

NEWSLETTER

MARCH – APRIL 2026
EDITION



THE ADVERTISING BILL IS BACK ON TRACK.

After many years of ups and downs, the Advertising Bill is back on track, following a renewed push by AAG and a stronger collaboration between the Ministry of Trade, Agribusiness and Industry and AAG. There have been several meetings between the executives of AAG and a technical team from the trade ministry led by the ministry's Chief Director and the policy directorate.

As part of renewed efforts, a stakeholder meeting was convened on Tuesday, April 14th, bringing together key players across government, industry, media, academia, and the private sector. The stakeholder workshop forms part of a broader review process aimed at strengthening the existing Bill and also to update it with provisions on digital advertising to ensure that the bill reflects the realities of today's rapidly evolving advertising landscape.

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TOP NEWS

THE ADVERTISING BILL IS BACK ON TRACK.

**MINISTER OF TRADE, INDUSTRY & AGRIBUSINESS
COMMITTS TO GETTING ADVERTISING BILL PASSED**

A DIFFERENT GONG GONG EXPERIENCE ALTOGETHER

**AAG CHALLENGES MTN DERIVE MORE BENEFITS FROM
GOOGLE AND META FOR THE GHANAIAAN CONSUMER**

**PROFESSOR ROBERT EBO HINSON RANKED AFRICA'S
NO.1 MARKETING SCHOLAR AGAIN IN 2026 AD
SCIENTIFIC INDEX RANKINGS.**

**AAG'S PROJECTION OF GHANA AT CANNES LIONS
SUCCESSES**

- Cannes Lions Awarding Jury
- Shortlist Jury – Cannes Lions Awards
- Cannes Lions 'See It Be It'
- The Next Generation: Ghana's 2026 Roger Hatchuel Academy Selection
- Lions Cmba (Creative Mba)

PITCHER FESTIVAL OF CREATIVITY SUCCESS:

- Ghana Takes Centre Stage: 2026 Pitcher Academy Faculty & Jury Appointments Announced
- Leadership at the Young Pitchers Academy
- Empowering the Next Generation: The 2026 Faculty
- Digital Pioneers: Celebrating Participation in the Young Lions Digital Competition
- A Voice in the Room: The Pitcher Awards Jury





Stakeholders Present at the meeting .



Mr Andrew Ackah, President of AAG, expressing concerns of the need for the bill to be passed.



A participant wanting to express her view during the Q&A segment.



A representative From the office of attorney General explaining the details of the bill.



Mr. Isaac Cudjoe expressing concerns on the need for the Advertising Bill



Mr Russel Eni, Insel Communications





Hon. Elizabeth Ofose-Adjare, Minister of Trade, Industry & Agricbusiness

MINISTER OF TRADE, INDUSTRY & AGRIBUSINESS COMMITS TO GETTING ADVERTISING BILL PASSED

In relation to the on-going interest build-up in the advertising bill, the Minister of Trade, Agribusiness and Industry, Honourable Elizabeth Ofose-Adjare, met with the Council of the Advertising Association of Ghana (AAG) in her office on April 1st, 2026.

The meeting of the two parties had two key purposes: for the minister and her team to align with AAG on the various steps and approaches to adopt in order to get the bill fully on track again, and for the minister to reassure the advertising industry of her commitment to see the bill through Cabinet and Parliament.

Currently the Attorney-General's office is revising the bill to include provisions on digital advertising, which drafters of the existing bill did not consider when they drafted the bill over fifteen years ago.

A DIFFERENT GONG GONG EXPERIENCE ALTOGETHER

The Creative Convergence: Human Craft Meets the Speed of Code

This year, the Gong Gong Festival of Creativity & Awards has reached a different level of excitement. We are stepping into a future that is highly relevant to global industry trends defined by a theme that celebrates the industry's evolution:

The Creative Convergence: AI and Human Craft in Advertising. The Advertising Association of Ghana proudly presents the 18th edition of an event that has, over the years, become the most prestigious recognition of advertising excellence in Ghana and beyond.

"Craft is the soul. Code is the accelerator. Together, they define the next era of Ghanaian advertising."



Mr. Andrew Ackah, President of AAG, speaking to the Press at the Media launch.

In an age of rapid technological shifts, one thing is being clarified by this year's theme for the Gong Gongs: human creativity remains a central focus. While "Code" brings the speed, precision, and innovation required to compete in today's fast-moving landscape, it is "Craft": the artistry, the storytelling, the cultural soul that truly moves people. This is not a debate between technology and humanity. It is a celebration of their collaboration. The tools have changed; the standard of the work has been raised higher.

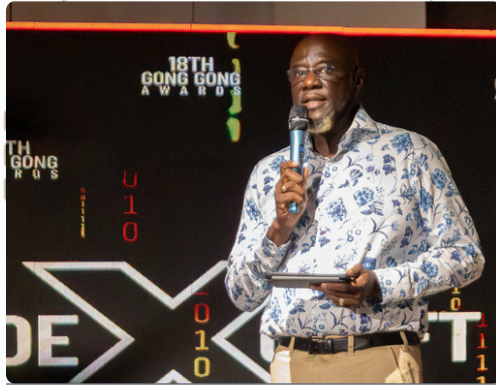
The 18th Gong Gong Festival of Creativity and Awards represents a significant and intentional step forward for the AAG. By embracing this convergence as our theme, we ensure that the industry remains at the cutting edge of global trends while honouring the timeless skill of the Ghanaian creative.

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Mrs. Grace Andoh leading the prayer before the event



Mr Joel Nartey, CEO Ninani Group giving a Speech



Mrs Linda Narh, Madam Chair of the Gong Gong Board speaking to the press



Mr Isaac Cudjoe, Executive Director, speaking to guests present



Justin Darkwa, COO of Rezultz Advertising, explains the idea behind the awards.



The Brain behind the logo Rezultz Advertising,



The Executive Director, AAG, with Chima Brigetta and Anand Badami



Guests at the Media Launch



Networking



Guests at the Media Launch



Muki, Venus Tawaih and Justin Darkwah



Gideon, TV3, speaking about the event with the media



AAG CHALLENGES MTN DERIVE MORE BENEFITS FROM GOOGLE AND META FOR THE GHANAIAN CONSUMER



The Advertising Association of Ghana (AAG), represented by its President, Andrew Ackah, has thrown a challenge to telecommunication giant, MTN to renew its mode operation, especially in respect of social media and digital platforms in order to fully benefit from networks like Meta and Google.

Mr. Ackah made the bold recommendation at the 2026 MTN Digital Transformation Conference held at the Kempinski Hotel Gold Coast City in Accra. He was a keynote speaker at the event that welcomed top tech and marketing communications experts from across the country. Mr. Andrew was addressing the gathering on his chosen topic: "Adapt Faster, Connect Deeper, ". He recommended a new era of industry synergy but on terms that recognize where the real value lies.

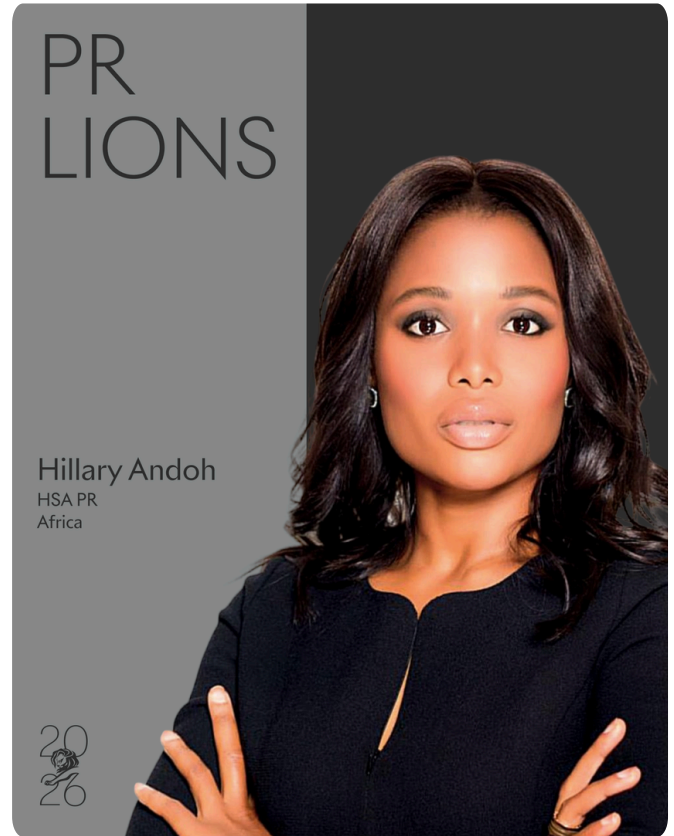
The Connectivity Ecosystem: Influence Through Infrastructure

The centerpiece of Mr. Ackah's address was a call for a "Synergy Mandate." He observed a simple but profound reality: global giants like Google and Meta essentially run on the rails provided by MTN. Without local telecom infrastructure, their content and ads never reach the Ghanaian consumer.

But then came the provocation that gave the room a different colour: the AAG President cautioned that MTN risks becoming what the industry calls a "unpaid conduit" a company that builds and maintains the road while others drive the profit through it. Google and Meta capture attention, harvest data, and monetise engagement. MTN provides the connection. That, he argued, is a losing bargain. [Read More](#)



AAG's PROJECTION OF GHANA AT CANNES LIONS SUCCESSES

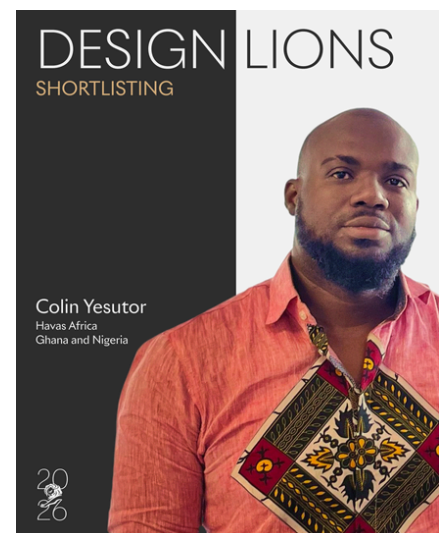


CANNES LIONS AWARDING JURY

The Cannes Lions International Festival of Creativity set to take place from 22–26 June 2026, has unveiled its Awarding Jury line-up for this year’s Festival. This distinguished group of global experts are to convene at Cannes in France to define and uphold the benchmark for creative excellence worldwide.

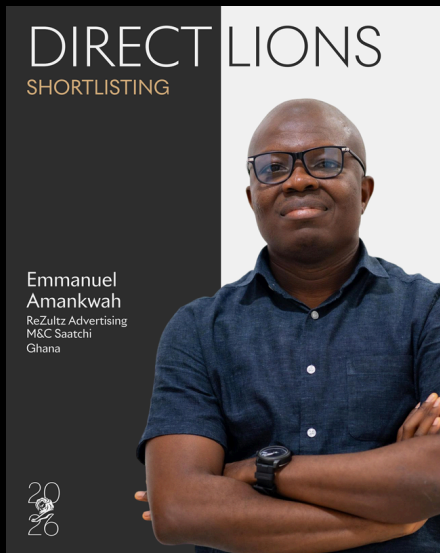
This year’s juries reflect the growing diversity of voices shaping the global creative industry, bringing fresh perspectives from independent agencies and brands across a wide range of sectors. We are proud to announce that AAG members Norkor Duah of MullenLowe Ghana and Hillary Andoh of HAS PR will represent Ghana for the first time as part of the Awarding Jury. They will contribute their time and expertise to recognising groundbreaking work in the Health & Wellness and PR categories.

Shortlist Jury – Cannes Lions Awards



Ghana is represented in full force at this year’s Cannes Lions Awards. After nominations though AAG and going through the robust selection process, AAG is delighted to announce that the following industry members will join the Cannes Lions Shortlist Jury, who participate remotely to create the awards shortlists for Brand Experience & Activation, Creative Strategy, Design, Direct Marketing and Social & Creator categories.





Delali Dzidzieny, Head of Marketing and Corporate Affairs, First National Bank GH
 Emeka Obia, Head of Strategy, Publicis Groupe
 Colin Yesutor, Senior Graphic Designer, Havas Africa Ghana
 Emmanuel Amankwah, Executive Creative Director, ResZultz Advertising M&C Saatchi
 Sharon Odarley Mills, Creative Marketing Strategist & Lead Consultant, SMC Consulting

CANNES LIONS 'See It Be It'

Celebrating Global Excellence: Natalie Narh Joins Cannes Lions "See It Be It" 2026 Cohort

The Advertising Association of Ghana (AAG) is incredibly proud to announce that Natalie Narh has been selected for the prestigious Cannes Lions 2026 See It Be It SIBI. See It Be It is a world-class initiative fully funded by Lions, designed to accelerate women's advancement into creative leadership roles through mentorship, masterclasses, and tailored backstage Cannes festival access.

With only 20 places available globally, Natalie's inclusion is a significant "win" for Ghana. Natalie's selection for this SIBI global programme follows her innovation of NewComma a platform and creative membership community that connects over 17,000 African and diasporan creatives to global opportunities.

Join us in congratulating Natalie Narh on this monumental achievement!





Amaris Shekinah Bedwei

The Next Generation: Ghana's 2026 Roger Hatchuel Academy Selection

The future of the Ghanaian creative industry continues on its global ascent. Following up on our previous communication, on submitting three students from Ghana into the selection pool for places on the 2026 Cohort Roger Hatchuel Academy, the Advertising Association of Ghana (AAG) is proud to announce that Amaris Shekinah Bedwei from Lancaster University Ghana has secured a prestigious place at the 2026 Roger Hatchuel Academy at Cannes Lions.

What is the Roger Hatchuel Academy?

The Roger Hatchuel Academy is a high-intensity learning program designed for students who are ready to break into the world of advertising. Taking place during the Cannes Lions International Festival of Creativity, the academy offers students a week of specialized workshops, mentorship from industry legends, and a global platform to launch their careers.

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ROGER HATCHUEL STUDENT ACADEMY



Lions cMBA (Creative MBA)

Lions have been supporting the next generation of talent by running academies and learning programmes for over 20 years. This is a commitment to providing emerging talent with expertise, confidence and skills needed to elevate their work.

The cMBA is a 10 Week digital course from Lions, the organisers of the Cannes Lions Festival of Creativity, designed to help creatives and marketing professionals to understand the tools, techniques, and insights needed to deliver impactful work and elevate their careers.

Congratulations to Yaa Boateng, of Stortellers who will be a speaker on the programme.



PROFESSOR ROBERT EBO HINSON RANKED AFRICA'S NO.1 MARKETING SCHOLAR AGAIN IN 2026 AD SCIENTIFIC INDEX RANKINGS

We are incredibly thrilled to celebrate an extraordinary milestone within our own community. For the fifth consecutive year, our esteemed member, Robert Ebo Hinson, DPhil, PhD, has been officially ranked as Africa's Number One Marketing Scholar, extending what many observers are increasingly describing as one of the most dominant intellectual runs in contemporary African business scholarship. The ranking also simultaneously places him as Ghana's leading Business and Management scholar, further reinforcing the scale of his academic influence.

While the continent celebrates his academic brilliance, we take immense pride in his active role within our association. Professor Hinson embodies the rare intersection of world-class theory and high-impact practice. His work doesn't just live in journals; it actively shapes the strategies of banks, governments, and multinational corporations across Africa.

The Impact by the Numbers:

- 8,700+ Google Scholar citations
- H-index performance above 50
- 150+ Peer-reviewed journal publications and 45+ authored/edited books
- Lead Editor for major SCOPUS-indexed international series, including Palgrave Studies of Marketing in Emerging Economies

Professor Hinson's sustained excellence is a powerful reminder that globally respected intellectual legacies can be built right here on the continent.

Please join us in congratulating Professor Hinson on this phenomenal feat. He isn't just participating in African marketing scholarship; he is defining its modern history, and we are proud to walk this journey with him.



PITCHER FESTIVAL OF CREATIVITY SUCCESS

Ghana Takes Centre Stage: 2026 Pitcher Academy Faculty & Jury Appointments Announced

The Advertising Association of Ghana (AAG) is proud to announce a significant milestone for our creative industry and in our continued partnership with the Pitchers Festival of Creativity. As part of our ongoing commitment to nurturing and showcasing talent who set excellence benchmarks for the Region, several of our distinguished members have been appointed to leadership and faculty roles for the 2026 Pitcher Festival.

Leadership at the Young Pitchers Academy

We are thrilled to confirm that **Venus Tawiah** will continue her impactful tenure as **Dean of the Young Pitchers Academy**. Under her leadership, the academy has evolved into a more robust, marketing-discipline-inclusive learning platform designed to better reflect the realities and opportunities within Africa's fast-growing creative and communications industries. Her vision has helped reposition the programme as a more accessible and regionally relevant alternative for emerging African talent seeking world-class industry exposure and development opportunities.

Formerly known as the Young Professionals Academy, the reimagined Young Pitchers Academy now serves as a dynamic hub for young professionals across advertising, brand management, digital communications, media, PR, strategy, copywriting, art direction, and marketing communications. Through a combination of online learning, mentorship, regional bootcamps, and industry-led sessions facilitated by leading African and global marketing and creative professionals, the academy delivers high-impact learning that integrates seamlessly into participants' professional lives while expanding their global perspective.

tion opportunities for Africa's next generation of creative thinkers, strategists, storytellers, designers, and brand innovators



A key evolution under her tenure has been the separation of the Young Pitchers Competition into its own dedicated competitive platform, while the academy itself now functions as a stronger preparatory and talent development pipeline for participants aspiring to compete at the continental level. This structure has significantly broadened participation across the region and strengthened access to mentorship, industry networks, and career acceleration opportunities for Africa's next generation of creative thinkers, strategists, storytellers, designers, and brand innovators



Empowering the Next Generation: The 2026 Faculty

This year, the AAG was well-represented by a new wave of speakers who led sessions and joined panels across the festival's academic tracks. We congratulate the following professionals on their appointment to the faculty.

- Rita Nana Adowa Arthur – Session Leader
- Afua Asiedu – Session Leader
- Sharon Odarley Mills – Session Leader
- Emeka Obia – Session Leader
- Whitney Thompson – Session Leader



They bring a wealth of experience in brand strategy, digital innovation, and creative storytelling, providing invaluable insights to students and young professionals across the continent.



Digital Pioneers: Celebrating Participation in the Young Lions Digital Competition

AAG's partnership with the Pitcher Festival of Creativity continues to create pathways for emerging talent within Ghana's advertising industry to participate in the prestigious Young Lions Competition through the regional qualifying platform hosted in Nigeria.

The Young Lions competitions remain one of the industry's ultimate tests of creativity, strategy, and agility. This year's Digital Competition challenged teams to respond to high-impact digital briefs within just 24 hours, placing innovation, insight, and digital excellence at the centre of modern advertising practice.

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A Voice in the Room: The Pitcher Awards Jury

In addition to our academic representation on the Young Pitcher Academy, we are pleased to announce strong representation from Ghana as Jurors to serve on the 2026 Pitcher Awards.

Having a seat at the table during the judging process ensures that the unique perspective and cultural nuances of West African creativity are represented when selecting the year's most impactful work

Congratulations to:

- Anand Badami – 2026 Culture Jury President**
- Kenneth Hammond-Aryee (PHD) – 2026 Care Jury Member**
- Colette Amaeshi – 2026 Channel Jury Member**
- Safo Mallet – 2026 Care Jury Member**

- Whitney Thompson – 2026 Good & Effectiveness Jury Member**
- Benjamin Anyan – 2026 Craft Jury Member**
- Lord Adansi – 2026 Craft Jury Member**

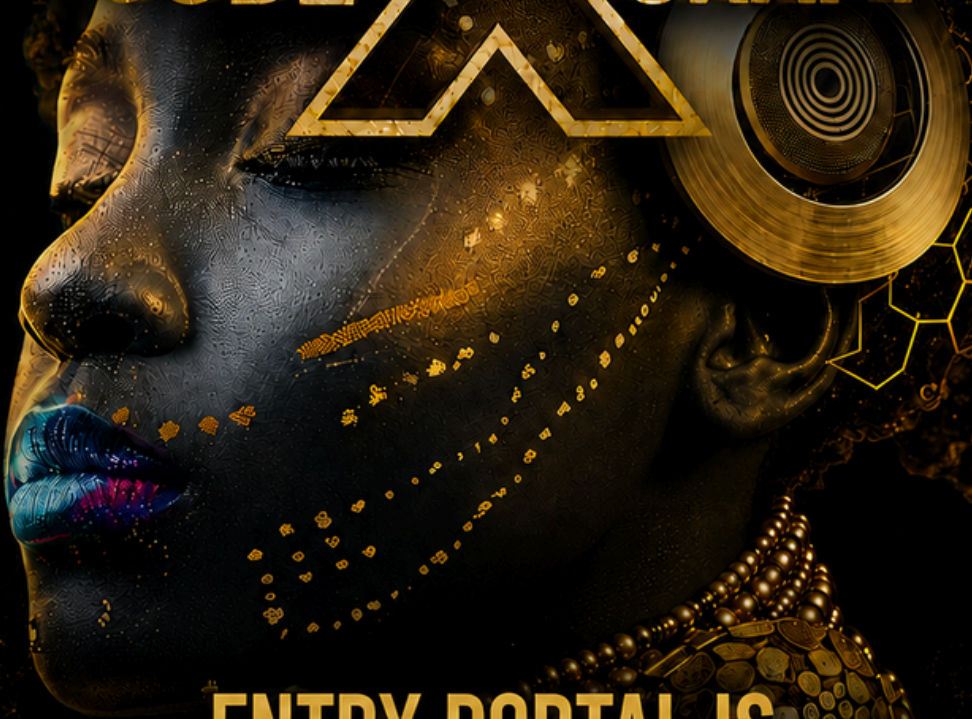




ADVERTISING
ASSOCIATION
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18TH
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**ENTRY PORTAL IS
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from Tuesday 19th May - Thursday 18th June 2026.

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