

AMA UDOFA

An analysis of Ama Udofa's Promotional Content on Instagram @the_amazingama

Who is Ama Udofa?

Ama Udofa is a **Nigeria food content creator** and **storyteller** with over **64,200 followers** on Instagram. His content revolves around cooking, experimenting with new recipes, and treating his loved ones to his cooking. Udofa's content features a fine blend of cooking and storytelling. His voice overs for his videos are usually beautiful and somewhat emotional.

Good intro!

This report is focused on how Udofa effectively promotes brands while maintaining his unique brand identity and creating content that is true to himself. Five recent promotional posts from Udofa's Instagram page will serve as case studies for this report.

ANALYSES OF PROMOTIONAL CONTENT

This section contains the analyses of five promotional posts from Ama Udofa.

Date Posted	Brand	Post Type	Number of Comments	Number of Poll Responses
23rd May, 2025.	Power Oil	Video content	283	800
15th March, 2025	Golden Penny Noodles	Video content	410	583
3rd January, 2025	Addme Pastamate	Video Content	78	N/A
14 February, 2025	Silk and Spice	Video content	42	49
12 March 2025	Radiance Cookware	Video Content	320	792

DETAILED ANALYSES

1. Power Oil Lite

A. Overview

On May 23rd 2025, Ama Udofa partnered with Power Oil, a popular Nigerian vegetable oil brand in a promotional video. In the video, Udofa invited his friends over for his signature monthly dinner where he made varieties of dishes using Power Oil Lite.

There were a few moments where the camera focus shifted to the oil briefly. As typical with Udofa, the voice over used was about friendships and how beautiful they are. He also expressed appreciation to **Power Oil for oiling the gears of friendship.**

B. Audience Engagement (Response to Comments):

The comment section was active with more than 280 comments. Most of these comments were centered on the friendship theme in Udofa's voice over and his beautiful cooking. None of these comments made reference to the Power Oil Lite being promoted from my observation. No one asked if the Power Oil **Lite** was the same as the ordinary power oil in the markets. Also, I observed that Udofa barely replied to comments from followers. He only responded to a few that came from people he seemed to have a personal relationship with.

2. Golden Penny Noodles

A. Overview

On March 15th 2025, Udofa partnered with Golden Penny Instant Noodles for a promotional cooking video. Known for his recipe explorations, Ama created a unique noodle recipe. He garnished the noodles with a lot of colorful vegetables and the unique flair he's known for.

B. Audience Engagement (Response to Comments):

The post attracted a large number of comments. As usual, most of the focused on Udofa's cooking process and his unique recipe. There was barely any mention of the Golden Penny brand

or the product being promoted. Udofa responded to a few comments, mostly using emojis or vague acknowledgments.

3. Addme Pastamate

A. Overview

In this post shared in January 2025, Udofa collaborated with Addme Pastamate, a red pasta sauce brand. The video showed Ama preparing a quick pasta dinner using the sauce. In this video, Udofa gave more detail and truly talked about the brand.

But, he didn't use his signature sign off (*Iko Abasi, Ikobong*). His followers noticed this and complained about it. This showed how much of a strong personal brand Udofa has built for himself.

Good analysis

B. Audience Engagement (Response to Comments)

The post garnered fewer engagements as opposed to Udofa's usual videos. As usual, most comments centered on Udofa and not really the product. Also, he didn't engage his followers or add more information on how the product could be purchased.

4. Silk and Spice

A. Overview

This post was made on Valentine's Day and it fit into the Valentine's Day mood. Udofa made spaghetti using the newly launched silk and spice wine. The concept stood out because wine isn't a popular ingredient in mainstream Nigerian cooking. So, it was a bold and fresh idea.

B. Audience Engagement

This video didn't have plenty of engagements, but it had quality ones that talked about Silk and Spice. This time, Udofa engaged properly with his audience.

comments

What do you mean by engaging properly? Using his typical send off or responding to comments?

From my observation, this is a post that could possibly drive engagement.

5. Radiance Cookware

A. Overview

Udofa held one of his monthly dinners on March 12, 2025 and he made a variety of dishes for his friends. Udofa did a lot of cooking and all ^{was} Cookware used ^{all cookware was} ~~were~~ ^{vs} from Radiance Cookware, but ^{all pots were} everything was very subtle. He didn't speak of it too. All he did was tag the brand ⁱⁿ in his caption. The content was very narrative and there was no hint of promotion.

From my observation, it was an aesthetic and engaging content that won't eventually drive sales in the long run.

B. AUDIENCE ENGAGEMENT

As expected, the comments were engaging and abundant. Many followers complimented Ama's cooking skills, the aesthetics of the food, and the emotional tone of the voice over. However, there were no visible comments referencing the cookware, and Ama did not attempt to bring the conversation in that direction. He replied to very few comments overall and most replies were brief and surface level as seen in the other videos.

WHAT CAN AMA UDOFA DO BETTER?

Below are some tips that can help Ama Udofa drive sales and improve his content:

1. Build Storylines Around The Product:

As observed in these five videos, the products being promoted are only featured for a few moments in Udofa's videos. Whilst that is a great way to not be overly promotional, it does not give the brand the needed visibility needed to drive sales.

Udofa could improve his content by building interesting stories around the product instead. For instance, instead of sharing that he made meals with Power Oil, he could tell a brief story on how he ran out of his regular vegetable oil which was an essential for the meal he was making. But the unopened pack of power oil a friend gifted him at his last dinner came to the rescue. A story like this still centres the product without being too promotional or boring. ^{Yes!}

2. Clear Call to Action

It is undeniable that Udofa is a great storyteller who knows how to capture an audience. But he is yet to master the act of clear and subtle CTAs in his content. Content without a good CTA leaves the audience hanging. Now that they are aware of the goodness of Golden Penny Noodles, how can they place a order? Where's the link to make a purchase? Yes!

3. Make The Product Part of the Comment Section

Udofa's comment responses do not exactly help in driving sales as it does not focus on the product at all. Ama could change risk by incorporating the product into the comment session.

Good idea but needs to be edited.

Someone comments: "I'm definitely trying this recipe".

Instead of a respond like "you totally should 🤔"

He could say "let me know when you try yours! Use Silk and Spice for best results".

4. Product Review Series

Since Udofa is a known culinary master, he already has a solid audience that would take his word for it when it comes to culinary tools. Instead of posting a video where Radiance Cookware was relegated to the background in what was supposed to be a promotional video, he could begin a mini-series about his latest kitchen finds and review their products (positively as it is a promotional content). This will go a long way in driving sales.

Wrap up your report in a sentence or two.