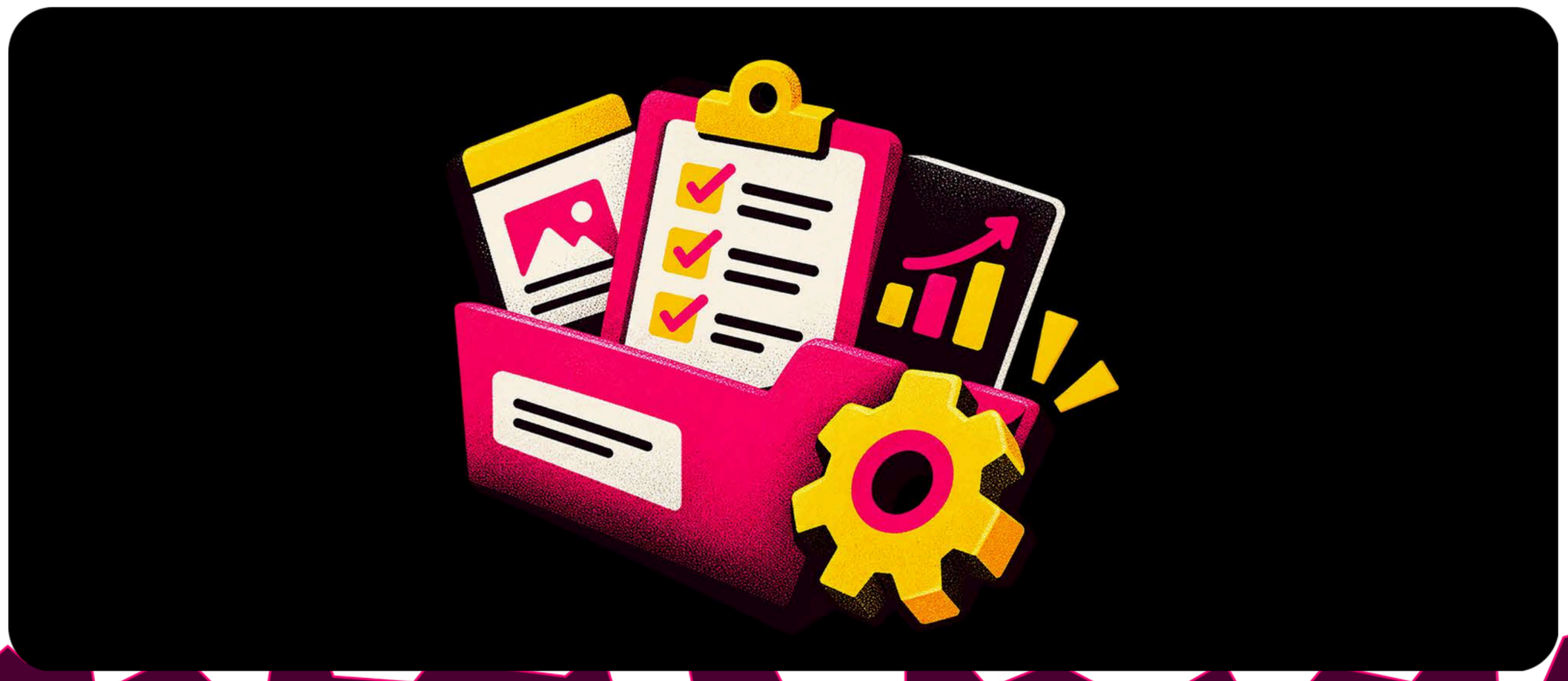
DO

- Taking a client brief
- Developing communication plan
- Writing contact reports
- Building timelines and estimates
- Running status meetings
- Presenting and defending work

PRODUCE

- A client brief and contact report
- A project plan with timeline and estimate
- A status report
- A client presentation

Sample modules: The Agency Map · Client Service Essentials · Briefing and Debriefing · Scoping, Estimating and Fees · Production Management · Presenting and Selling the Work





TRACK 4

Copy & Content

TRACK 4

Copy & Content

Say it so they remember it.

Copywriters turn strategy into words that stick — in English, in Pidgin, in the rhythm of the street and the boardroom. This track trains you to build campaigns, write headlines, scripts and content that sell, working side by side with an art director.

KNOW

- From brief to big idea
- The big idea test
- Writing a campaign headline
  Brand voice & tone of voice
  Language, culture & context
- Writing for different audiences
- Writing across advertising formats: OOH, print, radio, TVC, social & digita

DO

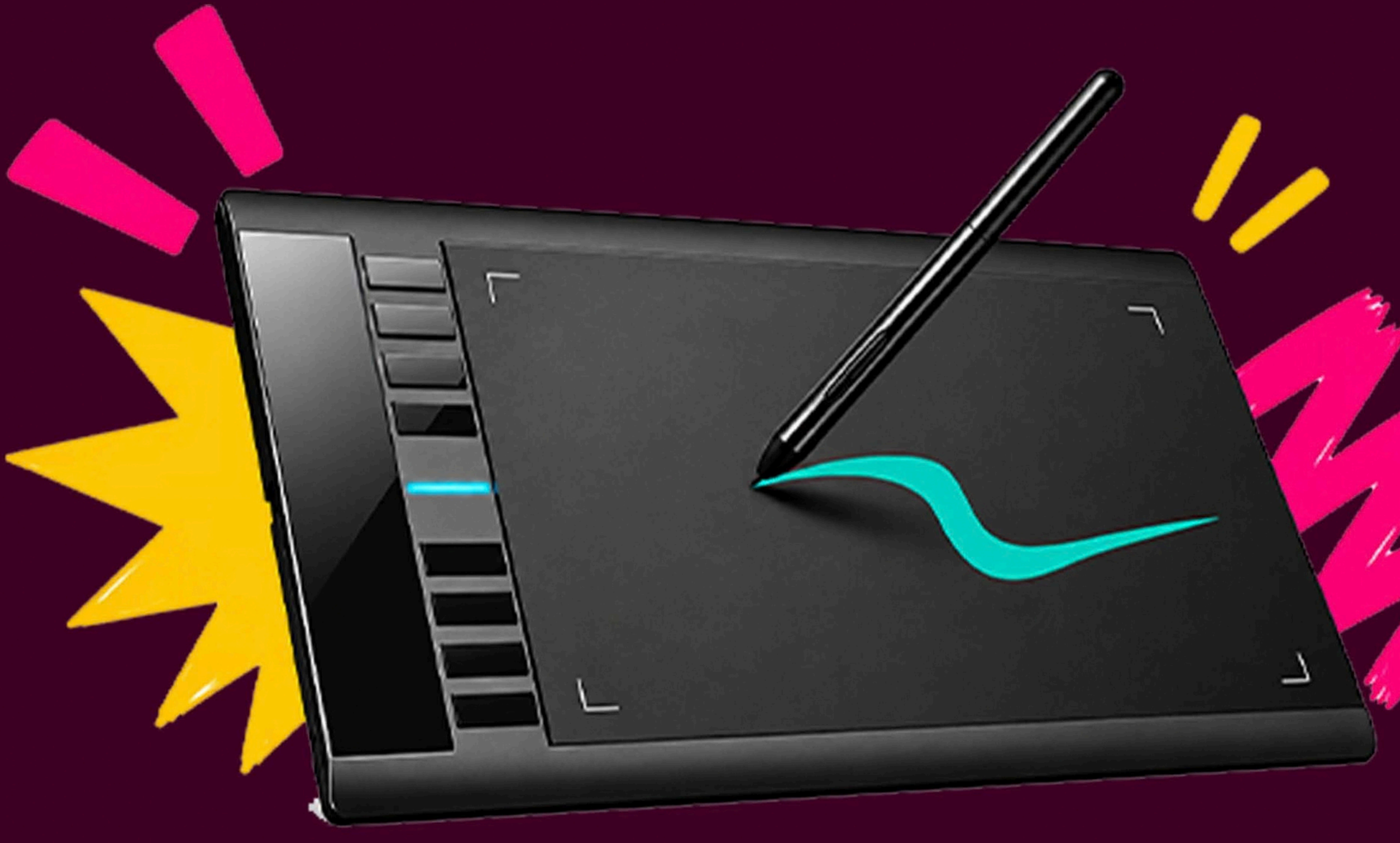
- Headline drills
  Body copy drills
- Radio scripting
- TVC/OVC scripting
- Storytelling for advertising
- Writing social content
- Presenting and defending your work

PRODUCE

- A campaign concept with headlines and body copy
- A radio script
- A TVC/OVC script
- A social content series

Sample modules: From Brief to Big Idea · Headlines That Work · Writing for Radio and Screen · Brand Voice and Nigerian Language · Content and Social Writing · Presenting Your Work





TRACK 4

Art Direction

TRACK 5

Art Direction

Make the idea impossible to ignore.

This track trains you to think visually, concept with a copywriter and craft work that stops people on a Lagos billboard or in a crowded feed. It is one of Hatch's two AI-heavy tracks: see the AI Production Lab overleaf.

KNOW

- Visual Communication Principles
- Design Principles (Hierarchy, Layout, Typography, Colour, and Composition)
- Brand Identity Systems
- Idea Generation for Art Direction (Visual Metaphors and Design Styles)
- Rudiments of Photo Manipulation
- Handling Design Briefs
- Photography and Film Direction Basics (Storyboarding and AI

DO

- Scamps and thumbnails
- Paired Copy + Art concepting
- Layouts and key visuals
- Brand identity exercises
- Shoot and storyboard planning
- Critiques

PRODUCE

- Campaign key visual and adaptations
- A brand identity mini-system
- A storyboard
- A social visual series

Sample modules: Thinking in Pictures · Layout and Typography · Identity Systems · Storyboarding and Directing Shoots · Designing for OOH and Digital · Craft and Finishing



AI-HEAVY TRACK · ART DIRECTION

The AI Production Lab

Art Direction is one of Hatch's two AI-heavy tracks. Hatchlings learn to tell brand stories and produce video and 3D work with AI at a speed and cost Nigerian brands could not reach before – while keeping the craft, taste and cultural truth that make the work land.

AI module	What you learn	What you make
01 AI Brand Storytelling	Turning a Big Idea into a story world: characters, scenes, visual language and consistency across a campaign	A brand story bible with AI-generated look and feel
02 AI Image & Key Visual	Generating, compositing and retouching campaign imagery; product shots without a studio; Nigerian faces, places and styling with care, not clichés	A campaign key visual and adaptations across OOH, print and social
03 AI Storyboard to Animatic	From script to AI storyboard frames to a timed, voiced animatic that sells the idea to a client	A TVC/OVC animatic
04 AI Video Production	Text- and image-to-video, shot consistency, AI-assisted editing, voice, music and sound design, and finishing to broadcast and social specs	A 30–60 second AI-produced brand film
05 AI 3D & CGI	AI-assisted 3D modelling, product renders, virtual sets and CGI out-of-home (the "fake OOH" format)	A 3D product render and a CGI OOH piece
06 Motion & Social Video	Motion graphics and short-form vertical video at scale	A short-form social video series
07 Ethics & Rights	Likeness and consent, copyright, model licensing, disclosure and client approvals for AI-made work	An IP and consent checklist on every piece

Portfolio output: an AI-produced brand film, a 3D/CGI piece and a key visual system, each with a process board showing the human decisions.



TRACK 5

Digital

TRACK 6

Digital

Win where Nigerians spend their time.

Nigerian consumers live on their phones — on WhatsApp, Instagram, TikTok and X. This track trains you to plan, create and manage brand presence on social and digital platforms, and to prove what it delivers.

KNOW

- Nigerian digital and social behaviour
- Platform mechanics
- Creator and influencer economy
- Community management
- Paid social basics
- Analytics and reporting
- Spot online trends

DO

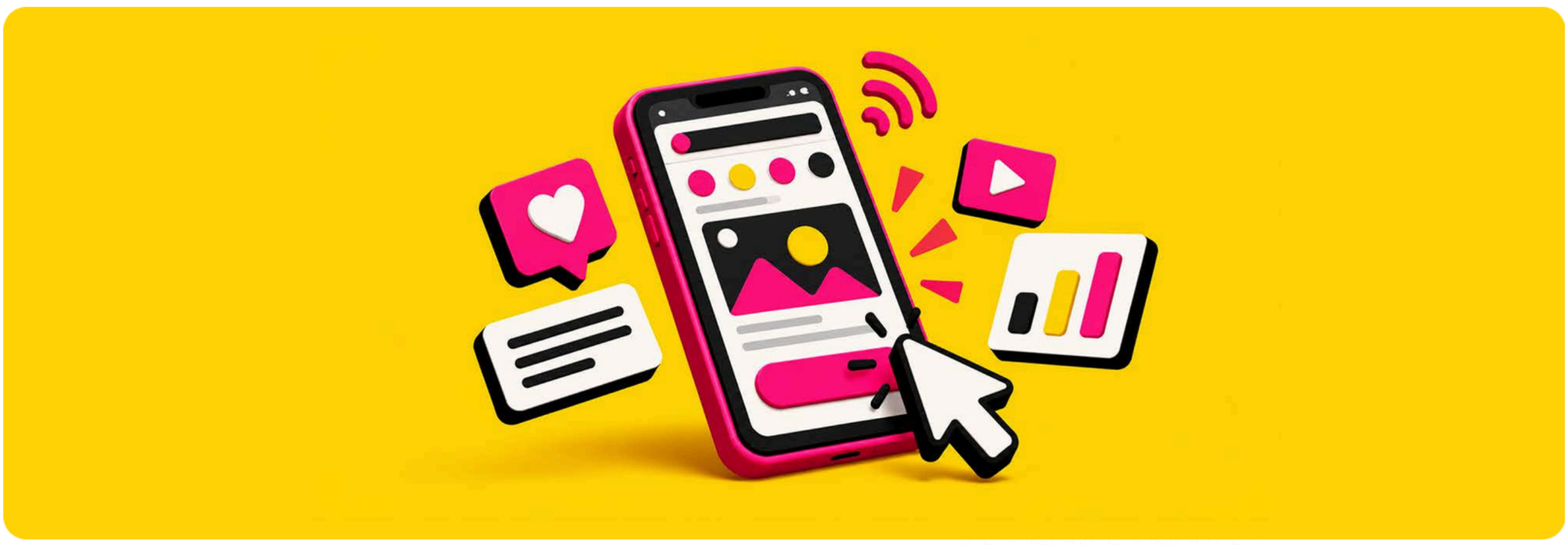
- Platform audits
- Content planning
- Community management simulations
- Influencer briefs
- Campaign set-up
- Reading and reporting data

PRODUCE

- A social media strategy and content calendar
- An influencer campaign plan
- A campaign performance report
- Media buying
- Digital strategy
- **Digital Audit**

Sample modules: The Nigerian Digital Landscape · Platform Playbooks · Content That Travels · Community and Creator Management · Paid Social Essentials · Analytics and Reporting

Scaling content across platforms · AI-driven ad buying and creative testing · social listening and performance analytics · building WhatsApp and chatbot flows. Portfolio output: an AI-assisted content engine and a campaign performance report.



HOW WE WORK

How You Are Assessed

Win where Nigerians spend their time.

Hatchlings are measured against a nine-part competency framework, and graded as a senior agency director would grade a junior's work.

1 Knowledge

Understands the concepts, the market and the Nigerian consumer



2 Thinking

Moves from problem to insight to idea with sharp logic



3 Craft

Produces work of professional quality in their track



4 Application

Applies the right tool to the real brief



5 Collaboration

Works well across disciplines and in teams



6 Presentation

Sells the work clearly and with confidence



7 Professionalism

Punctual, prepared, open to feedback, meets deadlines



8 Commercial awareness

Knows how the work drives the client's business



9 AI fluency

Uses AI to work faster and better, checks its output, uses it responsibly. Earns the Hatch AI Practitioner endorsement.



Work is scored out of 100 against weighted rubrics, with a letter band. Four assessment gates close the four stages. Off-brief work is graded and penalised, not ignored – because clients don't give zeros, they give feedback.

Four weeks. Six crafts. One campaign.

Hatchlings form cross-track agency teams, receive a real brand brief and build a full integrated campaign – strategy, idea, copy, art, digital, PR and experiential, delivery plan and measurement. AI is used across the workflow and documented in an AI workflow log: where AI helped, what humans changed, and why. Every capstone includes an AI-produced brand film and a 3D experience concept, led by the team's Art Direction and PR & Experiential Hatchlings.

Hatchlings pitch to a panel of SO&U leadership and industry guests. The capstone is graded twice: on each Hatchling's mastery of their own craft, and on the quality of the campaign as a whole.



HATCH EXPERIENCES

Beyond the Classroom

Hatch is more than its curriculum.

These experiences run alongside the four stages.

Experience	What it is
01 Agency Rotation	Time inside every SO&U department, from strategy to production
02 The AI Studio	A weekly hands-on lab: new tools, live challenges, human vs Machine briefs and a personal prompt library
03 Mentorship	Each Hatchling paired with an SO&U professional for the programme
04 Career Guidance	CV and portfolio reviews, interview prep and career conversations, built into the programme
05 Industry Masterclasses	Sessions with leaders from client-side marketing, PR, regulation and industry bodies
06 Client-Side Conversations	Brand managers from Nigerian companies explain what they expect from an agency
07 Market Walks	Field trips to markets, malls and neighbourhoods to watch Nigerian consumers in real life
08 Soft Skills Lab	Presenting, pitching, business writing, time management and professional etiquette
09 Portfolio Showcase & Graduation	Hatchlings present their best work to agencies, clients and alumni
10 Alumni Network	Lifelong access to the Hatch community, events and opportunities



FACULTY

Taught by the people who do the work

Hatch faculty are working practitioners – SO&U department heads and senior professionals, supported by guest facilitators from across Nigeria's marketing communications industry.

PROGRAMME LEADERSHIP



Udeme Ufot
Group Managing Director, SO&U ·
Project Sponsor



Williams Jonah
Project Director
Brand Mgt.



Tomisin A.
Career Service Director

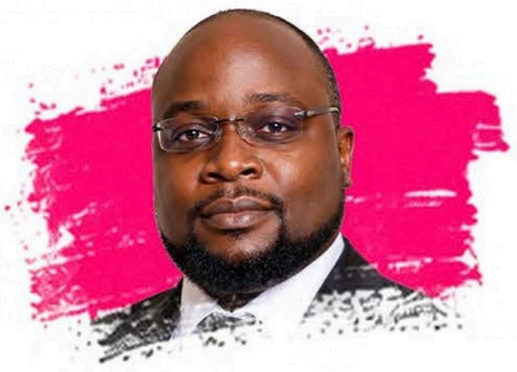


Dami Aiki
Comms Director
Copy

FACULTY



Idongesit Iniama
COO, SO&U
Brand mgt



Ani Ufot
Associate Director, Strategy.
SO&U
Strategy



Dami Adeyemi
COO, Redrick PR
PR & Exp.



Ayo Deji
COO, Soulcomms
PR & Exp.



John Paul
CD/Co-founder,
This&That
Copy



Olumide Odofin
Brand Director
Brand Mtg.

FACULTY



Ugochukwu
Business Director,
Soulcomms
PR



Tunde A,
Business Director,
Vyrus
Digital



Mojisola
COO, Bouncles
PR



Kolade Akintola
CD, SO&U,
Art Direction



Inomakora,
Group Head, SO&U
Art Direction



Mathew
Deputy Creative Director
SO&U
Art Direction



Tolu Ajifola
Associate Director,
Vyrus
Digital



Wilfred Emmanuel
Senior Group Head, Digital
Dentsu
Digital

PARTNERS & CAREERS

Industry Partners & Career Services

ARCON
Advertising Regulatory Council Of Nigeria

ASSOCIATION OF ADVERTISING AGENCIES OF NIGERIA

NIP
Professionalism & Excellence

You don't just graduate
You get placed on a path

Career guidance runs through all 22 weeks, not just the last one.
Our graduates asked for this, so we built it in.

Discover
Foundation

Try every discipline, then choose the track that fits your strengths

Build
Specialisation + Rotation

Build a portfolio of real work, with feedback from the people who hire

Launch
Capstone + Showcase

CV and portfolio review, interview prep, and introductions to hiring teams

Where Hatch can lead

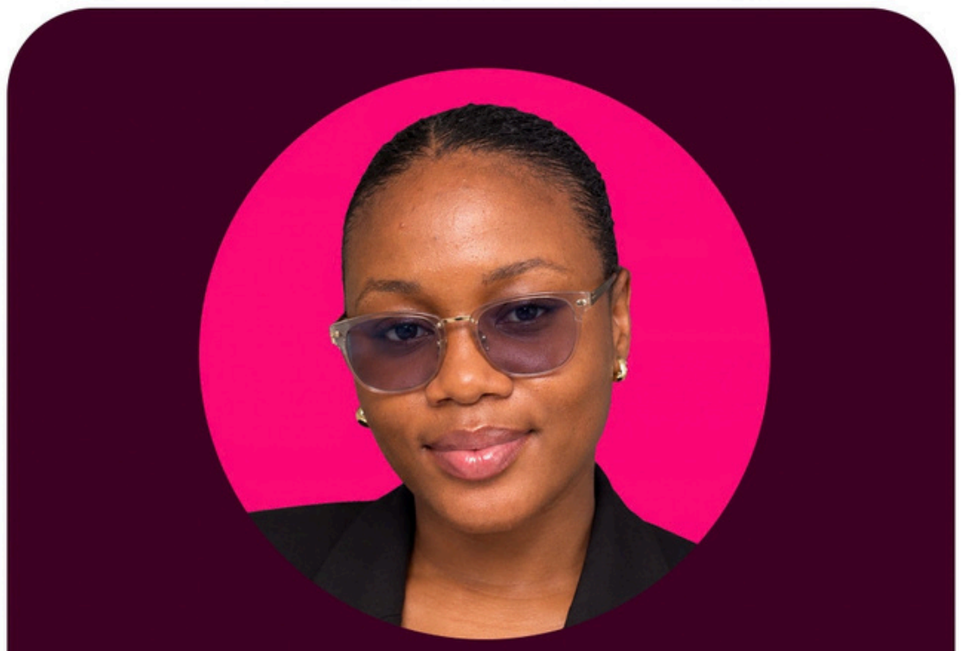
1	Placement or internship at SO&U
2	Referrals to partner agencies and client marketing teams
3	Freelance and creator pathways for Copy, Art and Digital graduates, where AI-fluent solo talent is in high demand
4	Alumni job board and referrals

70%
Cohort 1 graduates hired or retained by SO&U

100%
Cohort 1 graduates who would recommend Hatch

FROM OUR HATCHLINGS

In Their Words



Emem Usen
PR, ***Soulcomms***

"Hatch made me choose the work."



Adaolisa
Strategy, ***SO&U***

"Hatch turned my fear into confidence."



Alilbrahim Chioma
Digital, ***Vyrus***

"I walked in with potential. I walked out with proof."



Boniface Abah
Strategy, ***SO&U***

"Two weeks after we presented, I got an offer."

JOINING HATCH

Who Should Apply?

Career guidance runs through all 22 weeks, not just the last one.
Our graduates asked for this, so we built it in.

You are...	You are not...
A recent graduate in any discipline	Looking for a lecture-only course
Obsessed with brands, culture, ideas or people	Expecting to be spoon-fed
Ready to take feedback and re-make your work	Precious about your first draft
Able to commit full-time for 22 weeks	Juggling a full-time job

Who Should Apply?

- A first degree or HND
- NYSC discharge or exemption certificate
- Strong written and spoken English
- A personal laptop
- A short creative or written task set by Hatch, submitted with your application
- Portfolio optional for Copy and Art Direction applicants

Admissions

Hatch is selective by design.

1 Apply › 2 Screen › 3 Offer › 4 Enrolment

Step		What happens
1.	**Apply**	Fill an online form
2.	**Screening**	Applications reviewed against entry requirements
3.	**Offer**	Successful candidates receive an offer letter
4.	**Enrolment**	Fee payment and onboarding

INVESTMENT & OUTCOMES

Fees & Where Hatchlings Work

PROGRAMME FEE

₦500,000

Full payment	~~₦500,000~~
Instalments	**70% on acceptance, 40% by week 4**
Payment details	Account no. 0000825656 Access Bank SO&U LTD

SO&U

vyrus

soulcomms

ROVATEL

X3M IDEAS

YDx Agency Ltd

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