

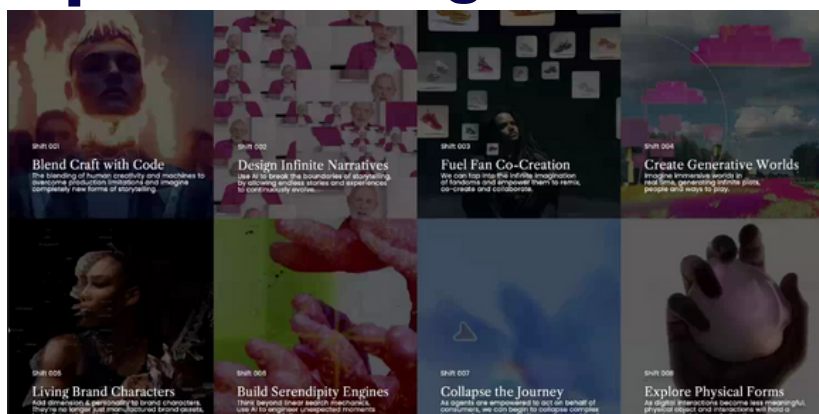
TOP EXECUTIVE OF AAA ADVERTISING SCHOOL SHARES PERSPECTIVE ON AAG-AAA'S "UNLOCK THE FUTURE OF WORK WITH AI TRAINING".

The recent AI training program organized by the Association of Advertising Ghana (AAG) in partnership with the AAA School of Advertising of South Africa brought together industry professionals for an immersive online upskilling experience. AAG sat down with Anthea Whitehead, Faculty Head at the AAA School of Advertising in Cape Town, who played a central role in designing and delivering the training. Here's her take on how it went and what's follow next. [Read more](#)

Participants of AAG's "Unlock the Future of Work with AI" Training Surprised by the Depths of Training Content

The Advertising Association of Ghana (AAG) successfully hosted its "Unlock the Future of Work with AI" training, a dynamic and immersive program designed to equip members with insights into Artificial Intelligence (AI) and its impact on creative and media agencies. The training ran in two phases: from 27th–29th August and 3rd–5th September 2025, giving participants a comprehensive understanding of emerging AI trends and practical applications.

[Read more](#)





The Advertising Association of Ghana (AAG) joined the nation in mourning the tragic loss of the eight officials who died in the line of duty in relation to combating illegal mining (galamsey). Led by AAG President Andrew Ackah, the AAG Council, together with other top-ranking members of the association, paid a condolence visit to Jubilee House to commiserate with the bereaved families and the government.

[Read more](#)

Echo House Secures Pan-African Partnership with Johnnie Walker

As a proud platinum member of the Advertising Association of Ghana (AAG), EchoHouse continues to raise the bar for African creativity. The agency has been appointed Johnnie Walker's digital and creative agency across Southern, Western, and Central Africa, marking a significant milestone for the Ghana-based 360 marketing powerhouse. [Read more](#)



AAG Pays Tribute at Jubilee House: Honoring the Eight Fallen Heroes from the Helicopter Crash



AAG Expands Its Influence in the Outdoor Advertising Management Space



A meeting with KOKMA



A meeting with KOKMA



AAG and NRSA joint technical team

The outdoor sector is a key part of the advertising industry in Ghana generating between up to about **\$ 60 million USD** per year, according 6W Research. This figure covering static billboards, digital billboards, transit advertising, etc. contributes over **20%** of the total advertising spend (including broadcast, print and digital). Traditionally, the leading agencies in this sector are predominantly members of the Advertising Association of Ghana (AAG). However, in recent years, there have been some level of 'insurgence' of non-AAG members and players from the local assemblies themselves who have turned the sector into a complete jungle across Accra, Kumasi, Sekondi-Takoradi, Koforidua and other cities in Ghana. [Read more](#)



AAG and NRSA joint technical team



Cannes Lions Introduces Creative Country of the Year Award

At the 2025 Cannes Lions festival in France, a new award was launched called the Creative Country of the Year. The Creative Country of the Year is an experiential initiative that spotlights the brilliance of a country's creative output at the world's biggest celebration of history-making creativity. It is an annual accolade that recognises one nation's exceptional and enduring commitment to creativity that drives progress. [Read more](#)

CONNECT WITH US

