

NEWSLETTER

JANUARY – FEBRUARY 2026
EDITION



ADVERTISING
ASSOCIATION
OF GHANA



TOP NEWS

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CANNES LIONS HONOURS FRANCE AS THE 2026 CREATIVE COUNTRY OF THE YEAR

AAG Academy Introduces Continuous Professional Development Programme for the Advertising Industry

The Advertising Association of Ghana (AAG) has officially transitioned its industry training programmes into a Continuous Professional Development (CPD) training framework, marking a significant shift in how advertising professionals within member-agencies are trained, certified and prepared for long-term career growth.

Previously, AAG organized intensive three-day or six-day workshops for its members. According to the Executive Director of AAG, Isaac Cudjoe, the AAG Council after deep and prolonged deliberations, has streamlined its professional training into a structured three-month continuous learning programme designed to offer deeper engagement, sustained learning and recognised industry certification.

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Mr Andrew Ackah addressing the Media at the Press Conference

AAG Engages Government to Make Its Billboards Demolition Exercise More Transparent.

Government’s initiative to decongest and sanitize the sky spaces of the Ghana’s big cities through billboards demolitions, has had to be slowed down for a while due to concerns raised by the Advertising Association of Ghana (AAG). AAG held a press briefing on Tuesday 17th March to clarify the industry’s position on the demolition exercise.

The Ministry of Local Government, Chieftaincy and Religious Affairs set up a committee in October, last year, with the mandate to roll out decongestion exercises across the country to sanitise the sky spaces of big cities due to the proliferation of billboards. The committee began its work by marking billboards within four municipal assemblies in Accra (La Dade-Kotopon, Korley-Clottey, Ayawaso West and the Accra Metropolitan Assembly). The marking exercise was followed by some demolition exercises, which have been met with a great deal of resistance from the AAG.

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Executive Director, Isaac Cudjoe addressing stakeholders at the Press Conference



The President of the association speaking with stakeholders present

How to Make Successful Entries in the Gong Gong Awards: The Views of a Jury President

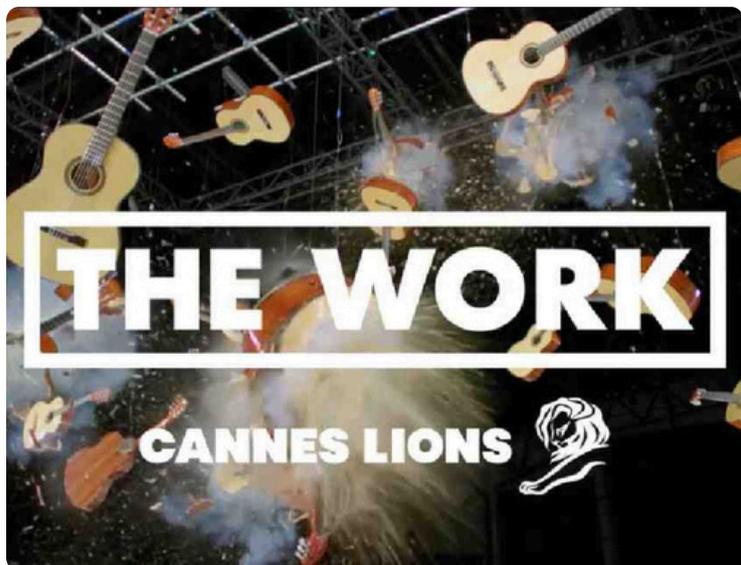


Russel Eni, Insel Communications, Gong Gong Board Member

As the Gong Gong Awards continue to grow in stature, and competition intensifies among agencies, the quality of entries submitted has become just as important as the volumes. According to Russel Eni of Insel Communications, who was the Jury President for Press, Radio, TV & OOH for the 2025 Gong Gongs, success at the awards begins long before submission day. It starts with intentional thinking, strong storytelling, and respect for craft.

Drawing from his experience in the jury room, Russel emphasizes that awards are not won by how many entries are submitted, but by how well each entry is thought through. “It is not about quantity,” he explains. “It’s the quality of work you put in that determines whether an entry stands out.”

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AAG Creates Opportunity for Agencies to Access Unending Pool of Resources for Successful Pitches

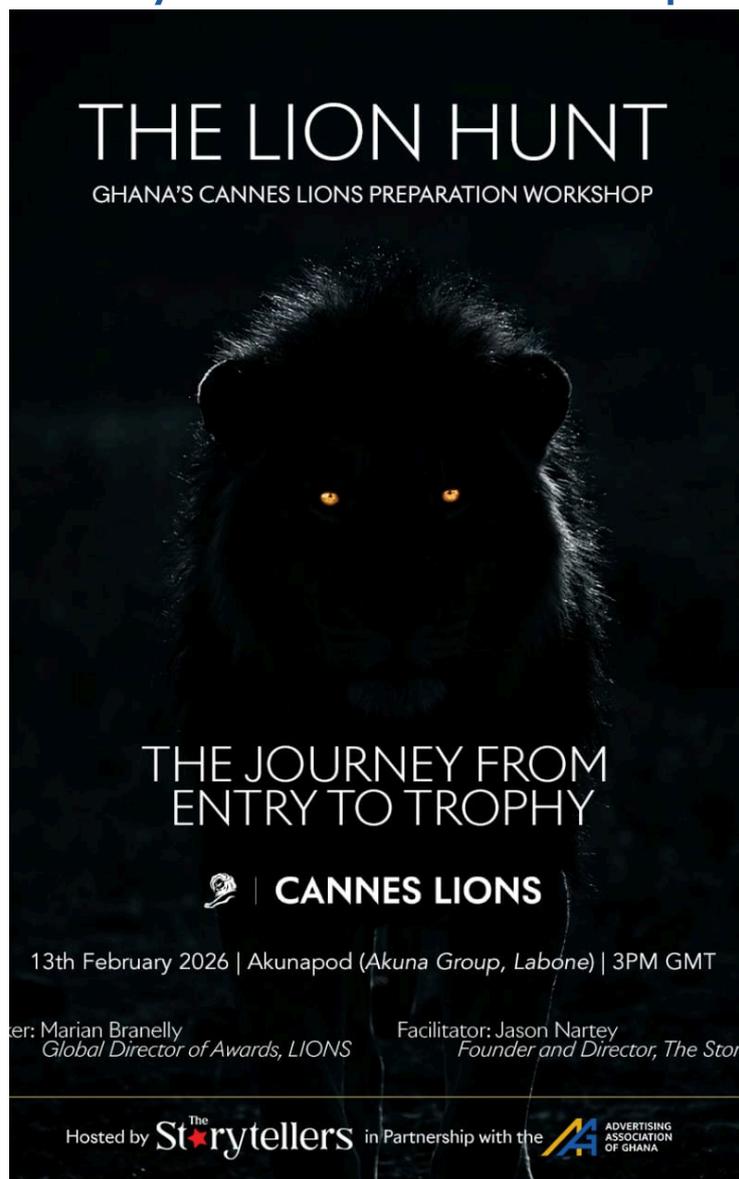
A special MOU between AAG and Cannes Lions has created the opportunity for all AAG member-agencies to gain access to a globally-acclaimed prestigious pool of resources that has been described by some as “creative steroids.” This Lions resource portal is generally known as “The Work”, and is subscribed to by most of the leading global advertising agencies.

According to the Executive Director of AAG, Isaac Cudjoe, AAG considered two key benefits of the The Work portal before entering into the partnership with the Lions team. The portal grants creative agencies access to the world’s most celebrated and award-winning creative campaigns. It serves as a creative ‘cheat code’ for agencies that have access to enable them to enrich their pitches. The portal also serves as a guide to agencies that want to win global awards. Instead of paying 5,000 Euros to access the portal, AAG’s arrangement gives its member (corporate and individual) the opportunity to pay about 500 USD to access the prestigious portal. [Read More](#)



Executive Director AAG Mr Isaac Cudjoe

The Lion Hunt: Key Insights from AAG and The Storytellers’ Cannes Lions Workshop



On February 13th, the Advertising Association of Ghana (AAG), in partnership with The Storytellers, hosted an intimate workshop at Akuna Group, Labone, followed by a wider Zoom session that brought together over 20 participants from across Ghana. This dual format allowed a small, focused group to engage in person while reaching a broader audience online.

The session began with Venus Tawiah Director of Global Partnership AAG, who provided context on what AAG stands for, its mission, and why its partnership with The Storytellers is pivotal in amplifying Ghanaian creativity on the global stage. Next, Jason Nartey CEO Storytellers shared his personal journey, recounting how creative inspiration led him to win a prestigious Cannes Lion. He emphasized that beyond technique, it’s the spark of creativity that elevates a winning entry. [Read More.](#)



A Group Shot of Participants Present at the LION HUNT



Venus Tawiah, Director of Global Partnership AAG



Executive Director of AAG Mr Isaac Cudjoe



Jason Nartey ,CEO Storytellers



Yaa Boateng, Venus Tawiah and Jason Nartey



Participants interacting



Amaris, Eliot and Naa Odarkor,

AAG Connects Ghanaian Students to the Roger Hatchuel Student Academy

The Advertising Association of Ghana (AAG) has nominated three (3) Ghanaian students to the Roger Hatchuel Student Academy (RHSA), marking Ghana’s entry into one of the world’s most prestigious global talent development platforms within the creative and advertising industry. This is Ghana’s first ever entry into the prestigious academy from the advertising industry in the country.

The Roger Hatchuel Student Academy is a highly competitive learning programme held annually during the Cannes Lions International Festival of Creativity in Cannes, France. The academy is designed for exceptional final-year students and emerging talents in advertising, marketing, communications, media, and related creative disciplines. It brings together a global cohort of young creatives for an immersive experience that includes masterclasses, mentorship, collaborative workshops, and live creative challenges led by leading industry practitioners.

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ROGER HATCHUEL STUDENT ACADEMY



AAG Partners Pitcher Festival for 2026 Young Lions Digital Competition

The Advertising Association of Ghana partnered with the Pitcher Festival for the successful hosting of the 2026 Young Lions Digital Competition, delivered as a joint Ghana and Nigeria initiative. The collaboration reinforces AAG’s commitment to developing emerging creative talent and strengthening West Africa’s presence on the global stage.

The 2026 edition concluded on a high note, featuring strong entries from rising digital professionals who demonstrated strategic depth and effective digital execution. Echo House, one of Ghana’s leading creative agencies, was among the finalists, showcasing exceptional work that reflected the strength of the local creative ecosystem. [Read More](#)

YOUNG LIONS
COMPETITIONS
NIGERIA

CHINI Africa

IN COLLABORATION WITH **ADVERTISING ASSOCIATION OF GHANA**

2026
YOUNG LIONS
DIGITAL JURY

WHITNEY THOMSON
HEAD OF DIGITAL / ACCOUNT DIRECTOR,
Ogilvy Africa

LYNN OSEI-BONSU, THE FACE BEHIND THE NURU EXPERIENCE



Lynn Osei-Bonsu is an accomplished Communications Strategist and Consultant with over 20 years of experience. Lynn is the Managing Director of Nuru Group, a pan-African and Middle Eastern strategic communications and advisory firm specializing in public-sector visibility, development communication, sustainability storytelling, and national impact campaigns. She excels in orchestrating successful communication campaigns that are both timely and sensitive to public needs.

Throughout her career, Lynn has held various leadership roles including as Corporate Relations Manager and Head of Corporate Affairs at multinational corporations. Her extensive consulting experience spans non-profits, media, government, and manufacturing sectors, where she has honed her skills in strategic leadership, efficient management, and inspirational mentorship. Lynn holds a Postgraduate Diploma in Communication Studies and a Bachelor of Arts in English from the University of Ghana, Legon. Her academic background has provided a strong foundation for her professional achievements. [Read More](#)

DECADES OF LEADERSHIP: MR. REGINALD DANIEL LARYEA AND GHANA'S MARKETING EVOLUTION





Media Marjique Office

Mr. Reginald Daniel Laryea, affectionately, called 'Geddy' is the Managing Director, Media Majique and Research Systems (Media Majique or MMRS).

As the Managing Director of MMRS Mr. Laryea provides strategic leadership across Below-The-Line (BTL) activations, consultancy, research, branding, and merchandise production. His professional journey reflects a strong commitment to building a communications firm that blends creativity, insight, and execution excellence.

Mr. Laryea developed his expertise in advertising strategy and media buying working on a wide range of local and multinational campaigns that successfully connected brands with audiences across Ghana and, in some cases, the wider West African sub-region. This experience laid a solid foundation in high-impact communication strategy, effective media investment management, and a deep understanding of the advertising industry. [Read More](#)



Media Marjique staff with Mr Reginald

Cannes Lions honours France as the 2026 Creative Country of the Year



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Advertising Association of Ghana (AAG) appoints

Dr. Mrs. Linda Narh
Lecturer/Coordinator, UPSA
as Gong Gong Board Chairperson



Andrew Ackah
CEO, Dentsu Ghana
Board Member



Russel Eni
CEO, Insel Communications Ltd.
Board Member



Anand Badami
SVP, Publicis West Africa
Board Member



Grace Adjo Andoh
CEO, Art Excel
Board Member



Afeafa Nfojoh
General Manager, Adesa Productions Ltd.
Board Member



Russell Banful
CEO, Brandflow
Board Member



Nicolette Amaeshi
Managing Director, Pulse Ghana
Board Member



Lasisi Andre Tayo Jnr
Head of Brand, Marketing Communications & Events, Telecel
Board Member



Justin Darkwah
COO, Rezultz Advertising
Board Member

The board's main mandate is to elevate the Gong Gong Awards to international benchmarks, ensuring that the advertising industry's prestigious creativity and awards festival become a true beacon of excellence that recognizes and rewards the phenomenal talent within Ghana's creative sector.





WE'VE MOVED



NEW ADDRESS

BERACAH HOUSE ADABRAKA

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