

NEWSLETTER

THE GONG GONG EDITION



ADVERTISING
ASSOCIATION
OF GHANA



TOP NEWS

THE GONG GONGS SHINE THROUGH

MAGGI CROWNED 18TH (2026) GONG GONG
BRAND OF THE YEAR

THE GONG GONG ROOM: SPARKING
CONVERSATIONS BEYOND THE AWARDS

INSEL COMMUNICATIONS DOMINATES AT THE 18TH
GONG GONG INTER-AGENCY GAMES

INSTITUTE OF ADVERTISING GHANA LAUNCHES
NEW CONTINUOUS PROFESSIONAL DEVELOPMENT
(CPD) PROGRAMME

18TH GONG GONG AWARDS EDITION

There are nights when an industry simply gathers, and then there are nights when an industry sees itself reflected back.

The 2026 Gong Gong Awards was one of those nights. More than an awards ceremony, the 18th Gong Gong Awards became a celebration of Ghana's advertising industry in all its colour, creativity and character bringing together the people behind the ideas, campaigns, brands and experiences that shape how Ghana communicates.

Held under the theme "The Creative Convergence: Human Craft and AI in Advertising," the evening explored the changing relationship between human creativity and technology. But beyond the theme, the night revealed something just as important: the people, partnerships and creative spirit that continue to make the Gong Gong shine.

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Andrew Ackah, President of AAG & his wife



Isaac Cudjoe, AAG Executive Director & his wife



Barbara Davies, 2026 Gong Gong Awards Jury President



Anand Badami, SVP of Publicis & Sandeep of Nutrifood



Kafui Dey, Host for 2026 Gong Gong Awards



Aura, Co-host for 2026 Gong Gong Awards



Jocelyn, KMPG Partner & her colleague



Grace Andoh, Council Member & her Hubby



Mukalia A Akuamoah, Council Member & his Wife



Nicolette Amaeshi, Board Member



Francis Doku, Media Executive



Josephine Kesse-Annor, 2026 Gong Gong Awards Jury Member





Anand, Nicolette & Russel-Side stage panelist for 2026 Gong Gong Awards



Ms. Esther Cobbah, CEO of Stratcom



Nestlé Gh & Publicis celebrating award



Publicis showing off their award



Carat making Dentsu Gh proud



The Tibule group



Nicolette of Pulse Gh & colleagues



Miguel & colleagues of Publicis



ReZultz showing off their awards



Kofi Akrofi showing off ReZultz's Gold award





Dan, Ken & Harry of Media General



From the AAG Office



E.L doing his thing



The Backend Tech Crew



Russel Banful, Gong Gong Board Member



Mr. Emmanuel Lamptey & Mr. Andoh



Kwabena Agyekum of CIMG Award Presentation



Sandeep-Nutrifoods, Nachanza-Eskimi & Tayo Jnr- Telecel



Jèrome of Nestlè Gh celebrating with Publicis



Sena Quarshie of Media General Award Presentation



ReZultz & Publicis Combo



APLTeam



18TH GONG GONG'S AWARD WINNERS LIST

Craft	Gold	silver	Bronze
Best Film	Publicis west africa- Maggi Taste of Christmas Gold	Innova DDB Ghana - Betano make we bet	Rezultz- Responsible lending
Best Print			
Best Radio	Insel- Looks Can Be Deceiving	Rezultz Advertising - All the fun dey house	
Best OOH	Carat - Club Beer Kwahu mountain top	Social Ghana: Blossom	Innova DDB Ghana: Beta Malt Bus
Design Craft		Pulse Ghana: Drink IQ	EchoHouse: Tidal Rave Wildcard
Brand Experience	Gold	silver	Bronze
Brand Experience and Activation	EchoHouse - tidal rave festival 2025	Publicis west africa - Nescafe Ramadan	Optimal OMD - Indomie fest
Branded content & Entertainment		EchoHouse - share a coke	Innova DDB Ghana - Marketing Mavericks
Influencer & Content Economy	Publicis west africa - Nescafe Ramadan	Dentsu Creative - Darling Obaasima 2x Influencers	EchoHouse - Tecno Campus Creators challenge
Digital & technology	Gold	silver	Bronze
Best use of Ai & creative Tech	Publicis west africa - Maggi Mama	Rezultz Advertising - MTN Mancomm Event	Interactive digital - Ad orbit-An Ai built media buying & operations
Best use of Digital	Publicis west africa & Leo Singapore - The Real Nigerian Prince	Publicis west africa - Tara & Esther	EchoHouse - Pepsodent Do The 2
Best use of innovation	-	Dentsu Ghana -DDP intelligence Portal	Rezultz Advertising - MTN Mancomm
best use of social media	Publicis west africa - Tales of Ramadan season 2	Rezultz Advertising - 16x16x16	Tibule Advertising - Indomie Hero Pack Promo

Media	Gold	silver	Bronze
Use of Media to Drive Business Results	-	-	Publicis West Africa - Absa SME Loans Campaign
Excellence in Media Strategy	-	-	Publicis West Africa - MAGGI Taste Of Christmas
Excellence in Media Planning	-	-	Publicis West Africa - Acquisition Campaign 2025 — Get More with Absa
Best Media Idea/Innovation	-	-	Publicis West Africa - NESCAFE RAMADAN
Integrated Campaign	Gold	silver	Bronze
Best Integrated Campaign	ReZultz Advertising - Responsible lending	Publicis west africa - Tara & Esther	Resultz Advertising- MoMo Still Me Nsa ka
Campaign Effectiveness	Carat - GTP ecommerce	Resultz Advertising - Responsible Lending	Innova DDB Ghana - Get More From Absa
Purpose & Impact	Gold	silver	Bronze
GongGong for good	Publicis west africa - Milo U13 champions league	Innova DDB Ghana - Call them out	Brandalert - people & impact
Cultural & impact	-	Primetime - National Science & Maths Quiz	Publicis West Africa - Maggi Taste of Christmas

AGENCY OF THE YEAR - Updated Medal Table

Ranking order: Gold first, then Silver, then Bronze. Total awards is shown for reference but does not override the medal hierarchy.

Rank	Agency	Gold	Silver	Bronze	Total Awards
1	Publicis West Africa	5	2	5	12
2	Carat	2	0	0	2
3	Rezult Advertising	1	4	3	8
4	EchoHouse	1	2	2	5
5	Insel Communications	1	1	0	2
6	Publicis West Africa & Leo Singapore	1	0	0	1
7	Innova DDB	0	2	4	6
8	Dentsu Creative	0	1	0	1
9	Dentsu Ghana	0	1	0	1
10	Primetime	0	1	0	1
11	Pulse Ghana	0	1	0	1
12	Social Ghana	0	1	0	1
13	Brand Alert	0	0	1	1
14	Interactive Digital	0	0	1	1
15	Optimal OMD	0	0	1	1
16	Tibule Advertising	0	0	1	1

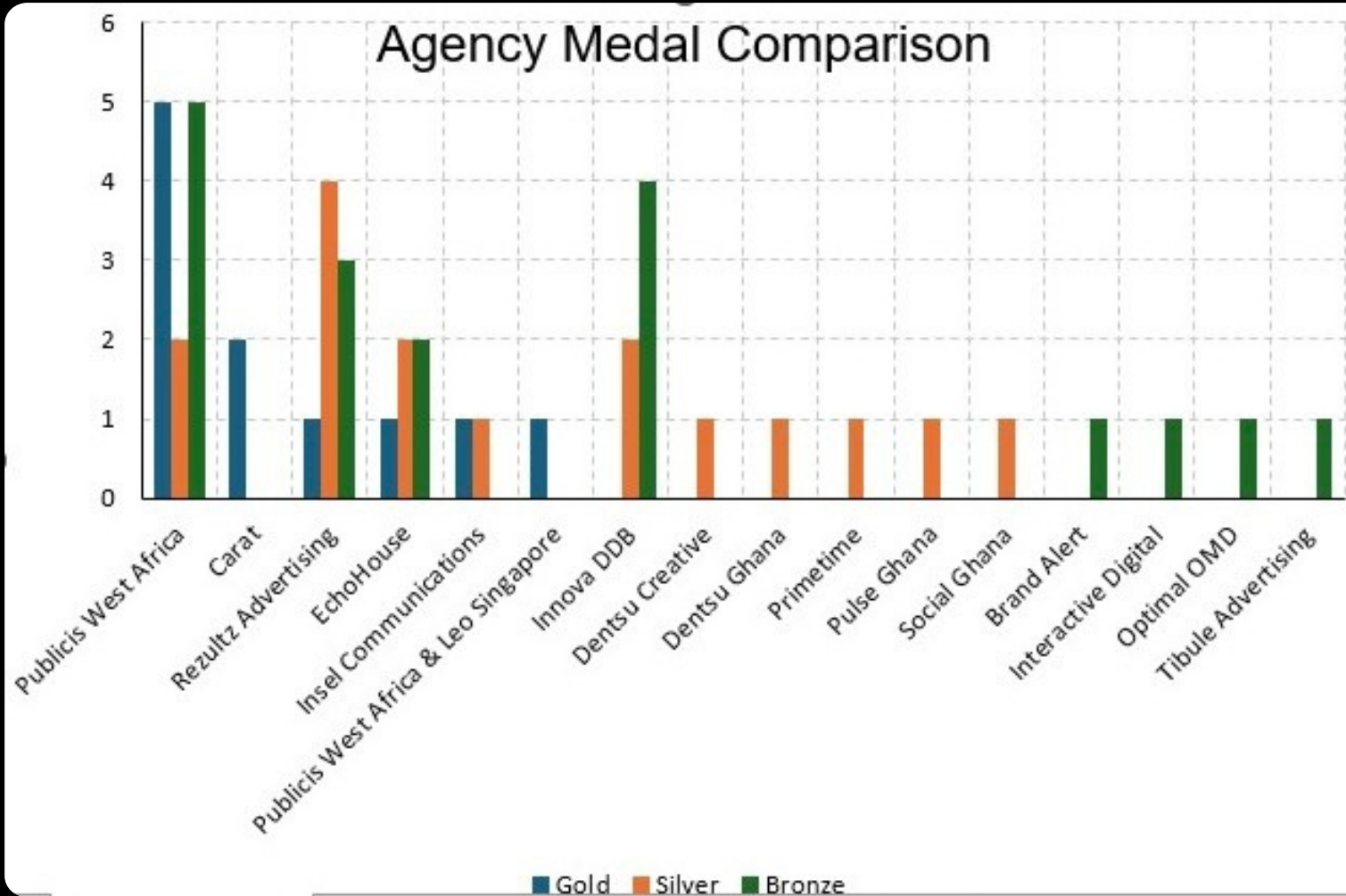
 ADVERTISING ASSOCIATION OF GHANA
  GONG GONG AWARDS

18TH
 GONG GONG
 AWARDS

CODE X CRAFT

22ND AUG, 2026
 Omanye Hall, Labadi Beach Hotel
 6:00pm prompt

 TV3





ADVERTISING
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AWARDS

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Maggi Crowned 18th (2026) Gong Gong Brand of the Year

"AAG's special client award recognises the brands behind great advertising as MAGGI's breadth of award-winning work puts the Nestlé Ghana brand ahead of a strong field"

MAGGI, one of Nestlé Ghana's flagship food brands, has been crowned Brand of the Year at the 18th Gong Gong Festival of Creativity & Awards, emerging as the best-performing individual brand across the 2026 Gong Gong awards results.

The honour was presented as one of the ultimate **People & Industry** Awards at the Gong Gong Awards held at the Omanyeh Hall of the Labadi Beach Hotel on Saturday, 22 August 2026.



MAGGI finished the competition with **five metals – two Gold, one Silver and two Bronze awards – across five different areas of advertising excellence**, placing it ahead of a competitive group of brands that included MoMo, Nescafé, Absa, Tidal Rave, Coca-Cola, MTN, Club Beer, GTP and MILO.

The result was particularly significant because Brand of the Year was not determined by a separate campaign entered specifically for the ultimate award. Instead, it recognised the cumulative performance of a brand's work across the Gong Gong Awards.



Under the 2026 methodology, the total number of awards won by a brand was the primary consideration, with Gold, Silver and Bronze used in that order as tie-breakers. On that basis, MAGGI's five awards placed it clearly ahead of MoMo and Nescafé, which recorded three awards each, and Absa, which also accumulated three Bronze awards.

Why AAG Introduced Brand of the Year

The Brand of the Year award reflects an important evolution in the philosophy of the Gong Gong Awards.

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BRAND / COMPANY OF THE YEAR – Provisional Ranking

Primary measure: Total Awards. Gold, Silver and Bronze are used in that order to break ties. This ranking updates from the confirmed brand names in 'Brand Review'.

Rank	Brand / Company	Gold	Silver	Bronze	Total Awards
1	Maggi	2	1	2	5
2	MoMo	1	1	1	3
2	Nescafé	1	1	1	3
4	Absa	0	0	3	3
5	Tidal Rave	1	0	1	2
6	Coke	0	2	0	2
7	MTN	0	1	1	2
8	Club Beer	1	0	0	1
8	GTP	1	0	0	1
8	Milo	1	0	0	1
11	Betano	0	1	0	1
11	Darling	0	1	0	1
11	Ecobank	0	1	0	1
14	AdOrbit	0	0	1	1
14	Beta Malt	0	0	1	1
14	Indomie	0	0	1	1
14	Tecno	0	0	1	1

 ADVERTISING ASSOCIATION OF GHANA
  GONG GONG AWARDS

18TH GONG GONG AWARDS

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22ND AUG, 2026
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 TV3

THE AFTERNOON SHOW

THE GONG GONG ROOM

EPISODE TOPIC
The Brief, the Pitch, the Fight (the case of bad and good pitches & the tensions, fights between agencies and clients).

SPEAKERS

- Colette Amaeshi Managing Director, Pulse Ghana
- Maame Ama Afful, Marketing Manager Nutrifoods Ghana Ltd.
- Kofi Akfori, Creative Director, Rezultz Advertising

TIME:
2:00PM - 2:30PM

DATE:
MONDAY
10TH AUGUST 2026

ESKIMI **Nutrifoods** **GB FOODS** **telecel** **Liberty Bank**

CREATIVITY MEETS INTELLIGENCE. Ideas That Connect. | [f](#) [X](#) [@](#) [v](#) @aag_ghana

The Gong Gong Room: Sparking Conversations Beyond the Awards

During the entire celebration of the Gong Gong Festival of Creativity & Awards, the **Advertising Association of Ghana (AAG)** expanded the impact of the **Gong Gong Awards** beyond celebrating excellence by fostering industry dialogue through its thought leadership segment, **The Gong Gong Room Chat**, on **TV3's Afternoon Show** from July 2026 through August 2026.

Designed as a platform for insightful conversations, The Gong Gong Room brought together industry leaders, brand representatives, agency professionals, creatives, and marketing practitioners to discuss topical issues influencing Ghana's advertising and marketing communications landscape.

Through these engaging discussions, the initiative encouraged the exchange of ideas, promoted professional learning, and highlighted the opportunities and challenges shaping the industry's future.

By moving the conversation beyond just celebrating and giving awards during the Gong Gong awards stage, AAG is reaffirming its commitment to industry development, knowledge sharing, and continuous engagement with professionals and the general public.

THE AFTERNOON SHOW

THE GONG GONG ROOM

EPISODE TOPIC
From Jingle to Algorithm: Ghanaian Advertising Then and Now

SPEAKERS

- Jason Nartey, CEO/CCO, Storytellers
- Andrew Ackah, CEO Dentsu Ghana
- Regina Ofori, Head of Marketing and Brand, Ecobank Ghana PLC

TIME:
2:00PM - 2:30PM

DATE:
MONDAY
3RD AUGUST 2026

ESKIMI **Nutrifoods** **GB FOODS** **telecel** **Liberty Bank**

Conversations That Matter

Each edition of The Gong Gong Room centred on a carefully selected theme that reflects current trends, challenges, and opportunities within the advertising industry. The discussions were designed to encourage thoughtful dialogue while inspiring professionals to adapt, innovate, and lead in a rapidly changing communications environment.

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Insel Communications Dominates at The 18th Gong Gong Inter-Agency Games

The spirit of competition came alive on **Saturday 15th of August 2026** as agencies from across Ghana's advertising and marketing communications industry gathered at the **Aviation Social Centre, Accra**, for the 18th Gong Gong Awards Inter-Agency Games.

Building on the excitement of last year's games, this year's edition came with even greater anticipation. From the moment teams arrived, it was clear that agencies were not only ready to have fun and connect, but were also determined to claim bragging rights ahead of the Gong Gong Awards night.

The day brought together a vibrant mix of sporting and gaming disciplines, including **football, basketball, Ludo, Draft, Scrabble, Chess, Mortal Kombat and FIFA**. With an impressive turnout, the venue was filled with cheers, friendly rivalry and the competitive energy that has become a defining part of the Gong Gong experience.

But while the atmosphere was about unity and celebration, there was no shortage of serious competition.



Insel Communications Limited Leads the Charge

When the final results were tallied, Insel Communications Limited emerged as the standout agency of the 2026 Inter-Agency Games, taking home the overall title after an impressive run across multiple disciplines.

Insel claimed victories in football, Draft, Scrabble and Ludo, establishing themselves as the dominant force of this year's games.

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FROM THE HORSE'S MOUTH



Core Foundation Tier 1

Learn directly from experts in advertising, marketing, media, strategy, AI and leadership.

Courses start 10th July, 2026
Limited slots available. Contact: 0244 444 0477



Institute of Advertising Ghana Launches New Continuous Professional Development (CPD) Programme

"AAG's educational and professional development arm begins a new journey in building the next generation of advertising and marketing communications professionals."

The **Institute of Advertising Ghana (IAG)**, the educational and professional development arm of the **Advertising Association of Ghana (AAG)**, has officially commenced a new edition of its **Continuous Professional Development (CPD) Programme**, reaffirming its commitment to raising professional standards and strengthening capacity within Ghana's advertising and marketing communications industry.

The programme, which began on Friday, 10th July 2026, is being held at the Graduate Campus of the University of Ghana Business School (UGBS) and brings together professionals and aspiring practitioners eager to deepen their knowledge and enhance their expertise through structured, industry-led learning.

Designed around carefully curated modules, the CPD programme seeks to equip participants with practical, relevant, and future-focused skills that respond to the evolving demands of today's advertising and marketing communications landscape.



Laying the Foundation for Professional Excellence

The opening day of the programme focused on establishing a strong foundation in advertising practice through the AAG Core Foundation module.

Participants were first taken through Advertising Industry Fundamentals (I) by Venus Tawiah, Chief Executive Officer of The Missing Link, AAG Lions Representative for Ghana, and Global Partnerships Director. Drawing on her extensive industry experience, she introduced participants to the core principles that underpin the advertising profession, setting the tone for the learning journey ahead.

[Read More](#)



Miguel on Social Media Advertising



Miguel on Social Media Advertising



After the lecture on Social media Advertising



Emma Lamptey on Media Strategies



Venus taking the first lecture on the advertising Ecosystem



Media buying class



Venus taking the first lecture on the advertising Ecosystem



Best-performing student in Media strategy & planning



Best-performing team in Media strategy & planning with ED & lecturer



Maxwell Adika on Client Mgt & Account Servicing



Maxwell Adika on Client Mgt & Account Servicing





Group work and discussions



Group work and discussions



Group work and discussions



Group work and discussions



Group work and discussions



Group presentations



A Goil Corporate Comms person leading her group presentation



Group presentations



Group presentations





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