

NEWSLETTER

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EDITION



ADVERTISING
ASSOCIATION
OF GHANA



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Pitcher Festival and Advertising Association of Ghana Announce Strategic Partnership to Elevate Creativity Across Africa

The Pitcher Festival of Creativity, Africa's premier celebration of innovation in advertising and communications, has entered into a strategic partnership with the Advertising Association of Ghana (AAG). This collaboration is designed to strengthen Ghana's creative industry, expand opportunities for young professionals, and position both organizations as leading voices in Africa's creative economy transformation.

Speaking on the significance of the partnership, Venus Tawiah, Director of Global Partnerships at AAG, noted: *"This partnership is about more than awards and events – it is about building bridges. By connecting Ghana's creative community with peers across Africa, we are fostering collaboration, knowledge sharing, and innovation."*

The partnership will create opportunities through initiatives such as the Pitcher Awards, the Young Pitcher Academy, the Young Pitcher Competition, and the Festival Watch Parties in Ghana.



The Young Pitcher Academy 2026, Africa's leading training and competition platform for young professionals in marketing communications, is now open for registration. Running from 9 March to 16 May 2026, the Academy will deliver cross-disciplinary masterclasses with global and African thought leaders, sector-specific sessions for creative, media, PR, and brand professionals, [Read More](#)



Mr Andrew Ackah addressing stakeholders at the AGM

Advertising Bill Takes Center-Stage at the 2025 AGM of AAG

The urgent need for an Act on advertising in Ghana refuses to go away as both the Advertising Association of Ghana (AAG) and the Ghana Independent Broadcasters Association (GIBA) highlight it as a key area of concern for the marketing communications industry.

At the 34th Annual General Meeting (AGM) of AAG, Andrew Ackah, President of AAG and his counterpart, Abdulai Awudu, President of GIBA raised concerns about the lack of any proper legal framework to regulate a huge industry like the advertising industry in Ghana. AAG has engaged previous governments with the positive expectations for the passage of the Advertising Council Bill, which has been touted as one of the most well-covered and well-drafted bills, yet the industry remains without any conclusive regulation.

[Read More](#)



Executive Director, Isaac Cudjoe addressing stakeholders at the AGM

Gong Gong Awards to be Better Positioned with New Gong Gong Board Inaugurated



The Gong Gong Board and Representatives, together with the Executive Director

In a move signaling a new era of strategic governance, the Advertising Association of Ghana (AAG) formally inaugurated the Gong Gong Awards Board on Thursday 11th December at the Airport West Hotel. The historic swearing-in ceremony of the 10-member board marks a decisive step toward refining the nation's premier creative awards and amplifying Ghana's voice in the international advertising and creative ecosystem.

The event drew a gathering of industry stakeholders, media, and dignitaries who witnessed the board members take their oath of office. With its diverse composition spanning academia, media, agencies, and client-side leadership, the board was tasked to bring fresh perspective and rigorous standards into the awards framework. [Read More](#)



President of GIBA on the right with the President of AAG, Mr. Andrew Ackah



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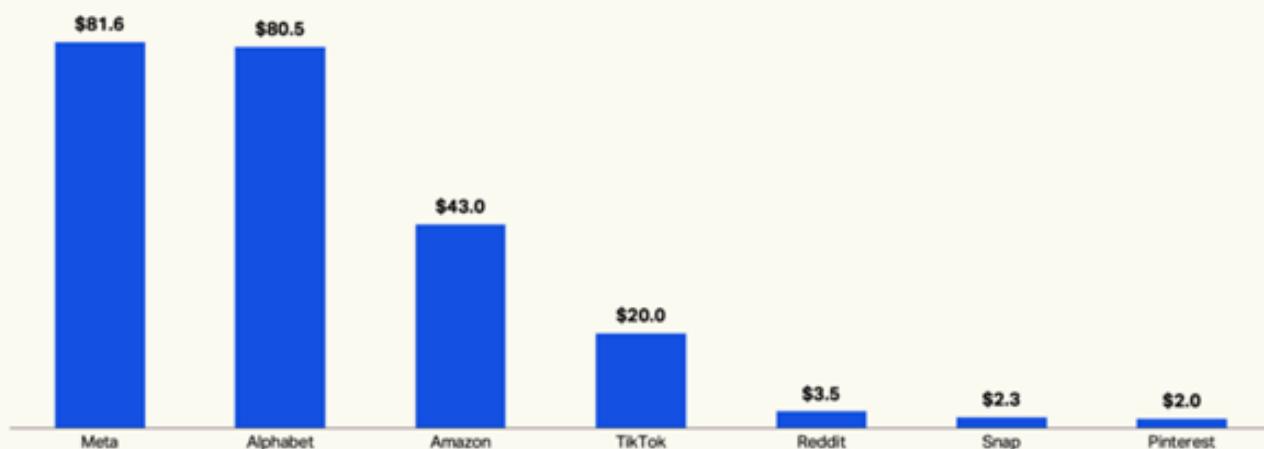
Global Ad Trends

WARC | Media

Data point

The vast majority of global incremental ad spend goes to Big Tech platforms

Incremental ad revenue 2025-27(f); USD billions



Source: WARC Media, Global Ad Trends, Global Ad Forecast Q4 2025 Update

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Global advertising spend is now on course to close out 2025 with growth of almost 9% to \$1.19trn, an upgrade of 1.5 percentage points (pp) from WARC's September forecast due to strong results from Big Tech platforms and a muted impact on global trade from trade tariffs.

The new projections are included as part of WARC Media's latest Global Ad Trends: Media's New Normal report, which finds that the advertising market in 2025 is fundamentally different from the ad ecosystem of the past. [Read More](#)

CANNES LIONS LAUNCHES LIONS SPORT



LIONS | SPORT

THE BUSINESS OF COMPETITION



The Cannes Lions International Festival of Creativity has announced LIONS Sport, a new global forum dedicated to the cultural and commercial power of creativity in sport. Taking place 24–25 June 2026 during Cannes Lions, the two-day programme will unite leaders from across brands, agencies, rights holders and media to explore how innovation and creativity in marketing is redefining the US\$417bn sports landscape.

Simon Cook, CEO, LIONS, said: "Sport is the world's most universal language. It creates shared, borderless moments that no other medium can match. While we understand its scale, the real opportunity now lies in how creativity can transform that scale into meaning, value and growth. It's clear that the new playing field has shifted from reach to relevance, from audiences to communities and from media buys to cultural moments. [Read More](#)

Member Spotlight: Publicis West Africa Led By Anand Badami



ANAND BADAMI

Anand Badami serves as Growth Lead, Emerging Markets & Innovation and SVP of Publicis West Africa, spearheading the future of integrated communications across Central and West Africa. With a career spanning global markets and a reputation for driving strategic clarity, innovation, and creativity in all aspects of our business, Anand combines business acumen and cultural intelligence to lead transformation – not just of brands, but of teams, processes, and outcomes. Under his leadership, Publicis West Africa has delivered award-winning work across Africa and beyond, earning accolades such as Creative Agency of the Year and becoming Ghana's most awarded agency at the 2023/2024 Gong Gong Awards. Anand is recognized for his collaborative leadership style, empowering talent and championing bold, client-focused innovation that drives measurable impact. [Read More](#)



Staff of Publicis West Africa



Staff of Publicis West Africa at a conference



WISHING YOU

A

MERRY
Christmas

AND HAPPY NEW YEAR



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