

NEWSLETTER

SEPTEMBER - OCTOBER EDITION



- Government Takes initial Steps to Clean up Billboard Mess in Ghana
- Ninani Group Champions Staff Wellbeing with Annual Sports Day
- Member Spotlight: Mrs. Norkor Akua Duah

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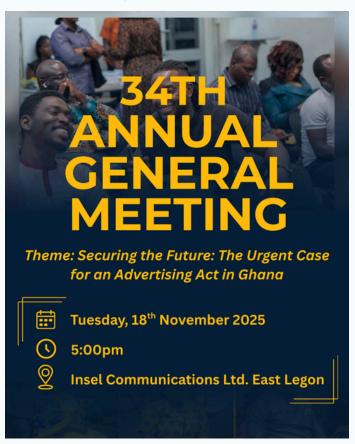
A CONSEQUENTIAL ANNUAL GENERAL MEETING FOR AAG

Theme: Securing the Future: The Urgent Case for an Advertising Act in Ghana

This November 18th 2025 is scheduled for the 34th Annual General Meeting (AGM) for the Advertising Association of Ghana (AAG).

For individual every or corporate members, this AGM is one of the most important AGMs for various reasons: the current Council has just one more year to hand over to a new Council and a new President (this AGM is a preparation for next year's Council elections), a new Gong Gong Board (made up of top industry experts, academia, top media experts and individuals from client organizations) will be inaugurated, new functional committee members will be inaugurated, the dinner and networking time will be different, etc.

All member agencies, individual practitioners and all stakeholders of AAG will be attending the Annual General Meeting (AGM) on Tuesday, November 18, 2025, at 5:00 PM. It will be hosted at Insel Communications Ltd., @ 17 Asoyi Crescent, East Legon, Accra. **Read More**





The three shortlisted Ghanaian women.

3 GHANAIAN WOMEN LIGHTING UP THE GLOBAL MARKETING STAGE

The influence and contribution of Ghanaian women in marketing communications both at home and internationally keeps getting more and more exciting. The pathway of quality that Ghanaian women in advertising and marketing have been demonstrating have been crystalized in different shades of awards internationally. This year, at the Women in Marketing (WiM) Global Awards, the names of three Ghanaian women have come up among a list of 25 incredible women from around the world including the UK, the U.S.A, France, South Africa, Romania, and more. Out of the list, nine represent Africa, and three of them proudly come from Ghanaian. Read More

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Venus Tawiah

WELCOMING VENUS TAWIAH TO AAG AS DIRECTOR OF GLOBAL PARTNERSHIPS

The Advertising Association of Ghana (AAG) is proud to announce a dynamic new chapter in its leadership journey with the appointment of Venus Tawiah as Director of Global Partnerships-AAG/Cannes **Lions & Informa Relations** (formerly known as Ascential).

Venus joins the Association at a pivotal time when collaboration, innovation, and global visibility are shaping the future of Ghana's creative and marketing industry. With over two decades of experience transforming brands and leading strategic initiatives across Africa's digital landscape.

Venus brings the perfect blend of creativity, leadership, and vision to the AAG leadership team.

In her new role, Venus will oversee all **Cannes Lions** and **Informa projects**, working closely with AAG's Executive Director to lead initiatives that enhance value creation for member agencies and amplify Ghana's creative influence on the world stage. **Read More**

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GOVERNMENT TAKES INITIAL STEPS TO CLEAN UP BILLBOARD MESS IN GHANA



Meeting with the Technical Commitee

The billboard mess in Ghana is almost like a cross-generational canker that has defied any form of solution from one government approach to another. It appears, however, that the government of President John Mahama wants to lead the way to curb the menace once and for all.

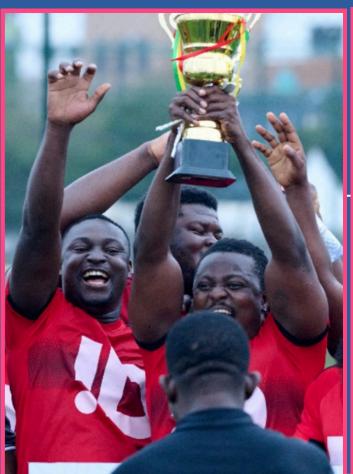
Since the Mahama government assumed office, there have been some level of desire by certain state agencies connected to road safety and local government management to clean up the chaos within the billboard sector in the country. But their efforts have been sporadic and a bit uncoordinated. Read More



LADMA EMBARKS ON FIRST STAGE OF FLEXIS AND BILLBOARD REMOVALS

The La DadeKotopon Municipal Assembly (LaDMA) has taken its first action to remove flexis and boards whose permits are not fully paid for as well as boards that are not captured in their data.

The assembly embarked on an exercise on October 7th that led to the removal of a great number of flexis. The next stage of the exercise, according to the Municipal Coordinating Director, is to remove actual boards, especially boards that are not captured in their data or regularized. Read More





Interactive Digital emerging champions, taking home a trophy and a cash prize.

NINANI GROUP CHAMPIONS STAFF WELLBEING WITH ANNUAL SPORTS DAY

The Ninani Group, a leading group of marketing communication companies in Ghana, has successfully organized its annual sports day to foster unity and team bonding among its staff.

Held at the American International School Sports Complex, the event brought together staff from the Group's agencies including Rezultz Advertising, Innova DDB Ghana, Interactive Digital, Touchpoint Magna Carta, Brand Alert, and P2P. The day was filled with friendly competition and laughter as employees swapped laptops for jerseys to take part in football matches, skipping contests, pushups, and other fitness challenges.

Human Resource Manager for the Ninani Group, Akosua Aworae Apau, said the initiative is central to building a thriving workplace culture.

"As a group of businesses, we see our staff to be our biggest assets and we spend a lot of our time in the workspace. So, there's always the opportunity where we want to come out, relax, have fun and bond. That is why we are having this, mainly for wellness and the opportunity to bond as well," she said. **Read More**

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MEMBER SPOTLIGHT: MRS. NORKOR AKUA DUAH

BRIEF PROFILE OF NORKOR AKUA DUAH (NEE OMABOE)

She is the Managing Director of Mullen Lowe Accra also known as Lintas Ghana Ltd. an Integrated Communications company affiliated to Mullen Lowe Worldwide and Partners, a member of the InterPublic Group of Companies, and she has an oversight role as the Group C.E.O of The Advantage Group (TAG) which comprises Mullen Lowe Accra, Prodesign Ltd, FM24 Ltd and Media Initiative.

Norkor has developed exceptional qualities in Health Communications and Behavioural Change communications. Her expertise in this arena has seen her champion award-winning Public Sector Health campaigns supported by Development Partners as well as Private Sector initiatives over the years.

From an industry perspective, Norkor is currently the Vice President/Area Director, Africa of the International Advertising Association (IAA), a Past President of the Advertising Association of Ghana (AAG) and a founding member of the Ghana Design Network (GDN). She also serves on several boards of highly reputable companies in Ghana. **Read More**



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