



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 6: The school team that marketed its way to a Trust award

Long before the first job or the first pay cheque, it is often helpful for young people get an early taste of what it means to build something and then sell it. And the Worshipful Company of Marketors has long believed that good marketing deserves recognition wherever it appears, and that the earlier young people discover the craft, the better.

In 2016 that recognition went to a team of students at City of London School, who won their school's Young Enterprise competition with a business 'trading' under the name '5p Richer'. The team demonstrated good use of the 7Ps framework and successful application of digital channels, in setting up a transactional website and using Facebook, Instagram and Depop to good effect.

The Marketors' Trust £500 award celebrated marketing that punched well above its years, judged by professionals who do this for a living. For a team of teenagers, having City livery marketers take their work seriously was a vote of confidence that lasts far longer than the prize money.

Awards like this are small in pounds and large in impact. A £500 cheque and a few words of encouragement from an established marketer can be the moment a young person first pictures marketing as a career rather than a school project. It is early, deliberate support, offered to people at exactly the age when a little belief goes a very long way.

Fifty years on, backing the marketers of the future sits right at the heart of what the Trust does, alongside its grants to charities and its care for members in need. From a City school classroom to the next fifty years of the profession, it is all part of the same quiet mission: to inspire excellence in marketing wherever it is found.

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>