

CIMG HELD 24TH MARKETING EXCELLENCE AWARDS

The Chartered Institute of Marketing, Ghana (CIMG) on Friday, September 13, 2013 held the 24th Annual CIMG Marketing Excellence awards at the State Banquet Hall during which 36 individuals and corporate organisations were awarded for the 2012 calendar year.

The CIMG Annual awards which is arguably one of the longest running national awards and also one of the reputed awards schemes in the nation can boast of contributing toward improving the market delivery and best practices among corporate organisations.

What endears the CIMG awards to the stakeholders and marketing practitioners is the nature of and method of the selection process, which involves the public, corporate organisations and reputable research organisations.

The procedure involves the receipt of public nominations, shortlisting of nominees based on set criteria. At this stage research organisations like IPSOS Ghana, AC Nielsen then invite eminent personalities made up of 60 per cent experts in the area of the particular awards and 40 per cent from diverse background to award marks based on entries submitted by the nominees.

The results are then weighted by the research organisations who then present the findings to the Governing Council of the CIMG. The Council then deliberates on the report to determine if the criteria are met and makes the final approval.

The Governing Council of the CIMG is constantly revising the procedure and the awards categories so that they reflect the vision of the Institute to positively influence the learning and practice of marketing.

As a result, four new categories of award were added to the existing awards to bring the total from thirty four (34) to thirty eight (38).

The new categories are Airline of the Year (Domestic), Non-Bank Financial Institute of the Year, Hospitality Facility of the Year (Allied and Support Services) and Rural Bank of the Year.

However, the CIMG has noted that the failure of companies to develop reliable statistics and research on their activities and the industry they operate in affects their strategies and performance. The Institute, is therefore recommending that corporate institutions should pay attention to this area which provides so much insight to the things they do and the market or environment they operate in.

The phenomenon has led to some of the categories like Domestic Airline and Agro-Based Company not to be awarded.

The following categories and the winners are:

PERSONALITY

MARKETING MAN OF THE YEAR – 2012

MARKETING WOMAN OF THE YEAR – 2012

WINNERS

PROFESSOR JOSHUA ALABI
VICE CHANCELLOR
UPSA

MS. ESTHER COBBAH
CHIEF EXECUTIVE OFFICER
STRATCOMM AFRICA

MARKETING STUDENT OF THE YEAR – 2012

KOFI FOLSON

MARKETING PRACTITIONER OF THE YEAR – 2012

MRS. AGNES ESSAH
MARKETING DIRECTOR
GGBL

HALL OF FAME AWARD WINNERS

MOTOR FIRM – 2012

TOYOTA GHANA COMPANY LTD.

RETAIL OUTLET OF THE YEAR – 2012

MELCOM GROUP OF COMPANIES

INSURANCE COMPANY (GEN) OF THE YEAR – 2012
COMPANY

VANGUARD ASSURANCE

ISP's COMPANY OF THE YEAR – 2012

BUSY INTERNET (NEW ENTRANT)

NOT FOR PROFIT ORGANISATION OF THE YEAR – 2012

BUSINESS SECTOR ADVOCACY
CHALLENGE FUND (BUSAC
FUND) (NEW ENTRANT)

PETROLEUM COMPANY OF THE YEAR – 2012

TOTAL GHANA (NEW ENTRANT)

MEDIA

OUTDOOR ADVERT OF THE YEAR – 2012

FREE BEYOND THREE - MTN

PRINT ADVERT OF THE YEAR – 2012

SO THAT THEIR DREAMS MAY
COME TRUE – LATEX FOAM

TV ADVERT OF THE YEAR – 2012

TIGO CASH – NO WAHALA

RADIO ADVERT OF THE YEAR – 2012

SIC LIFE - FINAL JOURNEY

TV PROGRAMME OF THE YEAR – 2012

VODAFONE HEALTH LINE

RADIO PROGRAMME OF THE YEAR – 2012

DRIVE TIME

BRAND ACTIVATION OF THE YEAR – 2012

ASHANTIFEST – MTN

BUSINESS

INSURANCE COMPANY (LIFE) OF THE YEAR – 2012

SIC LIFE

INSURANCE COMPANY (GENERAL) OF THE YEAR – 2012

STAR ASSURANCE

HOSPITALITY FACILITY (HOTEL) OF THE YEAR – 2012

GOLDEN TULIP (ACCRA)

HOSPITALITY FACILITY (ALLIED AND SUPPORT SERVICES)
OF THE YEAR – 2012

YOKS INVESTMENT

PETROLEUM COMPANY OF THE YEAR – 2012

GOIL

MEDIA ORGANISATION OF THE YEAR – 2012

MOTOR FIRM OF THE YEAR – 2012

BANK OF THE YEAR – 2012

RURAL BANK OF THE YEAR – 2012

NON-BANK OF THE YEAR – 2012

INDIGENOUS CATERING FACILITY OF THE YEAR – 2012

TELECOM COMPANY OF THE YEAR - 2012

MARKETING-ORIENTED ORGANISATION OF THE YEAR – 2012

AIRLINE OF THE YEAR (INTERNATIONAL) – 2012

MANUFACTURING COMPANY OF THE YEAR – 2012

GRAPHIC COMMUNICATIONS

JAPAN MOTORS

GCB BANK

ODOTOBRI RURAL BANK

FIRST CAPITAL PLUS

AGATHA'S PLACE

AIRTEL GHANA

VODAFONE GHANA

DELTA AIRLINE

ASHFOAM

PRODUCT

PRODUCT OF THE YEAR – 2012

EMERGING BRAND OF THE YEAR – 2012

CAMEL – PZ CUSSONS

RUUT BEER – GGBL

SPECIAL AWARD

JAMES EBO WHYTE
CHIEF EXECUTIVE OFFICER
ROVERMAN PRODUCTIONS

CATHERINE KROBO-EDUSEI BENSON
(MRS)
CHIEF EXECUTIVE OFFICER
EDEN TREE