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MARKETORS

# MARKETOR

ISSUE 87  
SPRING 2021



## Marketing ... Leading Business From The Front

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The Livery Company Magazine for Marketing Professionals


# MARKETOR

SPRING 2021 ISSUE 87

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for Marketing Professionals

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Front page: Master John Farrell 2021

## Editorial

Glyn Cartwright  
Editor, Middle Warden

**This edition of Marketor is published against the backdrop of us hopefully emerging from what has been the toughest lockdown we have experienced. We have also recently lost Dame Cheryl Gillan DBE and of course more recently His Royal Highness The Prince Philip, Duke of Edinburgh, which has saddened us all, as individuals, as a Company and as a country.**

**I have always enjoyed reading the Marketor, but the role of Editor has been an entirely fresh experience. What a journey it's been!**

I would like to start by thanking everyone who has contributed to this issue, including those who assisted me in editing it.

With that in mind, a big thanks to Liveryman Gina McAdam, who has done so much work on this publication.

What a year 2020 was for the Worshipful Company of Marketors, and what a year 2021 is shaping up to be. I have never been prouder to be part of our Company. Everyone stepping up to new challenges,

## The new Master reveals his 2021 theme: Marketing – leading business from the front

**The installation of a new Master Marketor is without doubt a highlight of every livery company's year. In normal times, we would mark this occasion in a glittering livery hall with all the hallmarks of our livery tradition, enjoying fellowship with our fellow Marketors. Whilst the pandemic has, at least for now, robbed us of many special events such as this, it has failed to dampen our enthusiasm for enacting the spirit of these affairs online.**

The installation event for 2021 was no exception, and in his installation speech our new Master Marketor, John Farrell, assured us that come what may, this would be an exceptional year for the Worshipful Company of Marketors.

The Master revealed his theme for the year: 'Marketing – leading business from the front'. Encapsulating the theme perfectly will be The Master's marketing Leader Series, a cycle of interviews

and even launching new initiatives despite the limitations and restrictions imposed by a lengthy lockdown. In fact, more Freeman joined us in 2020 than in the previous year. We are doing something right! This is a trend that, with everyone's help, we intend to continue, building on the Master's theme 'Marketing, leading business from the front'. Indeed, you will see from the articles just how we are 'leading from the front'. For example, the incredible guest speakers the Master has lined up – as Marketors we could not be in better company, or better placed to learn lessons from experts in our field and beyond. The initiatives started last year, Corporate Supporters and Future Marketors, are but two more examples of such leadership.

You will also see how your committees are all embracing this theme by the results they are achieving. I am certain that 2021 will be a year where we can continue to be proud of our Livery, working in fellowship while also having fun 'leading from the front.' I hope you enjoy this issue.

with global marketing luminaries. The inaugural interview featured Sir Martin Sorrell, Executive Chairman of S4 Capital.

The Master promised the Marketing Leader Series would provide insight and inspiration for every Marketor in 2021 and reinforce the vibrant importance of the Company in the community, whilst extolling our values and livery tradition. The Master also paid a warm and glowing tribute on behalf of the Company to Immediate Past Master Lesley Wilson for her outstanding work in a year upturned by the pandemic.

Our new Master's year promises to be an exciting one – not only will 'we'll meet again' become a reality, but all Marketors can look forward to leading business from the front! You can watch the Master's Installation speech again in the Members section of the website under 'Useful links'.

# Installation address – 27 January 2021

John Farrell  
Master

“Wardens, Members of Court, Liverymen, Freemen, Ladies and Gentlemen, all friends of the Livery, may I welcome all Marketors and any of their guests who have chosen to join us this evening. Normally, I would have the pleasure of addressing you all in person, but I am nevertheless delighted to take this opportunity to join with you all virtually. I sincerely hope for the sake of Trevor Brignall, and all those who will hopefully follow me, that this virtual Installation will prove to be unique in our history!

Before I go any further, I did want to take a moment to say thank you again, on behalf of us all, to our wonderful, hard-working Master from 2020, Lesley Wilson. I very much hope that at some point this year we will all have the opportunity to express our gratitude to Lesley in person.

But for now, may we simply congratulate you, Lesley, on upholding and extending the name and fame of the Company, in what surely must have been one of the most challenging years ever for the Company and all its members.

I should also like to thank in advance my team of 2021 Wardens: Dr Trevor Brignall, now our Senior Warden; Glyn Cartwright, our newly-elected Middle Warden, and a particularly warm welcome to our newly-elected Junior Warden joining the team, Diana Tombs.

I am ready and eager to work with the Master and Warden’s Committee, our Court, the Learned Clerk and Assistant Clerk, and indeed all of the Committees, the officers and every single volunteer who makes this company tick. More than ever in these Covid times, without you all, none of this is possible.

I also want to congratulate our newly-admitted Freemen who joined us earlier this evening. I hope you have a wonderful, long-lasting experience as members of the Company. Also, congratulations to the newly progressed Liverymen, extremely well done on your elevation!

And so to 2021...When Karl Weaver interviewed me about my Master’s year for *Marketor*, I told him that one of my hopes for this year would be to see us reconvene together in person, to enjoy the uplifting fellowship of our livery company in one of the great halls we are so lucky to frequent.

Realistically, this is not likely to happen in the first half of this year, but we are, optimistically, planning for two in-person great events in the second half of 2021.

However, be assured that if circumstances permit us to safely congregate together earlier than we certainly will!!

The second of these great events will be a special Christmas Event in December at the Mansion House and I am delighted to tell you that the Senior Alderman below the Chair, in other words the next likely Lord Mayor, hopes to join us in December, subject only to any official travel commitments which may arise.

Hopefully this Christmas event will allow us to put the challenges of Covid behind us and raise a glass together in appreciation of many things we may well have taken for granted in the past.

Notwithstanding our ambitions for the second half of this year, we will continue in the meantime to build on the excellent work done in 2020, with a programme of online events.

My theme for the year reflects my belief that the discipline of



Dr Trevor Brignall, Senior Warden



Glyn Cartwright, Middle Warden



Diana Tombs, Junior Warden

marketing has never been more fundamental to business success.

And that people with marketing backgrounds and training are brilliantly placed to lead the reinvention of businesses for the new world we are living in.

To support my theme, I am going to introduce a series of interviews called, “The Marketing Leader Series”, taking the opportunity for

Continued overleaf

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the Company to hear from some of the most admired business leaders in the world about what has made them and their business so successful.

I am very excited by the profile of business leaders we already have lined up to address our Company.

The series will begin on 11 February with Sir Martin Sorrell, after his admission on the same day as an Honorary Liveryman of our Company. Sir Martin Sorrell is currently Executive Chairman of S4 Capital, and most recently of course the Global CEO of the world's largest advertising and marketing services agency group, WPP.

Later in the year, on 20 April, we will hear from Alan Jope. Alan has been Global CEO at Unilever since January 2019. He is also the Vice Chair of the World Business Council for Sustainable Development and a member of the World Economic Forum's International Business Council.

On 2 June we will welcome Baroness (Martha) Lane Fox, the Co-Founder of Lastminute.com. Martha now sits on several boards including Twitter and Chanel.

Martha is also Chancellor of The Open University, and recently named as the most influential woman in Britain's digital sector from the past quarter of the century.

Then on 29 September we will welcome Eric Nicoli, the current Chair of Yo Sushi and previously Chair of EMI and United Biscuits, and the longest-serving individual with uninterrupted service as Chair of FTSE100 companies.

I can also confirm that on 18 November we will hear from the global leader of the second largest media agency group in the world, Steve King, Head of Publicis Groupe Media.

These global business leaders should provide insight and inspiration for all of our members, and will certainly provide fascinating support for my 2021 theme: "Marketing... Leading Business from the Front".

I hope the Marketing Leader Series will reinforce the vibrant importance of the Company in the marketing community, as well as raise our profile, our 'good name and fame' if you will, whilst staying true to our values and

sense of purpose rooted in our livery heritage.

So I am looking forward to this year with optimism and ambition for our Company. We may not be together in person tonight, but the good wishes and messages of support I've received make me believe that 2021 could be a great year for the Worshipful Company of Marketors.

On a personal note, I did just want to say what an honour and privilege it is tonight to be installed as Master. I very much hope that we will meet in-person during the year and that you will also have the opportunity to meet my wife, Sian.

I shall do everything that I can to repay the trust you have placed in me, and to try and ensure that the Company is in as good a place this time next year, if not better.

May I ask those of you that have a glass to hand to join me in a virtual toast:

"The Worshipful Company of Marketors in 2021".

**Thank you.**

# The Master's Column

*John Farrell*  
Master

## 2021 - Will it be any different!?

**On behalf of the entire company, I wish to extend our deepest condolences to Her Majesty The Queen, and to the Royal Family on the passing of His Royal Highness The Duke of Edinburgh.**

As I write this piece from home, it does feel like every day is rather similar to every other day, and that weekends seem to have merged with week days!!

Nevertheless, the vaccination

numbers are encouraging and as I said in my Installation Speech as soon as it is safe to bring us back together we will certainly try and do so.

My theme for 2021 is 'Marketing – Leading Business from the Front'. I chose this theme as I sincerely believe that there has never been a time when the discipline of marketing has had a more important role to play in business generally.

Our Company provides a great forum for informing the marketing

issues of the day, stimulating debate, and challenging us all to be better marketing practitioners.

They say you are judged by the company that you keep which is why I am so delighted to have launched the Marketing Leader series of interviews in 2021.

## Marketing Leader series

The series got off to a blockbuster beginning with Sir Martin Sorrell providing a wide-ranging interview on many of the contemporary marketing issues of the day as well

as some terrific anecdotes about his impressive career highlights. It was great that we had such a leading practitioner to kick the series off, and I am excited about our next speaker as well, Alan Jope, who is the Global CEO of one of the leading consumer goods companies in the world, Unilever.

Following Alan we will have further Marketing Leader Interviews with Baroness Lane Fox, Eric Nicoli and Steve King to name but a few!

The profile and seniority of our guest speakers speaks volumes about the importance of the Worshipful Company of Marketors as a professional marketing forum.

I very much hope that everyone enjoys the opportunity to hear from such high-profile marketing leaders.

On the subject of leadership, I am delighted to welcome a new addition to our roster of Corporate Supporters.

## Corporate Supporters

At the close of my interview with Sir Martin I invited S4 Capital to join with Accenture and James Hambro as one of our first Corporate Supporters. Happily, Sir Martin readily agreed, so this adds another important building block to our corporate supporter strategy, which we announced last year.

I am delighted to say that our Corporate Supporters are already exploring several ways of fully engaging with the Company, and making the most of our new relationship together. We are open to bringing on board two further Corporate Supporters to complete our complement for the foreseeable future.

## Master and Warden's team

None of this would be possible without the hard work and support of my team of Wardens. I am greatly indebted to Dr Trevor Brignall, Glyn Cartwright and Diana Tombs for

stepping up to their respective responsibilities. If the first couple of months are anything to go by they will be wonderful advocates for the Company, genuinely all leading from the front!

The programme for 2021 looks as busy as ever for the Company, even with the first half of the year dominated by online events rather than in person.

It is a source of great pride to me that in these difficult times the Company continues to be incredibly active and productive on so many fronts. I hope you enjoy reading about many of these programmes in this magazine.

## What the future holds

I know that there is still much uncertainty in the world and for our membership, but I believe that our Company is in great shape, and that there are reasons for optimism in 2021. I hope to do my part in leading from the front.

# Audience Q&A with Sir Martin Sorrell

**After being interviewed by the Master, as part of the Marketing Leader series, Sir Martin fielded questions from the audience.**

**Q: You have said: "learn about code and the Chinese language". What about the opportunities in India with their, at least theoretical, background in UK law and the English language usage?**  
– Past Master Michael Harrison

**A:** Agreed. India will be easier. Both markets need transparency.

**Q: What is the best alternative to options when trying to motivate and retain key staff?**  
– James Kelliher

**A:** Buy stock.

**Q: Are we getting too hung up on data and not thinking about some of the other stuff, which is just as important, such as creativity which is a bit less tangible?**  
– Samantha Andrews

**A:** Data can inform and improve creativity. It doesn't harm it.

**Q: Are businesses doing enough**

**to disrupt themselves? Your examples are the few not the majority. Most are not able to self-disrupt?**

– Samantha Andrews

**A:** Analogue businesses do find it difficult. It is difficult, and difficult to name successful examples.

**Q: What is your favourite source of business information?**  
– Past Master John Fisher

**A:** FT, WSJ, Bloomberg, Economist, CNBC.

**Q: What are the five key personal traits/characteristics you look for in your leadership team/people today to ensure fit for future?**  
– Andrew Ward

**A:** Commitment, persistence, 24/7, digital nous, global perspective.

**Q: What is your view on the future of Kantar now that it is majority-owned by Bain?**  
– Ankur Shiv Bhandari

**A:** They have made significant changes, although the CEO has

only just been appointed.

**Q: What is your view of Artificial Intelligence in digital marketing?**  
– Past Master Roger Hood

**A:** Significant opportunity for development but be wary of bad actors.

**Q: At WPP you were clever at keeping the companies independent and not dulled by large company malaise and lack of creativity by referring back to corporate. Having sold an independent company to a large group, how does one prevent this from happening?**  
– Nigel Greach

**A:** Very difficult, when the model has changed. Now nobody should be isolated. It should be one firm.

**Q: What are the top skills that marketers need to develop over the next few years?**  
– Samantha Andrews

**A:** Agility, taking back control and first party data.

# S4 Capital joins Worshipful Company of Marketors

Sir Martin Sorrell  
Hon Liveryman

Disruptive digital advertising and marketing services company joins Corporate Supporters programme launched by one of the City's most innovative livery companies

**We are delighted to announce that S4 Capital, the digital advertising and marketing services company established by Sir Martin Sorrell, has become a member of the livery company's fast-growing and exclusive Corporate Supporters programme.**

Participation in the programme will enable S4 Capital to nominate five of its ambitious young executives to enjoy the full range of benefits of one of the City's most forward-looking livery companies. The announcement follows Sir Martin's admission as an Honorary Liveryman of the Company in February.

Sir Martin said: "I am pleased we are teaming up with the Marketors, who share our belief in innovation, positive change and a strong commitment to social responsibility. Becoming a corporate supporter of the Marketors synchronises well with

S4 Capital's aim to create a new age, new-era model. I'm confident that over the course of the three years the benefits will flow in both directions."

The benefits for the five new Associates nominated by S4 Capital include substantial career-development opportunities, high-profile speaker and networking events, formal and informal social and charitable events, along with ceremonial activities in the heart of the City of London. The Associates can also participate in the Marketors' Outreach initiatives, offering professional marketing insights to community organisations on a pro bono basis.

Master Marketor John Farrell said: "S4 Capital is a wonderful addition to our Corporate Supporters programme, confirming that the Marketors are very much about new ideas and the future,

respectful of our livery heritage without being confined by it. I have no doubt the executives from S4 Capital who participate will make bring energy and fresh thinking to the Marketors. We are extremely grateful to S4 Capital and Sir Martin for their support and participation."

The Marketors' Corporate Supporters programme has been created to increase access to the Company and City Livery for corporate organisations and their most talented marketing professionals. This is part of the Marketors' commitment to increasing and diversifying its potential membership, cementing its position as the pre-eminent livery company in the marketing world. S4 join James Hambro & Partners & Accenture as corporate of the WCM supporters.



Sir Martin Sorrell

# Content, Data & Digital Media

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and technology in an  
always-on environment for  
global, multinational, regional  
and local clients and for  
millennial-driven brands.

# Tips for charity trustees adopting an ethical investment policy

Nicola Barber  
James Hambro & Partners  
Corporate Supporters



Nicola Barber

**Many charity trustees are keen for investments to be managed ethically. These questions and tips should help you think about what that means for your organisation.**

We believe that all money should be invested 'sustainably' or 'responsibly'. You will often see the acronym 'ESG' used to describe investing money by these principles. It means incorporating issues about the environment (how a company limits its contribution to global warming and pollution), social impact (employees, customers, suppliers and neighbours) and governance (how transparent, fair and well-run a company is).

Taking these factors seriously helps ensure the companies you own are in step with where society is heading and can reduce investment risk. That should be good for society and good for your long-term returns.

You might call this ethical investing. But 'ethical' can go further than sustainability. A drinks manufacturer could meet the highest ESG standards but if your charity helps recovering alcoholics then companies in this sector may be unacceptable for investment.

## Ask yourself:

- How exposed would the charity be if its investment actions were found not to align with its ethical principles or conflicted directly with its mission?
- What ethical criteria are important to the charity and what would be important to their beneficiaries and supporters, too? Summarise and score these independently, if necessary, to encourage informed debate.
- Do you want to screen stocks negatively (screening out 'sin' stocks such as tobacco and high interest rate lending, for instance) or positively (deliberately targeting specific types of company for their contribution to society)? Or do you want to be an activist investor (challenging firms on certain policies)?
- How far do you want to take your principles? If you decide not to invest in tobacco, for instance, you might think that means avoiding companies that make cigarettes. But what about supermarkets that sell them?
- Are you using the investment portfolio for return only or to support your mission – or both?

Does this increase the importance of investing ethically?

Accept you may have to be pragmatic – a zero-tolerance approach to the negative screening of stocks can significantly reduce your investment universe. This can affect returns and the level of risk you have to take, which may jeopardise your mission. If you do produce an ethical investment policy then review it every few years to ensure it is still appropriate.

The Charity Commission offers a helpful guide for trustees on investments in general – known as CC14. It is worth exploring.

If putting a tender together for investment managers, shape questions around what matters most to you? Make sure you find out how a manager might adhere to your ethical policy and how the manager incorporates ESG into their own business. Look for someone who can support you in creating it and who is really engaged with your concerns.

The charities we look after tend to have £1 million or more to invest. We are happy to act as an informed friend for charities if trustees want to talk through issues raised here.

Nicola Barber is Head of Charities at investment manager James Hambro & Partners. She can be contacted at [NBarber@jameshambro.com](mailto:NBarber@jameshambro.com)





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## Extensive research

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James Hambro & Partners LLP is an independent wealth management group providing tailored investment solutions for charities, UK and International private clients, trusts and professional advisers.

We look after a diverse range of charity clients across sectors including medical, religious, educational, military and environmental sectors.

Nicola Barber would be delighted to have a further conversation on **020 3817 3391** or **[nbarber@jameshambro.com](mailto:nbarber@jameshambro.com)**



[jameshambro.com](http://jameshambro.com)

*The value of an investment and the income from it can go down as well as up and investors may not get back the amount invested.*

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# The proof is in the PR...results

James Kelliher  
Liveryman & CEO  
of Whiteoaks International



## JAMES KELLIHER

CEO of Whiteoaks International

**It's fair to say that marketing has evolved in the last 12 months.**

**More accurately, everything has changed. But for business, it's this change in PR and marketing that is perhaps having the most impact on finding the right balance in an ever-shifting economic environment.**

What do I mean by that? One of the key learnings of last year is the importance of communications. And not just communications, but the right communications. Whether that was vital crisis communications or nurturing relationships with staff, customers and prospects, authenticity and empathy played a starring role. Some brands got this spot on, while others struggled to find a formula that worked.

Now, as we move forward, PR and marketing (and, by extension, communications) is helping shape that journey, drive customer engagement, generate leads and build a strong foundation for future growth.

### Taking its measure

However, that's not to say that with all of this change the shackles of the past are just that – in the past. PR, especially as a key component of marketing, still needs to be accountable, still needs to prove its worth.

Measurement has never been more important than it is now, with purse strings slightly loosened and budgets getting back on track.

In my experience, proving a return on investment for PR has been one of the major barriers that PR professionals and wider marketing teams have to securing budget. Twenty-first century marketing is all about the numbers. It is increasingly becoming a data-driven discipline that demands accountability and results. And when you look at PR, results and tangible impact on business objectives have been relatively difficult to prove compared with other marketing activities.

But PR can definitely be measured. And it can definitely produce tangible results and business impact. The question is, how?

### Time versus activity

Start off by focusing on activity and not time. I'm talking about the retainer model. Time doesn't bring in results – deliverables do.

Just because the retainer model is an agency staple, doesn't mean it's the best option. Many of you might think "if it ain't broke..." but I don't believe that it's ever actually worked. Not for clients, at least.

Again, in my experience, the feedback we most often hear from prospective clients is their frustration with a lack of transparency demonstrated by their PR agency and the fact there is no clear commitment to deliverables.

By focusing on deliverables you can see a clear link between what you are paying for and what you are actually getting in return. Which leads me to my second point: as a client you need complete transparency on what those deliverables are, and what your agency is delivering in terms of consultancy and management.

### Strategic investment

It also goes without saying that building your PR campaign on a sound strategy is vital. Aligning your campaign objectives to your

business objectives means that you can stay on track and adjust your approach as needed. And, as long as you (and your agency) know exactly what those goals are, your chances of success are better, but you can also prove your return on investment.

Finally, when it comes to measurement, you need to be in sync with your agency on what you are actually measuring, what your KPIs are and what your objectives are, and how they all align to the wider business goals. True, your agency may need access to elements of your martech stack or Google Analytics, but it is worth sharing as you're both building that bigger, more comprehensive picture of success.

### The numbers

As a PR agency, this is our approach and has been for more than 25 years. And it pays dividends for clients, as the Omnicom Group can attest.

Working together, we identified that our integrated campaign generated £12 million in qualified sales leads. This was achieved by putting the right tracking mechanisms in place across each communication channel (earned, owned, paid, etc.) to highlight the return on investment.

### The future is results

Regardless of how the rest of the year pans out, investment in PR remains an essential element of survival. For marketing and PR professionals, the challenge may well come in securing that investment from the business.

With the right measurement and a clear way to prove a return and deliver results. It needn't be a challenge – rather a strategy for success.

# We're driven by one thing. Results.

We believe in a better way. We guarantee tangible results from your PR investment with set fees, set deliverables, performance targets and service level agreements. Our services include PR, digital, social, creative & content. So get in touch and see how we can drive PR & marketing results for you.

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# A question of trust: the issue with influencer marketing

## Bi Livery Digital Media Group

Andrew Marsden  
Past Master

### Have trust and credibility been compromised with the rise of paid for 'sponsored' messages and 'personal opinions' that are, in effect, adverts for brands?

On 14 January, the Stationers and Marketers jointly hosted a Digital Media Group (DMG) evening to explore the issues and challenges faced by regulators and participants in the fast-moving and dynamic world of influencer marketing and its dominance in social media.

With 63% of brands planning to increase their budget in this area, influencer marketing is set to be a \$10 billion industry in 2021. What often starts out as a hobby then leads to an online reputation and status which then develops into a business to the point where a YouTuber with between one to three million subscribers can earn £100,000-plus per sponsored post.

Having chaired the Advertising Standards Authority (ASA) Code Review between 2008-2011, I was really interested to learn how regulators might seek to police such a financially attractive, unorganised and disparate form of media. How do brands ensure they stay on the right side of the regulations if they actively delegate responsibility for brand messages to influencers?

Jason Freeman, Legal Director at the Competition and Markets Authority (CMA), began the evening by focussing on the CMA's recently issued guidance on influencer marketing. He highlighted the widespread business of fake reviews, people being paid to suppress negative reviews and the issue of undeclared paid endorsements. All illegal and misleading, he called for properly labelled, genuine reviews only please!

The CMA, ASA and Trading Standards have all issued guidance on influencer marketing and are attempting to address such difficult issues. The problem is who to approach – the brand owners, the platform owners or the influencers themselves? In the end they are attempting to make brands responsible for both their paid

activity and for claims apparently made on their behalf. However, the CMA has also taken enforceable undertakings against reviewers, with binding legal commitments recently taken from 16 celebrities.

Although the CMA has contacts with the EU, the US Federal Trade Commission and the International Consumer Network, the reality is that similar international action in social media is still in its infancy. With the increasing use of AI and Bots, regulators will need to look at the legitimate use of AI versus less legitimate habit-driving software.

Robert Bond, a Liveryman of the Stationers and Partner at Bristow's, then took a look at some of the legal aspects of these new relationships. He reminded us that consumer protection is not new. In 1892 the eponymous Mrs Carill took the Carbolic Smoke Ball Company to court claiming their advertising was misleading. It's all about trust and ethics.

Robert outlined the legal risks for both the influencer and the brand owner. Is the brand/influence fit right for both? Is the relationship exclusive? Who owns the intellectual property and how is success to be measured? What about script approval, insurance, data protection and privacy responsibilities? And one other critical question – is the payment to the influencer a commercial fee, or simply a bribe?

Emily Leary, a multi-award-winning blogger, vlogger and married working mum who created her blog 'A Mummy Too' while on maternity leave in 2011 now has over 300k followers. She told us how she was approached by brands to review items very early in her new role. Her mantra for success as a professional influencer was simple: be useful to your followers and sell that influence to brands.

Commenting on the current state of this new marketing channel, Emily made two interesting points. First, people want to press the 'instant gratification button' in social so it is often best to hide a paid for piece in plain sight, essentially by putting the disclosing hashtag at the

beginning of the article because people usually ignore this! And secondly, that most influencers are currently white women, with the exception of gaming, where it is mostly white men.

On the wider topic of digital marketing, Jessica Zbinden-Webster, a political communications strategist at the House of Commons, hailed 2015 as the UK's first 'digital election', noting that the importance of digital marketing had increased massively in the snap elections of 2017 and 2019 with videos, memes and tweets running at more than 20 a day. Indeed, Jessica believes the pivotal point in the last election was when a social media post demanded Conservative MPs come together to 'Get Brexit done!'.

Tomorrow, smart, self-aware and informal digital content 'begging to be shared' will be a requirement of politicians who would appeal to millennial and GenZ voters. It is important to note that political advertising is outside the scope of the ASA remit! In what proved to be a hugely thoughtful evening's discussion I will leave the final comment to Jason Freedman: 'Consumers deserve to have an authentic experience...it is both wise and lawful for brand owners to provide this.'

# Marketing sounds: Julian Treasure talks audio branding

Julian Boulding  
Liveryman & Event Director



Julian Treasure

**Julian Treasure is one of our own. He's been a Liveryman since 2006. Back in 2000, his late father was Master of our Company. He's also someone with a distinctive expertise. And his Ted Talks have garnered over 100 million YouTube views.**

Julian's expertise is audio branding. Perhaps some of us remember non-visual communications (radio ads, for example) as the Cinderellas of creative agencies and marketing departments – responsibility given to the Brand Assistant, or the copywriter who was temporarily missing an art director.

Julian began by tackling our cognitive bias head on. He referenced Martin Lindstrom's book, *Brand Sense*, which reported that 83% of marketing communications activity is visual in nature. Low scores for touch, taste and smell can be expected, as these can't be communicated remotely. But our brains process sounds much faster, and at a deeper unconscious level, than we process visual stimuli.

So why the neglect? And is it justified? We fastened our metaphorical seatbelts and prepared for take-off.

Julian described the effects sounds have on us: physiological, psychological, cognitive and behavioural. And (one might add) commercial. Fast tempos make us drive faster and leave stores sooner. German music makes us buy more German wine, even though we aren't aware of it being played. One supermarket study found that French wine outsold German wine five to one when French music was played over the store's sound

system; in the same supermarket, German wine outsold French wine two to one when they put German music on.

**In a small 'problem town' in America, calming music in the streets reduced crime by 15 per cent. Unilever recognised that variations in the sound of the packaging in its AXE range significantly influenced brand perceptions: a stronger 'pssst' conveyed more of a sense of masculine strength. Owners of Michelin star restaurants and fashionable fast-food joints both know that loud music reduces diners' sense of taste.**

Of course, music is not the only sound. Different sounds have different effects. Open plan offices often broadcast 'white noise' to aid concentration, although it also increases fatigue. The ubiquitous hard surfaces which make schools easy to clean, cause a typical sound level of 67dB, causing stress among teachers. Hospitals in the UK have a noise level 12 times the WHO recommended maximum. Covid-19 is not the only problem...

Just as we thought we'd got the point, Julian changed tack. We all talk about interactivity these days. But when marketers use sound, we still think like old school marketers – that communicating means broadcasting.

Sound is two-way: talking and listening.

**Apparently, as marketers we talk too much and listen too little.**

**Digital communications now dominate advertising budgets, but social media has morphed from being a medium for social exchange to one for broadcasting messages. And we have barely noticed because, these days, we're all taught to speak; rarely are we taught to listen. And yet 'not listening' is the most common cause cited in the breakdown of personal relationships. Organisations who listen to their customers achieve consistently higher levels of internal morale, customer satisfaction and loyalty.**

Marketers who used to love broadcasting what they wanted their customers to hear are now compelled to listen.

Surely, we've all heard of influencer marketing (see *A Question of Trust*, p.12).

And why have the world's three most successful companies today invested so much energy and capital into developing Siri, Hey Google and Alexa? Why are podcasts the fastest growing communications medium? And why is Clubhouse the world's sexiest new app?

But how do we learn how to use sound in marketing? The methodology is like any kind of 'brand book'. Define. Design. Display. Develop. If your brand book (offline or online) has 50 pages on visual identity but nothing on how your brand should sound, you need to fix that. Now. Think about the distinctive assets you have or could develop. Take inspiration from others: The Wheaties song, the Harley Davidson growl, Tony the Tiger's roar, or Intel's four-tone mnemonic.

This is entry level stuff. Branding is more than logos, whether visual or sonic. Today we think about brands as a holistic experience and yes, sound has an essential role here too.

We all know airports can be stressful for most. Glasgow Airport plays birdsong throughout its departure areas, and the effect is transformative. What this demonstrates isn't subjective judgment but, as we said at the start, commercial acumen. When Glasgow Airport introduced birdsong, Duty Free sales rose by 15 per cent. Thank you, Julian, for charming us, enlightening us and inspiring us. We can see why your TED talks have 100 million views.

# Letters to the Editor

Glyn Cartwright  
Editor & Middle Warden

Coming Soon. Letters to the Editor.

Starting with the next issue of Marketor, we will be including a 'Letters to the Editor' section.

This is **YOUR** opportunity to talk to our wider membership about Marketing issues that you feel are current, interesting, and worthy of debate. We would ask that you keep these letters brief 300-400 words.

As with all articles in the Marketor, it will be made clear that these are **YOUR** views or opinions, and that such views or opinions in this column should not be constituted as reflecting the views of the Company.

This is **YOUR** magazine, please take the opportunity to use your voice. I am really looking forward to reading these letters.

## Livery – living life to the full

David Elmer  
Court Assistant &  
Chair of the Livery Committee

**'Livery is for Life' is what best describes the lifelong nature of a member's relationship with a livery company and its members.**

To that end, our new Livery Committee for this year has me as Chairman and the following committee members: Past Master Jim Surguy, Junior Warden Diana Tombs, and two new members, Liveryman David Cowell and Liveryman Susan Rawlinson. All of us are more than happy to answer any questions about the Livery, the process of how to become a Liveryman or any ideas about activities you would like to see in the annual programme.

### Our terms of reference

The Livery Committee has the responsibility to mentor Freemen through the process of becoming fully 'clothed' Liverymen. We work closely with our Membership and Fellowship committees to encourage and assist our new, and not so new, Freemen to progress to full membership of our livery company, with the additional privileges this brings.

### Moving up to livery

The first step is to obtain your Freedom of the City and this is done through the Chamberlain's Office. The process is very simple now, as there have been changes to the normal procedures to cater for the Covid-19 circumstances.

Instead of the normal two visits, Guildhall is prepared to accept

the required papers by email. You will need to submit scans of the Proxy Application form, your full birth certificate and your WCM Freedom Certificate and make a credit transfer of your £100 'fine'. Guidance is available from our own Clerk's Office.

You can then submit the documents via email to Murray Craig, Clerk of the Chamberlain's Court [murray.craig@cityoflondon.gov.uk](mailto:murray.craig@cityoflondon.gov.uk). Your application will then go to the Court of Aldermen who meet seven times a year. Assuming you are approved you can then wait for the end of Covid-19 restrictions for your Freedom of the City ceremony or opt for a virtual ceremony.

### Progression to Liveryman

Having obtained your Freedom of the City, the Liveryman application process is very simple. Just contact me at [david@davidelmerconsulting.com](mailto:david@davidelmerconsulting.com) and let me know that you wish to apply. I will send you the application form which, when you have completed and returned it, will be reviewed by the Committee. We will get back to you in a few days. No further interviews are required. Once approved by the Livery Committee, the application will be presented at the next Court meeting for approval.

In order to be accepted as a Liveryman you will need to demonstrate your commitment to the Company. This would be through attending events, joining a Committee, helping with mentoring

or Outreach projects, or organising an event. Finally, you will be clothed at a Ceremonial Court, either virtually as at present, or at one of the future Great Events, whenever we are permitted to hold them.

The next date for the Marketors' Business Court will be on 24 June and approval by the Livery Committee will be required by 3 June so, if you are interested, please get your applications in early.

As a Liveryman you will now be a 'full' member of the Company. You will be able to vote at General Meetings of the Company, stand for higher office in the Company and take a bigger part in the activities of the City including voting for the Lord Mayor and Sheriffs. In addition, you will be entitled to attend events with limited places that are only open to Liverymen. Examples of such events are the dinner after Common Hall, small events with restrictions on numbers and the luncheon after the City Common Hall on Midsummer Day.

Please feel free to contact me or any of the other committee members if you wish to discuss the application process or any aspect of Livery. We are particularly interested in hearing your views about Common Hall, Livery-only events and anything else you have in mind. We look forward to welcoming many more of our Freemen into the Livery. After all, if you didn't join a livery company to become a Liveryman, why did you join?

# New Liverymen admitted 27 January 2021

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## JULIAN BOULDING

Julian Boulding is President of Thenetworkone, the world's largest network of independent marketing and communications agencies, which he co-founded in 2003. Thenetworkone helps Marketing and Corporate clients to identify the best agencies for their individual needs, from a portfolio of more than 1200 agencies in 115 countries, worldwide. Thenetworkone co-hosts the annual PProvoke Global PR Summit, the Indie Summit and the Indie Awards, and co-publishes 'The World's Leading Independent Agencies' with Campaign magazine.

Prior to founding Thenetworkone, Julian held senior international roles at DMB&B Group – then a top ten advertising agency group – in London, Amsterdam, Sao Paulo and finally also in New York, where he was President, International for DM&B Group subsidiary, NW Ayer.

Julian is a Fellow of the Marketing Society, where he also served as a Fiduciary Board Director and Honorary Treasurer, from 2015 to 2021. He pioneered the Society's entry into new markets including India, Hong Kong, Singapore, UAE and New York. He became a Freeman of the Worshipful Company of Marketors in 2017; and a Liveryman and Honorary Treasurer in 2021. Julian holds a Master's degree from the University of Cambridge and is a Freeman of the City of London. He is fluent in English, French and Portuguese and has conversational Italian and Dutch. He has been married to Anna for 34 years and they have two children, Lucy and Emma.

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## KAREN JONES

A grocer's daughter, Karen quite literally has a customer focus in her DNA! Formally Marketing Director at Direct Line, Axa and National Savings & Investment, Karen's expertise has developed from the shop floor to an eclectic career operating for 20+ years at Board level in Non-Executive Director, executive, interim and advisory roles. Adept at moving between the private and public sectors, Karen's experience ranges from the Financial Services, FMCG and Tourism industries to Health, Education, Support Services, Engineering, Construction and Advisory with FTSE100s – GSK, HSBC, Aviva, BT and other leading organisations – PWC, Cabinet Office, BBC, Serco, NHS, Willmott Dixon, Sodexo. More recently, her focus has been on PE backed SMEs aligning organisations around customer-centric business models through a revenue lens to accelerate profitable business growth – frequently at pivotal pressure points – Covid-19 the biggest so far! She speaks publicly on diversity and the marketing discipline as key to sustainable business success. Karen supports her wider community as facilitator for OCD Action. Married and a mother of twin sons, Karen is an avid gardener, and proud owner of not one, but two allotments; she remains firmly grounded!



## SIMON LEADBETTER

Simon has nearly three decades of experience in financial services (Fidelity, Prudential, AXA, Barclaycard, Liverpool Victoria, Abbey National), media (Northcliffe Newspapers, The Daily Telegraph, Autotrader, EMAP), sustainability and VC-backed start-ups. Most recently he has been involved in the property sector as Group Marketing Director of Countrywide Plc, Global Head of Marketing, Communications & Digital of Knight Frank LLP and Chief Marketing Officer of Keller Williams UK, part of the world's largest estate agency group. He is married to Emily and has two children, William and Sebastian.

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**We are delighted to announce that Liveryman Julian Boulding has accepted the role of Honorary Treasurer for WCM. Congratulations Julian and a big thank you to Chris Robinson who is handing over to Julian, having done an incredible job for us as Honorary Treasurer for much of the last 8 years.**

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# New Freeman admitted 27 January 2021

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## JUSTIN ABLETT

Justin is IBM iX's Global Lead for Marketing Platforms & Adobe. He leads a global team who work with clients on end-to-end marketing transformation. Previously, he has held senior client roles, run a practice (Mobile for Financial Services in Europe) and has a heritage in digital sales and delivery across the UK, Europe, Asia, LATAM and North America. He lives in Spain with his wife (Alejandra) and two-year-old son (Pedro). He is passionate about sports, especially watching Real Madrid and England Rugby.

## TONI ALLEN

Toni has over 20 years' experience in driving forward-thinking integrated sales, marketing and commercial strategies to maximise B2B and B2C opportunities, launch new propositions and deliver sustained profitable growth in complex marketplaces. Working across global markets, she has driven multi-sector strategies in sectors such as Food, Healthcare, FMCG, Engineering, Technology, Education, Aerospace, Automotive, Built Environment, Cybersecurity, Arts and Non-Profit Organisations. She has worked agency and client-side on large multi-faceted global campaigns, including bringing new products to market in new retail categories and strategic innovation in established categories. There have been many highlights, from launching the UK's first Carnival Arts Degree and the 2012 Olympic Carnival Project, to developing new secure mental health propositions for Autism and PTSD, to launching the first digital e-cigarette offering for a major global tobacco brand and leading Key Accounts and Customer Experience programmes. She is a Fellow of the Chartered Institute of Marketing and a regular judge of the B2B Marketing Awards and the Lloyd's Bank Business Awards. In her spare time, Toni also enjoys racing BMX, horse-riding and spending time with her husband, son and two daughters.



## AFO BABATUNDE

Afo has over 10 years' experience in marketing efficiency and effectiveness topics, as a consultant and marketing technology expert. He currently works for a top-tier strategy consulting firm, leading digital transformation project for Marketing, Sales and Pricing functions for Fortune 500 companies. Prior to this, he worked for a WPP company, where he advised marketers for leading UK brands on advertising and promotional investment using advanced analytics and data science techniques.

## EMILIE BIRKS

Emilie has over 14 years of marketing experience, with UK, international and global companies and currently works for both Yamaha Music Europe GmbH and Yamaha Corporation in Japan in the Brand departments. In 2020, Emilie was highly commended in the Global Women in Marketing awards, and a finalist in the Women of the Future awards for the Brand and Media categories respectively. Outside work, she supports several women in music charities, and mentors numerous women in music and women in business professionals.





# New Freeman admitted 27 January 2021

## HELEN COX

Helen Cox is a highly-experienced, CIM-qualified marketing consultant with FCIM status.

Working with high profile clients across multiple industries throughout the UK – from central government and charities, to legal and professional membership bodies – Helen has gained a reputation for excellence in her field. She specialises in marketing planning, consultancy and project management, and is passionate about achieving results for her clients. She has been running her own Marketing Consultancy since July 2016.



## MALCOLM GILBERTSON

With over 20 years in the creative industry, Malcolm is enthusiastic and driven. Having established Silverback® over 10 years ago he's successfully grown the agency into the energetic and endlessly creative team it is today. Mal's focus is to inspire challenging concepts and new ideas from his team. Mal possesses strong creative skills and is passionate about fresh and functional design. With vast experience in all aspects of design across both print and digital marketing medias, specialising in visual identity and branding, he prides himself on being able to adapt and quickly get to grips with a brand's specific needs and challenges, engrossing himself in the client's sector. Most importantly, he loves what he does.

## MIKE RIGBY

Mike has spent over 40 years in marketing home improvements and construction. Ten years at Dulux fired a passion to put marketing and research on the map in construction, and to place marketing at the centre of strategy and decision making.

Partnering with GfK, Mike's agency, MRA, established the Builders Merchant Building Index, a reliable measure of the Repair, Maintenance and Improvement sector. It's featured in the BEIS Monthly Construction Update. MRA is partnering the Construction Products Association in its Building Safely campaign for the Grenfell Inquiry.



# Membership update

*Keith Rowland*  
**Court Assistant &  
Chair of Membership**

The succession and success of our Company depends on recruitment and retention, and we were delighted to report that we admitted slightly more members in 2020 than in the previous year. We have an ambitious target of 20 new Freeman to admit at Ceremonial Court this year against a background of uncertainty for some of our prospects. However, the Company moved successfully

online last year, and the fellowship of like-minded professionals makes membership of a livery company a reassuring proposition through difficult times.

The Membership Committee has made a good start to the year, with seven new Freeman admitted in January. As I write, we have a further five candidates ready to propose to Court for approval,

but we would like to keep up the momentum and carry some forward to 2022. So we still have work to do. These days, three quarters of enquiries come from the website rather than member referral. Everyone can help by recommending suitable contacts to [membership@marketors.org](mailto:membership@marketors.org) and encouraging them to attend one of our quarterly open evenings. So please, refer a friend!

# Your committees ‘leading from the front’

As you are aware, the Worshipful Company of Marketors has four pillars that are the basis for our existence: Fellowship, Marketing, Give-back and Livery. Many of you are already involved in different committees, each of which has embraced this year’s theme of ‘Marketing, Leading from the Front’. The next few pages update you on what these committees are doing and, if you aren’t already, explain how you can become involved.

PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4
<b>Fellowship</b>	<b>Marketing</b>	<b>Give-back</b>	<b>Livery</b>
Supporting and involving our members	Marketing practitioner and educational leadership and excellence	Improving society through charitable giving and marketing-led outreach	Service the civic City and upholding Livery traditions
<b>Company</b>	<b>Craft</b>	<b>Charity</b>	<b>City</b>

## Fellowship – speakers, ‘Class of’ events and special interest groups

*Simon Leadbetter*  
Liveryman &  
Chair of Fellowship

**The Fellowship Committee welcomes all new Freemen to our Company. We guide all Freemen towards taking the Freedom of the City and discuss what it means to apply for Livery. We look to foster a feeling of belonging to our Company, as a close association of people who not only share the same profession but have many shared interests.**

Joining me on the committee are Middle Warden Glyn Cartwright, Liverymen Annie Brooks, David Merrick and Jane Wharam and Freemen Justin Ablett and Toni Allen.

In 2021, the Company has expanded the excellent speaker series. We are also determined to create a greater feeling of fellowship and will do this in three ways.

Firstly, we will continue the excellent initiative of the former Chair, Liveryman Martin Ashton. The ‘Class of’ events we have run so far have been a great success. Each event is attended by those who joined in that year and led by the Master

of that year. We will launch several new ‘Class of’ events throughout the year. An appeal to Past Masters to chair those gatherings has been met by a wave of positive feedback. Look out for a message to you and your fellow Marketors who joined in the same year, so you can attend a social event with your contemporaries.

On top of the ‘Class of’ events, we will be creating Special Interest Groups (SIG). We are all marketing and communication professionals, and the Company will continue to organise and attend exceptional events delivered by subject matter experts. But we are also friends with common interests outside our professional ones. The SIGs we launch will reflect the non-marketing passions of our fellow Marketors. We will start 2021 with a couple in Q2 April - June. We will then expand the programme throughout 2021. Look out for SIG announcements in the Clerk’s notices.

One SIG will be about customer experience led by Professor Ian Ryder and one about Tourism: what

the future holds led by Past Master Sue Garland Worthington OBE.

Finally, we wish to understand Marketors better. Later in the year, we will research current members to appreciate better your understanding of, involvement with, and needs from, the Company. This research will help inform the Committee and Court on how to serve your needs and add even more value to your membership.

The Marketors are a fantastic Company, with the best people, events programme and speakers. And it will get so much better as we move out of lockdown. I started my journey as a Freeman in early 2019, got involved and have made many new friends. There are so many opportunities to get involved in our Company. Still, we do understand that we are a voluntary organisation made up of incredibly busy people, so you only give as much time as you can.

I look forward to meeting you all in 2021 digitally and then in person over a glass of something cold and bubbly.

## Heritage Committee – Polishing & preserving our treasures

Timothy Keen  
Liveryman

The Heritage Committee has a busy year planned to ensure our history is preserved in digital format and that our treasures are safe and sound. We hope to get the polish out soon to give the Loving Cups a shine, as they were untouched last year. If you are interested in our 'bling',

go to the Members section of the website and look at the recently published guide to the 'Treasures of the Worshipful Company of Marketors'.

We will also be working closely with the Communications and PR

Committee to promote the history of the Company and the amazing characters that have been part of it. If you have a passion for our past, or digital archive experience and want to get involved, please get in touch at [heritage@marketors.org](mailto:heritage@marketors.org).



## Court Nominations Committee

Andrew Marsden  
Past Master

### Your Company Needs You!

The Court needs people of all abilities and experience to help run the organisation effectively, not least to support us this year as we strive to embody the Master's theme of 'Marketing, Leading Business from the Front'. We need people who are happy to 'do stuff'

and to contribute to the success of our Company.

The Committee's job is to identify a pool of potential Court Assistant candidates. Candidates will be accomplished marketing professionals with the knowledge and skills, resources and, critically, the willingness and time to be able

to serve the Company. Would you like to be considered?

If so, do let us know. We will do all we can to support you. Be neither shy, nor modest. Your Company needs you!

[andrew@andrewmarsdenconsulting.com](mailto:andrew@andrewmarsdenconsulting.com)

## Thoughts from Past Master Dr David Pearson

Dr David Pearson  
Past Master

### What do you like most about the Marketors?

I have watched all the Loving Cup interviews. They are a great initiative. One question nearly always gets the same answer.

**Q: "What do you like most about the Marketors?"**

**A: "The people."** This is entirely understandable, but I think it goes even deeper than that. When Sir Paul Judge invited me to join the Livery in 2003, I probably did so for the wrong reasons. I'd had ten great years with Sony, and in the best Japanese tradition they had a significant corporate hospitality

programme, much of which included my wife Carmen.

We took our dealers to Twickenham and Wimbledon, to the theatre and the opera and many of the independents won incentive trips which naturally I had to host as Managing Director. We went to Bermuda and Florida, to Cyprus and Tahiti, among others. Then I decided that I needed PLC experience with a British company. And all of this hospitality had dried up. The Marketors came along at the right time as I could see there was a wide-ranging programme of social events, much of it including partners. We loved it.

And then I gradually realised that there was much more to it. The events did not just happen, they were directed. There were a few professionals, the Clerk and Assistant Clerk and the Beadle, but the rest of us were volunteers. I was invited to join some committees, contributed to Outreach, was elected to Court and then to Junior Warden and subsequently Master.

And all along there was this culture of care. Right from the early days this was encouraged, and I have later learnt that not every Livery Company has this. What I like most about the Company is that the people are not only interesting and excellent company, but they care.

## Zooming in on the vibrant world of East End street art: Stix, Shok-1, Banksy and more...

Martin Ashton  
Liveryman &  
Chair of Events Committee



Zabou does Salvador Dalí

**Believe it or not, the Shoreditch and Whitechapel areas of London have one of the biggest and best collections of uncommissioned street art in the world. But act quickly. The area is an ever-changing landscape where new work continuously appears, so that what was there one week ago may well not be there the next.**

A virtual walk exploring the street art scene in London's East End proved irresistible to the 70+ Marketors who attended the session. It was led by the informative and enthusiastic City of London Guide, John Steel, who since the pandemic has successfully turned his City walks business digital.

Before we started the tour, John posed the question: 'Is it street art or is it graffiti?' We were shown areas where upcoming artists learning their trade experimented with murals, posters, collages or stencils. Some were very good, but others could be considered graffiti.

Our tour started on Commercial Street with a painting of Salvador Dalí by Zabou, a French street artist based in London. Turning into Fashion street, we saw a huge vibrant mural of an Afro-Caribbean woman by street artist Dreph, part of a series of ten he has painted that celebrates 'amazing women who are not given the visibility they deserve'.

John also showed us a couple of the 50 faces sculptured by French

street artist Gregos which feature his own face in different poses and colours depending on his mood. We saw a remarkable spray paint mural of an X-ray image of a poppy, entitled MasterPeace, where the stem resembled barbed wire. This piece is by artist Shok-1, well known for his unique spray paint X-ray art on walls around the world. Onwards to Brick Lane to an otherwise unassuming gents hairdresser where we encountered an incredible piece of art stencilled on the glass of the front door by spray paint artist C215.

John also explained that the badges that appear all over Shoreditch, particularly near street signs, are where the particular artists mark their territory. Every artist it seems has their own particular badge.

We then went to Hanbury Street to see the famous 'A Couple Hold Hands in the Street' by the artist Stix, famous for his stick figure murals. This particular piece was voted in a 2017 Guardian poll as the UK's 17th favourite artwork.

Off Hanbury Street you see what resembles part of a heron morphed into a crane. This was by street artist Roa, who changed the mural at the request of the local Bengali community for whom the crane is a sacred bird.

Down to Great Eagle Street, where John showed us Ronzo's 'Crunchy – the Credit Crunch monster', which was a mascot of the global financial crisis a few years ago. Elvis the Pelvis, on the entrance gate of the yard, is an intricate X-ray view of a human pelvis, and another example of Shok-1's unique X-ray spray paint art.

Rivington Street is an absolute gem for street art with 20 odd pieces to see in a short distance, including world famous artists such as Banksy, Bambi and Thierry Noir. The Banksy

pieces include 'Guard Dog' and 'His Master's Voice', both of which are in the courtyard of the Cargo Bar.

John finished the virtual tour by showing us a four-metre high bronze sculpture by Stix in Hoxton Square which was put up only last October.

As we enter spring, and what we hope is the end of lockdown,

I do recommend a leisurely Sunday afternoon going to see some of the finest street art anywhere in the world. Luckily, John and I produced a map of the route we took on this tour which gives the street names we explored so please do get in touch with me if you would like a copy.



Art by Stix



Art by Stix

# Education & Knowledge Development Committee

Apprenticeships, blogs, external events and research

Michael Lynch  
Court Assistant &  
Chair of EKDC

**Our committee is now 15 members strong. Our purpose is to support and encourage professional marketing education and training, as well as discussion and debate about marketing through knowledge development activities.**

We meet formally four times a year. Informally, we get together for social catchups known as 'McDonald Clan' meetings. All meetings are via Zoom at the moment, but we look forward to returning to in-person get togethers as soon as possible. Formal meetings are usually in Plaisterers' Hall and our social 'Clan' meetings are normally at the Victoria and Albert pub in Marylebone Station. The V&A is TripAdvisor ranked #1,733 of 1,859 London quick bite venues.

Our focus is on four main areas, and committee members organise themselves in working groups. This is so more detailed discussions can take place on activities that interest them most.

## Education and apprenticeships

There are currently marketing apprenticeships available for employers to use ranging from Level 3 (Equivalent to 'A' level) up to Level 7 (Masters' degree). Committee member Dr Sunila Lobo is Chair of the Trailblazer group reviewing existing L3 Digital Marketing apprenticeship standards. Prof Ian Ryder and I worked on the L3 and L7 marketing Trailblazer groups and I am a member of the Route Panel for apprenticeships in Marketing, Sales and Procurement in England operated by the Institute for Apprenticeships and Technical Training.

Other committee members including Nicky Oliver, Debbie Pearson, Mike Ricketts and Murray Chick are helping drive this forward – see also the #smati group on LinkedIn. Future plans include potentially convening marketing apprenticeship stakeholders to help grow both demand and supply, as well as hosting an event for Marketors to learn more about modern apprenticeships and investigating the Company becoming 'Apprenticeship Ambassadors'.

## Knowledge Development

Omaid Hiwaizi and Julian Boulding lead on this working group supported by Professor Malcolm McDonald and Past Master Dr David Pearson, as well as Dr Sunila Lobo and Murray Chick. The focus here has been on generating, curating and working with Comms committee colleagues to distribute and promote blogs.

Omaid and the team are eager for all members to contribute blogs within the newsfeed section: [www.marketors.org/news](http://www.marketors.org/news), which should be a personal perspective or insight and seek to provoke a healthy debate on the topic. Please do send proposed synopses to Omaid and Julian.

## External events

Our interest in this area is around identifying opportunities for the Marketors to participate in seminars, conferences and other events.

We participated in the Livery Education conference in March and will be at the Livery Careers showcase in June. In previous years, this has seen enthusiastic members meeting students in The Guildhall and helping them to understand

what a future career in marketing could involve.

Most recently we have also been discussing a proposal to operate a 'best marketing book ever' survey amongst members and Mike Ricketts, Kim Watts and the team are moving this forward which promises to generate some (more) lively discussion and debate.

## Research

As a group we are committed to keeping research at the centre of professional marketing, understanding customers and markets and generating actionable insights to drive business performance, with Dr Severina Cartwright (our Committee secretary) bringing in her current grant funded research expertise around B2B marketing and social media.

The working group has identified a range of research topics of specific interest to the Company, and is pursuing ways in which the Company can identify and help advance, support and amplify research in these areas.

Senior Warden Dr Trevor Brignall has a standing invitation to all our meetings as does Past Master Michael Harrison, the Company lead on all things Chartered Institute of Marketing. Once we do get the 'Covid-19 all-clear' the EKDC looks forward to introducing them both to all the joys of the Victoria and Albert at Marylebone. If anything here sparks your interest, and if you want to find out more, or want to get directly involved, then please do get in touch with me or any of the committee members whose ongoing contributions are very much appreciated.

# HRH Prince Philip, The Duke of Edinburgh 1921 – 2021



*HRH Prince Philip, Duke of Edinburgh and Past Master Venita Howes at the formal presentation of our Royal Charter at Guildhall in 2010*

**On 9 April the Worshipful Company of Marketors joined the nation in sending condolences to Her Majesty The Queen on the sad occasion of the death of her beloved husband, His Royal Highness Prince Philip, the First Honorary Freeman of our Company.**

Much has been said and written in the media on the long life of Prince Philip, detailing an amazing variety of involvements and achievements. He has left a personal legacy that is sure to endure. His robust character, uninhibited candour and direct humour endeared him to many who met him. However, we recall here the contact the Company has enjoyed with His Royal Highness for 46 years and the wider support he has given to marketing.

One of the people greatly assisting the inauguration of the Guild of Marketors on 1 April 1975 was Admiral Sir John Hamilton GBE CB FInstM, former Director General of the Institute of Marketing. Having served with the young officer Philip Mountbatten in the Second World War, Sir John invited him to be an Honorary Member of the Guild. Part helped by the fact that Prince Philip was already patron to the Institute of Marketing, he readily accepted.

As we quickly progressed to becoming a livery company, the Duke of Edinburgh formally

transitioned to become the First Honorary Freeman of the Worshipful Company of Marketors on 9 May 1978. On 21 November 1985, Prince Philip was eventually able to attend a luncheon at Glaziers' Hall and was handed a magnificent framed admission certificate of Freedom illuminated with his own arms and those of the Company. The presentation was made by the then Master Austin Nunn and Prince Philip gave his grateful thanks in an acceptance speech to the 230 members and guests present.

On 19 October 2010 Prince Philip had the opportunity to return the compliment. At a special ceremony at Guildhall he presented the Company with its Royal Charter.



*Master Austin Nunn welcoming HRH Prince Philip in 1985*

His Royal Highness concluded this memorable event by inviting the Master Venetia Howes to make an Oath of Allegiance to Her Majesty

the Queen before handing over the Charter into the Company's safe keeping. In her acceptance speech, Venetia pointed out that by happy 'coincidence' it was 35 years to the day since Prince Philip had agreed to become the Guild of Marketors' First Honorary Member.

Prince Philip was excellent company at the reception, chatting to everyone and signing the visitors' book. Venetia was impressed and gratified by the fact that His Royal Highness not only came to the ceremonial part of the evening, which he took part in with enthusiasm, but happily stayed on for dinner. Venetia recalls that the seating was carefully arranged to surround him with 'blonds' – Sheriff Fiona Woolf on his right, Sally Mugeridge opposite, and Venetia, as Master, on his left. She noted he drank gin and water at dinner – apparently an old Navy habit of his. Venetia was able to get him into his (green, electric) London taxi with seven minutes to spare – not bad after a programmed ceremonial lasting five hours. All in all the Duke of Edinburgh really did us proud that night ten years ago on a unique occasion in the Company's history.

Six months later in April 2011, senior members of the Company who were also Fellows of the CIM were invited to a superb Centenary Banquet in St George's Hall, Windsor Castle, celebrating 100 years of the CIM and the positive power that a century of marketing had driven.

The same year Prince Philip celebrated his 90th birthday. To mark the occasion his various livery companies together invited him to a special black tie dinner. It was hosted by the most senior of his companies, the Fishmongers, and the Master and Consort of each of his companies were invited to attend. Jim and Marianne Surguy had the honour of attending on behalf of the Marketors. Jim recalls that while drinking vintage champagne and eating canapes before dinner with other Masters, he received a tap on his shoulder and a voice said "may I introduce her Majesty". He turned and found

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he was facing the Queen – Prince Philip had decided to bring his wife along for the evening! The Prince recognised Jim from the Charter Dinner. After his health was toasted, Prince Philip rose to express his thanks, commenting on the value of the Livery and the fact that members of his family were deeply engaged in it. He referred to his increasing age observing that he was still 'mens sane in corpore sano'. Prince Philip announced that this would be his last formal occasion in the City. It was not - the lure of the Livery proved too strong and he was admitted as an Honorary Member of the

Ironmongers in 2014!

Contact with Masters of this Company have also occurred over the years through invitations to Buckingham Palace Garden Parties. One such meeting was with Sally Muggeridge in 2013. Learning from an aide that the Master Marketor was present, Prince Philip was keen to engage earnestly with her in a lengthy conversation about the Company and its Charter Event and delighted in the fact that we had our second Lady Master.

Senior Past Master and Founder Member Harry Druce comments: "I recall the announcement of

Master Reg Bowden at a Court Meeting while we were still a Guild that Prince Philip had accepted the invitation to become our first Honorary Member. This was a wonderful achievement and his support since has really left a mark on our Company. He took interest in all we stood for, but most important was his unique interest in the person he was addressing. A real principle of Marketing which His Royal Highness displayed on so many occasions."

Many thanks to all our members who have contributed to this moving obituary

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## The Rt Hon Dame Cheryl Gillan DBE MP 1952 – 2021

Andrew Marsden  
Past Master

**Liveryman Dame Cheryl Gillan DBE passed away on Saturday 3rd April after losing her fight against cancer. She was only 68.**

A "model of public service and respected across the political spectrum", Dame Cheryl was born in Cardiff but at the age of 11 moved to Derbyshire where her parents had built their new home, returning there whenever possible throughout her life to get anonymity and rest.

Her early background, first at IMG and then marketing roles in Ernst & Young and Kidsons Impey, made her a natural candidate for the Marketors. Cheryl became a Liveryman in 1993.

Cheryl was devoted to her husband Jack Leeming who she first met in 1984 when they were both involved in British Film Year. They married in 1985. It's interesting to note that Cheryl even turned down a meeting with Omar Sharif to meet Jack, a former civil servant, who was heavily involved in the space race having negotiated with the Russians for Helen Sharman to become the UK's first astronaut and first Western European woman in space.

The second love of her life was politics. A member of the Conservative Party from the age of

16, Cheryl was elected for Chesham and Amersham in 1992 with a 22,000 majority, becoming one of only 60 women in the Commons. Cheryl, always a keen advocate, saw that per-centage rise from 10% to 30%. She was the first lady to turn out for the Lords and Commons cricket team!

Cheryl successively held the roles of Under Secretary for Education for John Major, Trade and Industry Spokesman for William Hague, and Shadow Welsh Secretary for David Cameron. In 2010 she was appointed Welsh Secretary and Privy Counsellor. In 2019 she was appointed Joint Chairman of the 1922 Committee.

I became more closely associated with Dame Cheryl in my role as Chairman of The Debating Group where she was President. As PM David Hanger, himself a former Chairman, says: "It was there we experienced her worldliness, depth of knowledge across many subjects, insights into parliamentary workings, her quick wit with the accompanying happy smile, open minded approach and determination that everyone should have their say. A true champion of open and fair debate."

In the last three years or so, as Joint Vice Chair of the 1922 Committee, Dame Cheryl had to cope with

Sir Graham Brady (The Chairman of the 1922) standing down in May 2019 to explore becoming a potential Leader of the Party candidate, then overseeing the appointment of Boris Johnson as Leader, then the snap General Election, then Brexit, then losing her beloved husband Jack... and of course her own state of health.

Throughout, she never lost her sense of humour. I well remember her shortly after losing Jack, with that typical twinkle in her eye, taking mischievous pleasure in introducing me to Jimmy 'The new man in her life'.

Jimmy turned out to be a gorgeous Havanese puppy!

A close friend summed up this more private side of Cheryl. "There is nothing that she couldn't do.

"She was loyal, unfailingly helpful, highly creative - always entered flower arrangements into the local village show, but as 'Jack Leeming' so no one knew who she was. She was a great cook, she held wonderful parties. I thought she was amazing."

A truly remarkable and delightful lady, Cheryl is survived by her two stepsons.

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# OUTREACH: extending the hand of charity

Peter Rees  
Liveryman

**During the early part of 2020 the Marketors' Outreach team noted unprecedented pressures on charities, of all sizes and in all sectors. Income was falling, volunteers were harder to recruit and many beneficiaries were not being supported as before.**

Many charities were facing an existential crisis.

The need was rapidly identified for charities to improve their marketing competencies and capabilities, to address these serious challenges. Traditional face to face Outreach support was not possible, due to the demand and the restrictions imposed by the Covid-19

pandemic. The requirement was to improve charities' self-sufficiency, but in a different way.

Working through the spring and summer, Outreach produced a series of 15 videos which together provide a complete, free eight-hour training programme entitled 'Marketing for Charities'.

The complete course covers all aspects of charity marketing: Marketing planning, budgeting, communications, digital and social media, fund-raising and recruitment, among many other topics.

The training programme has been offered 'pro bono' to all other livery companies, as well as to many charities, school governors, trustees, Trusts and other not-for-profit organisations.

So far, the take up has been very good, but we can do more. We are asking for your support to spread this news even further.

If you, or any of your charity contacts, would like to take advantage of this free training programme please visit [www.marketors.org](http://www.marketors.org) where the full course is freely available now. Let's all help to extend the hand of every charity!

# Future Marketors: stepping forward

Conor Gunn  
Liveryman &  
Chair of Future Marketors

**As a modern livery company, it is important that we reflect the marketing profession and ensure that our company continues to thrive. Our Company sets out the three membership pillars, Members, Corporate Supporters and Future Marketors, designed to show our relevancy to marketers at all different career stages.**

After our pilot programme last year, we have now selected our first cohort of Future Marketors. All are in the early stages of their career carrying out marketing roles in a wide range of companies and industries including brands such as ADM Investor Services, Brompton Bicycles, Nissan Cars and RBC

Global Asset Management.

They have responded very positively to the unique proposition that only the Marketors can offer – the opportunity to meet new and interesting people, from all different career backgrounds, united by a common passion for Marketing, and a commitment to the social and charitable 'fellowship ethos' of a livery company, built on foundations and social values which go back hundreds of years.

Our 2021 programme launched in January with a marvellous presentation from Jill Hughes, Managing Director of Brand Learning at our Corporate Supporters, Accenture. She spoke

to the group about marketing transformation in the digital age.

She also shared her experience of what it means to be a marketer at the heart of these changes and how today's marketers need to adapt to stay relevant and succeed. It was a fascinating talk and the feedback from the Future Marketors was fantastic.

We look forward to sharing more about the group, its progress and growth throughout the year. If you do know of any suitable marketing professionals in their 20s whom you think would benefit from being part of the Future Marketors group, please email us and let us know: [membership@marketors.org](mailto:membership@marketors.org)



# An insight into mentoring

Julian Boulding  
Liveryman



**Mentoring is one of the 17 official WCM committees which regulate and facilitate our Company's core activities. Many members have participated in our Mentoring Programme and around 60 are active mentors today. But we always welcome more.**

Peter Rosenvinge, the Committee Chair, and I thought it would be helpful to summarise what we do – and invite you to participate also, if you would like to.

## What is a mentor?

Mentoring is a long-established tradition. Essentially, it involves an experienced person providing valuable guidance for a less experienced person, over time.

As erudite members may know, a 'Mentor' is not someone who ments!

Mentor is a character in Homer's *Odyssey*. He provides essential and practical advice to Odysseus' son Telemachus, as he and his father navigate their tortuous return to their home in Ithaca, after the Trojan war. Mentor is inspired in this role, by the Greek goddess Athene.

Personally, I rather like the idea of this mix of male and female

intuition – a mentor needs a combination of different qualities and attitudes!

## What does a mentor do?

Within our Company, a mentor provides professional guidance over a period of time

- typically six months to a year
- to anyone developing their career in marketing.

Usually this takes the form of a series of meetings or phone and video calls, maybe every one or two months – although there are occasional flurries of more frequent activity, for example if the mentee is facing a critical career choice. Do I take the job I really want, or the one that offers more long term security?

Mentors need to be good listeners, as well as talkers. They need to have a genuine interest in other people and be keen to help them.

In our Company, the role is of course unpaid! But it can be extremely rewarding.

'Less experienced' people often have a much greater knowledge of modern marketing technology or Gen Z psychology. Some mentor relationships are even established to include 'mutual mentoring' or 'reverse mentoring'. It's the nature of our profession, that we always have something new to learn, as well as to teach.

## Who can be a mentor – or a mentee?

Our mentors are always members of the Company (Freemen or Liverymen or members of the Court

– all of whom are welcome). A mentee may be a less experienced member of the Company; or a person outside the Company, recommended by a member or with some association with us: for example, a member of our 'Future Marketors' group.

Mentees may request a mentor from a similar industry sector, if they have more context-specific objectives.

Similarly, mentors may feel they have more to contribute to someone who shares elements of their own background.

## Why do I enjoy mentoring?

It's essential to understand that mentoring is quite different from counselling.

Counselling is focussed on the past – often including events, traumas and setbacks which have happened in the past and which an individual needs to come to terms with.

Mentoring is focussed on the future. Like marketing!

Mentoring is about applying our future-facing mentality to help improve the professional future of our mentees – which, like marketing, is full of uncertainties and requires an ability to make good decisions quickly. It's also an activity where one can clearly see outcomes and results.

If you would like to know more about mentoring with the Worshipful Company of Marketors, please feel free to contact Peter Rosenvinge, our Committee Chair, [p-rosenvinge@sky.com](mailto:p-rosenvinge@sky.com)

**Did you know?** In 2018, our Company established a collaborative relationship with the University of Greenwich. We began by working with their students to develop their business ideas in a Dragon's Den style competition. This year we will also mentor seven of their final year students, helping them to prepare for the transition to full time in marketing. The CIM's Levitt Group is another partner, but with an older and more experienced age group.

# Thank you, 151 RLC!

Andrew Cross  
Past Master



**Last year, it was agreed that the Company would present 151 Regiment, London's Logistic Regiment, with an item of treasure to show our appreciation for all the work they have been carrying out during the global Covid-19 pandemic.**

We contacted silversmith Ben Ryan with the brief to produce an item that would echo the regiment's community-based work, and visually reference the uplifting

support that they continue to provide.

Ben decided to create a structure comprised of 151 rods to hold a round bottom glass decanter. The combined effort of all of the rods enables them to support and hold the decanter, and subtly echoes the teamwork and camaraderie within the regiment.

Traditionally, when port is passed to the left around the table at the end of a meal, a decanter should not come to rest until it returns to the host. The rounded base of the 'Hoggit' decanter ensures the piece cannot be hogged on its journey around the table.

As Ben said, "Being approached by the Worshipful Company of Marketors was a real honour.

"Designing and making a piece to commission, to mark the hard work and efforts of so many is a great project to be involved in.

"Hopefully once the pandemic has passed, the piece can be enjoyed and used by all at the Regiment's Mess Hall dinners."

The decanter and stand are now



with the Company and we are awaiting confirmation from the 151 Regiment's CO as to when a presentation can be made.

## A little bit about Ben Ryan ...



**We were very fortunate to have Ben create and make this beautiful piece. Ben is an award winning designer who specialises in designing and producing bespoke pieces of contemporary silverware, jewellery and public art.**

Ben's clientele ranges from individuals, livery companies and councils, to corporate enterprises, trusts and royalty.

Since he has a base in the Goldsmiths' Centre in the heart of Clerkenwell, meeting to discuss projects in the capital or just outside is ideal. He also has a workshop and design studio in South Cambridgeshire where the vast majority of his design and manufacturing work is carried out.

Ben would welcome discussing future commissions. He can be contacted via email on [ben.ryan@bjrdesigns.com](mailto:ben.ryan@bjrdesigns.com) or telephone on 02071861079.

Website: <https://www.bjrdesigns.com/>

# St Dunstan's College CCF – a proud tradition

**St Dunstan's College, of which the late Past Master and Alderman Sir Paul Judge was an old boy and Chair of Governors, is very proud of its Combined Cadet Force (CCF), many of whom have been seen by our members as part of a carpet guard at Mansion House.**

The College has a history dating back to 1446. Initially situated in the City of London, in 1888 it reopened at its current site near Calford. Today it is an independent school that provides a broad and rich programme of learning for children aged four to 18 years old.

Around 100 year-9 pupils join the CCF every year and some stay on until sixth form. There are currently over 200 cadets on the roll, with around 120 in the Army section and 80 in the Royal Navy section. Some are drawn from a local partner school. They are led by Contingent Commander Major Richard Davies.

Sixth Form pupil Gabriel says, "There are a lot of opportunities to develop as a person. One of those has definitely been joining the CCF. You get to go to range days across the country, attend field exercises and you get to have regular training.

"My proudest moment was visiting Ypres in Belgium in 2019 with the other cadets. Together, we took part in a battlefield tour and visited many of the graves of fallen St Dunstan's pupils from the First World War. As part of the visit, we took part in the Last Post parade at the Menin Gate."

Marketors have connected the CCF to 151 Regiment RLC whose Regimental Sergeant Major has judged the rifle drill competition. We hope to be able to attend their annual contingent dinner and present awards.



*Caption*

## Aim One activities

**The Lord Mayor and the City of London Corporation are making strong efforts not only to deal with the pandemic but also other major challenges like climate change.**

Over the last year we have seen how cooperation has been key to addressing the immediate impact of the virus, as the Livery has done so impressively since the crisis began, by working in tandem with

partners in vulnerable communities. Similar collaboration, from the local level to the global, will be critical in the coming years to ensuring that London emerges from this period fit to maximise the opportunities of the future.

Building Back Better is the number one priority of the Lord Mayor's second year in office and in February this was the theme of

his Gresham lecture. He believes that the City of London and its world-leading financial services sector has an essential role to play in supporting a durable recovery that is both economically and environmentally sustainable. He maintained that through the City's development of innovative green financial products and support for sustainable infrastructure, we can fight climate change and, at the

*Continued overleaf*

Continued

same time, drive economic growth. He was joined at this virtual event by a panel of experts including former Governor of the Bank of England Mark Carney, now the UN Special Envoy for Climate Action in Finance.

A new piece of research confirmed that the City's competitive strengths, even during a time of economic uncertainty and global upheaval, position it well to adapt to both current challenges and longer-term changes to the business environment. The

report entitled 'Our Global Offer to Business: London and the UK's competitive strengths in a changing world' identifies that London has the strongest overall competitive offering, leading New York, Singapore, Hong Kong and Frankfurt on a range of issues. The researchers in particular identify our success in tech and innovation, our respected regulatory and legal framework, and the quality of our talent pool, as well as the range and depth of our financial services activity, as key indicators of

London's future resilience.

But far from being complacent, the City of London has set up a Recovery Task Force that will provide a blueprint for how the Square Mile can remain internationally competitive and locally vibrant. The mission of the the task force is to ensure the Square Mile is the world's most innovative, inclusive and sustainable business ecosystem, and an attractive place to work, live, learn and visit.

## Master's reply to the City of London Corporation's Recovery Task

John Farrell  
Master Marketer

### TO WHOM IT MAY CONCERN:

The Worshipful Company of Marketors is pleased to support the Recovery Task Force's efforts to ensure that the Square Mile can remain internationally competitive and locally vibrant. We note the task force will build on ongoing work from the City Corporation that are relevant to its mission including the work of the Culture and Commerce Task Force; the Climate Action Strategy; and London Recharged. The Marketors also fully supports this work.

We also note the valuable work that has been done by the Livery companies during the current crisis. This includes the pledge to maintain normal levels of charitable donations to which the Marketors is also committed; catering to hospitals and other front-line workers by livery halls; and pro bono outreach to charities and other organisations that are in great need. During 2020 the Marketors introduced a series of videos to help charities and indeed other livery companies with their marketing activities.

We emphasise the important role of communications in bringing these activities to the attention of the wider City of London and indeed of the general public.

Too much of the good work that is done in the City is not well understood. The Marketors is pleased with the progress made with City Giving Day which the Marketors has also supported in various ways.

The Marketors notes that Building Back Better is the number one priority of the Lord Mayor's second year in office. We actually adopted this as a slogan to come out of lockdown. We fully agree with him that the City of London and its world leading financial services sector has an essential role to play in supporting a durable recovery that is both economically and environmentally sustainable.

Through the City's development of innovative green financial products and support for sustainable infrastructure we can fight climate change and, at the same time, drive economic growth.

We believe that if the City is to make a vibrant offer to attract talent and visitors, it needs to encourage a 24/7 approach. Much of the world of business has got used to conducting business and other meetings by video conferencing. To get people back on 'planes flying and young people back on trains into London there needs to be safe entertainment and attractive dining facilities that people are missing today.

The Marketors would like to suggest to the Lord Mayor and Recovery Task Force that it considers adopting a public stance whereby it is prepared to visibly and practically lead the Coordination of City, Industry, Commerce & Culture contributors.

Practically it could form a sharply focussed Action Group comprising senior contributors from all four of the named sectors who are prepared to create and execute a 10 month Action Plan to achieve the Recovery objectives.

# St Bride's plans a choral future

John Wheen  
Court Assistant & St Bride's Liaison

**It happened! After the third Covid lockdown forced a 'No Entry' sign to be hung on St Bride's West Door, Marketors' Chaplain Canon Dr Alison Joyce finally re-opened the Church for services on Palm Sunday. This led to a full service schedule for Holy Week and Easter.**

To boost congregational support, St Bride's is now investing in a new website from late April (check it out at [www.stbrides.com](http://www.stbrides.com)) plus live-streamed video coverage of services. Throughout the pandemic, innovative audio streaming has led to a 400% increase in attendances.

**Already scheduled for Marketors' involvement in the second half of 2021 are:**

**Remembrance Sunday –**  
14 November

**Carol Service –** 13 December

With restrictions on weddings and funerals during the pandemic, St Bride's is expecting heavy demand for both wedding and memorial services from June onwards, plus of course, demand from the Livery.

In early summer, Chaplain Alison is also hoping to restart the in-person lunchtime concert series – popular with office workers and tourists.

Naturally, St Bride's professional Choir is highly enthusiastic about

performing again. It's been a tough time for them.

## Choral insights

Whilst the congregation has been supporting the Choir in a limited way through the pandemic, an interview by journalist Lesley-Ann Jones with four key members – Sopranos Nina Bennet and Emily Owen, Tenor Matthew Long and Bass Philip Tebb – revealed the true trauma.

They were asked how the lockdown had impacted their lives:

"When the lockdown came in, it was like a switch being clicked," said Nina. "All work was cancelled, I felt sick. How could I earn a living? So I found some more music teaching and have been teaching English online."

Phil explained that his income had come mostly from the Self Employment Income Support Scheme and was a fraction of normal. He felt sorry for those choristers who were part-employed in schools on PAYE, as they didn't receive SEISS support. He'd found some online teaching.

Emily said she received some government support, but the biggest impact was having to postpone her wedding by a year.

Then they were asked about the future and described three main challenges:

Matthew said the music business was struggling before Covid and now promoters were on their knees. He couldn't see how they could fund venues post-Covid.

Phil explained that concert and opera venues planned three years ahead and would take months to get back to normal – the Royal Opera House had already cancelled most of 2021, so even with the roadmap out of Covid, they couldn't immediately start up.

Emily felt that performers now lacked practice and some had turned to other careers, so there may be too few accomplished artistes around for future productions. Nina asked how anyone could have the incentive to sing when, until the schools reopened in March, they had kids around at home and were never alone?!

However, all interviewees implored us to keep our spirits up and to look forward to enjoying the full Choir once more this autumn.

**And with the end of the UK pandemic in sight, it can't come too soon!**



St Bride's Choir

# The art of appreciation

Glyn Cartwright  
Editor & Middle Warden



Liveryman Peter Rees

## Overwhelming thanks for the 'Hand of Charity'

One of the four Pillars of our Company is 'Giving Back'. The difference we make isn't just measured in terms of the hours spent on the project or task, but by the difference made to the organisation we 'give back' to.

This article highlights the depth of the impact we can make as Marketors. Specifically, we highlight the work of Liveryman Peter Rees as a member of the Outreach Committee.

Peter explained the work he did in his article 'Extending the Hand of Charity'. Whilst the prime objective of this project was 'Giving Back', it also met the other three pillars

of our livery company: Fellowship, strengthening our Fellowship with other livery companies; Marketing, showing how professional marketing can improve an organisations performance; and City, helping other City-based organisations.

Like many of us, Peter was too modest in his article to describe the real impact of his project. But we owe it to all members who commit themselves to the Company's work to share the feedback we receive on account of their efforts. Below are some of the phenomenal responses to the 'Hand of Charity'. Well done, Peter!

### From Prof. Gordon Masterton, Master Engineer

I am writing to thank you and your outreach colleagues, in particular Peter Rees, for their pro bono assistance and support in improving our external engagement – which was based on the six parts of the RAJER Video Presentation Series. This has allowed us to undertake a comprehensive review of our approach to marketing itself, the various media to be used and the messages to be put across to our target audiences.

In line with your terms and conditions relating to pro bono outreach we are acknowledging your help as a donation-in-kind, with a value of £2,250. This will be highlighted in the Company News section in the next (May) issue of our journal – The

Swordsman. We have also drawn the attention of all of our members and associates to your 15-part online training programme on Charity Marketing.

### From David Sales, Master, The Worshipful Company of Insurers

I want to add my thanks to those of my colleagues. I appreciate greatly your having given up your valuable time to share with us your thoughts on how we might better hone our membership strategy (or tactics!). I found the session very helpful and learnt a lot. I have also enjoyed watching the online videos you produced and took a lot of useful tips away from them. Needless to say, I have directed a lot of interest to the videos.

### From Daniel Rooney, Wellbeing Scotland

I work for a mental health charity called Wellbeing Scotland and have found a new passion in marketing since starting with the organisation a little over 18 months ago. I wanted to email you to express my thanks for your 'marketing for charities' video series. Your breakdown of the topic areas and the use of charity case studies is most valuable to me.

I have learned a lot so far and I will pass your course to the tutor I worked with so she can share it with others.



Following St Bride's Easter Sunday Dawn Service, Marketors' Honorary Chaplain Canon Dr Alison Joyce throws herself into action in the annual Fleet Street hard boiled egg-rolling competition

## 2021 WCM Events

We list here the events that have been arranged so far for this year. We have only included the ones that have definite dates.

Many more are being arranged and we are just awaiting confirmation

of dates. These include a dinner before the summer break and a formal banquet before Christmas.

Also, we will confirm where these will take place, either virtually or 'for real', as we monitor how we can be

return to 'normality'.

These events are regularly updated on our website and in the Clerk's Notices.

## Diary Dates

Below are some of the highlights of our annual event calendar. Owing to the pandemic, dates might change. We encourage you to check our website for any updates and a fuller list of events.

- 2 June – **MARKETING LEADERS SERIES – Baroness Lane-Fox, Founder of Last Minute.com**
- 24 June – **Inter Livery Clay Shoot**
- 5 July – **The Marketors' Inter-Livery Golf Day, Verulam Golf Club**
- 29 September – **MARKETING LEADERS SERIES – Eric Nicoli. Chairman at YO! Sushi**
- 18 November – **COO Publicis Media**

Remember if there is an event that YOU would like us to consider running, and would like to help organise, please contact our Events Chair, Martin Ashton – [Martin.Ashton@clydeco.com](mailto:Martin.Ashton@clydeco.com)

The latest information regarding all our events can be found on our website.

Please visit [www.marketors.org](http://www.marketors.org) for details.

Please follow us on Twitter (@marketors) and keep an eye on the website for changes or other information

## We want you to get more involved

Glyn Cartwright  
Editor & Middle Warden

**In this edition, you would have read about some of our great initiatives at the Worshipful Company of Marketors, and what our committees are doing to really make a difference.**

You, too, can make a difference and help your Company lead from the front. How? By joining a committee!

Being part of a committee does not necessarily mean having to sit around a table or meeting via Zoom and getting immersed in all the finer details. It means getting involved in what interests you and where you wish to contribute.

It can mean simply registering your interest in the first instance to get involved if:

- A project arises that matches your skills

- There is a project that you are interested in
- You have the time to do the project (often only a few hours)
- You have an event in mind that you think members will enjoy, and may consider organising yourself

**Committees that would welcome you as part of their extended network are:**

### OUTREACH

Contact Philippa Seal,  
[philippaseal1@gmail.com](mailto:philippaseal1@gmail.com)

### MENTORING

Contact Peter Rosenvinge,  
[p-rosenvinge@sky.com](mailto:p-rosenvinge@sky.com)

### EVENTS

Contact Martin Ashton,  
[Martin.Ashton@clydeco.com](mailto:Martin.Ashton@clydeco.com)

It does not matter how long you have been a member of WCM, we would love to engage with you more through our committees. Philippa, Peter and Martin would love to hear from you. As would ALL our committee Chairs.

**Most importantly, our greatest assets are YOU, our members, and our membership is the lifeblood of our livery company and our Fellowship.**

**So if you know of potential members who would further strengthen our membership (which is one of the best kept secrets in our industry!), please introduce them to our Membership Chair, Keith Rowland, [membership@marketors.org](mailto:membership@marketors.org) and help them become part of our Marketing...Leading Business from the Front initiative.**

Thank you.



WORSHIPFUL  
COMPANY of  
MARKETORS



# We'll Meet Again

Courtesy of Dame Vera Lynn



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