

## #BizTrends2022: Franklin Ozekhome - Afrobeats, the new frontier for marketers

Franklin Ozekhome presented a talk on 'Afrobeats, the new frontier for marketers' at the recent BizTrends 02.02.2022 event. The event saw seven of Africa's leading trend forecasters take to the virtual stage to share their intellectual capital with attendees. Watch now:

Franklin Ozekhome is the founder of Identiture, a Lagos-based trends and innovation consultancy. He is an African pop culture specialist, trend and consumer intelligence researcher. Follow [@donniefranklin](#) and [@identiture](#)

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