

## Audience Perception of Akwa Ibom State Dakkada Mantra Rebranding Campaign: A study of Uyo Residents

Daniel Tooohukwu Ezegwu<sup>1</sup>  
Sylvia Obianuju Asodike<sup>2</sup>  
Edith Chinelo Onuama<sup>3</sup>  
Ukatu Cindy<sup>4</sup>

Department of Mass Communication, Samauel Adegboyega University, Edo  
State, Nigeria<sup>1</sup>

Department of Mass Communication, Tansian University, Umunya,<sup>2</sup>  
Anambra State, Nigeria

School of General Studies, Michael Okpara University of Agriculture,<sup>3</sup>  
Umudike, Abia State, Nigeria

,Department of Mass Communication, Samuel Adegboyega University<sup>4</sup>  
Ogwa, Edo State, Nigeria

ezegwudaniel@gmail.com<sup>1</sup>

sylviaasodike@yahoo.com<sup>2</sup>

enellie88@gmail.com<sup>3</sup>

### Abstract

*Dakkada is a change communication strategy initiated by Akwa Ibom State Government to rebrand the State. Dakkada is an Ibibio word that simply means ARISE! The Dakkada initiative is the brain child of the Akwa Ibom State Government. It is a call to the citizens of the State and need to rise above pettiness and move into greatness founded on good ethos. It is about attitudinal cum mental reformation and economic regeneration. This study examined Uyo audience perception of re-branding Akwa Ibom State with Dakkada mantra. The study investigates how Uyo residents perceive Dakkada campaign message, to examine what interest Uyo residents in Dakkada campaign message and to determine the medium through which respondents access the Dakkada campaign messages. The study employed survey research method. Results showed that residents of Uyo metropolis perceived the Dakkada campaign initiative as a positive development. Uyo residents preferred the content of Dakkada message and they accessed the Dakkada messages through radio medium. The study recommended that Akwa Ibom people should develop more positive attitudes towards Dakkada campaign and embrace it whole heartedly.*

**Keywords:** Dakkada, Akwa Ibom, Branding, Rebranding and Campaign.

## Introduction

Rebranding and branding are two closely related marketing techniques traditionally associated with products and services. In recent times, these marketing techniques (rebranding and branding) have been imported by some countries in their bid to market their cities, services, regions to the rest of the globe thereby increase their international profile, attract or improve their foreign direct investments and earnings from tourism and trade (Agba, Agba, Ushie and Akwara, 2009). For example, Nworah (2009) observed that the Nigerian government through the Federal Ministry of Information and National Orientation launched the Nigeria Image Project in July 2004, following in the footsteps of some other African States which had launched similar image campaigns such as Uganda's "Gifted by Nature" campaign, and "proudly South African" image programme.

In related development, some States in Nigeria are beginning to employ branding and marketing techniques to rake in all the goodies it presents. The Olusegun Mimiko (former governor) administration in Ondo State championed the catchy "*Isetakun takun*" campaign to reignite the culture of hard work as antidote to success. In 2014, Kwara State followed suit with its rebranding initiative aimed at making the State investment hub for growth. The likes of Kebbi and Ekiti States have also gone ahead to make bold statement and reposition their States. Same with the government of the State of Osun, which pushed the "*Ipinle omoluabi*" campaign to promote virtues. Such efforts, it is believed, has propelled the state to occupy second position in human development ranking, according to Oxford Poverty Human Development Index (Alasa, 2015).

However, twenty-eight years after its formation, Akwa Ibom has joined other Nigerian States to set an agenda for its own rebranding and development. It is a narrative that unveils the roadmap of how the State can metamorphose into a community of people ready to take charge of their destinies. One way the State has sought to achieve this is a rebranding campaign tagged "Dakkadaism", a project which seeks to first awaken the spirit of its indigenes to the possibilities and miracles that abound in the sky for those who choose to "rise" with the vision. Dakkada is a mass movement that seeks to purge the mind of its penchant for excesses and empower citizens to become what they truly should be.

Although, before the launch of Dakkada campaign by Governor Emmanuel Udom on September 23, 2015 during the celebration of the State's 28th, anniversary of its existence. The struggle of Akwa Ibom people to reinvent themselves as God's creation capable of self-assertion actually started in 1992 during the era of the late Obong Akpan Isemin. The then governor had reasoned that as a man thinketh, so shall it be. He repudiated the "*Etok syndrome*", the mindset of tokenism that had become the trait of Akwa Ibom people and charged them to rise to the occasion of thinking in huge measures. It was an advocacy that lent credence to the assertion that what the mind can conceive, the man can achieve. The advocacy motivated Akwa Ibomite to begin to think out of the box.

Further, the Obong Victor Attah, administration (1999-2007) fared fairly well in terms of galvanizing Akwa Ibom people towards self-assertion. Apart from his dogged agitation for resource control, he set up Ethical and Attitude Re-orientation Commission (EARCOM), to deal with the psyche element which had defied the 'etok'syndrome' campaign. Senator Godswill Akpabio administration (2007- 2015) came up with its mantra, "*uncommon transformation and Akwa Ibom Ado ok*". The phrase is loosely translated as "Akwa Ibom is okay. Meanwhile, Dakkada is an Ibibio word that simply means **ARISE!** On the surface, one might be too carried away by the challenges of the moment, but upon closer reflection, it is the call to the inner man to look beyond the challenges of the moment. It is the inspiration to call on the deep, to reach down to the inner strength, to reflect and refocus, to see beyond the physical, the ordinary, and the mundane. The Governor said the power behind the campaign is for the people to change their mindset, despite militating factors. Udom succinctly captures it:

But the greatest developing is in the mind. Let every Akwa Ibom son and daughter know that no matter the circumstances they find themselves, they can rise and shine like a million stars. Let us rise to illuminate our world with our God-given talents and potentials. It is a product of the mind if you can dream it, you can make it. But the demand today, which has brought us together to launch this Dakkada campaign, is that we must rise up as a people, take the ark of faith and go around the walls so that they will tumble down like the walls of Jericho. That is the power behind the Dakkada campaign (Ademigbuji, 2015, p.7).

Since the launched of the campaign, reactions have been divergent, there have been argument and counter-argument and propositions about it. It is against this foregoing background the study analyses Uyo residents perception of re-branding Akwa Ibom State with Dakkada mantra.

### **Statement of the Problem**

The new Akwa Ibom State government re-branding slogans "Dakkada" has been buzzing everywhere and has steadily begun to assume national applaud. The Dakkada initiative is the brain child of the Akwa Ibom State government with Governor Udom Emmanuel as its progenitor. Dakkada according to Governor Udom is a clarion call to Akwa Ibomites to rise to the faith of greatness, spiritual rebirth and moral transformation. Dakkada means arise, it is a call to rise above pettiness and move into greatness founded on good culture. It is about attitudinal cum mental reformation and economic regeneration.

Therefore, when Governor Udom Emmanuel launched the Dakkada campaign as part of efforts aimed at rebranding the State during 28th anniversary of the State on September 23, 2015, he states that:

If we were to situate this moment in the context of the Bible, it would be that we have crossed River Jordan. Behind us is the wilderness and before us is the Promised Land. We can look back and remember our exodus from Cross River State, when God granted our wish 28 years ago, with the creation of this State that is appropriately named after him. We can remember the years we toiled in the wilderness as house helps and servants in the nooks and crannies of our nation. Yes, we can still remember the days we wallowed in under-development and scorn as we struggled to find our feet and catch up with other States in our country (Ademigbyji, 2015, p.4.).

This campaign thus aims to reawaken the consciousness of Akwa Ibom to a life of moral uprightness, build their confidence, refocus and challenge them to become great citizens of Akwa Ibom State. Since the launched of the campaign, reactions have been divergent, there have been argument and counter-arguments and propositions about it. Thus, the study assesses Uyo audience perception of re-branding Akwa Ibom State with Dakkada mantra. The study seek to know: How do Uyo residents perceive Dakkada mantra? What interest the audience in Dakkada campaign mantra? What is the medium through which the respondents access Dakkada campaign message?

### **Research Objectives**

The purpose of this study was to ascertain Uyo residents' perception of Dakkada campaign. Specifically, the study sought to:

1. Ascertain how Uyo residents perceive Dakkada campaign message.
2. Examine what interest Uyo residents in Dakkada campaign message.
3. Determine the medium through which respondents access the Dakkada campaign message.
4. Determine the extent to which Uyo resident is influenced by Dakkada message campaign.

### **Research Questions**

In consonance with the objectives of the research, the following research questions were posed for investigation:

1. How has Uyo residents perceive Dakkada campaign message?
2. What interest the audience in Dakkada Campaign message?
3. What is the medium through which the respondents access Dakkada campaign message?
4. To what extent are Uyo residents influence by Dakkada campaign message?

## Literature Review

### Branding

Branding is the marketing and management process that gives a product, service, organisation or personality a unique identity and image such that it is easily and positively identifiable and distinct from the competition. Branding is endowing products and services with the power of brand (Kotler and Keller, 2006). Okon and Morgan (2010) opine that branding serves to distinguish, differentiate and illuminate a product's potentials. They adds that in the corporate world, branding serves to attract prospects to an offer with promises of benefits and satisfaction and that identifying the needs and wants of prospects is the pivot upon which branding rests.

In related development, Tang (2009) gives an extensive discussion on rebranding in different forms and nature. Keller (1999) in Tang (2009) explains rebranding strategies as parts of repositioning without destroying existing loyalty. While Daly and Moloney (2004) in Tang (2009) argues that rebranding can be viewed as a continuum which refers to three change categories with respective change formats, minor changes (Aesthetics), intermediate changes (Reposition) and complete change (Rebranding). Stuart and Muzellec (2004) in Tang (2009) assert that rebranding can be achieved with the changes of brand identity, which can be categorised into three main types: Name, Logo and Slogan changes.

Above all, rebranding a State unlike a commodity has to do more with image laundering than re-engineering of a product. Rebranding Akwa Ibom State, consists of sensible and deliberately planned and implemented activities aimed at projecting Akwa Ibom in a new and positive image in the minds of the rest of Nigeria and beyond with the prospect of attracting inward tourism and investors to the State. Also, branding Akwa Ibom with Dakkada is an invitation to abandon the negative tendencies of religion, tribe, gender witch-hunting, child-witch branding and language in the dark shelf of history and embrace the astounding opportunities that abound everywhere in the State.

### Understanding Perception in Communication

The need to explore the inner meaning of perception is vital in this study. Perception (from the latin *perceptio, percipio*) is the organisation, identification, and interpretation of sensory information in order to represent and understand the environment (Schacter, 2011). Perception is a psychological term that simply points to an individual's ability to see, hear or understand or give meaning to certain objects. It is a useful concept in communication because the way participants in any communication situation interact depends on their understanding of the coded signals employed for communication process.

According to Obaje (2008, cited in Kajuru, 2015), perception of events involves the interplay physiological, cognitive and cultural processes which operate in people and groups. The major driving force in any situation is 'perception' a concept which refers to the way we see something, a situation, idea or action. Pearson (2005 cited in

Mohammed, 2008, p.32) avers that “perception influences our experience and assessment of others and our communication with them”. She further added that “perception affects self-concept, self-efficiency and presentation of one’s self.

Therefore, public perception is the way that a large number of people view and understand certain communications. Public perception sounds a lot like public opinion but there is a subtle difference. An opinion is neither right nor wrong. It is how a person feels about something based on the available information, combined with individual values and beliefs. The capacity to manipulate public perception has huge consequence in the domain or field of public relations, marketing, advertising and public campaigns.

### **An Overview of Dakkada Campaign**

Dakkada is an Ibibio word that simply means Arise. The campaign launched was by Governor Udom Emmanuel on September 23, 2015 during the celebration of 28 years existence of Akwa Ibom State (The State was created in September 23, 1987). The Governor stated that the ‘Dakkada’ campaign was a clarion call for all Akwa Ibom people to rise to their true potential of greatness, spiritual rebirth, moral transformation and re-orientation. The campaign is a call to the faith that with God all things are possible; a call to rise to the faith that we can rise beyond biases, ethnicity, religion and gender; a call to rise to faith of our human and intellectual resources, to chart a new course for the present and future generations of Akwa Ibomites. Dakkada is call on the people to rise to greatness, because according to Udom, Akwa Ibom is destined to be great.

The 1:03 seconds advert reveals a Sky reflecting nightfall. Then came the Governor, Udom, decked in a typical South-South traditional suit and cap, he calls on the citizens “Akwa Ibomites, rise to the faith of greatness”. To enhance recall of the call to action, he says again, “rise to the faith of greatness that with God all things are possible” (Ademigbuji, 2015). The next scenes show young people, technicians at work, fishermen casting net from the Canoe, professionals in the office environment working with passion, the elders drinking palm wine, with the governor’s voice over saying; “Rise to the faith that as people, we can move beyond biases, ethnicity, religion and gender.

As his voice ran throughout the commercial, charging the citizens, he says: “Rise to togetherness, rise to chart a new course for us, our children and a generation of Akwa Ibomites unborn, hold fast the confession of hope, without wavering, for he who promised is faithful”. Displaying various actualities to communicate every line of the message, Udom showed passion about the rebirth of his people.

### **Review Empirical Studies**

Ezegwu, Asodike and Ekezie (2017) examined Anambra State audience reaction to media coverage of “change begins with me” campaign. The study aimed at ascertaining how regular Nigerian media report issues bordering on the change begins with me campaign and determine the media that report the campaigns regularly. The study used survey research technique. It adopts a sampled of 300 respondents,

purposively drawn from Akwa, Onithsha and Nnewi. The study found that Nigerian mass media rarely report the change begins with me campaign very regularly. Government owned media report the campaign often than privately owned media and Anambra residents were not satisfied with the way and manner the media reports change begins with me campaign. The study recommends that the Nigerian media should be at the forefront of promoting applaudable government policies and programmes like the change begins with me campaign.

Onyebuchi (2010) examined media coverage of the rebranding Nigeria campaigns. The essence of the study was to ascertain the extent to which the media have been able to cover the re-branding Nigeria campaign. Using content analysis. The researcher assessed three national dailies, *ThisDay*, *The Daily Sun* and *The Guardian* newspapers. The researcher found that the rebranding campaigns were under-reported in the Nigerian print media. The researcher observed that the re-branding Nigeria campaign was not given due prominence and this showed in the abysmally small number of stories. The researcher suggested that government should partner with the media to project government policies, programmes, activities and the style of media report in the country.

Odoemelum (2010) did a comparative analysis of the heart of Africa image project and the rebranding Nigeria project. The researcher employed survey research method and sampled the opinion of Nsukka residents. The researcher found that the Heart of Africa image project had less relevance to improving Nigeria's image because it was targeted at foreigners instead of Nigerians. While the rebranding Nigeria project had more relevance because it dealt more with citizen orientation and was also an internal rebranding campaign. The researcher further remarks that the Herat of Africa project failed because it did not make use of the proper public relations strategies, used ill-suited logo and slogan, lacked proper image management strategies, used matching slogan and gave Nigerians a sense of belonging. He however agrees that the two image projects had similar goals which were to address Nigeria's image problems but sought to tackle them different approaches. The researcher suggests that thorough research should be conducted in order to determine the problems and find the correct solutions to adopt before embarking on such rebranding ventures in future.

Ayigbe (2016) examined the influence of public relations in rebranding Nigeria project in the South west. The objectives were to determine if rebranding is relevant; to assess the extent rebranding can help Nigeria in her foreign investments drive; to examine how Nigeria is rated in the world; and to evaluate the extent, public relations can be used in rebranding Nigeria. The researcher used the survey research method. Data were collected through the questionnaires. The findings reveal that public relations will be very instrumental in mobilizing the grass roots and get them involved in the rebranding project through the use of excellent persuasive medium; removing all barriers to accessing governmental information by both local and international media; and restoration of national loyalty among the publics through creation of mutual lines of communication and understanding between the public and the government. The

researcher recommends that professionals should be given freehand or the autonomy to implement the rebranding Nigeria project. The study further recommends that the Nigerian populace should be carried along in the rebranding efforts of the government by providing infrastructural facilities to the people.

One thing that is missing across all the studies so far reviewed is the inability of the researchers to examine Uyo residents' perception of rebranding Akwa Ibom State with Dakkada mantra, which the presents study attempted to fill that gap.

### **Theoretical framework**

Theory is very important in a study of this nature, this research used perception theory. According to Akpan (1993), perception ordinarily, is a process through which we learn about the world. In the process of perceiving, individuals select stimuli (information) from the external world at the same time, mix and blend them (stimuli) with internal stimuli, which are within them (individuals). He states further that in an attempting to make sense out of the world, individuals have two sources of information available to them: the elements they bring with them (the past, the attitude, their personality) and those elements presently existing in the external world (other people, their words, messages) and those elements presently existing in the external world (other people, their words, messages, surroundings and so on). In other words, for perception to take place there must be exposure to stimuli with certain level of attention paid to stimuli and finally the stimuli are interpreted by the audience (Ezinwa, 2015).

Folarin (2005) supports the above by saying that perception depends on some complex variables such as psychological disposition, past experiences, cultural expectations and social relationships. In relation to the study, it follows, that the Uyo residents' perception of the Dakkada campaign will depend on their existing experience with other past campaigns in the State, such as Ethical and Attitude Re-orientation Commission (EARCOM campaign by Victor Attah administration), "*uncommon transformation and Akwa Ibom Ado ok*" campaign (Senator Godswill Akpabio administration).

### **Method**

The survey research method was used to conduct the study. This is because survey research is an excellent method for the measurement of attitude and opinion of people within a large population (Babbie, 2010).while the questionnaire was helpful as data collection instrument. The population of the study consist of all the residents of Uyo metropolis. According to the Ministry of Economic Development, Akwa Ibom State, the 2016 estimated population of Uyo is 413,381.

The choice of the residents of Uyo was to possibly generate more diversity of thoughts and responses. It is a cosmopolitan city which hosts the University of Uyo and other notable government institutions. Predominantly a civil service city, Uyo remains a quiet but lively city in the South-South of Nigeria. Therefore, their views on any issue will yield reliable results.

The Taro Yamane's formula was used to determine the sample size, the sample was 400. The sampling technique used for this study was availability or accidental sampling technique. According to Agbo and Ugwu (2010) cited in Ezegwu, Owo and Akpan (2015), this is a form of sampling in which the researcher simply chooses anyone who comes his way until his sample is complete. The reason for this technique is to distribute questionnaire to those respondents who were readily available at the time of the research work. The study was carried out in 2017.

### Data Presentation and Analysis

After the administration of the 400 copies of questionnaire, 384 copies representing 96% were filled and returned and were all found usable while 16 copies representing 4% were not returned. This brought the mortality rate to 4%.

**Table 1: Respondents' Demographic Variables**

Response/Category	Frequency	Percentage
<b>Sex</b>		
Male	235	61
Female	149	39
<b>Total</b>	<b>384</b>	<b>100</b>
<b>Marital Status</b>		
Single	211	55
Married	153	40
Divorced/separated	15	5
<b>Total</b>	<b>384</b>	<b>100</b>
<b>Age Range</b>		
18-25	131	34
26-35	157	41
36 and above	96	25
<b>Total</b>	<b>384</b>	<b>100</b>
<b>Educational Qualification</b>		
Primary	32	8
SSCE	93	24
OND/NCE	52	13
HND/First Degree	193	49
MS.c and Ph.D	22	6
<b>Total</b>	<b>384</b>	<b>100</b>
<b>Occupation</b>		
Students	127	33
Civil Servants	50	13
Traders	42	11
Farmers	73	19
Other Jobs		
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2017

The analysis of the table one above indicates that, out of the 384 copies of the questionnaire, 235 (61%) are male while 149 (39%) are female. Also, 34% respondents fell between the ages of 16 and 25, 41% were in the age-range of 26 and 35, while 25% respondents fell between the ages of 36 and above.

On marital status, 55% of the respondents were single, 40% were married while 5% were divorced or separated from their spouse. Also, 8% have first school leaving certificate, 24% have SSCE certificate, 13% have OND/NCE certificate, and 49% of the respondents have acquired their first degree certificate while 6% have M.Sc and Ph.D certificates. The occupation distribution of the respondents revealed that 24% are students, 33% are civil servants, 13% are traders and 11% are farmers while 19% represents other jobs.

The Presentations and Analysis of data is based on the research questions

**Table 2: perception of Dakkada campaign by Uyo residents**

Response	Frequency	Percentage
Positive	232	60
Negative	42	11
Neutral	110	29
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2017

The table two above indicates that sixty percent of the respondents affirmed that Dakkada campaign is a positive initiative of Akwa Ibom State government, eleven percent sees it as a negative imitative while twenty nine percent were neutral on the issue. This indicates that most of Uyo residents believes that the Dakkada campaign is positive development.

**Table 3: Interest of the residents in Dakkada campaign**

Response	Frequency	Percentage
Contents of the message	172	45
Dakkada logo and colour	124	32
The characteristics used in the message campaign	61	16
No comment	27	7
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2017

The table three above indicates that (172) 45% of Uyo residents liked contents of Dakkada message, 32% (124) preferred Dakkada logo and colour, 16% (61) said the characteristics used in the message campaign interest them. While 7% (27) of the respondents said no comment. This implies that majority of Uyo residents' preferred content of Dakkada message initiative than any other thing else.

**Table 4: Medium of access to the Dakkada campaign**

Variables	Frequency	Percentage
Television	91	29
Radio	119	30
Newspaper/magazine	34	9
Billboards	29	8
Social media	54	14
Others	57	15
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2017

The import of the data on table four above is that great number (30%) of the respondents' accessed Dakkada campaign message through the radio and other channels of communication such as television, newspaper/magazine, billboards, social media and others provided little access to the respondents.

**Table 5: Extent of Dakkada campaign message influenced Uyo residents**

Rating	Frequency	Percentage
Large extent	18	5
Average extent	153	40
Little extent	145	38
Not at all	68	17
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2017

From the table 5 above, 40% of the respondents said Dakkada campaign message has influence on them to an average extent while 5% of the respondents said large extent. From all indications, Dakkada message campaign influenced Uyo residents to an average extent.

**Key:**

- Large extent: 70 to 100% (They understand, follow developments on the campaign and supports it).
- Average extent: 40-69% (They understand, follow developments on the campaign and supports it).
- Little extent: 1 to 39% (They understand, follow developments on the campaign and supports it).
- Not at all 0% (They understand, follow developments on the campaign and supports it).

**Discussion of Findings**

From the data presented and analysed, the findings show that most Uyo residents perceived Dakkada campaign as positive initiative. According to Udom, it is a communication strategy that spurs his people to 'rise up' and achieve greatness. Udom observers:

For too long, our core value of honesty and integrity became our undoing. Nigerians could only trust Akwa Ibom people with their homes and kitchens, children and jewelry. So we served the rich and the powerful and took care of their culinary needs. Servitude became a badge pinned on us by the nation. But times have changed and the new Akwa Ibom identity (Dakkada) has emerged: bold without being obnoxious, confident without being condescending, self-assured without being arrogant and above all, loyal and deeply inspirational (Ekwujuru, p.3 2015)

Similarly, Inyang (2016) asserts that the Dakkada gospel has been firm in appealing to the heart of the ordinary Akwa Ibom person at home and abroad, to make them believe in the future of State and in their own innate ability to achieve great things and make the State great. The study found out that most Uyo residents preferred contents of Dakkada message initiative, while some others said the logo and colour interests them.

Ekwujuru (2015) observes that the logo depicts the continued transformation, rebranding and repositioning of the State which showed the five fingers, all naturally together and infused with the State's map for unity of purpose. Also, it was found that radio medium provided far greater access to the Dakkada campaign messages than any other medium. This indicates that radio is the most effective, spontaneous and available means of mass communication electronic information carrier. Asemah (2011) maintains that of the mass media generally available to Africans, radio is the most widespread and accessible. The outcome of the study revealed further that Dakkad campaign initiative have average influence on the respondents.

### **Conclusion and Recommendations**

Based on the findings of the study, the following conclusions were drawn; that majority of the residents in Uyo metropolis perceived the Dakkada campaign initiative as a positive development. Uyo residents preferred the content of Dakkada message than any other thing in the campaign. Radio medium remain the channel through which Uyo residents accessed Dakkada campaign. Most of the respondents opined that Dakkada campaign initiative of Akwa Ibom State Government has average influence on them.

Therefore, the study recommends that:

1. Akwa Ibom people should develop more positive attitudes towards Dakkada campaign and embrace it whole heartedly.
2. Akwa Ibom State government should always develop messages that is reach in contents and will appeal to the people whenever such campaign is initiated.

3. The planners and handlers of Dakkada campaign should utilise other media platforms apart from radio, television, social media etc, and traditional media will help in passing or delivering the campaign effectively to rural areas of the state and they planners should work with community leaders who will in turn advocate the campaign message to their people.

## References

- Ademigbuji, A. (2015). Dakkada: Akwa Ibom's change communication theme. <http://thenationonlineng.net/dakkada-akawa-iboms-change-communication-theme>.
- Adefemi, B.J & Ayanda, A.M (2012). Assesment of the need for and effectiveness of Rebranding in Nigeria. *International Journal of Management and Administrative Sciences (IJMAS)*. 1(4), 11-22.
- Agba, M, Agba, O. Ushie, S and Akwara, F. (2009). Poverty, food insecurity and the rebranding questions in Nigeria. *Canadian social science*, 5(6),1-9.
- Akpan, E. (1993). Prologue to communication understanding. Uyo: Modern Business Press Ltd.
- Alabi, W. (2009). How to rebrand Nigeria: Lessons from abroad. <http://www.thenationonlineng.net/--page1.html>.
- Iasa, G. (2015). Destination branding: Akwa Ibom Unveils Dakkada Campaign. <http://guardian.ng/saturday-magazine/destination-branding-akwaibom>.
- Asemah, E.S. (2011). *Mass media in the contemporary society*. Jos: University press.
- Babbie, E.R. (2010). *The practice of social research*. Belmont, C.A: Wadsworth Publishing Company.
- Ekwujuru, P. (2015). Dakkada: State branding in nation building. <http://www.vanguardngr.com/2015/10/dakkada-state-branding-in-nation>.
- Ezegwu, D.T, Owo, R.E and Akpan, A.U (2015). Political advertsing and the electorate's choice of candidates in Nigeria's 2015 general election: A study of select electorates in Anambra State. *Communication panorama, African and global: A multidisciplinary international research journal*. 1(1), 129- 143.
- Ezegwu, D.T, Asodike, C. S. and Ekezie, C. (2017). Anambra Audience Reaction to Media Coverage of "change begins with me" campaign. *UniUyo journal of Communication Studies (UJCS)*, 1 (1), 75-84.
- Ezinwa, C. A. (2014). Voters' Perception of the Media Coverage of 2011 General Elections in Enugu State: A Doctoral Thesis Submitted to the Department of Mass Communication, Enugu State University of Science and Technology, Enugu.
- Folarin, B. (2005). Theories of mass communication: An introductory text. Ibadan: Bakinfol Publications.

- Iyang, U. (2016). Udeme Ufot: The man behind the Dakkada Philisophy. Available at <http://themail.com.ng/udeme-ufot-theman-behindthedakkada>.
- Kajuru, A.Y. (2015). Audience perception of media coverage and management of the 2011 post-election violence in Kaduna State. Un published M.A Project, Department of Theatre and Performing Arts. Ahmadu Bello University, Kaduna State.
- Kotler, P. & Keller, L.K. (2006). *Marketing Management*. India. Vani Educational Books.
- Mohammed, R.K (2008). Senior secondary school youths' perception of Ada'data sahu communication message in Kano Metropolis. An un Published M.A Project, Department of Mass Communication, Bayero University, Kano State.
- Nworah, U. (2009). Rebranding Nigeria: Critical perspectives on the heart of Africa image project. [www.brand.channel.com/images/papers/40\\_rebranding%20%20critical%20perspectives](http://www.brand.channel.com/images/papers/40_rebranding%20%20critical%20perspectives).
- Orhewere, A. J. (2007). Audience exposure to mass media and their perception of president Obasanjo's government, Proceedings of Ebenezer Soola Conference on Communication. September, 20-22.
- Onyebuchi, C. A. (2010). The extent of media coverage of rebranding Nigeria campaign. Unpublished M.A project, Department of mass communication, University of Nigeria Nsukka.
- Odoemelam, C. (2010). A comparative analysis of the heart of Africa image project and the rebranding Nigeria project. Unpublished M.A project, Department of mass communication, University of Nigeria, Nsukka.
- Schacter, D. (2011). *Psychology*. Carlifornia: Worth Publishers.
- Tang, E. (2009). Factors influencing rebranding Strategy. ANZMAC Conference proceedings, Adaide, June.

## Appendix

# Dakkada Logo



## Dakkada Anthem

Akwa Ibomites, rise to the faith of greatness  
Rise to the faith that with God all things are possible  
Rise to the faith that Akwa Ibom was created by God out of greatness  
Rise to the faith that as a people, we can move beyond ethnicity, biases, religion, and gender  
Rise to togetherness  
Rise to the faith of our resources, beyond what others see, human and intellectual  
Rise to chart a new course for us, our children and a generation of Akwa Ibomites unborn  
Rise to the faith that one day; we shall be counted as great people of a great state with great minds  
Rise to the faith that all these are possible and many more  
Hold fast the confession of our hope without wavering, for he who promised is faithful  
I rise to the faith that Akwa Ibom was created to be great  
I rise to the faith that Akwa Ibom is destined to be great  
I am an Akwaibomite  
I rise to a faith of greatness  
Mme Dakkanda!  
Akwa Ibom Dakkada!

## Authors

- *Daniel Toochukwu Ezegwu teaches Mass Communication in the Department of Mass communication, Adegboyega University, Edo State. He is a Ph.D candidate in the Department of Communication Arts, University of Uyo, Uyo, Akwa Ibom State. He has special interest in political communication and development communication.*
- *Sylvia Obianuju Asodike, teaches in the Department of Mass Communication, Tansian University Umunya, Anambra State. Her communication interest are broadcasting and development communication.*
- *Edith Chinelo Onuama, works in the School of General Studies, Michael Okpara University of Agriculture, Umudike, Abia State. Her area of specialization is business and organizational communication (B.O.C).*
- *Cindy Ukatu, N. teaches in the Department of Mass Communication, Samuel Adegboyega University, Ogwa, Edo State. Her area of specialization are; print media, broadcasting and community relations. she has written and contributed articles in scholarly journals*