

Company: QNET, Hong Kong
Company Description: Established in 1998 and headquartered in Hong Kong with offices and agencies in more than 25 countries, QNET is a direct selling company that offers a wide range of products in the area of health, wellness, lifestyle and education through an e-commerce platform. QNET’s products are designed to help people live healthier, improve their lifestyle, and augment their livelihood.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications or PR Campaign of the Year - Brand / Reputation Management
Nomination Title: QNET Against Scams: Rebuilding Trust Through Crisis Communication and Public Education in Ghana



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

February 2024

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 204 words used.

QNET, a global direct selling company, faced a reputational crisis in Ghana due to a surge in fraudulent recruitment scams that misused its brand name. Scammers targeted vulnerable communities—especially unemployed youth—by falsely promising jobs or investment returns under QNET’s banner. This wave of deception triggered public mistrust, negative media coverage, and scrutiny from law enforcement and regulatory agencies.

The damage extended beyond reputation: It undermined genuine entrepreneurial opportunities, strained relationships with stakeholders, and risked consumer safety. Investigations revealed these scams were often linked to human trafficking and financial fraud.

To combat this, QNET launched the “**QNET Against Scams**” campaign in February 2024, a crisis management initiative rooted in public education, media engagement, and strategic partnerships. The campaign’s objectives were threefold: (1) educate the public to spot scams and differentiate them from legitimate direct selling; (2) reinforce QNET’s brand as ethical and compliant; and (3) collaborate with authorities to dismantle fraudulent networks.

The program targeted high-risk regions in Ghana—Accra, Kumasi, Tamale, Volta, and more—where scam reports were prevalent. It was QNET’s most aggressive reputation-recovery and trust-building effort to date. By reclaiming the narrative and mobilising local and national support, QNET took decisive action to restore public trust and protect the integrity of its business model.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 225 words used.

The campaign was developed through a structured crisis communication framework involving cross-functional collaboration between QNET’s legal, communications, compliance, and regional teams. It began with internal stakeholder alignment—training Independent Representatives (IRs) on fraud awareness and responsible promotion and gathering feedback from leadership to craft consistent messaging.

Objectives included:

- Clarify QNET’s legitimacy and ethical practices.
- Educate the public about scam tactics.
- Secure law enforcement and regulatory partnerships.

Creative development focused on clarity and cultural relevance. Comic-style flyers simplified messages for grassroots communities. Billboards featured bold slogans like “*Say No to Scams*” and “*QNET is a Legitimate Business*”. These were installed in high-traffic zones such as Circle-Osu Road and Labadi Beach Road in Accra.

QNET partnered with local media houses—Joy News, Citi FM, Metro TV—to publish investigative stories and air radio/TV segments in English, Twi, and Dagbani. A digital content series was deployed on Facebook, Instagram, and YouTube to amplify awareness through victim testimonials and explainer videos.

The campaign was rolled out in stages over 12 months. Initial outreach focused on high-risk urban areas, followed by expansion into rural and semi-urban zones. Continuous feedback loops allowed for real-time content tweaks and stakeholder engagement. Partnerships were established with the Ghana Police Service, INTERPOL, and EOCO (Economic & Organized Crime Office) to improve enforcement and credibility.

Through coordinated planning and localised messaging, QNET created a scalable, high-impact campaign against scams.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 224 words used.

Since early 2024, the “QNET Against Scams” campaign has delivered tangible results across four key areas: public engagement, media visibility, stakeholder trust, and brand recovery.

Public Engagement

- Over **14 million people** reached through combined billboard, digital, and radio campaigns.
- Distributed **8,000+ educational flyers** in marketplaces, bus terminals, and youth hubs.
- Conducted roadshows with local skaters to appeal to younger audiences.

Media Coverage & Reach

- Secured **15+ positive features** across GhanaWeb, Metro TV, Business and Financial Times, and others.
- Radio & TV ads reached an estimated **3.1 million weekly** (radio) and **6.5 million weekly** (TV).
- Social media videos generated thousands of shares and engagements, amplifying credibility and awareness.

Stakeholder Partnerships

- Collaborated with **Ghana Police Service, Ghana Immigration Service, and INTERPOL**, resulting in more coordinated responses to scam reports.
- Endorsements from officials lent legitimacy and widened campaign reach.
- Created a formal reporting mechanism for Independent Representatives to flag suspicious activity.

Brand & Reputation Recovery

- Public sentiment shifted as QNET was increasingly framed by media as a “*proactive and ethical business.*”
- Community leaders and IRs reported improved acceptance and reduced hostility when promoting QNET products.
- Campaign visibility at national landmarks (e.g., Ghana Police HQ, AfCFTA Secretariat) strengthened brand credibility.

Overall, the campaign helped re-establish QNET as a trusted direct-selling company while equipping the public with the tools to identify and reject scams.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[QNET Against Scams: Rebuilding Trust Through Crisis Communication and Public Education in Ghana](#)

[REDACTED FOR PUBLICATION]