

Carat wins gold and silver at Gong Gong Awards

Carat Ghana, a Dentsu company, has grabbed gold and silver at the 15th Gong Gong Awards by the Advertising Association of Ghana (AAG) held at the Alisa Swiss Spirits Hotel in Accra.

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Carat Ghana won gold for Best Use in Integrated Media, and silver for Best Use in Digital.

The awards on the theme: “5 Ways AI enhances the customer journey from conversation to conversion,” which was also to honour the life of its founding father, Torgbor Mensah, saw players in the advertising field being honoured for their creativity, strategic thinking and outstanding work in the period under review.

Speaking on the win, Bithia Awuku-Asante, general manager of Carat Ghana, said: “This win is testament to Carat’s data-led and innovative approach to our client’s business. We are committed to understanding our clients and their customers and are deeply humbled that our work has been recognised.” She dedicated the award to the teams at Carat, vendors and clients for their outstanding work and support.

The Minister of Information, Kojo Oppong Nkrumah, who was the guest of honour, urged advertising companies to include artificial intelligence (AI) when crafting their works to improve the quality of advertisement in the country.

He encouraged advertisers to explore more innovative ways to grow their businesses by capitalising on AI

technology to create value for their clients.

The minister expressed his condolences to the Association for the loss of its president, Torgbor Mensah, describing him as “a tower in the advertising industry and a great pillar of the AAG.”

The Gong Gong Awards is the flagship industry event of the AAG.

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