

MEDIA RELEASE

For Immediate Use

CIMG URGES MARKETERS TO LEVERAGE THE REVOLUTIONARY POTENTIAL OF AI WITH ETHICAL PRACTICES

Accra, Ghana: December 04, 2024 – The Chartered Institute of Marketing, Ghana (CIMG), has emphasised the transformative potential of Artificial Intelligence (AI) in marketing during the 33rd President's Ball recently held at the Lancaster Hotel in Accra. This year's theme, "*Harnessing the Power of AI as a Transformative Tool for Marketers*," highlighted the pivotal role AI plays in reshaping marketing strategies, data analysis, and consumer engagement.

In his address, the National President of CIMG, Dr. Kasser Tee, underscored AI's revolutionary impact on marketing. He stressed that AI is not merely a tool but a transformative catalyst that offers unparalleled opportunities to gain deep insights, enhance efficiency, and deliver personalised experiences.

"AI empowers us to understand consumer behaviour on a deeper level, tailor messaging to meet diverse audience needs, and create more inclusive marketing practices," Dr. Tee noted. He further explained that AI extends beyond technological advancement, presenting a unique opportunity to foster a more connected, informed, and empowered society.

Dr. Tee also emphasised the ethical implications of AI usage, urging marketers to uphold privacy, transparency, and integrity. "We must ensure AI serves to enhance, rather than undermine, consumer trust. By adhering to ethical principles, we can fully harness AI's potential while safeguarding the values that define our profession," he stated.

Reflecting on Ghana's upcoming elections, Dr. Tee called for peace, respect, and unity. He urged Ghanaians to honour the peace pact recently signed by the 12 presidential candidates. "Our conduct before, during, and after the elections will determine the legacy, we leave for future generations. Let us approach this democratic milestone with tolerance and civility, ensuring Ghana remains a beacon of hope and stability," he said.

The evening also saw the induction of 66 new members into the CIMG fold, including the conferment of three Fellows and 31 Chartered Marketers. Dr. Tee congratulated the inductees, encouraging them to embody excellence, innovation, and ethical practice. "You are now part of a distinguished legacy. Let your actions and achievements continue to elevate the standards of our profession," he advised.

In attendance were the CIMG Marketing Man of the Year 2023, Mr. David Eduaful, Managing Director of Labadi Beach Hotel, and the CIMG Marketing Woman of the Year 2023, Mrs. Nana Akua Mensa-Bonsu, Managing Director of Primetime Limited.

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A BRIEF ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations. In 2020, the CIMG received a Presidential Charter by the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country. In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and has therefore come into force to enable the Institute execute its 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.