



**CIMG**  
WORKING FOR GHANA

# 34

## CIMG ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS

**THEME:**

Marketing: A Tool for  
Economic Recovery

**Saturday,  
30 September 2023**

**LABADI BEACH HOTEL**

**7:00PM**



  Chartered Institute of  
Marketing Ghana

  **cimggh**



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**DR. DANIEL  
KASSER TEE**





# CIMG NATIONAL PRESIDENT'S WELCOME MESSAGE

**D**istinguished Members of the Chartered Institute of Marketing, Ghana, Captains of industry, Esteemed stakeholders, Ladies and Gentlemen

Welcome to the 34th Annual National Marketing Performance Awards, a gathering that places paramount importance on the well-being and safety of all attendees. We extend our heartfelt appreciation to everyone for adhering to the health and safety measures put in

place by the esteemed leadership of the institute and our dedicated event organisers.

Your diligence in upholding these protocols is commendable and ensures that this occasion is not only a celebration of excellence but also a testament to our collective responsibility for the health and safety of our community.

As a responsible corporate organisation, CIMG recognises its duty to safeguard the well-being of its members and patrons of the CIMG Awards. While we revel in the splendour of Ghana's longest standing and most prestigious awards, the CIMG Annual National Marketing Performance Awards,

we are committed to ensuring a safe and secure environment for all.

In the face of global economic challenges, we owe it to ourselves to support each other and collectively contribute to the economic resurgence we urgently need as a country. I wish to thank all individuals and businesses for their support all year long, especially, for the planning and execution of this year's awards.

This is particularly noteworthy given the prevailing global economic challenges that have impacted businesses and our economy at large. Your patience, assistance, and active participation at various stages of the planning process have played a pivotal role in our successful

organisation of an event that duly acknowledges and celebrates deserving award recipients.

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.

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 economic situation confronting the country, there is a compelling case for us to think about collaboration and partnerships. It is for this reason that the CIMG found it appropriate and timely in settling for the theme of this year's awards, Marketing: A Tool for Economic Recovery.

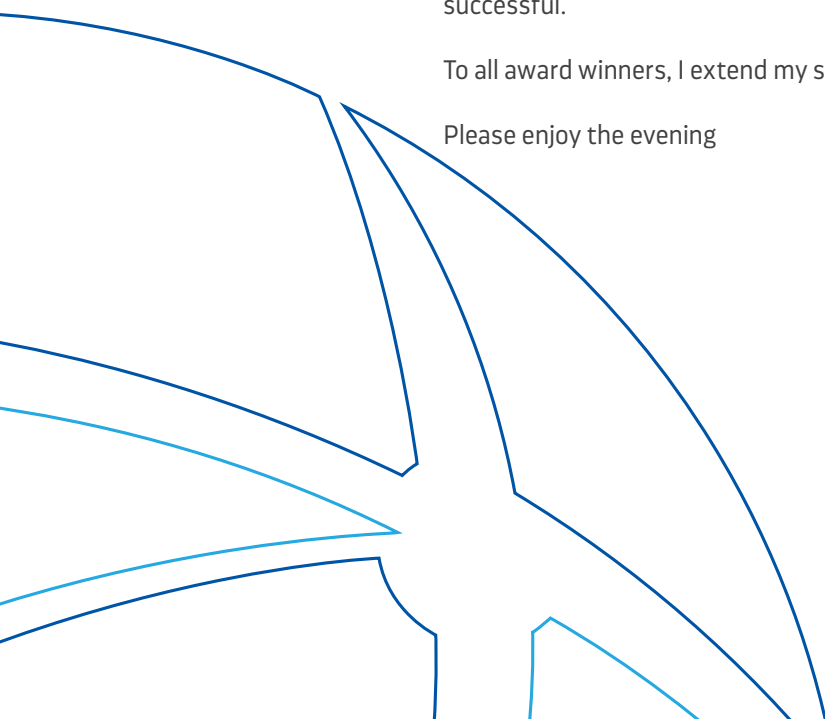
We are fortunate to have a pool of professionally qualified marketers with diverse skill sets, expertise, and international experience. These individuals are well-equipped to assist us in achieving this crucial objective. Let us collectively reevaluate our marketing and business strategies to adapt to our current circumstances, fostering sustainability and continuity in the face of these challenges.

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 34th 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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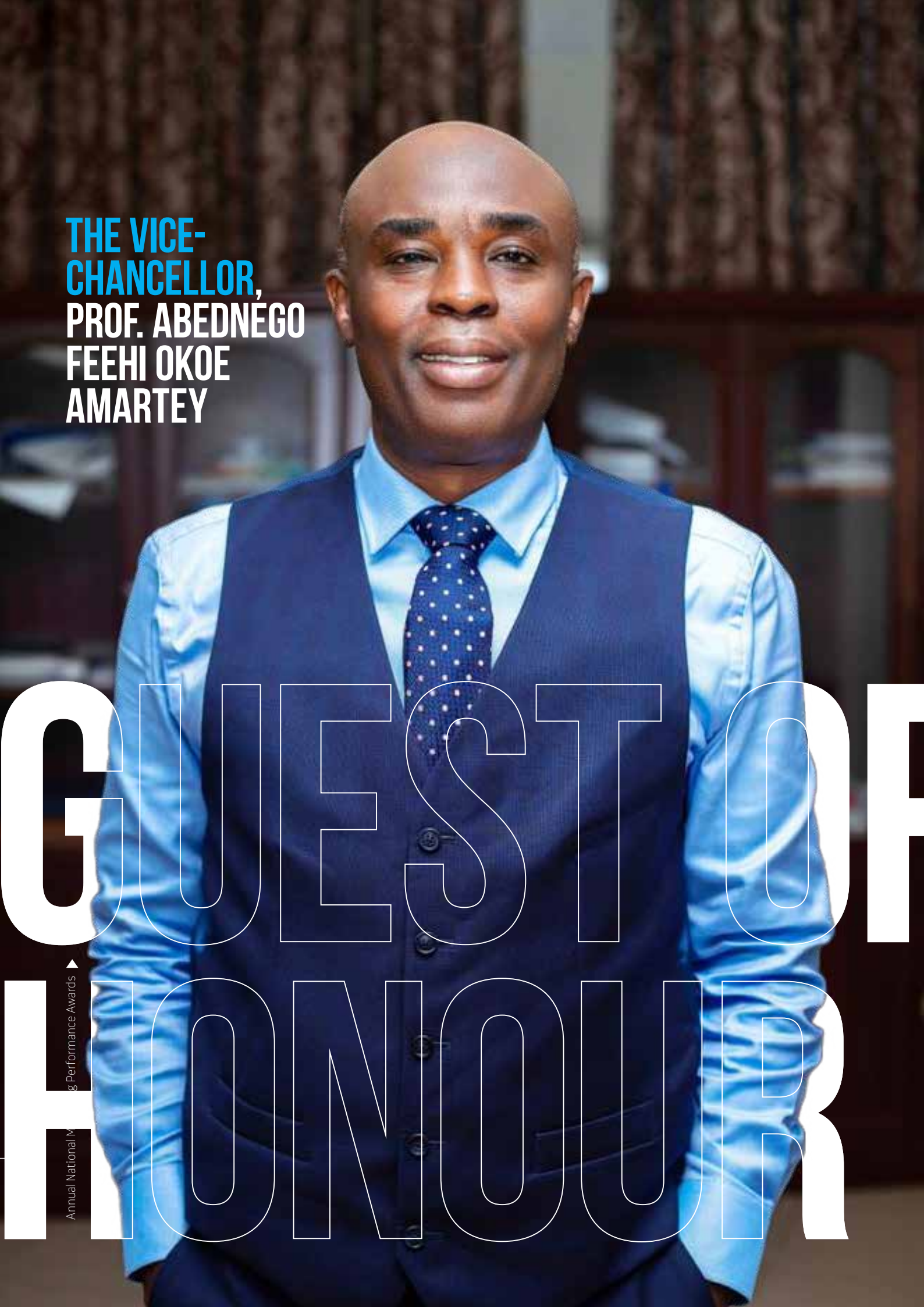
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**KWABENA AGYEKUM**  
CEO/REGISTRAR

A portrait of Prof. Abednego Feehi Okoe Amartei, a Black man with a shaved head, wearing a light blue dress shirt, a dark blue vest, and a dark blue tie with white polka dots. He is smiling slightly and looking directly at the camera. The background is a blurred office setting with bookshelves.

**THE VICE-  
CHANCELLOR,  
PROF. ABEDNEGO  
FEEHI OKOE  
AMARTEY**

# GUEST OF HONOUR

Annual National  
Management  
Performance Awards

Annual National  
Management  
Performance Awards





# FRATERNAL MESSAGE FROM THE GUEST OF HONOUR

The aftermath of economic crises, such as the COVID-19 pandemic and economic recessions, often leaves businesses and economies in dire straits. In the wake of these crises, firms and governments alike have sought effective strategies for economic recovery, and marketing has emerged as a powerful instrument that drives economic recovery and paves the way for a brighter future.

Marketing, in its essence, is the art and science of connecting products or services with people's needs and desires. It is not merely about advertising and promotion, but a comprehensive set of activities or strategies aimed at understanding consumer behaviour, reigniting economic growth, driving job creation, and crafting innovative approaches to meet evolving demands.

In economic recovery, marketing plays a vital role in promoting innovation. Innovation is a cornerstone for economic growth, and marketing is key in fostering it in organisations. In an economic recovery, businesses must look beyond short-term survival and focus on long-term sustainability and competitiveness. Market-driven innovation involves identifying emerging market trends, anticipating customer needs, and developing innovative solutions that align with these insights.

Similarly, businesses can adopt customer-centric innovation that

helps them refine their products and services by continuously gathering customer feedback and insights. This iterative process of innovation, driven by marketing insights, not only improves the customer experience but also sustains economic growth by keeping businesses competitive.

Again, marketing plays a role in job creation in economic recovery. Economic recovery is closely linked to employment opportunities. Marketing contributes significantly to job creation across various sectors. As businesses strive to regain their footing and expand their market share, they often need to hire professionals with marketing expertise. This includes roles in advertising, public relations, market research, digital marketing, and more.

Additionally, marketing agencies and corporations play an important part in assisting businesses to recover and expand. These specialised organisations provide a wide range of marketing services, such as strategy

development, creative content creation, and data analytics. By partnering with marketing agencies, businesses can access the expertise and resources needed to navigate the complex landscape of modern marketing, ultimately contributing to their economic recovery efforts.

Furthermore, marketing plays a role in stimulating demand through effective market research, consumer insights, and the development of targeted marketing campaigns. During economic recovery, businesses rely on information obtained through market research to identify new opportunities, fine-tune their offerings, and adjust pricing strategies.

In addition, effective marketing campaigns are instrumental in rejuvenating demand. These campaigns often involve creative advertising, promotions, and social media engagement. They aim to capture consumers' attention and create a buzz around products or services.

As we navigate the challenges of our times, let us recognise the transformative potential of marketing and work together to utilise it as a tool for economic recovery. By harnessing the power of marketing, we can rebuild economies, inspire innovation, and improve the lives of the citizens.

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# CIMG AWARDS 2023

# 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 and Dance
- Welcome Address by Dr. Daniel Kasser Tee, (National President, CIMG)
- Music and Dance
- Remarks by Special Guest
- Speech by Guest of Honour
- Presentation of Awards Part I
- Presentation of Awards Part II
- Presentation of Awards Part III
- Music and Dance
- Presentation of Awards IV
- Response on behalf of award winners
- Closing and group picture of all award winners





# CIMG

WORKING FOR GHANA



## 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

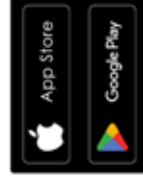
To achieve the objects under section 2, the Institute shall:

- 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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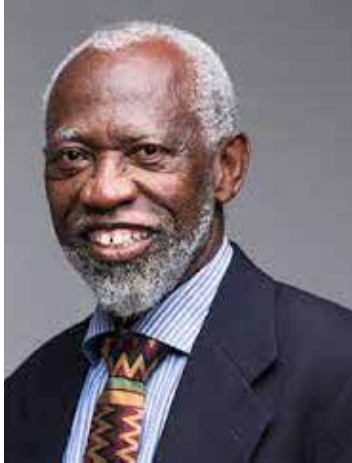
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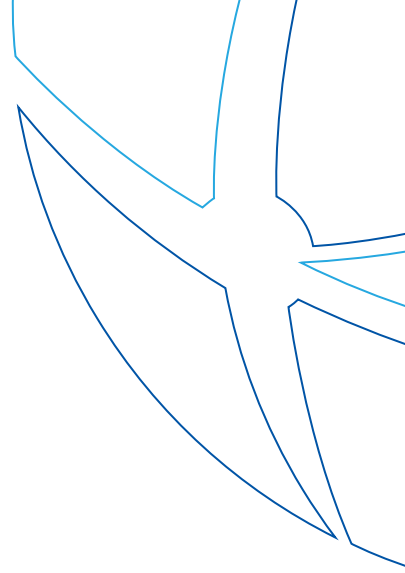
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# PATRON'S MESSAGE

**PROF. EMERITUS  
STEPHEN ADEI,**  
PhD, D. Litt, FCIMG Companion of  
the Order of the Volta.



Once again, we come to this special event in the life of the Chartered Institute of Marketing Ghana (CIMG) to celebrate our 34th CIMG Annual National Performance Awards which now stands tall among all such events in Ghana. I wish to congratulate all the individuals and institutions whose hard work will be recognised today.

I think this year's event is unique in that it is coming after unprecedented economic and financial turmoil with great social and political implications for our nation. Even though like the proverbial seven blind men who gave varied descriptions of the elephant depending on which part of the mammal they touched, there is no doubt that the COVID-19 and Ukraine war, terrible as these two phenomena have been, only revealed and exacerbated underlying weaknesses in the nation including:

Inability to raise adequate domestic revenues to finance our national development.

Inordinately low level of receipts from our natural resources because of lack of beneficiation and 'bad' agreements which literally sell the family silver for a song.

Unbridled appetite to spend on the basis of manifesto-driven promises and lack of prioritisation in government expenditure. For example, the current administration started with 47 so-called "priority Programmes".

Corruption which is as if we go and fetch water with a leaking basket.

Whether out of pride, arrogance, or failure to realize it, our leaders do not appreciate that Ghana cannot be transformed in one term of any government and that we need a long-term strategic framework which they can deliver only a part.

Consequent borrowing beyond the capacity of the nation to service its debt domestically and externally.

The nation will take a while to come out of the woods if we ever learn from our mistakes. Despite the current

challenges of high inflation, high cost of capital, and uncertainties regarding government securities, we as a people should not forget: -

This too shall pass.

The years 2022 -2025 will be most trying but we shall overcome and Ghana will return to a sustainable growth and development path

The recovery of the economy of Ghana will, however, depend on major actors playing key roles including:

the government sustaining prudent economic policies, robustly fighting corruption, upping revenue mobilisation, prudent expenditure management, and not allowing election-year incumbent economic excesses to undermine our recovery.

private sector operators manage the transition to weather the storm and come out stronger including promoting brand loyalty; etc.

Good marketing will be needed to counter the extreme pessimism and negativity prevailing in the country presently so much that a lot of our youth are seeking feverishly opportunities elsewhere, and many industry players

struggling to stay afloat.

Second, good marketing is needed to emphasize and unearth the fact that we have a basically good country and opportunities abound for the savvy, the hardworking, and the entrepreneurial.

Third, in times of downturn companies must work even harder to maintain their brand identity to benefit from the recovery. That cannot be done without good marketing.

Fourth, at the productive sectors level - both goods and services - the seven Ps of marketing never lose their relevance: product, price, promotion, place, packaging, positioning, and people.

Those who will adopt good marketing strategies will be the first to emerge from the downturn and ride on the recovery. Ghana will be better off if we rise and do what we are best at as marketers: Promoting and selling not only products and services but our beautiful country and doing research that underlies good marketing.

God bless our homeland Ghana and make the relevance of marketing play its strategic role in the recovery of our country.



A new vision of  
performance



# 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 five (5) categories, as listed below, because they failed to meet the criterion of attaining more than 50% after the assessment:

- Marketing-Oriented E-Commerce Organisation of the Year
- Marketing-Oriented Airline of the Year (International)
- 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

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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 <p>TITLE: RE-START PRICE: C \$</p>	 <p>TITLE: BE YOUR SELF PRICE: C \$</p>
 <p>TITLE: KEEP MOVING PRICE: C \$</p>	 <p>TITLE: POSITIVE VIBE PRICE: C \$</p>
 <p>TITLE: RIGHT VOICE PRICE: C \$</p>	 <p>TITLE: LIGHT AT THE END OF THE TUNNEL. PRICE: C \$</p>

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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.

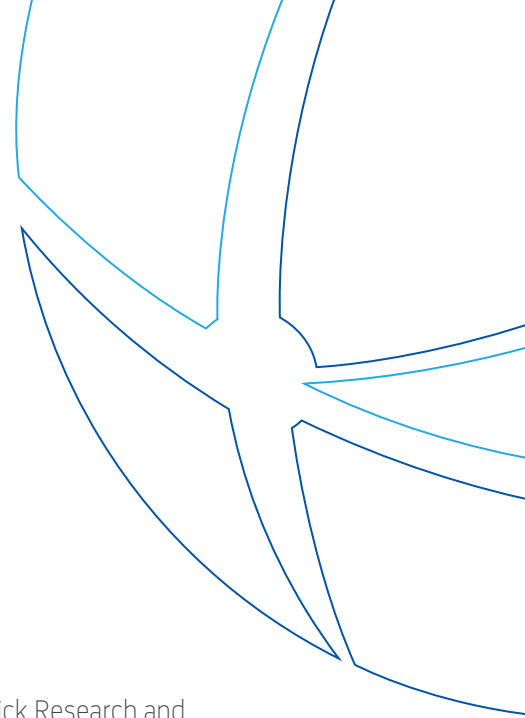
## KEY CRITERIA FOR SELECTION

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 surprised 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.

# 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**  
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**5. MR NOEL KOJO-GANSON**  
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# ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

**T**he 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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The GEXIM MiG Town is an outlet that stocks assorted, innovative and well packaged Made-In-Ghana products including food and ingredients, beverages, skin and beauty care products, textiles, apparel, garments, leather footwear and slippers and many others.

GEXIM MiG Town is opened to the general public from Mondays to Fridays between the hours of 9:00am and 6:00pm. It is a one-stop shop for everything Made-In-Ghana at unbeatable prices and the highest quality.



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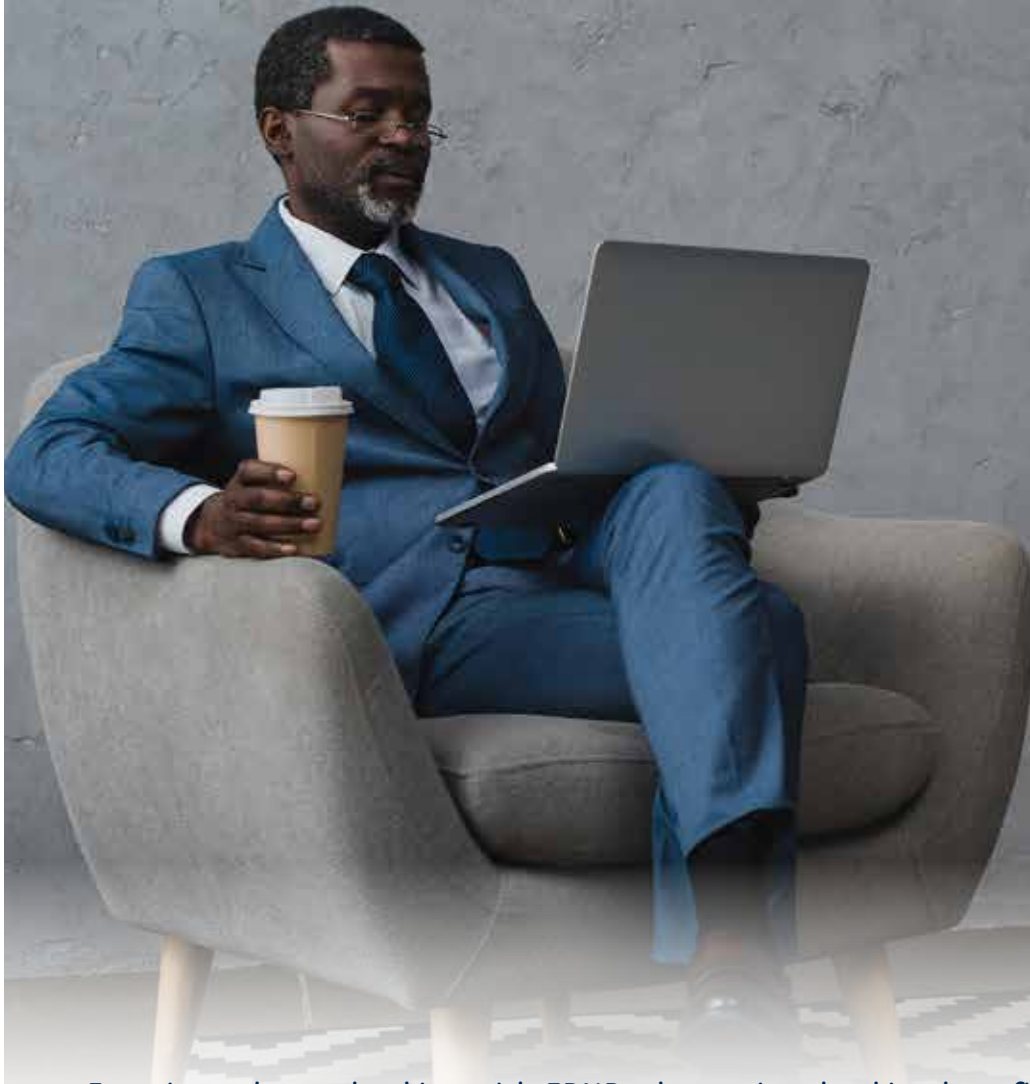
-  Existing Depot
-  Existing Pipelines
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# CIMG CONSULT

## 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

**T**he 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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Adjacent St. Theresa's Sch.  
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024 7629390

#### KOFORIDUA

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Opp. Central Market  
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Tel: 0303 962414

# 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.

# 2022 AWARD WINNERS

CATEGORY		WINNER
1.	MARKETING MAN	DAVID AFFLU, CEO, GB FOODS
2.	MARKETING WOMAN	PATRICIA OBO-NAI, CEO, VODAFONE
3.	MARKETING PRACTITIONER	NANA ESSILFUAH TAMAKLOE, DIR. MARKETING & CORPORATE AFFAIRS, ABSA
4.	MARKETING STUDENT	PRISCILLA MAWUSE MENKA, STRATEGY & BUS. DEV'T EXECUTIVE, DEON-NOED INT.
5.	MARKETING STUDENT	AGNES NARKIE ODONKOR, BUSINESS DEV'T MANAGER, MASLOC
HALL OF FAME –ELITE CATEGORY (>10)		
6.	RETAIL OUTLET	MELCOM
HALL OF FAME (<10)		
7.	INSURANCE COMPANY (GEN)	VANGUARD ASSURANCE
8.	INSURANCE COMPANY (GEN)	ENTERPRISE INSURANCE
9.	INSURANCE COMPANY (LIFE)	SIC LIFE
10.	MOTOR FIRM	JAPAN MOTORS
11.	BANK	ECOBANK
12.	PETROLEUM	GOIL
13.	AIRLINE (DOMESTIC)	AFRICA WORLD AIRLINES
14.	TELECOMMUNICATION	MTN GHANA
15.	PETROLEUM	TOTALENERGIES
MEDIA		
16.	ATL CAMPAIGN	VODAFONE CASH FREE MMI CAMPAIGN - METEWO
17.	BTL CAMPAIGN	UNILEVER GHANA PLC- TALK TO THE DENTIST CAMPAIGN
18.	NEW MEDIA CAMPAIGN	NATIONAL SCIENCE & MATHS QUIZ
19.	TV PROGRAMME	NATIONAL SCIENCE & MATHS QUIZ
20.	RADIO PROGRAMME	JOY FM – JOY SMS
BUSINESS		
21.	INSURANCE COMPANY (LIFE)	HOLLARD LIFE
22.	INSURANCE COMPANY (GENERAL)	STAR ASSURANCE
23.	HOSPITALITY FACILITY (HOTEL)	LABADI BEACH HOTEL
24.	HOSPITALITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
25.	PETROLEUM COMPANY	GOIL PLC
26.	REAL ESTATE	LAKESIDE ESTATE
27.	PRIVATE HEALTH FACILITY	NEW CRYSTAL HEALTH SERVICES LTD
28.	POSTAL AND COURIER SERVICE (DOMESTIC)	SHAQEXPRESS
29.	POSTAL AND COURIER SERVICE (INT.)	DHL
30.	CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES
31.	MEDIA ORGANISATION	MEDIA GENERAL GHANA LTD



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For the launch of the all new 7-seater family vehicle - the Kia Carens – Rana Motors completely transformed its showroom into a family funfair. Kids and parents alike had a great time playing games and learning all about the features that make the Carens the perfect family car.



They got to compete in fun competitions such as fitting as many boxes as possible into the Carens in record time, as well as partaking in giant bouncy castles, play pens, shows by stilt walkers & clowns, live popcorn/pancake/cotton-candy stands, and much more...



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- Ambient mood lighting
- Ample USB sockets for all passengers
- Push button start
- Keyless entry and immobilizer
- Wireless charging Pad with cooling function

- Cup holders for all 7 passengers
- 60:40 splitting 2nd row seats
- 50:50 splitting 3rd row seats
- Roof rack
- Dual Tone Crystal Cut Alloy wheels
- Led Headlights
- Rear View Monitor system
- Sliding Under Seat Tray
- Fold out table
- Cruise control



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# 2022 AWARD WINNERS' LIST

32.	MOTOR FIRM	JAPAN MOTORS
33.	BANK	ECOBANK GHANA PLC
34.	RURAL BANK	ATWIMA KWANWOMA RURAL BANK
35.	FINANCE HOUSE	NOT AWARDED
36.	SAVINGS & LOANS COMPANY OF THE YEAR	ADVANS GHANA SAVINGS & LOANS
37.	INDIGENOUS CATERING FACILITY	BUSH CANTEEN
38.	TELECOM COMPANY	MTN GHANA
39.	TELECOMS (ALLIED & SUPPORT SERVICES)	NOT AWARDED
40.	INTERNET SERVICE PROVIDER	
41.	MARKETING-ORIENTED ORGANISATION	GB FOODS
42.	AIRLINE OF THE YEAR (DOMESTIC)	AFRICA WORLD AIRLINES (AWA)
43.	AIRLINE OF THE YEAR (INTERNATIONAL)	NOT AWARDED
44.	MANUFACTURING COMPANY	UNILEVER GHANA PLC
45.	AGRO-BASED COMPANY	NEWAGE AGRIC SOLUTIONS LTD
46.	ONLINE NEWS PORTAL	MYJOYONLINE
47.	RETAIL OUTLET	MELCOM GROUP
48.	MICRO-FINANCE	FWF MICRO-FINANCE
49.	E-COMMERCE	NOT AWARDED
50.	NOT-FOR-PROFIT ORGANISATION	PLANNED PARENTHOOD ASSOCIATION OF GHANA

## PRODUCT

51.	MANUFACTURING	WILMAR (FRYTOL)
52.	SERVICES	ABSA BANK – ABSA YOUNG AFRICA WORKS
53.	EMERGING BRAND	OLAM GHANA – PERK CHOCOLATE CHIP COOKIES

## CIMG PRESIDENT'S SPECIAL AWARD

54.	MELCOM GROUP	
55.	EDWIN ALFRED PROVENCAL	MANAGING DIRECTOR, BOST
56.	BOST	

# THE GH-CSI, 2022

The Chartered Institute of Marketing, Ghana (CIMG), in its role to fulfil the mandate of conducting innovative marketing research, carried out the second wave of Ghana's Customer Satisfaction Index survey, and the report was launched on September 20, 2022.

## CONSUMER BANKING BEST BANK IN SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Universal Merchant Bank Limited	100%	1st	OVERALL BEST
2	Stanbic Bank Ghana Limited	98%	2nd	1ST RUNNER-UP
3	Republic Bank (Ghana) Plc	98%	3rd	2ND RUNNER-UP

### NET PROMOTER SCORE

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Access Bank (Ghana) Plc	87%	1st	EXCEPTIONALLY GOOD
2	Fidelity Bank Ghana Limited	77%	2nd	EXCEPTIONALLY GOOD
3	Standard Chartered Bank Ghana Plc	76%	3rd	EXCEPTIONALLY GOOD

### SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Universal Merchant Bank Limited	100%	1st	5-STARS
2	Stanbic Bank Ghana Limited	98%	2nd	5-STARS
3	Republic Bank (Ghana) PLC	98%	3rd	5-STARS
4	Absa Bank Ghana Limited	98%	4th	5-STARS
5	First Atlantic Bank Limited	98%	5th	5-STARS
6	Standard Chartered Bank Ghana Plc	97%	6th	5-STARS
7	CalBank PLC	97%	7th	5-STARS
8	Access Bank (Ghana) Plc	96%	8th	5-STARS
9	FBNBank (Ghana) Limited	96%	9th	5-STARS
10	Fidelity Bank Ghana Limited	96%	10th	5-STARS
11	First National Bank (Ghana) Limited	96%	11th	5-STARS
12	Prudential Bank Limited	95%	12th	5-STARS
13	United Bank for Africa (Ghana) Limited	95%	13th	5-STARS
14	Guaranty Trust Bank (Ghana) Limited	94%	14th	5-STARS
15	National Investment Bank Limited	93%	15th	5-STARS
16	OmniBSIC Bank Ghana Limited	93%	16th	5-STARS
17	Consolidated Bank Ghana Limited	93%	17th	5-STARS
18	Zenith Bank (Ghana) Limited	92%	18th	5-STARS
19	GCB Bank Plc	92%	19th	5-STARS





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# THE GH-CSI, 2022

## BEST BANK IN CUSTOMER SATISFACTION

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Universal Merchant Bank Limited	100%	1st	JOINT OVERALL BEST
2	First National Bank (Ghana) Limited	100%	1st	JOINT OVERALL BEST
3	Standard Chartered Bank Ghana Plc	100%	1st	JOINT OVERALL BEST
4	Absa Bank Ghana Limited	100%	1st	JOINT OVERALL BEST

## CUSTOMER SATISFACTION

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Universal Merchant Bank Limited	100%	1st	5-STARS
2	First National Bank (Ghana) Limited	100%	1st	5-STARS
3	Standard Chartered Bank Ghana Plc	100%	1st	5-STARS
4	Absa Bank Ghana Limited	100%	1st	5-STARS
5	Republic Bank (Ghana) PLC	99%	5th	5-STARS
6	Access Bank (Ghana) Plc	99%	6th	5-STARS
7	Stanbic Bank Ghana Limited	98%	7th	5-STARS
8	FBNBank (Ghana) Limited	98%	8th	5-STARS
9	First Atlantic Bank Limited	98%	9th	5-STARS
10	CalBank PLC	97%	10th	5-STARS
11	Consolidated Bank Ghana Limited	96%	11th	5-STARS
12	National Investment Bank Limited	95%	12th	5-STARS
13	OmniBSIC Bank Ghana Limited	95%	13th	5-STARS
14	Guaranty Trust Bank (Ghana) Limited	95%	14th	5-STARS
15	United Bank for Africa (Ghana) Limited	94%	15th	5-STARS
16	Prudential Bank Limited	94%	16th	5-STARS
17	Zenith Bank (Ghana) Limited	94%	17th	5-STARS
18	Fidelity Bank Ghana Limited	94%	18th	5-STARS
19	GCB Bank Plc	92%	19th	5-STARS
20	Societe Generale Ghana Plc	92%	20th	5-STARS
21	Ecobank Ghana Plc	91%	21st	5-STARS

## BUSINESS BANKING

### BEST BANK IN SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	CalBank PLC	100%	1st	OVERALL BEST
2	Stanbic Bank Ghana Limited	100%	2nd	1ST RUNNER-UP



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# THE GH-CSI, 2022

## NET PROMOTER SCORE

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	Prudential Bank Limited	79%	1st	EXCEPTIONALLY GOOD

## SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	CalBank PLC	100%	1st	5-STARS
2	Stanbic Bank Ghana Limited	100%	2nd	5-STARS
3	Access Bank (Ghana) Plc	100%	3rd	5-STARS
4	Standard Chartered Bank Ghana Plc	99%	4th	5-STARS
5	First National Bank (Ghana) Limited	99%	5th	5-STARS
6	Prudential Bank Limited	99%	6th	5-STARS
7	FBNBank (Ghana) Limited	98%	7th	5-STARS
8	OmniBSIC Bank Ghana Limited	98%	8th	5-STARS
9	United Bank for Africa (Ghana) Limited	96%	9th	5-STARS
10	Ecobank Ghana Plc	96%	10th	5-STARS
11	National Investment Bank Limited	96%	11th	5-STARS
12	Societe General Ghana Plc	95%	12th	5-STARS
13	Consolidated Bank Ghana Limited	92%	13th	5-STARS
14	First Atlantic Bank Limited	92%	14th	5-STARS
15	Guaranty Trust Bank (Ghana) Limited	92%	15th	5-STARS
16	Zenith Bank (Ghana) Limited	91%	16th	5-STARS

## BEST BANK IN CUSTOMERSATISFACTION

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	CalBank PLC	100%	1st	OVERALL BEST

## CUSTOMER SATISFACTION

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	CalBank PLC	100%	1st	5-STARS
2	Stanbic Bank Ghana Limited	99%	2nd	5-STARS
3	Prudential Bank Limited	98%	3rd	5-STARS
4	Ecobank Ghana Plc	98%	4th	5-STARS
5	Bank of Africa Ghana Limited	98%	5th	5-STARS
6	Zenith Bank (Ghana) Limited	97%	6th	5-STARS
7	Standard Chartered Bank Ghana Plc	97%	7th	5-STARS
8	National Investment Bank Limited	96%	8th	5-STARS
9	United Bank for Africa (Ghana) Limited	96%	9th	5-STARS
10	Consolidated Bank Ghana Limited	96%	10th	5-STARS
11	First National Bank (Ghana) Limited	94%	11th	5-STARS
12	FBNBank (Ghana) Limited	94%	12th	5-STARS
13	Guaranty Trust Bank (Ghana) Limited	94%	13th	5-STARS
14	OmniBSIC Bank Ghana Limited	93%	14th	5-STARS
15	First Atlantic Bank Limited	92%	15th	5-STARS
16	Universal Merchant Bank Limited	91%	16th	5-STARS
17	Societe Generale Ghana Plc	91%	17th	5-STARS
18	Access Bank (Ghana) Plc	91%	18th	5-STARS



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Ashanti	1	200	81%	90%	76%	84%	76%	79%	76%	77%	75%	<b>79.42%</b>
Greater Accra	2	200	81%	91%	76%	88%	76%	81%	77%	79%	64%	<b>79.23%</b>
Eastern	3	200	46%	49%	44%	47%	48%	42%	46%	45%	38%	<b>44.96%</b>
Central	4	200	42%	49%	41%	46%	43%	38%	42%	43%	36%	<b>42.25%</b>
Northern	5	200	38%	40%	35%	37%	37%	36%	36%	37%	37%	<b>36.98%</b>
Western	6	200	31%	34%	31%	32%	31%	31%	30%	30%	26%	<b>30.76%</b>
Volta	7	200	25%	27%	24%	26%	26%	23%	25%	24%	21%	<b>24.56%</b>
Upper East	8	200	20%	22%	19%	20%	19%	19%	18%	18%	17%	<b>19.15%</b>
Bono East	9	200	20%	20%	19%	19%	19%	19%	18%	18%	19%	<b>18.92%</b>
Bono	10	200	18%	19%	18%	18%	18%	18%	18%	18%	16%	<b>18.03%</b>
Upper West	11	200	14%	15%	13%	14%	13%	14%	14%	13%	13%	<b>13.68%</b>
Western North	12	200	14%	14%	13%	13%	14%	14%	13%	13%	13%	<b>13.43%</b>
Oti	13	200	12%	12%	12%	11%	12%	12%	11%	11%	12%	<b>11.70%</b>
North East	14	200	11%	11%	11%	11%	11%	10%	10%	10%	10%	<b>10.49%</b>
Savannah	15	200	11%	11%	10%	10%	11%	10%	11%	10%	10%	<b>10.47%</b>
Ahafo	16	200	9%	9%	8%	8%	9%	8%	7%	8%	7%	<b>8.03%</b>
<b>Total Sample Size</b>		<b>3200</b>										

\*Weighted index derived from population spread across the regions

\*Scores provided are means that have been converted to percentiles

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# BRIEF HISTORY OF GHANA SCHOOL OF MARKETING (GSM)

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**T**he 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.

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The background features several large, abstract, overlapping shapes in various shades of blue. One large shape is a bright blue, while others are a darker blue. The shapes are defined by thin blue outlines and are arranged in a way that suggests movement and interconnectedness.

**CIMG**  
WORKING FOR GHANA

# FRATENAL MESSAGES



**KWAME  
OWUSU - SEKYERE**  
President



**ARB APEX BANK**

## FRATERNAL MESSAGE FROM THE ASSOCIATION OF RURAL BANKS (ARB)

**O**n behalf of the Council of the Association of Rural Banks (ARB) Ghana, I extend my warmest congratulations to the CIMG on your 34th CIMG Annual National Marketing Performance Award. It is with immense pleasure and admiration that we join you in celebrating this significant milestone.

The CIMG has been at the forefront of championing excellence and professionalism in marketing, not only in Ghana but across the entire African continent. This achievement serves as a testament to the remarkable growth and dedication of the marketing industry in Ghana. Over the years, the CIMG has consistently recognized and celebrated the exemplary efforts of professionals who have taken marketing to new heights. Your commitment to excellence and continuous enhancement of marketing practices have significantly contributed to the economic development of the nation.

The theme for this year's award, "Marketing : A Tool for Economic Recovery ", speaks volumes about the CIMG's commitment towards promoting creativity, innovation, and excellence in marketing. We eagerly look forward to witnessing the remarkable campaigns, strategies, and initiatives that have propelled nominees to the forefront of achievement.

I believe that the 34th edition of the CIMG Annual National Marketing Performance Award will be a celebration of creativity, innovation, and success. I am confident that it will not only recognize the remarkable achievements of the past year but also inspire future generations of marketers to strive for excellence.

I commend the CIMG for spearheading initiatives that support the growth of the marketing industry in Ghana. Your commitment to providing platforms for professionals to enhance their skills through seminars, workshops, and training sessions is commendable. These efforts not only enhance the capabilities of individuals but also contribute to the overall advancement of the marketing profession as a whole.

As an Association we are grateful for the opportunities provided by the CIMG and the contributions you have made towards the growth of marketing in Ghana. We value the partnership we have formed and look forward to continuing collaboration in the future.

Once again, please accept our heartfelt congratulations on your 34th CIMG Annual National Marketing Performance Award. We wish you a memorable and successful event.

Thank you.

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AZINU, PHD  
PRESIDENT**



## FRATERNAL MESSAGE FROM THE NATIONAL SEED TRADE ASSOCIATION OF GHANA (NASTAG)

A warm felicitation to the entire family of CIMG for hosting the 34th Annual National Marketing Performance Awards.

We received with great pleasure the extension of partnership to the National Seed Trade Association of Ghana (NASTAG) to be a collaborator in this year's CIMG Awards Event.

On behalf of the Membership of the Association, I extend our appreciation to the entire team of CIMG for taking this bold step and collective decision to recognize the role of seed sector industry players in moving agriculture to the next level which contributes significantly to our economy. The prospect of combining the expertise of NASTAG, a stalwart in the seed trade industry, with the Chartered Institute of Marketing Ghana, a renowned institution in the field of marketing, holds immense promise. Our shared goal of promoting growth and sustainability is perfectly aligned, and we are confident that our combined efforts will produce ground-breaking results that would benefit not just our individual members but also Ghana's larger agricultural and commercial sectors.

Seed plays a significant in the agricultural space which by default impacts other aspects of the economy. Though a very small sector,

it serves as the heart of Agriculture and for that matter food and nutrition security. NASTAG has consistently demonstrated its commitment to promoting sustainable agriculture, food security and technological advancements in the realm of seed production and distribution. Your dedication to improving agricultural practices aligns seamlessly with our own mission to drive innovation and excellence in marketing practices through CIMG. Thus, the Chartered Institute of Marketing, Ghana, is a shining example of how collaboration and shared expertise can drive transformative change. With this single step, we see greater opportunities awaiting us. Through our collaborative initiatives we envisage the fostering of innovation, promotion of sustainable agricultural practices, and enhancing the marketability of seeds produced by Ghanaians and in Ghana on the regional and international market. Our combined efforts will not only contribute to the growth of our respective industries but also play a vital role in advancing Ghana's economic prosperity.

Thank you once again for your unwavering support and dedication. Here's to a future filled with prosperity, innovation, and shared success.



**JACQUELINE  
COMMODORE**  
**AG. EXECUTIVE  
SECRETARY**



# FRATERNAL MESSAGE FROM THE GHANA ASSOCIATION OF MICROFINANCE COMPANIES

As we convene for the prestigious Chartered Institute of Marketing Ghana Awards this year, we recognize the pivotal role marketing plays in shaping our economic landscape, especially in times of turmoil and recovery.

In recent times, our world has faced unprecedented challenges, from economic downturns to global health crises. These circumstances have underscored the significance of marketing as an instrument of resilience and rejuvenation. Marketing is not merely a business function; it is a force capable of driving economic recovery, instilling hope, and fostering progress.

The pandemic has taught us that the ability to adapt and innovate is crucial for survival. Marketing professionals have been at the forefront, finding ingenious ways to keep businesses afloat, reaching customers in novel ways, and launching new products and services tailored to the evolving needs of society.

Economic recovery hinges on rebuilding consumer confidence. Effective marketing strategies can create meaningful connections with consumers, assuaging their fears and inspiring trust in brands. A customer-centric approach ensures that businesses not only survive but thrive in the face of adversity.

Digital revolution has accelerated during these challenging times, and marketing has been at the heart of this transformation. Leveraging

digital channels, social media, and data analytics, marketers have driven engagement, fostered online communities, and optimized customer experiences, all of which contribute to economic recovery.

As we rebuild our economy, sustainability and social responsibility must be at the forefront of marketing efforts. Brands that embrace these values resonate more deeply with consumers, contributing to a sustainable, inclusive, and resilient recovery.

Events like today's CIMG Awards serve as a testament to the power of collaboration and knowledge sharing. We must continue to learn from each other, adapt best practices, and inspire the marketing community to excel in its role as a catalyst for economic recovery.

In conclusion, marketing is not just a tool; it is a driving force behind economic recovery. Let us harness the power of marketing to steer our economy toward a brighter and more prosperous future. Cheers as we embark on this journey of recovery and growth together.

We extend our gratitude to the Chartered Institute of Marketing Ghana for recognizing and celebrating the transformative power of marketing and the players within the various industries. Congratulations to this year's winners and we look forward to a successful event.



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MD/CEO**



## FRATERNAL MESSAGE FROM PRIMUS ADV. LIMITED

In fact, recessions create unique marketing opportunities for companies to get ahead of their competitors, take advantage of the reduction in marketing expenditures, and position themselves “for success when the economy recovers”.

When times are good, you should advertise. When times are bad, you must advertise. When the economy slows and business is uncertain, one of the first things companies often cut is their marketing budget. Amidst the post-pandemic and economic crisis, small businesses everywhere are taking a hit.

However, for businesses that have the resources, marketing is more important now than ever for maintaining the health and longevity of your business. By intentionally creating and sticking to a marketing strategy throughout the current economic downturn, companies can create opportunity where competitors are not and recover quickly after the economy has recovered, positioning themselves for growth for years to come.

Coronavirus and recessions have presented new marketing and advertising challenges, but this would not be the first time marketers have stepped in to save businesses and help recover economies.

Marketing plays an important function in the progress of an economy. It acts as a medium in the economic growth of a country and helps in raising the standards of living of the people. The development of a nation can be judged by the level of standard of

living of its people.

It can motivate people to undertake new activities and to set up enterprises for producing goods that are needed by the consumers. Marketing has acquired a vital place for the economic expansion of the whole country.

While recessions and pandemics do present a challenge to the economy and society as a whole, some industries can mobilize and create momentum. Now, with recent developments in technology and the emergence of AI tools designed to optimize marketing, the potential created by recessions is even greater. Companies willing to invest in marketing and make use of new technologies can get ahead of the competition and take advantage of competing firms’ “knee-jerk decisions” to cut down on budgets. If investing in marketing helped firms in the 1981 recession, a time without worldwide internet connection, then the emergence of AI tools will be able to provide valuable insight and predictive analytics of trends and opportunities.

While retail, manufacturing, and the travel industry have been in the spotlight lately, many are still overlooking the critical role that marketers will play in helping businesses regain lost revenue—but now is the time for marketers to be given their due.

The time has come. Marketing deserves all the accolades.

Thank you for your attention.

On this occasion of the celebration of the 34th CIMG Annual National Marketing Performance Awards, it gives me great pleasure to extend to you warm fraternal greetings, congratulations and best wishes.

Our theme this year: “Marketing: A Tool for Economic Recovery” gives us reasons to appreciate the enormous work marketing is doing in our country. This theme could not have come at a better time than now that; the Ghanaian populace are getting used to life after COVID-19.

It is important to note that by investing in marketing, businesses not only overcome the post COVID-19 pandemic’s negative impact but also propel themselves toward sustainable growth in the post-pandemic era.





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**ENGR. MARK A.  
AMOAMAH  
PRESIDENT**



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

“Marketing: A Tool for Economic Recovery,” resonates deeply with the current global challenges we are facing due to the impact of the COVID-19 pandemic. As we navigate through these difficult times, the role of marketing in driving economic recovery has become even more crucial. Effective marketing strategies, innovation, and adaptability play a significant role in rejuvenating businesses, industries, and economies as a whole.

Marketing serves as a catalyst for economic revival by fostering consumer confidence, stimulating demand, and supporting businesses in overcoming obstacles. Through well-crafted campaigns and customer-centric approaches, marketing professionals have the unique ability to reconnect brands with their audiences and drive positive change in society.

We sincerely commend all marketing professionals who have risen to the occasion, ingeniously navigating the intricate web of challenges imposed by the pandemic. Your resilience, agility, and strategic acumen have been instrumental in forging new paths towards recovery and growth.

It is inspiring to witness the power of collective efforts in confronting

adversities head-on. As CILT Ghana, we stand ready to collaborate and support the marketing fraternity in our common pursuit of economic revival. Together, we can harness the potential of logistics and transport to facilitate effective marketing operations, ensuring seamless supply chains, timely delivery, and enhanced customer experiences.

Let this occasion serve as a reminder of the immense impact we can make as marketing professionals when we unite our expertise, ideas, and resources. We encourage everyone in attendance to use this platform to exchange knowledge, inspire one another, and forge lasting partnerships that will shape the future of our industry and the nation as a whole.

In conclusion, we extend our heartfelt congratulations to all the nominees, finalists, and eventual winners of the 34th CIMG Annual National Marketing Performance Awards. Your dedication, creativity, and unwavering commitment to excellence set an exemplary standard for the marketing community in Ghana.

May this event inspire us all to leverage marketing as a powerful tool for economic recovery and propel our nation towards greater heights.

Wishing you a successful and memorable evening.

Warm regards,

Mr. Chairman,

Distinguished Executives and Members of CIMG,

Invited Guests,

Ladies and Gentlemen:

On behalf of the Chartered Institute of Logistics and Transport (CILT) Ghana, we extend our warmest fraternal greetings to everyone attending the 34th CIMG Annual National Marketing Performance Awards. We applaud the CIMG for their continuous efforts in recognizing and celebrating exceptional marketing achievements in Ghana.

This year's theme, “Marketing: A



**CECIL SUNKWA-MILLS  
PRESIDENT**



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

Congratulations on behalf of the Executive Council, Council of Elders and the Membership of the Ghana Independent Broadcasters Association (GIBA). We greatly appreciate the recognition and support from GIBA in celebrating the CIMG Awards, which has become a highly anticipated and respected event in Ghana.

We share your belief that the CIMG Awards not only highlights marketing trends but also inspire businesses to strive for excellence in customer experience and differentiate themselves from their competitors. As an association, GIBA is committed to ensuring that our members provide professional and ethical broadcasting services in a fair and transparent business and regulatory environment.

Collaboration with stakeholders, including the Chartered Institute of Marketing Ghana (CIMG), is crucial in achieving our objectives. Marketing plays a vital role in brand creation, product development, communication, reputation building, and relationship management, which are essential for the success of the broadcast industry and its contribution to the socio-economic development of our nation.

To aid Ghana's economic recovery, it is imperative that laws and regulations are interpreted and applied correctly, without stifling or harming any

particular organization, industry, or sector. This will foster marketing excellence, allowing businesses to grow and thrive without fear of victimization or persecution. Effective marketing practices contribute to productivity, growth, and regulatory compliance, benefiting both businesses and the communities they serve.

We believe that a collective effort from all stakeholders, including businesses and regulators, is necessary to create a stable and reliable business environment for Ghana's economic recovery. GIBA is actively advocating for legislation that promotes business growth and development while facilitating professional and internationally acclaimed marketing practices. We trust that the CIMG will continue to lead the way in recognizing and rewarding excellence in marketing and communications, which are vital for Ghana's economic progress.

Once again, congratulations to the CIMG and all the award winners. We eagerly anticipate a night of showcasing pure excellence and fostering strong relationships.

Long live CIMG. Long live GIBA.



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## FRATERNAL MESSAGE TO THE CHARTERED INSTITUTE OF MARKETING

### *FROM GHANA REINSURANCE PLC*

#### *(SPONSOR, INSURANCE COMPANY (GENERAL BUSINESS) OF THE YEAR)*

On behalf of the Board, Management and Staff of Ghana Re, I bring you greetings on the occasion of your 34<sup>th</sup> Annual CIMG National Marketing Performance Awards. For the past 34 years, your institute has rewarded many institutions and individuals for their excellence to ensure improved quality of products and services being offered by businesses.

Your 34<sup>th</sup> CIMG Awards is to be celebrated under the theme "**Marketing: A Tool for Economic Recovery**". The selection of this theme has come at a period when the Ghanaian economy is bedeviled with several challenges including high inflation rates and debt restructuring, depreciation of local currency, and high unemployment rates. This has negatively impacted most businesses due to falling revenues and high cost of production.

Although it takes time for economies to recover from recession, the adoption of appropriate marketing strategies can be used as a tool or driving force to accelerate the needed growth for Ghana's economy. Additionally, it is imperative for business entities to be more creative in the development and implementation of appropriate marketing tools that will help sustain existing relationships, reach out to potential clients in various sectors of the economy and cater for each sector accordingly.

Given that Marketing focuses on the adoption of appropriate marketing strategies to connect business entities with consumers, CIMG, through these recognition programmes, provides the needed impetus to spur businesses on to be successful and facilitate the expected recovery to aid Ghana's economic growth.

On this note we wish to congratulate CIMG for its continued effort in organizing these recognition awards year on year. Ghana Re is indeed greatly honoured and values its partnership with CIMG. We, once again, look forward to presenting the award for the "Insurance Company (General) of the Year" at the forthcoming Awards ceremony.

Thank you.

**MONICA AMISSAH (MRS.)  
AG. MANAGING DIRECTOR**

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**FRANCIS DADZIE**



## FRATERNAL MESSAGE FROM ADVERTISING ASSOCIATION OF GHANA (AAG)

Promoting innovation in a crowded market necessitates businesses to innovate. Advertising can showcase these innovations, fostering competition and advancing progress across industries.

Fostering healthy competition is vital for economic recovery. Advertising encourages businesses to differentiate themselves and offer better products, services, and pricing. This competition can lead to increased efficiency and lower prices for consumers.

In a globalized economy, attracting foreign investment is crucial for economic recovery. Effective advertising campaigns can showcase a country or region's economic potential and attractiveness to foreign investors, leading to increased capital inflow.

As the world becomes increasingly digital, advertising can support businesses in their digital transformation efforts. It can help companies transition to online sales, e-commerce, and digital marketing, enabling them to reach a broader customer base.

In times of economic uncertainty, the public needs accurate information about government policies, financial assistance programs, and market conditions. Advertising campaigns, whether from government agencies or financial institutions, can educate the public and help them make informed decisions.

Small businesses are often hit hardest during economic downturns. Advertising can level the playing field by helping small businesses reach a wider audience and compete with larger corporations. Effective advertising campaigns can lead to increased sales and revenue for these businesses, aiding in their survival and growth.

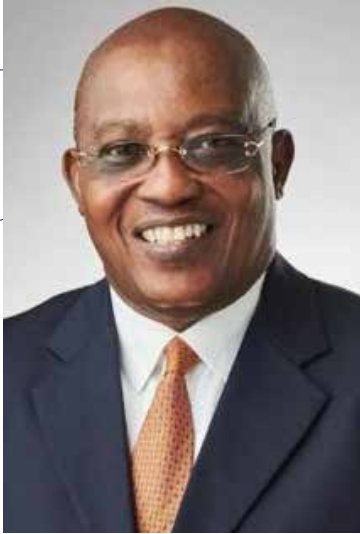
Advertising can directly impact a company's bottom line by increasing sales and revenue. When done effectively, it can lead to higher consumer engagement and conversions, ultimately driving up profits. This additional revenue can be reinvested into the business and help it recover more quickly.

However, it is important to note that the effectiveness of advertising in economic recovery depends on various factors, including the overall economic environment, consumer sentiment, the quality of the advertising campaigns, and the industry in question. Advertising alone cannot guarantee economic recovery, but when integrated into a broader economic strategy, it can be a powerful tool to support and accelerate the recovery process. We hope we as Marketing Communications Practitioners will be given the opportunity to bring on expertise to the table to contribute to the country's recovery. We wish you all the best and congratulations to the winners.

On behalf of the Advertising Association of Ghana (AAG), I wish CIMG all the best at its 34th Annual National Marketing Performance Awards under the theme, Marketing: A Tool for Economic Recovery. This theme could not have been chosen at such an opportune time when the country is going through such turbulent economic crisis. We believe marketing communications can be used to play a critical role in the economic recovery process as follows.

Economic crises can erode consumer trust in brands and businesses. Effective advertising can rebuild brand confidence by emphasising quality, reliability, and value for money. This can help businesses regain customer loyalty and trust.





**ALEX BANFUL  
PRESIDENT**

## **FRATERNAL MESSAGE FROM THE GHANA ADVERTISERS' BOARD (GAB)**

Once again, it is a time to recognize and celebrate the exceptional contributions of organizations and individuals in the field of marketing. As we honour these deserving individuals, the theme of this year's celebration, "MARKETING: A TOOL FOR ECONOMIC RECOVERY," prompts us to ponder the role these individuals have played in Ghana's economic resurgence.

We find ourselves navigating the aftermath of a global economic and financial crisis, exacerbated by the challenges of a global health pandemic, geopolitical uncertainties, and disruptions in the global supply chain. This raises a critical question: What is the role of marketing in Ghana's economic recovery process?

It is undeniable that consumer sentiments hold the key to economic progress. These sentiments directly influence the consumption of goods and services, as well as job creation, both of which are vital for propelling our economy forward. Marketing, as the shaper of consumer sentiments, thus assumes a pivotal role in this equation.

So, how do we, as marketers, become the driving force behind the economic recovery process? How can we innovate our products and services,

enhance supply chains, and improve the delivery of what we offer to jumpstart our economy?

These are formidable tasks, but they align perfectly with the skill set and expertise of marketers. We have a unique opportunity to channel our creativity and innovation towards generating the positive consumer sentiments needed to boost the consumption of goods and services.

The wheels of our economy depend on us to set them in motion, and we are not only equipped but also obligated to contribute our efforts to give it the strong start it needs.

As we come together to celebrate the 34th CIMG Annual National Performance Awards, GAB hopes that our entire marketing community, including our valued members, will lead the way and demonstrate that we are a dependable tool for a swift and effective recovery. After all, we stand to reap the greatest rewards when prosperity returns.

Congratulations to CIMG on this significant milestone, and may the 34th awards ceremony be a resounding success.

Warm regards,

Alex Banful President Ghana Advertisers' Board - GAB

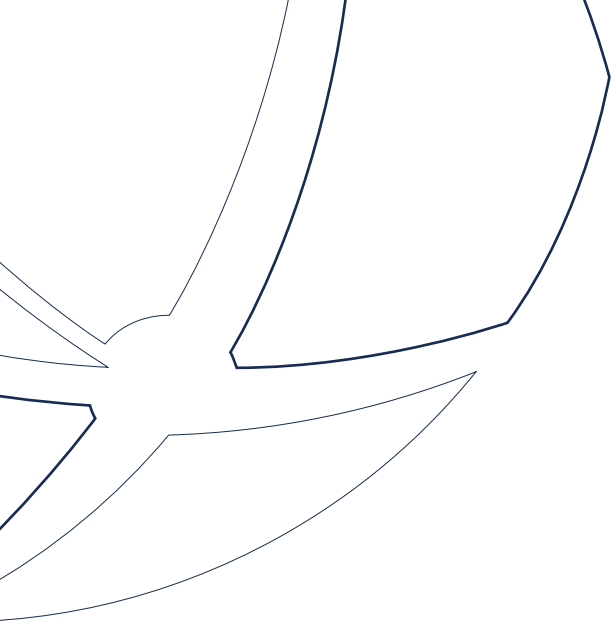


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MD / CEO**

**PARACELSUS  
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& MARKETING CO. LTD

## **FRATERNAL MESSAGE PARACELSUS PHARMACY & MARKETING COMPANY**

**O**n this auspicious occasion of the 34th CIMG Annual Marketing Performance Awards, I send these fraternal greetings to The President, Patrons, Fellows, Members and all the Marketing fraternity in Ghana.

I congratulate CIMG for organizing these awards for the past 33 years and recognizing individuals and organizations which continue to demonstrate exceptional performances within our various industries.

I feel very proud that marketing continues to be the path of all important surviving companies especially during these difficult global economic times.

I am confident that, day in day out, all will realize that Marketing is the true path that leads to continued growth and prosperity in the business world.

CIMG, well done for continuing to WORK FOR GHANA!





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**August 31, 2023.**

## SOLIDARITY MESSAGE FROM PRINPAG TO THE 34<sup>TH</sup> CIMG MARKETING PERFORMANCE AWARDS

The Private Newspaper Publishers Association of Ghana (PRINPAG) wishes to extend its heartfelt felicitations to the noble members of the Chartered Institute of Marketing Ghana (CIMG) and congratulates you on the occasion of your 34<sup>th</sup> Annual Marketing Performance Awards.

PRINPAG over the years has been an active participant in the selection process of Awardees of the CIMG coveted titles. Much as we appreciate the excellent Awards Scheme and Honourees specifically Media Award Winners, we believe that it is time that the CIMG extends its Awards to recognize the role that the Private Press has played and continue to play since the advent of the 4<sup>th</sup> Republic.

Prior to Ghana's 4<sup>th</sup> Republican Democratic dispensation, we all agree and recognize the pioneering role of Private Newspapers in the country. Some of our members suffered several indignities, but they soldiered on to give birth to our new political order. Today, Ghanaians are enjoying free speech and unfettered access to media pluralism.

These achievements are worthy of recognition. We therefore call on the government to recognize the positive impact of the private media to the development of the country and national development and create the necessary environment for the growth of the country.

Ghanaians are enjoying the fruits of democracy a fight PRINPAG promoted.

PRINPAG once again congratulates the CIMG on your 34<sup>th</sup> Awards milestone.

We wish you a successful Awards night.



**Andrew Edwin Arthur**  
(President, PRINPAG)

**President: Andrew Edwin Arthur**

**Executive Secretary: Kenteman Nii Laryea Sowah**





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## ABOUT US

World Vision is a Christian child-focused relief, development, and advocacy organization dedicated to working with vulnerable children, their families, and their communities to overcome poverty and injustice. We address this by tackling the root causes of poverty and injustice. Inspired by our Christian values, we serve all people regardless of religion, race, ethnicity, or gender.

Our Promise: "Building Brighter Futures for Vulnerable Children"

Our Vision: "Our Vision for Every Child, Life in All its Fullness. Our Prayer for Every Heart, the Will to make it so".

Our Mission: World Vision is an international partnership of Christians whose mission is to follow our Lord and Saviour Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the Kingdom of God.

Our Ethos: World Vision is Christian, Child Focused and Community Empowering (3 Cs)

Our Programme Profile: World Vision operates in 50 Districts /Municipalities across 14 out of the 16 regions in Ghana and work at multiple level. With a staff strength of 260, we have established offices across the country and have community presence to conduct development, humanitarian and advocacy work.

Key Programme Areas:

- Water, Sanitation and Hygiene (WASH)
- Household Food Security and Resilience (Livelihood)
- Maternal, newborn and child health and nutrition (Health and Nutrition)
- Quality primary education with focus on reading (Education)

Also, crosscutting themes are integrated into these Programmes:

- Gender and Social Inclusion
- Environment
- Child Protection and Advocacy
- Faith and Development

Foreword from the National Director, World Vision Ghana (WVG) - Laura Cristina DelValle

Hunger, climate change, COVID-19, conflict, and political instability, among others,



**Laura Cristina DelValle**  
National Director, World Vision

have overwhelmingly increased the vulnerability of children and their families. They are often displaced as a result of these situations are expose exploitation, violence, and abuse. WVG brings hope, joy, and justice to the affected children and have a strategic goal of reaching 3.3 million vulnerable children and their families in Ghana between 2021 -2025. We tackle the root causes of poverty and injustice through:

The Healthy, Environment and Wellness (HEAL) Technical Programme aims to "Increase the protection of 1 million most vulnerable girls and boys from infection and diseases through improved access to WASH and healthcare services by 2025" and to accelerate the achievement of SDGs 2, 3, 5, and 6.

The Reading Improvement and Skills Enhancement (RISE) Technical Programme sets out to help 1.3 million school-age vulnerable girls and boys read, and comprehend grade-level text by 2025 and accelerate the achievement of SDGs 4 and 6.

The Livelihood Improvement and Family Empowerment (LIFE) Technical Programme seeks to: build and maintain positive and peaceful relationships for 1 million vulnerable girls and boys within families and communities by 2025, and accelerate the achievement of SDGs 1, 2, 5, 8, 10, 13, and 16.

### Notable Achievements

WVG won the "Most Outstanding Non-Profit Organisation Response to COVID-19" Award at the 2023 National Awards Ceremony. In 2021,

WVG won the UNESCO-Japan Prize for Education for Sustainable Development Award and the Millennium Excellence Foundation's (MEF) Millennium Excellence Award for Urban and Rural Development.

WVG's outstanding performance makes it a preferred organisation to partner. Join us for greater impact. Join WVG to create an enabling environment for children to enable them to thrive and enjoy "LIFE IN ALL ITS FULLNESS".

Opportunities for collaboration and partnerships

1. Transformative development programming. WVG's technical programmes are uniquely tailored to transformation, influence and impact.

2. Has technical capacity and administrative expertise to manage Programmes/Projects: With over 250 staff across Ghana, WVG has the capacity and expertise to manage large, medium, and small grants. We operate in over 50 administrative areas with operational offices across the length and breadth of the country.

3. Robust financial and procurement system: Our robust financial and procurement systems ensure efficient spending, service delivery, productivity and results.

4. World Vision has strong relationships with network of partners at multi-level with strong sustainability approach to ensure scalability and broader impact.



**ATO MICAH**



## **FRATERNAL MESSAGE FROM MAVERICK**

Warm greetings from Maverick Research! We are thrilled to express our heartfelt appreciation for your exceptional dedication to promoting excellence in the field of marketing through the prestigious CIMG Awards. As a frontrunner in innovative research, we are excited to share our perspective on this year's theme, "Marketing: A Tool for Economic Recovery."

In these unprecedented times, when economies across the globe have faced challenges of unprecedented magnitude, the role of marketing in driving economic recovery has never been more critical. At Maverick Research, we firmly believe that marketing is not just a set of strategies and tactics, but a dynamic force capable of reshaping industries, igniting growth, and fostering resilience.

Our journey at Maverick Research has been marked by a commitment to uncovering groundbreaking insights that reshape traditional paradigms. In the context of economic recovery, we recognize that marketing can serve as a potent catalyst. By identifying untapped opportunities, understanding evolving consumer behaviors, and leveraging digital transformations,

we have witnessed firsthand how strategic marketing initiatives can expedite recovery and pave the way for sustained growth.

As we navigate the complexities of today's landscape, we celebrate the indomitable spirit of businesses that have embraced innovative marketing techniques to forge ahead. From nimble startups to established enterprises, the power of a well-crafted marketing campaign to resonate with audiences and stimulate demand cannot be understated. It is our firm belief that such efforts deserve recognition and applause,

which the CIMG Awards so admirably provide.

In closing, Maverick Research is proud to stand alongside the esteemed The Chartered Institute of Marketing Ghana (CIMG) in championing the cause of leveraging marketing as a dynamic tool for economic recovery. Together, we can inspire and catalyze a resurgence that not only revitalizes economies but also lays the foundation for a more robust and prosperous future.

With great anticipation, we eagerly await the unveiling of this year's exceptional marketing achievements and their profound impact on economic recovery.

Ato Micah Maverick Research [info@maverick-research.com](mailto:info@maverick-research.com)





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## FRATERNAL MESSAGE FROM THE ASSOCIATION OF OIL MARKETING COMPANIES (AOMC)

**D**ear Esteemed Colleagues,  
On this remarkable occasion of the 34th CIMG Annual National Marketing Performance Awards, it gives us great pleasure to extend warm fraternal greetings from the Association of Oil Marketing Companies (AOMC).

We are not only honored but delighted to share in this momentous celebration of excellence in marketing. This event serves as a shining testament to the pivotal role that marketing plays in steering our nation toward economic recovery, especially during these challenging times.

The theme of this year's gathering, "Marketing: A Tool for Economic Recovery," strikes a chord with the current economic landscape. Marketing, a dynamic and strategic discipline, stands as the bridge through which businesses communicate, adapt, and thrive amid ever-evolving circumstances.

Here at AOMC, we hold a profound appreciation for the indispensable role that marketing plays in the continually shifting landscape of the Petroleum Downstream Industry. It has remained the lifeblood that forges a deep connection between Oil

Marketers like us and our cherished customers.

Our heartfelt commendations go out to the Chartered Institute of Marketing, Ghana (CIMG), for its remarkable journey since its inception in July 1981. Over the past four decades, CIMG has stood unwaveringly as a beacon of excellence, setting unparalleled standards in the field of marketing practice.

As we diligently pursue excellence in our daily operations, we acknowledge the invaluable partnership we share with esteemed organizations like CIMG. This partnership reinforces our commitment to upholding the highest standards of professionalism and ethical conduct.

As we unite in celebration to honor the nominees and winners of the 34th CIMG Annual National Marketing Performance Awards, let us draw inspiration from their unwavering dedication and innovative spirit.

May the achievements of these exceptional individuals and organizations continue to light the way for future generations of marketing professionals.

With warm regards,

Association of Oil Marketing  
Companies (AOMC)



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**Mr. Kwame  
Owusu-Boateng  
(Board Chairman  
– GHASALC)**



Good evening and congratulations to the Chartered Institute of Marketing, Ghana (CIMG) for putting together this prestigious National Marketing Performance Awards which happens to be the 34th of its kind. As the Board Chairman of the Ghana Association of Savings and Loans Companies (GHASALC), it is a true honour for me to add my voice as we celebrate the outstanding achievements and contributions of the remarkable institutions and individuals gathered here today.

Before we proceed, I want to take a moment to express my appreciation to all the companies and individuals who have made this evening possible – the organizers, sponsors, and companies who have dedicated their time and resources to make this event a success. Congratulations to the Savings and Loans Companies that were shortlisted for this award.

It is my belief that tonight's ceremony is not just to honour those receiving awards but to celebrate the power

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

of perseverance, the importance of innovation, and the impact of dedication. Each of the institutions that is being recognized tonight has demonstrated these qualities in their own unique way, inspiring us all to reach for greater heights and strive for excellence. In our industry (. i.e. the S&L sector) and the financial sector as a whole, we constantly strive to innovate, adapt, and excel despite the many challenges we are confronted with from time to time.

Again, let me use this opportunity to acknowledge all the nominees here this evening. I am confident that all these companies have demonstrated remarkable performances in the year under review to merit this award. The path to success is never easy, and your presence here today is a testament to your hard work and dedication. In a world often marked by challenges and uncertainties, these individuals have shown that even in the face of adversity, we can rise above and achieve greatness.

As we have gathered here under the theme "Marketing: A Tool for Economic Recovery", let us continue to remind ourselves that we are the agents of change. Let us use our collective marketing tools to achieve and project the positives of our respective businesses while we deliver services to thousands and millions of homes who depend on us for survival and their livelihoods. We have what it takes to make Ghana a better place to be. Let us focus on the needs of our clients and collaborate to achieve these.

I would like to admonish awardees and others present tonight to also reflect on the responsibility that comes with our achievements. It's not enough

to relax in the glory of our success; we must use our positions to drive positive change in our respective industries. In the world we live in today, change is constant, and challenges are numerous. It is the innovators and generational thinkers among us who will lead us into a brighter future. It's up to us to embrace these challenges as opportunities and continue to push the boundaries of what is possible.

In conclusion, the CIMG Awards program stands as a symbol of our collective commitment to excellence and innovation. It reminds us that, no matter the challenges we face, we have the capacity to overcome them and emerge stronger, wiser, and more determined than ever.

Congratulations to all the nominees and award winners. Your achievements inspire us all to reach for the stars and to never stop pursuing excellence. Let us continue to be creative and innovative in exceeding the expectations of our clients consistently.

Thank you for allowing us to be part of this memorable occasion and may we all continue to be champions of progress and development in our respective industries.

To the Savings and Loans Company of the Year, I say, Ayekoo.

I will leave you with this simple yet very powerful statement, "Good businesses solve problems, Best businesses create value" (Anonymous).

Long Live CIMG MARKETING AWARDS.....

Long Live GHANA....

Thank you.



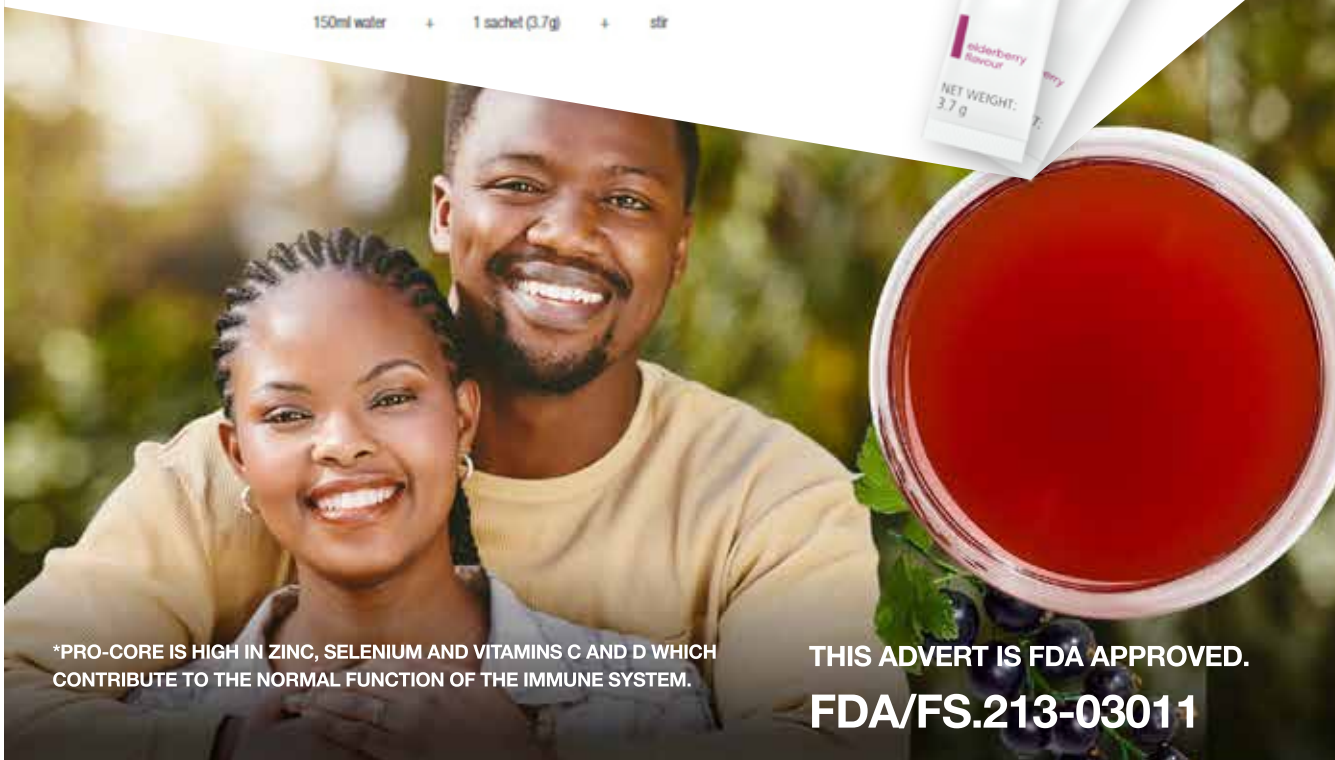
# Support the normal function of your immune system with Pro-Core (berry flavour)

EPICOR    High In Vitamin C    High In Vitamin D    High In Zinc    High In Selenium

**GF** Gluten Free    Contains no artificial colours or flavours

## Product Usage

Enjoy your Pro-Core daily by adding one sachet (3.7 g) to 150 ml of water and stir until dissolved



\*PRO-CORE IS HIGH IN ZINC, SELENIUM AND VITAMINS C AND D WHICH CONTRIBUTE TO THE NORMAL FUNCTION OF THE IMMUNE SYSTEM.

THIS ADVERT IS FDA APPROVED.  
FDA/FS.213-03011



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