

Information for the media

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Marketing professor Ph. Kotler receives an award for achievements from the European Marketing Confederation

At the annual LiMA CMO SUMMIT'23 conference for marketing executives in Vilnius, the Lithuanian Marketing Association (LiMA), together with the European Marketing Confederation (EMC), officially proclaimed the 27th of May as the International Day of Marketing and presented the legendary „father of marketing” Philip Kotler with an award for his lifelong contribution to the marketing discipline. This prestigious award, which recognises his outstanding achievements, is a testament to the enormous legacy of Ph. Kotler’s impact on the marketing sector.

In thanking for the award, Ph. Kotler said that he was both delighted and thrilled to be the first recipient of the annual Merit in Marketing Award. "I fondly recall my many trips to Europe, those started back in the 1970s, to share the latest marketing knowledge – I have lectured in Sweden, Italy, England, Germany, France and other countries, and learned a lot myself also. I am grateful to the European Marketing Confederation for initiating the International Day of Marketing and for being selected as the first recipient of the Merit Award for Marketing," concluded Prof. Ph. Kotler.

A call to celebrate marketing and marketers

The International Day of Marketing was established to highlight the essential role of marketing and marketing professionals in driving business growth. Marketers are helping to lead business strategy shifts by focusing on growth opportunities and improving customer relationships. This global initiative also aims to foster a sense of pride among marketing professionals.

Mr. Ralf Strauss, Chairman of the Board of EMC, said that this global celebration was a testimony of the power of marketing and its transformative impact on business and society worldwide: “We encourage everyone to actively participate and show their appreciation for the marketing profession.”

On this important occasion, LiMA invites all marketing enthusiasts to celebrate the International Day of Marketing with energy and creativity as we celebrate any other occasions in our lives.

"The International Day of Marketing provides a unique opportunity to showcase the strategic importance of marketing and its positive impact on organizations. Let's come together and celebrate the marketing profession and its achievements. Congratulate your colleagues, clients, and partners, create public initiatives or events within your companies and share your personal stories of love for marketing. Let's celebrate marketing in a loud vivid way and celebrate its important role in shaping the future." - invites Alvydė Palaimaitė, the Director of the Lithuanian Marketing Association.

More information about International Day of Marketing: <https://internationaldayofmarketing.com/>