

Beat: Vips

## **HRH Princess Erica of Banmu Appoints US Firm THM Media Group as Agency of Record**

### **US Firm Accepts Royal Warrant**

Atlanta, 24.09.2018, 17:03 Time

**USPA NEWS** - THM Media Group, Inc., the marketing and public relations division of The Hype Magazine, has accepted a commission to function as "Agency of Record" personally for HRH Princess Erica of Banmu and in the name of the Royal Houses Banmu & Okomahene Okuapeman - Subnational Monarchy Akuapem, Eastern Region Republic of Ghana. 'By Appointment Agent to Her Royal Highness Princess Erica of Banmu & Okomahene'.

#### About HRH Princess Erica of Banmu

Princess Erica Attaa Akua Agyeiwaa Ohene-Bekoe of the Royal Houses of Banmu and Okomahene in the Kingdom of Akuapem Eastern Region of Ghana is the natural daughter of the Late Adonteng Kyeame (King) Nana Okomahene Gyamiri III (deceased), and the Banmuhemea (Queen) Nanabea Oye Sakyirifa (USA); and niece of the Banmuhene (King) Nana Kwame Afari Bampo II (Ghana) and Adonteng Kyeamehemea (Queen) Nanabea Yaa Ofusuahene (Denmark).

The 1992 Ghana constitution attempts to eliminate the tendency of governments and powerful individuals to interfere in chieftaincy affairs. For instance, the constitution states that "chieftaincy together with its traditional councils as established by customary law and usage is ... guaranteed" (Kludze May 1993, 190).

In this context, THM Media Group will function as the PR/Marketing firm responsible to field all inquiries of media on behalf of the person and household of Her Royal Highness. THM will as well, advise and represent the royal household in matters of placement for outbound media initiatives and promotional campaigns across all platforms.

The catalyst for this appointment came via THM Media Group partner, Dr. William Harrison who currently holds the position of Principal Private Secretary to Princess Erica. Sir William as he is formally addressed, shall dually continue to be the primary and direct point of contact for the Princess and her royal household.

In acknowledgement of this appointment to THM Media Group, Inc., HRH Princess Erica of Banmu proclaimed:

Please accept this Royal Warrant of Appointment as a token of my profound gratitude for your services as Purveyors to my household. THM Media Group may henceforth display my Royal Arms, with the legend: 'By Appointment Agent to Her Royal Highness Princess Erica of Banmu & Okomahene'.

#### THM Media Group Experience:

THM Media Group's, Marketing and Public Relations Services Department, offers a full menu of key services suited for the grassroots brand, to major international brands seeking access to key resources within the global media and entertainment industry spaces.

One of THM's core competencies is placing their clients and their news in the right spot at the right time... to the right audience. Their seasoned professionals translate the news of their charges into a format easily searchable and retrievable by major media outlets, bloggers, and newswire services. THM carefully crafts news announcements in a manner which makes them attractive to media outlets across the globe looking for substantial content from a wider pool topic.

For more information on THM Media Group, Inc. please visit [www.thmmediagroup.com](http://www.thmmediagroup.com)

**Article online:**

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