

---

## THE NIGERIAN GOVERNMENT AND THE ALIGNMENT OF RIVERS STATE THROUGH REBRANDING PROJECT

**Amadi, Richard Nlemanyia Ph.D**

Department of Mass Communication, Rivers State University,  
Nkpolu-Oroworukwo, Port Harcourt

### Abstract

---

The status of a nation both at home and abroad is a direct function of the orientation of its citizenry as manifested in their attitudinal dispositions, social, morals and values. To reorient Nigerians and present a positive appealing country, various administrations have vigorously pursued branding and rebranding in the country utilizing different mechanisms and taglines. This study examined the Federal Government re-branding campaign and its effect on the rivers state people, the government and the alignment of the governed through the rebranding project. The specific objectives of the study were to; check if the people of Rivers State have been favourably disposed to the rebranding campaign of the federal government so far and to ascertain if people in Rivers State believed the government and had the governed have aligned themselves with the ideals of the rebranding project. Survey research method was adopted in the study among 386 population of Rivers State. Structured questionnaire was used to obtain data utilized in the study and presented in tables. Chi-square was used to test the study hypotheses. The result of the study shows that the people of Rivers State have not been favourably disposed to the rebranding campaign of the Federal Government (calculated value (7.8916) > critical value (7.815). Therefore, the null hypothesis was accepted, while the alternate hypothesis was rejected. The study also shows that the people of Rivers State do not believe that government and the government have aligned themselves with the ideals of the rebranding project (calculated value (0.1321) is less than the critical value 3.841). It was concluded that at the people have not been favorably disposed to the rebranding initiative.

---

**Keywords:** Nation branding, Re-Branding Project, People of River State, Alignment of The Governed

### Introduction

Every country has its own reputation, brand image, brand identity, and brand value. The concept 'Re-branding' is often employed by experts to delineate the way people perceive radical change or modification of products, ideas, services, organizations, institutions or nations from the point of view of its identity. Re-branding according to Collins Cobuild English Dictionary is the process of giving a product or organization a new image in order to make it more attractive or successful. Muzellec, *et al* (2006, pp .803-824) seems to lend credence and support to the above when they concluded that re-branding is a symbol, design or a combination of them for an

established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors.

Nation branding and rebranding a relatively new concepts have within the past few decades been explored in relation to economic development, consultancy and studies (Fan, 2004, 2006; Dinnie, 2007). Today, nations undertake rebranding in an effort to improve their image, increase their appeal, and modernize or sometimes to try to move upscale economically. Recent studies shows that nations like South Africa, Wales, Spain, Colombia, and Ireland have succeeded in attracting foreign direct investments and tourists to their countries as a result of carefully managed country branding programme. Ndolo, (2010) reports that the process of re-branding involves some combination of changing the name, the logo, the tagline, attitude and developing marketing and advertising look and messages.

The status of a nation both at home and abroad is a direct function of the orientation of its citizenry as manifested in their attitudinal dispositions, social morals and values. To reorient Nigerians and present a positive appealing country, various administration have vigorously pursued branding and rebranding in the country utilizing different mechanisms and taglines. In March, 1984 the then Military head of state president Mohamadu Buhari initiated a branding system tagged “War Against Indiscipline (WAI)”. In a consistent effort for a more positive Nigeria, Mobilization for Self-Reliance, Social Justice and Economic Recovery (MAMSER); National Orientation Agency (NOA) and Heart of Africa Project, were launched in 1993 and 2005 respectively. In the recent time, (2009) the rebranding campaign was nicknamed Nigeria-Good People, Great Nation, by Late President Yar’Adua and the then minister of information and communication Professor Akunyili.

Nation branding is a collaborative effort of the country’s people and the government to help build the nation’s brand. The success of any rebranding program is largely dependent on the quality of people that constitute the nation, their collective effort, contribution as well as alignment with the branding/rebranding mandate. As outlined by Akunyili (2009), re-branding is about collective interest, image, value as a community and as a people in the present and future. Akunyili was calling on the government, educational institutions, non-governmental organisations, civil societies, organised labour, the clergy, traditional institutions, the media and the citizens to be part of the 2009 re-branding campaign. Interestingly, President emeritus

President E. G. Jonathan, contended that Nigeria re-branding crusade does not belong to the Federal Government alone but to every Nigerian.

The Nigeria rebranding crusade engineered in 2009 within the last few years have generated laudable argument as to its success and failure. Despite the huge amount of naira expended on re-orientating the citizens through various programmes for citizens to demonstrate outstanding behaviour, be of good ambassadors and to portray Nigeria as a loving, peaceful and responsible country, some experts believe the rebranding crusade was a massive failure while others disagree and noted that the rebranding project by Akunyili, is not only right but timely, (Agbase, 2009). Others believed that the project has achieved just little, insist that the project was good but the implementation was largely the problem. They insist that any genuine effort to change the image of Nigeria and Nigerians must not be cosmetic and not about placing wonderful adverts on Cable News Network (CNN) (Alabi, 2009). They advocated for a systematic concrete approach such as involving citizens within the country actively. Some other experts share the view that re-branding is good and should be given a chance by all Nigerians. In view of the above, the study assess the people of River State, the government and the alignment of the governed with the rebranding project.

### **Objective of the Study**

The main objective of the study is to assess the people of River State, the government and the alignment of the governed with the rebranding project. The specific objectives of the study were to;

1. Check if the people of Rivers State have been favourably disposed to the rebranding campaign of the federal government so far.
2. find out if people in Rivers State believe the government and the governed have aligned themselves with the ideals of the rebranding project

### **Research Question**

This following research questions have been framed to serve as roadmaps, based on the research objectives

- 1 To what extent have the people of Rivers State been favourably disposed to the rebranding campaign of the federal government?

2 Do the people of Rivers State believe that government and the governed have aligned themselves with the ideals of the rebranding project?

### **Research Hypotheses**

The need to make the study statistically empirical has informed the formulation of testable hypotheses. The essence is to statistically check the relationship or variance between the frequencies to be observed and expected. They are hereunder stated.

1. Ho: The people of Rivers State have not been favourably disposed to the rebranding campaign of the federal government.
2. Ho: The people of Rivers State do not believe that government and the governed have aligned themselves with the ideals of the rebranding project

### **Review of Related Literature**

#### **The People of River State**

Rivers State is one of the 36 states of Nigeria. Its capital is Port Harcourt. It is bounded on the South by the Atlantic Ocean, to the North by the Anambra, Imo and Abia States, to the East by AkwaIbom State and to the West by the Bayelsa and Delta States. The inland part of Rivers state consists of tropical rainforest; towards the coast the typical river delta environment features many mangrove swamps. The capital, Port Harcourt, is the nerve centre of the famous Nigerian Oil industry and over ninety industrial concerns, including the Shell Petroleum Development Company of (Nigeria) Limited, AGIP, Texaco, Elf, NPRC, Michelin, West African Glass Industry, Alcan Aluminium, Metaloplastica, Risonpalm, NAFCON, Pabod Brewerie. Due to its beautiful layout and peculiar topography, Port Harcourt, christened "Garden City", is accessible by road, rail, air and sea. Apart from being a railway terminus and having one of the busiest airports in Nigeria, Port Harcourt has the unique natural advantage of being the nation's second largest sea port with another sea port, the Ocean Terinal at Onne, a stone's throw from it

The socio-political structure of the State interestingly offers the basis for socio-cultural/ethnic classifications. Abua-Odual, Ahoada-East and Ahoada-West Local Government Areas make up the Ekpeye and Engeni ethnic nationalities while the people of Akuku.-Toru, Asari-Toru and Degema Local Government Areas constitute the Kalabari ethnic group. Descriptively also, Eleme, Gokana, Khana and Tai Local Government Areas make up the Ogoni Kingdom while Ogba/Egbema/Ndoni Local Government Area constitutes the Ogba nationality. On the other

hand, Ogu-Bolo, Okrika and a part of Port Harcourt Local Government Areas make up the Okrika tribe while Bonny, Opobo-Nkoro and Andoni Local Government Areas constitute the Ibani ethnic nationality. Emohua, Ikwerre, Obio-Akpor and a part of Port Harcourt Local Government Areas make up the Ikwerre ethnic group while Omuma, Etche and Oyigbo Local Government Area make up the Etche/ Ndoki ethnic group. In view of the foregoing, it can most explicitly be deduced that Rivers State is a multi-ethnic State typified by major and minor tribal ancestry. Among the notable (major) ethnic groups are Kalabari, Okirika and Ikwerre. The Kalabaris are believed to have migrated from Calabar while the Ikwerres are of Igbo ancestry. The Ogbas are believed to have migrated from Bini while the Ibani are predominantly believed to have Ibo ancestry.

The political history of Rivers State dates back to 27<sup>th</sup> May, 1967 with the promulgation of Decree 19 (of 1967), which instigated the split of the then Eastern Region of Nigeria. Before then, the territory was referred to as Oil Rivers Protectorate, a name derived from its abundant wealth in oil and gas deposits. The State is the heart of the hydrocarbon industry responsible for a huge chunk of the nation's foreign exchange earnings.

### **The 'Rebranding Nigeria' Project.**

The subject 'Rebranding Nigeria' though an emerging trend, has not been as novel as it is being painted. It is indeed on record that the trend in Nigeria came to limelight precisely in 2004 when the then Minister of Information, Chief Chukwuemeka Chikelu introduced the Nigeria image project. Indeed, efforts at changing the image of the nation have been the concern of various governments in Nigeria beginning from the military administration of General Ramat Murtala Mohammed-cum-General Olusegun Obasanjo.

Prior to the above named government, General Yakubu Gowon initiated and executed the first rebranding-like programme in Nigeria tagged the '3R' Reconciliation, Reconstruction and Rehabilitation designed to heal the wounds of the 30 months old civil war in the country. Shortly after this, the Murtala Mohammed-cum-Obasanjo regime launched a zero tolerance stance against corruption in both public and private sector. The Major general Muhammadu Buhari/Tunde Idiagbon administration that later came on board swiftly introduced War Against Indiscipline (WAI). Nonetheless, the government became short-lived and so also the programme.

General Ibrahim Babangida who toppled this regime introduced the Mass Mobilization for Social Justice, Self-Reliance and Economic Recovery (MAMSER) alongside his endless transition to civil rule programmes.

However, Babangida's dream of perpetuating himself in office as a military president crashed like a pack of cards shortly after the annulment of the June 12, 1993 presidential elections. General Sani Abacha, who toppled the Interim Government of Chief Ernest Shonekan re-christened the War Against Indiscipline (WAI) by adding 'corruption' to make the programme (WAIC). It is obvious, therefore, that all the efforts so far at branding, or rebranding Nigeria were centred on the Nigerian people. But with the re-emergence of democracy in the country in 1999 and consequently Obasanjo's ascendancy to political power, the structure of the rebranding programme dramatically changed to external image laundering. Several dissenting voices condemned Obasanjo's first attempt at rebranding Nigeria tagged 'Nigeria image project,' Alabi (2009) on the internet website [www.thenationonline.net](http://www.thenationonline.net) writes:

In an effort to market Nigeria on the international scene, Obasanjo during his first term toured different countries of the world selling Nigeria abroad. During his second term, Obasanjo also launched the Heart of Africa project, a continuation of the regime's external Rebranding campaign. The Heart of Africa project too achieved little because it is difficult to rebrand externally without doing same on the internal realm. Like shaving a man's hair in his absence, Nigerians (the brand ambassadors) were not carried along the project design and execution, hence it ended as another false start. The implication of the above assertion is that Nigeria's attempt at rebranding could be likened to a man who dissipates much energy fanning off smoke when the source of the smoke remains unattended to. This is to say that the neglected source will replace every puff removed, thereby rendering the efforts of the man to quench the smoke futile; the amount of effort expended to get rid of the irrepressible smouldering smoke notwithstanding.

The concept of place, or nation branding did not take its root in Nigeria; rather other nations had been in the rebranding business for many years ago. Reflecting on the United States of America and their efforts at rebranding, Alabi op ct, opines that: Despite the fact that the United States has one of the highest crime rates in the world, the country successfully rebranded and is today seen or perceived as an epitome of transparency, socially, politically and economically. The emergence of a black man in the White House, Barack Obama, best exemplified how successful

and workable America's rebranding project is and can be. Yet, there are still a lot of things wrong with America... Despite these shortcomings; America is still called "God's own country, beacon of democracy". But why? The strong character of its leadership, honesty and good governance coupled with faith of the followership in their leaders has made America to be seen as one of the best places to live in the whole world.

It is discernible, therefore, that one of the major striking features of rebranding projects of other nations rest squarely on its inward, or internal consistency. For instance, the America like South Africa and her 'Proudly South Africa's project; Uganda, and her 'Gifted by Nature' project, etc., all started from the grassroots such that the citizens who are the direct recipients of the programme are offered the opportunity to participate in the rejuvenation programme. The converse is the case in the Nigeria situation where the rebranding project started from the outside. Indeed, the laundering of Nigeria's image first commenced from 'the Nigeria image project' 'the Heart of Africa project' and now 'the Rebranding Nigeria project'.

Nation branding implies putting one's house in order so as to attract visitors, or make visitors catch a positive impression, or perspective of that house. It therefore, lacks definition that one leaves his or her house unkept and plunges abroad scouting for visitors to the same house in disarray. How else would the scenario be described that the Obasanjo administration of two consecutive terms could not provide a concrete solution to crisis in the Niger Delta yet screaming 'come buy Nigeria' to foreigners, if not hypocrisy? It is obvious that the militants will embarrass the government by kidnapping the foreign tourists, expatriates, or investors that are attracted. It was only during late Umaru Musa Yar'Adua's administration that an amnesty deal was initiated to contain the ever-lingering problematic situation prevalent in the Niger Delta region.

The "rebranding Nigeria" project, which began on February 9, 2009 was initiated by the then Minister of Information and Communications, Professor Dora Akunyili, who was also appointed as the Chief image maker of Nigeria. This project was initiated to address the negative perception of Nigeria by the international community, to give Nigeria a new name and image as well as attract foreign investment. Daily Champion, September 3, (2009, p17) alludes to the issue of rebranding Nigeria project where it affirms that in recent times, nations are beginning to use branding and other marketing strategies to make themselves more attractive to potential investors and tourists. The report further stresses that rebranding Nigeria follows in the footsteps of "I love

New York” campaign which was a boost to tourism, employment and wealth creation for the city. It also follows Uganda and their ‘Gifted by Nature’ campaign; South Africa ‘Image programme’ and Malawi’s Heart of Africa’ project. Similarly, a country like the United States of America has been branded as a successful nation by the successful products associated with it, such as Microsoft software, and being airplanes. Japan is also associated with quality products produced by global brands such as Sony, Toyota and Nissan.

### **Research Method**

It is an established fact that there are numerous research methods available for researchers to adopt in their studies. These research methods include content analysis, survey, historical, descriptive etc. Among these various research methods available to researchers in conducting their researches, survey research method was employed and utilized in this study.

The rationale behind the adoption of this method is popular social researchers’ averment. According to Ogbuoshi (2006, p.34) “survey research refers to the sampling of peoples opinion on an issue”. This translates to mean that survey research method is well suited for circumstances where the researcher’s interest is to find how many people in a particular population hold or possesses a particular attribute, opinion etc. This aligns with the broad objective of this study. Consequent on the above, the survey research method is adopted for this study.

### **Population**

The population for this study comprises all the people of Rivers State. The total number of people in Rivers State is 5,198,716 (five million, one hundred and ninety eight thousand, seven hundred and sixteen), based on the 2006 census figures obtained from the National Population Commission in Port Harcourt, Rivers State capital.

### **Sample Size**

The researcher adopted the Taro Yamane’s statistical formula that is widely used by both social science and physical science researchers. To prove that the sample is a representative of the population, a critical parameter at an acceptable level which Tuckman described as a confidence level is normally put at a 95% level (.05). This means that both sample and population are distributed in the same way, and there is 5% error margin for them. In alignment with the above statements, the researcher adopted Taro Yamane’s statistical formula in the determination of the sample size from the population of Rivers State.



### Research instruments

Research instrument has to do with various tools available for researchers to utilize in gathering data. Since the research method adopted for this work is the survey approach, the researcher deems it fit to use the questionnaire method of data collection as its research instrument. The rationale for this adoption is borne out of the researcher's desire to obtain reliable and valid information and to ensure that the results obtained would conform to certain scientific principles such as systematic, objective and general reliability of information.

### Method of Data Collection

Copies of the questionnaire were distributed to extract relevant information from the respondents. The questionnaire will be structured in such a manner that it properly captures and addresses all the specific objectives of this research. The research instruments (questionnaire) were objectively distributed to the randomly selected samples in each Local Government Council headquarters in Rivers state. The questionnaires were also distributed to the respondents individually by the researcher. They were collected back on the spot, as the researcher waited patiently for the respondents to fill the questionnaire as distributed. The essence is to reduce the mortality rate as much as possible. Data were arranged and coded for easy understanding.

### Method of Data Analysis

The study hypothesis earlier formulated was tested using the data collected. Tabulation and simple percentages mathematical tool was also used in the presentation of data. Quantification in research permits the measurement of variables involved in a study. Therefore, chi-square statistical measure was used in testing the hypotheses. That is, to check the relationship or variance between the observed and expected frequencies.

### Result Presentation

#### Hypothesis One

Ho: The people of Rivers State have not been favourably disposed to the rebranding campaign of the Federal Government.

Hi: The people of Rivers State have been favourably disposed to the rebranding campaign of the Federal Government.

**Table 4.2.3: Contingency table for Question 15**

Response	MALE	FEMALE	Total
----------	------	--------	-------

	<i>fo</i>	<i>(fe)</i>	<i>fo</i>	<i>(fe)</i>	
Not at all	131	(134)	120	(11.7)	251
Yes	25	(20.8)	14	(18.2)	39
Some how	16	(22.4)	26	(19.6)	42
Cant say	34	(28.8)	20	(25.2)	54
<b>Total</b>	<b>206</b>		<b>180</b>		<b>386</b>

$$Fe = \frac{TR \times TC}{GT}$$

$$R_1 C_1 = \frac{206 \times 251}{386} = 134$$

$$R_2 C_1 = \frac{180 \times 251}{386} = 117$$

$$R_1 C_2 = \frac{206 \times 39}{386} = 20.8$$

$$R_2 C_2 = \frac{180 \times 39}{386} = 18.2$$

$$R_1 C_3 = \frac{206 \times 42}{386} = 22.4$$

$$R_2 C_3 = \frac{180 \times 42}{386} = 19.6$$

$$R_1 C_4 = \frac{206 \times 54}{386} = 28.8$$

$$R_2 C_4 = \frac{180 \times 54}{386} = 25.2$$

**Table 4.2.4: Computation for Hypothesis One Test**

<i>Fo</i>	<i>Fe</i>	<i>fo - Fe</i>	$(fo - Fe)^2$	$\frac{(fo - fe)^2}{fe}$
131	134	-3	9	0.0672
25	20.8	4.2	17.64	0.8481
16	22.4	-6.4	40.96	1.8286
34	28.8	5.2	27.04	0.9388
120	117	3	9	0.0769
14	18.2	-4.2	17.64	0.9692
26	19.6	6.4	40.96	2.0898
20	25.2	-5.2	27.04	1.0730
				<b>7.8916</b>

$$X^2 = 7.8916$$

**DEGREE OF FREEDOM** (df) = (R - 1) (C - 1). On the contingency table 4.2.3, there are 4 rows and 2 columns. *df* therefore is (4 - 1) (2 - 1)

$$3 \times 1 = 3df$$

At 0.05 level of significance and 3 degree of freedom, the table value is 7.815

**TEST RESULT:** The calculated value (7.8916) is less than the table value (7.815). Consequently, the research hypothesis (*H<sub>i</sub>*) was rejected, while the null hypothesis was upheld.

It meant therefore that the people of Rivers State have not been favorably disposed to the rebranding campaign of the Federal Government.

**Hypothesis Two**

**Ho:** The people of Rivers State do not believe that government and the government have aligned themselves with the ideals of the rebranding project.

**Hi:** The people of Rivers State believe that government and the government have aligned themselves with the ideals of the rebranding project.

**Table 4.2.5: Contingency Table**

Response	MALE		FEMALE		Total
	<i>fo</i>	<i>(fe)</i>	<i>fo</i>	<i>(fe)</i>	
Yes	56	(57.6)	52	(50.4)	108
No	150	(148.4)	128	(129.6)	278
<b>Total</b>	<b>206</b>		<b>180</b>		<b>386</b>

$$Fe = \frac{TR \times TC}{GT}$$

$$R_1 C_1 = \frac{206 \times 108}{386} = 57.6$$

$$R_2 C_1 = \frac{180 \times 108}{386} = 50.4$$

$$R_1 C_2 = \frac{206 \times 278}{386} = 148.4$$

$$R_2 C_2 = \frac{180 \times 278}{386} = 129.6$$

**Table 4.2.6: Computation for Hypothesis One Test**

<i>Fo</i>	<i>Fe</i>	<i>fo - fe</i>	$(fo - fe)^2$	$\frac{(fo - fe)^2}{fe}$
56	57.6	-1.6	2.56	0.0444
150	148.4	1.6	2.56	0.0172
52	50.4	1.6	2.56	0.0508
128	129.6	-1.6	2.56	0.0197
				<b>0.1321</b>

$$X^2 = 0.1321$$

**DEGREE OF FREEDOM (Df) = (R - 1) (C - 1).** On the contingency table 4.2.5, there are 4 rows and 2 columns. *df* therefore is (2 - 1) (2 - 1)

$$1 \times 1 = 1df$$

At 0.5 level of significance and 1 degree of freedom, the table value is 3.841

**TEST RESULT:**

Since the calculated value (0.1321) is less than the critical value (3.841), the null hypothesis was accepted, while the alternate hypothesis was rejected.

In trying to check the correction between the attitude of respondents and perception of the rebranding initiative, the spearman’s rank order correlation coefficient  $R_s$  was used in measuring the degree of linear relationship between data presented on the likert scale item 29 and 30 of the questionnaire.

Scale	Item 29 (X)	Item 30(Y)	Rank for X	Rank for Y	Diff. for XY	D <sup>2</sup>
A	217	199	1	1	0	0
SA	84	94	2	2	0	0
D	21	24	5	4	1	1
SD	40	18	3	5	-2	4
U	24	51	4	3	1	1
N = 5						$\sum D^2 = 6$

Substituting the values into the formula

$$e = 1 - \frac{\sum D^2}{N(N^2 - 1)}$$

$$e = 1 - \frac{6^2}{5(25-1)}$$

$$e = 1 - \frac{36}{5 \times 24}$$

$$e = 1 - \frac{36}{120}$$

$$e = 1 - 0.3 = 0.7$$

Based on the table of interpretation, the correlation coefficient varies between +1 to -1. Between 0.6 to 0.80 fall the correlation coefficient, which invariably means that the correlation coefficient between attitude of respondents and the perception of the rebranding is *HIGH*.

Both the chi-square and correlation coefficient test shows that the people of Rivers State do not believe that government and the governed have aligned themselves with the ideals of the rebranding project.

### **Discussion of the Findings**

Data collected from question 15 as computed on table xv was used in testing the second hypothesis. Calculated value (7.8916) was equivalent to the critical value (7.815), hence, the acceptance of the null hypothesis. Test result shows that the people of Rivers State have not been favorably disposed to the rebranding campaigns. This is in agreement with the statement of Alabi (2009, p.28) where he held that “Dora got her image project wrong”. The non-disposition of Rivers State people to the campaign may be supported by the words of Chido Nwakama, CEO, Blueflower Communications when he said “to rebrand Nigeria, we first need to identify the positive attributes or values that hold us thought insist that the “project was good but the implementation was largely the problem”. It may have been the poor implementation that accounts for non-disposition of the people towards the rebranding project.

The null hypothesis three was equally accepted based on the calculated value (0.1321) being less than the critical value (3.841). Result shows that people perceive government and government not having aligned themselves with the rebranding campaigns. Using data presented on tables xxiii, xxix and xxx, both chi-square and correlation coefficient test gave statistical support to the null hypothesis. The unwillingness of the government unwillingness to facilitate the rebranding campaign at various levels of government may have been responsible for Akunyili comment that Nigeria has had to grapple with inept leadership.

The leaders, she believes will not facilitate the rebranding initiative because, of their unwillingness to be rebranded. Also, the people have been unhappy with the rebranding initiative, hence their unwillingness to align themselves with the ideals of the rebranding. Research data as analysed aptly supports this finding.

### **Conclusion and Recommendations**

Against the popular belief of the rebranding campaigners that people have embraced the initiative, research data disproved this claim. That is, result shows that the people have not been favorably disposed to the rebranding initiative. Data presented lends credence to this finding.

Besides being indisposed to the rebranding initiative, the people have not aligned themselves with the ideals of the rebranding Nigeria campaigns. Data computed give statistical support to this finding. Research data also show that all the various tiers of government have not facilitated the rebranding initiative.

Despite the huge amount of monies spent on the rebranding initiative, research. Data shows that things have not improved significantly. That is, the negative attitude of the people has continued uninfluenced by the rebranding campaigns. This has been responsible for the deteriorating image of this country. Data presented give statistical support to this finding. This study reveals that there is high correlation between bad leadership and unwillingness of the people to change their attitude for a better society. Presentations of tables lend credence to this finding. The people believe that only good leadership can make any rebranding effort to succeed in Nigeria.

The rebranding Nigeria initiative “Nigeria-Good People, Great Nation” was perceived as a political gimmick. 90% of the respondents were in agreement with this. Research data shows that the rebranding initiative cannot induce the needed change of attitude.

## References

- Akunyili, D. (2009). ‘Nigerians are Good People’. *Saturday Sun*. June 5, p.7.
- Dinnie, K. (2007), *Nation branding: concepts, issues, practice*, Butterworth Heinemann
- Fan, Y. (2004), “Nation branding: Confusion and paradox”, 33rd EMAC Conference, Murcia
- Muzellec L and Lambkin, M.C. (2006), *Corporate Rebranding: The Art of Destroying, Transferring and Recreating Brand Equity? European Journal of Marketing*. Vol. 40,7/8.
- Ndolo, I.S. (2010) “Rebranding, Repositioning and Repairing in Nigeria”, *IMT International Journal of Communication arts*, Vol.1, No.2.
- Ogbuoshi, L.I. (2006). *Understanding Research Methods and Thesis Writing*, Enugu: Linco Enterprises.