

Banging the Gong in Ghana

Origin8 Saatchi & Saatchi was the most awarded agency at the creative awards held by the Advertising Association of Ghana recently, scooping an unprecedented seventeen Gong-Gongs. The agency - Saatchi & Saatchi's recently appointed affiliate in Ghana - walked away with two platinum, eight gold and seven silver awards at the fourth annual awards ceremony.

Joel Nettey, Chief Operating Officer at Origin 8 Saatchi & Saatchi, says the platinum awards are given to the "Best of the Best" or the highest scoring ads in each media category - television, radio and print.

"We picked up the Platinum Gong-Gong for print, for an ad for GSMF International's 'Champion Condoms' and the Platinum Gong-Gong for radio for an ad we'd done for Areeba (formerly Spacefon) - Ghana's largest GSM network."

Two gold Gong-Gongs were received in the television category and three each in the radio and print categories.

"This couldn't have come at a better time for the agency as we prepare to officially launch as Saatchi & Saatchi's new partner in Ghana," says Nettey.

Saatchi & Saatchi Executive Creative Director and MD of the Africa Network Eric Frank says: "At the beginning of 2005 we set ourselves the target to be the No 1 creative Network in Africa and I'm thrilled that our newest partners have helped us take the first determined step along that road. Clearly we have chosen the right partner for the future in Ghana."

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