

THE GONG GONG

The Ghanaian Advertising Industry's Mouthpiece

Volume 8

April - June, 2018.

INSIDE

- BUSAC Advocacy Training
- IAA Launches new logo and brand proposition
- Ghana @ IAA 80th Anniversary + Global Marketing Summit
- IAA Executives visit Amanokrom

NEWS

Upcoming Events: AGM and Digital Marketing Training

Call for Entries: •
12th Gong Gong Awards

TRAINING

Digital
Marketing
Strategy

6th - 8th August, 2018
@ Coconut Groove Hotel
4 -6pm Each Day

WHAT'S COMING NEXT?SM



Fee:
Ghc 650 (Members)
Ghc 800 (Non-Members)

- **Ghana Host 2nd IAA Leadership Conference**
- Inauguration of **IAA Nigeria Chapter**

Recently in the Ad Industry...

- Andrew Ackah
on Panel at Cannes Lions Festival of Creativity



ADVERTISING
ASSOCIATION
OF GHANA

Advertising Practitioners Schooled on Parliamentary Procedures as part of Advocacy for Advertising Council Bill

The Advertising Association of Ghana, AAG resumed advocacy for passage of the Advertising Council Bill this year with two-day training on parliamentary procedures for thirty of its members at the Coconut Grove Hotel in Accra from April 24 to 25th, 2018.

The thirty trainees are part of a team from the Association that will engage parliament on the need to pass the Advertising Council Bill into law.

Former Member of Parliament for Ablekuma South, Hon. Fritz Baffour who served as one of two resource persons for the training expressed hope that the bill will be passed this time round. "It is in the interest of all to ensure adequate support to push this bill for passage into law because the advertising industry needs regulation to thrive", he said.

The Advertising Council Bill made it to the last parliament for a first reading but could not be passed before expiration of its tenure. According to the Executive Director of AAG, Francis Dadzie, this time round, his Secretariat is working on rallying members, public spirited individuals and the media to join in the advocacy action to ensure complete success. "We have seen how the absence of regulation continues to contribute to loss of revenue not just to practitioners, but to government as well and the negative impact of false advertisement on consumers, including the risks we are all exposed to from reckless siting of outdoor advertising structures. It is therefore critical for every well-meaning Ghanaian to join us in this advocacy for passage of the Advertising Bill into law."



Participants at the Advocacy Workshop



Participants at the Advocacy Workshop



Resource Person, Hon.fritz baffour,presenting certificate to General Manager DDP

Participants described the two-day training as very insightful, saying it has given them key advocacy skills and understanding of strategies to effectively engage legislators for passage of the Advertising Council Bill into law.

Certificates in Basic Advocacy Training were presented to participants after the training which was partly sponsored with grant from the BUSAC Fund Phase III with support from DANIDA, USAID and the EU.

IAA Marks 80th Anniversary with new Logo and Brand Proposition

To mark the 80th Anniversary, the International Advertising Association, launched a new logo along with a new proposition and rededicated itself to serve the advertising and marketing communications industry like never before. "In the rapidly changing space of marketing communications, the industry needs someone to interpret these changes and point everyone in the right direction. IAA hopes to play this role and attempt to be the 'Global Compass for Marketing Communications' in our new avatar", said Felix Tataru, IAA Chairman & World President.

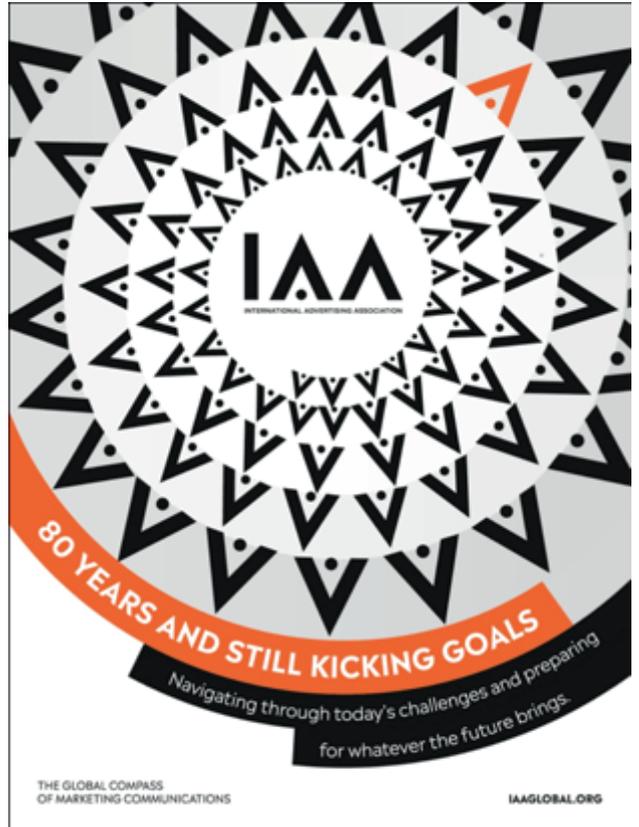
IAA further celebrated its anniversary with a Global Marketing Summit that sought to add value to its proposition.

Speaking to the audience at this Summit, Antonio Lucio, Chief Marketing Officer of HP Inc., described in his opening keynote address a current renaissance of marketing –where traditional advertising matters less and creating impactful consumer experiences matters more.

Lucio noted that during a time of high consumer mistrust, brands today must be anchored in purpose, play a meaningful role in people's lives and be built on strong emotional connections.

More than 200 international marketing, agency, media and digital executives were in attendance at IAA's annual summit held on April 27 at Time Warner Center in New York where Lucio spoke about the responsibility of great brands to step in and play a unifying role in culture and society.

Ghana was well-represented at the 80th anniversary event and Global Marketing Summit with a delegation led by AAG President, Mr. Joel E. Nettey and IAA Vice President (Development - Africa), Mrs. Norkor Duah. Among the delegation were AAG Vice President, Miss Mansa Amoa-Awuah and Mr. Abdul-Aziz Idissah, managing Director of Exp Ghana Limited.



IAA Global Executives Treated to Ghanaian Culture in Amanokrom

A day before our AfricaRising conference, a welcome ceremony was held by the Chief of Amanokrom for the IAA Global Executives. The durbar was held at the instance of IAA Global Vice President for Africa Development, Mrs. Norkor Duah.



IAA GLOBAL LEADERSHIP CONFERENCE IN ACCRA

AFRICA RISING *Reloaded* | WHAT'S COMING NEXT?SM

"EVOLUTION OF BRANDS AND CONSUMERS: REINVENT OR DIE!"
AN IAA LEADERSHIP CONFERENCE

The 2nd IAA Leadership Conference for Africa came off successfully from May 28th – 29th at the Kempinski Hotel in Accra. In attendance were IAA global executives including Chairman and Global President, Felix Tataru.

The President of the Republic, Nana Addo Dankwa Akufo-Addo who was special guest of honour was represented by Minister of Information, Dr. Mustapha Abdul-Hamid.

President Akufo-Addo urged the industry to develop innovative strategies to meet the needs of consumers who have become more engaging and fluid in their decision-making. He tasked stakeholders in the African industry to act as brand champions of the continent by communicating the new and improved prospects of Africa and the new African Brand.

The president was presented with a special award for his contribution to good governance, leadership and the marketing communications industry.

The conference attracted 30 speakers from countries including Nigeria, South Africa, Kenya, Malaysia, and of course, Ghana. 167 delegates from 12 countries including India, Poland, Italy, Romania, Nigeria, USA, Malaysia and South Africa attended the conference. Sixteen (16) sponsors came on board to support the organization of the conference in cash and in kind.







IAA NIGERIA CHAPTER INAUGURATED

On the heels of the IAA Global Leadership Conference in Accra, IAA Nigeria chapter was inaugurated in Lagos on May 31, 2018.

IAA Vice President for Africa Development, Mrs. Norkor Duah who was instrumental in the formation of the new chapter, led the IAA Global Executives from Ghana to Nigeria.

The delegation included IAA Vice President for Communications and AAG President, Mr. Joel Nettey and IAA Chairman and Global President, Felix Tataru.

Mr. Felix Tataru, who was visiting Nigeria for the first time, said there was a fundamental need for advertising companies to make a change in line with ever growing needs of clients, adding, "Media, brands and agencies must abide by the standards of mouth-to-ear and mind communication processes in order to stay relevant and so as to honour the past and build the future for the Nigerian advertising industry."

Inauguration of the Nigeria Chapter brings to 3, the number of IAA Chapters in Africa.



ANDREW ACKAH AT 64TH CANNES FESTIVAL OF CREATIVITY



Managing Director of Dentsu Aegis Network Ghana and AAG Council member, Mr. Andrew Ackah was on a panel to discuss “Bridging the Gap in the Digital Economy” on the sidelines of the just ended Cannes Festival of Creativity.

Speaking from an African perspective, Mr. Andrew Ackah urged charitable organizations to leverage the potentials of innovation in Africa to overcome the challenges for charity. He said that after observations were made into how charitable organizations faced problems in identifying the right audience to their content through accurate targeting. “There are very smart innovations in Africa that charities can tap into to enhance their services”, he said.

He indicated that charitable organizations can delve into the levels of readiness, fluency and skills in using data in marketing for good and spoke on how the marketing and advertising industry could help close the skills gaps that have emerged.

He said that against the backdrop of the successful strides the Ghana Post GPS “Jack Where Are You Campaign” was making in creating awareness and solving major socioeconomic challenges through innovative digital address system.

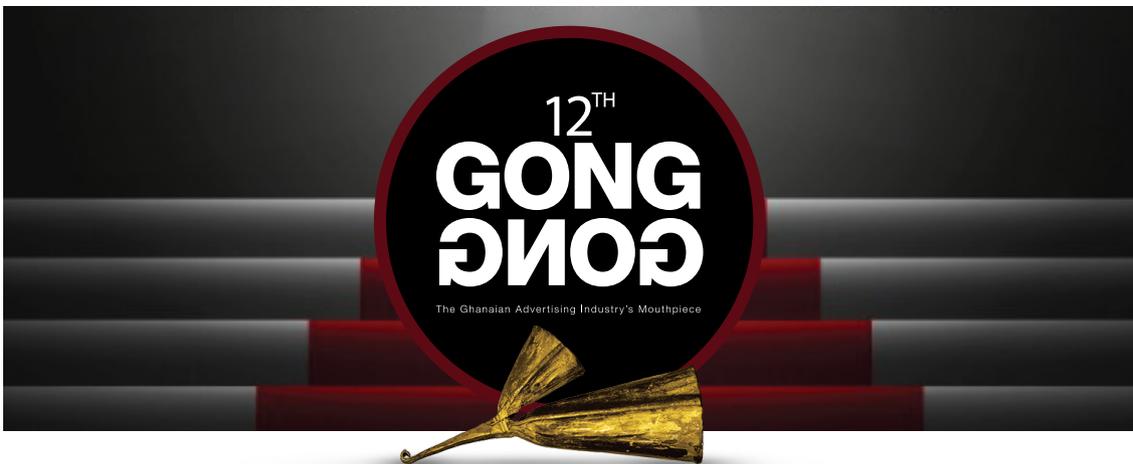
He explained that advertisement of the Ghana Post GPS was aiding the work of emergency, security and financial service providers. That, he said, could be adopted by charity organisations in identifying their targeted people.

Mr Ackah further encouraged the world to look to Africa for some of these innovations from its young and intelligent minds to make the efforts of charity organisations easy and properly targeted through accurate data and research.

UPCOMING EVENTS

•The Annual General Meeting and Elections of Executive Council Members of the Association came off on Wednesday, 11th July, 2018 at 5:00pm at the Coconut Grove Regency Hotel in Accra.

•The next Professional Development Training by the Institute of Advertising Ghana is on Digital Marketing Strategy. **Date: 6th-8th August, 2018.**



CALL FOR ENTRIES 12TH GONG GONG AWARDS

Preamble

The AAG Gong Gong Awards is the flagship industry event for the Advertising Industry in Ghana. Over the years, the Awards have established benchmarks for excellence and ingenuity, rewarding creativity and outstanding innovative works, across all sectors of the industry.

The Awards will be for adverts that were produced and transmitted in the year 2017.

Objectives of the Awards

To demonstrate that the purpose of Advertising is to contribute to the success of business, and to reward creativity and strategic thinking that have been developed locally, and added value to local businesses.

Entries are invited for the following Categories from Members and Non-Members:

Nomination Categories

1. Alcoholic
2. Non-alcoholic Beverages
3. Food & Confectionery
4. Corporate Service
5. CSR
6. Insurance
7. Financial Services
8. Textile & Fashion/Accessories
9. Health & Personal Care
10. Telecommunications
11. Transport Services
12. Aviation
13. Automobiles
14. Hospitality
15. Restaurants
16. Household Products
17. Sports
18. Estate Development
19. Oil & Gas
20. Entertainment

Channels

1. Radio
2. Print
3. Television
4. Outdoor
5. Digital
 - Online & Mobile Websites
 - Mobile Ads
 - Viral Films
 - Digital Campaigns
6. Social Media (Includes the creation of social platforms, the use of existing social platforms, and user generated content)
7. Activation & Experiential
8. Mobile
 - Mobile Applications
 - Mobile Sites
 - Branded Games designed for smart phones or tablets
 - Mobile Campaigns
9. Branded PR
10. Experiential & Shopper Marketing
11. Media innovation (Traditional & Alternative Media)
12. Integrated Campaign

Entry Specifications

- Print/Press/Outdoor etc. Filename: jpg or pdf (max 5mb)
- Print/Press/Outdoor etc. Hard Copy mounted on board (max A2)
- Audio Filename: mp3 (max 5mb)
- Video Filename: .mov, .divx, .mpg4, (max10mb)
- Digital: Filename, jpg or pdf (5mb) url: (eg. http://aag.com.gh)
- Activations and online campaign entries can be submitted in the form of short case study videos. They should be no longer than three minutes.
- Case study video filename: .mov, .divx, .mpg4, (max 20mb)
- Provide proof of transmission (for both radio and television)
- Every entry should be on a separate CD, VCR, or DVD

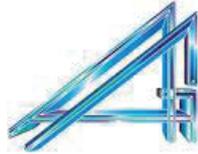
CLOSING DATE FOR ENTRIES: 23RD JULY, 2018.

ENQUIRIES: Advertising Association of Ghana (AAG), Randolph House, Ring Road Central, Accra
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Profile

The Advertising Association of Ghana (AAG) is the Industry Body and Professional Institute for the Ghana's thriving and highly potent Advertising and Marketing Communications business. It is a nonprofit making organization which is funded by member subscriptions.

The AAG was incorporated on 21st November, 1989. Later on, it was registered as a Professional Body under the Professional Bodies Decree (NCRD 143) on 19th November, 2002. The Institute of Advertising, Ghana (IAG) was also established by the AAG; it was incorporated on July 17, 2006 to offer professional development training programmes, to enhance professionalism in the advertising industry in Ghana and for its members.

Basically, the AAG advises, comments, educates, informs, inspires, innovates, lobbies, promotes, sets standards and rewards marketing communications that work.

Creativity • Integrity • Dynamism • Innovation • Quality • Glocal



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