



The "**Ghanaian Banking Sector Media Intelligence Analytics**" report for **Q1-Q2 2024**, provides a comprehensive overview of the Media activity surrounding the Banking sector in Ghana. With a total of 50,935 Statements analyzed across various platforms—including Online, Radio, TV, and Print Mediums. This report captures the multifaceted Narratives and Sentiments expressed in the media about Ghanaian banks and their leadership. This report is designed not only to inform but also to guide future initiatives in response to Media Narratives in Relation to the 23 Commercial Banks in Ghana.

WHAT TO LOOK OUT FOR

- 1 How Visible is Your Bank's Media Narrative ?
- 2 What is the Quality of Your Bank's Media Narrative ?
- 3 Where Does Your Bank's CEO Stand?
- 4 What is the Quality of Your Bank's CEO Media Visibility ?
- 5 How Often is Your Bank's CEO Quoted in the Media ?
- 6 Has Your Bank's CEO been Paraphrase in the First-Half of 2024 ?

DATA BASIS: Analysis of the Ghanaian Banking Sector Media Visibility Intelligence

Total Statements: 50,935
Total stories: 1152

Total issues: 21,680
Period: Q1-Q2, 2024

Medium: Online, Radio, TV & Print
Inter- Coder Validity: 85%

CUSTOMIZED-DETAILED GHANAIAN BANKS' MEDIA INTELLIGENCE ANALYTICS ARE AVAILABLE UPON REQUEST

ABOUT US

INSTITUTE OF BRANDS NARRATIVE ANALYSIS

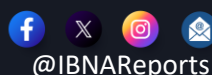
The Institute of Brands Narrative Analysis (IBNA) is an Independent Media Monitoring, Research and Poll Agency that provides intelligent data services and strategic communication support for corporate institutions and policy makers.

IBNA has remained the leading media research institute focusing on continuous 100 percent media analysis with a blend of customer research models and Instruments.

OUR CONTACT DETAILS

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SOCIAL MEDIA





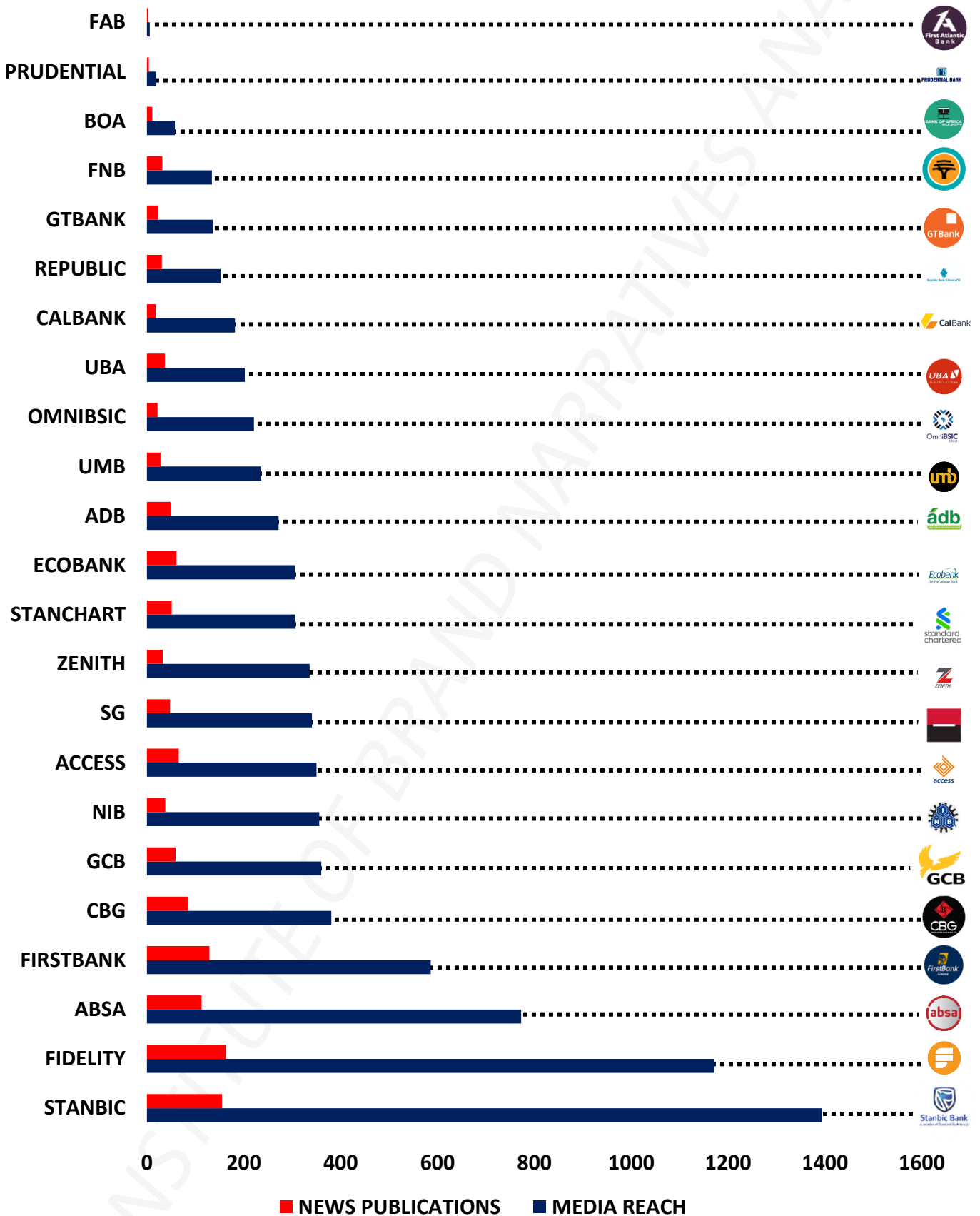
GHANAIAN BANKING SECTOR: **BANKS'** MEDIA REACH AND NEWS PUBLICATIONS, Q1-Q2 2024.

COMMENTARY

This analysis cover a substantial volume of **8,280 Media Reach** and **1,258 News Publications** by the 23 Commercial Banks in Ghana, indicating a robust engagement with the banking sector in public discourse.

- Leading the Chart is **Stanbic Bank Ghana** with a total of **155 News Publications** Reaching **1,394 Mediums** from Q1-Q2, 2024.
- With Only **2 News Publications** Reaching **6 Mediums** is First Atlantic Bank Ghana(**FAB**).

How Visible is Your Bank's Media Narrative ?



DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' Media Reach and News Publications

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GHANAIAN BANKING SECTOR: BANKS' MEDIA SENTIMENT NARRATIVE, Q1-Q2 2024.



COMMENTARY

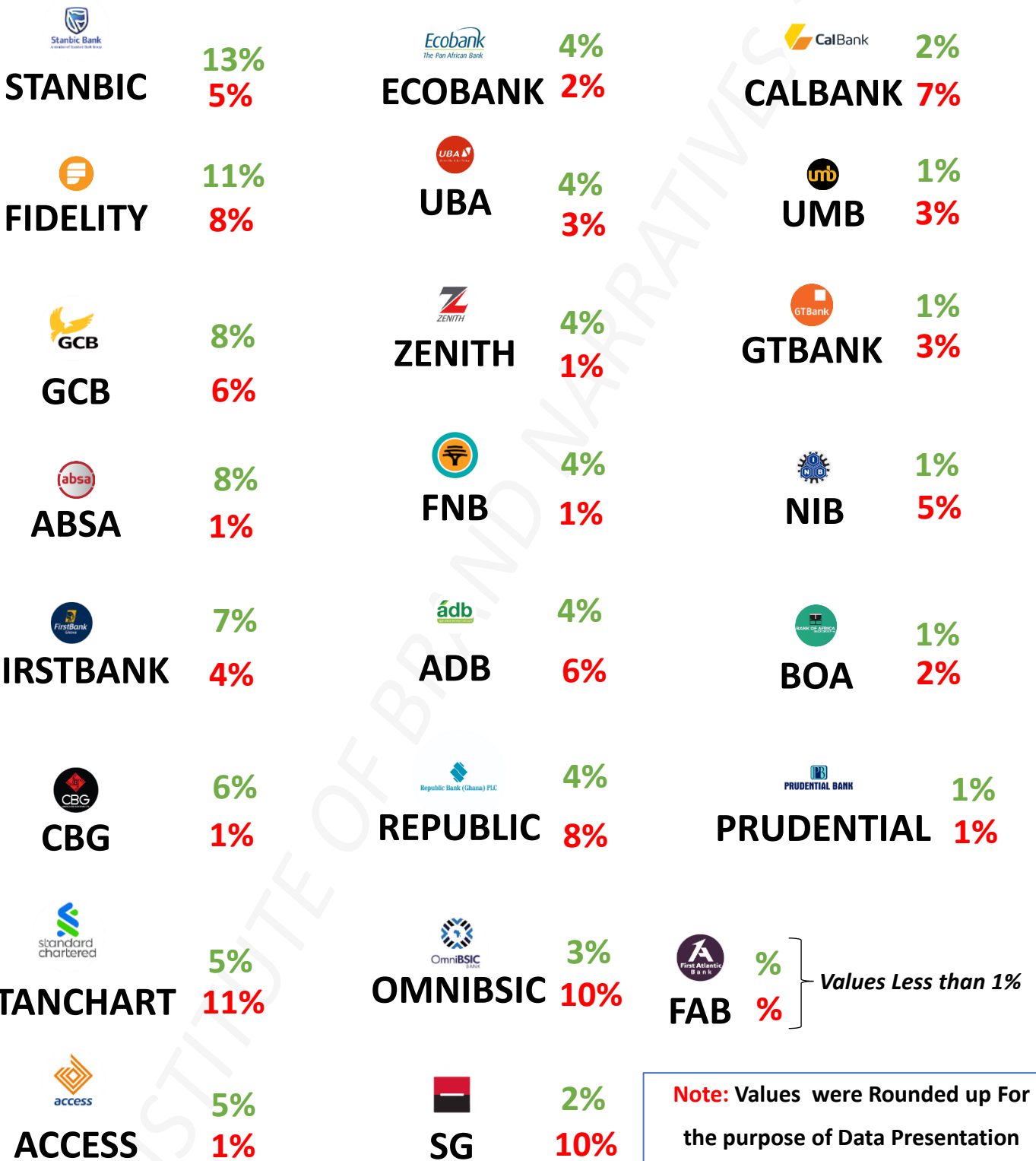
This analysis reveals the general sentiment surrounding the Ghanaian Banking sector, highlighting that among the total Media Narratives, a notable portion is positive, with specific banks like Stanbic and Fidelity showing higher percentages of positive framing.

- **Stanchart Ghana** however recorded the highest amount of Negative (11%) Media Framing from Q1-Q2, 2024.
- Followed by OMNIBSIC and Societe Generale (SG) with a Negative Media Framing of 10% Each.

What is the Quality of Your Bank's Media Narrative Sentiment ?

■ % of Positive Framing
Total Positive Framing: 1525

■ % of Negative Framing
Total Negative Frames: 145



Note: Values were Rounded up For the purpose of Data Presentation

DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' Media Sentiment Analysis

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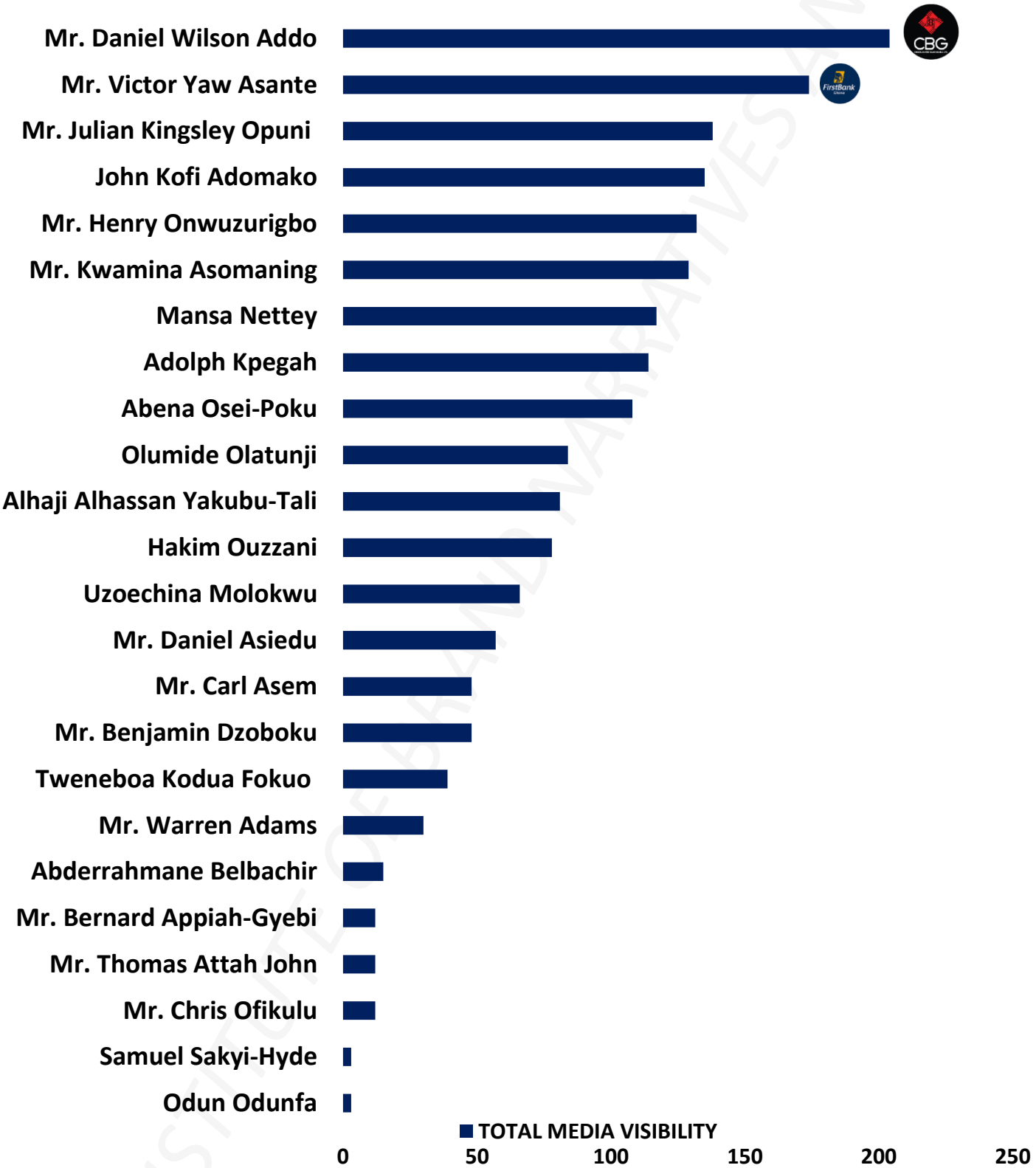
GHANAIAN BANKING SECTOR: BANKS' CEOs MEDIA VISIBILITY RATINGS, Q1-Q2 2024.



COMMENTARY

The media Visibility of the Ghanaian Banking Sector CEOs during **Q1-Q2, 2024** was notably dominated by **Mr. Addo**, the CEO of CBG Bank Ghana, signifying their substantial influence and public interest, followed by **Mr. Victor Yaw Asante** the CEO of FirstBank Ghana. Their proactive media engagement, strategic communication, and community involvement enhanced public confidence and brand reputation.

Where Does Your Bank's CEO Stand?



DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' CEOs Media Visibility Analysis

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GHANAIAN BANKING SECTOR: BANKS' CEOs MEDIA SENTIMENT NARRATIVE, Q1-Q2 2024.

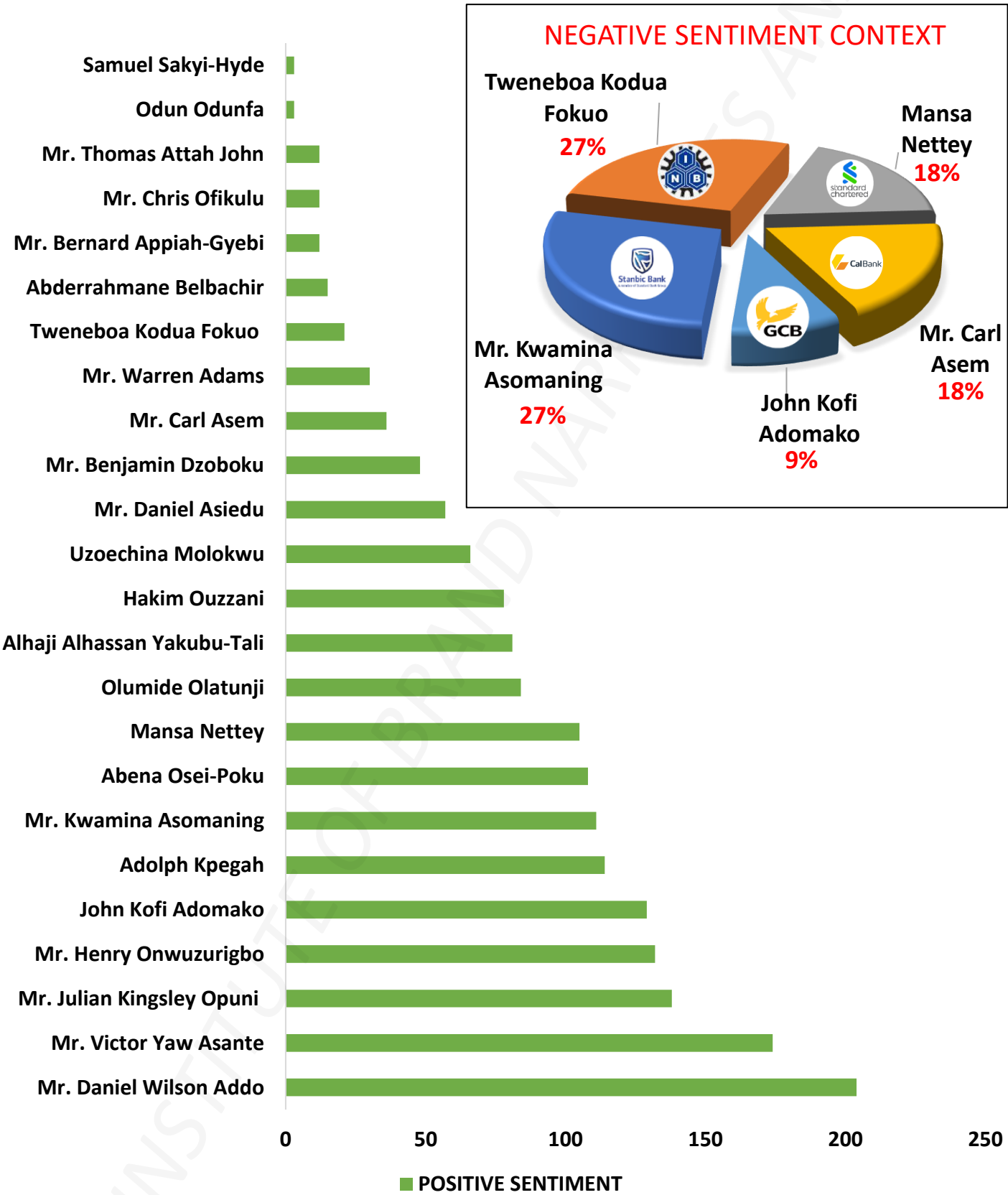


COMMENTARY

High visibility in media can have both positive and negative implications.

Note: This Visibility sentiment appears negative from external circumstances, not from any misconduct or failure by the bank or its leadership. This instance demonstrates the necessity for banks to articulate their strategies effectively to mitigate any unintended negative perceptions stemming from external economic narratives.

What is the Quality of Your Bank's CEO Media Visibility ?



DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' CEOs Media Sentiment Analysis

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GHANAIAN BANKING SECTOR: BANKS' CEOs MEDIA QUOTES RANKING, Q1-Q2 2024.



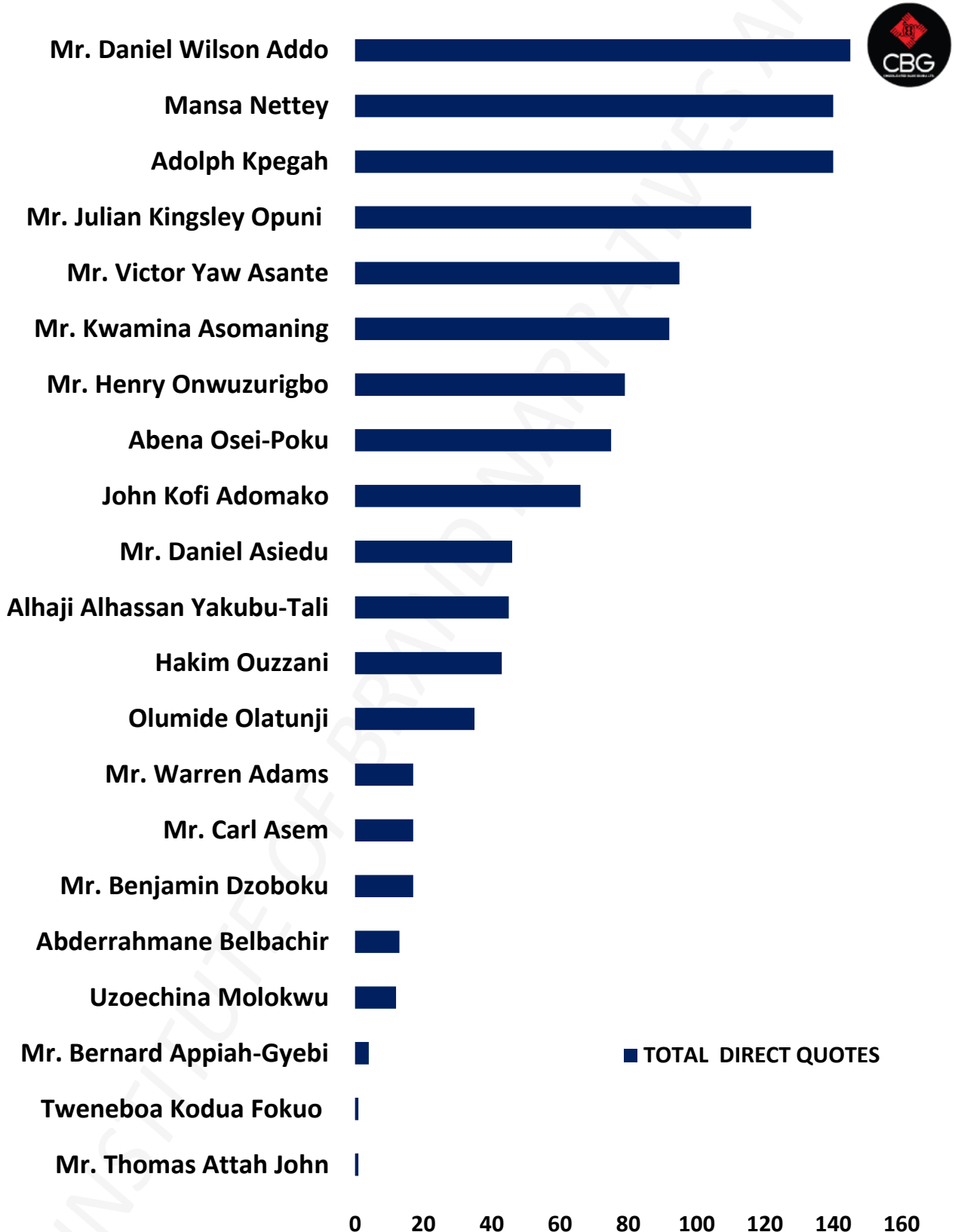
Daniel Wilson Addo

COMMENTARY

CEO Direct Quotes are critical as they can shape the narrative around a bank's performance, values, and future strategies. High visibility can enhance trust and credibility with stakeholders, including customers, investors, and regulatory bodies.

- The frequency of quotes serves as a proxy for a CEO's media engagement and their role as a spokesperson for the bank, as the CEO of CBG Ghana - **Daniel Wilson Addo** tops the rank.
- Followed by the CEOs of **Stanchart** and **Absa Bank Ghana**.

How Often is Your Bank's CEO Quoted in the Media ?



DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' CEOs Media Framing Analysis

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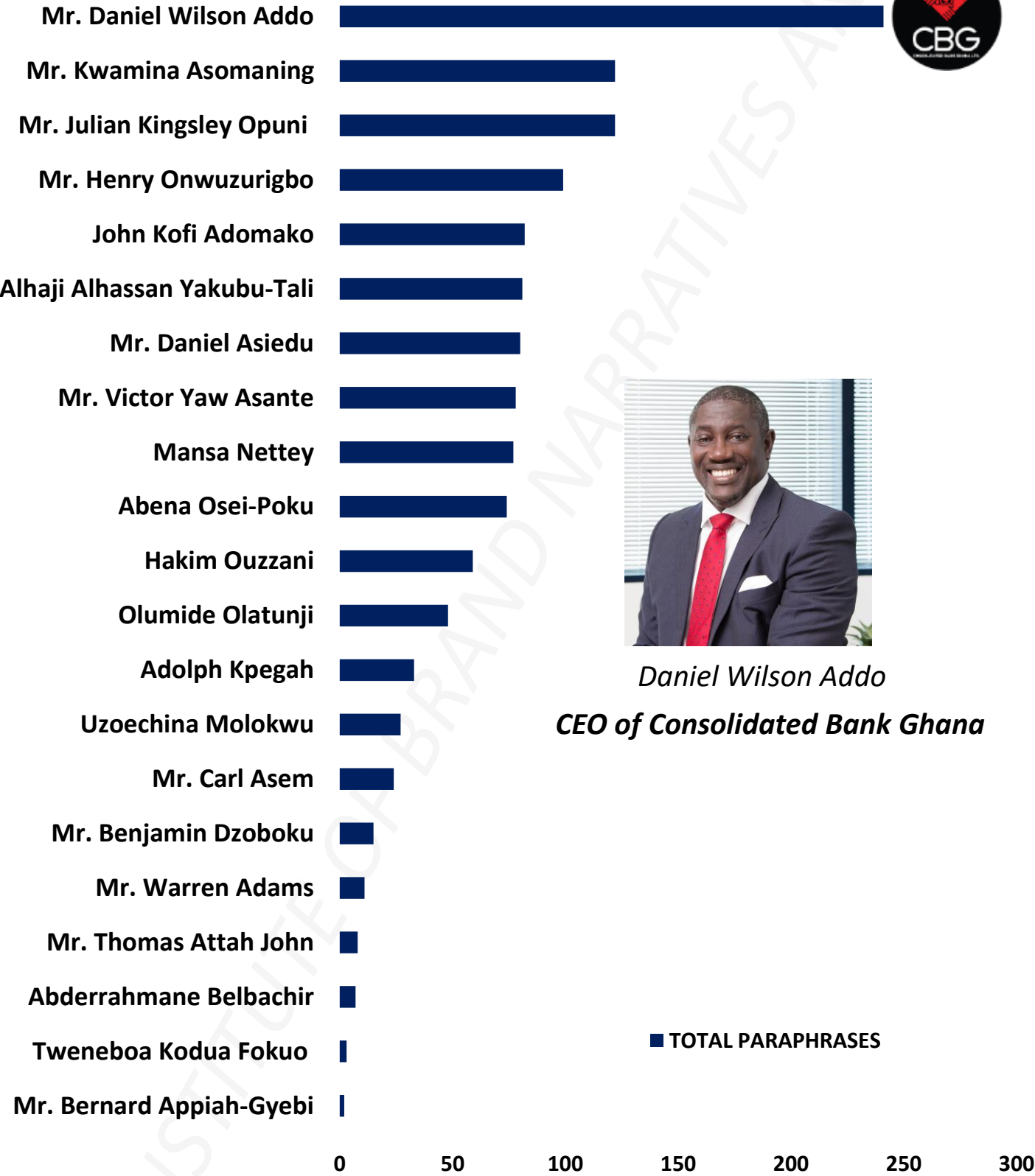


COMMENTARY

CEOs with higher Paraphrase counts indicate greater visibility in the media, reflecting their prominence in public discourse. For example, a CEO who is frequently paraphrased is likely seen as a thought leader, which can positively impact perceptions of their bank's credibility and authority in the sector.

Congratulation! to the CEO of CBG, **Daniel Wilson Addo** for being the most Paraphrased Bank CEO in Ghana's Banking Sector from Q1-Q2, 2024.

Has Your Bank's CEO been Paraphrase in the First-Half of 2024 ?



Daniel Wilson Addo
CEO of Consolidated Bank Ghana

DATA BASIS: Analysis of the Ghanaian Banking Sector: Banks' CEOs Media Paraphrase Ranking

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ANALYSIS AND THE WAY FORWARD

The frequency and context in which a Bank or it's CEO is portrayed in the Media is Linked to how it's Corporate Communication Department and Strategists are paying Attention to their Media Narratives. By analyzing who holds the spotlight in the Ghanaian Banking Sector, it is with evidence that Visibility is not all.....

What is the Context of your Bank's Visibility? and Your Bank's CEOs visibility?.

Banks like Stanbic bank Ghana have its Presence dominant in the Media but not directly Proportional to that of its CEO, With the CEO of CGB topping the Chart as the most Visible Bank CEO in Q1-Q2, 2024.

- **What are the Context of these Visibilities?** In a recent News article addressing the issues of "[Business loans at 30% TO 47.24%](#)", Some banks and the CEO of GCB bank Ghana were mentioned, while the article resulted in a negative sentiment Overall, primarily due to concerns regarding rising impact of Business Viability. *It is important to note that this sentiment is not indicative of any wrongdoing by the CEO of GCB or any Bank. Instead, it highlights the broader context affecting the industry.*

How the Media Regards your CEOs Voice.

- The frequency and context in which CEOs are paraphrased indicates control over the narrative. CEOs with higher Paraphrase and Direct Quote scores like Mr. Daniel Wilson Addo may wield more influence over public discourse, showcasing effective messaging strategies.

IBNA ANALYST RECOMMENDATION:

In light of the visibility within the Ghanaian banking sector, all banks can benefit from a strategic media engagement plan that ensures regular updates on the banks' progress, community initiatives, and industry contributions.

- By establishing a consistent media presence and actively showcasing their achievements, all banks can substantially increase their visibility and strengthen their public image.
- Banks are encouraged to develop tailored media campaigns that highlight positive impacts on communities and customers, thereby countering negative sentiments.

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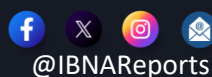
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