

**CIMG**  
WORKING FOR GHANA

35<sup>TH</sup>

**CIMG ANNUAL  
NATIONAL MARKETING  
PERFORMANCE  
AWARDS**



**theme** Harnessing the  
Power of AI as a  
Transformative  
Tool for Marketers

 **Saturday,  
September 07, 2024**

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  Chartered Institute of  
Marketing Ghana

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# CIMG

WORKING FOR GHANA

## Chartered Institute of Marketing, Ghana (CIMG)

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**DR. DANIEL  
KASSER TEE**  
National President,  
CIMG





# CIMG NATIONAL PRESIDENT'S WELCOME MESSAGE

**D**istinguished Members of the Chartered Institute of Marketing, Ghana,  
Captains of industry,  
Esteemed stakeholders,  
Invited Guests,  
Ladies and Gentlemen,  
It is with great pleasure and pride that I extend warm greetings to all of you on this momentous occasion of the 35th Chartered Institute of Marketing, Ghana (CIMG) Awards,

a gathering that places 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. 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.

We are here to celebrate not only the achievements of our peers but also the endless potential of our profession as we step boldly into a future shaped by innovation and technology.

Our theme this year, "Harnessing the Power of AI as a Transformative Tool for Marketers," could

not be more fitting, in the face of a technological revolution. We stand on the cusp of a new era where Artificial Intelligence (AI) is redefining the landscape of marketing, offering us tools and insights that were unimaginable just a few years ago.

As marketers, our core mission has always been to understand and anticipate the needs of our customers. Today, AI empowers us to do this more effectively than ever before. By harnessing the power of AI, we can turn vast amounts of information into actionable insights, allowing for personalised and targeted campaigns that resonate deeply with our audiences. This is not just about efficiency; it is about creating meaningful connections with our customers in a world that is increasingly driven by data.

Moreover, AI is revolutionising the way we approach customer experience (CX) by forecasting consumer behaviour with precision, enhancing every touchpoint

of the customer journey. By 2025, AI-driven customer interactions are projected to increase, offering us unprecedented opportunities to improve engagement and satisfaction.

As we embrace these technologies, we must also navigate the ethical challenges they present. Transparency, data privacy, and fairness must remain at the forefront of our AI strategies as it is crucial that we build trust with our customers. This ensures that they understand how their data is being used and that we are committed to ethical AI practices.

Let us remember that AI is not a replacement for our creativity or human intuition, but a powerful tool that enhances them. By leveraging AI thoughtfully and responsibly, we can unlock new levels of innovation, driving growth and success for our organisations while staying true to the human-centric principles that define our profession.

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 different 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. 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 my fellow Marketers, I say to you that this is the time to be creative in our marketing plans and execute with precision, and finesse our innovative ideas, to positively impact Ghanaian businesses. At this transformative stage, I encourage all of us to embrace the potential of AI with enthusiasm and responsibility. Together, we can lead the charge in transforming the marketing industry, ensuring that it remains dynamic, innovative, and deeply connected to the needs of our customers.

We have an opportunity to continue pushing the boundaries of what is possible in marketing, celebrating our shared successes and striving towards even greater achievements, 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 35th 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 a success. To all award winners, I extend my strongest felicitations to you.

May this year's CIMG Awards inspire us all to reach new heights.

Please enjoy the evening







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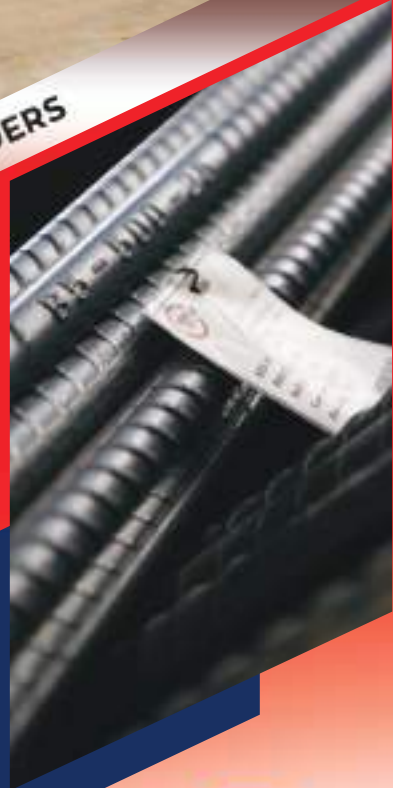
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HON. ANDREW  
EGYAPA MERCER**

**Minister For Tourism,  
Arts & Culture**



# GOODWILL MESSAGE FROM THE GUEST OF HONOUR

I bring you the warmest of greetings from my Ministry, and the Government of Ghana, on the occasion of your annual national marketing performance awards ceremony, and I wish to commend the entire leadership of CIMG for instituting such a ceremony to commend and publicly appreciate members of your fraternity that have excelled in various disciplines in the course of the year. Recognition is not a scarce resource, and one cannot simply run out of it.

Also, as marketers, it is prudent to underscore in the popular words of Doug Conant, that “To win in the marketplace, you must first win in the workplace”. In that light, I believe this occasion is a step in a right direction.

The ceremony’s theme, “harnessing the power of artificial intelligence as a transformative tool for marketers”, has come on the back of changing times in our social and marketing space which has employed everyone to metamorphose from the traditional way of marketing to a more advanced and technology-savvy way.

The only constant in life is change, and the world of marketing is going through a tremendous change right now. Artificial intelligence (AI) marketing is taking on a bigger role with the advent of intelligent marketing tools and generative AI like ChatGPT, creating an abundance of opportunities for marketing

teams to do more of what they already do best. As marketers, this is an essential advantage.

Dear reader, the conversation of Artificial Intelligence in marketing remains a deeper one, more mysterious than we know of – as day-in-day-out, technology is advancing.

I challenge you all to embrace the dynamism and effectiveness that AI introduces to the marketing profession. I also challenge you to live by the Code of Ethics of the profession as consistent with the dictates of the profession and the parliamentary act that establishes this charter.

Your professional training has equipped you with the ability to dream and develop a vision that can be realised and to contribute to national development. I congratulate the award recipients and organisers, and wish them the best of success in their future pursuits.

Thank you and God bless you all.





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# GOODWILL MESSAGE FROM THE GUEST SPEAKER

**T**he President and Governing Council of the Chartered Institute of Marketing (CIMG)  
Distinguished Members of the Chartered Institute of Marketing  
Esteemed Stakeholders  
Ladies and Gentlemen

It is with great enthusiasm that I extend my warmest congratulations to CIMG for organising this remarkable awards event under the theme “Harnessing the Power of AI as a Transformative Tool for Marketers”. As we stand at the forefront of a digital revolution, the integration of artificial intelligence in marketing is not just a trend—it is a transformative force that is reshaping how we connect with consumers, enhance customer experiences, and drive innovation across industries.

This event is a testament to the vision and forward-thinking approach of CIMG. It not only honours the trailblazers who are leveraging AI to redefine the marketing landscape but also serves as an inspiration for the next generation of marketers. By embracing these technological advancements, they can infuse creativity, responsibility, and ethical considerations into their work, ensuring that

AI’s potential is harnessed for the greater good.

The theme underscores the critical importance of staying ahead of the curve in today’s fast-paced business environment. As marketers, we are entrusted with the responsibility of guiding our organisations through this digital transformation, ensuring that our strategies are not only innovative but also sustainable and impactful.

May this event continue to illuminate the path toward a future where AI and marketing converge to create new opportunities, foster meaningful connections, and build a more equitable and prosperous society. Congratulations to all the nominees and winners for your exemplary contributions to this dynamic field. Your achievements set a high standard for others to follow and inspire us all to push the boundaries of what is possible.

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# PATRON'S MESSAGE

**WILSON ATTA KROFAH,**

**T**he practice of professional marketing in Ghana has undoubtedly undergone phenomenal transformation since the establishment of the Chartered Institute of Marketing, Ghana (“CIMG”) 35 years ago.

At the time, the channels available for communicating information about products and services produced and provided by Companies in Ghana were the traditional radio, television, billboards and newspapers. Communication through this media was limited as its availability and reach was limited because its provision was mainly via the government and a few foreign commercial houses. With time, the internet and now Artificial Intelligence (AI) provides instant worldwide communication.

The development of this communication methods has provided unlimited access to information, communication and has, thus, provided unlimited access for marketing professionals to communicate information about their products and services.

Whilst I urge the CIMG to continue with their professional development of marketing locally as an essential business tool for promoting

goods and services, I pray that the benefits of AI as an essential marketing tool will feature prominently in their marketing training programmes in order to make marketing professionals in Ghana internationally competitive.

I wish CIMG, continued progress in their quest to make marketing a professional skill in Ghana.

I take this opportunity to suggest to CIMG that they promote their programmes to other African countries in support of the ongoing African Continental Free Trade Area programme, recognising the special needs of African consumers. In doing so, within the next 35 years, CIMG, will become the leading Training Institution for Marketing professionals in Africa.

Congratulations on your 35 years' anniversary.



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# 35TH CIMG AWARDS PROGRAMME OUTLINE

## 6:00 PM

Arrival of Dignitaries

## 6:00 PM – 7:00PM

Cocktails and Networking

- Opening Prayer
- Introductory Remarks and Introduction of Dignitaries
- Dinner
- Welcome Address by Dr. Daniel Kasser Tee, (National President, CIMG)
- Music and Dance
- Speech by Guest Speaker
- 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



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# CIMG

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## 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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# 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 34 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 organisations
- 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

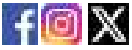
(i.e., the financial, manufacturing, and electronic media industry.) to improve on their performances.

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.





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# 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.

For the Hall of Fame category, nominees are to answer the questionnaires 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.

Additionally, Hall of Fame organisations can compete in their industry category. If they win, they will receive both the industry and their Hall of Fame award.

## 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/ 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
- XXII 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. Overall 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.

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.

And in 2022, we revised the Marketing-Oriented Digital Media Organisation to Online News Portal of the Year.

In 2023, the Governing Council permitted all Hall of Fame organisations to compete in their industry category. If they win, they will receive both the industry and their Hall of Fame award.

This year, CIMG is not awarding four (4) categories, as listed below:

- 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



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

- The findings (scores) of the panellists 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.

I am honoured to receive the invitation as Guest of Honour, and I am very impressed with the glamour and reputation of the event. I commend the Registrar and CEO as well as the Institute for putting such an event together. Idorenyen (IDY) Enang, President, National Institute of Marketing of Nigeria – Awards 2022.

## THE FUTURE

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 CIMG Act 2020 (ACT 1021) and the new Regulations 2023 (L.I. 2479), 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

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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.

In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and has therefore come into force to execute of the Institute's mandate and functions as stipulated in the CIMG ACT 2020 (Act 1021).

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 organisations 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

The membership of the Institute consists of the following:

- i. a Fellow;
- ii. a Full Member;
- iii. an Associate Member;
- iv. an Emerging Associate Member;
- v. a Graduate Member;
- vi. a Student Member;
- vii. an Honorary Member; and
- viii. a Corporate Member

## QUALIFICATION FOR ENROLMENT AS A FELLOW

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





- i. a Fellow of a recognised marketing professional body approved by the Institute;
- ii. a Full Member with at least fifteen 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”.

#### **QUALIFICATION FOR ENROLMENT AS A 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 recognised marketing professional body approved by the Institute; or
- ii. a degree in a 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 Full Member by the Council may use the title “MCIMG”.

#### **QUALIFICATION FOR ENROLMENT AS AN 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 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**

1. 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.

2. 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.





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### QUALIFICATION FOR ENROLMENT AS AN HONORARY MEMBER

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

- 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”.

### MEMBERSHIP GRADES

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

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.

### 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 Registrar and Chief Executive Officer who administers the day-to-day affairs of the Institute under the direction of the Governing Council.

### ROLL CALL OF CIMG PRESIDENTS

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

### ACTIVITIES

The main activities of the Institute include consultancy, training, professional marketing qualifications, short course certifications, events, research and advocacy for the marketing profession.

### 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
  - Right to Information Commission
  - Ghana Commercial Examinations Committee of
  - The West Africa Examination Council
  - University of Professional Studies, Accra UPSA Council
  - Ghana Exports Promotion Authority Entity Tender Committee

- Students Loan Trust Fund Entity Tender Committee
- Ghana Aids Commission Entity Tender Committee
- Ghana Institute of Journalism Business Advisory Board Committee
- SIC Life Entity Tender Committee

- The institute also made contributions to the following:
  - IPS BILL
  - VAT BILL
  - Made In Ghana
  - Brand Ghana

### CIMG PLACEMENT SERVICES

The CIMG placement services provide a professional, confidential and personalised 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.

### FUTURE DIRECTIONS

With the passage of the CIMG Marketing Act 2020 (Act 1021) and subsequently the CIMG Regulations 2023 (L.I. 2479), the institute has the mandate to standardise marketing practice and regulate the marketing profession in the country; train marketing professionals and bring the profession to a level comparable with any other globally.

CIMG will organise short course certification programmes all year long for marketing practitioners, professionals, and interested persons alike.

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

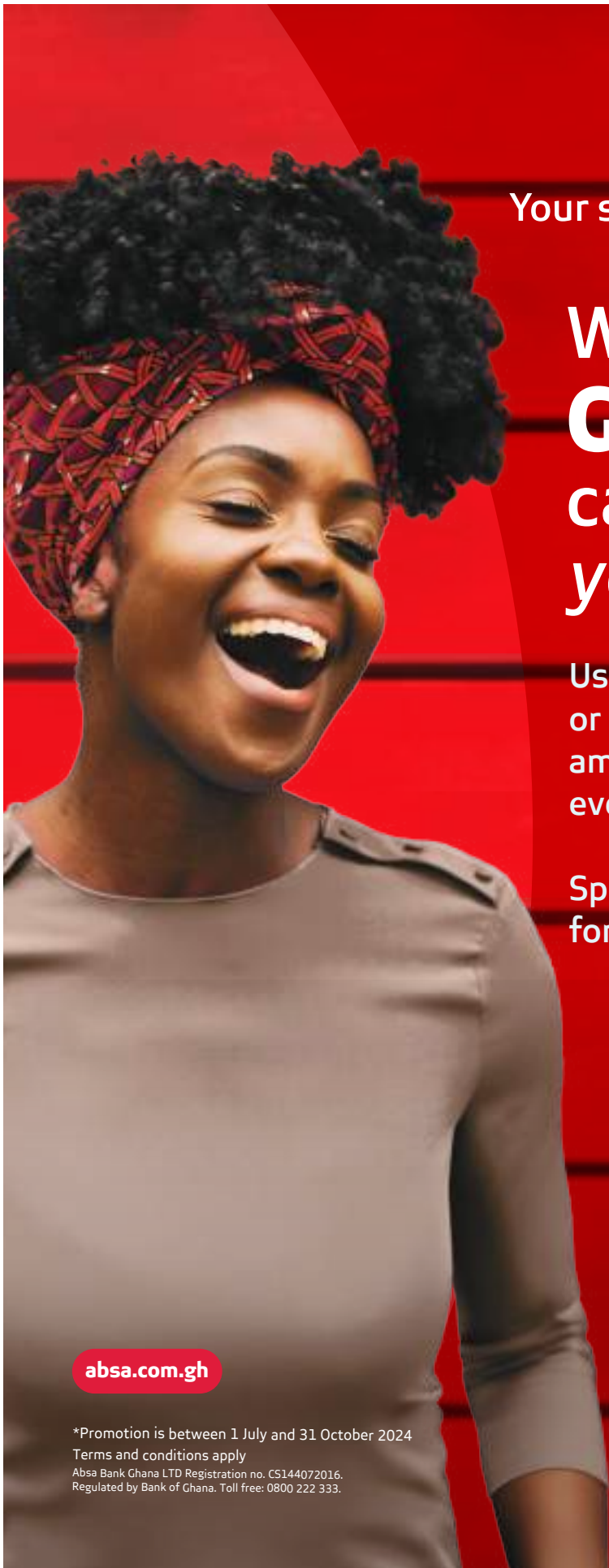
CIMG will welcome other professionals currently practising marketing in the country into our fold to increase our membership base.

The Ghana School of Marketing will be expanded upon completing the secretariat building. Through this, many students can undertake professional marketing courses to help produce qualified personnel as part of the national capacity building.

### OUR OFFICE

<b>Main Office:</b>	Off Spintex Road, Behind Coastal Estates
<b>GPS Address:</b>	GT -345 - 5821
<b>Project Office:</b>	UPSA Campus
<b>GPS Address:</b>	GM-036-8313
<b>Postal Address:</b>	P.O. Box GP 18235, ACCRA
<b>Telephone:</b>	055-274-6592
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# CIMG'S PROFESSIONAL MARKETING QUALIFICATIONS

**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 Programme Pathway 7: Professional Master's Degree in Applied Marketing

(Research-Based)

## **CHARTER STATUS AND EMPLOYMENT-DRIVEN CIMG QUALIFICATIONS**

CIMG offers dual qualifications that are both academic and professional in nature.

The master's degree is academic while the Chartered Marketer is the property of the Chartered Institute of Marketing, Ghana which is aimed at ensuring a high degree of professionalism and proper self-regulation. The CIMG will reserve the right to withdraw the privileged status at its discretion though

subject to its internal rules and regulations. The syllabus therefore responds to the following emerging issues or challenges in curriculum design:

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







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2.	MARKETING WOMAN, 2023	NANA AKUA MANSA-BONSU, MANAGING DIRECTOR, PRIMETIME LIMITED
3.	MARKETING PRACTITIONER, 2023	ROBERT MENSAH, GENERAL MANAGER, EUSBETT HOTEL
4.	MARKETING STUDENT, 2023	ALEXANDER ANSONG OBENG, HEAD OF COMMERCIALISATION, CSIR-FORIG
5.	MARKETING STUDENT, 2023	DANIELLA FULLER KONADU DAPAAH, STUDENT, LEEDS BECKETT UNIVERSITY
HALL OF FAME – ELITE CATEGORY (>10)		
6.	RETAIL OUTLET	MELCOM GHANA
HALL OF FAME (<10 YEARS)		
7.	INSURANCE COMPANY (GEN)	ENTERPRISE INSURANCE
8.	INSURANCE COMPANY (GEN)	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 LTD
MEDIA		
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18.	BELOW-THE-LINE	PEPSODENT TELEDENTISTRY-NOW EVERYONE CAN #TALKTOADENTIST (UNILEVER GHANA)
19.	NEW MEDIA CAMPAIGN	CAMEL TREASURE HUNT (PZ CUSSONS)
20.	TV PROGRAMME	NATIONAL SCIENCE & MATHS QUIZ
21.	RADIO PROGRAMME	EKOISIEN
BUSINESS		
22.	INSURANCE COMPANY (LIFE)	ENTERPRISE LIFE
23.	INSURANCE COMPANY (GENERAL)	HOLLARD GHANA
24.	HOSPITALITY FACILITY (HOTEL)	LABADI BEACH HOTEL
25.	HOSPITALITY FACILITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
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33.	SAVINGS & LOANS COMPANY OF THE YEAR	BEST POINT SAVINGS & LOANS
34.	MICROFINANCE COMPANY	FWF MICROFINANCE LIMITED
35.	TELECOM COMPANY	MTN GHANA
36.	MARKETING-ORIENTED ORGANISATION	MTN GHANA
37.	AIRLINE (DOMESTIC)	AFRICA WORLD AIRLINES (AWA)
38.	MANUFACTURING COMPANY	UNILEVER GHANA PLC
39.	POSTAL & COURIER SERVICES(INT)	DHL GHANA LIMITED
40.	POSTAL & COURIER SERVICES (DOMESTIC)	YOM YOM SERVICES LIMITED
41.	AGRO-BASED COMPANY	CALLIGHANA LIMITED
42.	ONLINE NEWS PORTAL	MYJOYONLINE
43.	NOT-FOR-PROFIT ORGANISATION	WORLD VISION GHANA
44.	RETAIL OUTLET	MELCOM GHANA
45.	E-COMMERCE COMPANY	MELCOM GHANA
46.	INDIGENOUS CATERING FACILITY	ZESUZA CATERING SERVICES
47.	MOTOR FIRM	JAPAN MOTORS
<b>PRODUCT</b>		
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51.	MS. ESTHER BOADU	STUDENT, UNIVERSITY OF GHANA
52.	MS. FELICITY WEDAVA AJURE	STUDENT, UNIVERSITY OF GHANA
53.	EMMANUEL KWASHI DZIVENU	JOURNALIST, JOYNEWS
54.	PROF. ABEDNEGO FEEHI OKOE AMARTEY	VICE-CHANCELLOR, UPSA





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# CIMG CONSULT

## CIMG CONSULT

CIMG Consult delivers training programmes that span the basics of marketing through to issues of strategic importance. The objective of the CIMG consult is to ensure that businesses overcome obstacles or identify new opportunities and expand.

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.

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.

# GHANA SCHOOL OF MARKETING (GSM)

**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.





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# FRATERNAL MESSAGES



**JACQUELINE  
COMMODORE**

Ag. Executive Secretary



GHANA ASSOCIATION OF MICROFINANCE COMPANIES  
Promoting Financial Inclusion, Empowering Communities

## FRATERNAL MESSAGE FROM THE GHANA ASSOCIATION OF MICROFINANCE COMPANIES (GAMC)

**O**n behalf of the Ghana Association of Microfinance Companies (GAMC), I extend our warmest greetings to you. The theme for this year's CIMG awards, "Harnessing the Power of AI as a Transformative Tool for Marketers," is particularly insightful, especially considering the growing influence of technology in the financial sector.

We, at the forefront of financial inclusion in Ghana, recognise the significant potential of Artificial Intelligence (AI) to revolutionise not just marketing practices, but financial services as a whole. AI offers exciting possibilities for microfinance institutions to improve customer outreach, personalise financial products, and streamline loan applications – ultimately promoting financial literacy and economic empowerment.

We are confident that the CIMG awards will recognise and celebrate marketing professionals who are leveraging the power of AI to achieve transformative results within the marketing landscape. This awards scheme serves as a beacon, inspiring future generations of marketers,

not just in traditional sectors, but also within the dynamic realm of financial inclusion, to integrate AI into their strategies.

GAMC stands alongside CIMG in its unwavering commitment to fostering excellence in marketing. We commend your efforts to equip marketers with the knowledge and skills necessary to navigate the complexities of the digital age. By recognising innovative marketing campaigns that harness the power of AI, the CIMG awards play a crucial role in propelling the marketing profession forward.

Tonight, we celebrate your achievements and look forward to witnessing the groundbreaking ways in which Ghanaian marketers, across all industries, are harnessing the power of AI. May these awards inspire continued exploration and responsible implementation of AI, not just for marketing purposes, but for a more inclusive and prosperous Ghana.

Congratulations to CIMG on another successful awards night and Ayekoo to all the winners.





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## FRATERNAL MESSAGE FROM MAVERICK RESEARCH

**O**n behalf of Maverick Research, we extend our warmest fraternal greetings on the occasion of the prestigious 2023 CIMG Awards. We celebrate the outstanding achievements of marketing professionals and organisations in Ghana, who continuously push the boundaries of innovation and excellence.

At Maverick, we share the CIMG's commitment to empowering marketers. We believe that **harnessing the power of Artificial Intelligence (AI)** is a transformative tool for the future of marketing in Ghana and West Africa.

**Maverick bridges the gap between cutting-edge AI and practical application.** We integrate AI into our retail audit solutions, making complex data analysis accessible to marketers, regardless of their advanced math or statistical skills.

**Through user-friendly dashboards and insightful reports,** our AI technology simplifies complex data sets, revealing actionable insights that empower marketers to:

- **Optimise campaign performance**

- **Gain deeper customer understanding**
- **Make data-driven decisions with confidence**

Our mission is to **democratise access to AI-powered market intelligence**, ensuring that all marketers, regardless of their technical background, can leverage the power of data to achieve remarkable results.

We commend the CIMG for recognising the importance of continuous learning and development in the marketing field. Maverick proudly aligns with this vision by providing educational resources and workshops that equip marketers with the knowledge and skills to navigate the evolving landscape of AI-powered marketing.

**Congratulations once again to the CIMG and all the 2023 award recipients.** We look forward to a future where marketing in Ghana and West Africa reaches new heights of innovation and success, driven by the combined power of human ingenuity and AI technology.



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



**CECIL  
SUNKWA-MILLS**  
President



On behalf of the Executive Council, Council of Elders, and the Membership of the Ghana Independent Broadcasters Association (GIBA), congratulations to the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of yet another Annual National Marketing Performance Awards. We at GIBA do not take lightly the good working relationship we have been enjoying with the CIMG over the years.

It is our belief that the CIMG will continue to be the leader in celebrating professionalism, good and hard work, and excellence in the industry while ensuring that marketing remains an integral part of every aspect of industry and commerce, even in the face of rapidly evolving technology.

With the conviction that the CIMG Awards not only highlights marketing trends, it comes as no surprise that the theme for this year's celebration is "Harnessing the Power of AI as a Transformative Tool for Marketers". It goes without saying that for businesses determined to provide excellent customer experience and to stand out from their competitors, taking advantage of technology is non-negotiable. For us in broadcasting which provides a major window for creating and communicating marketing messages, we are a bridge which must take the impact of AI as a new positive transformative tool.

With the advantages AI brings, such as personalised content

recommendations, improved content curation, enhanced content creation, real-time data analysis, and automation of repetitive tasks, we, together with the CIMG, must explore these deeply for growth. Alongside, we must also prepare strategically for AI challenges such as the lack of human touch, bias in algorithms, privacy concerns, overdependence on technology, and job displacement in our industries and professions.

It is therefore up to businesses to make the most of AI in enhancing our service delivery to our clients and people across the world in order to stay relevant in the industry.

Collaborating with the CIMG, among other stakeholders, will ensure a win-win situation for all, especially as the role of marketing cannot be underplayed, especially as we contribute our quota to the socio-economic development of our nation. Very important is the need to eschew any form of interference or manipulation by actors for parochial interests, thus eliminating mediocrity in our economy.

We remain convinced that it is only through a collective effort from all stakeholders, that is, businesses and regulators, that a stable and reliable business environment for Ghana's development can be consolidated.

Ayekoo to all award winners and congratulations to the CIMG. We wish the CIMG success in all its endeavours.

Long live CIMG. Long live GIBA.







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## FRATERNAL MESSAGE FROM THE GHANA UNION OF TRADERS' ASSOCIATIONS (GUTA)

**T**he Ghana Union of Traders' Associations (GUTA) lauds the tradition of organising these annual awards to recognise individuals and organisations who demonstrate exceptional performance within their various industries.

It is a step in the right direction that deserves commendation. GUTA, therefore, urges you on to continue with this good work because apart from encouraging awardees to give out their best, it also inspires other individuals and organisations to strive for higher standards in their performance.

Organising these awards for the past thirty-four (34) years and sustaining the positive contributions is no mean achievement that needs to be celebrated by all and sundry, especially during these trying moments of the present economic challenges resulting from the global phenomena of covid-19 pandemic and geopolitics.

In fact, we are highly impressed with your choice of the theme: "Harnessing the power of AI as a transformative tool for marketers"

for this event. It is timely and apt for the occasion.

As we all know and cannot run away from, we are in a complete era of advanced technological development where computers and their related technologies drive the world. With or without us as individuals and organisations it has become the order of the day, and inevitable for mankind, especially for those of us in business. Therefore, harnessing the power of AI as a transformative tool for marketers will help improve our lot, as it has many benefits in terms of facilitating business, reducing cost and time, and other advantages for both individuals and organisations. So let us firmly embrace it.

We cannot help but to say that we are really proud of you and also reaffirm our commitment to the long standing relationship with you as inseparable partners.

We wish you all the best in your endeavours. Thank you







**ENGR. MARK A. AMOAMAH**  
President



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

**O**n behalf of the Chartered Institute of Logistics and Transport (CILT) Ghana, it gives me great pleasure to extend a warm and fraternal welcome to all of you gathered at the 35th CIMG Annual National Marketing Performance Awards. This event is a celebration of excellence in the field of marketing and a testament to the hard work and dedication of all the innovative marketers in our industry.

The theme, “Harnessing the Power of AI as a Transformative Tool for Marketers,” resonates deeply with our own pursuits in logistics, transport, and supply chain. We recognise the transformative potential of AI in driving efficiency, innovation, and growth.

AI has emerged as a force reshaping the way we understand consumer behaviour, analyse market trends, and engage with our target audiences. Its integration into marketing strategies has revolutionised the industry, enabling marketers to leverage data-driven insights, predictive analytics, and automation to enhance decision-making and drive personalised experiences.

In today’s fast-paced and competitive business environment, harnessing the power of AI is no longer a choice but a necessity for marketers looking to stay ahead of the curve. By embracing AI technologies, marketers can gain a competitive edge by unlocking hidden patterns in data, optimising campaigns in real-time, and delivering hyper-targeted content to the right audience at the right time.

However, as we delve into the realm of AI in marketing, it is crucial to remember that technology is only as powerful as the humans behind it. While AI can automate tasks and processes, it is the creativity, strategic thinking, and emotional intelligence of marketers that will ultimately drive success in building lasting relationships with customers.

As we celebrate marketing excellence tonight, we acknowledge the interdependent relationship between marketing and logistics. Our industries are intertwined, and our collective success depends on collaboration and knowledge sharing.

Please accept our best wishes for a successful event and congratulations to the awardees.

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



**DR. RIVERISON  
OPPONG**  
CEO/Industry  
Coordinator



**O**n the distinguished occasion of the 35th CIMG Annual National Marketing Performance Awards, it is a privilege to extend our warm fraternal greetings from the Association of Oil Marketing Companies (AOMC).

The theme for this year's awards, "Harnessing the Power of AI as a Transformative Tool for Marketers," is both timely and forward-thinking. As we enter an era increasingly defined by technological advancements, the integration of Artificial Intelligence (AI) in marketing is no longer optional; it has become essential. AI has emerged as a powerful force, revolutionising how we understand, engage, and serve our customers.

At AOMC, we deeply recognise the transformative impact that AI holds for the Petroleum Downstream Industry. AI empowers Oil and LPG Marketing Companies to transcend traditional methods, enabling a deeper understanding of customer behaviour, enhancing operational efficiency, and delivering personalised experiences.

The capacity of AI to analyse vast information and forecast trends allows our businesses to refine their strategies, optimise pricing models,

and engage with our customers more effectively. This not only elevates customer satisfaction, but also strengthens loyalty and retention in an increasingly competitive market.

We extend our sincere commendations to the Chartered Institute of Marketing, Ghana (CIMG), for its remarkable legacy and steadfast commitment to excellence within the marketing profession. Your leadership in adopting technological innovations and setting high standards has been pivotal in advancing our industry.

Our heartfelt congratulations go out to this year's award winners and nominees. Your dedication, creativity, and pursuit of excellence represent the pinnacle of marketing achievement. We encourage you to persist in advancing innovation, pushing the boundaries, and continuously exploring new ideas and technologies.

May this celebration inspire us all to continue pushing the boundaries of possibility, leveraging the power of AI to drive our industry and our nation toward a more prosperous future.

Warm regards,





**EMMANUEL  
FRIMPONG**

**Founding President**



## FRATERNAL MESSAGE FROM THE AFRICA TOURISM RESEARCH NETWORK (ATRN)

The Africa Tourism Research Network (ATRN) is a civil society organization (CSO) dedicated to promoting responsible, ethical, and sustainable tourism in Africa. As a tourism and hospitality think tank, ATRN focuses on research, data, digitization, investment, climate change mitigation, and cultural exchange programs to achieve its goals.

The Chartered Institute of Marketing, Ghana (CIMG) has been organising Annual National Marketing Performance awards for the past 34 years to recognise individuals and organisations who demonstrate exceptional performance within their various industries.

As you celebrate these thirty-five years of positive contributions and achievements under the theme: 'Harnessing the power of AI as a transformative tool for marketers', allow me to congratulate you and your team for these milestones over the years and also choosing a theme for the celebration that is timely and relevant for the times we are in. ATRN as a data, digitisation and research focused network, we are well aware of the critical role AI plays in enhancing

customer experiences, driving efficiency and productivity, gaining data-driven insights, staying ahead of the competition and unlocking new revenue streams

Harnessing the power of AI as a transformative tool for marketers, will also help marketers to create tailored experiences for individual customers, increasing engagement and loyalty, processing vast amounts of data, providing actionable insights for informed marketing decisions, forecasting consumer behaviours and enabling proactive marketing strategies. It also helps marketers to streamline repetitive tasks, freeing them to focus on creative and strategic work, identifying and targeting specific audience groups, improving campaign effectiveness and tracking brand mentions, sentiment analysis, and trends, enabling real-time engagement.

It is the hope and desire of ATRN to form partnerships with like-minded organisations like the CIMG to drive innovations and change in the economy. We wish you a successful celebration and extend our congratulations to all award winners. We also commend all nominees who participated in this robust process. You are all indeed winners. Thank you and God bless you all.





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**ANDREW ACKAH**

President



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

**E**steemed Members of the Chartered Institute of Marketing, Ghana (CIMG), on behalf of the Advertising Association of Ghana (AAG), we would like to offer our heartfelt congratulations to CIMG as you celebrate the 35th Annual National Marketing Performance Awards.

This event not only showcases your dedication to excellence in marketing but also highlights the lasting impact of your contributions to the growth and development of the marketing profession in Ghana. For over three decades, CIMG has been a symbol of innovation, integrity, and distinction in the marketing industry, continuously setting high standards for our field.

Your consistent commitment to acknowledging and rewarding exceptional marketing performance has served as an inspiration for countless professionals and organisations to strive for greater achievements. These awards not only celebrate individual and collective successes but also reflect

the elevated standards you maintain in the marketing community.

The relationship between marketing and advertising is mutually beneficial, and our professions possess the ability to shape perceptions, influence decisions, and drive progress. AAG is honoured to stand alongside you as partners in our joint pursuit of excellence. As you recognise those who have excelled in their respective fields, we are reminded of the essential role that marketing plays in the success of businesses, the economy, and the nation as a whole.

As you commemorate this remarkable occasion, we wish you continued success in your efforts to promote the marketing profession in Ghana. May the next 35 years bring even greater accomplishments, more innovation, and a continued expansion of marketing excellence. Once again, congratulations on this significant milestone. Here's to a future filled with continued success and collaboration between our two esteemed organisations.





**ASSOCIATION OF  
RURAL BANKS (ARB) - GHANA**

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

**O**n behalf of the Council of Association of Rural Banks (ARB) - Ghana, we extend our greetings and congratulations to your esteemed organisation on the occasion of the 35th CIMG Annual National Marketing Performance Awards. As the pacesetters, you have consistently demonstrated excellence through these Awards.

This year's prestigious event, is under the theme "Harnessing the Power of AI as a Transformative Tool for Marketers," a true testament to your unwavering commitment to excellence in the field of marketing.

As an Association, we recognise the pivotal role that marketing plays in driving growth and innovation within the financial sector. In this era of rapid technological advancements, the integration of AI into marketing strategies has become a crucial component in empowering marketers to navigate the evolving landscape and deliver exceptional results.

We commend CIMG for its visionary leadership in recognising the transformative potential of AI and creating a platform to celebrate the achievements of marketing professionals who have embraced this powerful tool. Your dedication to fostering innovation and showcasing best practices in the industry is truly inspiring.

It is our prayer that this event serves as a catalyst for furthering the understanding and application of AI in marketing, and may it inspire marketers across Ghana to push the boundaries of what is possible.

We are proud to be associated with you as your achievements are evident for all to see.

To all award winners, we say ayekoo and congratulations to the organisers.

We look forward to the continued collaboration and exchange of knowledge between the ARB Ghana and CIMG.

Thank you and God bless us all





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**DR. FRED  
SAFO-KANTANKA**  
(Board Chairman)



## FRATERNAL MESSAGE FROM THE GHANA ASSOCIATION OF SAVINGS & LOANS COMPANIES (GHASALC)

**D**istinguished guests, fellow marketers, and esteemed members of the Chartered Institute of Marketing, Ghana (CIMG), I bring warm greetings from the Ghana Association of Savings and Loans Companies (GHASALC), as we celebrate the 35th CIMG Annual National Marketing Performance Awards.

Oblige me to congratulate CIMG for putting together this prestigious Annual National Marketing Performance Awards. As the Board Chairman of the GHASALC, it is a true honour for me to add my voice as we have gathered here to recognise excellence in marketing, and honour outstanding professionals who have demonstrated exceptional skill and innovation in their respective sectors and areas of operation.

The theme, "Harnessing the Power of AI as a Transformative Tool for Marketers," resonates deeply with us. As we navigate the rapidly evolving business landscape, we recognise the transformative potential of Artificial Intelligence (AI) in enhancing customer experience, improving efficiency, and driving growth.

As marketers, we must embrace AI as a catalyst for creativity, personalisation, and data-driven decision-making. Let us leverage AI to unlock new opportunities, foster

customer loyalty, and propel our businesses forward. We also need to stay ahead of the curve by investing in AI-driven marketing tools and technologies.

I urge the entire Ghanaian business community to adopt AI-driven solutions to enhance operational efficiency, reduce costs, and improve customer satisfaction. We must also invest in AI talent development and upskilling to ensure a future-ready workforce.

I congratulate all nominees and winners on their achievements and encourage you to continue pushing the boundaries of marketing excellence.

Let us continue to collaborate, share knowledge, and support one another in pursuit of marketing innovation.

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

The future of marketing belongs to those who can harness the power of creativity, technology, and innovation. Congratulations to tonight's winners, and let us continue to shape the future together!"

Long Live CIMG MARKETING AWARDS.....

Long Live GHANA....

Thank you.







**REV. WALE  
ADEOYE-FAMOSA**  
Managing Director/CEO



As we gather to honour the CIMG Annual National Marketing Performance Awards, I want to recognise the shifts that have revolutionised our industry especially under this year's theme; **Harnessing the Power of AI as a Transformative Tool for Marketers.**

Over the years, the role of marketers have undergone changes, particularly in Ghana where the digital landscape is thriving. We now have both the opportunity and necessity to use data to steer our marketing strategies. The emergence of Artificial Intelligence (AI) has transformed how we assess marketing effectiveness

## FRATERNAL MESSAGE FROM THE MD/CEO OF PRIMUS ADV. LIMITED)

equipping us with tools to improve conversion rates and maximise return on investment (ROI) like never before.

AI empowers marketers to analyse consumer behaviour, target audiences accurately, and create personalised messages that truly resonate. This not only boosts the efficiency of our campaigns but also ensures that we make the most out of every marketing initiative.

With capabilities and streamlined processes, we can focus on initiatives that deliver genuine value and nurture authentic connections with our clientele.

In an evolving market, understanding consumer buying habits is crucial. AI driven insights help us grasp what motivates our customers enabling us to craft campaigns that are more relevant and impactful.

As we integrate these advancements, we observe improved conversion rates that showcase our capacity to fulfill and surpass customer expectations.

Moreover, AI progress has changed the way we deal with marketing, with the ability to improve ad positioning on the spot. AI technologies, like machine learning and natural language processing, allow marketers to quickly analyse large amounts of data, revealing

important consumer trends and facilitating data-driven decisions.

Furthermore, we will see more interactive content that encourages real conversations between brands and consumers. By embracing these innovations, marketing strategies will become more flexible and responsive, leading to stronger brand loyalty.

Predictive analytics is another significant advantage that allows businesses to anticipate consumer behaviour and make better decisions regarding resource allocation. While doing this, marketers must also tackle challenges around privacy, data security, and ethics; investing in the right technologies and skilled professionals is crucial to fully harness the power of AI.

As we honour the winners and acknowledge their dedication and achievements, let us express our gratitude not only for their hard work but also for the technology that has paved their paths to success. May we embrace these advancements with enthusiasm, understanding that it is through innovation and collaboration that we will continue to elevate our industry.

Together, let us move forward boldly, ready to take on the future with the knowledge and tools that AI provides, fostering a marketing landscape that is insightful, impactful, and truly transformative.







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**ALEX BANFUL**  
President

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

In today's fast-paced business environment, integrating artificial intelligence (AI) technology has become crucial for marketers aiming to stay ahead. AI's impact spans various industries, transforming traditional marketing methods and reshaping how businesses engage with their target audiences.

Marketers need to acknowledge the urgency of adopting AI tools to stay relevant and effective in a rapidly changing landscape. Failing to do so could mean falling behind and not meeting evolving consumer needs. AI has ushered in a new marketing era, compelling professionals to adapt and leverage its capabilities to gain valuable insights, personalise approaches, and enhance operational efficiency.

While market insights have always been pivotal in marketing strategies, the evolving media landscape and consumer behaviours call for a more sophisticated data processing and analysis approach. The shift towards delivering, capturing, and creating value requires a deeper understanding of consumer needs and preferences, something that AI enables to a significant extent.

AI complements human expertise, empowering the delivery of impactful results and insightful

strategies. Marketers should recognise AI as an essential tool that fosters deeper connections with the target audience and drives success in today's multifaceted marketing ecosystem.

The growing influence of AI cannot be overstated, and overlooking its power and impact would be detrimental. As life is inherently dynamic, marketing has continuously adapted to evolving business and consumer landscapes. With the growing importance of AI, marketers must embrace this wave of change and navigate the burgeoning AI movement adeptly, as neglecting to do so would be to our disadvantage.

"On the significant occasion of the 35th Chartered Institute of Marketing (CIMG) awards, the Ghana Advertiser's Board (GAB) is pleased to recognise and celebrate the profound impact of an emerging trend that is set to influence our dedicated discipline significantly. As marketers, it is crucial to acknowledge the importance of embracing this trend, as failing to do so may mean being overshadowed by its transformative power. Let us seize this opportunity to stay ahead of the curve and elevate our industry to new heights. Heartfelt congratulations to the CIMG for their remarkable achievements and contributions."





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## FRATERNAL MESSAGE TO THE CHARTERED INSTITUTE OF MARKETING, GHANA

*FROM GHANA REINSURANCE PLC*

### **(SPONSOR, MARKETING-ORIENTED INSURANCE COMPANY (GENERAL) OF THE YEAR)**

On behalf of the Board, Management and Staff of Ghana Re, I bring you well wishes on the occasion of your 35<sup>th</sup> Annual CIMG National Marketing Awards. Your institute for the past 35 years has rewarded companies and individuals for excellence as well as created awareness for marketing concepts and their related importance for business growth.

Your choice of "Harnessing the Power of AI as a Transformative Tool for Marketers" as the theme for the 35<sup>th</sup> CIMG Awards has come at a significant time where the transformative power of technology, particularly Artificial Intelligence (AI) is shaping the future of most industries.

Harnessing the Power of AI as a transformative tool for marketers is expected to empower them to move beyond intuition and allow them to analyze vast amounts of data for deeper insights into consumer behaviour and preferences.

Marketers in today's world must leverage on the use of Artificial Intelligence to meet customer needs, strengthen business relationships and promote brand loyalty. Additionally, the use of AI will aid marketers to work smarter, thereby creating more free time for the development of innovative strategies to help businesses grow and increase their profitability.

We however wish to draw attention to the need to balance the use of AI with some good level of moral responsibility to prevent ethical challenges/issues such as data breaches and misuse of data.

On this note, we wish to congratulate CIMG for its resolve in organizing these awards yearly. Ghana Re is once again privileged to partner with CIMG and looks forward to presenting the most coveted award for the "Marketing-Oriented Insurance Company (General) of the Year" at the upcoming Awards ceremony.

Thank you.

**MONICA AMISSAH  
AG. MANAGING DIRECTOR**







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## FRATERNAL MESSAGE PARACELSUS PHARMACY & MARKETING COMPANY

To recognise individuals and organisations who demonstrate exceptional performance within various industries, CIMG has been organising these annual Marketing Performance Awards for the past 34 years.

As we celebrate these thirty-five years of positive contribution and achievements, i feel greatly honoured, as a Past President of CIMG, to send to the entire family of CIMG and their stakeholders, these warm fraternal greetings. I know that it has not been easy going through these years but as the saying goes, “when the going is getting tough, the tough keep on going.” Only marketing gives you the solid foundation to

stand and develop new business ideas, tactics and strategies.

I thank the President as well as his Executive Committee, for their continued hard work and our cherished sponsors for keeping faith with us all these years. You are all highly appreciated!

Indeed, Marketing means Business, and i commend all of you to make Marketing the anchor you hold onto during good times and bad times in business.

Long live Chartered Institute of Marketing Ghana, long live Ghana!





**ROBERT  
DZATO**  
Chief Executive Officer



## FRATERNAL MESSAGE FROM THE CHARTERED INSTITUTE OF BANKERS, GHANA

**O**n behalf of the Governing Council of Chartered Institute of Bankers, Ghana, and with great pleasure, I extend our warmest congratulations to Chartered Institute of Marketing, Ghana (CIMG). On your 35th Annual National Marketing Performance Awards, it is appropriate to acknowledge your consistency in being the hallmark of marketing professionalism in our country and beyond. We at CIB Ghana are deeply committed to collaborating with you to drive ethics and professionalism in our beloved country!

As we celebrate this year's exceptional achievements of the industry's brightest minds and professionals, we are reminded of the profound impact that marketing can and should make to the socio-economic development of our nation. If there was ever a time to innovate and rebrand our country Ghana, that time is now. Never waste a good crisis, for every crisis presents opportunities too!

This year's theme, "Harnessing the Power of AI as a Transformative Tool for Marketers," is both timely and visionary. Artificial Intelligence is revolutionizing the way we live and work. AI is offering unprecedented opportunities to enhance customer experience, drive efficiency and generate value. Let us remember that the true power and benefit of AI lies in our ability to apply it ethically to improve lives and build stronger communities.

As you mark these 35 years of positive contributions and achievements, we salute the Chartered Institute of Marketing, Ghana, for your unwavering commitment to excellence, dedication, education, and the advancement of the marketing profession. We look forward to many more years of fruitful and shared success.

Congratulations to all the awardees! May your achievements inspire others to reach new heights in the marketing profession.

Thank you.







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**ANDREW EDWIN  
ARTHUR**  
President



## FRATERNAL MESSAGE FROM THE PRIVATE NEWSPAPERS AND ONLINE NEWS PUBLISHERS ASSOCIATION OF GHANA (PRINPAG)

**O**n behalf of the National Executives and Membership of the Private Newspapers and Online News Publishers Association of Ghana (PRINPAG), we extend our warmest congratulations to CIMG on the occasion of the 35th CIMG Annual National Marketing Performance Awards.

For over three decades, CIMG has been a beacon of excellence in the marketing landscape of Ghana, consistently recognising and celebrating individuals and organisations who demonstrate outstanding performance across various industries. This commendable initiative has not only set benchmarks within the marketing profession but has also inspired countless professionals and organisations to strive for excellence.

The theme for this year's awards, "Harnessing the Power of AI as a Transformative Tool for Marketers," is both timely and forward-thinking. In an era where digital transformation is reshaping the global landscape, your focus on Artificial Intelligence underscores

the critical role that technology plays in driving innovation, efficiency, and competitive advantage in the marketing field. We believe that this theme will not only provoke insightful discussions but also pave the way for the adoption of cutting-edge strategies that will benefit the marketing profession and the broader business community.

As PRINPAG, we recognise the pivotal role that CIMG continues to play in fostering a culture of excellence, and we are proud to stand alongside you in championing the values of professionalism, innovation, and integrity in our respective fields. We look forward to continued collaboration and shared successes in the years to come.

Once again, we congratulate the Chartered Institute of Marketing, Ghana on this milestone and to all nominees and winners for their continuous participation. May this year's awards be a resounding success, further solidifying CIMG's legacy as a trailblazer in Ghana's marketing industry.







**SHAIBU ALI**  
President



**INSURANCE  
BROKERS'  
ASSOCIATION  
OF GHANA**

## FRATERNAL MESSAGE FROM THE INSURANCE BROKERS' ASSOCIATION OF GHANA [IBAG]

The President and Governing Council of the Chartered Institute of Marketing (CIMG)

Distinguished Members of the Chartered Institute of Marketing

Esteemed Stakeholders

Ladies and Gentlemen

It gives the Insurance Brokers Association of Ghana (IBAG) much pleasure to witness the 35th CIMG Annual National Marketing Performance Awards, it is a great pleasure to extend to you warm greetings and best wishes from the Insurance Industry.

We are indeed gratified by your recognition and expression of interest in us as manifested in your invitation that avail us the opportunity to be part of this historic 35<sup>th</sup> CIMG Performance Awards. This Performance Award I believe recognizes the outstanding efforts of individuals and organisations who have demonstrated exceptional excellence in the field of marketing within their various industries.

The Insurance Brokers Association of Ghana is pleased with the theme for the Awards ceremony **"Harnessing the Power of AI as a Transformative Tool for Marketers"** and appreciates the CIMG's effort to promote

professionalism and excellence within Ghanaian industries.

Touching on the value or importance of marketing which is connecting products or services with people's needs and desires, we believe that the synergy between Artificial intelligence and marketing could be used as a transformative tool to revive the economy, helping businesses to emerge stronger from these challenging times and propelling them into a new era of precision and strategic insight.

Let us embrace AI as a powerful instrument of change, by doing so, we can enhance the resilience of our economy and our businesses, and pave the way for a brighter and more prosperous future, especially for small and medium-sized enterprises (SMEs).

It is against this background that I deem this 35th CIMG Awards a great and enviable occasion to be part of.

On this occasion, IBAG congratulates the winners of this year's awards for their distinctive performance and wishes the CIMG a successful event and encourages it to continue incorporating trends and developments to promote sterling professional practice in our Ghanaian industries.

**Long Live CIMG  
Thank you for your attention.  
God bless us all**





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# WORLD VISION GHANA SEEKS A WORLD WHERE EVERY CHILD ENJOYS ENOUGH NOURISHING FOOD SO THEY CAN THRIVE

## Introduction

The global hunger crisis is at an all-time high, with over 25 million children facing starvation and 149 million suffering from stunted growth due to malnutrition. This crisis, fueled by conflict, climate change and the aftermath of COVID-19, jeopardizes children's health, education and safety, with long-term impacts on future generations. Although there are sufficient resources worldwide to feed every child, insufficient action by world leaders has worsened the situation. Child hunger, along with its related impact of malnutrition, continues to be a leading cause of child mortality. Despite this, less than 1% of global aid is allocated to children's nutrition.

Food insecurity is a significant challenge in Sub-Saharan Africa, with Ghana experiencing a substantial burden, as 2 million people face food insecurity (WFP, 2024). This condition greatly increases the risk of malnutrition in its various forms. In Ghana, nearly one in five children under five years old is stunted (low height-for-age), one in ten is underweight, and 7% are acutely malnourished or wasted (low weight-for-height) (UNICEF, 2022). Child malnutrition is primarily driven by inadequate diet diversity, low household income, and the mother's level of education. The consequences of malnutrition—such as poor brain development, weak learning capabilities, low immunity, increased infections, and, in many cases, death—are profound. These issues pose significant concerns for policymakers in Ghana, as malnutrition undermines human capital, economic productivity, and overall national development.

The government of Ghana has consistently developed and implemented policies to improve maternal and child health and reduce child malnutrition. Despite some challenges in execution, these initiatives have significantly contributed to the well-being of children. Key policies and programs include the National Nutrition Policy, the Universal Health Coverage Road Map, the National Health Policy, the Under Five's Child Health Policy (2007-2015), the Reproductive, Maternal, Newborn, Child, and Adolescent Health and Nutrition (RMNCAHN) Strategic Plan, and the Ghana Food and Dietary-Based Guidelines. These efforts reflect a strong commitment to addressing hunger and malnutrition in the country. However, significant gaps remain, and progress towards achieving the Sustainable Development Goal 1 has been mixed.

In response, World Vision Ghana has launched the "ENOUGH Campaign" to end child hunger and malnutrition, aiming to ensure all children have access to adequate nutrition over the next three years.

The "ENOUGH Campaign to End Child Hunger and Malnutrition by World Vision Ghana, aims to ensure that every child enjoys enough nourishing food so they can thrive (End Child Hunger and Malnutrition – SDG2). The three-year campaign will be

implemented across all World Vision Ghana Programme Areas.

The "ENOUGH Campaign" by World Vision Ghana aims to address child hunger, malnutrition, and food security by empowering children to influence relevant policies and improving access to nutrition services. The campaign focuses on food security, child hunger, malnutrition, and climate-smart agriculture. It seeks to enhance awareness of child hunger, increase access to nutrition services, and address issues like wasting and stunting. The campaign's strategies include promoting program excellence, building evidence, advocating at all levels, engaging stakeholders and communities, ensuring child participation, focusing on the most vulnerable, and promoting gender equality.



## Expected Impact of ENOUGH

By 2027, the ENOUGH campaign aims to achieve significant outcomes through its health and nutrition, food security, and livelihood programs, supported by initiatives in child protection, education, WASH, and emergency response. The campaign plans to influence at least four policy shifts to improve health, nutrition, food security, climate-smart agriculture, and social protection. It aims to benefit 12.5 million children with improved services and policies, directly reaching 1.3 million children with nutritious food. Additionally, 3.5 million parents and caregivers will be engaged to enhance agricultural practices and address food security. The campaign also seeks

# World Vision



to reduce food insecurity in participating households, lower malnutrition rates, and strengthen household resilience through climate-smart agriculture.

## Specific Recommendations

World Vision Ghana urges the Government of Ghana and all relevant stakeholders to enact and enforce both existing and new policies, and to boost investment to eradicate child hunger and malnutrition by taking the following measures:

- Provide **ENOUGH** nutritious food
- **ENOUGH** political will
- **ENOUGH** household food security
- **ENOUGH** quality school meals for every child
- **ENOUGH** nutritious meals for every child
- **Ensure ENOUGH** funding for hunger and nutrition

## How You Can Partner with us

World Vision Ghana calls on private sector players to support the ENOUGH Campaign in the following ways:

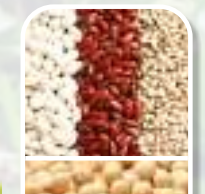
- Provide resources to support programmes aimed at eradicating child hunger and malnutrition
- Provide technical support to child hunger and malnutrition programming
- Media houses to lend their various channels (airtime, billboard spaces and publications) to spread the word about ENOUGH
- Participate in and connect like minded organizations to World Vision Ghana activities

## Contact us

World Vision Ghana  
No. 3 Kotei Robertson Road  
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