

The Loeries Africa Committee: Yaw Asamoah

With years of experience in the marketing industry, Yaw Asamoah has a strong, in depth knowledge of the marketing environment in West Africa and Africa in general. He founded his first company Creative Trends in 2004.



Yaw Asamoah

Creative Trends is a creative agency specialising in creative, marketing, advertising, events management and publishing.

How many people does your agency employ?

Yaw Asamoah: We currently have 13 employees.

What have been your highlights or most relevant take outs of the recent [Loeries Africa Roadshow](#) being held in your region?

Asamoah: It's the quality and relevance of work the Loeries seeks to represent. Also, the fact that we were able to show the past, present and future of the creative industry in Ghana from the array of speakers we had.

What major clients and types or products does your agency work on?

Asamoah: Our range of services include Advertising, Publishing, and Events Management. Our major clients include Astra Zeneca, Christ Apostolic University College, the John A. Kuffuor Foundation, Mantrac (CAT), Piccadilly Casino, La Palm Casino and the Ghana Access and Affordability Programme (GAAP), Pfizer Nutrition, Colina (Saham) Insurance, Drug Information Association, Adcock Ingram, Stanbic Bank and Ayrton Drugs.

Has your agency or you personally had any major highlights in the past few years that you would like to share?

Asamoah: I was appointed a board member of the John A. Kufuor foundation (former president of Ghana) and also Creative Trends has been elected for an International Star for Leadership in Quality by the Business Initiative Directions in Paris, France.

What inspires you at the moment?

Asamoah: The fact that we can change Africa's story one step at a time, if we can change mindsets.



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