

THE PULSE OF ATTENTION.

Strategic digital out-of-home advertising across Accra's highest-dwell environments.

50+

Planned Screens

4

Clusters

24hr

Activation

Accra+

Markets



Retail & Services

Entertainment

Corporate

Public

WHO WE ARE

Driven By Excellence.

AdHive Network is Ghana's most innovative Digital Out-of-Home (DOOH) advertising network — engineered from the ground up for Accra's fast-moving, attention-rich urban environment.

We don't just deploy screens. We engineer presence. Every placement is deliberate, every location chosen for maximum dwell time, foot traffic, and audience quality. From the retail corridor to the corporate boardroom, from entertainment hubs to public institutions — AdHive is where your brand lives in the real world.

Our platform combines disciplined operations, centrally-managed infrastructure, and transparent pricing to give advertisers something rare in African out-of-home media: predictability, accountability, and measurable results.

OUR MISSION

To make world-class advertising access available to every business in Ghana — through precision placement, disciplined operations, and technology-driven visibility.

OUR VISION

To become Africa's most trusted DOOH network by putting brands where people's attention already is — every single day, across every city.

"We don't just put screens in spaces. We engineer presence in the moments that matter most to your audience."

— AdHive Network

NETWORK OVERVIEW

The Numbers That Drive Results.

50+

Planned Screens

Deployed across Accra's highest-traffic corridors

4

Location Clusters

Retail, Entertainment, Corporate & Public

24hr

Campaign Activation

From brief to live — fastest in Ghana

100K+

Monthly Impressions

Delivered to qualified urban audiences

ADDITIONAL NETWORK METRICS

Accra

Primary Market

Category

Protected Slots

Prepaid

Transparent Pricing

Central

Screen Management

SME + Corp

Advertiser Types

Coverage Area

Currently operating across Accra with planned expansion to Kumasi, Takoradi & Tema — Ghana's major commercial hubs.

LOCATION CLUSTERS

Four Clusters. Infinite Reach.

Our network is organized into four strategic environment clusters — each designed to reach a specific mindset, moment, and audience quality.

CLUSTER 01

01

Retail & Services

Shops, salons, gyms, pharmacies — reach consumers at the point of consideration. Capture purchasing intent when it's highest.

- High purchase intent
- Repeat daily exposure
- Broad demographic reach
- Point-of-sale adjacency

CLUSTER 02

02

Entertainment

Bars, lounges, cinemas, event venues — capture attention in moments of leisure. Audiences are receptive, relaxed, and engaged.

- Affluent leisure audience
- Extended dwell time
- Premium brand environment
- Evening & weekend peak

CLUSTER 03

03

Corporate & Commercial

Offices, malls, business centers — build authority with decision-makers. The ideal channel for B2B and premium consumer brands.

- C-suite & professional audience
- Brand authority building
- Business hour prime time
- Mall & hub footfall

CLUSTER 04

04

Public & Institutional

Hospitals, universities, government buildings — Ghana's most trusted spaces. Align your brand with credibility and community.

- Mass public audience
- Trust association
- Government & NGO adjacency
- High daily throughput

AUDIENCE & REACH

We Get You Ghana.

AdHive reaches Ghana's most valuable urban consumers — the working, spending, decision-making population of Accra and its commercial corridors.

Urban Professionals

AGE: 25–45

Corporate & Mall clusters — high income, brand-conscious decision-makers.

Active Consumers

AGE: 18–35

Retail & Services clusters — daily shoppers with purchase intent.

Leisure & Social

AGE: 21–40

Entertainment cluster — aspirational, trend-driven, socially active.

Mass Public

AGE: All Ages

Public & Institutional — broadest reach across Ghana's civic life.

WHY DOOH IN GHANA?

◆ Unblockable

Unlike digital ads, DOOH cannot be scrolled past, muted, or blocked. Your message is always on.

◆ Mass Trusted Reach

Ghanaian consumers trust out-of-home media — it signals investment, credibility, and scale.

◆ Location-Triggered

Physical proximity to purchase points amplifies intent and drives in-store conversion.

◆ Always On

24-hour screen operation means your brand works through the night, every night.

ADVERTISING PACKAGES

Built For Every Budget & Goal.

STANDARD

AdHive Standard

Perfect for SMEs & Local Campaigns

- ✓ Shared loop visibility
- ✓ Affordable monthly pricing
- ✓ 24-hour activation
- ✓ High-volume impressions
- ✓ Cluster-based placement
- ✓ Self-serve creative upload

BEST FOR

Local businesses, SMEs, startups, community campaigns

[Get Started →](#)

PREMIUM

AdVista Premium

For Corporates & Agencies

- ✓ Priority loop positioning
- ✓ Lower ad density per loop
- ✓ Dedicated account manager
- ✓ Brand safety guarantee
- ✓ Multi-cluster distribution
- ✓ Campaign performance report

BEST FOR

Corporate brands, agencies, national campaigns, product launches

[Get Started →](#)

STRATEGY

Cluster Strategy

Maximum Relevance & Recall

- ✓ Curated cluster selection
- ✓ Category alignment protection
- ✓ Controlled competitor density
- ✓ Multi-cluster reporting
- ✓ Strategic audience targeting
- ✓ Repeat exposure engineering

BEST FOR

Premium brands, franchise launches, awareness campaigns

[Get Started →](#)

★ Transparent, prepaid monthly pricing. No bidding wars. No hidden fees. Contact us for a custom quote tailored to your campaign.

THE ADHIVE ADVANTAGE

Why AdHive?

We're not just a screen network — we're a precision visibility system engineered for Ghana's unique advertising landscape. Here's what sets us apart.

01

Disciplined Placement

Strategic screen deployment in high-dwell environments only. We never place screens randomly. Every location is selected based on footfall data, dwell time analysis, and audience quality scoring.

- ◆ Data-driven site selection
- ◆ Dwell time verified
- ◆ Zero random placements

02

Category Protection

Strict category alignment ensures only relevant, non-competing ads appear alongside your brand. Your campaign space is protected from conflicting messages.

- ◆ Competitor exclusion zones
- ◆ Brand safety first
- ◆ Category-matched placement

03

Central Control

All screens are centrally managed from a single operations hub — ensuring consistent uptime, content quality, and instant campaign deployment across the entire network.

- ◆ 99%+ screen uptime target
- ◆ Remote monitoring
- ◆ Instant content updates

04

Predictable Pricing

Clear, prepaid monthly pricing with no surprises. No auction mechanics, no demand surges, no hidden platform fees. You know exactly what you pay and what you get.

- ◆ Fixed monthly rates
- ◆ No hidden fees
- ◆ Prepaid transparency

CAMPAIGN PROCESS

From Brief to Live in 24 Hours.

01

Brief & Consult

Tell us your goal, target audience, and budget. Our team will recommend the ideal cluster combination and package to maximise your impact.

- Share campaign objectives
- Define target audience
- Set budget parameters

02

Creative Submission

Upload your creative assets via our portal — or let our team advise on spec requirements. We accept multiple formats for seamless deployment.

- MP4 / JPEG / PNG accepted
- Aspect ratio guidance provided
- Creative spec sheet available

03

Activation

We deploy your campaign across selected screens within 24 hours of approval. All content is reviewed for quality and compliance before going live.

- 24-hour go-live guarantee
- Central quality check
- Cluster deployment confirmed

04

Reporting

Receive campaign performance data including impression estimates, screen uptime reports, and loop delivery confirmation at the end of your campaign period.

- Impression delivery report
- Screen uptime confirmation
- Loop placement verification

TYPICAL TIMELINE:

Day 1: Brief & Consult

Day 1–2: Creative Upload

Day 2: Approval & QA

Day 2–3: Live on Screen

Powered by Ghana's fastest DOOH activation.

CREATIVE SPECIFICATIONS

Format:

MP4 (video), JPEG

Aspect Ratio:

16:9 landscape (standard)

Resolution:

1080p portrait (selectable)

Duration: 15 seconds

15 seconds

GET IN TOUCH

Join The Hive.

Ready to put your brand where Ghana's attention is? Our team is ready to engineer the perfect campaign for you.

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HIVE

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WEBSITE

adhivenet.org

LOCATION

Accra, Ghana

START YOUR CAMPAIGN TODAY

Reach out via WhatsApp or email — we respond within 24 hours.