



# GLOBAL MEDIA *Alliance*

TALK TO US, TALK TO AFRICA

# About Us

Global Media Alliance is an integrated international communications and advisory company with 25 years of experience and expertise in Public Relations & Media Consultancy, Events Management, Creative Services & Brands Advertising and Digital Marketing.

A multi-faceted Media House with broadcast outlets (YFM Accra, Kumasi and Takoradi, Happy FM, YTV and eProductions) 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 Cinemas





# Quick Facts

25+

Years in the media industry

200+

Well trained employees

30+

Awards in the last 5 years

5+

Average Client Relationship

5+

Local offices & affiliates in  
several key markets

- Affiliated to Weber Shandwick & FleishmanHillard
- Outstanding PR agency of the year 2020
- Current Event Company of the year 2019



# What We Do

Noted for the development of effective PR strategies to influence public perceptions on leading Global Brands, Government and Non-Government Organizations operating in Africa.

## PR & MEDIA CONSULTING



We think, we execute, we excel. We are Digital. We have consistently provided new age solutions encompassing key marketing grounds like e-commerce, social media, search marketing, online reputation management, etc.

## DIGITAL MARKETING & INNOVATIONS



Our associated brands are:

Y Triangle

Happy FM

eProductions

Silverbird Cinemas

## ASSOCIATED BRANDS



## EVENTS MANAGEMENT & BRAND ACTIVATIONS

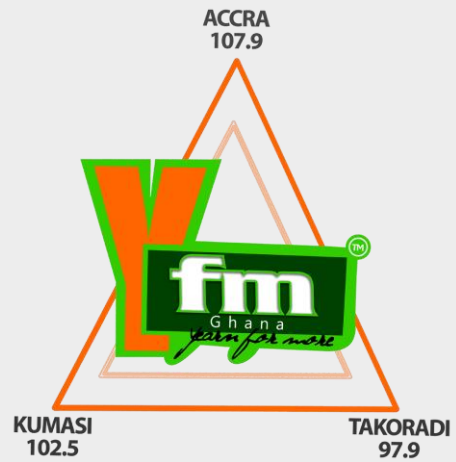
Our team of experts offer results-oriented Event Management Solutions.

Regardless of the project size and scope, we provide a comprehensive plan to ensure that your event is delivered on time and within budget.

## CREATIVES & PRODUCTION

We set and adhere to creative and trendy industry standards that are thought-provoking and engaging. We create an integrated experiential experience that is unique to your brand.

# Our Brands



# Public Relations



# Public Relations



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

GMA has been awarded the PR Consultancy of the year at IPR Awards 2020, Best Corporate Communications Agency 2017, Best Employer Brand Award at HRD congress 2017, Public Relations Consultancy of the year 2015 and 16 by the Institute of Public Relations Ghana.

- ☐ **COMMUNICATION STRATEGIES**
- ☐ **MEDIA MONITORING & REPORTING**
- ☐ **CRISIS & ISSUES MANAGEMENT**
- ☐ **EDITORIAL SERVICES**
- ☐ **MEDIA TRAINING**
- ☐ **MEDIA BUYING**
- ☐ **DEVELOPMENTAL SERVICES**
- ☐ **THOUGHT-LEADERSHIP**





# CASE STUDIES





## Vodafone Ghana

From the transitional phase from Ghana Telecom to Vodafone Ghana, GMA has remained the main PR agency over the years on behalf of Vodafone.

The ideation of the Vodafone Healthline which was their flagship Corporate Social Responsibility Programme was birthed by GMA. This initiative sought to educate Ghanaians on pertinent health related issues and also encouraged healthy lifestyle practices.

Other activities we have been responsible for are:

- Vodafone SME Month
- Responsible for all PR activities before during and post launch of 4G Long-Term Evolution (LTE) service.





## Samsung introduce School education solution to the Al Raya International School in Ghana

By [wvnews](#) on December 2, 2024



7

business24 | Technology

FRIDAY, JANUARY 19, 2024

## Samsung enters new era of mobile AI with Galaxy S24 series

Samsung Electronics has unveiled the Galaxy S24 Ultra, Galaxy S24+ and Galaxy S24, unleashing new mobile experiences with Galaxy AI.

Galaxy S series leads the way into a new era that will forever change how mobile devices empower users. AI amplifies nearly every experience on Galaxy S24 series, from enabling barrier-free communication with intelligent text and call translations, to maximizing creative freedom with Galaxy's ProVisual Engine, to setting a new standard for search that will change how Galaxy users discover the world around them.

"The Galaxy S24 series transforms our connection with the world and ignites the next decade of mobile innovation," said TM Roh, President and Head of Mobile eXperience Business at Samsung Electronics. "Galaxy AI is built on our innovative heritage and deep understanding of how people use their phones. We're excited to see how our users around the world empower their everyday lives with Galaxy AI to open up new possibilities."

Galaxy AI introduces meaningful intelligence aimed at enhancing every part of life, especially the phone's most fundamental role: communication.

When you need to defy language barriers, Galaxy S24 makes it easier than ever. Chat with another student or colleague from abroad. Book a reservation while on vacation in another country. It's all possible with Live Translate, two-way, real-time voice and text translations of phone calls within the native app. No third-party apps are required, and on-device AI keeps conversations completely private.

With Interpreter, live conversations can be instantly translated on a split-screen view so people standing opposite each other can read a text transcription of what the other person has said. It even works without cellular data or Wi-Fi.

For messages and other apps, Chat Assist can help perfect conversational tones to ensure communication sounds as it was intended: like a polite message to a coworker or a short and catchy phrase for a social media caption. AI built into Samsung Keyboard can also translate messages in real-time in 13 languages. In the car, Android Auto will automatically summarize incoming messages and suggest relevant replies and actions, like sending someone your ETA, so you can stay connected while

staying focused on the road. Organization also gets a big boost with Note Assist in Samsung Notes, featuring AI-generated summaries, template creation that streamlines notes with pre-made formats, and cover creation to make notes easy to spot with a brief preview. For voice recordings, even when there are multiple speakers, Transcript Assist uses AI and Speech-to-Text technology to transcribe, summarize and even translate recordings.

Communication isn't the only way Galaxy S24 series takes the fundamental benefits of the phone into the future. Online search has transformed nearly every aspect of life. Galaxy S24 marks a milestone in the history of search as the first phone to debut intuitive, gesture-driven Circle to Search with Google. To give Galaxy users an incredible new tool, Galaxy turned to the worldwide leader of search, Google, and opened up new forms of discovery with a simple gesture. With a long press on the home button, users can circle, highlight, scribble on, or tap anything on Galaxy S24's screen to see helpful, high-quality search results. Seeing a beautiful landmark in the background of a

friend's social media post or a surprising fun fact on YouTube shorts can quickly become an accurate search to learn more - without having to leave that app. And depending on a user's location, for certain searches, generative AI-powered overviews can provide helpful information and context pulled together from across the web, and users can ask more complex and nuanced questions. It's that easy. And that epic.

Galaxy S24 Ultra is the first-ever Galaxy phone to feature a titanium frame, enhancing device durability and longevity. Galaxy S24 Ultra's significantly thinner body enables better on-the-go experience with more comfortable grip. On Galaxy S24+ and Galaxy S24, a streamlined one-mass design satisfies a more aesthetic standard with seamless connection between the device's rear cover and side frame. The Galaxy S24 series comes in Earth's natural-inspired color tones. On Galaxy S24 Ultra, colors include: Titanium Gray, Titanium Black, Titanium Violet and Titanium Yellow. On Galaxy S24+ and Galaxy S24 colors include: Onyx Black, Marble Gray, Cobalt Violet and Amber Yellow. All three models will come with additional colors available online only.



# SAMSUNG

GMA was responsible for the entry of Samsung into the Ghanaian market.

GMA also serves as a liaison between Samsung and its retail partners and policy makers.

We have been responsible for activities such as:

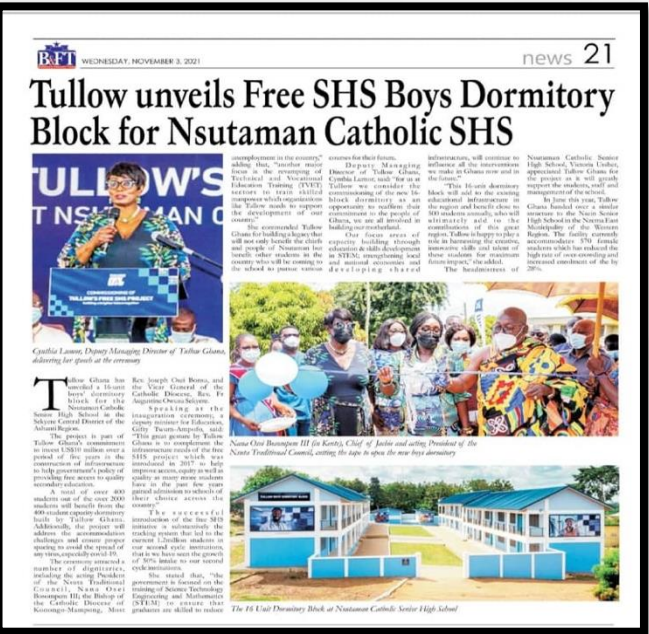
- Galaxy Unpacked
- Female in Electronics Project
- Samsung Week
- Smart School for Teachers Project
- Samsung Operation Smile





# TULLOW PLC

GMA planned and executed the naming ceremony of the FPSO Attah Mills in Singapore, making us the only agency in Ghana to have managed this event two times in a row. Key activities included the Official Launch of the First Oil, the Jubilee Oil Dialogue as well as the National Essay Contest.



As a testament to our commitment to service quality, we planned and executed the naming ceremony of the FPSO Kufuor in Singapore, making us the only agency in Ghana to have managed this event 3 times in a row.

We also planned and executed a series of events to commemorate First Oil from the Sankofa Fields for Eni and it's partners.





# MINISTRY OF FOOD & AGRICULTURE

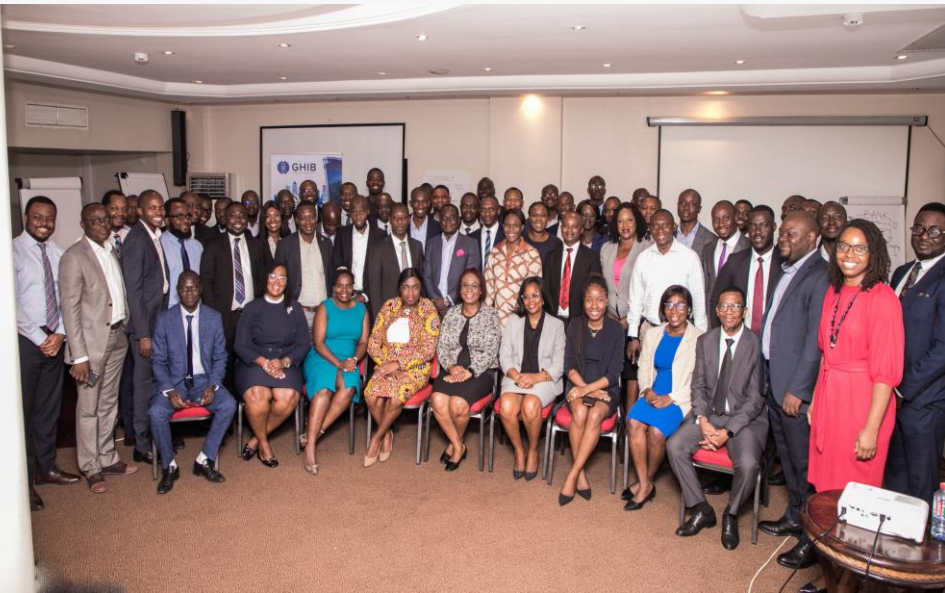
## 39<sup>th</sup> National Farmers' Day Celebration

The 39th National Farmers' Day celebration was organized to recognize outstanding contributors in agriculture under the theme 'Delivering Smart Solutions for Sustainable Food Security and Resilience.'

As a testament to the tremendous contribution made by our hardworking farmers and the vital role they play in our nation's development the team was tasked with generating media stories and engaged in media coverage and media monitoring







# GHANA INTERNATIONAL BANK

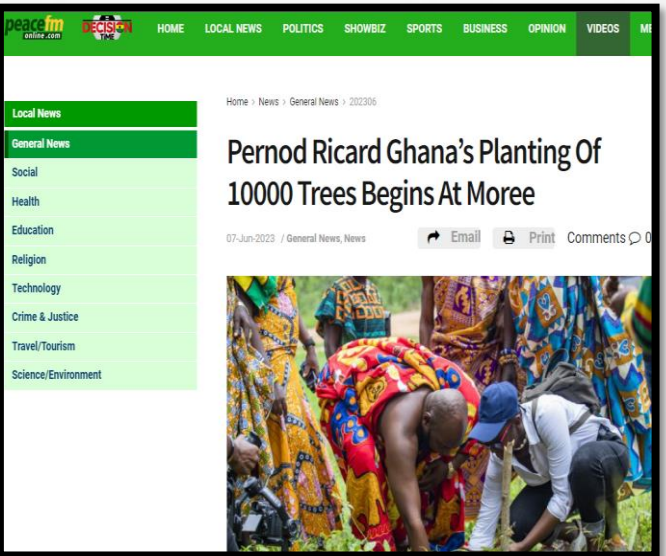
Our team embarked on media coverage, media monitoring, and generated media stories as part of key activities for Ghana International Bank (GHIB).

GHIB facilitated an Enterprise-Wide Risk Assessment training programme for over 50 bankers across Ghana, Gambia, and Sierra Leone.

The three-day workshop organized in Ghana was aimed at deepening banks' knowledge of EWRA from a financial crime perspective and forms part of GHIB's comprehensive plan to work closely with banks in the African sub-region to implement robust financial crime risk management systems.







# PERNOD RICARD GHANA

## Tree Planting Activities

GMA coordinated media activities for Pernod Ricard Ghana's employee volunteer initiatives. A total of 1500 trees were planted in Moree out of 10,000 targeted trees, in line with its efforts to preserve the environment and ecosystems.

## 'Metwi a, Mentwa' Drink Drive Campaign

The campaign was aimed at promoting responsible behaviour among high-risk commercial drivers to provide enhanced and safer transport services for commuters. As part of our key activities, we embarked on generating and syndicating media stories as well as collating hits from media platforms



# Events Management



# Events Management

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.

First impressions leave lasting impressions on consumers. At GMA, we have mastered the art of launching products that create an intimate bond between the products and consumers. Our tried and tested methodology for organising events have always met the expectations of our clients.

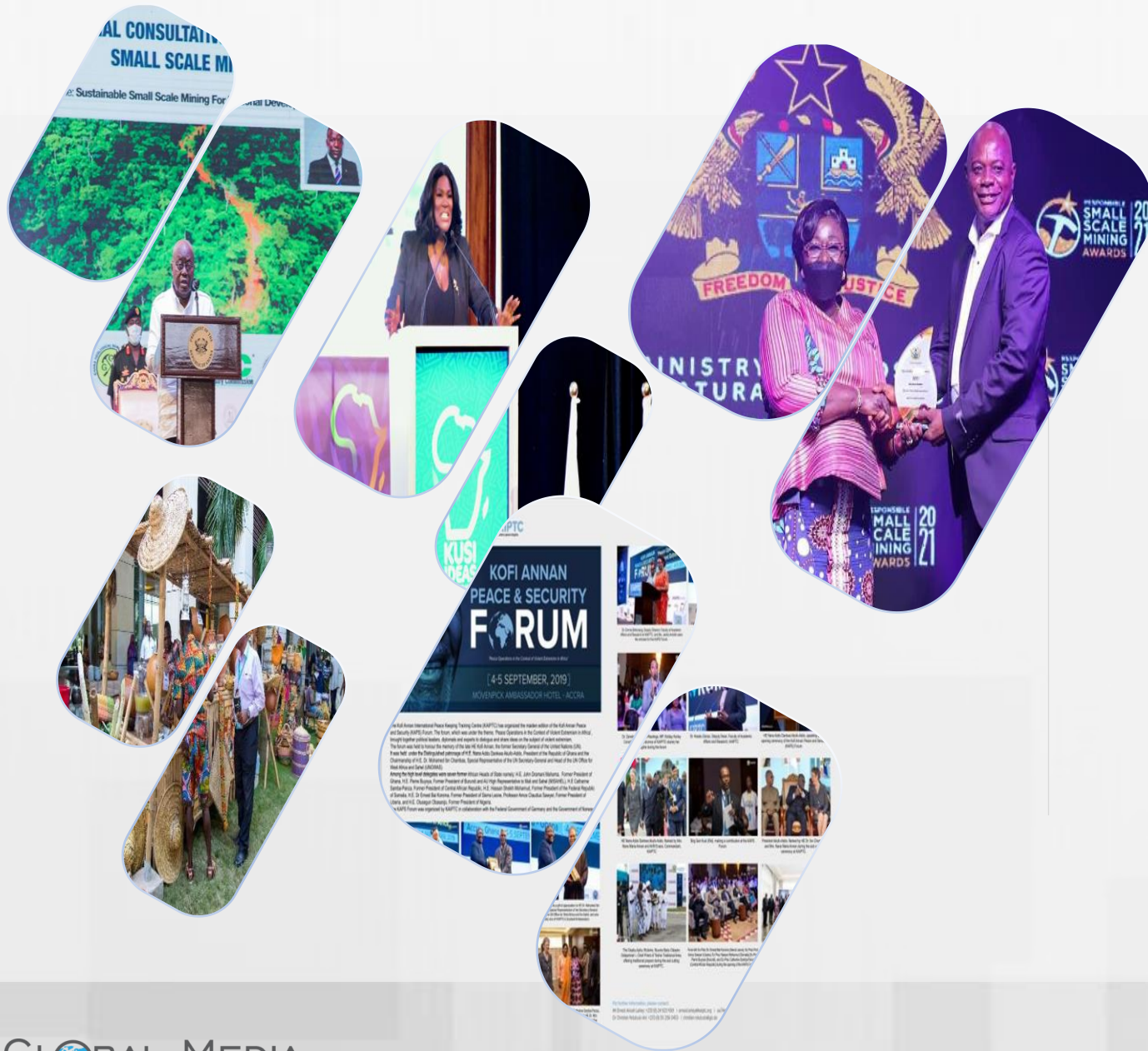
**Branding and  
Marketing  
Campaigns**

**Promotional  
Campaigns**

**Conferences**

**Product  
Launches**

**Award  
Ceremonies**



# CASE STUDIES





# WORLD TOURISM FORUM

## ACCRA SUMMIT

Planned and managed a series of events scheduled for the World Tourism Forum, Accra Summit:

- Welcome Cocktail Management
- Tourism Exhibition
- Forum & Panel Discussion
- Africa Tourism Awards

Also provided

- Immigration Assistance & Airport Reception
- On-ground transportation





# INTERNATIONAL CONFERENCES

## KUSI IDEAS FESTIVAL

GMA was tasked to handle the 360 marketing production of the conference.

We conceptualized, designed, organized and managed KUSI Ideas Festival 2021 held in Accra, Ghana which included conference and exhibitions.

Managed PR and Media publications, Digital Media, Creatives, Branding and Production.



# GOVERNMENT AGENCIES

## National/ Regional Consultative Dialogue on Small Scale Mining

Planned and executed the National Consultative Dialogue on Small Scale Mining/ Exhibition which brought together stakeholders representing both the private and public sectors, to deliberate on various thematic areas of the event. The event included a conference, panel discussion, breakout sessions and exhibition which was organized in Accra, Kumasi and Tamale.







# KASAPREKO

## PLANT COMMISSIONING

From conceptualization to execution, GMA was responsible for organizing the commissioning of the new Kasapreko plant valued at \$70 million.

The Presidential protocol and entourage for the then President John Dramani Mahama was handled diligently by our team.

As a world class beverage company, Kasapreko has products sold worldwide under a variety of brands in the bitters, gin, whisky, brandy, liqueur, and wine drink categories.



# INTERNAL EVENTS





## AFRICAN LEGENDS NIGHT

African Legends Night is GMA's signature event organized annually to celebrate music legends across the continent.

For over 10 years, the event has celebrated living legends such as Hugh Masekela of South Africa, Femi Kuti of Nigeria and Ghanaian legends like Amakye Dede, George Darko, Kanda Bongo Man, Freddy Meiwey among others.

Our sponsors enjoy the opportunity of meeting and greeting Legends of the event, MC mentioning and acknowledgement during the event as well as branding opportunities.







## GHANA BEVERAGE AWARDS

Global Media Alliance acknowledged the immense efforts of the Ghana Beverage Industry and instituted an Awards Scheme which celebrates and inspires the beverage industry and its Stakeholders.

After the launch of the Awards scheme, nominations are opened to both the brands and public. Also, a tour of the beverage companies is undertaken, voting platforms is then opened to the public after close of nominations.

A forum is held to educate, discuss and address concerns in the industry. Finally, the main event is held to award beverage brands.







## MUSIC MAGIC AND COMEDY

MMC Live, an entertainment event with a mix of Music, Magic & Comedy all on one stage. It has a two pronged approach giving local acts the ability to share a stage with their colleagues from another part of the world and the audience to have a personal and intimate night with their favourite acts.



Over the years, the show has witnessed performances from talents such as Samini, King Promise, DKB, Sarkodie, Wendy Shay, Foster Romanus, Kofi Kinaata, OB Amponsah, Nigerian comedian Acapella, Episode, Jacinta with magical concerts from Ghanaian magician Voncujoji and Larry Soffer, a magician and mentalist from South Africa.



## YFM AREA CODES JAM

YFM Area Codes Jam is an annual entertainment show held in some selected communities within the country.

YFM's Area Codes Jam is the biggest non ticketing community-based concert aimed at giving underground artistes the needed exposure while established artists give back to the society.

YFM's Area Codes Jam was nominated 'Ghana's Favourite Event' category of the 2019 Ghana Event Awards (GEA).

Sponsors get to have direct engagement with audience and sales opportunities.





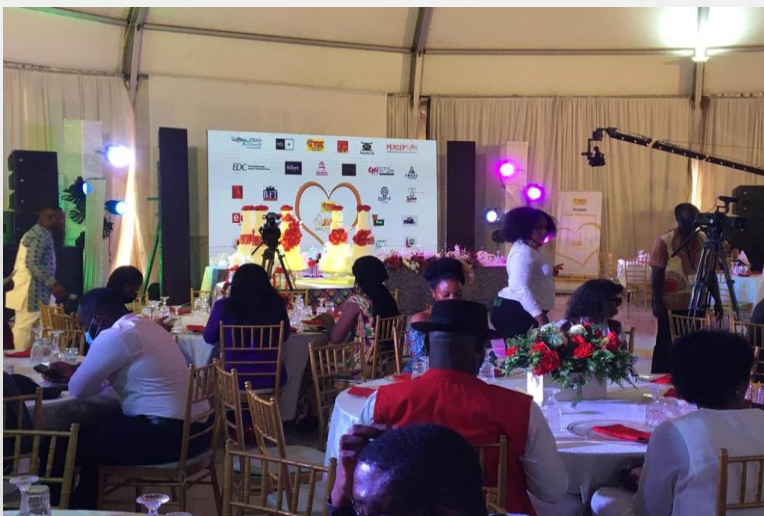


## HAPPY FM MASS WEDDING

The Happy FM Mass Wedding is a fully sponsored community investment initiative which aims to unite would-be couples and sanctify the marriages of others who could only afford to have a traditional wedding.

The mass wedding has made a profound impact by establishing solid foundations through premarital counselling sessions on crucial matters in marriages.

It is to this remarkable and life-altering feat that the African Wedding Vendors Awards has esteemed Happy 98.9 FM's Mass Wedding worthy of the 'Life Time Achievement Award'.







#SalahFestOnHappy

# Salah Food Fest

COOKING COMPETITION



## SALAH FOOD FEST

The Happy FM Salah Food Fest is an annual food contest among the Zongo communities.

The contest starts off with an intra zongo community contest with the best of the best competing to represent their neighbourhoods. Ten(10) groups are selected for the grand finale.

The idea behind this is to foster unity, celebrate Eid al-Adha and display the level of love amongst zongos and the nation as a whole.

Participating communities are; Sabon, Tuba, Abeka, Kasoa, Fadama, Alajo, Madina, Nima, Mamobi and Ashaiman zongos.





# Digital & Innovations



# Digital & Innovations

Digital is a service marketing department providing 360 degrees marketing and advertising solutions.

Digital excels in growing the business by bringing ideas to life on digital. Our process combines project discovery, research & insights, strategy, design, development, and measurement to make each client's website and digital marketing perform better.

## Website

- Design & Development
- Update & Management
- Content Creation
- Microsites



## Content

- Video Production
- Animation
- Gaming
- Social Campaigns
- Influencer Marketing

## Display

- Media Planning & Buying
- Programmatic Ads
- Website Takeovers
- Display Ads

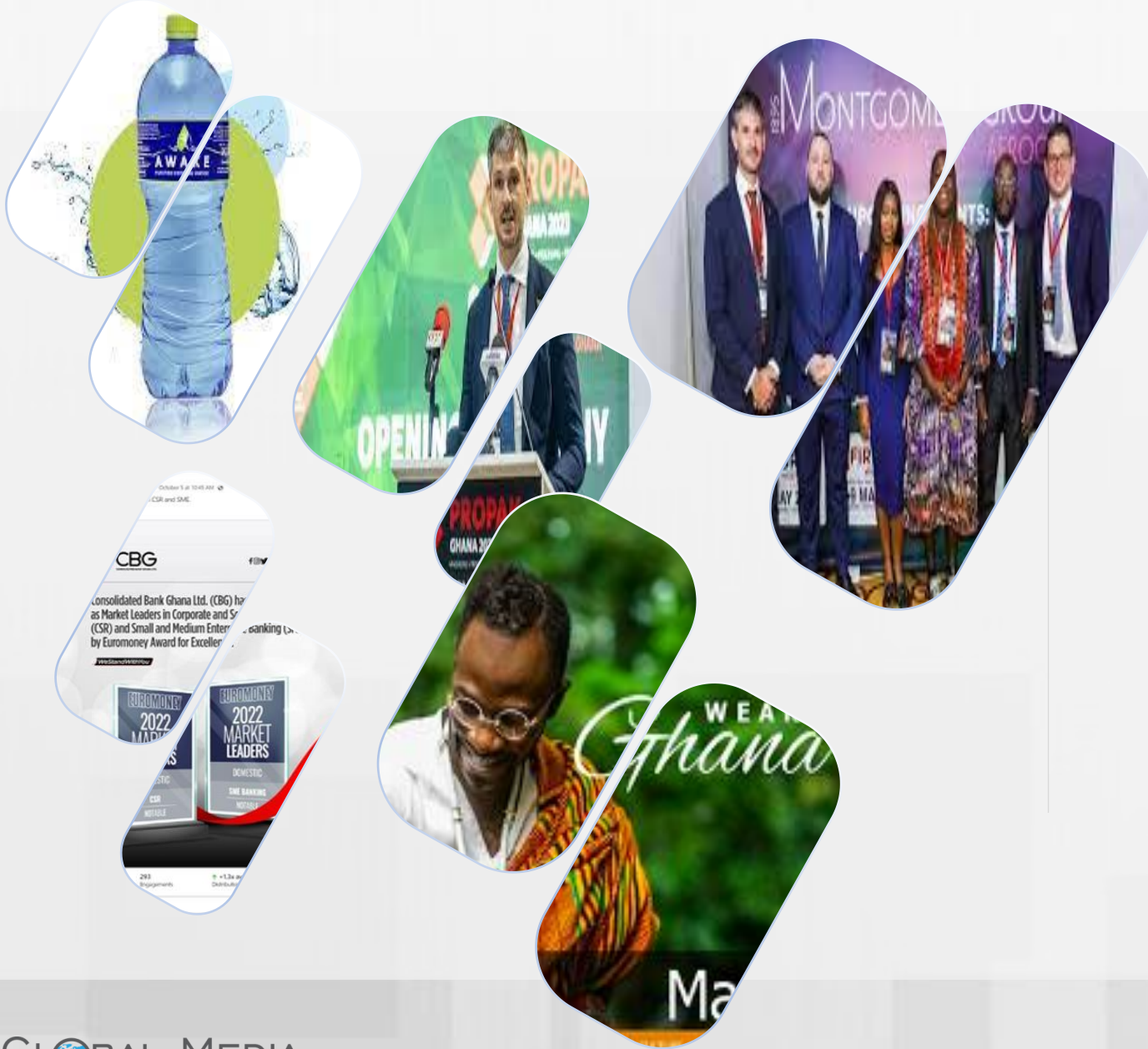
## Data

- Bulk SMS Services
- Email Marketing

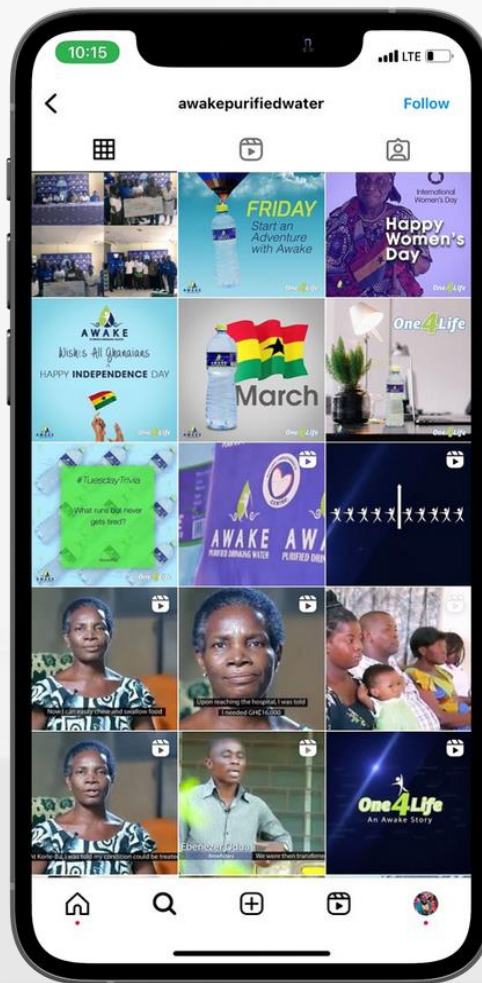
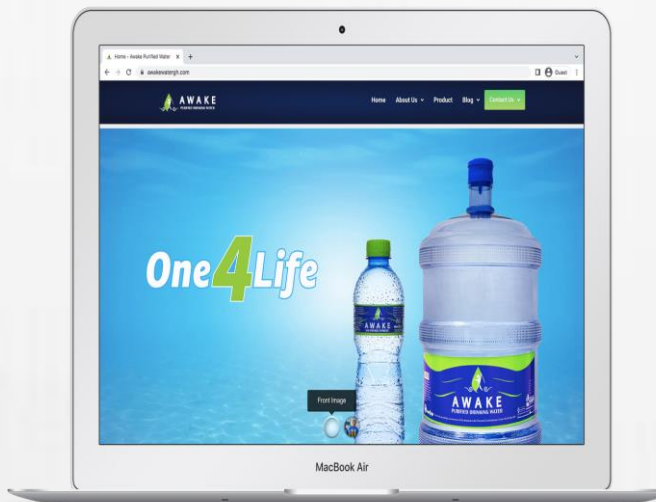
## Social Media

- Content Creation
- Graphic Design
- Recruitment
- Analysis/Reporting
- CRM





# CASE STUDIES



# AWAKE WATER

## DIGITAL ADVERTISING CAMPAIGN

- Develop One4Life Campaign
- Content Promotions
- Google Display Ads
- Website Takeovers

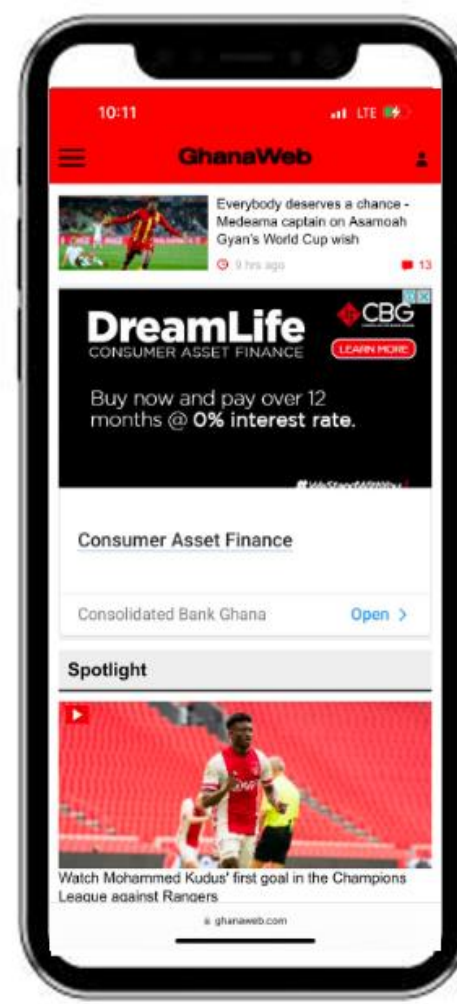
## CONTENT DEVELOPMENT

- Key Content Curation
- Graphic Designing
- Website Content Development

## VIDEO PRODUCTION & PROMOTION

- Video Documentation of CSR Activities
- Video Promotion on Social Platforms





# CONSOLIDATED BANK GHANA

## SOCIAL MANAGEMENT

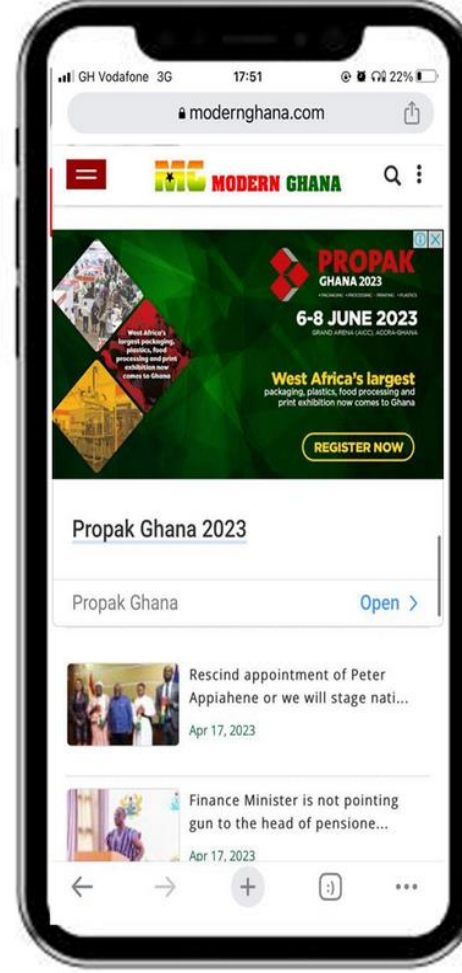
- Day to day management of key social platforms of CBG
- Periodic monitoring or social listening of brand activities online.

## DIGITAL ADVERTISING

- Google Display Ads
- Website Takeovers
- Content Promotions

## MEDIA PRODUCTION

- Livestreaming Services
- Video Production
- Documentaries



# PROPak GHANA 23

## DIGITAL ADVERTISING

- Content Promotions
- Google Display Ads
- Website Takeovers

## CONTENT DEVELOPMENT

- Key Content Curation
- Graphic Designing

## VIDEO PRODUCTION & PROMOTION

- Video Documentation of CSR Activities
- Video Promotion on Social Platforms



# Why GMA ?

# ONE STOP SHOP

INDUSTRY LEADER

PROFESSIONAL

EXPERIENCE

STAKEHOLDER  
NETWORKING/CONNECTIONS

COMPETENCE

PROVEN TRACK  
RECORD



# Clients We Have Worked With



# Clients We Have Worked With



Ministry of Youth and Sports, Ghana



Ministry of Agriculture, Ghana



Ministry of Lands and Natural Resources, Ghana



Ministry of Tourism, Arts and Culture, Ghana







## Head Office



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# THANK YOU