



MARKETOR

AUTUMN 2017 / ISSUE 77

THE LIVELY COMPANY MAGAZINE FOR MARKETING PROFESSIONALS

**OUR MUSICAL LORD
MAYOR'S BANQUET**

**THE MYSTERIES OF
SWAN UPPING**

**AUGMENTED REALITY: THE NEXT
DIGITAL REVOLUTION**





WORSHIPFUL
COMPANY of
MARKETORS



The Master's Column

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Front cover photo: View across the Egyptian Hall at the Mansion House during our banquet to the the Lord Mayor

Banquet to the Lord Mayor photographs by Ben Fisher
www.benfisherphotography.com

Other photographs courtesy of our members.

The start of autumn – which as I write seems to have come earlier than usual weather-wise, with little sign of mists and mellow fruitfulness – heralds not just a new academic year but also the start of a new year for the Civic City. The Sheriffs for 2017/18, Tim Hailes and Neil Redcliffe, having been elected on June 24, Midsummer Day, took office on September 28, providing continuity through the changeover of Lord Mayor. Common Hall (not to be confused with our own modest annual gathering!) is when Liverymen are summoned to choose the next Lord Mayor. It's always held on Michaelmas Day, September 29, in Guildhall. All the City dignitaries, including livery company Masters, process in the Guildhall in what looks like a show of mediaeval splendour, with the Aldermen holding posies to ward off the smell of the unwashed populace, to take part in choosing the next Lord Mayor. All Liverymen should try to come to this at least once – it's real democracy in action in a form which our forebears would find familiar. It starts with the Common Cryer directing anyone who isn't a Liveryman to 'depart on pain of imprisonment'. Disappointingly, I've never seen anyone scuttle out at this point. Having been elected, the Lord Mayor is installed at the moving Silent Ceremony on the second Friday in November, when the incumbent Lord Mayor, currently Dr Andrew Parmley, will hand over his badge of office and other regalia to the incoming Lord Mayor. The very moving ceremony, which takes place in the Guildhall, is conducted in silence except for the declaration of the incoming Lord Mayor. Again, something to be witnessed at least once. On the following day the Lord Mayor shows himself to the citizens by processing through the streets in his golden carriage.

Many livery companies mirror this timetable and change Masters in June, July, October or November. I'd assumed that, like our own Company, most changeovers happened in January but found that our installation date is actually quite unusual. Many of the Masters I've got to know over the last eight months are now coming to the end of their terms, or have indeed already done so, and I'm increasingly regarded as something of an old hand, being two thirds through my term as Master. The most frequent question I'm asked from new Masters, both women and men, is 'Have you put on weight from having to go to so many dinners?' (Answer – I don't think so, I haven't weighed myself but my clothes still fit!)

One of the best innovations introduced last year under Immediate Past Master David Pearson was the creation of a new category of Companion for the widows, widowers and partners of deceased members to keep them involved with the Marketors. This is a real example of the culture of care which is such an important aspect of a livery company – and one which distinguishes the Marketors' Company from the trade associations to which many of us belong. It's been great to see Companions at all this year's Great Events. Long may this continue. And in mid-September I was delighted to be invited to the first get-together for Companions, a lunch organised by Lead Almoner, Past Master Keith Arundale, and his wife Kathy. The idea of the Companions meeting as a group came from some of their number and what a delightful event this first one was – old friendships were renewed and new ones started. The view of everyone was that this should not be a one-off and there will be another gathering in the not-too-distant future.

We are fortunate in having a great team of Almoners working quietly away to help and support members going through difficult times, whether personal, work-related or financial. Their work is of course confidential but they make an enormous contribution to our Company and the well-being of members.

A fairly new development for the Marketors has been the introduction of a Professional Mentoring Programme led by Liveryman Stephen Christou. This programme, now in its second year, is designed to help both future and established market leaders with guidance and support through regular mentoring from Company members. The work, like that of the Almoners, is confidential, but is an excellent example of giving back, the reason so many people give for wishing to join our Company.

As Master, I'm made aware every day of just how dependent the Company is on the immense amount of work put in by members on a voluntary basis, ranging from interviewing prospective recruits, through organising events, working with our affiliates, editing Marketor, managing the website...the list goes on and on. A big thank you from me to all our volunteers – you do a great job and play a key role in making the Marketors such a wonderful company. ■



Charles Ebert with the Master (left) and Chairman of the Marketors' Trust was presented with his award for his dissertation on 'Organisational Purpose' undertaken for his MPhil in Management Science and Operations at the Judge Business School, University of Cambridge



Sameer Sohail receiving his award for his dissertation on 'Brand loyalty and consumer behaviour in the youth segment with regard to sportswear brands' from the Master (left) and Chairman of the Marketors' Trust. This was undertaken as part of his MBA in Marketing at Edgehill University Business School.



Marilena Gemtou with the Master (left) and Chairman of the Marketors' Trust was presented with a Marketors' Trust Award for her dissertation 'Customer revenge of unfair treatment: the role of emotion regulation' for her PhD in Marketing at the University of Bath School of Management.



Senior Warden Richard Christou with his son, Stephen on being clothed in the Livery.



The Queen's Swan Marker seeking out cygnets



HMS ST ALBANS looking spectacular with the Aurora Borealis as its backdrop



Banquet to the Lord Mayor

In 1758 the magnificent Mansion House was finally completed and, although the Lord Mayors had started to reside there a few years before this, it had taken nearly 20 years to finish. This house in the very heart of the great City of London has continued to be the home of the Lord Mayor and their family ever since and it has hosted innumerable state, business and charitable functions in this time.

On Monday July 17 2017 it was this wonderful venue in which we Marketors had the honour of hosting the Lord Mayor and Lady Mayoress for a banquet. It is the highlight of our Great Events calendar.

The main event was to be preceded with a Ceremonial Court in the Long Parlour and there was an excited atmosphere in the Salon which acts as a covered atrium joining the first-floor rooms. Members of the company and those about to be

admitted looked splendid in their white ties and dinner dress, many wearing medals and badges of office. The ushers, dressed in company livery, gathered the soon-to-be Freeman and Liverymen, passing on words of wisdom recalled from their own ceremonies.

The Beadle, dressed in his robes of blue and yellow, called the Court in and directed the ceremonies. Leading the procession was Stephen Christou, the

sword bearer, carrying the magnificent blade which has a picture of Winston Churchill embossed at its hilt and is inscribed on the shaft with a dedication “..to ‘The Few’ and to the many who helped make victory possible”.

Our Master opened the Court and installed Peter Rosenvinge as a new Court Assistant. ‘Those who wish to be clothed in the livery’ were then called in and processed to take their oaths with the Master, in a ceremony dating back many hundreds of years. The Court and Past Masters looked on warmly and welcomed them each with a kind word and a friendly smile. They were followed by our eight new Freeman, each proudly starting their journey in the Marketors and each with their own stories to share. The final item for the Court was to present Charles Ebert, Marilena Gemtou and Sameer Sohail with their academic awards from the Marketors’ Trust.



Post Horn galloping

Following the Court, our guests began to arrive and, upon climbing the stairs, were welcomed by a magnificent Carpet Guard from St Dunstan's College Combined Cadet Force. The Beadle then announced each guest in turn and they were greeted by the Master, Wardens and their consorts in the receiving line.

Before dinner, guests mingled with a glass of champagne in the adjoining drawing rooms which are home to some of the wonderful Harold Samuel Collection of Dutch and Flemish 17th century paintings, fine sculptures and beautiful furnishings.

This is always a wonderful prelude to the main event of the evening and, of course, to the incredible setting of the grand Egyptian Hall. For those entering this epic room for the first time, and familiar visitors alike, the spectacular surroundings of the hall are truly remarkable. The gilded arched roof is supported by tall Egyptian columns between which the banqueting tables, adorned in silverware, treasures and decorations, held the settings of over 200 places.

As is customary, the company and guests clapped the Master, Wardens and guests of honour as they processed into the hall and the Reverend Sally Muggeridge delivered grace with her usual wit and flair. The hall buzzed with conversation as the delicious three course meal of Trout and Salmon Tartare, Fillet of Beef and Peach Tart were each expertly served with accompanying wines.

The ceremony of the loving cup is a tradition dating back to Anglo Saxon times and is still enjoyed today, as the person drinking from the silver chalice is guarded symbolically and the cups slowly make their journey around the tables.



The Rt Hon The Lord Mayor Dr Andrew Parmley and his wife, Wendy, the Lady Mayoress



Junior Warden, Master and newly installed Court Assistant, Peter Rosenvinge



The Lord Mayor and Master take their seats in the Egyptian Hall



Liverymen Stephen Christou as Swordbearer precedes the Master into the banquet



Enjoying the Loving Cup with a flourish



New Liverymen (l to r) Martin Ashton, ??? The Master, Jenny Ashmore, Stephen Christou



Master and guests (l to r): William Hill, Master Chartered Surveyor;; Mrs Marsha Rae Ratcliff, Master Carman; The Lord Mayor, The Master, Sherriff Peter Estlin; Ms Kate Jolly, Master of the Guild of Entrepreneurs; Stephen Riley, Master Insurer



Ushers: xxxxxxxx, Liveryman Alex Conabear, Liveryman Mark Chapman, Liveryman Henry Chung



Master with the new Freemen

A very satisfied audience then listened as our Senior Warden Richard Christou introduced and welcomed our esteemed guests. In attendance were the commanding officers of HMS St Albans and 151 Royal Logistics Corps, to which our Company has close affiliations. We welcomed the Chief Executive of the CIM as well as five distinguished Masters: Ms Kate Jolly, Master of the Guild of Entrepreneurs; Mr Stephen Riley, Master Insurer; Mr William Hill, Master Chartered Surveyor; Mrs Marsha Rae Ratcliff, Master Carman; and Alderman David Graves, Master Solicitor. We also hosted Alderman and Sheriff Peter Estlin and had the honour of entertaining our principal guest, the Rt Hon The Lord Mayor, Alderman Dr Andrew Parmley and his wife Wendy, the Lady Mayoress.

Music always plays a significant part of the evening's entertainment and never more so than when your principal guest is a Past Master of the Musicians' Company, an accomplished organist and leader of many distinguished music schools and organisations. The New London Chamber Ensemble performed 'City Scenes', a piece especially composed and which captured Rush Hour, Sunday Evening, Petticoat Lane and Old London in its four movements.

Of course, no banquet in the Mansion House would be complete without the fabulous trumpeters who duel in the Post Horn Gallop, answering each other's taunts from each end of the hall before culminating in a master class of horn playing.

Following a wonderful speech by the Lord Mayor, our Master Marketor, Sue Garland-Worthington OBE, reflected on the evening and our role as marketers in the world today. The Master's theme of 'Great Britain - Great Brand' highlights values we all hold dear such as continuity, integrity, the rule of law, open-mindedness, diversity and inclusion. We need to play our part in promoting these and "use our skills in what is the world's longest-surviving form of civic governance, which has survived chiefly because it continuously adapts to the future without ditching the best of the past."

A delightful evening of fellowship was then brought to a close as we slowly drifted back through the Salon and down the staircase, exchanging thoughts with newly-made and old friends.

Alex Conabear
Liveryman ■

Introducing our new Freemanen



Victoria Ash

Victoria is an experienced marketing director who now runs her own business, RCR Partnership, helping entrepreneurial businesses to grow. Prior to setting up RCR she trained as a business coach, held a variety of in-house and marketing consultancy positions, and worked in London and Paris for a global communications agency.



Julian Boulding

Julian spent his early career in independent advertising and communications advertising agencies in UK. This was followed by 14 years in senior agency roles in London, Amsterdam, Brazil and New York, working with companies like Procter & Gamble, M&M Mars, Avon and Philips. In 2003, he returned to the UK and founded thenetworkone, connecting marketers with agencies in 109 countries. Since 2012, he has been a Director and Fellow of the Marketing Society, helping to lead its international expansion.



Timothy Keen

Tim has had an exciting marketing career, having worked for brands such as the Guggenheim and Sotheby's. More recently he has been working in the membership sector and is currently the Head of Membership at the British Veterinary Association. He regularly volunteers for the National Trust and is a keen rower and triathlete.



Keith Hardie

Keith has spent over 25 years working in communication and marketing. He worked for a wide variety of large corporates such as the Post Office, Thames Water and Whitbread, before joining a law firm. He has spent over 10 years working in the legal sector in the City, both heading up marketing and communications for large international firms and acting as Commercial Director for a legal start-up. He now heads marketing across Europe for US-based Bryan Cave.

Conor Gunn

Conor has over 20 years' experience in helping companies develop and deliver world-class marketing communications across multiple channels, devices and geographies. He has undertaken this for companies including Microsoft, Orange, Xbox, Barclays and BT, and is currently Digital Operations Director at British Gas.



Helen Owen

Helen has worked in marketing and communications for a number of the UK's leading agencies, including Ogilvy and Leagas Delaney, and is currently at Stonehaven. She has served at Board level for over 20 years, as Managing Director (Lambie Nairn) and Managing Partner (Oystercatchers). She was a City of London JP, and is currently a Trustee of St James' Branch, the Royal British Legion.



Jonathan Dunham

Over 35 years, Jonathan has worked for a number of major consulting firms, agencies, technology companies and within financial services. Since 1997 he has run his own marketing and customer development consultancy, helping organisations such as Barclays, Aviva, Dell, IBM, Google, Volvo and Nationwide.



Giles Cooper

Giles has spent over 25 years in marketing, specialising in the entertainment industry and has worked with some of the world's biggest names in music, comedy and theatre. He is also Chairman of the Royal Variety Charity and the Executive Producer of the annual Royal Variety Performance.

Exploring the history of the old Jewish East End



Liveryman Martin Ashton with our guide, John Steel

Our popular walks in the past have taken us to some memorable places in and around the City of London. This year was no exception. We started the season with our guide, John Steel, who had designed a special walk exploring the history of the old Jewish East End. On a beautiful July Sunday morning, around 25 Marketors and their guests, gathered at the Duke of Wellington Statue (opposite Royal Exchange in the City). We were all to enjoy a fascinating tour that would take us through the backstreets of the East End to discover the indelible mark left by the Jewish community in a bygone age.

One of the main highlights of the morning was a tour inside Bevis Marks Synagogue, the oldest active synagogue

in use in Britain, dating back to 1701. Maurice Bitton from the synagogue took us through its history and pointed out the main features. What was so magnificent was the original furnishings and structure have remained completely unchanged. We learned that the Jews arrived in Britain under William the Conqueror and were expelled by Edward I in 1290 but readmitted back to England under Oliver Cromwell in 1656. The first Jews readmitted to the UK were Sephardic Jews who came from Holland and the first synagogue after the readmission was established in the City of London in 1657. After this became too small, Bevis Marks was opened in 1701.

After the visit to Bevis Marks Synagogue, we took a walk through the back streets of Spitalfields and Whitechapel to learn about how the Jews from Europe (Ashkenazi) arrived in 19th century, fleeing the pogroms in Eastern Europe. We saw the old trading grounds of Petticoat Lane and Brick Lane and ventured through Whitechapel to see where the kosher restaurant 'Blooms' used to be and where the Jewish Telegraph had its headquarters. We also saw the old 'Soup Kitchen for the Jewish Poor' which was established in 1901. Whilst this is now a listed building, the apartments inside are some prime real estate! We also walked past Sandys Row Synagogue, the first Ashkenazi synagogue in the UK. In Brick Lane we saw the Brick Lane Mosque, which has been home to a succession of Christian, Jewish, and Muslim

communities since its construction in the mid-18th century, reflecting the waves of immigration in the neighbourhood of Spitalfields. By the end of the 20th century most Jews had left the East End to settle in the suburbs but it was fascinating to still see the signs of Jewish life in the city. For example, in Christchurch Infant school on Brick Lane, 90% of the pupils today are from Bangladeshi origin, but on one of the drainpipes one can still see the star of David, harking back to a time when the majority of the children were Jewish.

We finally made it to the Woodins Shades pub in Bishopsgate for lunch. Aptly, the Woodins Shades has been a favourite meeting place for the traders of Petticoat Lane and Spitalfields Markets over the years. There, we all enjoyed a delightful lunch and toasted John Steel for taking us on a very memorable journey through old Jewish East End London.

Martin Ashton
Liveryman ■



Inside Bevis Marks Synagogue





On the River Thames for Swan Upping

On July 19, a group of us had a delightful day observing the annual Swan Upping at Henley. This was the first time in a few years that the Marketors had taken part in this very different and quite ancient event.

Swan upping dates from the 12th century and is carried out each year in mid-July on behalf of Her Majesty the Queen and the Vintners' and Dyers' Companies. It all started when the Crown claimed ownership of mute swans as they were considered to be an important part of any

banquet or feast. Originally, it was just the Sovereign who claimed ownership and then, in the 15th century, the Vintners and Dyers were allowed to share these rights.

The whole occasion was colourful, exciting and with more than a touch of eccentricity. We watched the swans and their cygnets being pursued along the river banks by the Queen's Swan Marker and the accompanying swan uppers from the Vintners and Dyers in their traditional Thames rowing skiffs, as well as a whole flotilla of cygnet seekers. The swan uppers were distinguished from the rest of us by their scarlet uniforms with their flags flying behind their boats.

Once caught, the Sovereign's Swan Marker counts the cygnets and they are ringed with individual identity tags. They are weighed and inspected to make sure they are healthy. These days, swan upping is more about conservation and the protection of the well-being of the Thames' swan population. The Queen's Swan Marker works with swan rescue organisations throughout the year making sure these wonderful birds are protected and looked after, should they become sick or injured.

It was a great fun to watch from the Hibernia, the large boat we had chartered for the day. Of course, even more fun as, in true Marketor fashion, we all sat down to a three-course lunch. There was no 'swan

stuffed with widgeon' on the menu unlike Tom Sharpe's novel *Porterhouse Blue* - it's illegal to kill and eat a swan. Not that that stops the occasional person knocking one off for their own consumption! You can be fined a hefty sum if you get caught.

But despite being a drizzly English summer day, it was all very convivial as the wine and the chat flowed. A recommended outing for anyone who hasn't been.

Ann Goodger
Court Assistant ■



The Queen's Swan Marker weighing and counting cygnets



Representing the Sovereign at the swan upping

Tri-livery event: augmented media, augmented world

Each year, the livery companies of the Stationers, the Information Technologists and the Marketors host an event relevant to the business of their companies. This year, we learned about augmented reality and the impact it is having on our lives.

Augmented reality (AR) is regarded by many as the next digital frontier, carrying with it promises of life enhancement. Indeed, in his welcome, the Master Stationer told us that there will be a predicted spend of \$83 billion on AR over the next four to five years. With such a huge sum being spent, it is bound to have an impact on the marketing and communications business and everyone else as well.

Our three speakers were Alex Baxeranis, Experience Director at Webcredible, Richard McMorris, a partner at the law firm, Bird & Bird, and Marketor Omaid Hiwaizi who is also Global Head of Brand Experience at Blippar.

Omaid opened the session with a brief history of AR and the explanation that AR is what you can see with a digital layer on top of it. AR actually began as far back as 1968 but it came to the fore in about 1998 in American football. The broadcasters were able to show the football pitch with a graphic showing the 10-yard line - real life with a graphic layer on it. Most of us will have seen how they can show the trajectory of a tennis ball at Wimbledon - and it really does enhance the experience.

We heard about Pokémon Go! This is a game played with an app on a phone and the idea is you 'capture' various imaginary characters with your phone - yes, I know. But that aside, this app has been downloaded 750 million times and at any one time there are about 65 million people 'playing' it (that's near enough the population of the UK). AR is becoming more and more incorporated into our everyday lives, so much so that Tim Cook, CEO of Apple, was quoted as saying it will be as an important part of our lives as



eating three meals a day.

One application involves Coke cans. Apparently if you scan them with the appropriate app, it'll play you a song on Spotify as you slurp your drink - who knew we needed that! Other uses include matching your skin tone when buying foundation from Max Factor. AR can show you what entertainment is on offer if you show an app a photo of where you are - it appears this is more accurate than GPS. And finally, the 150 million daily users of Snapchat enjoy a visual search facility powered by AR: they can snap a car and the search will tell you what it is, how much and where to buy it.

Did you think interior decoration is one of the top three things that couples argue about? Me neither. Alex Baxeranis shared this nugget as he explained the Dulux Visualiser app. This is AR as a mediator! This app can show how a room will look using various different colours of (Dulux) wall paint. This, perhaps rather sadly, sounds a lot more fun than Pokémon Go! to me.

Alex shared with us the six key principles of a good AR app: responsiveness (people are impatient), ergonomics (it has to work easily), interactivity (it has to be fun like a game), fidelity (it has to be good enough), activation (it has to make people do something) and of course, the marketers' favourite, measurement (how good is it really - KPIs etc.).

Richard McMorris is a lawyer and, as you would expect, there are lots of different legal aspects to AR. When creating something in AR there are many things

to be aware of, from disregarding others' trademarks to infringing copyright. And that's before we get to the General Data Protection Regulation as this applies if we capture someone's image in an AR experience. This seemed a complex and possible costly aspect of AR. Richard also made an interesting point about tax and where you pay it. His example was if you are in the UK and you have an AR experience in the US, where do you pay your tax? Yikes - a further reminder of one of the great certainties of life!

Questions were lively and answers seemed to provoke more questions. One that comes to mind is 'who's to blame if there is an autonomous car crash?' Google will probably say that it won't be them as Google Maps constantly feed their Google autonomous cars with the most up to date information on what/who to avoid. But one of the issues centred on privacy and the point was made that we google so much information that our searches could create our own AR with everything you are interested in always popping up in your field of vision. Of course, there are things that will slow the march of AR down - battery life and hand me down phones. We all know about the pain of battery life but recent figures show little take up of new fancy phones - we seem to be more settled with what we have got. Unless, of course, you are inspired to take up Pokémon Go! and want to climb their ladder of success; then you probably do need the best and latest.

Ann Goodger
Court Assistant ■

Marketors at Bluewater Shopping Centre, Kent



Middle Warden Phil Andrew recently came across something very interesting while being 'dragged' around Bluewater by his 16-year-old daughter. He spotted sculptures representing each City livery company around the walls of the shopping centre - the photo shows the Marketors' sculpture.

Bluewater is set out with differently-named shopping areas - naturally, the area showing this amazing set of sculptures is

called The Guildhall. This is the high-end shopping area, as one would expect.

When Bluewater opened its doors back in March 1999, it set out to become one of the premier shopping destinations in the UK and today holds its position as the fourth largest centre in the UK. There are over 300 stores, 50 bars and some 13,000 car parking spaces, all attracting millions of shopping visitors every year. Not bad for a former chalk quarry deep in the Kent countryside.



Outreach scores with London Youth Choir

The Worshipful Company of Marketors receives many requests for pro bono marketing assistance each year, mostly from charities.

Some need professional advice on a single topic, such as the Brigantes' new identity developed by Junior Warden Andrew Cross. Many more need advice on how to maintain or increase their funding. That was one of the two key requirements from London Youth Choir (Patron The Rt. Hon. the Lord Mayor Dr Andrew Parmley) who approached us earlier this year. The other was how to boost social and ethnic-inclusive choir membership numbers from 200 to 300 by 2020. The LYC gives talented London children the opportunity to sing in a top level choir despite music education cutbacks and whilst promoting social and ethnic inclusion.

It's when a Marketor starts an Outreach project that they realise just how much they can contribute. Whilst the brief may be short, the extraordinary range of business experiences we have accumulated in our careers means that our research into a charity such as London Youth Choir leads to a crescendo of ideas. You can give far more advice than you expect.

Preparation is simple

Charity CEOs are mostly experts in their sector, but many are part-time and lack

sufficient administrative and commercial resources. They may be marketing educated but their team may have other skills. Outreach consultants understand this and follow the KISS principle in reporting to charities. In the case of LYC, the approach was:

- A simple reporting structure analysing latest accounts, practices and competition, followed by key marketing development suggestions
- Analysis and Marketing Development based on six Ps and SWOT
- Where specific marketing ideas are proposed, such as choir recordings or list creation, actual contact details of organisations who can help should be given
- Suggestions for action should where possible be illustrated using Appendices
- Critical actions should be highlighted
- Consultant should be prepared to pitch to the client after the report is delivered

Solutions for success

Outreach concluded that LYC was well placed to achieve its KPIs. Its profile needed raising through increased stature including Royal patronage, bookings with livery companies and City organisations, performing with recognised artistes and

appearing on broadcast media and in superior venues. The logo and strap line may require reworking to support this.

Awareness needed boosting by increasing share of voice through concert and corporate appearances, recordings and improvements to the sponsorship scheme. Promotion to London Boroughs would also help recruitment.

Funding would be helped by a proposed integrated sponsorship scheme, regular communication with supporters and improvement in other marketing communications to including press releases, social media and email. For some recruitment messaging, a child-centric tone was needed.

LYC was very grateful for the report, and we're pleased we struck the right chord!

Your Contribution?

There's a big sense of achievement (and relief!) when an Outreach project such as London Youth Choir is finished. And a knowledge that, on behalf of the Marketors, you've helped an often under-privileged section of society to reach their potential. To find out more about organisations requesting help or to volunteer, contact Outreach Chair Brian Sweeney at outreach@marketors.org.

John Wheen
Liveryman ■

Everyone who attended the Canon Coaching day sent photos and a broad selection is displayed here. Our thanks to Canon UK from all of us - Carole Seawert, Eric Allen, Matthew Trowbridge, Michael Harrison, Elizabeth Twiddy, Andrew Cross, Tom Tuke-Hastings, John Hammond, Steve Bates, Richard Bernholt, Chris Griffin, John Fisher, Henry Chung and Ann Goodger.



Flash, bang, wallop, what a picture!

Marketors gathered at Canon UK headquarters in the summer to learn and improve their photographic skills courtesy of Stephen Bates, Marketor and Managing Director, and David Parry, Photography Coach of Canon UK.

We all learnt how to manage the magic trio of aperture, shutter speed and ISO. Some of us will remember that in pre-digital days, ISO indicated films sensitivity to light. In these digital days you can have ISO of 6400. It might have a bit less detail but it can capture an image in low light.

We were introduced to a fab range of Canon cameras - some lovely little ones - the Canon PowerShot and the well-known EOS range. There a huge professional lens - the size you see photographers with at football matches or Wimbledon - for us to look at but not to use!

Having learnt how to get the best out of the cameras, we explored the beautifully laid out grounds of Canon UK. The views are amazing as the HQ sits on a hill in Reigate. We could see as far as the Gatwick Control tower. David, our tutor told how, using one of the huge lenses, he could see people moving in the control tower - not clearly but it was impressive



David Parry, Canon's photographer showing how to take a group photo

considering it is almost five miles away as the crow flies. But we weren't after views - we all took photographs of the water falls, the koi carp and the bees buzzing around the lavender.

One of our big challenges was to try and capture a car moving with a blurred background. We all lined up outside the gates of Canon to see if we were future Formula One photographers. It was real thinking photography and none of that point and snap many of us do with our phones and fingers crossed.

We went off with some top tips and, for me, a reignited interest in photography and an addition to my Christmas list!

Ann Goodger
Court Assistant ■



Tips on composing a good photograph

- Stay level with the subject
- Use either portrait or landscape to best frame your subject
- Consider filling the frame
- Apply the rule of thirds – have multiple points of interest in the photo
- Have the horizon in the middle
- Consider blurring the background to emphasise the main subject
- Red in your photo can either distract or make something stand out
- Patterns are good and lead the eye
- Try different camera angles – tilt the camera to catch something on a slant
- Ask people to stand at an angle – it's more flattering
- Remember to focus on the main subject – then lock it and then compose the photo.

How to introduce a new tone of voice into your organisation

– part 2

In the last issue of Marketor I explained the importance of tone of voice and how to go about developing one for your organisation. In part 2, I explain how to introduce this new tone of voice to everyone. After all, it isn't just something the marketing department implements.

Your new way of sounding needs to be reflected in absolutely everything you and your people write from now on. So that's emails, letters, internal communications, web pages, blog posts, newsletters, on-pack labelling, advertising, video scripts, internal signage and terms & conditions etc. It also needs to be reflected in how your people answer the phone and greet customers face to face. That means it needs to be understood and embraced by EVERYONE.

This is no easy task, as you might imagine. I would suggest that the first step is to hold a series of face-to-face workshops where you introduce the new tone of voice and foster a change in writing behaviour. Obviously, you can't hold workshops and then think 'job done'. Make the new guidelines available to everyone so they can easily refer to them. Put this on your intranet, or via a pdf / presentation, or as a printed hard copy. Best of all, give everyone the choice of which format they would prefer to receive it in.

Next, give everyone a detailed checklist so they can double check they have adhered to the new guidelines whenever they produce a new piece of writing.

You also need refresher sessions; you need to train new staff when they join; and you need to remind, encourage and even reward people to embrace this new way of sounding.

Possible objections you might need to overcome

Don't imagine for two seconds that it's going to be easy to persuade everyone to change. Some of your people may regard a clearer way of sounding as a 'dumbing down' approach that clients won't appreciate; others may be too 'dyed in the wool' to want to change; others might not be prepared to take time to learn and adopt the new style. All this is quite normal.

If the senior management team is seen to be fully behind the new tone of voice by spending time, money and effort on encouraging its use, then it should be much easier to persuade others to follow suit.

It is important to explain to objectors in the workshops you hold why simple, clear language is a better way to communicate rather than complicated, jargon-infused language. Of course, there will be those who still refuse to change, so they need to be shown lots of before and after examples. Make it easier for them by creating a whole series of templates for specific writing tasks, such as a job advert, a letter welcoming a new customer, an internal poster and so forth. They can keep them as guides to ensure they are on track. After all, it's not easy to unlearn long-ingrained habits.

Introducing a new tone of voice to your people may seem like a tricky project to undertake, and it's not something you can do overnight. But take it step by step and you'll soon find this will be one of the best investments you will have made for your business.

Carole Seawert is a marketing copywriter and tone of voice expert.

Carole Seawert
Liveryman ■

How some livery companies still control their trade

Historically, livery companies set standards and controlled qualification for their trade. They also provided education and took care of their members and their families in times of need. Today almost all livery companies support education and provide charity in some form. Some of the older companies are still regulating their original trade – it may have evolved a little but they are still doing what they have always done. Here are a few examples:

The Goldsmiths' Company (Number 5 in order of precedence)



The
GOLDSMITHS'
Company

Perhaps the best-known symbol of quality assurance is the 'hallmark',

particularly on objects made of precious metals. As early as 1300 King Edward I passed a statute requiring gold and silver of a defined standard be marked under the supervision of the Goldsmiths' Company. Originally they went from maker to maker and put their mark on each item. But by 1478, when the first assay (testing) office was set up in Goldsmiths' Hall, craftsmen were required to bring their goods to the hall for assaying and marking, thus giving rise to the term 'hallmark'.

Today, the Goldsmiths' Assay Office continues to be responsible for testing the quality of gold, silver and platinum items made in, or brought to, London. In addition to the primary office in Goldsmiths' Hall, there are satellites at Heathrow, in Greville Street for the Hatton Garden community, as well as two in-house at manufacturer Allied Gold and retailer Graff Diamonds.

The Fishmongers' Company (4)



Most commonly associated with Billingsgate Fish Market (old and new), the Fishmongers' Company's power to inspect the quality of fish being sold and to remove

from sale any deemed to be 'unwholesome or unfit for man's body' was confirmed by Royal Charter in 1604. This power extended to the City of London, the Borough of Southwark and environs.

The Act of Parliament which moved Billingsgate Market from Lower Thames Street to Poplar in Tower Hamlets (aka Canary Wharf) in 1982 also transferred the Company's powers to the new site. The Company continues to maintain a small team of inspectors whose daily work ensures the high quality of seafood sold there. The inspectors are also charged with responsibilities under the Salmon and Freshwater Fisheries Act and the Shellfish Act. They are appointed by Defra as Sea Fisheries Officers. These other duties help to ensure only seafood caught legally is sold on the market.

The Gunmakers' Company (73)



Incorporated by Royal Charter in 1637 to promote and regulate gunmaking, the Worshipful Company of Gunmakers still fulfils that role

today. Since 1675 it has been located at its present location, just outside Aldgate and the old walls of the City (I guess in case things went boom). The Proof House has statutory duties to regulate the safety of firearms in the UK, with three major activities: proof, safety and de-activation. Under provisions of the Gun Barrel Proof Act, all guns sold in the UK must undergo proof to test the basic soundness of barrel and action. The Proof Master may also be requested to investigate accidental gun and barrel failures. The Proof House Committee, which is appointed by the Court of the Gunmakers' Company, is responsible for regulating and executing the proving of small arms in accordance with the Company's Charter and the Gun Barrel Proof Acts.

The Scriveners' Company (44)



Perhaps one of the less well-known companies, still regulating its trade is the Worshipful Company of Scriveners. Historically, the Company was mainly

concerned with control over all those writing legal documents in London, especially conveyances of real property. Span of control waxed and waned over the centuries. An account book of 1565 shows the Company was paid annual quarterage not only by its own Freemen and Liverymen but also by members of other livery companies and by Freemen of the City of London practising as scriveners. From the granting of the Royal Charter in 1617, the Master, Wardens and six Court Assistants regularly made visitations throughout the Company's jurisdiction covering the City of London, Liberties of Westminster, Borough of Southwark and a circuit of three miles from the City boundary to inspect the quality of the documents being written by all scriveners, whether members of the Company or not.

Only as recently as 1999 did the Access to Justice Act remove the exclusive jurisdiction of the Scriveners' Company over notaries wishing to practise within the City of London. However, the Company continues to examine, admit and regulate scrivener notaries. A **scrivener** notary is more highly qualified than a **general** notary, having first qualified as a general notary, then entered a training agreement or supervision arrangement with a practising scrivener notary and finally sat exams in notarial practice, the legal system of a foreign country and two foreign languages (translation and drafting skills). The Company sets the qualification rules and the examinations.

The Apothecaries' Society (58)



The Worshipful Society of Apothecaries, a spin-off from the Grocers, was incorporated as a City livery company by Royal Charter in 1617. Over

the centuries, it ran a major centre for the manufacture and sale of drugs at its hall from 1671 to 1922 (supplying, amongst others, Captain Cook's expedition to Australia, the East India Company, and the army and navy); founded the Chelsea Physic Garden in 1673 (which provided the raw materials for its drug business) and managed it until 1899; and granted the license to practice medicine (LSA) from 1815.

Today the Society continues to play a key role in ongoing post-graduate education and qualification of practitioners in vital areas of medical practice not provided elsewhere. It is the examining body for seven different diplomas, including Medical Jurisprudence (for forensic pathologists), Genitourinary Medicine (sexual health), Medical Care of Catastrophes and Forensic Medical Sciences.

The Spectacle Makers' Company (60)



Who knew spectacles have been around since at least the early 14th century? An inventory after the death in 1326 of Walter de Stapledon (Bishop of Exeter, and

founder of Exeter College, Oxford) includes spectacles: *unum spectaculum cum duplici oculo*. As of 1658, the Court of Common Council granted the Company of Spectacle Makers the power to 'search and survey' premises in the City of London and enforced their monopoly on binding apprentices to the craft of spectacle making.

Since the 1980s, the Company has focused on promoting qualifications for those working in optical laboratories and practices. It is quite likely that the person who fitted the lenses into your frame in an optical laboratory may be 'SMC' qualified. As recently as 1992, the Company's qualification for optical technicians was given statutory recognition. Accredited as a national awarding body in England, Northern Ireland and Wales since 2001, and in Scotland since 2010, the Company has developed a suite of vocational qualifications based on National Occupational Standards. A Level 4 Qualification for Optical Technicians is in place, and a new qualification for Optical Assistants at the same level is being developed for launch in 2017.

So, age clearly has its privilege. However, it also requires a company's significant continual investment and commitment to its profession, despite generations of membership via patrimony – one of the key reasons many companies' connection to their trade has lapsed. Nevertheless, there seems to be a revival in some quarters – perhaps more on this next time.

Liveryman Debra Marmor
City & Mayoralty Committee ■

Bookshelf

Laurence Sterne, Walt Whitman, Ezra Pound, Jane Austen, Marcel Proust, apart from being well known writers, were all self-publishers. This bookshelf looks at the works of two of our members, Past Master David Pearson and Liveryman Martin Riley who have joined their ranks (as self-publishers).

But first, let's look at self-publishing. We know it has been around for many years and these days it's become a popular, successful and lucrative channel for aspiring authors. In fact, sales from self-publishers

exceeded those of the big five publishers a couple of years ago – according to Wikipedia. Some of you may have read about David Leadbetter, author of *The Relic Hunters*. He won the first Amazon Kindle Storyteller Award worth £20,000 in July this year. That's not bad, is it? This archaeological thriller is just one of 20 books that Leadbetter has published over the years. Another well-known self-publisher is EL James. She first published *Fifty Shades of Grey* as an ebook and then went down the publishing on demand route, enlightening us to a different aspect of shopping at B&Q. At the same time, she made millions from this first book, as well as from its sequel and subsequent blockbuster movies.

We will have to see if either of our members' books will make them millions or become movies but both are truly worthwhile reads and enlightening in their own ways.

Martin Riley's book took its inspiration from his adventures as a parliamentary candidate in the 2015 General Election: **Politics - A Brand for Me?** As a former CMO of a global consumer brands company, Martin subtitles his book with: *Why established political parties could benefit from an understanding of the principles of brand management*. He looks at the whole election process from the marketing point of view. This makes an entertaining read, opening with a letter to the Prime Minister

(a fellow WCM Liveryman) and finishing with a short homily on the changing nature of politics we have all observed with the election of France's Macron and the tweets of the leader of the free world. Our Prime Minister might have benefitted from Martin's insights had the book been published prior to this year's snap election.



I spoke to Martin and his wife, Nicola, about the process of publishing a print on demand book. It only costs your time; of course, it helps if the subject of the book is interesting and you can write as clearly as Martin.

He wrote the text and Nicola loaded it onto the Amazon magic book-producing machine and, voilà, it is available online for £7.99.

Martin's years of experience in the business of brand management comes into its own. He breaks down the whole electioneering process with the incisiveness of the marketer's eye. This skill was backed up by Nicola's aptitude with Amazon's publishing portal, and with both layout and proof reading. Martin threads his arguments together always coming back to the importance of brand management. As we all know – alignment rules!

Past Master David Pearson's chronicle of a year in the life of a livery company Master is now captured in print. David used his theme for his Master's year as the title of

his book: **Marketing for Good is Good Marketing**.

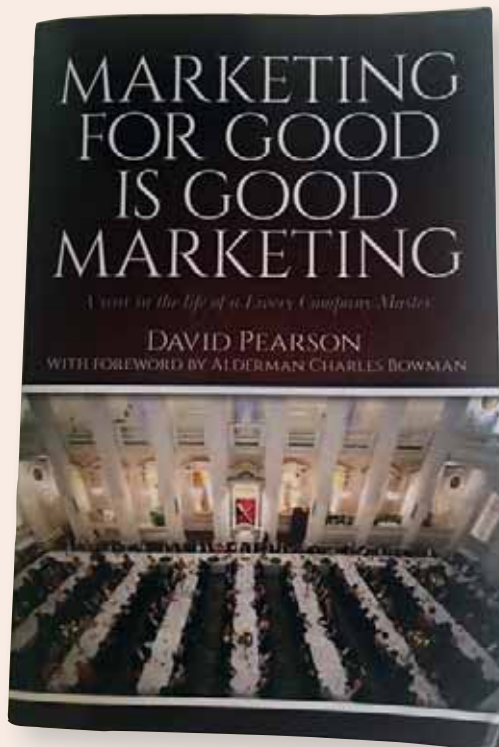
As many will know, David writes a weekly blog – always topical, interesting and thought provoking and, for this book, he compiled the blogs from his year as Master. These captured all the activities he was involved with during his year. Having read through this book, I admire not only his stamina but, from my memory of David in his year, his ability to smile through it all.

Ably supported by his wife, Carmen, it is clear David put a huge amount of effort into planning his year. As a result, he achieved a great deal for our company and, of course, for our pleasure. There is an amazing list of both Marketor and other events he attended during the year – what an adventure we all had the opportunity to be part of. From the beginning at Stationers' Hall to the Mansion House by way of St Paul's, the Old Bailey and the Chilean adventure, the narrative of the book reflects its title. Or to echo a recent ad campaign – we are what we do – so marketing for good has to be good marketing.

Towards the end of the book, David has paid tribute to some of our distinguished members who passed away during his year. Remembering other fellow Marketors is an elegant touch. But then again throughout this book David carefully mentions everyone's efforts in making his year memorable. All in all, it is an thought-provoking study of leadership in action. This book should be recommended reading for any Master in waiting and for the rest of us. It is an enjoyable read about a memorable year.

Again, it is published by Amazon and can be ordered online for £15.

Ann Goodger
Court Assistant ■



The biggest advertising rip-off in history

The scandal over digital advertising appearing next to disgusting and degrading content has been well reported, YouTube being a particular offender. It resulted in a raft of major advertisers pulling their advertising off YouTube and other platforms. Many have still not returned, unconvinced by Google's efforts to put in brand safety measures.

Its cause is programmatic advertising – the system delivering the vast majority of digital display advertising. Programmatic advertising is based on algorithms and targets consumers across thousands of websites based on their browsing history, shopping habits and demographics. In the US, Google even has people's credit card information. Privacy, forget it. The difficulty lies in the fact that a client's advertising can turn up anywhere, including toxic sites where brands do not wish to appear.

It's a very big problem but this is not the biggest problem relating to digital advertising. The monster in the room is ad fraud and measurement. The fraud is that the client has no idea what his money is buying. For instance, this June the authorities in Thailand raided a so-called click farm at a house and confiscated nine computers, 500 smart phones and 35,000 Sim cards. This technology simply clicked away 24 hours a day. Then there is the click farm in China where it was discovered they had 10,000 phones hooked up for clicking on anything you like. You want to up your rankings – buy some clicks! Yes, we are talking of fraud in millions and billions.

Dr Augustine Fou PhD, former Senior Vice President Digital Strategy for McCann Worldwide and now an independent

researcher, produced astounding information in May this year on bot-fuelled ad fraud. It was well reported on by Bosacks and Precision Media Group. Here's an interesting quote:

"First Google pulled 40 apps from its Play store. These apps had been downloaded 26 million times. Security firm, Check Point, revealed that these apps carried an illegitimate ad clicking function which Forbes said 'might be the biggest Android ad fraud ever'."

Google has a technology called Bouncer designed to protect against such fraud. But because the bad guys are always ahead of the good guys, Google was unable to detect it. The fraud is known as 'JUDY' and, to give you a sense of its size, Dr Fou calculated that it was capable of creating one billion fraudulent ad impressions a minute. It's been undetected for a year. As they say, do the maths.

But that ain't nuttin. Check Point also uncovered an ad fraud operation called Fireball capable of creating – are you ready – 30 billion fraudulent ad impressions a minute. I repeat 30 billion a minute. Dr Fou says the JUDY and Fireball operations fraud on such a massive scale are beyond belief.

And who is buying these trillions of fraudulent ad impressions? That would be the company's digital marketing experts.

A joint study earlier this year in the US by the Association of National Advertisers and White Ops found that bot-driven ad fraud will cost brands \$7.2 billion globally this year, up from \$6.3 last year. That's just a best guess.

And all this in a world where, according to Zenith Optimedia, online advertising will account for 60% of UK ad spend next

year. Is it any wonder then that Mark Pritchard the Chief Brand Officer of P & G, blasted the murky supply chain of kickbacks, fraud, dodgy measurements and viewability when he spoke at this year's Cannes Lions Festival.

In this fraudulent environment of fake clicks, the issue of measurement and viewability is simply piling Pelion on Ossa. Marketers and media agencies are objecting to the Media Rating Council's Standard for digital ad measurement of viewability. This calls for at least 50% of an ad to be in view for at least a second for display ads and two seconds for video. Blinking is clearly not allowed! To quote Mark Pritchard again, this is absolutely minimalist and simply not good enough. And what does 'in view' mean? How do you define and value viewability?

As Simon Duke said in the Sunday Times in early August: "A number of FTSE 100 marketing chiefs complain that Silicon Valley's ad buying algorithms are, in effect, a big black box. Advertisers have been invited to take it on trust that the Valley giants will do the right thing with their ad dollars. Compared to the shadowy alleys of the internet, the circulation and viewing figures delivered by publishers and broadcasters (traditional media) are a model of transparency."

So there you have it: a complete lack of transparency, a hopeless measurement system, fraud on an unbelievable scale and clients with little idea of what their digital spend is actually buying. I give you the **biggest rip off in advertising history**. Now, don't get me going on native advertising...

Jim Surguy
Past Master ■

Time for a new Marketors' tie, umbrella, notepad or cufflinks?

Here are the new Marketors' merchandise items, all are available immediately from stock.



Umbrella £24.00 (ex P+P)



Silk tie £28.00 (ex P+P)



Cufflinks £32.00 (ex P+P)



Notepad £14.00 (ex P+P)

Please send your orders to:

Edward Fulbrook FCIM FIDM
3 Greenholme Court
89 Greenhill Main Road
Sheffield S8 7RE

Tel / Fax 0114 237 5998
Mobile 07515 011 907
edwardfulbrook@btinternet.com



A taste of the Italian summer

As you all know, in Italy summer is long and warm, but this summer has been one of the hottest ever recorded. This allowed everyone to enjoy the parks, to sunbathe, to sit and sip drinks in nice bars and to complain about the hot temperature even more than usual!

This unusual and unexpected summer heat has also toasted the grape to the best point! Of course, the lack of rain did not really allow a rich and prosperous year; but certainly, this year's rare and tiny grapes have been blessed by the power of the sun and we cannot expect anything less than a perfect harvest. Harvesting started between the end of August and the beginning of September and everyone in the industry is already excited about 2017 wine.

So, for this letter, I am taking you for a little tour in Oltrepo Pavese. This area right on the other side of the river Po and where the Appennino hills are smooth and gentle and the soil is fed by the Po waters. The Oltrepo soil is extremely good for grapes, making this area is one of the greatest wine areas in Italy.

While it's not as famous as Barolo, Chianti or the super Tuscany area, Oltrepo has a great variety of grapes and wines to offer.



I was lucky enough to talk to one of the historical producers, Luigi Scarani at Cà Montebello vineyard. His family has grown grapes in the area for the past four generations and is continuing with their son and daughter – the fifth generation. Today they export 70% of their wines in USA, Brazil, Russia, UK, Germany and Hong Kong. And they have been awarded with prizes over the past years.

Luigi and Ines Scarani are very friendly and humble in a way that only those who work the land could be. They opened the gates of their mansion on a Sunday afternoon; the sun was incredibly hot and the smell of harvesting was everywhere. They took us on a tour of the winery, the canteen, the vineyards and all the machinery. Afterwards, we sat in the beautiful garden and, while sipping a glass of pinot noir, I started asking my questions.

The so-called Cà Montebello was born in 1972 when the Scaranis decided to launch their own brand and stop working with the local wine associations to sell their wine. Now everything they produce is just for their own bottles.

While Luigi and Ines' son, Alberto, spends the majority of his time in USA developing the American market, their daughter, Cristina, takes care of the production with Luigi and Ines. With 4,000 quintals (4m kilos) of grapes and 2,700 quintals of wine to sell, they are now planning to conquer the Chinese market in 2018.

In Italy, they only sell to restaurants and wine merchants, they do not work with supermarkets or grocery stores. This was a strategic decision to preserve their brand name and the related quality. Sadly for me anyway, they only sell 30% of their production in Italy, with the majority going abroad.

They work with international importers and wholesalers who distribute their wine mainly to restaurants and wine bars.

In each bottle, you can taste everything the vineyard has to offer: the tradition of their family, the richness of a territory, the



sweat of their incredible work in planting, growing, harvesting and bottling and, of course, the prestige of being made in Italy. In this case, with this wine, the quality of a country opens with the cork and expresses the 'dolce vita' at every sip!

Luigi and Ines truly believe in the excellence and quality that Italians are still able to produce and export! It's not just the famous big brands, like Sassicaia and Bellavista but also every little producer like the Scaranis at Cà Montebello who strongly believe that the 'Made in Italy' mark is strong and looking for the right connoisseurs to enjoy it. They want their wine to flourish and make its name, as it should.

Federica Sacchi
Liveryman ■



A reflection – 25 years on

Back in 1990, my then employer British Telecom kindly sponsored me for a MBA at Henley Management College. I was working as a Marketing Manager for BT with offices in Euston Tower and, with three children firmly settled at school, I was ready for a serious dose of business education. Near the end of the two-year programme and having moved to Cable & Wireless, I produced a lengthy dissertation on "The role of Strategic Marketing in the Establishment of an Alternative Communications Market", duly submitted to my course tutor at Henley.

Gaining my MBA in May 1992, my dissertation later produced a totally unexpected outcome - a letter of invitation to a dinner at Stationers' Hall to receive an award from the Worshipful Company of Marketors.

I knew about the establishment of the Marketors back in the 1970s. I had close CIM acquaintances like Stan Fenner, Peter Blood and Bill Hinder who were involved in its organisation at the outset but I probably still regarded livery companies as elderly male dining clubs. Plus, at that time, I didn't live in London. Early in my career the Chartered Institute of Marketing was unashamedly my prime area of interest for professional development, promotion of marketing and for social interaction with other marketers away from business. Living in Berkshire close to Moor Hall, the CIM had also already offered natural progression for me from branch to national responsibility, later to be international.

I duly turned up for the Bowden Dinner on October 15 1992 with my husband, David, to be greeted by Professor Davis



– my first tentative step into a livery hall. The award was presented by the then Master Geoff Darby and consisted of a generous cheque for £200 plus a beautifully engraved wooden paperweight. I was very much the cat who had got the cream! The evening was also significant in that the Master broke the news to me, and others, during the dinner that I had that very day been elected a Fellow by the CIM. I was so impressed with that whole event 25 years ago for the rest, as they say, is history. I applied for the Freedom of the Company, quickly after became a Liveryman, joined the Awards Committee and then succeeded its long-serving stalwart, Martyn Davis, as its Chairman.

The encouragement of excellence in the professions and charitable endeavour remain totally central to the ethos of all the modern livery companies. The Worshipful Company of Marketors is able to use its awards to make marketing people everywhere more aware of our existence, aims and values. If this also helps serve

to dispel misconceptions about what membership of a livery company entails, this can only be mutually beneficial.

My receipt of a Marketors' Award at what was then called the 'Bowden Address Dinner' certainly opened a path to much social enjoyment, many new friends and the great satisfaction gained in supporting the work of a company that has since continued to grow greatly in significance and professionalism. For that small piece of wood still sitting on my desk bearing the Coat of Arms, I can only again offer the Marketors, and Court Assistant Emeritus Martyn Davis, my deepest thanks. It's a treasured possession. I hope there will be many other award winners who will one day find themselves later in the happy position of presenting our marketing awards to others as Master.

Sally Muggerridge
Past Master
Winner Best Marketing Dissertation
Henley 1992
Master 2013-2014 ■

To be or not to be: an Alderman

With the untimely passing of Past Master Sir Paul Judge, a vacancy arose for the position of Alderman for the Ward of Tower. Another Marketor and Past Master, Andrew Marsden, was approached and asked to consider standing for the election to this post. We all know that Andrew has a comprehensive experience in the City; as well as being one of our Past Masters, he is Chair of the Financial Services Group of Livery Companies and is also a member of the City of London Livery Committee.

So, with his usual verve and enthusiasm, Andrew agreed to stand and set about

letting his potential voters know why he should be their Alderman. Andrew is passionate about the City of London – he sees the importance of its role on the global commercial stage and he felt with his personal experience he could make a truly valuable contribution. Sadly, on this occasion, it was not to be.

Undaunted by this, Andrew said:

'I thoroughly enjoyed getting out and about in the Ward of Tower. I met a huge variety of people from residents to publicans, to some very serious and senior business people. Interestingly, quite a few knew little of the democracy of the City of London. Some weren't sure what the

role of an Alderman is but, once I started to explain, they were really fascinated and wanted to know more.

'While I wasn't successful, I learnt much about the expectations of the people who live and work in the City – such insights are invaluable. After the result, I was told by those in the 'know' that this particular election was one of the most contested seats they can remember. Mostly, I really enjoyed canvassing and even though, I was exhausted after the whole process – to my mind it was absolutely worth it!'

Ann Goodger
Court Assistant ■

News from St Bride's

Members may not realise that the Guild of the Marketors' church awards a bursary each year to support students of journalism. The Guild of St Bride, founded in 1375 and reconstituted in 1953, usually supports a student from City University. Last year's award went to James Sutton who in thanking the Guild, says of his year at St Bride's; "Exciting opportunities have come at me thick and fast, and I suddenly found myself meeting and even working with some of my journalistic heroes."

He is replaced by Joseph Bray, who's just started his St Bride's year. Particularly attracted by the professional journalist contacts of the Guild members, he hopes to gain a Masters in Interactive Journalism. He says: "I knew Interactive Journalism was going to give me the best chance in the long term. I'm excited to see what I can achieve after a year at City."



Joseph Bray, recipient of this year's bursary

Finally, St Bride's is losing its Verger, Josh Delia. A familiar face around the church



Former St Bride's Verger Josh Delia with his wife Emily and daughter, Eva Marie

for the past two and a half years, Josh is leaving to be ordained for the priesthood. He's off to St Stephen's House in Oxford and says of his time as Verger: "Amidst the hustle and bustle of the banks, offices and tourists that make up Fleet Street, St

Bride's stands as an outpost of peace, calm and space to think about what it all means and who we really are."

John Wheen
Liveryman ■

St Bride's bake-off

We're all familiar with St Bride's Wren steeple being the inspiration for the traditional wedding cake, but what a surprise to learn that the original baker's family are still in touch with our Chaplain!

It was William Rich who, in the late 18th century, fell in love with his boss's daughter. William was working at a baker's in Ludgate Circus (his Master must have been a Liveryman of the Worshipful Company of Bakers), and wished to impress his beloved. So, when planning the wedding, he looked out of the bakery window and decided to copy the design of St Bride's steeple when baking their wedding cake.

In London before that time, instead of layered wedding cake, a pie was served containing a glass ring. The lucky lady guest who found the ring was rumoured to become the next bride.

Even earlier at London weddings, biscuits and scones were piled high. The happy couple had to kiss over the pile without demolishing it, to guarantee wealth and happiness. And back in the middle-ages,

guests pelted the bride with wheat cake to promote fertility. A Great British Bake-Off indeed!

So back to today. William's fifth great-grandson, David Fellows, learned of his ancestor's connection with St Bride's and asked Chaplain Alison if he could borrow a model of the steeple. He was about to marry Becky Element and they wished to pop it on their cake.

Naturally Alison lent them the model, but sadly it was too fragile. David did have



The bride, Becky Element and her groom, David Fellows cut their perfect wedding cake

another cake-proof one made though and after the honeymoon, they came to St Bride's to return the original.

We're sure Wren would have approved.

John Wheen
Liveryman ■

Saturday 11 November – The Lord Mayor's Show –
Marketors' Lunch at the Coppa
Club (fully booked)

Sunday 12 November – Remembrance Service, St Bride's
Church

Wednesday 15 November – Critical Themes for Marketing
(details on website)

Monday 11 December – Communications Industry Carol
Service, St Bride's Church

Dates for 2018

Thursday 25 January – Installation Dinner, Goldsmiths' Hall

Thursday 19 April – Rededication Service, St Bride's Church

Thursday 19 April – Spring Lunch, Stationers' Hall

Tuesday 24 April – City Lecture, Venue TBC



City Briefings

These briefings will be of particular interest to new members of the Company.

Freemen aspiring to progress to the Livery are strongly encouraged to attend. You can find full details at www.liverycommittee.org/courses and then by

clicking the City Briefings icon. You can also book your place via this web address.

Registration is from 5 to 5.30 pm and the drinks reception concludes at 8 pm. The fee for the evening is £20. These are popular events, so book soon as each briefing is limited to 120 participants.

Here are the future scheduled dates:

Monday 6 November 2017

Wednesday 7 February 2018

Monday 9 October 2018

Tuesday 20 November 2018

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

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