

CIMG DECLARES LABADI BEACH HOTEL & PRIMETIME LIMITED MDs AS MARKETING MAN AND WOMAN OF THE YEAR 2023

Accra, Ghana: September 10, 2024 – The Chartered Institute of Marketing, Ghana (CIMG), has named the Managing Director of Labadi Beach Hotel, Mr. David Eduaful, and the Managing Director of Primetime Limited, Mrs. Nana Akua Mensa-Bonsu, respectively as the Marketing Man and Woman of the Year 2023. The awards were conferred at the 35th CIMG Annual National Marketing Performance Awards held at the Labadi Beach Hotel last Saturday.

The Marketing Man of the Year 2023, Mr. David Eduaful, was recognised for his leadership in elevating Labadi Beach Hotel to the top of the market. Under his guidance, the hotel solidified its position as the preferred choice for guests, significantly enhancing its brand image and financial performance. Mr. Eduaful's innovative approach has resulted in a remarkable 50 percent market share in the past year, demonstrating his ability to deliver exceptional value to stakeholders.

The Marketing Woman of the Year 2023, Mrs. Nana Akua Mensa-Bonsu, was recognised for consistently organising and delivering world-class programmes that captivate both domestic and international audiences. Her notable contributions to education, including scholarship opportunities, STEM promotion, and media reach, have earned her this well-deserved recognition. With a sustained increase in market share, reaching 80 percent this year, she has cemented her position as the premier educational consultancy leader in the industry.

Also featured on the list of personality awards were the Marketing Practitioner and Marketing Students of the year 2023. The Marketing Practitioner of the year award was presented to Mr. Robert O. Mensah, who serves as the General Manager at Eusbett Hotel. Meanwhile, the Marketing Students of the year were jointly awarded to Ms. Daniella Fuller Konadu Dapaah, currently studying at Leeds Beckett University and Mr. Alexander Obeng Ansong, for being the overall best students in the professional Marketing examinations.

Other awards categories are Hall of Fame, Media/Marketing Communications, Business Organisations, Products, and Not-for-Profit Organisations.

With the advent of Artificial Intelligence (AI) in an era of unprecedented technological transformation, CIMG deemed it timely and relevant in today's fast-evolving digital landscape to discuss the theme: "Harnessing the Power of AI as a Transformative Tool for Marketers".

Addressing both virtual and in-person participants, the National President of CIMG, Dr Daniel Kasser Tee, stated that AI is revolutionising the way we perceive, interact with, and influence our markets.

"The integration of AI into our profession is not merely a trend; it is a significant paradigm shift that demands our active engagement and strategic foresight. AI empowers us to better understand our customers, personalise their experiences, and anticipate their needs with unprecedented speed and accuracy. This transformative tool is enabling us to achieve higher efficiency, greater creativity, and more insightful decision-making processes," Dr. Kasser Tee said.

The CIMG National President further commented on AI reshaping industries and redefining what is possible in marketing practice currently and in the future.

"It is no longer science fiction but a present-day reality that permeates every facet of our lives, particularly in business. From personalised recommendations to automated customer service, AI is transforming the way we interact with customers and drive growth, offering immense potential for those willing to embrace it. We hope that by highlighting and discussing this theme, businesses will begin to explore the possibilities of this new technology as the new way of life," he stated.

He also acknowledged that the benefits to be derived from embracing AI are enormous: "According to a PWC 2017 report, AI could contribute up to USD 15.7 trillion to the global economy by 2030, with marketing set to benefit significantly from this growth. A separate study by McKinsey in 2017 revealed that organisations adopting AI in marketing saw a 15% increase in customer satisfaction and a 20% reduction in marketing costs."

He concluded with some advice for businesses, saying that "Notwithstanding all these opportunities ahead of us, we must realise that with great power comes even greater responsibilities. As we harness the capabilities of AI, we must also remain vigilant about the ethical implications and ensure that our practices uphold the highest standards of integrity

and transparency. It is our duty to leverage AI not just for profit, but to create value that resonates with our customers and society at large.”

The Guest Speaker for the awards ceremony, Prof. Kwaku Atuahene-Gima, who is the founder and president of the Nobel International Business School, highlighted the evolution of marketing in a period of technological transformation.

“Marketing has come a long way, evolving from a focus on the traditional 4Ps to becoming a sophisticated discipline centred around value creation, delivery, and capture. As AI and its associated technologies emerge, they are seen as natural extensions of this evolution. Today, marketing is deeply intertwined with innovation, confirming Peter Drucker’s insight that marketing and innovation are the only true functions of a business. This technological shift positions marketing at the heart of business strategy, transforming how we create and deliver value,” Prof. Atuahene-Gima indicated.

According to him, “we now find ourselves in the Digital Age of Marketing, where the internet and AI-driven tools like predictive analytics and machine learning provide deeper insights into customer behaviours and preferences. However, to fully harness AI’s potential, firms and marketers must develop strong AI adoption capabilities.”

In attendance, was the Deputy Minister for Tourism, Arts & Culture, Hon. Mark Okraku Mantey, who commended the leadership of CIMG for sustaining the glamorous awards ceremony for these past years. He indicated that the theme for the event was apt: “AI has arrived, and it will undoubtedly impact marketing in significant ways. I am pleased that we are raising awareness now. In my experience with music and the arts, we have often been slow to adopt new technologies.”

He further emphasised, “AI-driven marketing is projected to drive about 45 percent of the global economy by 2030, making it clear that we cannot afford to lag. As marketers, innovation is a key part of your profession, and this is the time to lead the charge in growing commerce in Ghana and compete globally. Tourism and the arts, including the MICE sector, must be integrated into these innovations, and I encourage the marketing fraternity to recognise the vital role of the Tourism, Arts & Culture ecosystem in this transformation.”

This year, there were no winners in four categories as entries submitted by players in these industries did not meet the minimum standard criteria for Evaluation: Finance House, Telecommunications (Allied & Support Services), Airline of The Year (International) and Internet Service Provider.

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A BRIEF ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) is a Marketing Professional body established on July 3, 1981, with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). In 2020, the CIMG was granted a Parliamentary Act 1021, which gives it the mandate to regulate the standard in marketing practice and the training of marketing professionals in Ghana. The Institute aims at promoting the interest of both individual and corporate members through various interventions; the provision of marketing professional advice and services to corporate bodies and the promotion of marketing excellence through the prestigious CIMG Annual National Marketing Performance Awards.

ABOUT CIMG AWARDS

The CIMG Annual National Marketing Performance Awards is the Institute's annual recognition platform to create awareness about the relevance of marketing for the success of businesses, promote higher professional standards and excellence among practitioners, and stimulate healthy competition among organisations, while ensuring improved quality of products and services offered by organisations.

ADDITIONAL NOTES TO THE EDITOR

THE FULL LIST OF THE AWARDS WINNERS AT THE 35TH ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS FOR THE YEAR 2023

AREA OF AWARD	AWARD WINNERS
1. MARKETING MAN, 2023	DAVID EDUAFUL, MANAGING DIRECTOR, LABADI BEACH HOTEL
2. MARKETING WOMAN, 2023	NANA AKUA MENSA-BONSU, MANAGING DIRECTOR, PRIMETIME LIMITED
3. MARKETING PRACTITIONER, 2023	ROBERT MENSAH, GENERAL MANAGER, EUSBETT HOTEL
4. MARKETING STUDENT, 2023	DANIELLA FULLER KONADU DAPAAH, STUDENT - LEEDS BECKETT UNIVERSITY
5. MARKETING STUDENT, 2023	ALEXANDER OBENG ANSONG, HEAD OF COMMERCIALISATION, CSIR-FORIG
HALL OF FAME -ELITE CATEGORY (>10)	
6. RETAIL OUTLET	MELCOM GHANA
HALL OF FAME (<10 YEARS)	
7. INSURANCE COMPANY (GENERAL)	ENTERPRISE INSURANCE
8. INSURANCE COMPANY (GENERAL)	VANGUARD ASSURANCE
9. INSURANCE COMPANY (LIFE)	SIC LIFE INSURANCE LIMITED
10. MOTOR FIRM	JAPAN MOTORS
11. BANK	ECOBANK GHANA PLC
12. PETROLEUM	GOIL PLC
13. AIRLINE (DOMESTIC)	AFRICA WORLD AIRLINES
14. TELECOMMUNICATIONS	MTN GHANA
15. PETROLEUM	TOTALENERGIES GHANA
NEW ENTRANT	
16. MICROFINANCE	FWF MICROFINANCE LIMITED
MEDIA & MARCOMMS	
17. ABOVE-THE-LINE CAMPAIGN	CAMEL TREASURE HUNT
18. BELOW-THE-LINE CAMPAIGN	PEPSODENT TELEDENTISTRY-NOW EVERYONE CAN #TALKTOADENTIST
19. NEW MEDIA CAMPAIGN	CAMEL TREASURE HUNT
20. TV PROGRAMME	NATIONAL SCIENCE & MATHS QUIZ
21. RADIO PROGRAMME	EKOSIISEN
BUSINESS	
22. INSURANCE COMPANY (LIFE)	ENTERPRISE LIFE
23. INSURANCE COMPANY (GENERAL)	HOLLARD GHANA
24. HOSPITALITY FACILITY (HOTELS)	LABADI BEACH HOTEL
25. HOSPITALITY FACILITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
26. PETROLEUM COMPANY	GOIL PLC
27. REAL ESTATE COMPANY	LAKESIDE ESTATE

28. PRIVATE HEALTH FACILITY	PPAG FAMILY HEALTH CLINIC- CAPE COAST
29. CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES
30. MEDIA ORGANISATION	MULTIMEDIA GHANA LIMITED
31. BANK	GCB BANK PLC
32. RURAL BANK	AMENFIMAN RURAL BANK LIMITED
33. FINANCE HOUSE	NOT AWARDED
34. SAVINGS & LOANS COMPANY	BEST POINT SAVINGS & LOANS
35. MICRO FINANCE COMPANY	FWF MICROFINANCE LIMITED
36. TELECOM COMPANY	MTN GHANA
37. TELECOMS (ALLIED & SUPPORT SERVICES)	NOT AWARDED
38. INTERNET SERVICE PROVIDER	NOT AWARDED
39. MARKETING-ORIENTED ORGANISATION	MTN GHANA
40. AIRLINE OF THE YEAR (DOMESTIC)	AFRICA WORLD AIRLINES (AWA)
41. AIRLINE OF THE YEAR (INTERNATIONAL)	NOT AWARDED
42. MANUFACTURING COMPANY	UNILEVER GHANA PLC
43. POSTAL & COURIER SERVICES(INT)	DHL GHANA LIMITED
44. POSTAL & COURIER SERVICES (DOMESTIC)	YOM YOM SERVICES LIMITED
45. AGRO-BASED COMPANY	CALLIGHANA COMPANY LIMITED
46. ONLINE NEWS PORTAL	MYJOYONLINE
47. NOT-FOR-PROFIT ORGANISATION	WORLD VISION GHANA
48. RETAIL OUTLET	MELCOM GHANA
49. E-COMMERCE COMPANY	MELCOM GHANA
50. INDIGENOUS CATERING FACILITY	ZESUZA CATERING SERVICES
51. MOTOR FIRM	JAPAN MOTORS
PRODUCT	
52. MANUFACTURING	B5 PLUS - HIGH TENSILE FE600
53. SERVICES	HOLLARD INSURE PACK-A MOTOR INSURANCE ON-THE-GO (MOTOR INSURANCE IN A BOX)
54. EMERGING BRAND	DETTOL COOL SOAP
CIMG PRESIDENT'S SPECIAL AWARD	
55. ESTHER BOADU, STUDENT, UNIVERSITY OF GHANA	
56. FELICITY WEDAVA AJURE, STUDENT, UNIVERSITY OF GHANA	
57. EMMANUEL KWASHI DZIVENU, JOURNALIST, JOYNEWS	
58. PROF. ABEDNEGO FEEHI OKOE AMARTEY, VICE-CHANCELLOR, UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA	