



# Global Media Alliance

COMPANY PROFILE

# Contents



## Introduction

Who We Are  
Quick Facts  
Core Values  
Awards & Recognitions

## Our Services

Advertising  
Public Relations  
Events Management & Brand Activations  
Digital Media  
PPP Facilitation Services  
Capacity Building Services  
Broadcast Brands

## Our Work

Clients





An integrated international communications and advisory company with 20 years of experience and expertise in Public Relations & Media Consultancy, Events Management, Creative Services & Brands Advertising and Digital Innovations.

A multi-faceted Media House with broadcast outlets targeting the various segments of the Ghanaian market.

An entertainment house that prides itself in bringing to Ghanaians a world class cinema experience through partnership with Silverbird and Global Cinemas.



## Quick Facts


1   
6 local offices plus affiliates in several key markets.

2   
300+ well trained employees

3   
30+ awards in last 5 years

4   
Several international affiliations such as Weber Shandwick & Fleishman Hillard

5   
Average client relationship 5+ years

6   
20 years in the media industry

7   
Strong leadership and management team

8   
Recently won IPRA Best Corporate Communications Agency. Also awarded PR Consultancy of the Year in Ghana two years in a row



# Core Values

Hard Work



Creativity



Mutual Respect



Integrity



Responsibility



Fun



# Awards & Recognitions



Year after year, Global Media Alliance has been celebrated by the world as one of the best Media & Communications company in Ghana.

We boast of an impressive line-up of Awards and Recognitions from both Local and International Institutions. These are testaments to our dedication, hardwork and desire to always deliver quality results.

## Awards

- Best Agency in Corporate Communications at the International Public Relations Association (IPRA).
- Best Employer Brand Award at HRD Congress 2017.
- PR Consultancy of the year at IPR Awards 2016 & 2015.
- 2014 Media Winner of Africa's Titans Awards by CEO Communications awarded to founder, Edward Boateng.
- 2013 African Business Leader of the year award to founder, Edward Boateng by African Business Magazine and IC Publications.
- Honorary award for contribution to Media excellence at RTP Awards 2013.
- PR Consultancy of the year 2013 awarded by the Institute of Public Relations (IPR), Ghana.
- Only company from Ghana to be nominated for the Award for Environmental Sustainability at the African Business Awards 2012, organized by the African Business Magazine and the Commonwealth Business Council (CBC).
- CIMG Media Organization of the year 2011.
- CIMG Emerging brand of the year 2010.

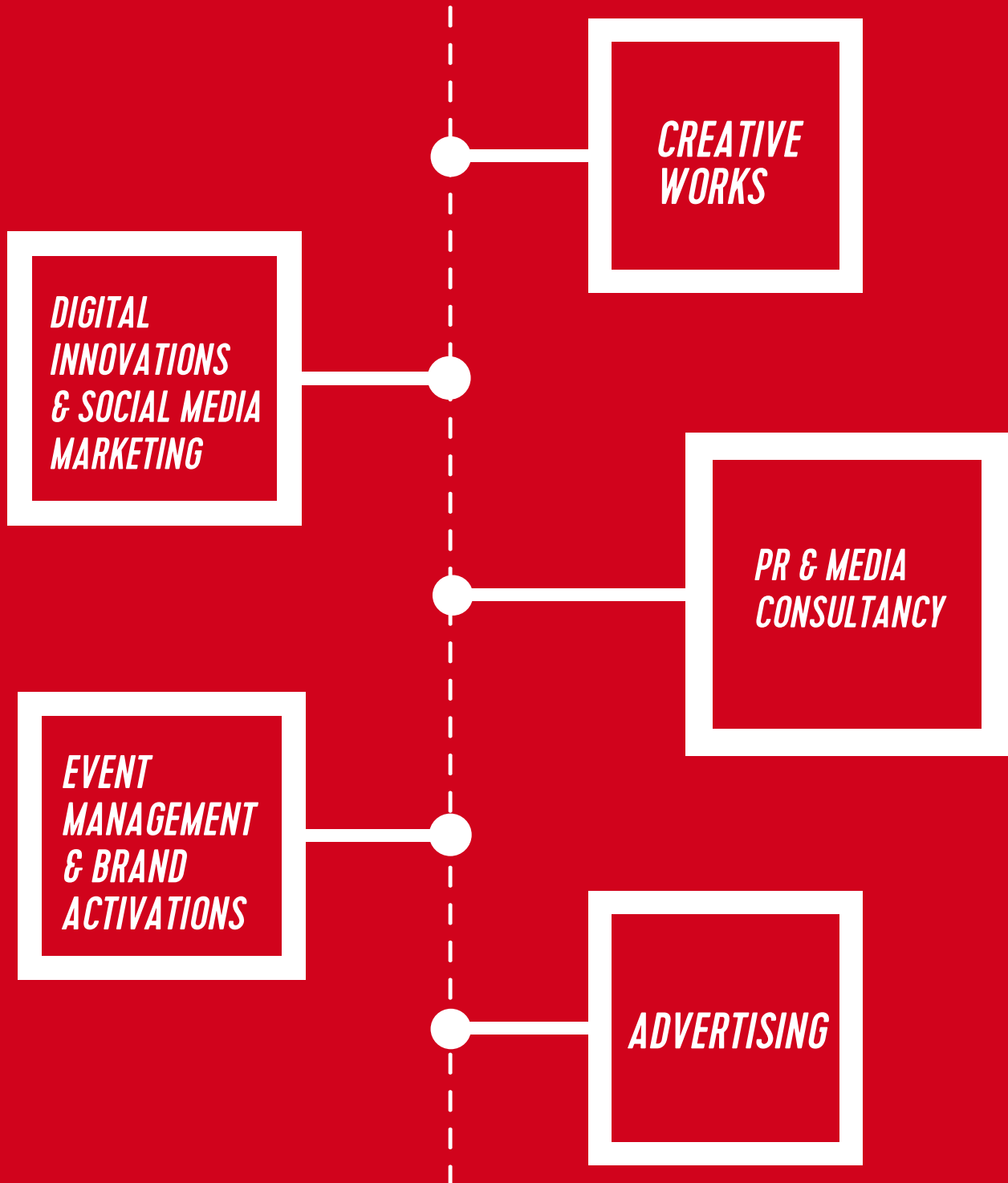


## Recognitions

- Co-founders of the CNN-MultiChoice African Journalists of the Year Awards.
- Corporate Member of the Institute of Public Relations, UK.
- Corporate Member of the Institute of Public Relations, Ghana.
- Platinum Member of the Advertisers Association of Ghana.



# Our Services







# ADVERTISING

We're a leading regional advertising agency, delivering what we do best: engage, provoke action for brands and organizations to deliver intended business results. As platinum members of the Advertisers Association of Ghana (AAG), we set and adhere to creative and trendy industry standards that are thought-provoking and engaging.

We handle Radio & TV Commercials, Documentaries, Product activations, BTLs (Posters, Brochures, Magazines, T-shirts, etc.), Out-Of Home (billboards),

Our diligent and excellent trends have given us the opportunity to work for some companies like Diamond Cement, Fidelity Bank, Awake Purified Drinking Water, Marine Drive Investment Tourism Project, Ministry of Sanitation and Water Resources.

Some of our advertising campaigns include:

## Awake Purified Drinking Water (One4Life)

We captured the heart of Ghanaians as they purchased a bottle of Awake Purified Drinking Water to save hearts at the Cardio Thoracic Center of the Korle- Bu Teaching Hospital. With our advertising strength, we developed and positioned Awake Purified Water to be the preferred drinking water in the country.

## Fidelity Bank (Save for Gold)

Our concept made Fidelity Bank obtain 41,000 new accounts beyond their number of clients expected. The concept was simple - open an account, deposit and maintain a certain amount for 3 months and qualify for the gold bar.

## Ministry of Sanitation and Water Resources (Sesa wo Suban)

As the lead originators and advertising agency for the National Sanitation Campaign which was aimed at sensitizing Ghanaians and advocating for change in habit. We have paved the way for change to happen and stay.





# PR & Media Consultancy



Awarded Best Corporate Communications Agency 2017 by IPRA and Public Relations Consultancy of the year 2015 and 2016 by the Institute of Public Relations Ghana. GMA is one of the oldest locally owned PR and Media Consultancies in West Africa.

We are the Ghana affiliate for Weber Shandwick and Fleishman - Hillard, both top 5 PR firms in the world.

Over the years we have developed effective PR strategies to influence public perceptions on leading Global Brands, Government and Non-Government Organizations operating in Africa.

## Brand Communication

In today's marketplace, ideas matter more than ever – ideas that audiences see as their own, which can be authentically expressed through a brand. GMA harnesses the power of insights and creativity to carve messages that transform brands.



## Crisis Management

Companies spend years building a brand, establishing their reputation. Then crisis hits, and overnight, CEOs and their teams are under siege. At GMA, we apply a series of proven tools throughout the process to help manage reputation in the face of crisis.

## Media Relations

Our media relations professionals know what makes a story — and have forged trusted relationships with those in the media who are most interested in telling those stories. This enables us to consistently secure the top-tier placements for our clients.

## Public/Government Affairs

Governments play a powerful role in the economy, and companies cannot remain unconcerned to their relationship with them. GMA's public affairs specialists offer a dedicated team of experts in politics and policy, to help with Public Affairs.





## Reputation Management

Reputation is a fundamental quality of every organization – what stakeholders believe about it, expect from it and say about it to others. Through our leadership positioning strategies, we assist clients have a respectable reputation in the market.

## Strategic Integration

Organizations have many messages to communicate across many channels. Collaborating with other agency partners to develop holistic marketing communications plans that connect the dots across disciplines is one of our strong areas at GMA.





# Events Management & Brand Activations

Our team of experts develop and implement tailored marketing solutions to positively influence public perception of companies, brands and products.

We also offer results-oriented event management solutions. We have successfully planned and executed epoch-making events such as the Opening & Closing Ceremonies of the African Cup of Nations 2008, the CNN African Journalist of Year 2010, Fidelity Bank "Go for Gold" Promo, Marine Drive Tourism Investment Project, CAF Awards 2017, National Sanitation Campaign among others.

## Branding & Marketing Campaigns

Branding is one of the most important aspects of any business, large or small, retail or B2B. Branding establishes a significant and differentiated presence in the market that attracts and retains loyal customers. These principles are what guides our branding and marketing strategies that we propose to our clients.

## Conferences

Organizing a seamless and flawless conference poses as a difficulty for most companies or individuals. At GMA, our tried and tested methodology for organizing events have always met the expectations of our clients.

## Promotional Campaigns

GMA has consistently developed and implemented ideas in an organized and active way towards goals set by clients in promoting their brands and products. We have undertaken all scales of promotions, from small to nationwide promotional campaigns.

## Product launches and Introductions

First impressions leave lasting impressions on the minds of consumers. GMA has mastered the art of launching products that create an intimate bond between the products and the consumers.

## Awards Ceremonies

GMA has over the years organized world class award ceremonies that cut across various industries. At GMA, our team of event experts pay attention to the fine details to organize seamless award ceremonies.



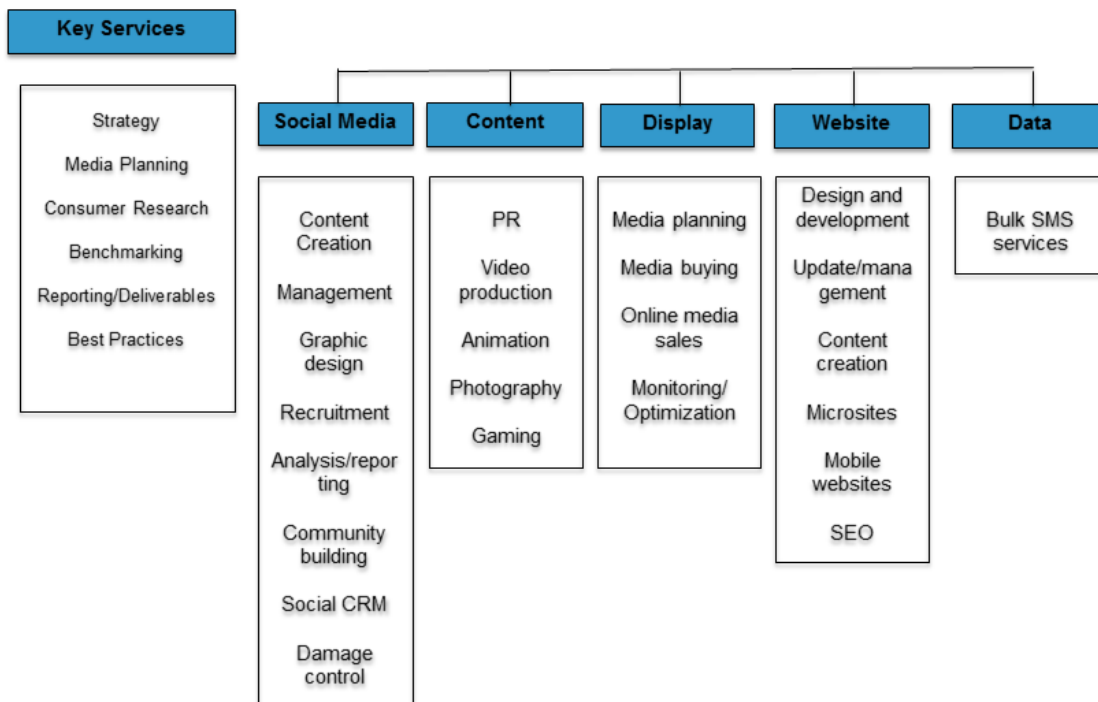


# Digital Innovation & Social Media Marketing

In our current rapidly evolving world, it is imperative for brands to have an online presence. We provide innovative and trendy social media and digital marketing strategies that bring our clients closer to their targets and consumers online.

We are a full service digital marketing agency in Ghana providing 360 degrees marketing and advertising solutions. We help connect the values of brands and organizations online with the values of their audience to create real passion, authentic exchange and what matters most — meaningful relationships.

Digital marketing is changing the way we do business in Ghana. At Global Digital, we help companies embrace this and find a gold mine of data that will be a driver for industry analysis & competitor insights.





# whoopro

## A DIGITAL INFLUENCER MARKETING PLATFORM

Whoopro is an influencer marketing platform that connects brands with highly engaged online influencers and publishers.

Whoopro has been developed with a rich database of celebrities and online influencers with huge followership, for your brand campaigns and to monitor how they engage with your brands in real time. Key Functionalities of the platform include:

- Social Media Integration (Instagram, LinkedIn, Facebook and Twitter)
- Keyword & Hashtag monitoring
- Influencer Database
- Display Advertising



**A self-service platform, connecting advertisers to online influencers**

### FOR ADVERTISERS



#### Create Campaign

Create viral campaigns tailored to reach your target audience in a personal way through influencers.



#### Select Influencers

People influence people. Select the right speakers for your campaign to reach and engage your target audience.



#### Set Budget

Set your budget and control your spend on campaign. Edit your spend on running campaigns with ease.



#### Analytics

Analyse and track performance of your campaign and measure ROI in real time.

### FOR INFLUENCERS



#### Sign up

Sign up as an influencer with your social accounts.



#### Choose your campaign

Accept invites / request to join a campaign and execute campaigns.



#### Get Paid

Get paid after the completion of each campaign.



## Public-Private Partnership (PPP) Facilitation Services

Global Media Alliance through its directors and shareholders, has gained substantial experience and insight in the facilitation and management of Public-Private Partnership projects from Procurement to Implementation stages.

The partners have been involved in PPP projects where the following services were offered:

- Private Party Bidding Team Mobilisation and Management;
- PPP Bid Concept Development and Feasibility Analysis Management;
- Management of PPP Bid Preparation and Submission;
- PPP Agreement & Financial Close Management;
- PPP Project Implementation Management; and
- PPP Service Commencement Interface Management;
- Development Implementation Coordination, Monitoring & Control.

## Capacity Building Services

GMA offers a wide range of capacity building services to public and private clients across the continent.

More specifically, GMA has set up E-Academy, a training institute that provides capacity building and practical training in the following:

- PR & Media Relations Management
- Crisis Communications Management
- Social Media & Digital Innovations Management
- TV & Radio Production
- Video Production & Editing
- Event Management
- Brands Marketing

The academy provides both classroom sessions and onsite training as well as internship opportunities.

GMA also allows its highly skilled professionals to work from the offices of our clients in order to beef up their capacity to deliver business results.





# Broadcasting

Communication comes in many forms and our broadcast brands have served Ghanaians well. With two strong radio stations and a tv station. We dish out the best entertainment, sports and political news to every soul that tunes in.



## e.tv Ghana

Is a free to air terrestrial and digital television network broadcasting 24-hours a day since October, 2009. The station reaches out to Ghanaians with quality content in six regions; Greater Accra, Ashanti, Western, Central, Volta and Eastern. We have gained the trust of the population with all our edutainment on shows like The Team and Late Night Celebrity Show amongst others.



## Happy Fm

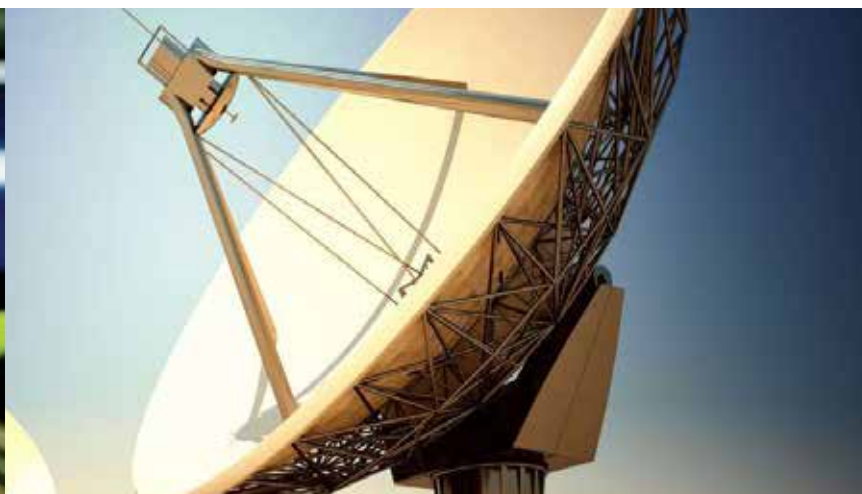
Our vision to engage and initiate Ghanaians into a world of Sports came to light in 2002. We have lived up to the task and continue to give relevant sports content to listeners. The station has carved a niche for itself as being the nation's number one sports station in the country.

We have spread our tentacles and currently broadcast social and political issues as well. Our name comes up with programs such as Anopabosuo Sports and Nsempii.



## YFM

We are the number one Urban Radio Station within the golden broadcasting triangle in Ghana: Accra, Kumasi and Takoradi. We provide the best entertainment, music and youth oriented events in the country. Our programs lay educational fundamentals as we take the youth round in circles in the entertainment world. YFM regularly unearths new talent in Ghana. Talk of Dryve of Ur Life & Ryse and Shyne, Y Lounge are programs you cannot miss.



## Finance



### Fidelity Bank

Initiated and managed a deposit mobilisation campaign called "Go For Gold" which is one of the most successful mobilisation campaigns in Ghana from a bank. Launch of Fast and Easy Loan. Managed 10th Anniversary celebration of the bank. Engaged as their Corporate Communications Agency



### Ecobank

Launched and managed the largest Initial Public Offering (IPO) in Sub-Saharan Africa. Also recently managed social media marketing campaign for their new product, Ecobank Mobile App.



### Barclays Bank

Handled corporate communications for Barclay's Bank during their Miles Ahead campaign.



### Prudential Bank

Handled corporate communications for Prudential Bank including internal communications and Media Relations.



### Amal Bank/Bank of Africa

Managed Amal Bank's brand transition to Bank of Africa and Bank of Africa's launch in Ghana.



### Opportunity International

Planned and managed the 10th anniversary celebration of Opportunity International in Ghana.

## Telecommunications



### Vodafone

Currently the official PR agency for Vodafone handling corporate communications.



### MTN

Worked with MTN during their local roll-out of sports activities during the 2010 World Cup in South Africa.



### Zain

Managed the launch of Zain in Ghana and handled their corporate communications.

## Mobile Communication & Devices



### Samsung West Africa

Official Communications Agency for Samsung West Africa for 3 years. GMA is responsible for Media Relations, Corporate & Brands Communications, Government & Stakeholder relations as well as Community Projects and CSR.



### HP

Managed all communications relating to the Launch of HP office in Ghana as well as other HP projects in Ghana.



### DSTV

Managed the launch of their Mobile TV service. Worked with them to promote various programs that DSTV broadcasts such as the Face of Africa Pageant and Big Brother Africa. DSTV is a multi-channel digital satellite TV service and Africa's leading pay TV operator.



### HUAWEI

#### Huawei

Engaged by Huawei for a 3-12months public awareness campaign for Huawei products in Ghana.



## Oil &amp; Gas

**TULLOW**

Conceptualized and manage the Naming Ceremonies for FPSO Kwame Nkrumah and FPSO Prof. John Evans Atta Mills in Singapore. Also managed events and media relations for commemorating First Oils from the Jubilee and TEN Fields.

**ENI**

Developed concept and managed the Naming Ceremony for FPSO John Agyekum Kufuor in Singapore. Also managed the commemoration of First Oil from the Sankofa fields.

## Construction &amp; Real Estates

**Skyville Luxury Apartments**

Managed the sod cutting & launch ceremonies for the construction of Skyville Luxury Apartments in Accra Ghana by KOGG. Organized a series of stakeholder, investor & media relations engagements relating to the project. GMA managed the sales & marketing of the residential apartments.

**Diamond Cement Ghana Limited**

Official Digital Agency for Diamond Cement, a leading Cement Manufacturing Company in West Africa. GMA assisted with the launch of a new factory in the Western Region of Ghana.

## Airlines &amp; Transport

**Delta Airlines**

Localized their international crisis response plan and are prepared to manage implementation of the local plan if the need arises.

**South African Airways**

Managed the launch of their Accra-Washington route and engaged them in a number of sponsorship deals as a way of promoting the brand among its target audience

**RwandAir**

Designed and implemented a series of advertising campaigns aimed at creating and maintaining top of mind awareness and positioning them as the "go-to" airline for African destinations.

**Safebond Africa**

Managed their CSR initiatives in addition to handling their CEO's reputation management and crisis management when dealing with employees or any disputes with the local government. Safebond Africa works in the maritime industry as a port operator.

**Tata Africa Holdings Ghana**

Managed Tata's launch into Ghana and introduced their vehicles to consumers. This included media relations and below the line market activations.





## Beverage &amp; Consumables

**Guinness Ghana Breweries Ltd**

Managed PR and Communications relating to their brands and marketing campaigns. Key among them is the Made of Black Campaign for Ghana Market. Official PR and Communications Agency for GGBL Ghana

**Kasapreko Company Limited (KCL)**

Managed products launched and brand marketing campaigns for Kasapreko Company Limited. Engaged as Digital Agency.

**Starbucks**

Mediated a dispute between Starbucks and the governments of Ethiopia, Kenya and Rwanda to bring the conflict to a resolution. Journalists were arranged to visit the farmers to get their side of the story and meetings were arranged with the President of Kenya and the President of Ethiopia.

## Healthcare

**Roche**

Organized a series of media events including quarter media academy where key journalists and editors are trained on health reportage and new trends in the pharmaceuticals industry

**Kinapharma**

Worked with them to secure sponsorship of the Ghana Premiere League, Ghana's national football league. Kinapharma is one of the top three pharmaceutical companies in Ghana and GMA handled the roll out of the Sponsorship.

**FOCOS Clinic**

Handled their launch into Ghana and a rebranding campaign. FOCOS Clinic is a clinic that is dedicated to providing orthopaedics and spine care to the underserved.

## Education, Lifestyle &amp; Sports

**Puma**

Contributed to the branding of their football ambassadors and their CSR strategy by organizing events in underprivileged neighborhoods handling media management and coordination.

**Joyce Ababio College of Creative Designs**

Created and managing the first online tutoring portal a creative design institution in Ghana.

**AITEO CAF Awards**

Developed concept and assisted with the event management of AITEO CAF awards 2017 as co-organizers.

## Embassies &amp; Diplomatic Affairs

**Olusegun Obasanjo  
Former President of Nigeria**

Trained and advised some of the members from the cabinet and the office of the President on how to communicate effectively with the public as well as the media.

**Thabo Mbeki  
Former President of South Africa**

Trained and advised some of the members from the cabinet and the office of the President on how to communicate effectively with the public as well as the media.

**Namibian High Commission**

Launched the high commission in Ghana and managed the 25th Independence Day celebration for the High Commission in Ghana.

**South African High Commission**

Developed Freedom Day Golf Tournament concept in collaboration with the South African High Commission in Ghana and organize the event annually to commemorate the South African Freedom Day.

**Angolan Embassy**

Managed the 40th Independence Day celebration for Angolan Embassy in Ghana



## Developmental Agencies

**FHI360**

Designed concept and managed the nationwide Reading Festival across the 10 regions of Ghana. Also managed the media relations, creative productions as well as public awareness campaign for the project. Also manages creative works including booklets design and printing and video productions on need basis.

**WABICC**

Set up social media account and managed their social media and online presence to create awareness on climate change.

**STAR-Ghana**

Developed concept and executed an anti-corruption and peaceful elections campaigns aimed at through our broadcast outlets.

**UKAID**

Developed concept and managed the first ever Agribusiness Investment Forum and exhibition through Market for Agriculture Development (MADE) project in Northern Ghana. Also developed all creative works, advertising and social media campaigns

**AGRA**

Local and international media coordination for a corporate launch event.

**FARA**

Local and international media coordination for a corporate launch event

**UKGCC**

Media coordination and social media management for United Kingdom-Ghana Chamber of Commerce.

## Government &amp; Public Affairs

**IFC/Government of Ghana**

Managed a series of public and stakeholder consultations for Private Sector Participation in Electricity Company of Ghana

**Ministry of Information in Ghana**

Organized several communication workshops for some of the personnel of the Ministry utilizing industry experts and best case practices in communication. Experts came from several countries including the UK and South Africa where communication grids using a nerve center approach had been developed and utilized successfully.

**National Communications Authority in Ghana**

Assumed the role of advisor to the Board on the new way forward in light of changing global technology.

**Cocoa Marketing Company**

Managed media and publicity for their 50th anniversary launch and associated events. Involved a phased PR and Event roll out.

**Ministry of Tourism, Arts and Culture, Ghana**

Organized a series of media and corporate events for Ministry of Tourism and Ghana Tourism Authority. Key among them include World Tourism Forum Africa Summit and Launch of Marine Drive Tourism Investment Project.

**Ministry of Sanitation and Water Resources**

Developed and launched a comprehensive national sanitation campaign project and currently assisting with public awareness drive for the Ministry of Sanitation and Water Resources.

## Destination Marketing



*Inspiring new ways*

**South African Tourism**

As their PR agency in Ghana, GMA helped position South Africa as the ideal tourist destination in Africa through strategic communications.

**Heart of Nigeria Campaign**

Managed communications and nationwide activations to position Nigeria as a preferred investment destination in Africa.

**Rebranding Ghana**

A campaign implemented by GMA through strategic communications to help make Ghana attractive to investors and tourists.



# Contact us

For further information and enquiries, please call, mail or visit us.

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**Talk to us, talk to Africa**