

Mediamark opens office in Ghana

Multimedia sales house, Mediamark, announced its move into representing a range of major radio, television and eventing media channels in Ghana. These include e.tv Ghana, a free-to-air terrestrial television network; YFM, a youth-based radio brand with separate broadcasts in Accra, Takoradi and Kumasi; and Happy FM, a popular, sports-focused talk radio station.



Image via [123RF](#)

The move gives brands in Ghana access to multichannel media and marketing solutions that will empower them to reach consumers with powerful, integrated campaigns.

Talib Sadik, MD at Mediamark, says, "Ghana is our first step towards becoming a major player in the media sales environment across sub-Saharan Africa. We'll offer brands in Ghana the same efficiencies, personal service and quality as we offer our clients in South Africa.

"With a global buying platform spanning all the media brands we represent, we can offer brands efficient media buys in Ghana and South Africa. In future, we will offer a reach into other parts of the continent too, enabling new levels of convenience, reach and flexibility for marketers across Africa."

"As a growing but fragmented market, where many South African brands are already active, Ghana represents a great opportunity. We have a strong team there to help our clients meet their business goals and get good ROI from converged campaigns," says Jerry Singh, financial director at Mediamark. "We believe that our integrated approach, robust systems and back-office efficiencies have much to offer brands and media owners in Ghana. We're looking forward to working with clients in Ghana to deliver creative multichannel campaigns that amplify their message and capture consumers' attention."

Akwasi Agyeman, MD at Global Media Alliance Broadcasting Company says, "The partnership between our stations and Mediamark represents a significant milestone in our quest to extend our brands into new and innovative areas of opportunity. We are confident that this evolution of our business model will deliver sustainable benefits to all our

stakeholders."

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