

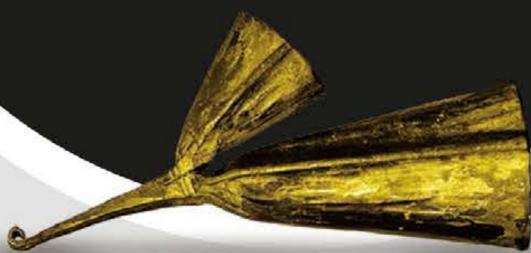


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ADVERTISING ASSOCIATION OF GHANA

The Ghanaian Advertising Industry's Mouthpiece

FIRST QUARTER NEWSLETTER (JANUARY – MARCH, 2018)



INSIDE

- ADVOCACY FOR ADVERTISING BILL RESUMES
- AAG COLLABORATES WITH AMA ON OUTDOOR SANITIZATION EXERCISE
- ALCOHOL MANUFACTURERS SEEK CLARITY ON ADVERTISING BILL
- AAG SUPPORTS LADMA TO RID ASSEMBLY OF ILLEGAL BILLBOARD DISPLAYS

EVENTS

- ISA INTERNATIONAL SIGN EXPO
- PROFESSIONAL DEVELOPMENT COURSE

AFRICA RISING *Reloaded* | WHAT'S COMING NEXT?SM

EVOLUTION OF BRANDS AND CONSUMERS; REINVENT OR DIE
An IAA Leadership Conference
28TH- 29TH MAY, 2018
ACCRA - GHANA

SAVE THE DATE



ADVOCACY FOR ADVERTISING BILL RESUMES



The association has successfully secured funding from the Business Sector Advocacy Challenge (BUSAC) Fund to finance advocacy action for the Advertising Standards Bill. The approval followed submission of concept notes and a proposal from the AAG Secretariat for the advocacy. Cost of the advocacy action for the bill which seeks a legal framework to regulate the advertising industry is Ghc164, 388. The association is required to provide 20% of the total cost.

The Advertising Standards bill saw its first reading in parliament in 2017 but could not be passed following the expiration of the mandate of the previous parliament. This therefore requires a restart of the entire process for passage of the bill by parliament. The advocacy action will begin with training of members on parliamentary procedures on 24th & 25th April, 2018.

AAG COLLABORATES WITH A.M.A. ON OUTDOOR SANITIZATION EXERCISE



The Association continued its call for passage of the Advertising Bill when the Accra Metropolitan Assembly embarked on an outdoor sanitization exercise to rid the city of unauthorised outdoor advertising structures. Executive Director, Mr. Francis Dadzie used the opportunity to stress the need for an Advertising Council which would have prevented the siting of unauthorised structures and posters.

He called on stakeholders to support advocacy for passage of the Advertising Bill by Parliament. The sanitization exercise saw the removal of over (number) illegal structures in various areas within the metropolitan assembly.

Mayor of Accra, Nii Adjie Sowah who led the operation warned religious bodies and corporate institutions to comply with the Assembly's new policy guidelines on outdoor advertising or face prosecution.

The new policy, 'Smart Procedures and Standards for Out of Home Advertisement' offers direction on outdoor advertising within the Accra Metropolis.

ALCOHOL MANUFACTURERS SEEK CLARITY ON ADVERTISING BILL

Vice President of the Association of Alcohol Manufacturers and Importers (AAMI), Gabriel Opoku-Asare who is also the Corporate Relations Director of Guinness Ghana Breweries Limited called on the Executive Director, Francis Dadzie earlier in the year to seek clarity on portions of the proposed Advertising Bill in relation to alcohol advertising.

His visit came on the heels of the Food and Drugs Authority's announcement of strict enforcement of advertising regulation which prevents radio and television advertisements of alcoholic products between 6:00am and 8:00pm per the FDA's guidelines on advertisement of food. Key areas of concern raised by Mr. opoku-Asare included use of alcoholic products on sports platforms, placement of outdoor advertising structures for alcoholic products, time of radio and TV exposure and age limit of models of alcoholic products.

Mr. Francis Dadzie explained the rationale behind the provisions in the bill and assured him that the Association's interest is in consumer protection and not to stifle growth of the sector, hence the need to ensure sanity within the industry.

Mr. Opoku-Asare announced a co-regulation workshop scheduled for April 25th and extended an invitation to the association.

Mr. Dadzie also used the opportunity to inform him of the upcoming Africa Rising Reloaded Conference and expressed hope for fruitful collaboration for the conference and future events.

AAG SUPPORTS LADMA TO RID ASSEMBLY OF ILLEGAL BILLBOARD DISPLAYS

The La Dadekotonon Municipal Assembly (LaDMA) with support from AAG, embarked on an exercise during the month of March, to remove unauthorised billboards sited along ceremonial roads within its jurisdiction.

About 17 facial displays were seized by the joint LaDMA-AAG taskforce during the exercise. Municipal Chief Executive, Mohammed Adjei Sowah said most of the affected billboards did not meet required safety standards. She also disclosed that the exercise would be sustained by the assembly to ensure public safety and to prevent businesses and individuals from depriving the assembly of revenue.

Executive Director of AAG, Mr. Francis Dadzie urged owners of the affected boards to go through appropriate channels to secure sites for their billboards.

EVENTS

ISA INTERNATIONAL SIGN EXPO

The association was represented at the 2018 ISA International Sign Expo held from March 21-24 in Orlando – Florida, by Mr. Frank Darko of Gerofix-Rent-A-Sign.

He describes the event as very insightful, “It's been a great couple of days full of networking, new product discoveries and informative education sessions.”



Gerofix's Frank Darko at the ISA International Sign Expo in Orlando-Florida



FIRST QUARTER PROFESSIONAL DEVELOPMENT PROGRAMME

The Association successfully rolled out the first training programme of the year on Strategic Marketing Communications and Brand Building on 28th and 29th March at the Coconut Grove Hotel in Accra.

Thirty-four (34) practitioners from member advertising agencies and other non-member institutions participated in the two-day workshop steered by the Regional Managing Director of Ogilvy Africa Group, Mrs. Akua Owusu-Nartey . The two-day workshop fulfilled its key aim of equipping participants to effectively analyze brand situations in context and to subsequently formulate strategic, creative responses.

Participants were given hands-on training on significant topics like Changing Consumer Behavior, Understanding Trends and Developing Tailor-Made Brands to attract target audiences.

President of the Association, Mr. Joel Nettey who presented certificates to successful participants advised practitioners to step above being just service providers into relevant consultants and management advisors.

He further disclosed AAG's readiness to push for the Advertising Council Bill this year, throwing a challenge to other agencies to rally behind the process.

Participants expressed satisfaction with the workshop and hailed Mrs. Akua Nartey as a very engaging and effective trainer. They requested for a more structured training programme to be run all year round.

The Strategic Marketing Communications and Brand Building workshop was attended by participants from various organizations including Media Lynx, MMRS, Touch point, Insel Communications, Telemedia Communications, Now Available Africa, PG Advertising, Echo House, Insight Grey, MTech Communications, Saxton Ghana, Pacific Solutions, Multiple Concepts, Petra Trust, and Unicredit.



Participants at the Strategic Marketing Communications Workshop



Participants break into two brand audit groups.



*** Resource person, Mrs. Akua Owusu-Nartey explains the task at hand to group 1.**



*** Group leaders present results of their audits.**



Refreshment and networking time for participants



WHAT'S COMING NEXT? IAA AFRICA RISING RELOADED



The International Advertising Association (IAA) will return to Accra from May 28th – 29th, 2018 for Africa Rising - Reloaded Conference, a build-up on the 2015 conference which attracted over 250 local and international delegates.

Themed: “Evolution of Brands and Consumers: Reinvent or Die!”, the upcoming conference will bring delegates two days of an international forum for networking, discussions and insights on the future of marketing communications.

The conference will be held at the Kempinski Gold Coast City Hotel in Accra.

Speakers at the conference will include IAA Global President, Felix Tataru, Yaw Nsarkoh of Unilever Nigeria, and Bharat Avalani of Connecting the Dots Consultancy who will share insights on key business trends, issues, and conversations that will help shape today’s global industry. Topics will range from Creativity, Regulation, Technology, Experiential Marketing, Out of Home Advertising and many more areas relevant to the marketing communications industry.

Registration for the conference is \$300.

Register here: <https://goo.gl/forms/1XNHuX5qvlUikhjm2>

Visit www.aag.com.gh for more information on this Global Leadership Conference.

GHANA JOINS IN IAA 80TH ANNIVERSARY CELEBRATION



The Advertising Association of Ghana as local representatives, have been invited by the International Advertising Association to join in the celebration of its 80th anniversary on April 27th – 28th, 2018 in New York.

The milestone will be celebrated with a 2-day event which starts with a spectacular anniversary event on April 26th and climaxes with the Global Marketing Summit on April 27th, 2018 under the theme, “**Experience is the New Luxury**”.

IAA’s President for Development – Africa, Mrs. Norkor Duah will lead a delegation of ten to represent Ghana in New York.

NEWS AND RESOURCES FOR THE ASSOCIATION

As part of plans to make the AAG website/social media platforms more engaging and useful to the industry, the Secretariat is introducing a new section, Thought Leadership Blog and revamping the News section of the web page.

The Thought Leadership Platform will serve as resource to members and the marketing communications industry.

The Blog will cover areas such as leadership, innovation, communications, personal development, business strategy, human resources, social responsibility, and digital marketing among others.

The News section requires industry news, events and programmes relating to the association, agencies and clients. New partnerships, client acquisitions, appointments, staff promotions, creative campaigns, awards, staff training, company milestones, photo stories etc. are some of the news items that will be considered for the section.

CONTRIBUTE

Members are encouraged to contribute with articles and news items for publication on the website. All authors will be duly credited for their submissions to the blog.

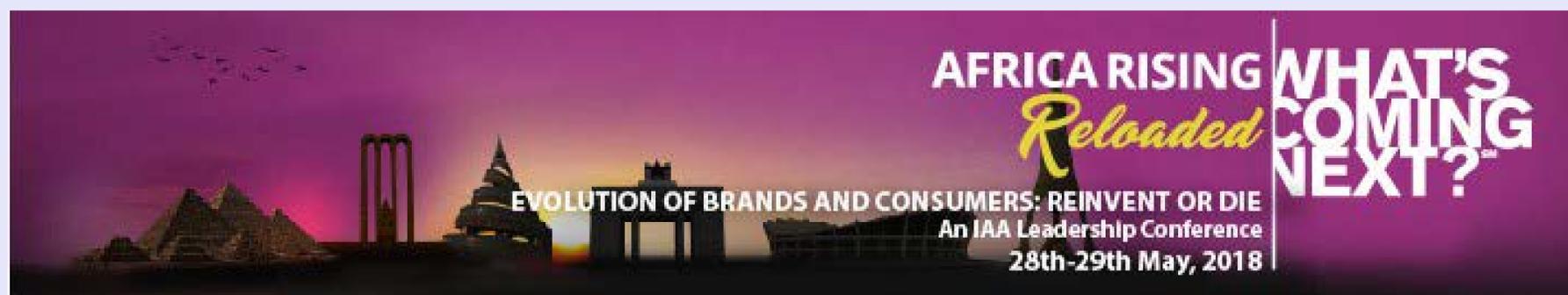
Articles should be well-edited, engaging and must come with captioned high-resolution photographs. Photo stories must also be captioned accordingly.

TWEET CHAT

A monthly one hour tweet-chat will soon be introduced to enable members share knowledge and discuss various industry-related topics.

It is an opportunity to engage amongst ourselves and the wider world on areas and issues relating to the industry.

Members interested as guest-hosts for tweet-chats should kindly submit their names and topics at least 2 weeks ahead to allow for enough publicity.



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