

# WELCOME TO THE PORTAL OF UNEXPECTED CREATIVITY.

POWERED BY Innova DDB Ghana





**WE ARE INNOVA DDB GHANA**



OVER THE YEARS,  
WE HAVE HELPED BUILD  
COLOSSAL BRANDS  
THROUGH THOUGHTFUL  
EXECUTIONS.



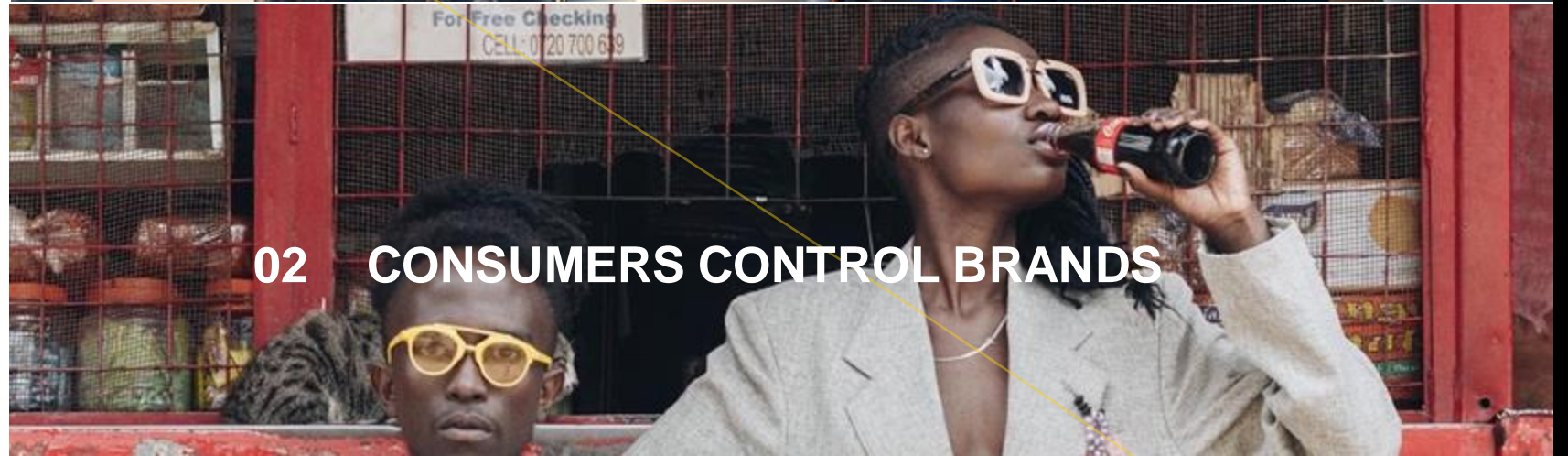


## OUR BELIEFS

01 CREATIVITY FUELS BUSINESS



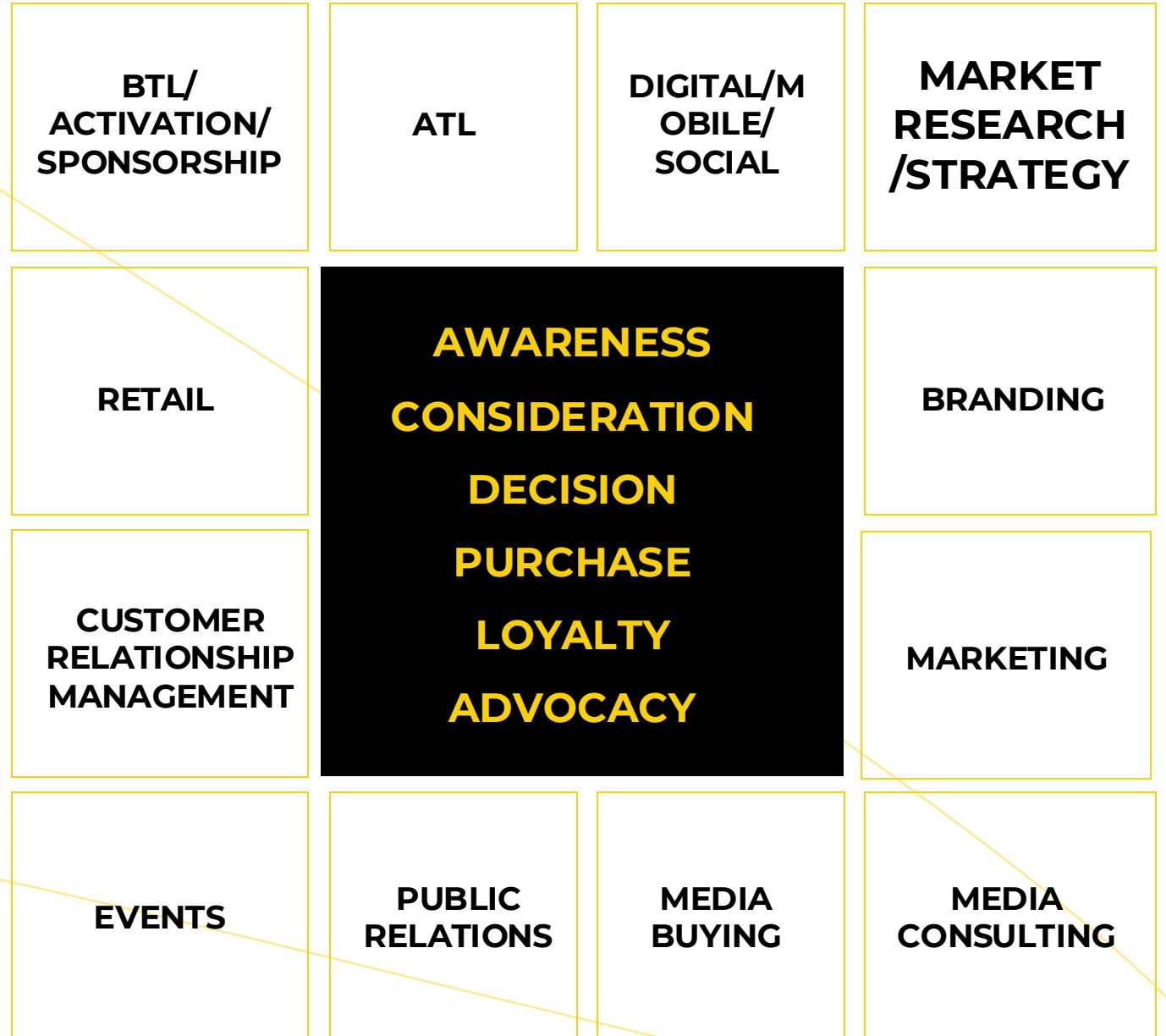
02 CONSUMERS CONTROL BRANDS



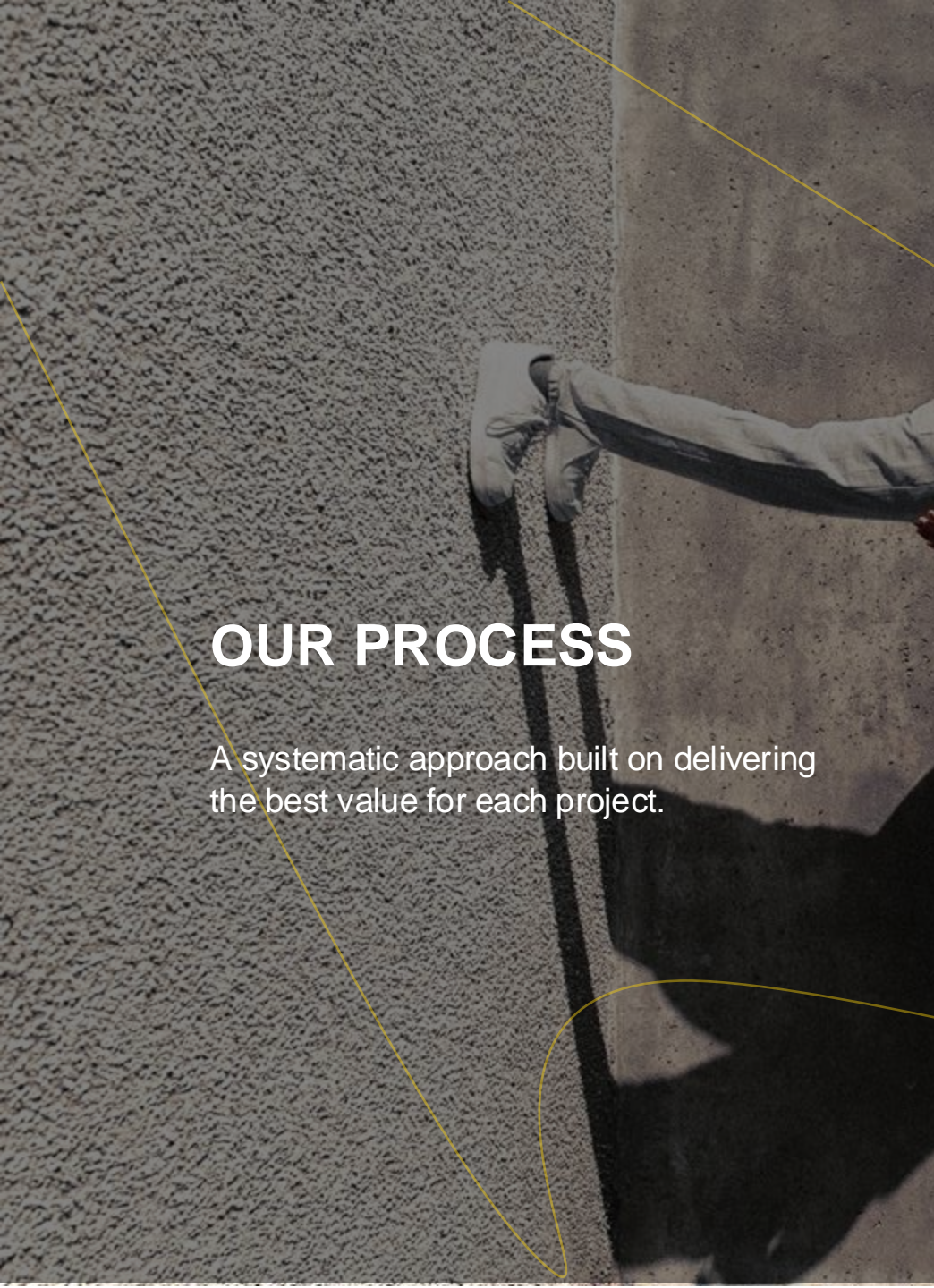
03 GREAT IDEAS COME FROM KEEN INSIGHTS



WE PROVIDE OUR CLIENTS THE VERY BEST IN THE INDUSTRY BY CREATING A RESOURCE FOR BENCHMARKING, **CREATIVITY AND EFFECTIVENESS.**







## OUR PROCESS

A systematic approach built on delivering the best value for each project.

**CLIENT  
BRIEF**

**RESEARCH**

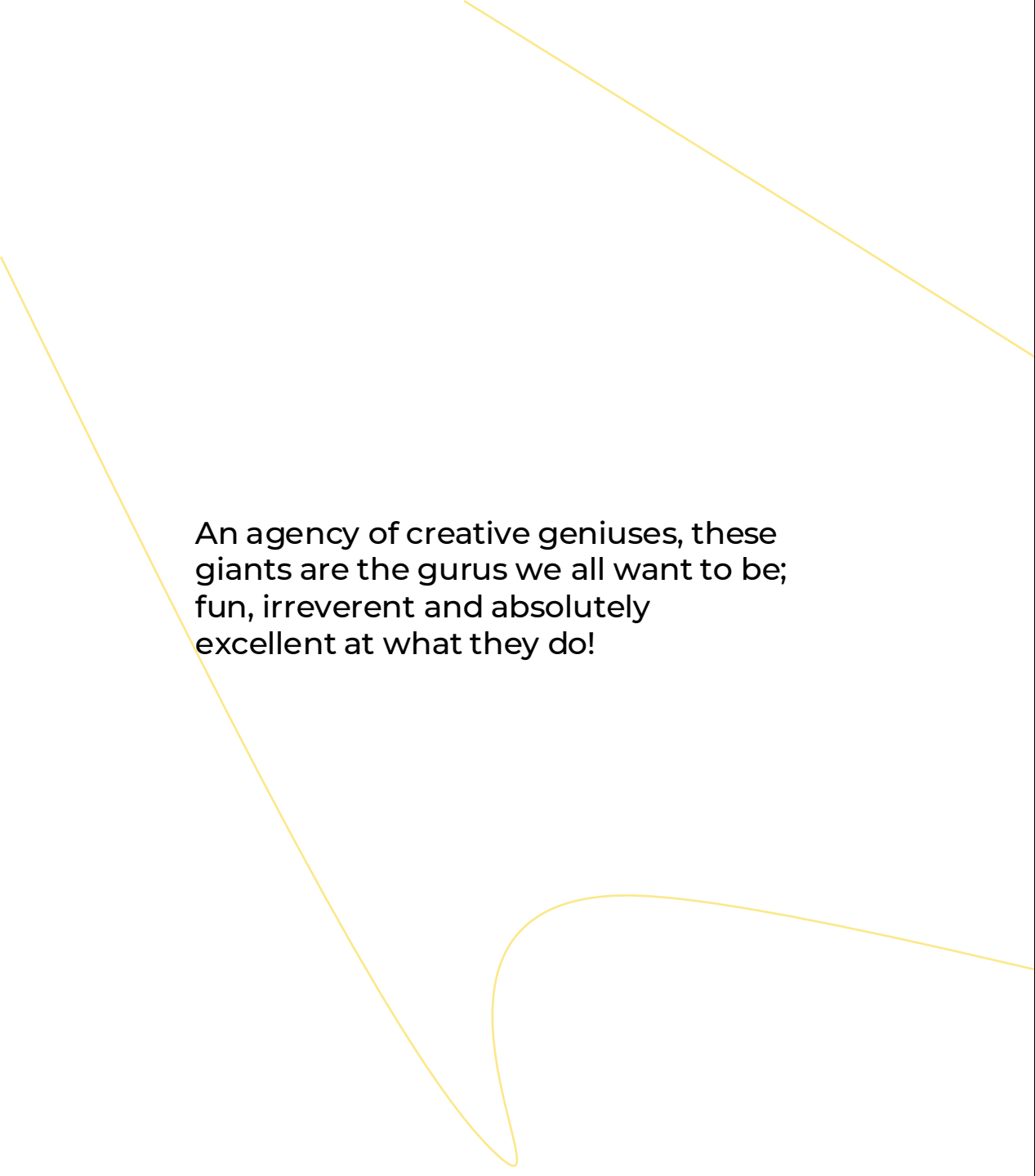
**PROJECT  
BRIEF-IN**

**MONITORING/  
EVALUATION  
& REPORTING**

**IMPLEMENTATION**

**STRATEGY  
DEVELOPMENT**

**CREATIVE  
DEVELOPMENT**

A thin yellow line starts at the top left, goes down and right, then curves down and left, then curves up and right, and finally goes down and right towards the bottom right.

An agency of creative geniuses, these  
giants are the gurus we all want to be;  
fun, irreverent and absolutely  
excellent at what they do!

# INTRODUCING THE MAVERICKS



# JOEL NETTEY

CEO

Ex-CEO of various multinational marketing communications agency affiliates in Ghana, including Saatchi & Saatchi and Publicis.

Immediate past president of the Advertising Association of Ghana and current president of the International Advertising Association (IAA).







# KENNETH HAMMOND-ARYEE

COO

15+ years Integrated Marketing Communications (IMC) Experience.

Worked on various brands in different sectors.



**FUELED BY PASSION  
AND EXCEPTIONAL  
IDEAS, WE HAVE WON  
A COUPLE OF AWARDS  
FOR CREATIVITY  
INCLUDING THE  
AGENCY OF THE YEAR  
IN THE 2017 & 2019 AAG  
GONG GONG AWARDS.**



**GONG-  
GONG  
AWARDS**



**PITCHER  
AWARDS**

**AWARDS**

**THE NUMBERS**

Between the year  
**2016 - 2020**

**7** PLATINUM  
AWARDS

**15** GOLD  
AWARDS

**15** SILVER  
AWARDS

In the year  
**2023**

**2** BRONZE  
AWARDS

# OUR WORKS







## REPOSITIONING

### Task:

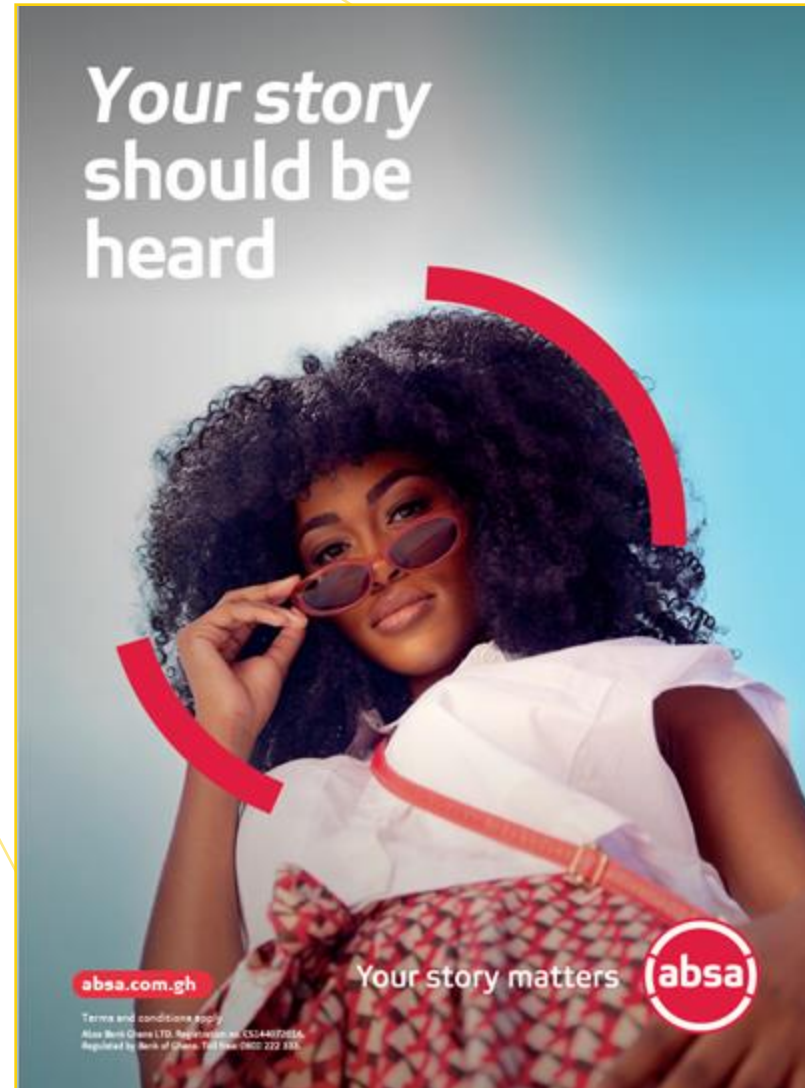
Position Absa as a trusted customer champion, progressive, and human-centered financial partner.

### Execution:

Developed a 360 brand and product campaign anchored on the phrase "Your Story Matters" that positions Absa as a partner that values individual customer experiences and wants to be part of their personal and financial narratives.

### SOW:

- Strategy
- ATL - Radio, TV , Print, Outdoor
- Social media/Digital
- Influencer engagement
- Internal communications
- Outlet branding





## DISCOVER THE RICHNESS

### Task:

To position Beta Malt as the top choice for consumers seeking nourishment and empowerment by emphasizing its unique benefits of 100% true malt and Vitamin C.

### Execution:

Developed a marketing campaign centered on the theme Discover the Richness, positioning the product as the premier choice for wholesome nourishment and emphasizing its unique qualities across multiple touchpoints.

### SOW:

OOH (Billboards, Bus Shelter Branding)  
DOOH  
TV Squeeze back  
Trade Materials  
Digital Campaigns

**Beta malt**  
WITH A TWIST  
CONTAINS VITAMINS B1, B2, B3, B5, B6

**DISCOVER THE RICHNESS**

**Beta malt**  
WITH A TWIST  
CONTAINS VITAMINS B1, B2, B3, B5, B6

**Beta malt**  
WITH A TWIST  
CONTAINS VITAMINS B1, B2, B3, B5, B6

**FORTIFIED WITH VITAMIN C**  
A, B1, B2, B3, B5, B6

**THE ONLY WAY IS UP**

**THIS ADVERT IS FDA APPROVED. FDAfAd24V42**





## Pa! N'aben

### Task:

To leverage on the convenience and versatility of Gino Peppe and Onion.

### Execution:

The 360-communication campaign was executed by targeting busy professionals, parents, students and cooking enthusiasts highlighting quality ingredients, burst of flavour and importantly the convenience that Gino Peppe and Onion provides in enabling our “cooks” whip up a variety of mouth-watering dishes for loved ones as quick as the snap of a finger.

### SOW:

Strategy

OOH

TVC

Activation Materials

Digital campaign



FDAfAd23Y13

This advert is FDA approved.

...truly cares





## REASSURANCE

### Task:

To reassure customers that CalBank exists for them in rendering services and maximizing shareholder's value despite the financial crises within the banking sector.

### Execution:

Develop an ATL campaign that highlights the bank's heritage by reassuring Ghanaians that CalBank is a strong bank providing long-term value to their key stakeholders. This campaign focused on the values of the bank - Responsible, Effective and Decisive to put the message across.

### SOW:

TVC  
Print Ad  
Radio



**A lot changes with time.  
Except our values.**

**Responsible, effective and decisive.** These values have made us one of the most financially resilient banks in Ghana. That is why we can promise you a partnership that delivers value at all times.

Forward Together

Contact us on 0800 500 500  
or visit [www.calbank.net](http://www.calbank.net)





## NEW CAN

### **Task:**

To inform customers that Lucozade is now available in a 330ml can, highlighting convenience and portability of the new packaging.

### **Execution:**

To develop a creative communication that communicates Lucozade's new can packaging still focusing on the same taste, energy and content.

### **SOW:**

OOH  
Bus Stop Shelter Branding  
Radio LPM  
Shopper Materials





# GHANA MONTH

## Task:

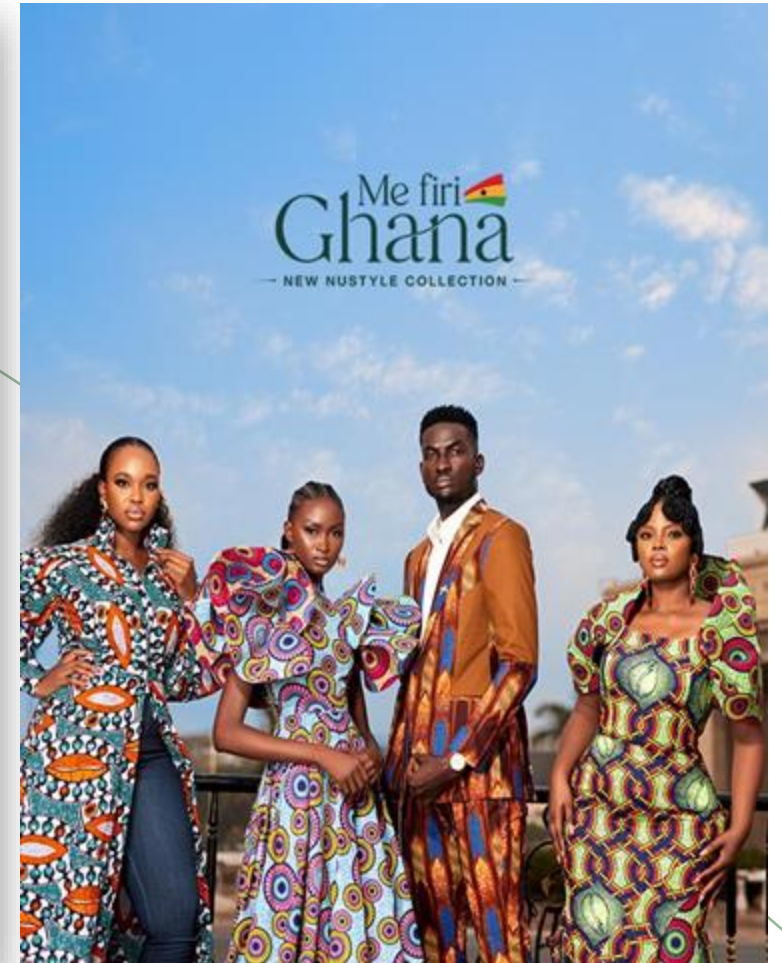
Position our new collection as the must-have choice for Ghana Month and Independence Day, establishing it as the unofficial national fabric and amplifying visibility and desirability.

## Execution:

Developed a 4-month 360 campaign to create buzz around the new collection and integrated it with the Ghana Month celebrations.

## SOW:

- TVC
- Radio Ad (including LPM)
- Billboards
- Marketing Collateral (Flyers ,Pullup, invitation cards)
- Digital Activation







## SMART MUM

### Task:

To effectively communicate SABA's unique value proposition to our target audience, emphasizing its premium quality, superior cleanliness, and comprehensive utility.

### Execution:

To develop a creative communication that emphasizes on "The smart Mum" who cleans her home the smart way using the right product for the right kind of cleaning chores.

### SOW:

OOH  
Radio  
TVC

**GET SABA, CLEAN THE SMART WAY.**

**SABA**

**NEW SABA POWER DETERGENT**

**SABA MULTIPURPOSE SOAP**

**CLEAN**

**THIS ADVERT IS FDA APPROVED.**  
FDA/dAd-22F79

**GOLDEN AFRICA GHANA**  
Proudly Made in Ghana



# FEELI FEELI

## Task:

Create engaging communications to introduce the HD+ brand and service to the Ghanaian market.

## Execution:

Leveraging on the brand's USP of providing a clear, quality viewing experience, an experiential and digital led campaign was developed based on the tagline "Feelifeeli" experience.

## SOW:

- Strategy
- ATL- Billboard, radio ad, LPM, Print
- Social media/digital
- Activations
- Events

hd-plus.com.gh

### See it Feelifeeli on HD+

Get the best companion for your TV.

Dial \*8798 to activate your account and enjoy the first 2 months for FREE.

HD PLUS Ghana  
@hdplusghana

and over 100 more in SD. HD +

hd-plus.com.gh

### See it like you're there, Feelifeeli on HD+

Upgrade your TV viewing experience with stunning picture quality from HD+.

Dial \*8798 to activate your account and enjoy the first 2 months for FREE.

HD PLUS Ghana  
@hdplusghana

and over 100 more in SD. HD +





# MoMoPay

### Task:

To position MoMo as a very secured, save and the convenient way to make payments and other transactions with ease.

### Execution:

To develop a 360 campaign to educate MoMo Subscribers and the public about safe, secure and convenient ways to make payments and other transactions.

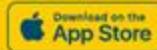
### SOW:

- ATL: Radio, TVC and Prints
- OOH
- Digital
- Market Branding

Enjoy convenient shopping with MoMo.



Dial \*170#, Call 170 or Use the MoMo App



Think payments, use MoMo now.



Dial \*170#, Call 170 or Use the MoMo App







## INDEPENDENCE DAY

### Task:

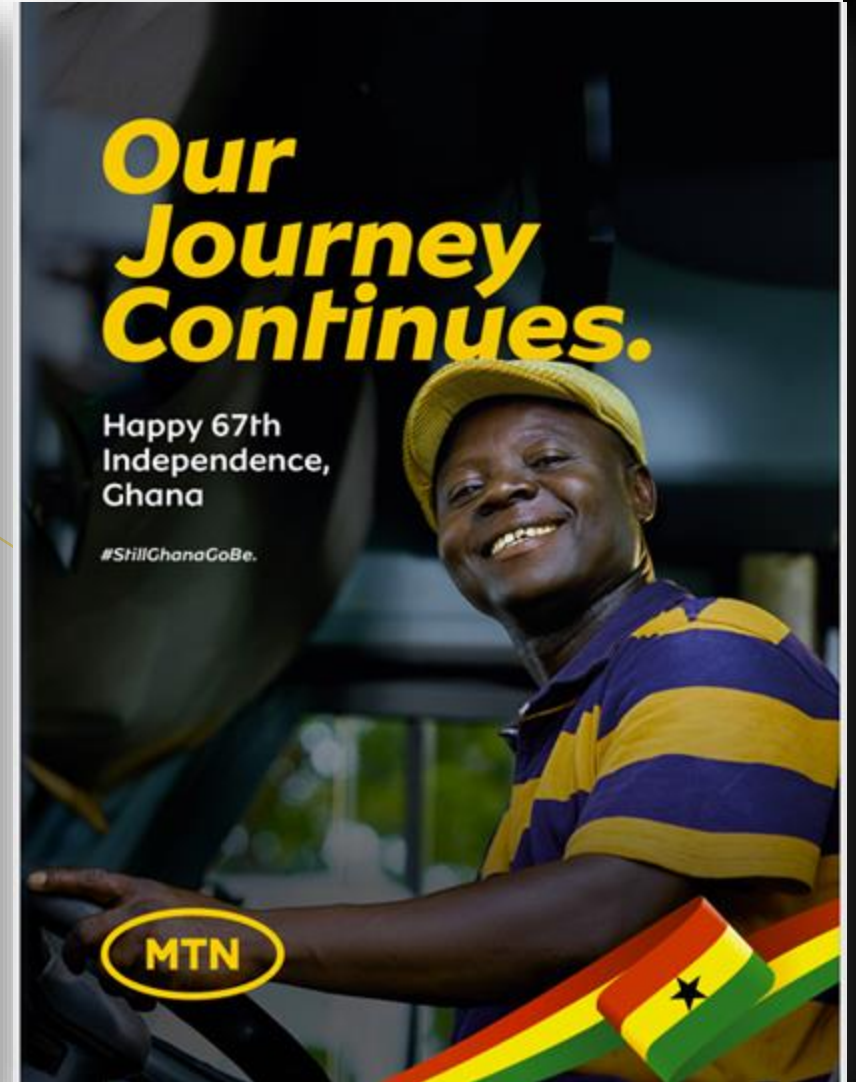
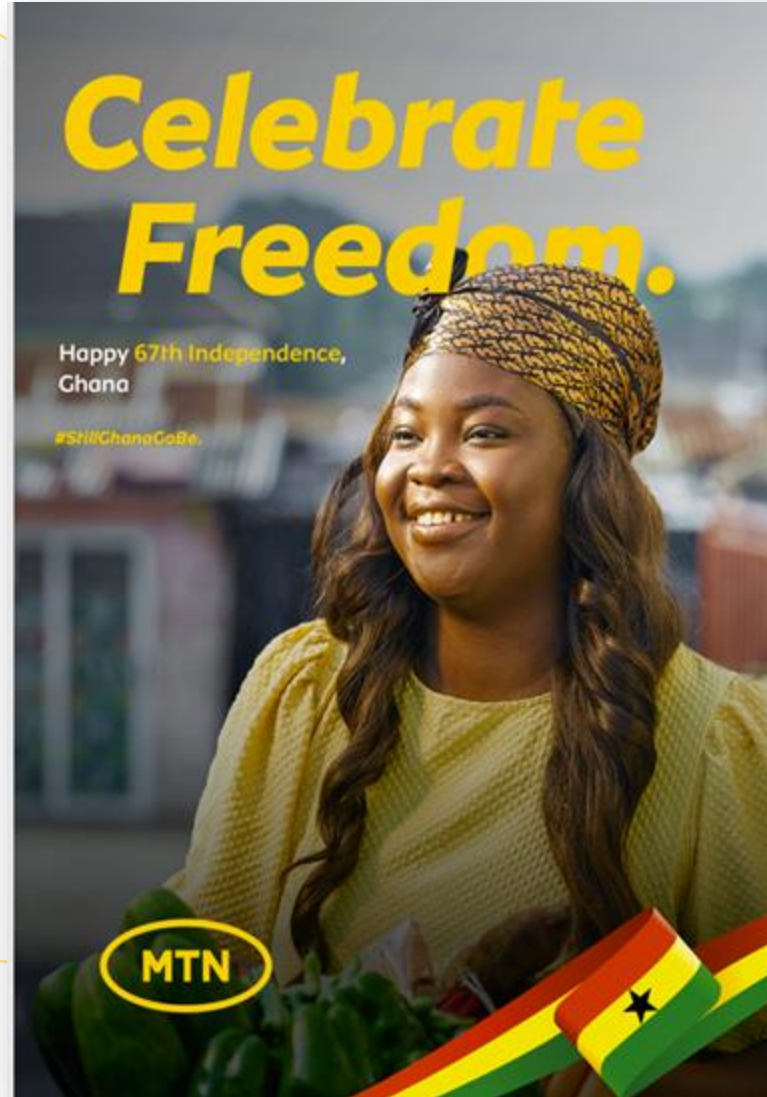
Leverage the momentum of Independence Day 2024 to unite all Ghanaians in a celebration of progress and ignite a collective drive towards achieving even greater heights of success.

### Execution:

Develop a marketing communication plan that drives the spirit of independence and also reminds us of the progress we have experienced after independence.

### SOW:

- Radio
- TVC
- Prints
- OOH
- Digital



TOP PICKS

DIGITAL







**LUCOZADE**



New beginnings  
are offered to all of us  
over fifty times a year;  
they are called

*Mondays*

Beta malt


THE ONLY WAY IS UP



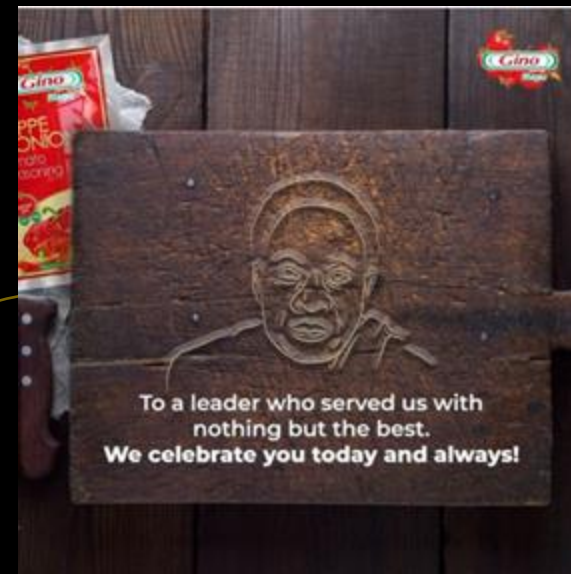
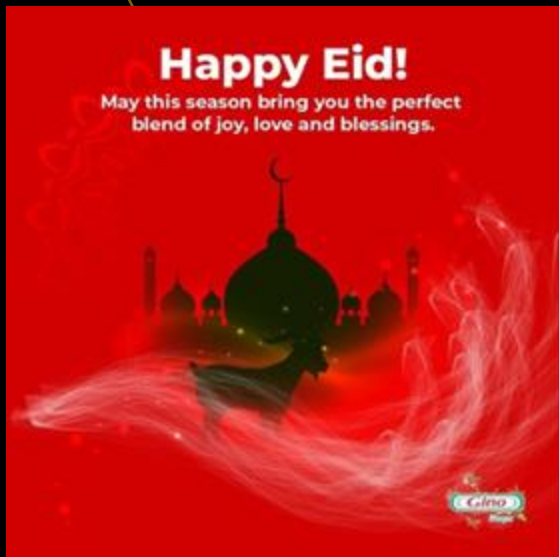
YOUR VISION AND ACTIONS  
PROVED THAT THE ONLY WAY IS UP!  
#beBETAeveryday

Beta malt

THE ONLY WAY IS UP



**BETA  
MALT**



**GINO**





Catch the drama  
FeeliFeeli  
on HD+

Learn More HD +

See it like  
you're there,  
FeeliFeeli  
on HD+



See it  
FeeliFeeli  
on HD+



Learn More

HD +

See it FeeliFeeli  
on HD+



Learn More

HD +

See it like you're  
there, FeeliFeeli  
on HD+



Learn More

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Catch the  
drama  
FeeliFeeli  
on HD+



Learn More

HD +

See it  
FeeliFeeli  
on HD+



Learn More

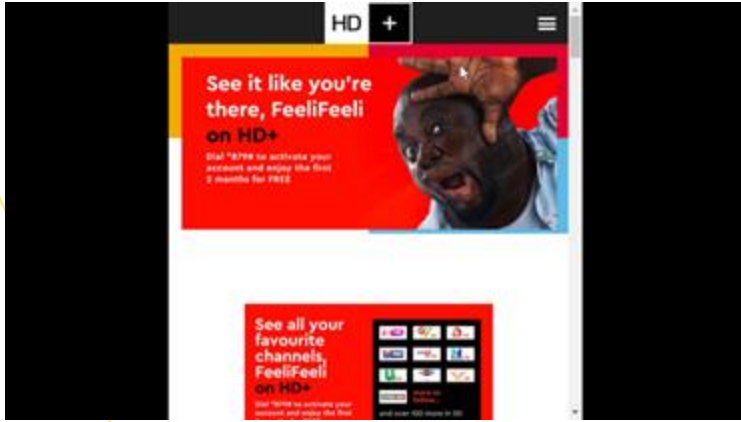
HD +

HD+

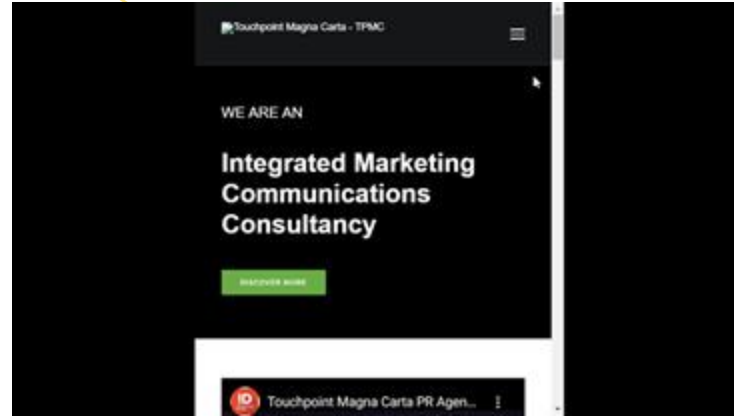
FEELI FEELI  
LAUNCH  
CAMPAIGN



HD+ WEBSITE



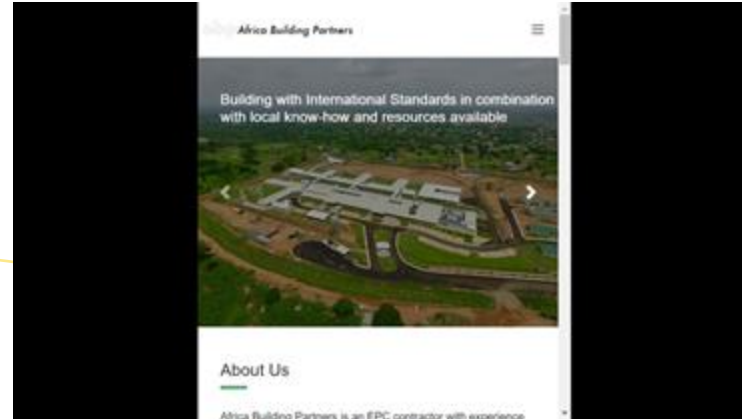
TOUCHPOINT MAGNA CARTA



CANTOMENTS CITY ACCRA



AFRICA BUILDING PARTNERS (APB)

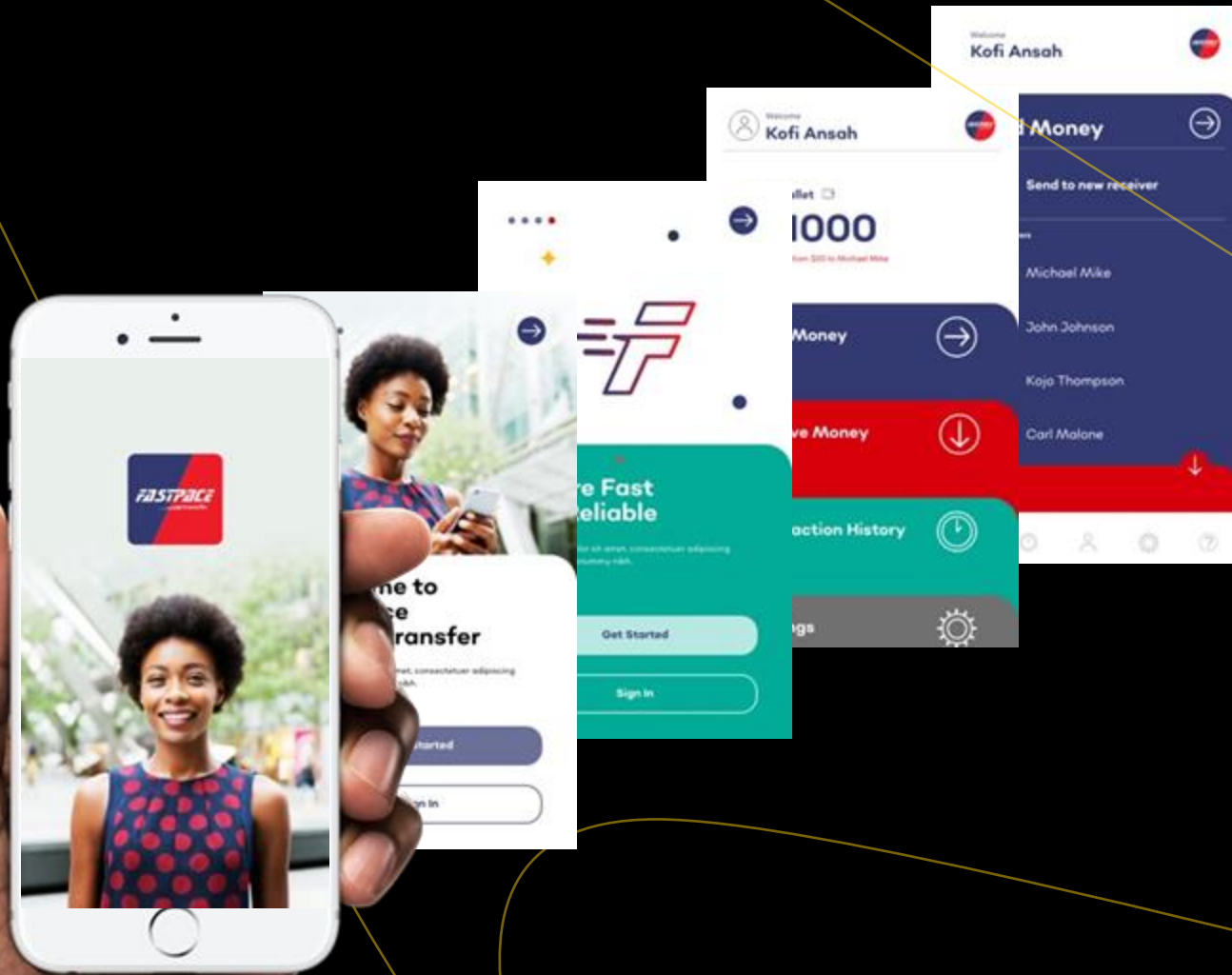


CLICK TO WATCH

# WEBSITE DESIGN AND DEVELOPMENT

Our cocktail of appealing front-end visual and very secure back-end programming ensures that your website delivers optimum user experience for all your visitors.

We utilize the latest technologies to build highly functional yet aesthetically pleasing websites that deliver the best user experiences, leading visitors to convert and come back for more.



# MOBILE AND WEB APPLICATION

Visually appealing mobile development with a focus on user experience, appealing and engaging content. Applying the latest technology to deliver a unique experience.

THANK YOU

