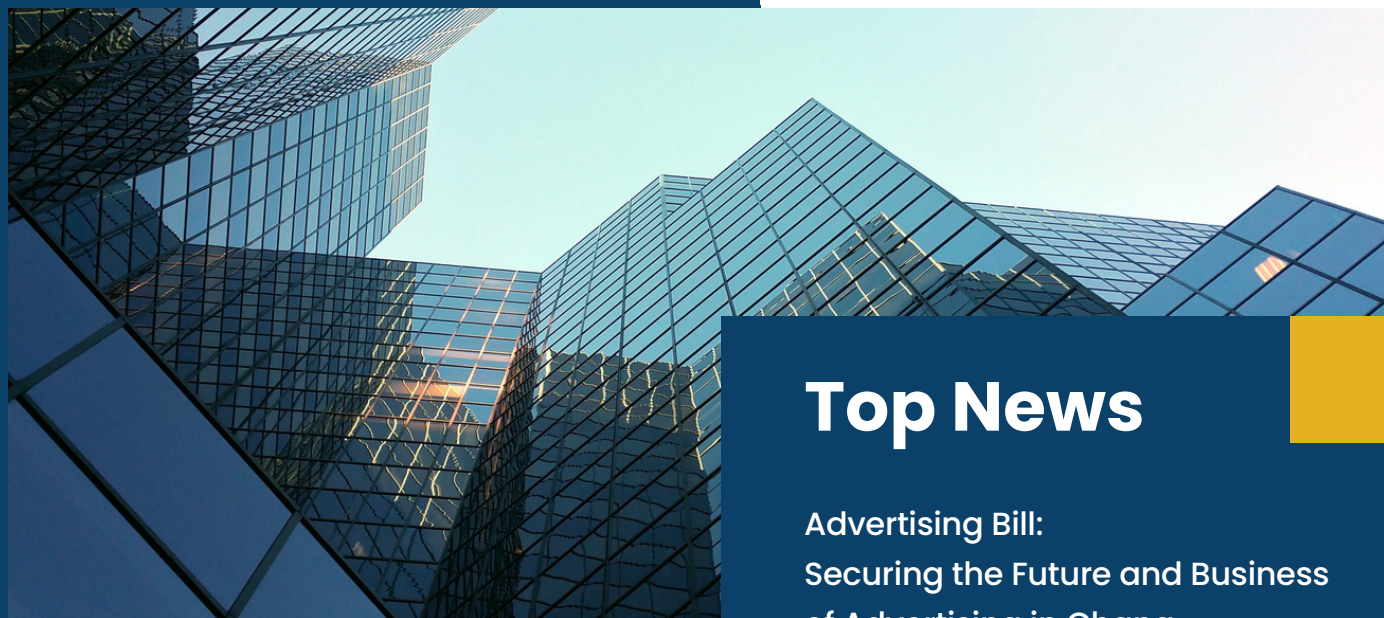


MONTHLY NEWSLETTER

INFO@AAG.COM.GH



ADVERTISING
ASSOCIATION
OF GHANA



Advertising Bill Receives Prominence in Parliament

We are excited about the future of the advertising industry in Ghana and prospects it holds for all practitioners. The Advertising Council Bill is currently before Parliament. The Ministry of Trade & Industry, the Ministry of Information and AAG are key players in pushing for the bill to be passed – in order to bring more sanity, professional order, security, effectiveness and efficiency into the advertising industry.

Top News

Advertising Bill:
Securing the Future and Business
of Advertising in Ghana

AAG Brand Refresh Project Picking
Up Steam



New Partnerships Formed

01/04



Advertising Bill Receives Prominence in Parliament – cont'd

Becoming a member of AAG, now, is in the best interest of all advertising practitioners. Being a member of a locally-recognized advertising body or association is going to be a mandatory requirement for all advertising practitioners in Ghana as proposed in the bill.

AAG BRAND REFRESH PROJECT PICKING UP STEAM

At the strategic meeting held last year at the Peduase Valley Resort, a decision was taken to rebrand AAG. The AAG brand refresh project is meant to give new life to the corporate identity and image of AAG as well renew members' experience with the AAG brand as a body that represents their total business and professional interests.

Following that decision, a new corporate logo was chosen and unveiled in December last year after the launch of a logo creativity competition. The rebranding committee has been working in the background to make things happen as scheduled.

Welcome Onboard as New Executive Director, Isaac



We welcome to the AAG team, Isaac Cudjoe, as the new Executive Director of the association. The Position was previously held by Mr. Francis Dadzie, who proceeds on retirement after 25 years of enormous contribution to the industry.



EFFECT OF THE GARID PROJECT ON OUTDOOR INSTALLATIONS

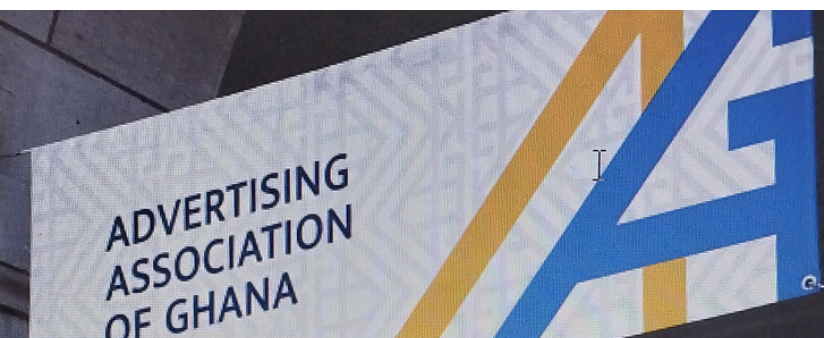
The Government of Ghana through the Ministry of Works & Housing has secured funding from the World Bank to finance a massive reconstruction of storm drains along Dr. Busia Highway (from Accra Academy Senior High School to Obetsebi Lamptey Interchange) and Osabiede and Ayikai Streets. The project will lead to significant vehicular traffic diversions in the catchment area.

AAG BRAND REFRESH PROJECT PICKING UP STEAM - cont'd

A leading member of the committee, Sharon Mills, says as the new Executive Director is now onboard, work has begun in order to conclude all aspects of the project, which includes finalizing all artworks, production of the brand assets, revamping of the AAG website and social media handles, recruiting a digital executive and then do a media launch of the new brand. All of this is expected to be completed by close of April or early May.

Welcome Onboard as New Executive Director, Isaac - cont'd

Mr. Cudjoe (mostly known as Ike Cudjoe), was leading strategic communications and regulatory affairs functions in the following organizations: Multimedia Group, British American Tobacco Company, Equatorial Coca-Cola Company of Ghana, Vodafone Ghana, Ghana Civil Aviation Authority and VSO International.





EFFECT OF THE GARID PROJECT ON OUTDOOR INSTALLATIONS - cont'd

The project is part of the Greater Accra Resilient and Integrated Development (GARID) Project. It is expected to run for a couple of years or more. In a stakeholder meeting where AAG was represented by Mr. Isaac Cudjoe, the project coordinator assured AAG that the project team will make available to the association actual images of the project footprint in the month of March so that affected outdoor installations belonging to AAG members will be included in their priority arrangements.

ROMOVAL OF UNAUTHORISED OUTDOOR ADVERTISEMENTS (LEKMA)

The Ledzokuku Municipal Assembly (LEKMA) has reached out to AAG to alert our outdoor members about a planned exercise to remove all unauthorized outdoor advertisements beginning from February 28th, 2024. The affected outdoor advertisements include the following categories:

1. Outdoor advertisements that were illegally mounted without the necessary permit from the assembly.
2. Outdoor advertisements for which permits were granted but the validity period has elapsed and renewal has not been sought.

