

# Advertising Association of Ghana

## WHO WE ARE

Incorporated on November 21, 1989, the Association was later registered as a Professional Body under the Professional Bodies Decree (NRCD 143) on November 19, 2002.

We later established the Institute of Advertising, Ghana (IAG) which was incorporated on July 17, 2006 to offer professional development training programmes, to enhance professionalism in the advertising industry in Ghana and for our members.

The Advertising Association of Ghana (AAG) is a non-profit making organization and is funded by member subscriptions.

Professional Institute for Ghana's thriving and highly potent advertising and marketing communications business.

We advise, analyse, comment, educate, inform, inspire, innovate, lobby, promote, set standards and reward marketing communications that work.

## WHAT WE DO

We are a spokesman and servicing body. As a spokesman, we represent the Ghana Advertising and Marketing Communication interests to Government Departments, Unions and Media Owners.

We also work closely with other National and International Advertising Associations. As a servicing body, we set operational standards for the industry through our advisory, training and information services.

We also run an Award scheme to show how advertising works. Our most famous is the Gong Gong Awards that seeks to reward creative excellence in advertising.

## OUR AIMS AND OBJECTIVES

The aims and objectives of the Association shall be;

- To promote public confidence in the Advertising profession.
- To safeguard the common interests of those engaged in or using advertising for the promotion of common action and the institution of protective measures.
- To encourage the study of the theory and practice of advertising, and the improvement of its techniques, by the institution of courses of study, examination and awards of certificates.
- To establish that efficient advertising is an essential factor in the marketing of goods and services, and in the economic life of the country.
- To demonstrate the efficiency of the services that advertising and its associated interests can give to government, industry and the public.
- To further the adoption of standards or practice in the business relations between media owners, advertising agencies and advertisers.

## **OTHER FUNCTIONS**

### **National Media Commission;**

The AAG is represented on the National Media Commission alternatively with the Institute of Public Relations (IPR).

### **Ghana Advertising & Media Research Foundation (GAMERF):**

The AAG is also represented on GAMERF which commissions and sponsors the Ghana All Media Products Survey (GAMPS) Report.

### **Association of Ghana Industries (AGI):**

The AAG holds membership with the Association of Ghana Industries (AGI) on the executive council.

### **International Affiliations:**

The AAG as a Professional Body is the Ghana Chapter of the International Advertising Association (IAA) and the International Sign Association (ISA).

### **Cannes Lions: International Advertising festival (International Festival of Creativity)**

The AAG is the country representative of the prestigious Cannes Lions international festival which is the largest annual gathering of the World's Advertising, Creative, Direct Marketing, Interactive Film, Radio, Design, PR Media and Marketing communities.

## **CORPORATE MEMBERSHIP**

### **1. AAG MEMBERSHIP**

The Advertising Association of Ghana shall consist of two categories of Membership- Corporate and Individual and voting rights shall be vested in the said categories. An official application form of the Association shall be used by applicants and all applications shall be considered and decided upon by the Membership Committee for approval by the Executive Council.

## **ADVERTISING AGENCY**

The applicant agency is required to demonstrate its professional competence as an organization concerned primarily with providing strategic advice on marketing communication, creating and/or placing advertising.

Such services can include, or represent, specialization in consumer or business-to-business advertising, media placement (including new media/internet), direct marketing, creative and strategic consultancy, recruitment advertising or other marketing communication services.

## **ASSOCIATE**

The applicant agency is required to demonstrate its professional competence as an organization that provides allied services to the advertising industry and whose core business functions is not directly related to advertising.

Such related services will include research, media monitoring, media ownership and others.

## **2. MEMBERSHIP CRITERIA**

1. An agency seeking AAG Corporate Membership must
  - a. be incorporated as a limited liability company under the Companies Code.
  - b. have registered offices in Ghana and be easily accessible.
  - c. have a CEO / MD with a minimum of three years' experience in a mandatory experience in a member-agency for a Gold applicant.
2. The applicant agency must demonstrate its professional competence as an organisation concerned primarily with providing strategic advice on marketing communication, creating and/or placing advertising.
3. In addition to above, an applicant agency must:
  - Demonstrate professional competence in the eyes of peers, clients and suppliers.
  - Be independent of both individual clients and media.
  - Have proven financial record stability.
  - Be of viable size (as shall be determined by the Membership Committee).
  - Have no recent history of insolvency or other voluntary financial arrangements or Directors' disqualifications.
  - Demonstrate commitment to achieving Continuing Professional Development accreditation within two years of joining.
  - Commit to the upholding of legal and ethical standards, including the AAG Bye-laws, Code of Advertising Practice and Code of Outdoor Practice.
  - Be competent and staffed by key personnel (i.e. CEO & Heads of Department) who are adequately qualified as evidenced by proof of profiles.
  - Corporate membership is by application and election, after the applicant agency has demonstrated that it meets the above criteria.

### **3. MEMBERSHIP PROCEDURE**

- a. An Agency eligible for membership may apply in the prescribed form to the Executive Director who shall forward the application to the Membership Committee for vetting.
- b. The Agency is visited by the Membership Committee and the Executive Director.
- c. The applicant agency represented by its CEO / MD is invited for an interview by the Membership Committee.
- d. If the Committee's recommendation is favourable, the application is put before the AAG Executive Council for final approval.
- e. If approved the AAG formally invites the agency to come into membership via a letter which the CEO / MD of the applicant agency is required to sign and return to the Secretariat.
- f. The agency represented by its CEO / MD will be sworn in at the next AGM of the AAG.

### **4. CORPORATE MEMBERSHIP CATEGORIES**

1. The following categories shall be available;
  - a. Platinum Membership. This level of membership is open to agencies with a minimum of fourteen (14) years practice in the advertising industry, having a minimum of ten (10) full time personnel and annual billings of no less than Five Hundred Thousand Ghana Cedis (GHø500,000.00)
  - b. Gold Membership. This level of membership is open to agencies with a minimum of nine (9) years practice in the advertising industry, having a minimum of six (6) full time personnel and annual billings of no less than Three Hundred Thousand Ghana Cedis (GHø300,000)
  - c. Silver Membership. This level of membership is open to agencies with a minimum of four (4) years practice in the advertising industry, having a minimum of five (5) full time personnel and annual billings of no less than One Hundred Thousand Ghana Cedis (GHø100,000)
  - d. Bronze Membership. This level is open to newly registered limited liability agencies that have traded for less than 1 year pending certification by the Association which will only be awarded after a full year of operation at the discretion of Council).
  - e. Associate Membership. This level is open to agencies that provide allied services to the advertising industry and whose core business functions is not directly related to advertising. Such related services will include research, media monitoring, media ownership and others.

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Corporate practice	Minimum of 14years (subject to recommendation)	Minimum of 9 years	Minimum of 4years (one year inclusive)	Minimum of a year
Staffing	Minimum of 10 (Including core staff)	Minimum of 6 (Including core staff)	Minimum of 5 (Including core staff)	Core staff
Client base	Minimum of 5	Minimum of 3	Minimum of 2	-
Minimum Billings	GH4500,000	GH¢300,000	GHe100,000	-

2. The annual billings for the various levels of corporate membership may be amended from time to time on the recommendation of the Executive Council and with the approval of the general body.

## **5. MEMBERSHIP RETENTION**

To retain its membership from year to year, an agency must:

- pay its subscription in full by due date.
- maintain a regular pattern of payment of dues, subscriptions and any other industry related levies which fall due.
- uphold the legal and ethical standards, including the AAG Bye-laws, Code of Advertising Practice and Outdoor Manual for practitioners.
- be independent, unbiased and objective.
- have adequate staff and experience.

## **6. RESIGNATION FROM MEMBERSHIP**

1. An agency wishing to resign its membership must notify the AAG in writing, three (3) months prior to the effective date to avoid subscriptions becoming due for the whole of the following year.

ii. Where an agency fails to give the required notice, the agency will be required to settle the subscription for the following year in order for the resignation to be effective.

## **7. VOTING RIGHTS**

1. Each Corporate Member has the right to vote in any meeting duly called for the purpose of determining any matter relating to Corporate Members and for which the Corporate Members present are entitled to vote.

2. In the event of voting by poll, the following shall be the votes allocated to each member of the Association:

- a. A Platinum Member shall have ten (10) votes
- b. A Gold Member shall have eight (8) votes
- C. A Silver Member shall have five (5) votes
- d. A Bronze Member shall have three (3) votes

## 8. **DUES**

The dues to be paid by Corporate Members which are

Category	Annual membership
Associate	GH¢200.00
Bronze	GH¢250.00
Silver	GH¢300.00
Gold	GH¢400.00
Platinum	GH¢800.00

**The dues are subject to annual review by the council**

## 9. **BENEFITS OF CORPORATE MEMBERSHIP**

Corporate Members shall be entitled to the following benefits:

1. Use of prescribed letters and AAG Member logo on corporate stationery. The proposed letters are P for Platinum, G for Gold, S for Silver and B for Bronze members, respectively.
2. Assistance with clients, media houses and suppliers.
3. Access to Support Programmes established to protect members' interest in all dealings with clients, media houses and third parties and arbitration on any dispute arising from practice.
4. Appointment to relevant government panels and committees for practitioners.
5. Advocacy on adequate remuneration for services rendered by members as well as appropriate pricing for services.
6. Access to Improvement Support Services (ISS) under which members will benefit from advice and suggestions borne out of a continuous assessment of agency practice. Where applicable, a fee will be charged.
7. Access to research data on the advertising and marketing communications industry.
8. Discounts on programmes organized by the Knowledge and Talent Development Committee and the Institute of Advertising, Ghana.
9. Advocacy that seeks to influence government policies in favour of members.
10. Access to industry information and key activities through newsletters, journals

and website.

11. Access to preferential tariffs negotiated on by the AAG.
12. Opportunity to enter local and international Awards.
13. Participation in international advertising events.
14. Business referrals and Networking opportunities.

## **10. RESPONSIBILITIES OF CORPORATE MEMBERS**

**The following shall be the responsibilities of Members:**

A Member shall respect and demonstrate strong commitment to the AAG Constitution, and subscribe and adhere to the general principles and standards of the Code of Advertising Practice.

A Member shall not exhibit manners that are detrimental or prejudicial to the image of the Association or that may bring the Association into disrepute.

A Member shall obey all AAG directives, failing which appropriate sanctions shall be applied.

Every Member is expected to promptly pay their subscriptions as they fall due and meet their financial obligations to the Association.

Every Member shall demonstrate high-level interest and participation in all AAG activities.

Members should be willing to contribute their expertise to enhance the work of the AAG for the benefit and growth of its entire membership.

Member-agencies are expected to release their staffers for service to AAG as and when required.

Member-agencies are required to submit their annual audited report and total billings to the Secretariat of the AAG.

## **1. AAG MEMBERSHIP**

Membership-Corporate and Individual and voting rights shall be vested in the said categories. An official application form of the Association shall be used by applicants and all applications shall be considered and decided upon by the Membership Committee for approval by the Executive Council.

## **2. INDIVIDUAL MEMBERSHIP**

Individuals may also hold personal membership of the Association. Personal membership is open to anyone working in the advertising industry in Ghana. The following categories shall be available:

- **Student Member.** Student Membership is available to anyone studying at a recognized tertiary institution or a studying for any of the three levels of the professional Certificate in Advertising courses of the Institute of Advertising Ghana. These levels are the Basic Certificate of Advertising (BCAD), the Intermediate Certificate of Advertising (ICAD) and the Advanced Certificate of Advertising (ACAD).
- **Affiliate Member.** Affiliate Membership is open to individuals with a minimum of three (3) years' work experience in industry and other related fields of endeavour and have undertaken the IAG approved courses.
- **Member:** An applicant for full membership shall:
  - Be in the employment of a corporate member.
  - Have a minimum of 5 years working experience in the Advertising industry.
  - Have completed 2 consecutive years Continuous Professional Development Programme.
  - Have successfully passed all three certificate levels of the IAG Professional courses.

- There is a 6-month grace period for any individual who satisfies all these criteria but ceases their employment with a corporate member to re-apply for membership.

4. **Fellow.** This is an honorary title unanimously conferred by the serving practitioners, in recognition of their exceptional contribution to industry.

A deserving practitioner may or may not be a member of the Association.

5. **Patron.** This is an honorary title conferred by the Membership Committee and Executive Council upon deserving individuals in recognition of their exceptional contribution to the advertising industry.

### 3. RESIGNATION FROM INDIVIDUAL MEMBERSHIP

- An individual wishing to resign its membership must notify the AAG in writing, three (3) months prior to the effective date to avoid subscriptions becoming due for the whole of the following year.
- Where an individual fails to give the required notice, the individual will be required to settle the subscription for the following year in order for the resignation to be effective.

### 4. VOTING AT MEETINGS

- Each Individual Member has the right to vote in any meeting, duly called for the purpose of determining any matter relating to Individual Members and for which the Individual Members present are entitled to vote.
- In the event of voting by poll, each individual member will be entitled to one vote.

### 5. DUES

The dues to be paid by Individual Members shall be as follows;

Category	Annual Subscription
Student	GHc 100.00
Affiliate	GHø 200.00
Member	GHø 500.00

These rates are subject to annual review.

### 6. BENEFITS OF MEMBERSHIP

#### 6.1. Student Members

Student Members will enjoy the following benefits:

- Payment of subsidized annual dues and right to upgrade to
- Affiliate Member on completion of the requisite IAG approved course.
- Access to all AAG membership services throughout study period and during the formative years of their advertising careers.
- Subscription to a range of AAG publications and newsletters to be current with industry issues and trends.
- Access to Professional Development Programmes.
- Discounts on IAG courses and training workshops.
- Access to detailed career information such as fact sheets on different aspects of the industry, work placement finder for opportunities in the industry and other relevant information.
- Networking opportunities.



## **6.2. Affiliate and Full Members**

The following benefits will be enjoyed by all Affiliate and Full Members:

- Voting rights at AGMs provided they are in good standing as per the AAG Constitution.
- Use the appropriate designation after their name and member logo as proof of professional membership status. The proposed designations are AMAG for Affiliate Members, MAG for full Members and FAG for Fellows and Patrons.
- Subscription to a range of AAG publications and newsletters to be current with industry issues and trends.
- Access to Continuous Professional Development Programmes.
- Discounts on AAG training workshops.
- Access to research data on the industry.
- Access to International travels organized by the AAG at preferential rate.
- Access to information on all key activities of the AAG through newsletters, journals and access to global opportunities and industry knowledge portals.
- Networking opportunities.
- Nomination to serve on committees of the Association in a member capacity.

## **7. MEMBERSHIP RESPONSIBILITIES**

The following are the responsibilities of Members:

- A Member shall respect and demonstrate strong commitment to the AAG Constitution, and subscribe and adhere to the general principles and standards of the Code of Advertising Practice.
- A Member shall not exhibit manners that are detrimental or prejudicial to the image of the Association or that may bring the Association into disrepute.
- A Member shall obey all AAG directives, failing which appropriate sanctions shall be applied.
- Every Member is expected to promptly pay their subscriptions as they fall due and meet their financial obligations to the Association.
- Every Member shall demonstrate high-level interest and participation in all AAG activities.
- Members should be willing to contribute their expertise to enhance the work of the AAG for the benefit and growth of its entire membership.