

**CIMG ANNUAL
NATIONAL MARKETING
PERFORMANCE
AWARDS**

CIMG
WORKING FOR GHANA



THEME:

**CREATIVE MARKETING
AND INNOVATION IN A
VOLATILE GLOBAL
ECONOMY**

**Saturday,
October 29, 2022**

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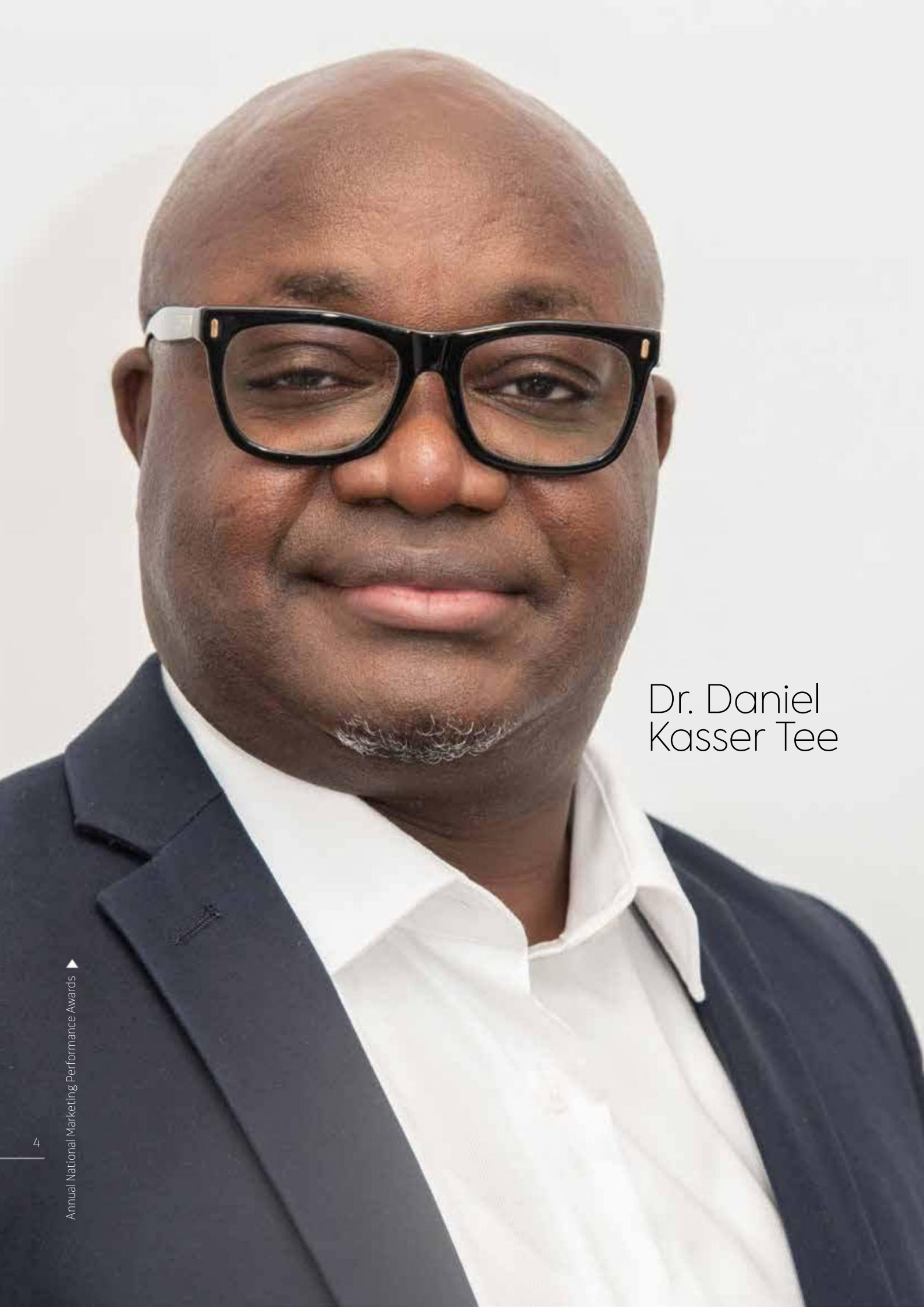
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Dr. Daniel
Kasser Tee



CIMG NATIONAL PRESIDENT'S WELCOME MESSAGE

Distinguished Members of the Chartered Institute of Marketing, Ghana, Captains of industry, Esteemed stakeholders, Ladies and Gentlemen

Welcome to the 33RD Annual National Marketing Performance Awards, being observed, under the COVID-19 protocols once again. We thank you exceedingly for abiding by all the COVID-19 protocols put in place by the leadership of the institute and the event organisers.

As a good corporate citizen, the CIMG owes it as an obligation to ensure that the lives of its members and patrons of the CIMG awards are not put in harm's way, hence our insistence to keep to the protocols as a safety net because we realise the cases are increasing again. We expect improved circumstances in future, so we continue enjoying in its full glamour, Ghana's longest standing and the most prestigious awards, the CIMG Annual National Marketing Performance Awards

In the face of economic challenges, we owe it to ourselves to take precautionary measures and keep a healthy population for the economic resurgence. We

accordingly appeal to businesses to keep sanitising their work spaces, ensure that employees and anyone who visits their premises wears the nose masks and washes their hands before entering their offices.

I wish to thank all individuals and businesses for their backing all year long, especially, for the planning and execution of this year's awards. This is notwithstanding the global economic challenges affecting businesses and its adverse effects on our economy. Your patience, assistance and involvement throughout the different stages of the planning process are largely the reason we have successfully organised an event which recognises worthy winners.

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I, thus, take this opportunity to applaud all award winners including participants of this high-profile event for accepting to patronise this year's event.

To our award winners, this is an indication that you have shown excellent performances in your business areas here in Ghana. Considering the volatile and dire situation confronting the country, there is a compelling case for us to think about innovative concepts that can reinvigorate the economy. It is for this reason that the CIMG found it appropriate and timely in settling for the Theme for this year's awards, Creative Marketing and Innovation In A Volatile Global Economy.

Fortunately, there are many Professionally qualified Marketers in Ghana with the skillset expertise and marketing experience from across the world, who can help us accomplish this. Let us rethink our marketing and business strategies to envelope our current circumstances for sustainability and continuity.

To my fellow Marketers, I say to you that this is the time to be creative in our marketing plans and execution with precision and finesse our innovative ideas, to positively impact Ghanaian businesses. At this critical moment, we have an opportunity to make a difference to continue validating the importance of our seat at the decision-making table and boardrooms.

On behalf of the Governing Council and the entire membership of the CIMG, it is my honour to welcome you all to the 33rd CIMG Annual National Marketing Performance Awards and to thank everyone who, in one way or the other, has played a role to make this awards event successful.

To all award winners, I extend my strongest felicitations to you.

Please enjoy the evening



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**ANGELA AFFRAN - MIN. FOR
EDUCATION REPRESENTATIVE**



KWABENA AGYEKUM
CEO/REGISTRAR



MR. IDORENYEN ENANG
PRESIDENT, NATIONAL INSTITUTE OF
MARKETING OF NIGERIA

FRATERNAL MESSAGE FROM THE GUEST OF HONOUR

The President and Chairman of Council, the Council and entire membership of the National Institute of Marketing of Nigeria (NIMN) heartily rejoice with the National President, Governing Council and membership of the Chartered Institute of Marketing, Ghana on its 33rd edition of the Annual National Marketing Performance Awards.

The event which recognizes and celebrates excellence is a brilliant initiative that will stimulate and challenge participants in the awards to continually strive to deliver exceptional marketing performance with the net effect of outstanding customer satisfaction, service delivery and ethical marketing practice.

We congratulate the recipients of this year's awards and share in their joy. However, they should be aware that the awards have put them in the spotlight, and they cannot afford to go below the standards that have earned them tonight's recognition. To all who sent in nominations, but their names are not in this year's honours' list, they should consider it a call to action to exert more effort in their marketing performance so that they can be recognized in subsequent editions.

The entire membership of the National Institute of Marketing of Nigeria wishes the Chartered Institute of Marketing, Ghana a very successful event and we urge CIMG to continue to drive for marketing excellence.

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CIMG AWARDS 2022



PROGRAMME OUTLINE

6:00 pm

Arrival of Dignitaries

6:00 pm – 7.00pm

Cocktails and Networking

Opening Prayer

Introductory Remarks and Introduction of Dignitaries

Dinner

Welcome Address by Dr. Daniel Kasser Tee, (National President, CIMG)

Message by Hon Dr. Yaw Osei Adutwum (Minister for Education)

Musical interlude

Speech by Mr Idorenyen Enang (Guest of Honour)

Presentation of Awards Part I

Presentation of Awards Part II

Presentation of Awards Part III

Musical Interlude

Presentation of Awards IV

Response on behalf of award winners

Closing and group picture of all award winners



Vision Statement

To be the voice of marketing practice in Ghana



Mission Statement

To be a Leading Professional body focused on Developing World-class Marketing Practitioners through Global Standards, Ethics and Leveraging Technology to build an Aspirational Brand for Effective Marketing Practice in Ghana



Functions of the Institute

To achieve the objects under section 2, the Institute shall:

- a. Provide training and conduct examinations in accordance with international best practice to improve the skills and competencies of all those working in and aspiring to work in marketing;
- b. Set the agenda for the practice of marketing;
- c. Promote the role and value of marketing as a critical tool for business development;
- d. Support Government in the development of policy and regulation of marketing activities;
- e. Advocate responsible and ethical marketing practice for marketers and businesses in general;
- f. Conduct innovative marketing research;
- g. Conduct and provide for the conduct of qualifying examinations for membership;
- h. Award professional certificates;
- i. Develop best practice and thought leadership programmes;
- j. Promote marketing as a leading career path and employment choice for future generations; and
- k. Perform any other function that is ancillary to the objects of the Institute



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PATRON'S MESSAGE

CREATIVE MARKETING AND INNOVATION IN A VOLATILE GLOBAL ECONOMY

ANDREW QUAYSON

For the past few years, the global economy has experienced an influx of detrimental factors: COVID19 and its variants, the Russian-Ukrainian war, etc. Businesses have permanently closed their doors; companies are downsizing; and globally, the economy continues to become volatile.

In Ghana, for instance, the inflation rate has reached an all-time high at 37.20% despite several attempts by its central bank to curb the situation. As inflation rises, the cedi depreciates, selling at GHs12.58 to the dollar, with the dollar's value projected to get to GHs14.00 in the days ahead. Due to this, prices of imported goods have increased by 40.70%, whilst prices of housing and utilities are marked at a 68.8% increase.

It is quite evident that for several institutions to make profits or even stay afloat, creative strategies need to be implemented. What role does creative marketing and innovation play in this instance?

Businesses cannot succeed by only implementing great management teams; they also need to employ a creative and innovative marketing strategy to address more volatile and increasingly complex market and business conditions. One thing's for sure, social media has created a huge platform for businesses, which gives them a chance to capture the attention of their existing and prospective clients.

Businesses have begun to create more experiential engagements or marketing strategies to connect with their audiences. Coca-Cola is one brand that has stayed consistent in delivering innovative and creative marketing strategies. In March 2022, they launched Coca-Cola Zero Sugar by creating an experiential event for the general public. With the theme of "zero gravity," they had photo booths where attendees could take pictures portraying the theme. They were seemingly floating in the air. They also had a concert where popular artistes performed, food concession stands, etc. Although it was free entry, the attendees had the chance to purchase the new product. Coca-Cola was able to make an impression whilst staying innovative. Hennessy and several luxury brands hold lush events for some of their consumers to create an impression whilst using footages shared by attendees as a marketing resource.

Several other businesses have accepted the impact of social media and storytelling. Shying away from the generic way of posting flyers to actually telling stories about the brand, Geisha Ghana's (soap brand) theme for October is Motherhood is about sacrifice, where they share real stories from consumers who would like to share about how mothers have impacted their lives through their sacrifices. As Geisha is an old brand, with a flood of several other brands hitting the market, it

was important to find a strategy that would connect with the audience. Nivea Ghana (Beauty Brand) has also adopted the storytelling strategy. To launch their new product, Luminous 360, they had individuals with hyperpigmentation and insecurity issues share their vulnerabilities with their audience. It is something most women can relate to and, thus, would connect with the brand.

The aforementioned examples are everyday items that people cannot avoid. What happens to those businesses, especially SMEs, who do not have the budget for robust marketing strategies? Social media is a free tool that can be accessed by anyone and everyone. For our generation which were brought up with Kweku Ananse stories, we attest that storytelling is still an important tool. Businesses have the chance to connect with their audience on a much larger scale by adopting innovative strategies. Indeed, with prices continuing to soar, making a lasting impression has become very important to brands.

We believe that for companies to survive in the current volatile global economy, they need to find more innovative ways of connecting with their customers. Storytelling is one such way.

Finally, I wish to congratulate all companies and individuals who won these esteemed marketing awards in the relatively stable business environment in 2021.



AWARDS PLANNING & SELECTION COMMITTEE MEMBERS

1. THEODORE OSAE
CHAIRMAN

2. AGNES EMEFA ESSAH (MRS)
MEMBER

3. DORIS ADABASU KUWORNU (MS)
MEMBER

4. MR CHRIS ASEMPA
MEMBER

5. MR NOEL KOJO-GANSON
MEMBER



ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS:

In line with our aim to deepen the interest of the marketing profession and that of its members, and to ensure that the Institute impacts positively in the performance of its legitimate role in society, the economy of Ghana and the world at large, the Chartered Institute of Marketing, Ghana (CIMG) initiated an award scheme, which has been in existence for the past 32 years with great success.

THE OBJECTIVES OF THE AWARDS ARE:

- To create awareness for the Marketing Concept and its importance for the success of businesses.
- To promote high professional standards and to encourage excellence among marketing practitioners.
- To stimulate healthy competition among organizations
- To ensure an improved quality of products and services being offered by businesses.

It is instructive to know that some individuals and organisations, who have won the CIMG awards, have moved on further to win some international awards. It is now emerging that there is an encouraging level of competition among organizations and industry because of the healthy competition the awards have generated.

Organisations are now adopting creative and innovative marketing strategies in their

activities (i.e., the financial, manufacturing, and electronic media industry.) to improve on their performances.

The CIMG ultimately aims to observe organisations (both private and public) embrace the marketing Concept and be Marketing oriented in their operations. The Annual National Marketing Performance Awards has indeed played a catalytic role in shaping the future of businesses.

Marketing has a major role to play in the development of the country and the competitive nature of global business, hence, the necessity for the continuous awareness creation programmes.

With a marketing driven economy, players in the Ghanaian economy will be expected to rely on modern marketing practices in the realisation of their business successes. The awards, therefore, create an avenue for individuals, organisations, etc. to strive for excellence, thereby, improving their operations.

THE AWARDS CATEGORIES

The Awards cover 6 major competitive areas:

- Hall of Fame,
- Personalities,
- Media/ Marketing Communications
- Business organisations,
- Products, and
- Not-for-Profit organisations

There is a non-competitive category. The CIMG President's Special awards which are given to a noticeable female and male achiever in any endeavour of life that contributes to national progress.

1. CIMG HALL OF FAME

Companies that have won awards in a category for three (3) consecutive times are inducted into the CIMG Hall of Fame on the fourth win. Companies that have successfully retained their Hall of Fame status for ten (10) consecutive times, will be inducted into the Elite Hall of Fame category on the 11th win. This year, we have ten (10) organisations that will have to justify their continuous stay in the CIMG Hall of Fame.

2. PERSONALITIES

Great marketing does not come without hard work and dedication, and we realised that individuals could shine when creating and running their businesses. It is important to recognise and award these personalities for their good works. For this, we have four personality awards:

- I. Marketing Man of the Year
- II. Marketing Woman of the Year
- III. Marketing Practitioner of the Year (Practising Marketer)
- IV. Marketing Student of the Year (Student Marketer or Recently Qualified)

3. MEDIA AND MARKETING COMMUNICATIONS

There are 5 awards in the Media/Marketing Communications Categories:

- I. Above the Line Campaign of the Year (Outdoor, TV/ Radio Adverts)
- II. Below the Line Campaign of the Year (Brand Activation, Sales Promotion, Direct Marketing, etc.)

III. New Media Campaign of the Year (Facebook, Twitter, LinkedIn, Instagram, etc.)

IV. TV Programme of the Year

V. Radio Programme of the Year

4. BUSINESS

I. Marketing-Oriented Insurance Company of the Year – General

II. Marketing-Oriented Insurance Company of the Year – Life

III. Marketing-Oriented Hospitality Facility of the Year (Hotels)

IV. Marketing-Oriented Hospitality Facility of the Year, (Allied & Support Services)

V. Marketing-Oriented Manufacturing Company of the Year

VI. Marketing-Oriented Petroleum Company of the Year

VII. Marketing-Oriented Media Organisation of the Year

VIII. Marketing-Oriented Motor Firm of the Year

IX. Marketing-Oriented Bank of the Year

X. Marketing-Oriented Rural Bank of the Year

XI. Marketing-Oriented Finance House of the Year

XII. Marketing-Oriented Savings and Loans Company of the Year

XIII. Marketing-Oriented Micro-Finance Company of the Year

XIV. Marketing-Oriented Agro-Based Company of the Year

XV. Marketing-Oriented Indigenous Catering Facility of the Year

XVI. Marketing-Oriented Internet Service Provider of the Year

XVII. Marketing-Oriented Telecommunications Company of the Year

XVIII. Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)

XIX. Marketing-Oriented Airline of the Year (International)

XX. Marketing-Oriented Airline of the Year (Domestic)

- XXI. Marketing-Oriented E-Commerce Organisation of the Year
- XXII. Marketing-Oriented Online News Portal of the Year
- XXIII. Marketing-Oriented Retail Outlet of the Year
- XXIV. Marketing-Oriented Real Estate Company of the Year
- XXV. Marketing-Oriented Private Health Facility of the Year
- XXVI. Marketing-Oriented Postal and Courier Services Company of the Year (Domestic)
- XXVII. Marketing-Oriented Postal and Courier Services Company of the Year (International)
- XXVIII. Marketing-Oriented Corporate Pension Trust of the Year
- XXIX. Over-all Marketing-Oriented Company of the Year

5. PRODUCT

- Product of the Year - Services
- Product of the Year - Manufacturing
- Emerging Brand of the Year

6. NOT-FOR-PROFIT ORGANISATION

HISTORY OF AWARDS CATEGORIES

All of the categories have seen constant monitoring, reviews and amendments. There used to be Industrial Company of the Year, but this has been changed to Manufacturing Company of the Year, while Supermarket of the Year has also been changed to Retail Outlet of the Year. In the 2007 edition, two additions were made. These were Not-for-Profit Making Organisation and Emerging Brand.

In 2010, Marketing Practitioner category was added. At the same time the Insurance and the ICT categories were split into General and Life insurance and Telecoms and ISPs respectively.

In 2013 the following awards were added: Airline of the Year (Domestic, Non-Bank Financial Institution, Hospitality Facility of the Year (Allied and Support Services) and Rural Bank of the Year.

In 2016, E-Commerce Organisation and Emerging Digital Media Organisation were also added to reflect the changing marketing environment. The Telecom Company of the Year (Allied and Support Services) was also added to cater for that sector which has become relevant to the telecom industry.

In line with the same principle, award nominees were made to access and answer their questionnaire online. The panel members equally accessed and

evaluated the entries online. This innovation has now become part of the selection process.

Characteristically, in keeping pace with changing demands in 2017, the Non-Bank Financial Institution award was split into Finance Company of the Year, Savings and Loans Company of the Year and Microfinance Company of the Year.

And in 2019, five (5) awards categories were added, and these are:

- Real Estate Company of the Year
- Private Health Facility of the Year
- Postal and Courier Services Company of the Year (Domestic)
- Postal and Courier Services Company of the Year (International)
- Corporate Pension Trust Company of the Year

Similarly, we made changes in the Integrated Marketing Communications sector to reflect changes in that sector. We now have Above-the-Line, Below-the-Line and New Media Campaign replacing Outdoor, TV/Radio Adverts and Brand Activation awards.

This year, CIMG is not awarding nine (9) categories, as listed below, because they failed to meet the criterion of attaining more than 50% after the assessment:

- Marketing-Oriented Hospitality Facility of the Year, (Allied & Support Services)
- Marketing-Oriented Motor Firm of the Year
- Marketing-Oriented E-Commerce Organisation of the Year
- Marketing-Oriented Airline of the Year (International)
- Marketing-Oriented Retail Outlet of the Year
- Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)
- Marketing-Oriented Internet Service Provider of the Year
- Marketing-Oriented Finance House of the Year
- Marketing-Oriented Indigenous Catering Facility of the Year

We also requested the Hall of Fame category to answer questionnaires like the other awards contestants for determination of an organisation's stay in the Hall of Fame. Thus, an organisation's continuous stay and membership of the Hall of Fame is subject to securing a minimum score of fifty percent (50%) after the independent evaluators have assessed their entries.

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THE SELECTION PROCESS

The Governing Council of the CIMG, in collaboration with stakeholders such as AGI, GNCCI, MOTI, National Insurance Commission, Ghana Association of Bankers, Research Institution(s), etc., play an active role to enhance the selection process.

The process involves an elaborate procedure as follows:

Nominations are invited from the public through advertisement in the dailies. The nominees are verified, and the companies or personalities are served with questionnaires that are designed to elicit information from the nominee, according to set criteria based on various groupings like Personality, Business, Media/Marketing Communications, etc.

- Panels were formed for each of the award groupings to assess the responses and score them online.

Membership of the panels cuts across corporate Ghana, but deliberate effort was made to constitute the various panels with those who are knowledgeable in the task or groupings they belong to.

However, the groupings were formed based on 60 per cent technical persons and 40 per cent non-technical persons but competent to work on the submissions. Depending on the category, we had persons drawn from

ICAG, CIB, AGI, AAG, GIBA, Disability Society, MUSIGA, Insurance Brokers, Parliamentary Service Board, etc.

- The findings (scores) of the panelists were collated by the research organisations that worked with the CIMG. (This year, Maverick Research and Media Monitoring Services worked with the CIMG)
- In order that the results were marketing oriented, weighting was applied to the scored criteria with areas like CSR, Innovation, consumer insight and visibility having higher weighting scores.
- After applying the weight, the research organisation declared the final scores to the Governing Council which deliberated on it and confirmed the final placement for each category.

The collated results are subjected to a pre-determined weighting and the results are, at this stage, used to rank and shortlist the nominees to three (3). These results are then submitted to an eleven (11) member CIMG Governing Council that critically examine the procedures used in assessment to make sure that the winners are selected according to set criteria and professional marketing principles and standards.

The decision of the Governing Council becomes the final result for awarding the winners.

Council selects award winners based on careful analysis of available background information.

KEY CRITERIA FOR SELECTION

- Marketing Innovation
- Technological Innovation
- Level of Sophistication
- Geographical Coverage
- Outstanding Contributions to National Development
- Public Image
- Market Place Success
- Societal Impact
- Market Share
- Market Growth
- Sales growth and market coverage
- Customer Care Schemes
- Cleanliness of environment
- Enhanced services provided

Over the years, feedback surveys on the CIMG Annual National Marketing Performance Awards are conducted to assess the public perceptions of the awards process. Sample comments were drawn from corporate organisations and individuals.

The survey reveals that CIMG awards concept has a very favourable image and is recognised as a benchmark of marketing excellence in Corporate Ghana. The following quotes buttresses this point.

“For sure, the old impressions that limited marketing to mere buying and selling has virtually given way to sophisticated strategies that include new product development (NPD), brand equity management (BEM), customer value propositions (CVP), Integrated marketing communications (IMC) and customer relationship management (CRM)”. – His Excellency the Vice President, Alhaji Aliu Mahama at the CIMG Marketing Performance Awards, 2007.

“There is the need for greater collaboration between professional bodies and government to determine the manpower requirement of the country. I am glad that marketers in this regard have set the pace for developing such a relationship. I am, however, not surprise that the marketers have initiated it, because I know they are trained to develop sustainable relationships, and the primary role of marketing is to create and keep customers”. Marketing, by definition, talks about building long-term relationships. His Excellency President John Dramani Mahama – Awards 2008.

Tonight, is undeniably a testament to the hard work of this giant Institution, CIMG. I wish all nominees contesting the various award categories, a brilliant future. Congratulations to the Winners. Mrs Mary Chinery-Hesse – Awards 2021.

FUTURE CHALLENGES

As with most dynamic societies, which are susceptible to change, CIMG intends forecasting, and responding appropriately to the changing demands of society. There will be the need to re-examine the criteria for the selection process and making the necessary changes to meet the expectations of prospective winners.

With the passage of the Marketing Bill into an Act, the CIMG as a regulator of the marketing profession in terms of training and standards must work seriously to keep the sanctity and the acceptability of the CIMG awards very carefully so as to send a signal to the general public about its desire to regulate the profession.



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ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations.

In 2020, the CIMG received a Presidential Charter by the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country.

Marketing is fundamental to the success of any business and the Chartered Institute of Marketing, Ghana, plays a major role in promoting the marketing profession, encouraging organizations to strive towards maintaining international standards in their marketing practice.

In exercising this function, the Institute seeks to:

- provide world class training and conduct examinations to develop the skills and competencies of members and the general public;
- champion the role and value of marketing as critical tool for business development;
- influence government policy and regulation on marketing and business;
- advocate responsible and ethical marketing practice for marketing and businesses;

- promote the conduct of innovative marketing research, best practice and thought leadership in the marketing profession; and
- promote marketing as a leading career path and employment choice for future generations.

MEMBERSHIP

There are seven categories of membership. These are:

Fellow - (1) A person with at least one of the following qualifications is qualified to be enrolled as a Fellow Member:

- I. A fellow of a recognized marketing professional body approved by the Institute
- II. A full member with at least 15 years contribution to marketing practice or education, and who has a highly proven record of expertise, experience and success within a senior management position in Ghana or elsewhere;
- III. A full member who has served on the Council for more than six years; or
- IV. A past president of the Institute

(2) The decision for conferring the status of a Fellow is vested in the Council.

(3) A person who qualifies under subsection (1) and is conferred with the status of Fellow by the Council may use the title "FCIMG".

Full Member - (1) A person with at least one of the following qualifications is qualified to be enrolled as a Full Member:

- I. A full member of a recognized marketing professional body approved by the Institute; or

- II. a degree in a marketing related subject, with a minimum of 10 years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Full Member by the Council may use the title “MCIMG”.

Associate Member - (1) A person with any one of the following qualifications is qualified to be enrolled as an Associate Member:

- I. an Associate Member of a recognised marketing professional Associate member of any other recognized marketing professional body approved by the Institute;
- II. a degree in a marketing related subject with a minimum of three years’ experience in a recognised area of marketing;
- III. a certificate of participation in Chartered Institute of Marketing Postgraduate Diploma in Marketing; or
- IV. a degree in a non-marketing related subject, with a minimum of ten years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Associate Member by the Council may use the title “ACIMG”.

QUALIFICATION FOR ENROLMENT AS AN EMERGING ASSOCIATE MEMBER

- I. A person with a degree in an academic discipline other than a marketing related subject and at least five years’ experience in a recognised area of marketing is qualified to be enrolled as an Emerging Associate Member.
- II. A person who qualifies under subsection (1) and is conferred with the status of Emerging Associate Member by the Council may use the title “eACIMG”.

QUALIFICATION FOR ENROLMENT AS A GRADUATE MEMBER

(1) A person with any one of the following qualifications is qualified to be enrolled as a Graduate Member:

- I. a university degree in a business-related subject with marketing specialisation; or
- II. a Higher National Diploma Marketing with no practical experience.

(2) A person who qualifies under subsection (1) and is conferred with the status of Graduate Member by the Council may use the title “GCIMG”.

Qualification for enrolment as a Student Member

A person in a recognised marketing professional institution or any other tertiary institution pursuing a marketing qualification is qualified to be enrolled as a Student Member.

QUALIFICATION FOR ENROLMENT AS AN HONORARY MEMBER

(1) An Honorary Member shall be conferred on a non-member of the Institute

Student Membership:

- I. who has more than fifteen years’ experience in marketing and is in a senior management position; or
- II. who has won the award for the Marketing Man or Marketing Woman of the Year.

(2) A person who qualifies under subsection (1) and is conferred with the status of Honorary Member by the Council may use the title “HCIMG”.

Qualification for enrolment as a Corporate Member

A body corporate is qualified to be enrolled as a Corporate Member if that body corporate is a marketing-oriented institution recognised by the Institute.

Restriction on the use of the title “Chartered Marketer”

A person who is not a Full Member or a Fellow of the Institute with a minimum of two years continuous professional development in the relevant areas of marketing practice approved by the Council shall

not accept or use the title “Chartered Marketer”.

Currently, the Institute has a total membership of over 600 active members with majority of fellows and members holding very high academic and professional qualifications ranging from first degrees to doctorates.

Many members also have long-standing experience in marketing practice and have the capacity to undertake any marketing duty.

MEMBERSHIP GRADES

Membership grades are conferred according to academic/professional qualifications, job function, level of seniority and practical experience.

GOVERNING BODIES

The governing bodies that help in running the Institute are:

1. The Board of Patrons (Honorary)
2. Governing Council

The Institute has a secretariat manned by a Chief Executive Officer who administers the day-to-day affairs of the Institute under the direction of the Governing Council.

ACHIEVEMENTS

Since its inception, the Institute has been able to carve a positive image through effective contribution towards the creation of marketing awareness and the training of students and businessmen in marketing concepts and practices.

The second CIMG Professional Marketing Qualifications (PMQ) examinations was held in June 2022 with 289 candidates sitting for the exams successfully. The average pass rate of the second batch was 85%.

ACTIVITIES

The main activities of the Institute have been consultancy, training, professional marketing qualifications, and advocacy for the marketing profession.

CIMG CONSULT ACTIVITIES

The institute has a subsidiary called CIMG Consult. The objective of the CIMG consult is to ensure that businesses overcome obstacles or identify new opportunities and expand.

Among the services offered by the CIMG Consult are:

- a) Organising seminars and workshops to educate the general public on issues of marketing practice.
- b) Holding conferences on important national economic issues and to discuss and suggest measures for solving those problems.
- c) Carry out marketing research activities for individuals, charities, government, NGOs, and institutions.
- d) Holding in-house training courses for staff and management of institutions.
- e) Serving as members on interview panels to select suitable candidates for organizations and institutions, particularly those needing marketing personnel.
- f) Drawing up business and marketing plans for industries and individuals who require such services.

All members of the consultancy services group are highly qualified, experienced and motivated individuals whose total efforts offer the best results expected by purposeful organisations or institutions.

CIMG PLACEMENT SERVICES

The CIMG placement services provide a professional, confidential and personalized recruitment services to organisations and institutions.

This specialist placement services also assists CIMG corporate members to find suitable staff in all areas of marketing, advertising and sales as well.

The CIMG placement services also source expert marketing management skills for companies on contract projects or outsource basis.

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CIMG CONSULT

TRAINING

CIMG Consult delivers training programmes that span the basics of marketing through to issues of strategic importance.

CIMG is also able to offer you solutions on strategic marketing, looking at options that will meet your specific needs, focus on areas with potential for growth, etc.

COMPANY-SPECIFIC PROGRAMMES

These are individually tailored to meet your organisation's business needs. The courses are delivered by our resource persons, either at the premises of CIMG, your own training facilities, or at a venue of your choice.

ADVOCACY

The Chartered Institute of Marketing, Ghana over the years has played its advocacy role in various capacities.

Typical among these are:

- The development of HND syllabus
- The Institute also sits on the following boards and committees
 - Ministry of Tourism
 - Quarterly consultative meeting with the Private sector (MOTI)
 - Right to Information Commission
- The institute also made contributions to the following:
 - IPS BILL
 - VAT BILL
 - Made In Ghana
 - Brand Ghana

ROLL CALL OF CIMG PRESIDENTS

Mr. Frank Appiah	(1991-1994)
Mr. Adjei Sefah	(1994-1998)
Mr. Harrison K. Abutiate	(1999-2003)
Prof. Stephen Adei	(2003-2007)
Mrs. Josephine Okutu	(2007-2011)
Dr (Mrs) Shola Safo-Duodu	(2011-2015)
Mr. Kojo Mattah	(2015-2019)
Dr. Daniel Kasser Tee	(2019-Till date)

THE CIMG PROFESSIONAL MARKETING QUALIFICATION PATHWAYS

The Chartered Institute of Marketing, Ghana (CIMG) witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to, by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

By this Act, CIMG is thus mandated under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying examinations for members, award professional Marketing Certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general, and develop best practices and thought leadership programmes to promote the interests of consumers and society.

To this end, the official launch of the CIMG Professional Marketing Qualifications was held on April 29, 2021, with the first set of students to commence tuition in July and examinations slated for December of 2021. Following the launch, the CIMG has been engaging the various universities and other centres of higher learning to serve as Accredited Study Centres (ASCs). These universities are being supported to deliver tuition and guidance to all persons,

students and the working population, desirous of acquiring the CIMG professional marketing qualification (ProM) and, ultimately, becoming Chartered Marketers.

The CIMG Pathways, is being run by the professional wing of the Institute, to serve the Ghanaian market under its school, with the Ghana School of Marketing (GSM) as one of the study centres providing tuition.

Presently, the Institute provides training for individuals who wish to study for its newly launched CIMG Qualifications for a dual professional marketing qualification. Programme pathways being run by the CIMG include the following:

- CIMG Programme Pathway 1: Professional Certificate in Marketing
- CIMG Programme Pathway 2: Professional Advanced Certificate in Marketing
- CIMG Programme Pathway 3: Professional Diploma in Marketing
- CIMG Programme Pathway 4: Professional Advanced Diploma in Marketing/
Professional Bachelor's Degree in Applied Marketing
- CIMG Programme Pathway 5: Professional Postgraduate Diploma in Marketing
- CIMG Programme Pathway 6: Professional Marketer – CIMG USP
- CIMG Programme Pathway 7: Professional Master's Degree in Applied Marketing
(Research-Based)

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THE WAY FORWARD

CIMG offers dual qualifications that are both academic and professional in nature. The Master's degree is academic, while the Chartered Marketer is the professional marketing aspect of the Chartered Institute of Marketing, Ghana, which is aimed at ensuring a high degree of professionalism.

The syllabus therefore responds to the following emerging issues or challenges in curriculum design, and will continue to see updates that will correspond with emerging environmental issues:

- Business Ethics
- Digitalisation of businesses, processes, and the emerging institutional development such as independent institutions like FinTechs.
- Development of marketing insights using machine learning and big data.
- Removal of the perception that marketers do not have a good appreciation of business finance and accounting.
- Why the CIMG qualification should be taken as a professional qualification and not like any other qualification.
- What distinction CIMG designation gives its holders
- Future room for change and qualification development

It is the aim of the Institute that all professionally qualified Marketers in Ghana to use the newly approved ProM qualification in a bid to promote the qualifications to the market.

Thus, all holders of professional marketing qualifications, such as the DipM awarded by CIM and other analogous professional qualifications from recognized professional bodies around the globe would be awarded the ProM qualification by CIMG.

2021 AWARD WINNERS' LIST

CATEGORY	WINNERS
1. MARKETING MAN	DANIEL WILSON ADDO, CEO, CONSOLIDATED BANK GHANA
2. MARKETING WOMAN	MRS. ABENA OSEI-POKU, MANAGING DIRECTOR, ABSA
3. MARKETING PRACTITIONER	MS. CYNTHIA E. OFORI-DWUMFUOR, GROUP HEAD, MARKETING & CORPORATE AFFAIRS, HOLLARD GHANA
4. MARKETING STUDENT	MARK MENSA-ABBAN, SALES MANAGER, KCL

HALL OF FAME –ELITE CATEGORY (>10)

5. RETAIL OUTLET	MELCOM GROUP
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HALL OF FAME (<10)

6. INSURANCE COMPANY (GEN)	ENTERPRISE INSURANCE
7. INSURANCE COMPANY (GEN)	VANGUARD ASSURANCE
8. INSURANCE COMPANY (LIFE)	SIC LIFE
9. MOTOR FIRM	JAPAN MOTORS
10. BANK	ECOBANK GHANA
11. PETROLEUM	GOIL
12. AIRLINE (DOMESTIC)	AFRICA WORLD AIRLINES
13. TELECOMMUNICATIONS	MTN GHANA

NEW ENTRANT

14. PETROLEUM	TOTALENERGIES GHANA
---------------	---------------------

MEDIA & MARCOMMS

15. ABOVE-THE-LINE CAMPAIGN	AIRTELTIGO (TO GU ME SO)
16. BELOW-THE-LINE CAMPAIGN	GB FOODS (TWA W'ANUM NA KO SPAIN)
17. NEW MEDIA CAMPAIGN	NUTRIFOODS TASTY TOM ENRICHED TOMATO MIX TASTY TWIST
18. TV PROGRAMME	TV3 GHANA'S MOST BEAUTIFUL
19. RADIO PROGRAMME	JOY FM – DRIVE TIME

BUSINESS

20. INSURANCE COMPANY (LIFE)	ENTERPRISE LIFE
21. INSURANCE COMPANY (GENERAL)	STAR ASSURANCE
22. HOSPITALITY FACILITY (HOTEL)	LABADI BEACH HOTEL
23. HOSPITALITY (ALLIED & SUPPORT SERVICES)	NOT AWARDED
24. REAL ESTATE	LAKESIDE ESTATE
25. PRIVATE HEALTH FACILITY	LAPAZ COMMUNITY HOSPITAL

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 See the value of your business assets, from your vehicles to your electronic equipment.

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 Get covered from liabilities created by your business, your employees or the products you produce.

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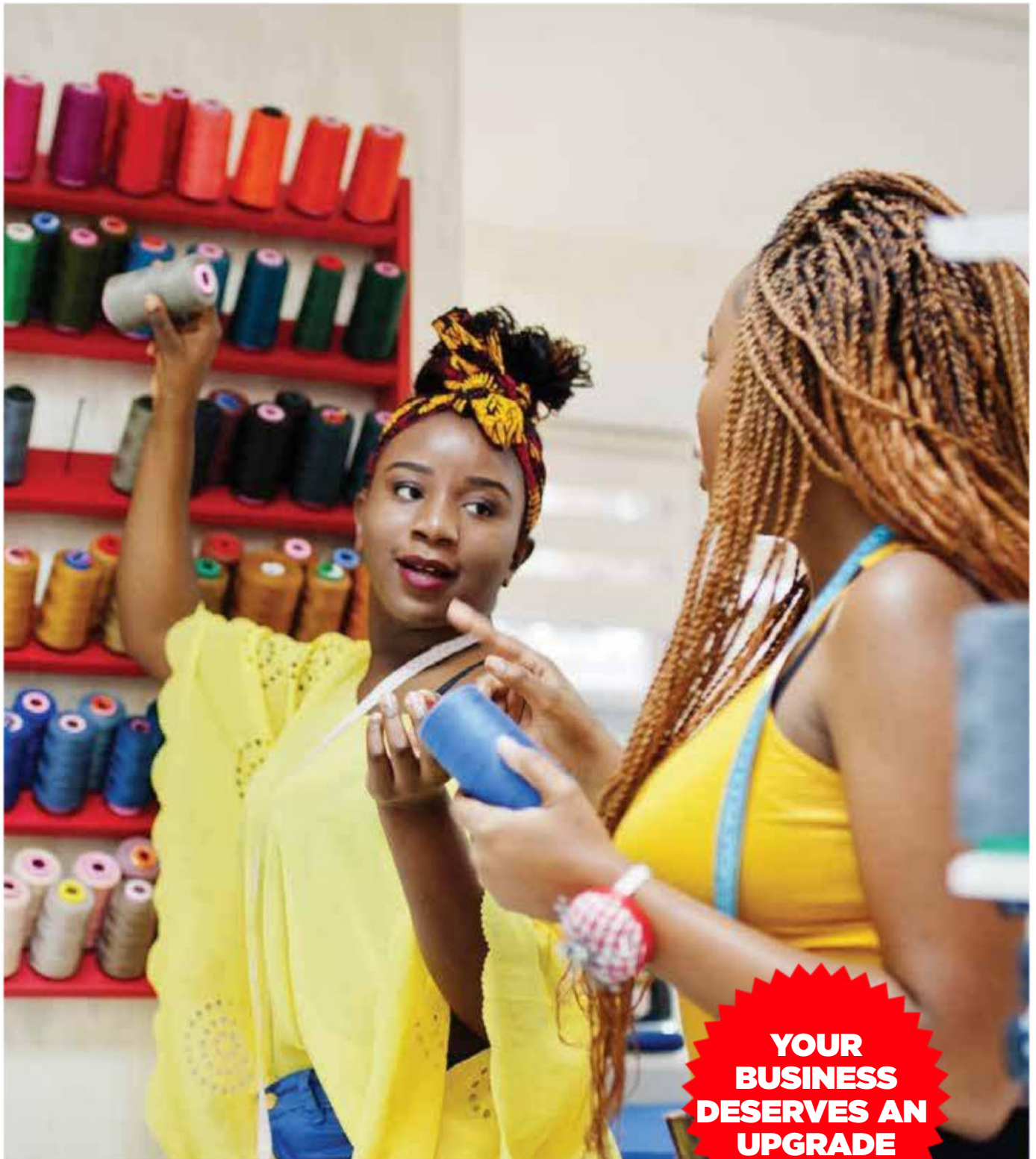
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29.	MEDIA ORGANISATION	MULTIMEDIA GROUP
30.	MOTOR FIRM	NOT AWARDED
31.	BANK	ABSA BANK GHANA
32.	RURAL BANK	ATWIMA KWANWOMA RURAL BANK
33.	FINANCE HOUSE	NOT AWARDED
34.	SAVINGS & LOANS COMPANY OF THE YEAR	BEST POINT SAVINGS & LOANS
35.	INDIGENOUS CATERING FACILITY	NOT AWARDED
36.	TELECOM COMPANY	VODAFONE GHANA
37.	TELECOMS (ALLIED & SUPPORT SERVICES)	NOT AWARDED
38.	INTERNET SERVICE PROVIDER	NOT AWARDED
39.	MARKETING-ORIENTED ORGANISATION	MTN GHANA
40.	AIRLINE OF THE YEAR (DOMESTIC)	PASSION AIR
41.	AIRLINE OF THE YEAR (INTERNATIONAL)	NOT AWARDED
42.	MANUFACTURING COMPANY	UNIVERSAL PLASTIC PRODUCTS & RECYCLING LTD
43.	AGRO-BASED COMPANY	WILMAR AFRICA LIMITED
44.	ONLINE NEWS PORTAL	MYJOYONLINE
45.	RETAIL OUTLET	NOT AWARDED
46.	MICRO-FINANCE	FWF MICRO FINANCE
47.	E-COMMERCE	NOT AWARDED
48.	NOT-FOR-PROFIT ORGANISATION	PLANNED PARENTHOOD ASSOCIATION OF GHANA (PPAG)

PRODUCT

51.	MANUFACTURING	WILMAR - FRYTOL
52.	SERVICE	MTN BUSINESS
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BRIEF HISTORY OF GHANA SCHOOL OF MARKETING (GSM)

The Chartered Institute of Marketing, Ghana established the Ghana School of Marketing (GSM) on October 15, 1991, to provide tuition for the training of members and non-members seeking to upgrade or train as marketing professionals.

The Ghana School of Marketing is a modern study centre, delivering flexible and innovative tuition to learners in the middle to upper segments of the professional education market. We leverage technology and practical competencies to provide the right learning experience in a conducive environment”.

The vision of the Ghana School of Marketing is to become a professional marketing institute of choice, providing world-class marketing education. It is our dream to move into a full-time school. The mission of the school is to cultivate excellence in the

professional community through a collaborative career-focused liberal education that will equip graduates to visualize and achieve excellence in a dynamic global community at highest international levels of excellence who will be sought after for their result-orientation

The CIMG has since witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

CIMG is thus mandated, under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying

examinations for members, award professional marketing certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general and develop best practices and thought leadership programmes to promote the interests of consumers and society.

It is in furtherance of these functions that the CIMG launched its newly designed local Professional Marketing Courses to serve the Ghanaian market under its professional school, the Ghana School of Marketing (GSM). The immediate target include:

- Nonprofessional marketing practitioners (across all industries)
- Nonprofessional marketing faculty (Lecturers) in both the traditional and technical universities
- Marketing students pursuing; Diplomas, Bachelors, Masters and Doctoral degrees
- Nonmarketing people desirous of switching to marketing

- Business leaders desirous of sharpening their Boardroom/C-suite Marketing acumen in a disruptive dispensation.

Presently, the GSM provides training for individuals who wish to study for the Institute's newly launched CIMG Qualifications for a dual professional marketing qualification.

Ghana School of Marketing has since enrolled a three batches of students who have successfully completed their tuition partaken in a mock session and written their final exams. A fourth batch of students are currently undergoing tuition, with that session billed to end in November ahead of the December 2022 exams.

The Ghana School of Marketing, in accordance with the new act, has since inaugurated a Board to oversee the running of the school, as the Institute had been restructured under a new management, requiring an independent Board to guide its affairs, and also serve as an Accredited Study Centre for the newly launched CIMG Professional Marketing Qualifications.

Currently, the school is having lessons on Pathways 3 and 5 and still looking to expand capacity to start enrolling for the other Pathways as well.

FUTURE DIRECTIONS

With the passage of the CIMG Marketing Act 2020 (Act 1021), the CIMG now has the mandate to standardize marketing in the country; train marketing professionals and bring the profession to a level comparable with any other globally.

The Institute is expanding its consultancy capacity to enable it respond positively to the needs of the increasing number of businesses in the country.

CIMG will welcome other professionals who are currently practicing marketing in the country into our fold to increase our membership base.

The Institute's School of Marketing will be expanded on completion of the secretariat building. Through this, many students will be able to undertake professional marketing courses to help produce qualified personnel as part of the national capacity building.

OUR OFFICE

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Media Monitoring Services Ghana Limited the foremost provider of Marketing Information Services particularly in the field of Media Monitoring Research across West Africa acknowledges the CIMG as a very strategic partner and as such we are elated to be identified with the institute on another milestone of running this prestigious award for 33 years.

Staying relevant and consistent at espousing the good works of persons and organizations who have been and continue to be trail blazers in the field of marketing is indeed commendable and noteworthy.

Overtime, the CIMG Awards has grown to become the most coveted and recipients have gone to further excel at their fields of endeavor they were recognized for.

Your impact in the competitive marketing environment of Ghana has become very relevant as the industry is becoming more and more driven by data usage and it has become even more relevant in this technologically driven era where data is everything.

On the occasion of your 33rd anniversary, we humbly wish you the very best and pray you have a successful celebration and continue to be the vehicle of change in the marketing environment whilst remaining very relevant into the future.

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MESSAGE FROM ADVERTISING ASSOCIATION OF GHANA

FRANCIS DADZIE

On behalf of the Advertising Association of Ghana, I wish to congratulate the leadership and members of the Chartered Institute of Marketing Ghana (CIMG) on the celebration of your 33rd CIMG Annual National Marketing Performance Awards.

Our collective effort to enhance professionalism and best practices on the marketing communication front continue to unite our bodies – the Chartered Institute of Marketing, Ghana (CIMG) and the Advertising Association of Ghana (AAG).

Today, we witness this monumental celebration of your 33rd Anniversary, signifying over three decades of positive contributions and achievements within the Marketing Communication industry. For 20 years, you pushed for the passage of the CIMG Marketing Bill, to regularize the marketing profession and this is evidence of your contribution towards promoting a conducive and ethically-conscious industry.

The CIMG has come a long way as an institution whose objectives are rooted in establishing global standards in the market place; professionalism of practitioners and ethical standards within the Marketing industry.

The theme for this year's awards, "Creative Marketing and Innovation in a Volatile Global Economy" appreciates the tremendous works of all marketing

professionals in these unprecedented times. The COVID-19 pandemic has adversely affected almost every business sector, most especially the marketing industry by dramatically changing the tone and direction of most marketing campaigns since the inception of COVID-19. While the global health crisis reset the world we once knew, more than ever, marketing communicators are adopting disruptive technology and more human-centric approaches to their work.

Marketing futurists have ranked disruptive technology rooted in empathy, purpose, and compassion as a more sustainable means of connecting and engaging with audiences effectively during and post-COVID-19. Marketers who can effectively leverage digital and social relationships would be better-positioned to navigate the evolving disruptions to our way of life. While much remains unknown about the months ahead, this should be a pivotal time for marketers to employ disruptive technology and human-centric approach as we charter the future of businesses and brands together.

We believe the future of CIMG is brighter and greater than ever. Once again, Advertising Association of Ghana stands in solidarity with the CIMG as we wish you a happy 33rd anniversary and reaffirm our partnership with you, further into the many years ahead.

Congratulations and best of wishes. Thank you!

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MESSAGE FROM **POSTAL & COURIER SERVICES REGULATORY COMMISSION**

HAMDARATU ZAKARIA

**EXECUTIVE SECRETARY, POSTAL AND COURIER
SERVICES REGULATORY COMMISSION**

The Postal and Courier Services Regulatory Commission is proud to be part of this year's CIMG Annual National Marketing Performance Awards.

The Postal network is uniquely positioned to support social development and this has been very well emphasized in recent times when the world is facing a global pandemic and unpredictable national and international economies.

The Post is a public enabler and as such should not fear the future. The explosion in digital innovation in the sector especially during the COVID 19 pandemic has been carried over and even scaled up to meet the increasing demands by consumers as e-commerce booms. In the past the post used to tell customers what their needs and expectations should be. The tables have turned though, now customers tell us exactly how, when and where those needs need to be answered and happily, the agile business models being deployed by postal operators helps the sector to keep up with the market.

The Postal and Courier Services Regulatory Commission, regulator of the Postal and Courier sector in Ghana, together with its stakeholders agree that, innovating to meet demands of consumers extends beyond quality of service. It must include a deliberate and planned effort to meet all demands of consumers. It is a shared belief amongst operators that we can make a strong impact on sustaining the present developments in our sector when driven by partnerships both locally and internationally.

Events such as this one which recognizes developments in the postal sector will continue to spur on the sector to keep up with the times to offer the much needed public service of the postal sector.

Long live the postal sector.

Long Live the Chartered Institute of Marketing, Ghana!!



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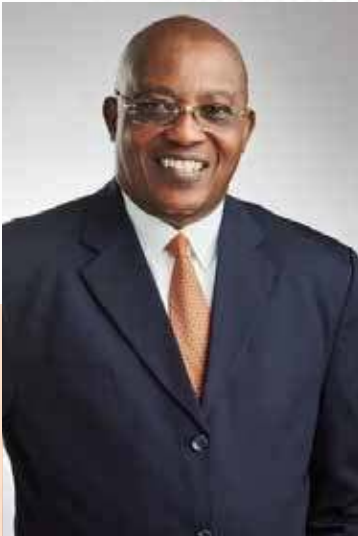


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FRATERNAL MESSAGE FROM THE GHANA ADVERTISERS BOARD (GAB)

FROM ALEX BANFUL
PRESIDENT,
GHANA ADVERTISERS' BOARD.

What would you do if you could rewrite the rules of your favourite game? Or better yet, the rules of competition and success in your industry? While the challenges of our present times place direct pressures on ourselves and clients, it is important not to lose sight of this paradigm - uncertainty, upheaval, and volatility are the other faces of the same coin as an opportunity. Frankly, in 2022 when the challenges of Covid have been further compounded by the Russia-Ukraine war and climate change exacting a heavy toll on our food and water systems, we have no choice but to innovate solutions to cope and exit the crisis. Innovation is the solution at the micro-level, for individuals, households, and small businesses, as it is at the macro-level. As a nation, this is a time for introspection and for creativity, and there is no better-suited group in this country to provide leadership in this cause than the marketing fraternity. This is the right time to leverage and adapt the strategic frameworks we are familiar with to help guide countrymen to take advantage of the times to rewrite our stories.

On the occasion of the 33rd session of the CIMG awards, GAB congratulates all members of the institute for their achievements this year and through the decades and charges us all to reflect on and act on the task before us. If Ghana will succeed, we need to take control of how we are able to respond to the macro, exogenous shocks that we have and will continue to experience. If we will thrive, through economic upheaval, a looming and already painful climate crisis, and the risk of further epidemics, we need to innovate solutions that make us resilient, and which enable us to take advantage of the new green economy. We need to help creativity and innovation permeate through the microlayer. And how lucky we are, that this fraternity knows how to do just that.

Onwards!

Ayekoo!

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FRATERNAL MESSAGE FROM **NATIONAL PRESIDENT, ASSOCIATION OF RURAL BANKS (ARB) -GHANA**

MR KWAME OWUSU SEKYERE Esq.

The Association of Rural Banks would like to congratulate the Chartered Institute of Marketing Ghana, on the occasion of your 33rd edition of the CIMG Annual National Marketing Performance Awards.

ARB acknowledges your invaluable and profound contributions you have made over the years to promote the role and value of marketing as a critical tool that propels growth of businesses and the economy as a whole.

We also applaud you for the earnest effort put forth over the years which has resulted in the passage of the marketing bill by parliament and its subsequent presidential assent. This is no doubt a milestone in your existence.

It is gratifying to say that your annual marketing performance awards which gives recognition to individuals and corporate institutions that have demonstrated marketing excellence in their respective field is a game changer.

Your theme for the awards: “Creative Marketing and Innovation in a Volatile Global Economy” is timely and appropriate. This is because there are rapid changes taking place in the global spectrum which is being fueled by the lingering COVID 19 pandemic and the Russia and Ukraine war among others and the resultant effect on the local economy. This therefore calls for creative marketing and innovation in order for firms to stay afloat so that they can achieve their long term corporate and marketing objectives.

The ARB therefore wants to take this opportunity to encourage this year’s award winners to continue to deploy creative marketing strategies and innovation to penetrate the local market and explore market opportunities in the global arena. In so doing, you will increase your market share, sales and revenue to create shareholder value. It will also result in foreign exchange inflow to improve our country’s balance of payment position.

As you observe your 33rd awards scheme, the entire membership of the ARB wish you a successful event.



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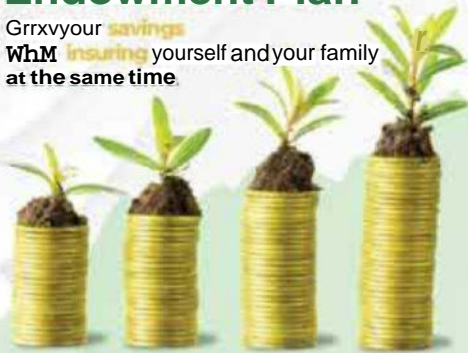
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FRATERNAL MESSAGE FROM **GHANA ASSOCIATION OF SAVINGS AND LOANS COMPANIES (GHASALC)**

MR. KWAME OWUSU-BOATENG
(Board Chairman – GHASALC)

The Board, Management, and entire Membership of the Ghana Association of Savings and Loans Companies (GHASALC) extend warm congratulations to the Chartered Institute of Marketing, Ghana, the Marketing Industry, and players at large for how far you have come.

As the recognized body representing all the 25 licensed Savings and Loans Companies operating in all 16 regions of Ghana, serving more than 7 million clients, we believe and appreciate the role professional marketers play in the economy, as well as in our respective Savings and Loans Companies.

Your theme for this 33rd CIMG Annual National Marketing Performance Awards, “CREATIVE MARKETING AND INNOVATION IN A VOLATILE GLOBAL ECONOMY, could not have come at the right time. We sincerely use this opportunity to express our endorsement of this theme for the 2021 CIMG Marketing Performance Awards.

Marketing professionals in all spheres of business should be creative in their product development and customer engagement. New tools of engagement should be implemented in a more cost-efficient way while preserving human-centeredness. Professional Marketers should continue to build their capacities to ensure that they deliver the right product and services while maintaining client relationships in more ethical and innovative ways.

The Professional Marketer serves as the face of the company and therefore must continue to play that representative role in all diligence and honesty. As we grow shareholder value while engaging with the world as Marketing Professionals, let us strive to uphold Client Protection Principles.

The market looks up to institutions to deliver on their mandate without shortchanging them. Let us all play our respective roles as we go through this volatile global economic period. Yes, we can come out, and even be stronger than before if we all play our roles as required.

We congratulate You and all your Members for the performance and honouring those deserving individuals and institutions for the past years, and at this 33rd CIMG Marketing Performance Awards, we say Ayekoo.

The Savings and Loans Industry will continue to support the development and growth of Micro, Small, and Medium Enterprises (MSMEs) in Ghana, as we continue to improve our business processes to serve our market in a client centered manner.

We appreciate the challenges some MSMEs and individuals go through in accessing credit, especially during this time with the rising cost of funding, which is a critical ingredient to the growth of their businesses, and we would continue to work with our members and the industry to ensure that we continue to serve the market as expected. We will continue to innovate with other partners and our members as we churn out new products and services to delight our clients.

We wish to take this opportunity to congratulate all awardees, especially the Best Savings and Loans Company for this year and hope that they will continue to inspire all the others within the Savings and Loans Sector in Ghana. Long Live GHASALC.....

Long Live CIMG MARKETING AWARDS.....

Long Live GHANA....

Thank you.



FRATERNAL MESSAGE FROM **THE PRESIDENT OF THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT, GHANA**

ENGR. MARK A. AMOAMAH
PRESIDENT, CILT, GHANA

Mr. Chairman,
Distinguished Executives and Members of CIMG,
Invited Guests,
Ladies and Gentlemen:

I bring you warm fraternal greetings and best wishes from the Governing Council, staff, and the entire membership of The Chartered Institute of Logistics and Transport (CILT) Ghana, on this memorable occasion of the 33rd CIMG Annual National Marketing Performance Awards. We salute your leadership for the courage to organize this historic event even though the effects of COVID-19 pandemic are still with us and hitting hard at most businesses.

We are grateful that you recognize our support for these awards over the years as shown in your invitation that gives us the opportunity to be part of this great event once again. We wish to assure you of our commitment to continuously support your efforts to build bonds of solidarity between our institution and yours.

The theme for the award: “Creative Marketing and Innovation in a Volatile Global Economy” is of great interest to us and CILT associate itself with it. The theme is most appropriate at a time when the whole world is embracing the new normal that the COVID-19 has brought. Competitive market nowadays requires businesses to be creative and not left behind in an increasingly challenging world which is full of uncertainties.

The values of creativity and innovation that meets evolving market needs are vital to the extent that businesses competing each other must embrace these values in order to constantly produce innovative products or services to meet these needs. It is time for Marketers, Supply Chain, Logistics and Transport Leaders and Professionals to wake up to the task and shine above the challenges.

On behalf of the Governing Council and entire membership of The Chartered Institute of Logistics and Transport Ghana, I once again congratulate and extend our warmest fraternal greetings to the CIMG, the organizers and award winners on this very special day.




Thank you all.

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FRATERNAL MESSAGE FROM THE PRESIDENT, GHANA INDEPENDENT BROADCASTERS ASSOCIATION (GIBA)

**CECIL THOMAS
SUNKWA-MILLS**

Once again, the opportunity to celebrate excellence, professionalism and creativity in marketing has presented itself. The Executive Council and Members of the Ghana Independent Broadcasters Association (GIBA), congratulates the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of the 2021 CIMG Annual National Marketing Performance Awards Ceremony.

For decades, the consistency and exposure of excellence of the CIMG Awards, contributes to constant relevance of innovation and professionalism for market growth and development in the dynamic ecological business environment. The world as we know it today, is full of uncertainties and unpredictability, amidst rapid technological advancements, more so now since the emergence of the COVID-19 pandemic followed by conflicts and negative climate impact on resources in key global regions. This has accelerated the need for innovation to a higher level for marketers locally and globally for business survival and growth.

Choosing "CREATIVE MARKETING AND INNOVATION IN A VOLATILE GLOBAL ECONOMY", as the theme for this year's awards ceremony just confirms how abreast the Institute is with the times. The ability to take advantage of digital and traditional tools and being innovative in the areas of customer experience and digital marketing in today's world, strongly supports the viability and competitiveness of a business.

In an era where customer experience and delight are the watchwords, GIBA together with all broadcasters and stakeholders have confidence in the ability of the CIMG to continue to guarantee marketing excellence through the provision of knowledge, skills and competence standards for business operators and marketers to drive excellence and professionalism on a global scale.

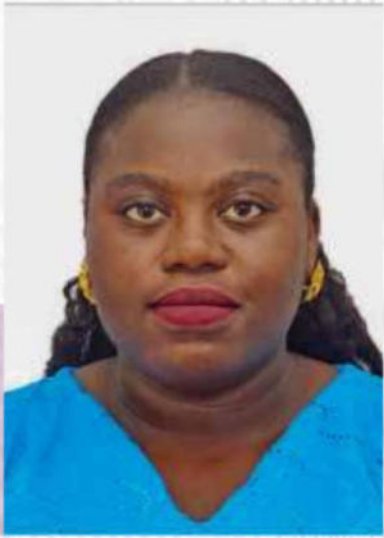
We encourage and thank the CIMG for supporting this key role in Ghana's development now and into the future.

GIBA is therefore very pleased to be associated with the CIMG and to be a part of this year's celebration.

We wish you a successful Awards Ceremony.

Long live GIBA, long live CIMG, long live Corporate Ghana and long live Ghana.

God bless us all.



FRATERNAL MESSAGE FROM **GHANA ASSOCIATION OF MICRO FINANCE COMPANIES (GAMC)**

JACQUELINE COMMODORE,
Ag. Executive Secretary

The theme for this year's CIMG awards, which is; "Creative Marketing and Innovation in a Volatile Global Economy" emphasizes the changes that have affected the business environment in the past couple of years. The Wharton Magazine's 2011 article titled "In a Volatile Marketplace Creativity is Key" highlighted the findings of IBM's Global CEO Study. It revealed that, the unstable and progressively intricate market and business conditions have resulted in the success of a business no longer resting on its vision, integrity, management discipline and rigour but the creativity behind it all.

With recent developments leading to more drastic changes in the past two (2) years, it has become more important than ever for businesses to create an environment that's distinct on inventiveness and originality. This includes establishing a working environment that allows for a diverse staff and a conducive atmosphere for exploring options and developing strategies innovatively. Irrespective of the type of business, the industry in which it operates and the size for that matter, the products developed, how they are packaged, promoted and delivered to clients and prospective ones determine its success and that of the business as well.

Realistically, as business men and women, we are also considered clients in other set-ups. In both capacities, we are cognizant of some product marketing strategies that are so authentic that they become mind boggling. Similarly, the engineering of some products and services are so innovative, it is almost impossible to resist a purchase, One's interest can easily be captured with either or both strategies and create a lasting impression. These can withstand the shocks of a volatile global economy because an individual's purchasing decision is greatly influenced by what a product can do as well as how the company portrays itself and not solely how much the product or service costs. Let us strive to be creative and innovative in all our organization's processes to maintain a sustainable business.

On this note, we would like to congratulate the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of its 33rd CIMG Annual National Marketing Performance Awards. We appreciate their efforts in recognizing the players in the industry. We also say ayeekoo to the nominees and winners of this year's awards.

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FRATERNAL MESSAGE FROM GHANA MICRO FINANCE INSTITUTIONS NETWORK

YAW GYAMFI
EXECUTIVE DIRECTOR

I bring to the organisers warm greetings from Ghana Microfinance Institutions Network (GHAMFIN) and Member Associations on the occasion of 33rd CIMG Annual National Marketing Performance Awards under the theme: "Creative Marketing And Innovation In A Volatile Global Economy". On behalf of the Microfinance Industry, I thank you for the strong partnership we have enjoyed over the years. CIMG has always challenged the microfinance sector for improvement in marketing and delivery of products.

The industry is committed to the good work you are offering to the sector and will pledge our continuous collaboration.

To the winners "The path of success is always tough and those who are always ready to take challenges and have courage to win over it, only they are awarded for these achievements. I congratulate you as you have such qualities and appetite for accomplishment. Always move ahead in life."

Ayekoo!! for the zeal to continue with such support to the sector. Thank you



Ghana Re

FRATERNAL MESSAGE FROM GHANA REINSURANCE PLC

GEORGE YAW MENSAH

On behalf of the Board, Management and Staff of GHANA RE, I bring you warm felicitations on the occasion of your 33rd Annual National Marketing Performance Awards. For the past 33 years, your institute has rewarded companies and individuals for excellence as well as encouraged professional standards and innovation in our business environment.

Your choice of “Creative Marketing and Innovation in a Volatile Global Economy” as the theme for the 33rd CIMG Awards has come at a relevant time space when our markets are experiencing periods of unpredictability and sharp price movements due to economic volatilities globally.

Creative marketing focuses on innovation and is an effective tool used by businesses to generate new ideas and fresh perspectives for a continued engagement with both existing and potential customers. Economic volatility on the other hand is mostly caused by economic factors beyond the control of businesses such as fiscal policies and currency exchange rates and market developments.

For businesses to be successful in a volatile economy, they must adopt creative ways of perceiving new things and patterns, add value and/or generate solutions to meet clients’ expectations. Additionally, the leadership of businesses must foster corporate cultures in which creativity is solicited, supported, and rewarded.

Therefore, even though the volatile global economy may be impacting corporate valuation business plans, and consumer confidence, businesses can engage in creative and innovative ways to boost brand awareness and remain competitive.

In this regard, we congratulate CIMG for the encouragement businesses receive through your continued efforts in organising these awards. GHANA RE is indeed privileged and appreciates its partnership with CIMG and once again, looks forward to presenting the cherished award for the “Marketing-Oriented Insurance Company (General) of the Year” at the forthcoming Awards ceremony.

Thank you.

GEORGE YAW MENSAH






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FRATERNAL MESSAGE FROM **PRINPAG** EDWIN ARTHUR

We bring you fraternal compliments from the Executives & Entire Membership of the Private Print & Online Media in Ghana. PRINPAG has been a major partner & stakeholder of the Chartered Institute of Marketing Ghana (CIMG) over the years in the Nomination Process of Awardees of both men & women of Excellence. Indeed, one of our members -MADAM DR. EDITH DANKWA, Publisher of the B&FT was the proud Winner of the 'Marketing Woman of the Year 2021'. It's quite refreshing to note that the standards for the nominations & final selection have been raised over the years. PRINPAG is proud of this feat by the CIMG. It's commendable & globally acclaimed. PRINPAG would like to take this opportunity to appeal to the various AWARDEES especially those in the Manufacturing Industry to partner the private print media with the support of advertisement for our survival on the Media market.

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FRATERNAL MESSAGE FROM MAVERICK RESEARCH

ATO MICAH

Maverick Research congratulates The Chartered Institute of Marketing Ghana (CIMG) on organizing the 2022 CIMG Awards in a very challenging economic period in our nations history; kudos to the National President, National Vice President, Mr Kwabena Agyekum and the staff and Members of the Institute.

Over the years, the CIMG Awards have rewarded transformational work in meeting the ever-changing consumer landscape in Ghana, previous awards winners have played significantly role in advancing not only marketing in Ghana but played a significant role in driving it's economic growth.

As the retail and consumer landscape in Ghana gets more competitive and unpredictable the role of excellence in marketing becomes an even critical function, we join CIMG in promoting this vision with our Retail Audit covering six (6) markets and coverage of 421 Radio and TV Stations across 16 African countries.

We wish The Chartered Institute of Marketing Ghana (CIMG) much success in the years ahead. Congratulations!

Sincerely,
Ato Micah
Managing Principal



FRATERNAL MESSAGE FROM ASSOCIATION OF OIL MARKETING COMPANIES (AOMC)

KWAKU AGYEMANG-DUAH

Our appreciation continues on the occasion of the 33rd CIMG Marketing Performance Awards. The success of this nationally admired awards scheme is testament to your consistent dedication to ensuring marketing excellence. There is no end in sight to your credibility.

The theme for this year's edition, "creative marketing and innovation in a volatile global economy," is timely, especially with the devastating effects of COVID-19 and the current turbulent economic climate, that has put many companies at risk of bankruptcy. Consequently, business sustainability and productivity would require rigorous creativity.

In today's environment, innovation is a necessity for companies, or they will face certain death. According to the IBM, organizations must foster a culture in which creativity is elicited, supported, and rewarded if they wish to survive. But how can one accomplish this in a bureaucratic, slow-moving organization, typical in these difficult times? You must develop strategies and processes for recruiting and retaining creative people, as well as enhancing the creativity of your current employees."

It is imperative that organizations understand how their markets are changing rapidly; how consumer choice is changing; and how their advertising, branding, and marketing activities will need to change.

Innovating involves creativity, but implementing creativity is what makes it innovative. These would be key in the coming months as many companies strive to cross into the next business year unscathed.

As always, the Association of Oil Marketing Companies (AOMC) will remain a partner and advocate for discussions on how as a country, we can address the challenges businesses are facing post COVID-19. This will ensure that the needed development critical to business and national growth is achieved.



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