

# Ghanaian acquisitions for Dentsu Aegis Networks

Dentsu Aegis Network has acquired two leading media buying and planning agencies in Ghana, Adams Media Ghana and Premier Media, which will collectively form Dentsu Aegis Network to become the leading media agency in Ghana, the second largest West African economy.

Continuing its ongoing investment into the African market, Dentsu Aegis Network will be the majority stakeholder with the balance equity being owned by local management. Andrew Ackah, will take the role of CEO for Dentsu Aegis Network in Ghana with responsibility for growing Dentsu Aegis Network's business and presence locally. He will report to Dawn Rowlands, CEO of Dentsu Aegis Network in South and sub-Sahara Africa.



Andrew Ackah, CEO Dentsu Aegis Network in Ghana; Ereka Okeke CEO Dentsu Aegis Network in Nigeria; Torgbor Mensah, Chairman of the Argon Group in Ghana and Bevis Hoets, Operational Director, Dentsu Aegis Network SSA.

"I am excited about the opportunity to lead the Dentsu Aegis Network business in Ghana. This will enable us to combine the best of local expertise, with world-class tools and systems that will help our client base derive value from media owner relationships, enhance brand experiences and help cement digital as a means to maximise efficiencies and return on investment in our market," said Ackah.

Established in 2009, Adams Media will be integrated into Carat - Dentsu Aegis's global media agency - further cementing its existing relationship and success as Carat's affiliate in the Ghanaian market. With a solid track record for helping clients grow their brands via innovative media ideas using the right media channels, its team of 24 staff members has serviced blue chip clients including Coca-Cola, Microsoft and Philips.

Premier Media was established in 1999 and was the first independent media planning and buying agency in Ghana. Led by CEO Ackah, it has 20 full time staff including digital specialists. Post acquisition, it will be integrated into Vizeum, one of Dentsu Aegis' eight network brands. It was recently named as the world's fastest growing media network by RECMA.

Premier Media was at the forefront of using media planning principles to bring professionalism and efficiency in the media advertising industry in Ghana and has helped deliver cutting-edge media solutions to some of the world's biggest brands including MTN, Guinness Ghana Brewery Ltd (GGBL), OLX, Cadbury, Shell (Vivo Energy), Colgate and Palmolive. It also serves as a hub for West and Central African countries on specific accounts.

"This acquisition is another important step in expanding our growth and breadth in Africa and with Ackah's extensive experience and understanding of the media landscape in the market, we are confident that we will see significant expansion," said Rowlands. "Both are aligned with our vision of innovating the way brands are built and this acquisition strengthens our desire to significantly increase Dentsu Aegis Network's contribution locally and regionally."

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