



36

CIMG ANNUAL
NATIONAL MARKETING
PERFORMANCE
AWARDS



THEME:
REPOSITIONING
BRAND GHANA:
Marketing for
Economic Growth
and Transformation

Friday,
26 September 2025

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6:30PM GMT

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PROGRAMME OUTLINE

6:00 pm

Arrival of Dignitaries

6:30 pm – 7:00pm

Cocktails and Networking

Opening Prayer

Introductory Remarks and Introduction of Dignitaries

Dinner

Welcome Address by Mr. Michael Abbiw,
(National President, CIMG)

Music and Dance

Speech by Special Guest

Presentation of Awards Part I

Presentation of Awards Part II

Presentation of Awards Part III

Presentation of Awards IV

Response on behalf of award winners

Closing and group picture of all award winners

CIMG
WORKING FOR GHANA



**NATIONAL PRESIDENT
MR. MICHAEL ABBIW**



CIMG NATIONAL PRESIDENT'S SOLIDARITY MESSAGE

It is with immense pride and joy that I welcome you to the 36th edition of the Chartered Institute of Marketing, Ghana (CIMG) Annual National Marketing Performance Awards, a celebration of excellence, resilience, and the transformative power of marketing.

We gather not only to honour outstanding achievements in our profession but also to reflect on the critical role marketing plays in shaping the future of our nation. This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is both timely and visionary.

In an era marked by global uncertainty and rapid change, the need to reposition Brand Ghana has never been more urgent. As marketers, we are uniquely positioned to lead this charge to craft compelling narratives, build trust, and drive sustainable economic growth through strategic marketing initiatives that reflect the true essence of Ghana.

Repositioning Brand Ghana is not merely a communications exercise, it is a national imperative. It calls for a unified effort to redefine our identity, amplify our strengths, and project a bold, confident image of Ghana to the world. It means aligning our marketing strategies with national development goals, promoting local industries, and showcasing the innovation, creativity, and entrepreneurial spirit that define us as a people.

As we celebrate tonight's awardees, the trailblazers, the visionaries, and the brands that continue to raise the bar, let us also recommit ourselves to the broader mission of transforming Ghana's economic narrative through marketing. Let us be intentional in our efforts to influence policy, shape consumer behaviour, and inspire a new generation of marketers who are not only skilled but also purpose driven.

I extend my heartfelt appreciation to all who have contributed to the success of this year's awards, from our dedicated awards, conferences & events committee to our sponsors, partners, and every individual who has played a role in making this event a reality. Your commitment and collaboration are deeply valued.

To all award winners, I offer my warmest congratulations. Your achievements are a testament to the power of strategic marketing and the impact it can have on business, society, and nation-building.

On behalf of the Governing Council and the entire CIMG community, I welcome you once again to this prestigious event. May this evening inspire us all to dream bigger, act bolder, and market Ghana to the world with pride and purpose.

Please enjoy the evening.

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GUEST OF HONOUR
HON. JULIUS DEBRAH
CHIEF OF STAFF



SOLIDARITY MESSAGE FROM THE GUEST OF HONOUR

Distinguished members of the Chartered Institute of Marketing Ghana, esteemed marketing professionals, ladies and gentlemen,

It is with great honour and profound appreciation that I address you on this momentous occasion of the 36th CIMG Annual National Marketing Performance Awards. On behalf of His Excellency the President and the Government of Ghana, I extend our warmest congratulations to the Chartered Institute of Marketing, Ghana, for another year of exemplary leadership in advancing the marketing profession in our beloved country.

As we gather tonight under the compelling theme “Repositioning Brand Ghana: Marketing for Economic Growth and Transformation”, I am deeply inspired by the critical role you play as custodians of our national narrative and architects of our economic future. Your work transcends traditional marketing, as you are the storytellers who shape how the world perceives Ghana, the strategists who position our industries for global competitiveness, and the innovators who drive our economic transformation agenda.

The Government recognises that in today’s interconnected world, a nation’s brand is its most valuable asset. Ghana’s journey toward economic independence and sustainable prosperity depends significantly on how effectively we market our strengths, opportunities,

and unique value proposition to both domestic and international audiences.

It is in this context that President John Dramani Mahama’s Reset Agenda provides both direction and renewed urgency. The Reset Agenda calls for a bold reorientation of our economy, anchored on industrialisation, job creation, export-led growth, and the full harnessing of Ghana’s human and natural capital. It is a vision that challenges every sector, and especially the marketing profession, to rethink strategies, realign priorities, and champion the kind of innovation that will reposition Ghana not just as a participant but as a leader in Africa’s economic renaissance.

From our thriving agricultural sector to our emerging fintech ecosystem, from our rich cultural heritage to our stable democratic governance, every aspect of Brand Ghana requires strategic marketing to unlock its full potential.

Your profession stands at the forefront of our national development agenda. Through your expertise, we are not merely selling products and services; we are marketing a vision of Ghana as a preferred investment destination, a hub for innovation, a beacon of democracy, and a gateway to the African market. Your campaigns attract tourists to our shores, your strategies bring foreign direct investment to our industries, and your innovations showcase Ghana’s readiness for the digital economy.

As we celebrate excellence in marketing, we also celebrate your contribution to our national vision of creating a prosperous and self-reliant Ghana. The award recipients and nominees represent the best of our marketing talent, professionals whose work directly contributes to job creation, export growth, and economic diversification.

The Government remains committed to creating an enabling environment for the marketing profession to thrive. Through policy reforms, digital infrastructure development, and support for creative industries, we continue to provide the foundation upon which your transformative work can flourish.

As we look toward the future, I challenge you to continue pushing boundaries, embracing innovation, and leveraging emerging technologies to position Brand Ghana for unprecedented growth. Together, we shall build a Ghana that is not only beyond aid but also a model for African prosperity and transformation.

Congratulations once again to all nominees and winners. Your dedication to excellence brings honour to our profession and pride to our nation.

With regards and best wishes for your continued success,

Honourable Julius Debrah

Chief of Staff

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PATRON'S MESSAGE

**ANDREW EVANS
QUAYSON**

Repositioning Brand Ghana: Marketing for Economic Growth and Transformation

By Andrew Evans Quayson

Every country has a story. Ghana's story is rich, colourful, and filled with promise. It is the story of a people whose warmth and creativity are recognised the world over; a land of resilience and opportunity; and a nation that continues to inspire hope across Africa and beyond.

This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is both a challenge and a celebration. It reminds us that the way we present ourselves to the world carries real power - the power to attract investment, to open new markets, to create jobs, and to inspire our youth to dream even bigger.

Repositioning Brand Ghana must be a deliberate and sustained effort, both within and beyond our borders. We must demonstrate to the world who we truly are: a people of talent, innovation, and endless possibilities. It is about telling our story with pride - through our music and fashion, through our entrepreneurs and inventors, through our traditions and our democratic values.

While government plays its part in positioning Brand Ghana, the reality is that every Ghanaian is also an ambassador. Each of us carries the flag in the way we work, the way we create, and the way we treat one another. And the results are clear: from our marketplaces to our social platforms, Ghanaians are redefining how the world sees us. Our Afrobeats echoes on global stages, our kente lights up international runways, and our innovation drives growth in fintech, agritech, and the digital economy. Together, we shape the perception of our country - and together, we can turn that perception into opportunity.

As we celebrate tonight's award winners, let us also celebrate Ghana. Let us commit to telling our story boldly, to elevating our strengths, and to working hand in hand for the transformation we all desire. Because when Brand Ghana shines, we all shine.



ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

CIMG
WORKING FOR GHANA



VISION STATEMENT

To be the voice of marketing practice in Ghana



MISSION STATEMENT

To be a Leading Professional body focused on developing world-class marketing practitioners through global standards, ethics and leveraging technology to build an aspirational brand for effective marketing practice in Ghana

FUNCTIONS OF THE INSTITUTE

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

1. 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;
2. set the agenda for the practice of marketing;
3. promote the role and value of marketing as a critical tool for business development;
4. support Government in the development of policy and regulation of marketing activities;
5. advocate responsible and ethical marketing practice for marketers and businesses in general;
6. conduct innovative marketing research;
7. conduct and provide for the conduct of qualifying examinations for membership;
8. award professional certificates;
9. develop best practice and thought leadership programmes;
10. promote marketing as a leading career path and employment choice for future generations; and
11. perform any other function that is ancillary to the objects of the Institute.

THE INSTITUTE

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 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.

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

Mr. Frank Appiah	(1991-1994)
Mr. Adjei Sefah	(1994-1998)
Mr. Harrison K. Abutiate	(1999-2003)
Prof. Stephen Adei	(2003-2007)
Mrs. Josephine Okutu	(2007-2011)
Dr. (Mrs) Shola Safo-Duodu	(2011-2015)
Mr. Kojo Mattah	(2015-2019)
Dr. Daniel Kasser Tee	(2019-2025)
Mr. Michael Abbiw	(2025- 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 personalized recruitment services to organisations and institutions.

This specialist placement services also assists CIMG corporate members to find suitable staff in all areas of marketing, advertising and sales as well.

The CIMG placement services also source expert marketing management skills for companies on contract projects or outsource basis.

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 continuously 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 welcomes other professionals currently practising marketing in the country into our fold, by applying on the institute's website via <https://cimghana.org/cimg-membership/individual-membership-application-form/> 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

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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 35 years with great success.



Vision Statement

To be the most sought-after awards scheme in Ghana based on deep rooted foundations in credibility, professionalism, and equity.



Mission Statement

To use the awards scheme to bolster healthy competition within corporate Ghana and to promote customer focused and best marketing practices that is data driven



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 and to ensure organisations are marketing-oriented
- 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:

- Personalities,
- Hall of Fame,
- 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. 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:

- Marketing Man of the Year
- Marketing Woman of the Year
- Marketing Practitioner of the Year (Practising Marketer)
- Marketing Student of the Year (Student Marketer or Recently Qualified)

3. Media/ Marketing Communications

There are 5 awards in the Media/ Marketing Communications Categories:

- Above the Line Campaign of the Year (Outdoor, TV/Radio Adverts)
- Below the Line Campaign of the Year (Brand Activation, Sales Promotion, Direct Marketing, etc.)
- New Media Campaign of the Year (Facebook, Twitter, LinkedIn, Instagram, etc.)
- TV Programme of the Year
- Radio Programme of the Year

2. 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.

4. Business

- Marketing-Oriented Insurance Company of the Year – General
- Marketing-Oriented Insurance Company of the Year – Life
- Marketing-Oriented Hospitality Facility of the Year (Hotels)
- Marketing-Oriented Hospitality Facility of the Year, (Allied & Support Services)
- Marketing-Oriented Manufacturing Company of the Year
- Marketing-Oriented Petroleum Company of the Year
- Marketing-Oriented Media Organisation of the Year
- Marketing-Oriented Motor Firm of the Year
- Marketing-Oriented Bank of the Year
- Marketing-Oriented Rural Bank of the Year
- Marketing-Oriented Finance House of the Year
- Marketing-Oriented Savings and Loans Company of the Year
- Marketing-Oriented Micro-Finance Company of the Year
- Marketing-Oriented Agro-Based Company of the Year
- Marketing-Oriented Indigenous Catering Facility of the Year
- Marketing-Oriented Internet Service Provider of the Year
- Marketing-Oriented Telecommunications Company of the Year
- Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)
- Marketing-Oriented Airline of the Year (International)
- Marketing-Oriented Airline of the Year (Domestic)
- Marketing-Oriented E-Commerce Organisation of the Year
- Marketing-Oriented Online News Portal of the Year
- Marketing-Oriented Retail Outlet of the Year
- Marketing-Oriented Real Estate Company of the Year
- Marketing-Oriented Private Health Facility of the Year
- Marketing-Oriented Postal and Courier Services Company of the Year (Domestic)
- Marketing-Oriented Postal and Courier Services Company of the Year (International)
- Marketing-Oriented Corporate Pension Trust of the Year
- 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



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HISTORY OF AWARDS CATEGORIES

The CIMG Awards process has undergone significant transformation over the years. Initially, selection committees were constituted to visit companies and individuals, evaluate them based on a scoring criterion, and submit reports to the Governing Council, which determined the final winners.

This approach later evolved into a system where shortlisted companies made formal pitches to a select committee, whose recommendations were then reviewed by the Governing Council. Currently, the process involves nominees completing a detailed questionnaire, which is assessed by independent evaluators. Their reports are submitted to the Governing Council, which remains the final decision-making body.

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 Airline of the Year (Domestic)
- Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)
- Marketing-Oriented Finance House of the Year

THE SELECTION PROCESS

The Governing Council of the CIMG, in collaboration with stakeholders such as AGI, GNCCI, MOTAI, National Insurance Commission, Ghana Association of Banks, Research Institution(s), etc., play an active role to enhance the selection process.

The process involves an elaborate procedure as follows:

Nominations are invited from the public through advertisement in the dailies. The nominees are verified, and the companies or personalities are served with questionnaires that are designed to elicit information from the nominee, according to set criteria based on various groupings like Personality, Business, Media/Marketing Communications, etc.

- Panels were formed for each of the award groupings to assess the responses and score them online.

Membership of the panels cuts across corporate Ghana, but deliberate effort was made to constitute the various panels with those who are knowledgeable in the task or groupings they belong to.

However, the groupings were formed based on 60 per cent technical persons and 40 per cent non-technical persons but competent to work on the submissions. Depending on the category, we had persons drawn from ICAG, CIB, AGI, AAG, GIBA, Disability Society, MUSIGA, Insurance Brokers, Parliamentary Service Board, etc.

- The findings (scores) of the 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

- CONSUMER INSIGHTS AND VISIBILITY
- TECHNOLOGICAL INNOVATION
- MARKETING INNOVATION
- LEVEL OF SOPHISTICATION
- GEOGRAPHICAL COVERAGE
- OUTSTANDING CONTRIBUTION TO NATIONAL DEVELOPMENT
- COMPETITOR ORIENTATION
- CUSTOMER ORIENTATION
- MARKETING METRICS
- SOCIETAL IMPACT
- ECOLOGICAL/ETHICAL ISSUES
- CORPORATE REPUTATION
- CORPORATE SOCIAL RESPONSIBILITY
- SEGMENTATION, TARGETING AND PRODUCT POSITIONING (STP)

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, Conferences & Events Committee Members

KWASI KYERE	CHAIRPERSON
DORIS ADABASU KUWORNU (MS.)	MEMBER
ISAAC GWUMAH	MEMBER
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CIMG'S PROFESSIONAL MARKETING QUALIFICATIONS



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)

The 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.

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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.

2024 AWARD WINNERS

AREA OF AWARD	AWARD WINNERS
1. MARKETING MAN	DR. JAMES ORLEANS-LINDSAY, EXECUTIVE CHAIRMAN, JL HOLDINGS
2. MARKETING WOMAN	MRS. MANSA NETTEY, CEO, STANDARD CHARTERED BANK
3. MARKETING PRACTITIONER	ASIEDUA ADDAE, HEAD, CORPORATE AFFAIRS, BRAND & MARKETING, STANDARD CHARTERED BANK
4. MARKETING STUDENT	BENEDICTA NYAME, HEAD, BUSINESS DEVELOPMENT, UNIMAC

HALL OF FAME –ELITE CATEGORY (>10)

5. RETAIL OUTLET	MELCOM GHANA
------------------	--------------

HALL OF FAME (<10 YEARS)

6. INSURANCE COMPANY (GEN)	VANGUARD ASSURANCE
7. INSURANCE COMPANY (LIFE)	SIC LIFE
8. MOTOR FIRM	JAPAN MOTORS
9. BANK	ECOBANK GHANA PLC
10. PETROLEUM	GOIL PLC
11. TELECOMMUNICATIONS	MTN GHANA
12. PETROLEUM	TOTALENERGIES GHANA

NEW ENTRANTS TO THE HALL OF FAME

13. HOSPITALITY FACILITY (HOTELS)	LABADI BEACH HOTEL
14. CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES

MEDIA

15. ABOVE-THE-LINE	PRIMETIME LTD NSMQ IN CAPE COAST
16. BELOW-THE-LINE	NIB MA ME LOAN NO
17. NEW MEDIA CAMPAIGN	TELECEL GHANA IS HERE
18. TV PROGRAMME	TV 3 - GHANA'S MOST BEAUTIFUL
19. RADIO PROGRAMME	MGL ASEMPA - EKOSIISEN

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23. HOSPITALITY FACILITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
24. PETROLEUM COMPANY	GOIL PLC
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26. PRIVATE HEALTH FACILITY	NEW CRYSTAL HEALTH SERVICES LTD
27. CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES
28. MEDIA ORGANISATION	MULTIMEDIA GROUP LTD
29. BANK	ECOBANK GHANA PLC
30. RURAL BANK	AMENFIMAN RURAL BANK
31. SAVINGS & LOANS COMPANY OF THE YEAR	ADVANS GHANA SAVINGS & LOANS
32. MICRO FINANCE COMPANY	MAROON CAPITAL MICRO FINANCE
33. TELECOM COMPANY	MTN GHANA
34. INTERNET SERVICE PROVIDER (ISP)	DYNAMIC DATA SOLUTIONS LTD
35. OVERALL MARKETING-ORIENTED ORGANISATION	ECOBANK GHANA PLC
36. FINANCE HOUSE	NOT AWARDED
37. AIRLINE (DOMESTIC)	NOT AWARDED
38. AIRLINE (INTERNATIONAL)	NOT AWARDED
39. TELECOMMUNICATIONS COMPANY OF THE YEAR (ALLIED AND SUPPORT SERVICES)	NOT AWARDED.
40. MANUFACTURING COMPANY	PROCUS GHANA LTD
41. POSTAL & COURIER SERVICES(INT)	DHL GHANA LTD
42. POSTAL & COURIER SERVICES (DOMESTIC)	YOM YOM SERVICES LIMITED
43. AGRO-BASED COMPANY	NEWAGE AGRIC SOLUTIONS LTD
44. ONLINE NEWS PORTAL	MYJOYONLINE
45. NOT-FOR-PROFIT ORGANISATION	PLANNED PARENTHOOD ASSOCIATION OF GHANA - PPAG
46. RETAIL OUTLET	MELCOM GHANA
47. E-COMMERCE COMPANY	SHAQ EXPRESS
48. INDIGENOUS CATERING FACILITY	ZESUZA CATERING SERVICES
49. MOTOR FIRM	TOYOTA GHANA

PRODUCT

50. MANUFACTURING	DETTOL COOL SOAP
51. SERVICE	HOLLARD GHANA ASOMDWEE MSME INSURANCE
52. EMERGING BRAND	KIVO BRAND

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GH-CSI, 2024 AWARD WINNERS

AWARD CATEGORY	AWARD WINNERS
CONSUMER BANKING	
1. BEST BANK IN SERVICE QUALITY	FIRST ATLANTIC BANK
2. 1ST RUNNER UP IN SERVICE QUALITY	FIRST NATIONAL BANK GHANA
3. 2nd RUNNER UP IN SERVICE QUALITY	STANBIC BANK GHANA
4. BEST BANK IN CUSTOMER SATISFACTION	FIRST ATLANTIC BANK
5. 1ST RUNNER UP IN CUSTOMER SATISFACTION	ECOBANK GHANA PLC
6. 2nd RUNNER UP IN CUSTOMER SATISFACTION	SOCIETE GENERALE GHANA PLC
BUSINESS BANKING	
7. BEST BANK IN SERVICE QUALITY	CONSOLIDATED BANK GHANA LIMITED
8. 1ST RUNNER UP IN SERVICE QUALITY	CALBANK PLC
9. 2nd RUNNER UP IN SERVICE QUALITY	OMNIBSIC BANK GHANA LIMITED
10. BEST BANK IN CUSTOMER SATISFACTION	CALBANK PLC
11. 1ST RUNNER UP IN CUSTOMER SATISFACTION	OMNIBSIC BANK GHANA LIMITED
12. 2nd RUNNER UP IN CUSTOMER SATISFACTION	GCB BANK PLC
13. BEST PERFORMANCE IN NET PROMOTER SCORE	CALBANK PLC
14. 1ST RUNNER UP IN NET PROMOTER SCORE	GCB BANK PLC
15. 2ND RUNNER UP IN NET PROMOTER SCORE	OMNIBSIC BANK GHANA LIMITED

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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 Consult 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)

The 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.

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).

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 CIMG’s Professional Marketing Qualifications.

Ghana School of Marketing has since enrolled eight batches of students who have successfully completed their tuition, partaking in a mock session and written their final exams. A ninth batch of students are undergoing tuition, with that session preparing to write the December 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 CIMG Professional Marketing Qualifications.



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NATIONAL INSURANCE COMMISSION
NETWORK ASSOCIATION OF REGISTERED NGOs
CHAMBER OF AGRIBUSINESS, GHANA
HEALTH FACILITIES REGULATORY AGENCY
GHANA ASSOCIATION OF SAVINGS AND LOANS COMPANIES
GHANA UNION OF TRADERS ASSOCIATION
GHANA ASSOCIATION OF MICROFINANCE COMPANIES
CHARTERED INSTITUTE OF BANKERS, GHANA
GHANA REAL ESTATE DEVELOPERS ASSOCIATION
GHANA NATIONAL CHAMBER OF COMMERCE AND INDUSTRY
GHANA AUTOMOTIVE DEVELOPMENT CENTRE
GRAPHIC COMMUNICATIONS GROUP LIMITED
GHANA CHAMBER OF TELECOMMUNICATIONS
GHANA JOURNALISTS ASSOCIATION
GHANA HOTELS ASSOCIATION
GHANA INTERNET SERVICES PROVIDERS ASSOCIATION
NATIONAL COMMUNICATIONS AUTHORITY
E-COMMERCE ASSOCIATION OF GHANA
GHANA TRADITIONAL CATERERS ASSOCIATION
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SOLIDARITY MESSAGES



**JACQUELINE
COMMODORE**

Ag. Executive Secretary



GHANA ASSOCIATION OF MICROFINANCE COMPANIES
Integrity. Accountability. Transparency. Innovation.

On behalf of the Ghana Association of Microfinance Companies (GAMC), I am honoured to extend warm greetings to the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of the 36th Annual National Marketing Performance Awards.

Over the past 35 years, the CIMG has established itself as a beacon of excellence in Ghana's corporate and professional landscape. Through its annual awards, the Institute has consistently celebrated and showcased the ingenuity, resilience, and outstanding contributions of individuals and organizations who have demonstrated exemplary marketing performance. These awards are not only a testament to success within the corporate sector but also a reflection of the evolving sophistication and importance of marketing as a driver of business

SOLIDARITY MESSAGE FROM THE GHANA ASSOCIATION OF MICROFINANCE COMPANIES (GAMC)

growth and socio-economic development in Ghana.

This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and

Transformation," is a powerful call to action. It emphasizes the need for all stakeholders including government, private sector, civil society, and marketing professionals to collaborate in crafting and promoting a compelling narrative for Ghana. A well-defined and authentically communicated national brand can significantly influence investor confidence, boost tourism, enhance export competitiveness, and foster national unity. As global competition intensifies, it becomes imperative that we adopt innovative marketing strategies that align with our national aspirations and economic goals. CIMG's vision to reposition the brand of Ghana aligns perfectly with our collective ambition to transform the Ghanaian economy through industrialisation, digitisation, and inclusive growth. By leveraging the principles of strategic marketing—research, branding, communication, and customer engagement—we can effectively reposition Ghana in the minds of local and international stakeholders as a nation of innovation, reliability, and opportunity.

We commend the leadership of CIMG for sustaining this important tradition and for consistently raising the bar in professional marketing

practice. Your efforts continue to inspire excellence across industries and nurture a culture of recognition, competitiveness, and professional development.

To all award recipients and nominees, your achievements reflect not only personal and organisational commitment to excellence but also serve as a source of national pride. May your success stories inspire others to strive for innovation, integrity, and excellence in their respective fields.

As we celebrate this year's award winners, let us also recommit ourselves to supporting the marketing profession as a vital partner in Ghana's journey towards economic transformation. Let us harness the power of marketing to tell our stories, shape our identity, and build a prosperous future for generations to come.

Congratulations once again to the Chartered Institute of Marketing, Ghana, for this milestone celebration. May the 36th Annual National Marketing Performance Awards be a memorable and impactful event.

Jacqueline Commodore
Executive Secretary
Ghana Association of Microfinance
Companies (GAMC)



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**CECIL
SUNKWA-MILLS**

President



SOLIDARITY MESSAGE FROM THE GHANA INDEPENDENT BROADCASTERS ASSOCIATION (GIBA)

is not just about products; but also about shaping perceptions and driving transformation. Consequently ensuring, advocating and celebrating professionalism, good, hard work and excellence in the industry, while ensuring the persistent integration of marketing as part of all facets of industry and commerce, even with the rapid development of technology.

In the light of improving national economic factors, it is well placed to have as the theme for reflection of this year's celebration "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation". We commend CIMG for seeking to advance discussions on the chosen theme and its unwavering commitment to championing the cause of professional marketing practice, not only as a tool for brand building but also as a catalyst for national development. Thus, the focus on Brand Ghana is timely and important, as our beloved country continues to circumnavigate the complexities of the global economy.

A well-positioned business brand, and by extension the national brand, has the potential of promoting investor confidence and exports, boosting tourism, and engendering patriotism. More importantly, it can inspire a shared vision that unites citizens and stakeholders in the quest for sustainable economic growth and transformation. We, at GIBA, share in the conviction that effective marketing, that is rooted

in innovation, cultural identity, and ethical practice, is indispensable in unlocking our country's full potential. It is only a collective effort by stakeholders, that can consolidate a stable business environment for Ghana's socio-economic development.

GIBA continues to assure the CIMG of our continuous support and collaboration in this noble effort of telling Ghana's story to the world, highlighting our strengths, and unlocking the opportunities. Together, let us tell Ghana's story with authenticity, celebrate her strengths, and work tirelessly to reposition her image in ways that yield tangible benefits for our people.

We wish CIMG every success in today's event and in the execution of initiatives that will give practical meaning to this year's theme of placing Ghana firmly on the path of growth, innovation, and shared prosperity. May your efforts inspire bold strategies that place Ghana firmly on the map as a beacon of economic opportunity, creativity, and resilience.

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

Long live CIMG. Long live Brand Ghana. Long live GIBA. Long live the Republic of Ghana.

Cecil Sunkwa-Mills
President

Another year, another opportunity to honour individuals and organisations making significant strides in our country Ghana, and most especially, in the field of marketing. The Ghana Independent Broadcasters Association (GIBA), its Executive Council, Council of Elders and the Membership congratulates the leadership and members of the Chartered Institute of Marketing, Ghana, on yet another Annual National Marketing Performance Awards, the 36th.

The ongoing partnership and good working relationship we have with the Chartered Institute of Marketing, Ghana (CIMG) is not one we take for granted. CIMG has never relented in its quest to show that marketing



**David Tamakloe,
PRINPAG**

President



SOLIDARITY MESSAGE

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

On behalf of the Private Newspapers and Online News Publishers Association of Ghana (PRINPAG), I extend warm fraternal greetings to the Chartered Institute of Marketing, Ghana, as we gather to celebrate the 36th Annual National Marketing Performance Awards.

For over three decades, CIMG has consistently championed excellence by recognizing individuals and organizations whose innovation, creativity, and resilience have advanced their industries and contributed to national development. This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation", is both timely and inspiring, as it speaks to the collective responsibility we share in shaping a strong, competitive, and prosperous Ghana.

PRINPAG proudly identifies with the ideals of this awards scheme, which aligns with our own commitment to promoting professionalism, credibility, and ethical standards in the Ghanaian media landscape. As storytellers and custodians of public

trust, we believe that repositioning Brand Ghana requires a strong partnership between marketers, policymakers, industry players, and the media.

We salute CIMG for its 36 years of remarkable contributions and achievements, and for maintaining this platform that rewards exceptional performance and encourages higher standards of practice. PRINPAG deeply values our continuous partnership with CIMG and pledges to support every effort that enhances Brand Ghana, fuels economic growth, and drives national transformation.

On this auspicious occasion, we congratulate tonight's awardees. May your achievements inspire others to pursue excellence with integrity and passion.

Long live CIMG.

Long live PRINPAG.

Long live Ghana.

Thank you.

David Tamakloe

PRESIDENT, PRINPAG



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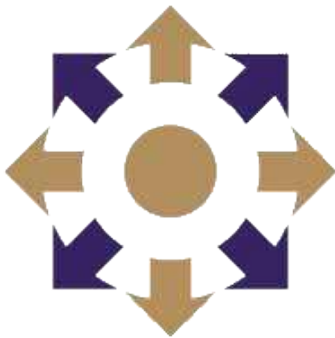
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**ENGR. MARK A.
AMOAMAH**

President



SOLIDARITY MESSAGE FROM THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT (CILT) GHANA

On behalf of the Governing Council and the entire membership of the Chartered Institute of Logistics and Transport (CILT) Ghana, we extend our warmest fraternal greetings and hearty congratulations to the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of your 36th Annual National Marketing Performance Awards.

The theme for this year's awards, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is both timely and highly commendable. It speaks to the critical role of marketing in shaping not just corporate brands, but the very identity and economic destiny of our nation. A strong national brand is a foundation for attracting investment, promoting tourism, and fostering global competitiveness. We believe that by championing this cause, CIMG is not only celebrating marketing excellence but also contributing significantly to the national development agenda.

CILT Ghana recognises the enormous value of your awards scheme, which has long been the irrefutable

standard for recognising and celebrating marketing ingenuity and professional integrity in Ghana. We are proud to have been a consistent partner in this noble endeavour.

For many years, CILT Ghana has been a dedicated sponsor of the Motor Firm of the Year Awards, a proof of the symbiotic relationship between supply chain, logistics, transport, and marketing. We understand that a successful motor firm's performance is inseparably linked to efficient logistics, a robust supply chain, and innovative marketing strategies.

As you gather today, to honour outstanding individuals and organisations, we salute the hard work, creativity, and dedication of all nominees and awardees. May this event inspire even greater heights of excellence and innovation in the marketing profession.

CILT Ghana looks forward to our continued partnership in building a prosperous and well-branded Ghana.

We say Ayekool!

Engr. MARK A. AMOAMAH, FCILT
PRESIDENT, CILT - GHANA

SOLIDARITY MESSAGE

MESSAGE FROM THE CHAMBER OF OIL MARKETING COMPANIES (COMAC)



**DR. RIVERSON
OPPONG**

**CEO/Industry
Coordinator**



On the distinguished occasion of the 36th CIMG Annual National Marketing Performance Awards, the Chamber of Oil Marketing Companies (COMAC) is delighted to extend our warm fraternal greetings to the Chartered Institute of Marketing, Ghana (CIMG), its leadership, members, and stakeholders.

This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is a powerful call to action. In a global marketplace where perception influences investment, tourism, trade, and partnerships, how we present, and position Ghana is as important as the resources we possess. Brand Ghana is more than a slogan; it embodies our values, creativity, resilience, and aspirations for shared prosperity.

For us in the petroleum downstream industry, brand positioning is inseparable from trust. Every litre of fuel dispensed, every safety standard upheld, and every innovation introduced speaks to the credibility of Ghana as a place where business thrives on integrity and quality. By strengthening Brand Ghana, we also strengthen investor

confidence, consumer loyalty, and our competitive edge in the African and global energy markets.

We commend CIMG for its unwavering role in shaping a culture of marketing excellence that extends beyond corporate success to national transformation. This platform not only celebrates outstanding achievements but also reinforces the strategic role of marketing in driving policy priorities, fostering innovation, and ensuring sustainable growth.

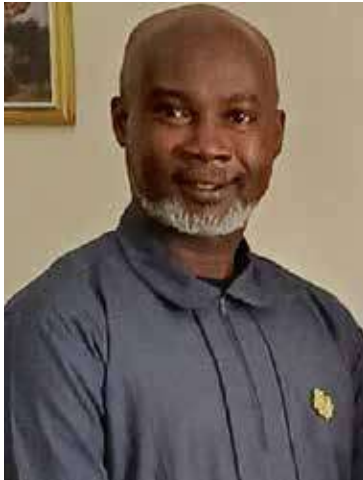
To this year's awardees and nominees, we offer our heartfelt congratulations. Your commitment to excellence, creativity, and professionalism reflects the very spirit of a modern and forward-looking Ghana. May your achievements inspire others to see marketing not just as a tool for promotion, but as a catalyst for economic change and societal progress.

As we celebrate tonight, let us renew our collective responsibility to project a Ghana that is confident, competitive, and ready to lead in Africa's transformation story. Together, let us tell a story the world cannot ignore.

Thank you, and God bless us all,

Dr. Riverson Oppong

CEO/Industry Coordinator - COMAC



**EMMANUEL
FRIMPONG**

Founding President



SOLIDARITY MESSAGE FROM THE AFRICA TOURISM RESEARCH NETWORK (ATRN)

FRATERNAL MESSAGE FROM AFRICA TOURISM RESEARCH NETWORK (ATRN)

As the President of the Africa Tourism Research Network (ATRN), I extend heartfelt congratulations to the Chartered Institute of Marketing, Ghana (CIMG) on the momentous occasion of its 36th anniversary.

Since its establishment in July 1981, CIMG has steadfastly championed the advancement of marketing in Ghana, promoting excellence and professionalism in the field. The institute's unwavering commitment to setting high standards and fostering ethical practices has significantly contributed to the nation's socio-economic development.

The annual National Marketing Performance Awards, now in its 36th edition, stand as a testament to CIMG's dedication to recognizing and celebrating marketing excellence across various sectors including tourism and hospitality. These awards have become a

benchmark for distinction, inspiring organisations and individuals to strive for innovation and impact in their marketing endeavours.

CIMG's proactive initiatives, including the launch of professional marketing qualifications and the establishment of the Ghana School of Marketing, underscore its role in shaping the future of marketing education and practice in the country.

As we commemorate this significant milestone, ATRN acknowledges CIMG's invaluable contributions to the marketing profession and its influence on national development. We look forward to continued collaboration, particularly in leveraging marketing strategies to enhance tourism research and promotion across the African continent.

May CIMG's legacy of excellence continue to inspire and drive progress in the years ahead.

AYEKOOOO!!!

Warm regards,

Emmanuel Frimpong
President,
Africa Tourism Research Network
(ATRN)



ANDREW ACKAH

President



SOLIDARITY MESSAGE FROM THE ADVERTISING ASSOCIATION OF GHANA (AAG)

The President, Council, and entire membership of the Advertising Association of Ghana (AAG) extend warm fraternal greetings and heartfelt congratulations to the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of your prestigious Awards Programme in celebration of excellence in marketing.

The CIMG Awards continue to serve as a beacon of inspiration within Ghana's marketing and communications ecosystem, honouring outstanding brands, institutions, and individuals who demonstrate innovation, strategic insight, and measurable impact. We salute your unwavering commitment to raising the standards of marketing practice in Ghana and beyond.

As natural allies in the creative and brand-building value chain, AAG recognises the vital role CIMG plays in fostering a vibrant, ethical, and results-driven marketing profession. Your annual celebration

of excellence reinforces the importance of synergy between marketers and advertisers in driving meaningful connections between brands and consumers.

We join you in applauding this year's nominees and awardees for their exceptional contributions to our industry and national development. May this occasion further deepen the collaborative spirit between our two institutions as we continue to shape a future where marketing and advertising co-create value, drive economic growth, and reflect the highest standards of professionalism.

Congratulations once again on this remarkable achievement. We wish you a successful and memorable Awards Night.

Long live CIMG. Long live AAG. Long live the marketing and communications industry.

For and on behalf of the Advertising Association of Ghana (AAG)

Andrew Ackah
[President]



ERIC APPIAH

President



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

SOLIDARITY MESSAGE FROM THE ASSOCIATION OF RURAL BANKS (ARB)

On 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)



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

inspire confidence in Brand Ghana and drive sustainable national progress.

This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is both timely and visionary. It underscores the powerful role of strategic marketing not only in promoting products and services but also in shaping Ghana's economic destiny. For GHASALC, whose members are committed to financial inclusion, supporting micro and small, and medium enterprises (MSMEs), and strengthening community development, this theme is particularly relevant. Building Brand Ghana requires a robust financial sector that delivers trust, security, and empowerment: values that we uphold daily in serving over six (6) millions of Ghanaians.

To the distinguished awardees, I say congratulations. Your achievements are a testament to your resilience, creativity, and unwavering commitment to excellence. Yet, let this honour be not just a crown of accomplishment but a call to even greater responsibility. May it inspire you to innovate responsibly, mentor others, and use your platforms to project authentic Ghanaian stories that drive transformation. You are the architects of Brand Ghana's future.

Finally, I commend CIMG for its steadfast commitment to celebrating excellence and promoting high professional standards over the past 36 years. By sustaining this noble tradition, you have significantly contributed to positioning Ghana as a competitive force and advancing our collective aspiration for economic growth and transformation.

GHASALC is proud to stand in solidarity with you on this remarkable occasion, and we look forward to deepened collaboration in building a strong, inclusive, and prosperous Ghana.

Congratulations once again to CIMG, to all nominees, and especially to the awardees of the 36th Annual National Marketing Performance Awards.

Long Live CIMG MARKETING AWARDS.....

Long Live GHANA....

Thank you.

On behalf of the Ghana Association of Savings and Loans Companies (GHASALC), I extend warm fraternal greetings and heartfelt congratulations to the Chartered Institute of Marketing, Ghana (CIMG), on the occasion of the 36th Annual National Marketing Performance Awards.

For more than three decades, the CIMG Awards have served as a prestigious platform for recognising and celebrating excellence, professionalism, and innovation across Ghana's corporate and business landscape. These Awards embody ideals that resonate deeply with us: discipline, creativity, resilience, and ethical leadership. They remind us that organisations and professionals who consistently uphold integrity and excellence

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ALEX BANFUL
President

SOLIDARITY MESSAGE FROM THE GHANA ADVERTISERS BOARD (GAB)

On the occasion of the 36th Annual Awards, GAB honours CIMG for establishing marketing as a relevant and essential discipline, not only for businesses but also for achieving national objectives. The theme of this year's celebration, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," is particularly fitting given the current geopolitical developments and their impact on global economic stability.

Ghana is at a pivotal point in its economic development. With a rich cultural heritage, abundant natural resources, and a youthful population, our nation is well-positioned for lasting success. To leverage this significant potential, Ghana must confidently reshape its global image through strategic, cohesive, and transformative branding.

In today's world, marketing has evolved into a crucial national asset, rather than just a business tool. It is essential for marketing to become the foundation of Ghana's development strategy. By revitalising Brand Ghana, we can:

- Inspire investor confidence through clear and engaging narratives that highlight Ghana's extensive economic opportunities.
- Showcase our local industries, commodities, and innovative digital services.
- Create a unified national message

that resonates across all sectors, ensuring a powerful impact and consistency.

Repositioning Brand Ghana demands more than mere surface-level changes; it requires a profound transformation. A powerful and effective brand strategy can:

- Significantly increase foreign direct investment (FDI) and attract local investment.
- Expand our non-traditional exports, opening new markets.
- Create jobs and encourage entrepreneurial ventures.
- Strengthen our national identity while enhancing our global standing.

The Ghana Advertisers Board (GAB) urges the Chartered Institute of Marketing Ghana (CIMG) to spearhead this vital initiative. Brand Ghana must become more than just a catchy slogan—it should ignite a movement. Through strategic marketing, Ghana can emerge as a shining example of African excellence. The moment is upon us; let us seize this opportunity and transform our future! Ghana stands at a pivotal moment in its economic journey. The time to act is now.

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**REV. WALE
ADEOYE-FAMOSA**

Managing Director/CEO



SOLIDARITY MESSAGE FROM THE MD/CEO OF PRIMUS ADVERTISING LIMITED

To the President, Council, and distinguished members of CIMG, on behalf of Primus Advertising Limited, I salute the Institute for its unwavering commitment to elevating the role of marketing in national development.

The chosen theme, “Repositioning Brand Ghana: Marketing for Economic Growth and Transformation,” is both timely and visionary. At a time when nations are seeking to redefine their global presence and stimulate sustainable development, Ghana stands at a unique crossroads — rich in heritage, potential, and human capital. The deliberate focus on marketing as a strategic tool for national transformation underscores the critical role that professionals, institutions, and industries must play in shaping and projecting a compelling narrative for our country.

In every generation, there arises a moment that calls us to reimagine who we are and what we stand for. For Ghana, that moment is now.

The call to reposition Brand Ghana is not merely a thematic exercise, it is a national imperative. It invites us to look beyond symbols and slogans, and instead focus on substance, strategy, and storytelling. It is about aligning

perception with potential, and image with intent.

As marketers, we are the custodians of narratives. Our tools are insight, creativity, and consistency. But more importantly, our task is to uncover the truth of a brand and in this case, that brand is Ghana. A country rich in culture, ingenuity, enterprise, and youthful energy. A nation with a compelling story yet to be fully told in its own voice.

To reposition Brand Ghana is to shift the mindset of how we see ourselves, and how we project ourselves to the world. It means building a national identity that inspires confidence, attracts investment, fuels tourism, empowers local industries, and unlocks value at every level of society.

This theme challenges us not only to market better but to think deeper. To question how our strategies, campaigns, and platforms can contribute meaningfully to economic growth and national transformation. The future belongs to nations that know how to package and present their value with clarity and conviction.

Let this be the era where marketing moves from the margins to the center of national progress.

Let us embrace the challenge to not just communicate Ghana—but to shape Ghana’s image into one that reflects its aspirations.

Wishing the entire community a productive and inspiring year.

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**ROBERT
DZATO**

Chief Executive Officer



SOLIDARITY MESSAGE FROM THE CHARTERED INSTITUTE OF BANKERS, GHANA

On behalf of the Governing Council of the Chartered Institute of Bankers, Ghana (CIB Ghana), I extend our heartfelt congratulations to the Chartered Institute of Marketing, Ghana (CIMG). Your unwavering commitment to excellence has firmly established CIMG as the benchmark for marketing professionalism in Ghana and beyond.

At CIB Ghana, we deeply value our partnership with CIMG and remain committed to working collaboratively to promote ethics and professionalism across our nation. Indeed, there has never been a more opportune moment to rebrand Ghana. The theme for this year, “Repositioning Brand Ghana: Marketing for Economic Growth and Transformation,” is both timely and forward-looking. Our country and her people need rebranding. Who are we, what are our values and how prepared are we to defend these values in the interest of Ghana?

As CIMG marks 36 years of impactful contributions and achievements, we salute your dedication to education and the advancement of the marketing profession. We look forward to many more years of fruitful collaboration and shared success.

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

Thank you



**Dr. James A. C.
Orleans-Lindsay**
President



SOLIDARITY MESSAGE FROM GREDA

The Ghana Real Estate Developers' Association (GREDA) extends felicitations to the Chartered Institute of Marketing Ghana (CIMG). Once again, on the occasion of the 2025 Performance Awards, GREDA deems it paramount to associate with your esteemed organization as business partners and collaborators who share mutual interests.

GREDA is the umbrella body of real estate developers, and our members rely on the services of strategic marketing that the dynamic marketers of your membership provide. This enables our members to reach out to potential clients for sales closures. It is, therefore, our shared benefits to maintain the long and cordial relationship that exists between our associations.

We commend CIMG for recognizing and celebrating excellence in marketing in the built environment. We are particularly delighted to be offered award slots in recognition of the hard work of some of our members. It goes a long way to promote healthy competition and excellence. As real estate developers, we understand the importance of strategic marketing in showcasing our units and services.

GREDA looks forward to continued collaboration and partnership with CIMG, leveraging our shared interests in promoting Ghana's economic growth and development.

We wish all nominees and winners a successful event and continued success in their endeavours.

Thank you.



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SHAIBU ALI
President



INSURANCE
BROKERS'
ASSOCIATION
OF GHANA

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

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 35th 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 as 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

Shaibu Ali

President

Insurance Brokers Association of
Ghana



SETH KOBLA. AKLASI

Managing Director



SOLIDARITY MESSAGE FROM GHANA REINSURANCE PLC

Marketing for Economic Growth and Transformation”. Branding in the world today is a very important aspect of every business, which shapes consumer perceptions about a product or service, leading to long-term business growth and success.

In today’s competitive global landscape, a nation’s brand is not only defined by its resources but by the perceptions it creates and the trust it inspires in consumers through service. The Brand Ghana is a representation of our nation’s heritage, political stability, natural resources and innovative products. The global economy has become a very competitive marketplace, and for Ghana to be perceived as a nation with undeniable influence, the brand Ghana needs repositioning.

Repositioning brand Ghana involves aligning our national image with a paradigm shift from exporting raw materials to producing high-quality finished products, providing unparalleled services and a hospitable environment through marketing our growth in sectors such as manufacturing, agriculture, mining, creative arts, insurance/reinsurance and the services sector at large. This can be achieved through collaboration between the government, private sector, civil society and the median This will undeniably enable Ghana attract investment, boost tourism and enhance Ghana’s global standing, fostering economic prosperity, among others. Also, as the host of

the African Continental Free Trade Area (AfCFTA) Secretariat, Ghana can leverage opportunities presented by AfCFTA to become a regional trade hub in Africa.

As we celebrate the efforts of all awardees whose outstanding performance exemplifies the transformative power of marketing, it is our believe that their creativity, dedication, and strategic foresight are instrumental in building a positive and attractive image for Ghana on the global stage.

In conclusion, we wish to congratulate the CIMG for its persistent dedication to organizing these recognition awards every year. Ghana Re is indeed proud of the longstanding partnership with CIMG and deeply values your significant role in advancing marketing excellence in Ghana. Ghana Re, once again, looks forward to presenting the prestigious award for the “Insurance Company (General) of the Year” at the forthcoming Awards ceremony.

The duty and sacrifice to which all others must be forgone, is, not to fail posterity in marketing and branding our country Ghana, for a better future.

On behalf of the Board, Management and Staff of Ghana Reinsurance PLC (Ghana Re), we extend our heartfelt congratulations to the Chartered Institute of Marketing, Ghana (CIMG) on its 36th Annual National Marketing Performance Awards.

For the past 36 years, CIMG has championed marketing excellence through the implementation of its flagship program, which is geared towards fostering healthy competition, improving the quality of products and services, and promoting marketing best practices.

This year’s CIMG awards is to be celebrated under the theme, “Repositioning Brand Ghana:

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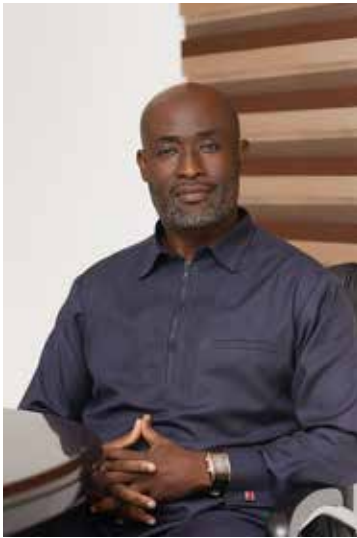
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Mr. STEPHANE MIEZAN
PRESIDENT, GNCCI



On behalf of the Ghana National Chamber of Commerce and Industry (GNCCI), I bring you warm fraternal greetings. It is with great honour that I extend congratulations to the Chartered Institute of Marketing, Ghana (CIMG), on the occasion of its 36th Annual National Marketing Performance Awards. For more than three decades, CIMG has been at the forefront of entrenching the values of professionalism, innovation, and excellence in marketing practice, thereby setting the standards that have inspired both institutions and individuals across our nation.

Over the years, the National Marketing Performance CIMG Awards have grown into one of the most respected platforms for recognising organisational leadership, brand building, and strategic marketing. In celebrating tonight's honourees, we affirm CIMG's reputation as a guardian of marketing standards and a partner in Ghana's quest for sustainable economic transformation.

The theme of this year's awards, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation," could not be timelier. It reflects a collective recognition that Ghana's development journey requires deliberate strategies to enhance our national image and competitiveness. At GNCCI, we have long championed the belief that building a resilient, investor-friendly, and globally competitive

SOLIDARITY MESSAGE FROM GHANA NATIONAL CHAMBER OF COMMERCE AND INDUSTRY (GNCCI)

business environment is essential to positioning Ghana as a preferred destination for trade and investment. Brand Ghana, therefore, is not merely about symbolism; it is about the structural reforms, business practices, and marketing strategies that enable our businesses, especially small and medium-scale enterprises, to thrive in regional and global markets.

The Ghanaian private sector forms the backbone of Ghana's economy and should be central to this repositioning agenda. Our creativity, adaptability, and innovation reflect the unique spirit of resilience. Yet, to compete effectively on the continental and global stage, businesses must align their products and services with modern marketing strategies, strong brand identities, and the values that resonate with consumers. Marketing is the bridge that links Ghanaian entrepreneurship with international markets, ensuring that the ingenuity of our people translates into exports, jobs, and wealth creation.

Indeed, in the context of the African Continental Free Trade Area (AfCFTA), marketing assumes an even greater strategic role. As the host nation of the AfCFTA Secretariat, Ghana has a unique responsibility to demonstrate how deliberate branding and credible communication can drive trade and investment across the continent. At the GNCCI, we have taken several steps to support this agenda. This includes a nationwide training programme that has equipped over one thousand (1,000) businesses with practical knowledge on AfCFTA Rules of Origin, export readiness, marketing, and branding, etc in 2023.

Beyond training, in 2024, the Chamber, with GIZ support, donated fifty (50) industrial machines to selected businesses to improve productivity, enhance product quality, and strengthen competitiveness. These interventions are complemented by our ongoing advocacy to remove non-tariff barriers, our facilitation of market linkages through trade missions, and our support for businesses to

participate in continental trade fairs. Together, these initiatives give real meaning to the concept of "Brand Ghana" by enabling our businesses to compete credibly and confidently under AfCFTA.

A strong Brand Ghana, however, goes beyond capacity building. It must project reliability, quality, and resilience. It must inspire confidence and trust among investors, trading partners, and consumers. We must position Ghana as a nation of opportunity and innovation. Achieving this requires collaboration between government, the private sector, and professional bodies such as CIMG to align policies, skills, and practices that reinforce Ghana's standing in Africa and beyond.

It is against this backdrop that tonight's awardees deserve special recognition. Their achievements in leadership, innovation, and corporate excellence embody the very values we seek to project as a nation. By raising standards in product quality, customer service, and governance, they act as true ambassadors of Brand Ghana. Their impact extends beyond their institutions; it shapes Ghana's image in regional and global markets. To every individual and organisation being celebrated tonight, accept our admiration. Your accomplishments strengthen not only your industries but also the collective reputation of our country.

As we mark 36 years of the National Marketing Performance Awards, let us rededicate ourselves to the task of repositioning Brand Ghana, not only through rhetoric but through tangible actions that strengthen our institutions, empower our businesses, and inspire confidence in our markets. In so doing, we ensure that Ghana's economic transformation is not a distant aspiration but a shared reality.

On this historic occasion, I once again congratulate the Chartered Institute of Marketing, Ghana, for your sustained leadership. I also salute all the award winners for raising the bar of excellence. The GNCCI stands ready, as always, to work with you to drive the vision of a globally competitive Ghana.



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MR. ALBERT DUMFOUR

President



SOLIDARITY MESSAGE FROM PRESIDENT OF THE GHANA JOURNALIST ASSOCIATION

The Ghana Journalists Association (GJA) extends warm congratulations and felicitations to the Chartered Institute of Marketing Ghana (CIMG) on the occasion of your Awards Ceremony. We commend CIMG for fostering excellence in marketing and promoting professionalism in the industry. Professionalism and excellence are shared values of the GJA.

We recognise the vital role that marketing professionals play in shaping Ghana's economy and promoting development. The GJA values the collaboration between media and marketing professionals in telling Ghana's story and driving growth.

On this occasion, we would like to wish CIMG continued success in their endeavours and look forward to strengthened partnerships between our organisations in promoting Ghana's development agenda, growth and prosperity of its people.

The Ghana Journalists Association (GJA), indeed, looks forward to collaborations that would significantly benefit both

organizations.

In a rapidly evolving media and business landscape, the synergy between marketing and journalism has become even more crucial. Together, we can harness innovation, creativity and ethical practices to ensure that the Ghanaian narrative is projected positively, both locally and globally.

The GJA believes that your commitment to recognizing and rewarding outstanding performers in marketing serves as an inspiration to other professionals across industries. It is through such recognition that we build a culture of meritocracy and encourage continuous improvement.

As you celebrate excellence tonight, let us reaffirm our joint responsibility to uphold integrity, innovation and service to the nation. The GJA stands with CIMG in advancing these ideals and pledges its support to future initiatives that will contribute to Ghana's socio-economic transformation.

Thank you!



SETH KOBLA. AKLASI

President



SOLIDARITY MESSAGE FROM GHANA INSURERS ASSOCIATION

Distinguished President and Council Members of the Chartered Institute of Marketing, Ghana, Esteemed Awardees, Colleagues, Ladies and Gentlemen, on behalf of the Ghana Insurers Association, I bring you warm greetings and hearty congratulations on this auspicious occasion—the 36th edition of the CIMG Annual National Marketing Performance Awards.

For over three decades, the Chartered Institute of Marketing, Ghana, has consistently set the pace in recognizing and rewarding excellence in marketing. This year's theme, "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation", is not only timely but deeply aligned with the aspirations of all sectors—including insurance—working towards national development.

Brand Ghana is more than just an identity; it is the collective promise we make to ourselves and to the world. It is the reputation we build, the trust we cultivate, and the value we deliver. Marketing, therefore, becomes the tool by which we tell our story, project our values, and transform perception into tangible growth.

As insurers, we know too well that trust is the backbone of every brand. Our industry thrives on confidence, protection, and reliability. In the same way, Brand Ghana must be anchored on credibility, resilience, and inclusivity—qualities that attract investment, foster innovation, and ultimately drive transformation.

The journey of repositioning our brand as a nation requires strong collaboration across sectors. Marketing professionals, policymakers, insurers, entrepreneurs, and creatives must work hand-in-hand to shape narratives that highlight Ghana as a hub of opportunity, security, and growth. The Ghana Insurers Association believes that insurance has a unique role to play—by providing safety nets that build confidence for businesses, protect livelihoods, and empower industries to take bold steps in pursuit of transformation.

Tonight, as we celebrate excellence, let us remind ourselves that the story of Ghana must be told with clarity, consistency, and conviction. Let us build a Brand Ghana that inspires confidence at home and abroad; one that signals to the world that Ghana is not only ready for growth but prepared for sustainable transformation.

On this note, the Ghana Insurers Association commends the Chartered Institute of Marketing, Ghana, for its unwavering commitment to excellence and national development. We extend our warm congratulations to all awardees. May your achievements continue to inspire others and propel Ghana towards greater heights.

Thank you and may God bless Brand Ghana.



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Mr Ato Micah
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SOLIDARITY MESSAGE MAVERICK RESEARCH,

Dear Chairperson, President, and Esteemed Members of the Chartered Institute of Marketing, Ghana,

On behalf of Maverick Research, I extend our warm greetings and congratulations to CIMG for your continued leadership

in championing excellence in marketing in Ghana.

As we reflect on the theme of Repositioning Brand Ghana, we see an exciting opportunity to elevate Ghana as a true hub

of technology, innovation, and investment. At Maverick, we believe accessible insights are the foundation of this

repositioning—empowering businesses, policymakers, and investors to make data-driven decisions that enhance

Ghana's global competitiveness.

Our own platform, MyMaverick.ai, is an example of how technology can remove barriers in accessing market intelligence,

ensuring that Ghana is not only an attractive destination for investors but also a beacon of innovation across the

continent. Specifically, breaking down complex data into visual, easy-to-understand analytics, so decision-makers at all

levels can act with confidence, allowing customizable queries and sector-specific reports, ensuring SMEs, corporates,

and policymakers alike get information relevant to their context and Integrating AI-driven forecasting tools, which help

anticipate consumer shifts and market opportunities with greater accuracy.

We are proud to share in this vision with CIMG, and we celebrate your vital role in shaping a stronger, more competitive

Brand Ghana.

With fraternal regards,

Ato Micah

Managing Principal

Maverick Research



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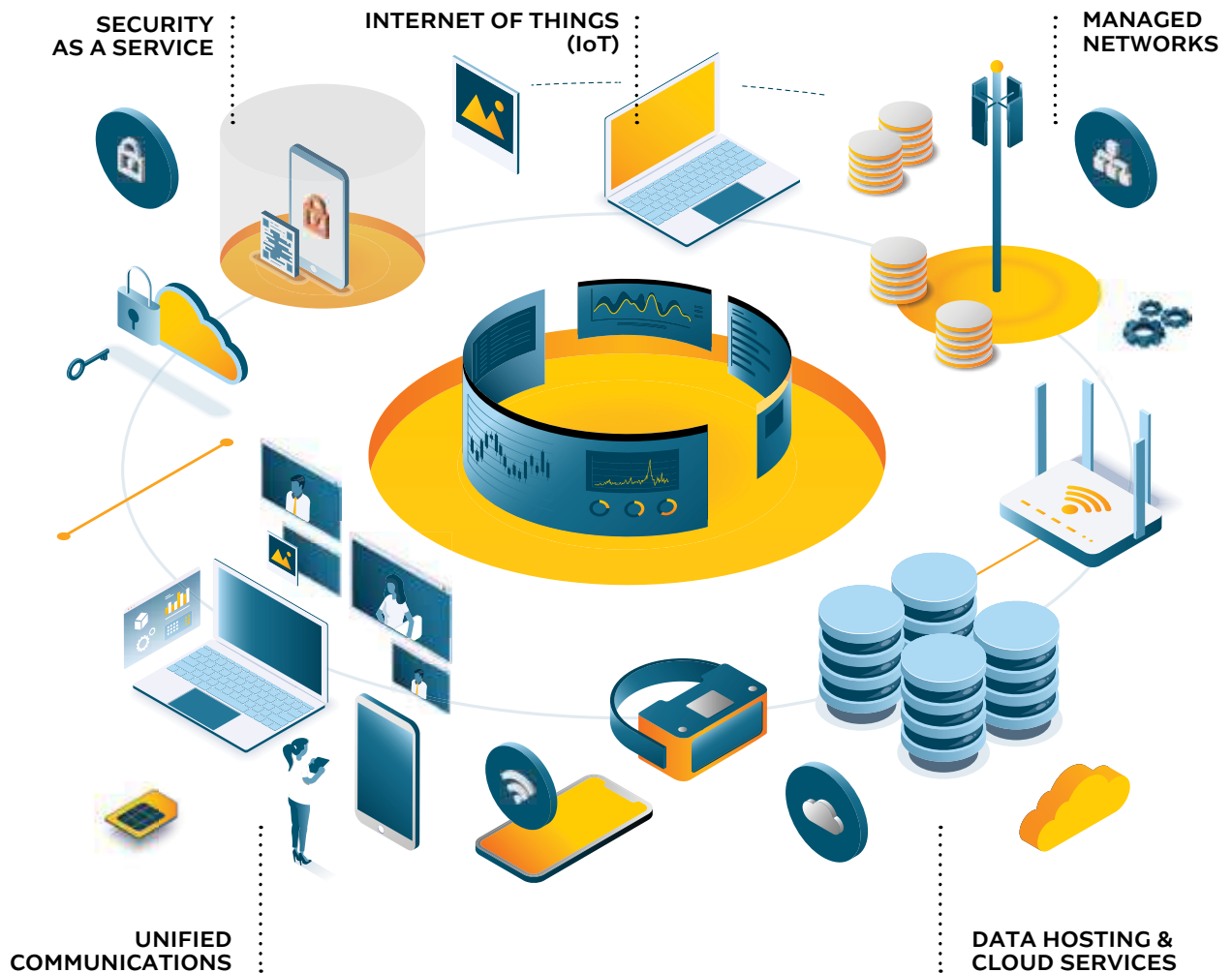
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