

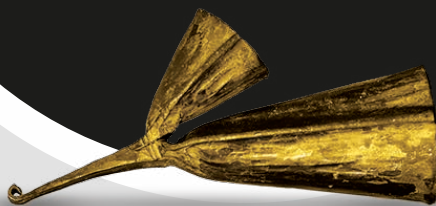
# THE GONG GONG

Volume 8

The Ghanaian Advertising Industry's Mouthpiece

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## AFRICA RISING

THE NEW CONSUMER GENERATION

An IAA Leadership Conference

27th - 28th APRIL, 2015  
ACCRA, GHANA

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## President Mahama lauds IAA for bringing Africa Rising Conference to Accra

**Accra, April 27th 2015:**

The International Advertising Association, in conjunction with the Advertising Association of Ghana, commenced its two day Africa Rising | The New Consumer Generation Conference at the Movenpick Hotel in Accra, Ghana.

His Excellency, Mr John Dramani Mahama, President of the Republic of Ghana, opening the conference included in his remarks,

*"I am honored that Accra joins a long list of world-class cities such as Moscow, Beijing, Sydney and many others to host such a prestigious IAA conference. Ghana and Africa are experiencing a dramatic leap-frogging of technology, which brings with it great opportunity. We have a reputation as a place that is easy to do business in and is an attractive destination for investment. Advertising is an important part of our economy with jobs and opportunities for many and the increasing demand for creative services will only grow. Apart from the traditional role of branding to consumers, I call on marketers and advertisers to use their know-how to re-brand the African continent from the 'dark' image it is traditionally thought to have. We have the fastest growing middle class in the world, and an increasing pool of well-educated, young people. And, the new digital world provides us with opportunities to market our African success stories beyond African borders. Africa is the continent of opportunity!"*



*President Mahama addresses delegates in his opening address.*

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## IAA Leadership Conference Ends in Accra

The two (2) day Advertising conference, dubbed 'Africa Rising Leadership conference' has ended in Accra. The conference which took place from the 27th –28th April 2015 at the Movenpick Ambassador Hotel was organized by the International Advertising Association (IAA) in conjunction with the Advertising Association of Ghana (AAG) and had the theme "Africa Rising – the New Consumer Generation." This conference provided an in-depth assessment and

understanding of the economic, social forces and trends facing consumers, brands and governments in Africa and assessed the implications for those businesses with interests in Africa within the wider advertising industry who wish to expand their frontiers.

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# IAA Leadership Conference Ends in Accra

Continued from Page 2

Over 40 speakers, selected from across the marketing communications and Advertising industry from around the world delved into various topics for the two days. Some of the topics for the conference were; The emerging consumer in Sub-Saharan Africa, Are African brands scalable across the globe?, Maintaining consumer engagement and promoting consumer participation in multiple worlds of Africa.

Others are; 'The trends and future of Out-Of-Home advertising', 'What do current global media trends mean for Africa?', 'What is the industry learning from Africa?', 'Advertising and self-regulation versus protectionism, The way forward for Africa?' And 'The challenge of change: Your business in the new economy'.

Closing the conference, Dr Ekwow Spio-Garbrah, the Minister of Trade and Industry commended the organizers and speakers for bringing the conference to Ghana and hoped that the deliberations would help to shape policies by African Governments.

The Minister said, the huge advances the African continent had made was yet to be acknowledged and tasked the IAA to collaborate with their local chapters in various countries to apply the requisite communication tools to rebrand the continent to create a compelling image for it as a preferred destination for doing business.

Dr Spio-Garbrah said though the Western media and their agents have always painted a poor picture of Africa to the rest of the world, some African NGOs, in their quest



Dr. Ekwow Spio-Garbrah gives the closing remarks

for funding also carve a sorry state of the continent and appealed to them to stop.

The Minister called on practitioners in the advertising and marketing communications fraternity in Ghana to work in collaboration with Government to carry out behavioral changes among the populace for the development of the country.

The World President and Chairman of IAA, Mr Faris Abouhamad thanked the local chapter of the IAA and the AAG for the efforts put into rolling out the conference successfully.

He promised that the IAA will continue to work with the various chapters in the African countries to bring the conference back to the continent in the very near future.

## A summary of the breakdowns of the international delegates is as follows:

Cameroon	-	1	Nigeria	-	25	UK	-	5
USA	-	2	South Africa	-	2	Benin	-	2
Cote d'ivoire	-	2						





H.E. President John Mahama being ushered into the Hall by Mrs. Norkor Duah (left), Mr. Faris Abouhamad (second left) and Mr. Joel Nettey (right).



Mr. Joel Nettey, President of the AAG gives delegates a warm 'Akwaaba'.



Mr. Faris Abouhamad, Chairman and World President of the IAA sharing on Global Issues, insights and IAA in perspective.



A cross-section of delegates at the Africa Rising Conference.



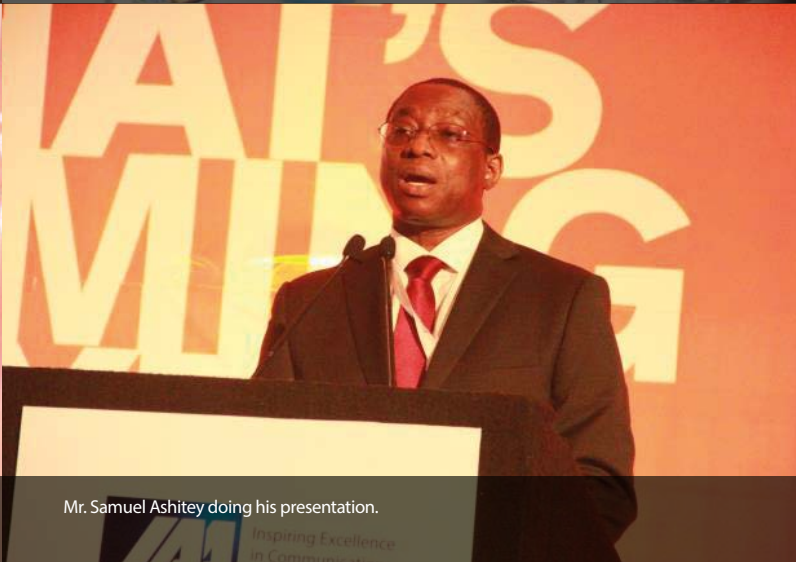
Pre-dinner traditional dance moves!



From left to right: Mr. Kelechi Nwosu, an IAA official and Fatima Alimohamed at the gala dinner



Mr. Yaw Boateng presenting on The emerging consumer in Sub-Saharan Africa



Mr. Samuel Ashitey doing his presentation.



## FEATURE

### Africa's 'Explosive Growth' In Adspend

Boko Inyundo and Paul Rajput from law firm Lewis Silkin, fresh from IAA Africa Rising Conference in Accra, explain why and how big brands are taking the continent seriously.



**Boko Inyundo**  
Business Development Manager,  
Lewis Silkin



**Paul Rajput**  
Partner, Corporate, Lewis Silkin

Is Africa rising or has it risen already? Or has it only risen for some and not for others? Or has Africa not risen at all?

As Mr Seni Adetu, the CEO of Guinness Nigeria plc until December 2014, insightfully summarised, this was the essence of what global industry leaders among brands, advertising agencies, the media and regulators explored during an inspirational leadership conference in Accra, Ghana, held on 27 and 28 April 2015 under the banner "Africa Rising – the New Consumer Generation – What's Coming Next?".

The forum was hosted by the International Advertising Association (IAA) and the Advertising Association of Ghana (AAG) and officially opened by his Excellency John Mahama, president of the Republic of Ghana, himself a marketing communications professional in the early part of his career.

While they were both optimistic and pessimistic observations about the extent to which Africa was rising, we came away with some observations no doubt also informed by our experiences, at the law firm Lewis Silkin, advising our clients on a range of legal matters including mergers and acquisitions across sub-Saharan Africa.

Market confidence in West Africa was certainly palpable in this conference and the discussions we had with various industry stakeholders, as well as the many brilliant presentations over the two days, led us to believe that four areas would be key to future progress of the advertising and marketing industry in Africa.

The four areas are: Revenue; Regulation; Reputation; and Research, the four "R's" we believe will be key to Africa Rising.

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# Africa's 'Explosive Growth' In Adspend

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So, taking each in turn and providing context for each as gleaned from the conference.

## 1. Revenue

Most are aware by now that Africa's fast growing markets and improving macroeconomic fundamentals are proving attractive to investors. With its large reserves of natural resources as well as its diversifying economies and transformation through structural and regulatory reforms, Africa has registered strong and sustained GDP growth.

Many anticipate further market stimulation through regional integration, public investment in infrastructure, increased agricultural production and a buoyant services sector.

In fact, many of this conference's sponsors are widely recognised for their pursuit of growth in Africa, notably: Ecobank; Coca-Cola; Vodafone; MTN; Unilever; and Moneygram.

In addition, advertisers such as Diageo, KFC, Walmart, Nestle, Danone and India's Bharti Airtel telecoms are all taking African expansion seriously.

This has spurred a local talent hunt by both marketers and agencies as they gear up their Africa operations.

With explosive growth in advertising spend by major global brands in Africa, the major advertising networks' appetite for establishing affiliate agreements, or for acquiring such operations, grows concomitantly.

A notable debate among delegates at the conference related to the role of multi-nationals and global advertising networks in building the capacity of the local advertising industry.

As many of the speakers and local delegates held affiliations with one, or in some cases more than one, global advertising agency network, there was widely held recognition for the important role the networks played in training and up-skilling local practitioners.

However, there were some in the audience that declared concerns about the potential for capital flight once affiliations were struck or local industry consolidation was stimulated by the major networks.

Interestingly, some delegates also advocated for the growth of African brands cross-border, many seeing the regional scalability of locally owned brands as being key to local, independent agencies growing revenues across Africa's borders via these clients and this leading to these agencies becoming even more attractive propositions for the large global advertising holding companies.

## 2. Regulation

Progress has certainly been made in West Africa's local and regional brand management and advertising industry.

This was evident from the impressive talent on show at this conference among representatives of local brands and independent advertising agencies.

However, one interesting outcome of the past few years of economic growth, rising demand for advertising from brands, deepening penetration of the internet, mobile connectivity and increasing competition from new entrants, was perhaps the undercurrent of debate during the conference regarding imminent regulatory reform in Ghana.

This includes a proposed new licensing regime seeking to ensure quality and professionalism in line with a global standard as well as new entry and operational guidelines for foreign practitioners, much as has already been put in place in Nigeria by the Advertising Practitioners Council of Nigeria (APCON) through its Committee on Advertising Practice Reforms (ACARP).

This industrial desire to improve standards seemed to have widespread support among delegates at the conference, though there were some mixed reactions amongst what appeared to be a core group of younger, possibly more digital-savvy, entrepreneurs eager to ensure such regulatory reform was not simply a protectionist reaction amongst the "old guard" looking to raise barriers to entry for new, perhaps more agile, entrants.

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H.E. John Dramani Mahama in a group photograph with IAA Board Members, AAG Executives and State Protocol.



A panel discussion



A delegate asks a question during one of the sessions.



Mr. Serame Taukobong shares on bridging the digital gap in Africa. The role of brands.



A cross-section of delegates at the conference.



Dawn Rowlands presenting on Telepathy and Square Eyes



Movenpick Refreshments Break



Tea time!



# Africa's 'Explosive Growth' In Adspend

*Continued from Page 6*

If that was the underlying driver some voices from the floor highlighted that this could, potentially, stunt the progress of the Ghanaian advertising industry as it seeks to become fit for purpose for serving brands in the context of Africa's mobile and technology evolution.

## 3. Reputation

Nurturing and maintaining reputation through behaving as a socially responsible brand will likely be a key facet for any organisation seeking to operate successfully in African markets.

Corporate citizenship in Africa will undoubtedly attract a variety of stakeholders' attention given that brands in Africa operate in a context where poverty, conflict, and weak government institutions tend to be more pronounced.

Arguably the best presentation over the course of the conference was made by Yaw Nsarkoh, senior vice-president, Unilever Nigeria, who advocated for a more balanced perspective on whether Africa had, as yet, risen.

While clearly passionate about Africa's potential, this speaker emphasised that brands needed to shape themselves appropriately for African markets by working alongside African consumers to positively impact their lives.

One example he gave was Unilever campaigning to get consumers to brush their teeth twice a day, thereby catalysing improvement in dental hygiene in the region while growing the toothpaste market. This echoed similar sentiments at a global level over the past few years from Unilever CEO, Paul Polman, and Keith Weed, the chief marketing officer at Unilever.

It also chimed with the aspirations underpinning Unilever's Sustainable Living Plan launched in 2010. This aims to double the size of the Unilever business while reducing the company's environmental footprint and increasing its positive social impact in an increasingly resource-constrained world.

## 4. Research

Ilana Melzer, one of the co-founders of Eighty20 Consulting, championed the importance of data and the role of quantitative, as well as qualitative, research in ensuring

government policy-makers, brands and advertising agencies better understand Africa's consumers, the size of markets and the profile of demand across a range of products and services.

She emphasised that the smarter collection and interpretation of data from research would stimulate more creative campaigns anchored in real insight that better resonates with consumers, thereby helping brands with their positioning in African markets.

Furthermore, Jarrod Eckstein, Managing Director, Unit5, The Creative Counsel, South Africa's largest advertising group, highlighted how a better grasp of traditional and digital media consumption trends in Africa would enable advertising agencies and brands to more effectively reach Africa's consumers across a plethora of channels.

So, is Africa rising or has it risen already? Or has it only risen for some and not for others? Or has Africa not risen at all?

Reflecting on our observations about the four "R's" that are key to 'Africa Rising', namely: Revenue; Regulation; Reputation; and Research, we would concur with the CEO of Vodafone Ghana, Haris Broumidis, who said at this conference that with Africa, "we can see the glass is half plenty", a play on the common expression "is the glass half empty or half full?".

Following our time in Accra, we felt that, on the spectrum of optimism (half full) vs pessimism (half empty), Africa is brim-full with potential and all stakeholders must look to harness this potential collaboratively as well as with a purpose that has the common good front of mind.

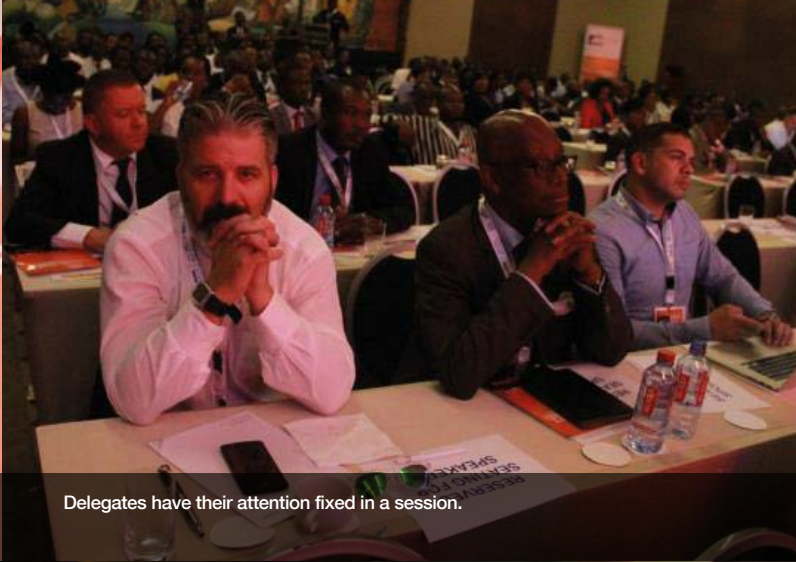
Key to this will be how brands and agencies generate Revenue and invest profits in innovation and sustained growth, how Regulation is applied and enforced, whether Reputation is front and centre of brands' engagement with consumers and markets, and whether data from Research is appropriately mined and interpreted.

*This article was first published on  
[www.campaignlive.co.uk](http://www.campaignlive.co.uk)*





Fatima Alimohaed during the Conference Summary.



Delegates have their attention fixed in a session.



A delegate poses a question at one of the sessions.



A cross-section of delegates in a session.



A panel discussion on advertising and self-regulation versus protectionism. The way forward for Africa?



A panel discussion on ad agencies in transformation.



A cross-section of participants at the conference.



Mr. Michael Lee, Managing Director of the IAA presenting a citation to the Minister of Trade and Industry, Hon. Dr. Ekwow Spio-Garbrah.



# President Mahama lauds IAA for bringing Africa Rising Conference to Accra

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Over 250 delegates from eleven countries gathered to hear about the pressing issues and discuss the key insights into the fast developing marketing and communications markets of Africa. Topics included research, consumer insights, a look at regional creative leadership, the scalability of African brands, the impact of mobile technology and advertising regulation in the two day event.

Faris Abouhamad, IAA Chairman and World President commented "Having His Excellency President Dramani Mahama open the IAA conference is a great honor and recognition of the growing importance of Africa and its citizens to both local, regional and international brands. With our growing Sub-Saharan membership lead by IAA Ghana it's natural the IAA should take the lead. And on behalf of all delegates I would like to thank IAA Vice President - Africa Development Norkor Duah, IAA Ghana Chapter President Joel Nettey - and their energetic AAG team for making this conference happen!"

## Speakers

The speaker line-up included: Faris Abouhamad, IAA; Samuel Ashitey Adjei, Ecobank Ghana; Seni Adetu, Immediate Past CEO of Guinness Nigeria Plc/Diageo Brands Nigeria; Yaw Nsarkoh, Unilever Nigeria; Dawn Rowlands, Dentsu Aegis Network SSA; Fabrice Sawegnon, Voodoo Group, La Cote D'ivoire; Dmitry Shishkin, BBC; Alhassan Andani, Stanbic Bank Ghana

Ltd; Kenneth Ashigbey, Graphic Communications Group; Kemi Okusanya, Moneygram Anglophone West Africa; Paul Squirrell, thenetworkone.

The others are; Serame Taukobong, MTN Ghana; Udem Ufot, APCON, Nigeria; Reginald Laryea, Chairman Ogilvy & Mather Ghana; Kojo Lokko, John Hopkins Center for Communication Programs; Sir Steve Bamidele Omojafor, STB-McCann, Nigeria; Kelechi Nwosu, President of AAAN, Nigeria; Yaw Agyenim-Boateng, McKinsey & Company; Nnenna Onyewuchi, Yellow Brick Road Nigeria; Haris Broumidis, Vodafone Ghana; Tunji Olugbodi, Verdant Zeal Group; Lolu Akinwunmi, Chairman of Prima Garnet Africa; Fatima Alimohamed, Wilmar Africa Ltd; Tim Acquah-Hayford, TWBA/Markcom; Emmanuel Addo, AdMedia FCB Ghana; Julian Boulding, thenetworkone; Brett Bivans, IARD; Millward Brown; Charles Chijide, OAAN; Dr. Jeffrey Cole, USC Annenberg School; Norkor Duah, Lowe Accra; Jarrod Eckstein, the Creative Counsel; Preba Greenstreet, Alcohol Producers and Manufacturers Association of Ghana; Ryan Hogarth; Erich Joachmishaler, Vivaldi Partners; Illana Melzer, Eighty20 Consulting; Joel Nettey, Innova DDB Ghana; Sean O'Hara, BBC Advertising and Susan N. Omanga, Exclamation Mark Ltd.



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## IAA Honours President Mahama



The IAA has conferred an Honorary Life Membership award on His Excellency President John Dramani Mahama, The President of the Republic of Ghana.

The Presentation, in the form of a citation and a plaque was done at the opening of the Africa Rising Conference on Monday, April 27, 2015 at the Movenpick Hotel in Accra.

On behalf of the IAA World Board of Directors, the presentation was done by Mr Faris Abouhamad,

Chairman and World President and was assisted by Mrs Norkor Duah, Vice President Development – Africa, IAA & Managing Director, Lowe Accra.

The citation, which was read by Mrs Duah encapsulated the career of the president in the field of communications and his resilience in his political career which has seen his meteoric rise to the highest office of President in the republic and also the chairman of Ecowas



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# Profile

The Advertising Association of Ghana (AAG) is the Industry Body and Professional Institute for the Ghana's thriving and highly potent Advertising and Marketing Communications business. It is a nonprofit making organization which is funded by member subscriptions.

The AAG was incorporated on 21st November, 1989. Later on, it was registered as a Professional Body under the Professional Bodies Decree (NCRD 143) on 19th November, 2002. The Institute of Advertising, Ghana (IAG) was also established by the AAG; it was incorporated on July 17, 2006 to offer professional development training programmes, to enhance professionalism in the advertising industry in Ghana and for its members.

Basically, the AAG advises, comments, educates, informs, inspires, innovates, lobbies, promotes, sets standards and rewards marketing communications that work.

Creativity • Integrity • Dynamism • Innovation • Quality • Glocal



Advertising Association of Ghana



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