

MEDIA RELEASE

For Immediate Use

CIMG PROPOSES THE FORMATION OF A BRAND GHANA COUNCIL AT THE LAUNCH OF ITS 36TH ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS

Accra, Ghana – July 04, 2025 – The Chartered Institute of Marketing, Ghana (CIMG) has officially launched the 36th CIMG Annual National Marketing Performance Awards at the Coconut Grove Hotel in Accra.

The media launch brought together stakeholders from across industries, including past awardees and first-time winners from last year's ceremony, representatives of professional bodies, industry leaders, and members of the media.

In his opening remarks, the National President of CIMG, Mr. Michael Abbiw, highlighted the legacy and purpose of the awards scheme, stating: "For more than three decades, the CIMG Awards have stood as Ghana's gold standard for marketing excellence; rigorous, transparent, and fiercely competitive. These awards have never been about ceremonies or plaques. They exist to set the pace, uphold integrity, and challenge businesses to move beyond profits and contribute meaningfully to Ghana's progress."

Mr. Abbiw added that, "We also recognise the new responsibilities in this space. There has been a proliferation of awards schemes over the years, some of which raise serious concerns around transparency and standards. As the gold standard in marketing recognition, CIMG is taking a firm stance. Awards must be earned, not gifted. They must be data-driven."

He also reflected on CIMG's broader mission and its resolve to position marketing as a force for national transformation: "This platform has always been about advancing the true power of marketing, building strong, sustainable businesses, raising performance standards, protecting consumers, and ultimately, shaping national success. This is our mission at CIMG: to reward ethical marketing leadership that drives social impact, national development, and global competitiveness."

According to the National President, the time has come for the nation to move beyond merely applauding excellence and begin defining a bold national direction, one in which marketing takes centre stage. He emphasised that marketing must lead this charge, and affirmed that the Chartered Institute of Marketing, Ghana, is fully prepared to carry this responsibility.

A major highlight of the launch was the announcement of a strategic national branding initiative between CIMG and the Government of Ghana. Mr. Abbiw revealed that CIMG, in collaboration with government, will be developing a sustainable strategy for branding Ghana. This initiative aims to position the country as an export-driven economy and is envisioned as a long-term effort that demands sustained commitment and professionalism.

“To bring this vision to life, we propose the immediate formation of the Brand Ghana Council, a multi-stakeholder body including CIMG, government, and industry. This council will provide leadership, coordination, and oversight for all branding efforts, which we believe must sit with CIMG to ensure continuity despite changing administrations in government. Ghana’s brand must not rise and fall with changing governments. It must endure. It must be protected. It must be elevated consistently”, he said.

Speaking on the awards, the Chairperson of the Awards, Conferences and Events Committee, Mr. Kwasi Kyere, elaborated on the meticulous processes and evolving structure of the awards scheme. He noted that: “In recent years, we have successfully implemented an online system for nominees to complete the awards questionnaire and for judges, selected from various industries, to conduct their assessments. This setup has enabled CIMG to uphold a rigorous process, maintaining both standards and credibility. We will continue to review and introduce new elements to ensure the awards remain relevant and exciting.”

Touching on the relevance of this year’s theme, he emphasised the strategic intent behind its selection: “At CIMG, our awards themes are thoughtfully selected to reflect current circumstances. They are considered to inspire corporate organisations to rethink their strategies and reposition both their corporate and product brands for sustained high-impact performance. Considering this, we have selected a suitable theme for this year’s awards: **‘Repositioning Brand Ghana: Marketing for Economic Growth and Transformation.’** This theme reflects current economic trends, and the ways businesses can implement strategies for profitability and expansion.”

Mr. Kyere also outlined the rigorous process used to select award winners, stating that the CIMG Awards go through a very rigorous process as follows:

- Organisations are first notified to start compiling the key marketing-related activities in their awards categories for the year under consideration.

- Adverts are then placed electronically, in the national dailies, letters sent out and published on social media, to solicit nominations for the various award categories, and per the set criteria.
- Nominated candidates are oriented and asked to complete a very detailed questionnaire to justify their choice.
- The completed questionnaires and supporting documents are reviewed by experts drawn from captains of industry and academia, technocrats and associations, guided by our research partners.

The Awards cover six major competitive areas, namely: Hall of Fame, Personality, Media and Marketing Communications, Business organisations, Products, and Not-for-Profit organisations. There is a non-competitive award category known as the CIMG President's Special awards which are given to noticeable female and male achievers in any endeavour, or a business entity or product or service that has positively contributed to national progress.

The criteria for selecting the winners and benchmarking their performance will include:

- I. Marketing Metrics including awareness, numeric distribution (where appropriate) and others
- II. Marketing Innovation
- III. Technological Innovation
- IV. Segmentation, Targeting and Positioning (STP)
- V. Social Impact
- VI. Outstanding Contributions to National Development
- VII. Public Image
- VIII. Market Share
- IX. Customer Orientation
- X. Ecological and Ethical Issues
- XI. Corporate Reputation
- XII. Corporate Social Responsibility
- XIII. Competitor Orientation

Two past awardees and first-time winners, Ms. Soraya Mensah, Chief Executive Officer of Zesuz Catering Services, and the Managing Director of CalliGhana Company Limited, also shared their experiences at the launch. They both alluded to the positive influence of the CIMG Awards on the growth and visibility of their businesses.

According to them, the recognition has opened doors to contracts and opportunities they might not have otherwise received. They noted that the process has helped their teams gain a deeper appreciation for marketing and view the rigorous evaluation as a valuable learning experience. Both entrepreneurs encouraged businesses, regardless of size, to submit their

entries for this year's awards, affirming that participation adds measurable value to business growth.

The 36th Annual National Marketing Performance Awards is expected to highlight and honour individuals and organisations that have demonstrated excellence and impact through marketing in the past year. The event is scheduled to take place on September 13, 2025, at the Labadi Beach Hotel in Accra.

===== **END** =====

MEDIA CONTACT

Clarence Pappoe

CIMG Project Office, Rev J. J. Martey Block, UPSA Campus

Digital Address: GM-036-8313

Tel: 0242 307 801

Email: communications@cimghana.org

ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA (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.

ABOUT THE CIMG ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS

The CIMG awards is dedicated to deepening the interest in the marketing profession and enhancing the impact of its members in society, the economy of Ghana, and globally. For over 35 years, CIMG has successfully organised an award scheme aimed at creating awareness of the Marketing Concept and its critical role in business success. The awards promote high professional standards, encourage excellence among marketing practitioners, stimulate healthy competition among organisations, and ensure the improved quality of products and services offered by businesses.