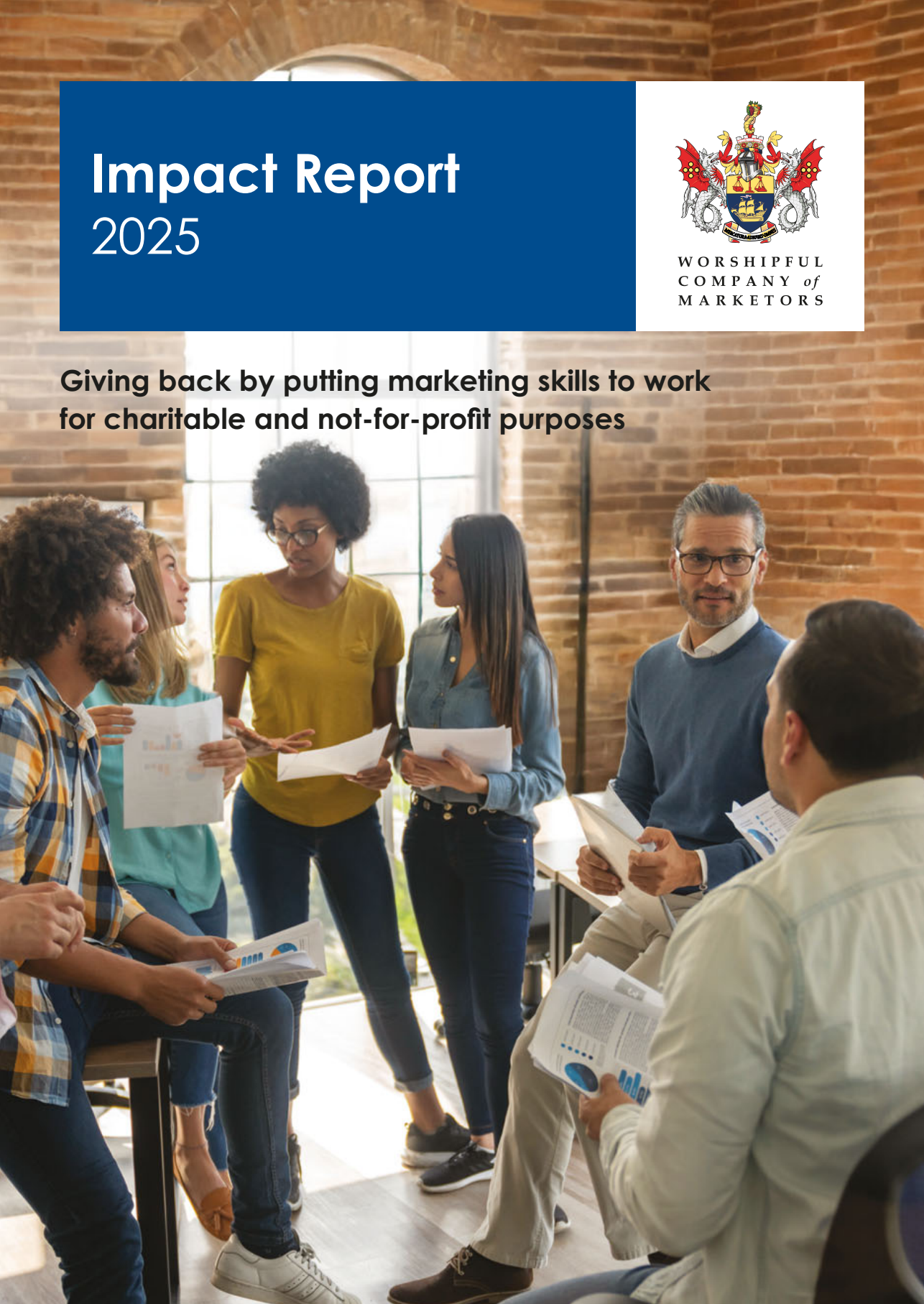
Impact Report
2025

WORSHIPFUL COMPANY *of* MARKETORS

Giving back by putting marketing skills to work for charitable and not-for-profit purposes



About The Marketors

The Worshipful Company of Marketors is the modern City of London Livery Company for marketing professionals

Our founding principle is 'marketing benefits everyone' as we believe in the power of marketing to deliver economic and social good.

Founded in 1975 and incorporated by Royal Charter in 2010, we have over 50 years of contribution to society, the City and our members. Next year, our charity, The Marketors' Trust, will also celebrate 50 years of giving to charities and worthy causes in the City and across the country and support to members in need.

We deliver on our principle by operating as a not-for-profit membership body, open to marketing/advertising leaders who are looking to use their skills, contacts, and resources to support The City, charitable causes and the development of marketing for the good of society.

The Marketors' Charitable activities are supported through funds donated to The Marketors' Trust and through members giving their time to mentoring programmes and outreach activities, typically providing pro-bono marketing support to charities and cause related entities.

The Marketors also work with marketing academics and award granting bodies to further marketing education and knowledge, in order to enable a diverse range of talent to enter and progress within a marketing career.

Given the clear sense of purpose to our work, a strong sense of community has developed between our members and, as a City of London Livery Company, The Marketors have a lively range of social events, ranging from informal socials to subject based meetings and including Great Events at landmark City locations.

In summary, The Marketors is a unique community which enables marketing professionals to 'give back' whilst enriching their lives and careers through fellowship, connections and one of a kind experiences.



Social impact? It's personal.

Many institutions donate money to charities and charitable causes. The Marketors Company and The Marketors' Trust are no exception. It's expected.

But there is something special about our 'giving back' program.

It's personal.

We also give our time, our expertise, our hands-on presence and our personal commitment. We provide practical marketing guidance and inspirational strategy sprints. We show up.

As Master Marketor 2025, I've seen impressive presentations and toured amazing charitable institutions.

But what will I remember most from this year?

The time I spent with school-age children (and their inspirational teachers) whose parents had no further or higher education and who would never have considered a career in professional services like Marketing; and the day I spent walking the streets of London's East End in full Master's regalia, helping one of our Court Assistants raise money and visibility for the St Joseph's end-of-life Hospice in Hackney.

One of our most well-known Past Masters said: "*Other people talk about stuff. The Marketors do stuff.*"

If you read through this little magazine, you will see what we mean.

Julian Boulding
Master Marketor 2025

Over £370,000 donated by The Marketors' Trust to worthy causes over the last three years

The Marketors' Trust is a registered charity (no. 272339) associated with the Company, which is the Trustee. Over the last three years 2021-24, the Trust has given £373,358 to charities and good causes in line with its aims of:

INSPIRING excellence in marketing

SUPPORTING the disadvantaged

CARING for Marketors in need.

Run by the Trust since 2021, the **Marketors' Charity Grants programme** enables smaller charities to run marketing campaigns in support of their respective causes and benefits six charities each year.

Through the Awards committee, we fund several **education linked initiatives** ranging from support for marketing apprenticeships and the Shine Schools' Award to awards for the best marketing theses, best CIM students and a teaching excellence award for the Academy of Marketing.

We support the wider **marketing industry** through donations to the Archive for Market & Social Research, the History of Advertising Trust and the Market Research Society.

As the charity of a Livery Company, we support the **City and the Mayoralty's charitable initiatives**, our **Armed Forces affiliates** and our affiliated church of **St. Bride's**.

A new initiative in 2025 is the Trust **sponsoring individual Members** taking part in charity challenge events.

Our successful relationship with **Unloc Learning** has evolved from grants to Unloc now being supported by our Outreach team.

We also **support our Members** who may have fallen on hard times, as guided by our Almoners.

For its income, the Trust depends on the generosity of current and past Members of the Company. For the last three years, we have donated over double the value of the annual donations received, funding this by drawing down from our reserves. This is clearly not sustainable and we need to encourage more Members to give and to give more, if we are to maintain all our giving programmes.

For details of how to donate please go to the inside back cover.

Charity Grants Programme

Search and Rescue London

WDSDP Warrington & District Society for Deaf People

Park Yoga

spark The Spark Foundation

JAMH Jewish Action for Mental Health

Long Covid Support

Supporting marketing excellence and education

The Marketing Academy Foundation

CIM The Chartered Institute of Marketing

Unloc

Shine School Media Awards

History of Advertising Trust

AMSR

Academy of Marketing

MRS Evidence Matters™

Supporting the City and our affiliates

Army Benevolent Fund

St Bride's Church

Lord Mayor's Appeal Charity

Outreach

Outreach is committed to supporting our mission, showing how powerful marketing can be when used for good.

This year has been a real reset for Outreach. The new team chose to focus on fewer, larger charities and social businesses where we could make the biggest impact. We've already built three key partnerships – with Unloc, Centrepoint and The Medical Mission Sisters – providing them with growth strategies and fresh marketing ideas.

We also introduced collaborative 'Sprints': dynamic brainstorming sessions where several Marketors join forces with an organisation to deliver fast, high-value advice. These have proved hugely popular, creating energy, learning and real results while making it easy for more Marketors to get involved.

To reach further, we launched an online application for marketing advice – thanks to Darren Bayley and Elaine Pinkster for their brilliant work in making us more professional and accessible. We've also built a clear strategic framework, led by Ejiro Odogun and Jackie Hughes, to guide both our team and partners.

Altogether, Outreach has worked with 20 charities this year, providing countless hours of expert marketing support. We look forward to even more Marketors joining us next year – whether for a single 'Sprint' or as part of the team. It's a fun, rewarding way to make a difference while connecting with fellow Marketors.



Charities supported by Outreach

Cecil Hepworth Playhouse

Awarded a grant by The Marketors' Trust, the Outreach team also provided support by offering strategic guidance on digital marketing strategy and community engagement initiatives.

Spark

This charity helps support kids in care. To raise awareness and support we have helped them by creating a video content campaign to be shared across their social platforms.

Centrepoint

Staged a sleep out, (well done Simon!) to raise vital funds. Worked collaboratively to develop marketing strategy and sales materials.

Unloc

Working with them to launch their Annual Changemaker youth awards programme. Also, several Marketors contribute to workshops, teaching marketing skills to the next generation. (Particular thanks to Charles, Zoe, Marwa, Steven and Natalie)

Amdani (Cornelly Development Trust)

Helped this community-based charity with a strategy to boost awareness locally. This led to an overhaul of their website, to further drive local engagement, widening the scope of support for the community.

Ealing Symphony Orchestra

We worked with the Chair of the charity to help them announce the biggest youth choir ever to play at the Royal Albert Hall. We outlined a local content and channel strategy to raise awareness of the event. (Thanks Natalie)

Churchill Foundation – Hourglass

They are on a mission to create a more positive image of ageing and help provide safe homes and communities. We have helped develop a clear communication strategy, with a focus on engaging social content.

London Search and Rescue

This organisation wanted to develop a stronger and more consistent brand identity and use this to host some community events and build their online presence. Our advice helped them achieve their goals, helping them deepen community engagement and expand operational capacity.

Mast Cell Action

We helped this charity, focused on increasing awareness of the debilitating disease Mast Cell Activation Syndrome (MCAS), target their message to medical professionals. An energetic Sprint lay the groundwork for improved communication content and implementation.



Record year for mentoring

More mentors needed please! 2024–25 has proved a record year for the Marketors' Mentoring committee, particularly with our highly successful student mentoring programmes across four universities.

Committee Chairman, Peter Rosenvinge, explains: "*A record total of 82 students were mentored by Marketor mentors, who agreed to give back by offering their time, skills, knowledge and experience for free to help marketing students make the crucial transition into work.*"

This year we feature Queen Mary University of London (QMUL), who started working with us in 2022–23, with the relationship managed by former student and current Marketor, Matt Antos-Lewis.

The Daily Mail's 2026 University Guide describes QMUL in glowing terms: "*Of all the elite Russell Group universities, Queen Mary walks the walk and talks the talk when it comes to social inclusion. About three quarters of the intake are from ethnic minorities and more than 40% are the first in their close family to go to university. Criteria were broadened this year to include students with a disability and those on free school meals. Applications are at a record high.*"

> *"I did not anticipate meeting a mentor who'd have such a profound impact on my life. I expected the program to be primarily about career development, but my mentor has been pivotal in improving all facets of my life."*
>
> *"The opportunity to build a professional relationship with someone experienced in the industry was invaluable. I really enjoyed receiving tailored advice from my mentor that aligned with my career goals and personal development."*
>
> **STUDENTS, SCHOOL OF BUSINESS AND MANAGEMENT**

The Marketors are very proud to work with them. QMUL's Strategic Development Manager, Emma Taylor, says: *"Queen Mary, founded in 1785, is one of the UK's most diverse universities. Based in Mile End, we have over 32,000 students from more than 170 nationalities, with 46% coming from overseas. Of our UK undergraduates, 94% attended state schools, with 73% coming from ethnically diverse backgrounds and 45% are the first in their family to attend university.*

"We are proud to partner with the Marketors and are deeply grateful for their support. As our marketing courses grow in popularity and as the industry adapts to new technologies and a rapidly changing world, professional mentors with marketing expertise play a vital and irreplaceable role in the student experience. We greatly value the Marketors mentors' commitment in making this possible.

"Mentoring builds confidence, resilience and employability, and the evidence shows it contributes to faster progression, higher earnings and greater career satisfaction for young professionals, as described above by two of our students, who were mentored by Marketors in 2024–25."

The Programme also provides an enjoyable and meaningful experience for mentors, as one Marketor reflected: *"The official opening and celebration event was very well organised. It provided an excellent opportunity to hear shared experiences and connect with fellow mentors and mentees."*

Emma sums up the value to QMUL: *"We value our partnership with the Marketors. Your support strengthens our Mentoring Programme and delivers direct benefits to our students. Thank you. We look forward to continuing this relationship."*

Fostering marketing education and research

Our prime aim is to encourage and support excellence in Marketing Education, Innovation and Research.

Using funds donated by The Marketors' Trust, our education-related activities have inspired hundreds of young marketers through its funding of marketing-related educational annual awards, prizes, bursaries, and other educational initiatives.

The Awards Committee encourages, recognises and rewards marketing excellence through academic and professional awards and bursaries funded by The Marketors' Trust, such as sponsoring the Academy of Marketing Teaching Excellence Award.

In July, at the annual Academy of Marketing (AM) Conference at University College Cork (UCC), Dr Conrad Coelho, University of Kent, received the Teaching Excellence Award from Past Master Dr Glyn Cartwright and Professor Laura Chamberlain of the University of Warwick, Chair of the AM Education Committee. Sponsored by WCM, the award was for Conrad's innovative work on *Refreshing Marketing Analytics with Google Analytics 4*.

These awards recognise and celebrate teaching excellence in Higher Education marketing education.

We also annually reward some of the best Doctoral Theses and research thinking in the UK. In 2022, Dr Fletcher-Brown's PhD thesis, entitled *Innovating Social Marketing to Affect Cancer Healthcare Resources for Vulnerable Consumers in an Emerging Country Context: A Midstream Approach*, from the University of Portsmouth, was given a Doctoral Thesis Award and presented to her at our Ceremonial Court in London.

Associate Professor, Dr. Judith Fletcher-Brown, PhD, MSc, MA, LLB, MCIM, FHEA, has commented: "*Achieving the recognition of the Worshipful Company of Marketers has enabled me to showcase my work on the broader application of marketing to transform health inequalities in underserved populations*".

The Awards Committee is also piloting a new initiative, delivered via the Marketing Academy Foundation in Cambridge, to encourage people from a broader range of socioeconomic backgrounds than usual to enter the marketing profession through apprenticeships. This shows great promise in enabling new thinking, skills, and reach. We support student prizes annually at the Chartered Institute of Marketing and are building a growing number of collaborations and initiatives.

We work alongside the Chartered Institute of Marketing, The Academy of Marketing, City & Guilds, and The Museum of Brands, and in conjunction with Business Schools such as Bath, Birkbeck, Cambridge Judge, Chester, Oxford Brookes, Cranfield, Portsmouth, and Westminster, among many others.

Members participate in shaping future marketing qualifications and research for instance with the Institute for Apprenticeships and Technical Education and with Pearson on the Marketing T level.

> *"We have developed several successful collaborations and partnerships with academia and industry over the past decade and are reaching out to many communities. We aim to build on these to foster further and encourage the development of high-quality marketing and understanding for the benefit of all of society."*
>
> **PROFESSOR PHIL HARRIS, CHAIRMAN OF THE AWARDS COMMITTEE**

EDUCATION BODIES WE WORK WITH

Academy of Marketing
University of Bath
Birkbeck University of London
Cardiff University / Prifysgol Caerdydd
CIM The Chartered Institute of Marketing
University of Chester Business School
UCC University College Cork, Ireland / Coláiste na hOllscoile Corcaigh
Cranfield University
University of Derby
Edge Hill University
Lancaster University
The Marketing Academy Foundation
Oxford Brookes University
University of Portsmouth
University of Sheffield
University of Strathclyde Glasgow
University of Suffolk
University of Sunderland
University of Westminster
wbs Warwick Business School

Charitable and not-for-profit affiliations

Armed Forces

The Company maintains valued affiliations with units across all branches of the Armed Services, contributing marketing expertise to support recruitment and strategic communications.

Our longstanding relationships include 151 Regiment, Royal Logistic Corps – London's sole logistic regiment – the Combined Cadet Force at St Dunstan's College in Catford, and HMS St Albans *[below]*, the final Type 23 frigate commissioned by the Royal Navy and based in Plymouth. We are also actively strengthening our most recent affiliation with RAF Cranwell.

These partnerships reflect the Marketors' enduring commitment to service. Through pro bono marketing support, we aim to foster meaningful, collaborative relationships that leverage our professional capabilities to advance the strategic objectives of our affiliates.

We believe in a hands-on, practical approach – one that complements ceremonial ties with active engagement – ensuring our contributions are both impactful and multidimensional, to the benefit of all parties involved.







St Bride's Church

The Marketors' affiliation with St Bride's Church, Fleet Street strengthens the company's identity within the City of London's cultural and spiritual fabric. St Bride's sits at the heart of London's historic printing and publishing district, making it a symbolic anchor for our links with communication, craftsmanship and civic heritage.

The church's architectural beauty and 2,000 years of history reinforce values of continuity and community, collaboration and public service. The Marketors honour our 'Worshipful' roots through events including the Rededication of ourselves and our company to marketing for economic and social good. We also come together with other City of London guilds and livery companies for events including Remembrance Sunday and celebration of Christmas with other organisations in the communications industry.

The church's musical heritage, supported by livery patronage, includes recitals featuring classical and contemporary works and lectures of all kinds and are a regular feature of Marketors' fellowship programmes. The regular quiet hour on weekdays – *Space for Silence* – offers a contemplative space for anyone in the bustling City of London. It's a subtle but powerful form of community care, supported by the church's broader civic mission. The Marketors' Outreach programme has brought digital marketing strategy and expertise to the church, helping it fulfil its mission via branding, positioning, web presence and interactive presentation of its history and museum, cementing its place in the community. We are a living part of St Bride's outreach, helping the church remain a relevant and welcoming space in the heart of London.

Help us deliver further Impact!

We welcome new members from the broadly defined marketing community: this includes those in the commercial, public sector and the military holding marketing, sales and commercial leadership roles; advertising, innovation and creative agency founders; board members; and senior HE academics with a focus on marketing, innovation and growth.

The creative and marketing community is one of the most diverse and energetic sectors in the economy. As such we welcome members from all backgrounds and encourage their active involvement to help shape the Marketors as a vibrant and relevant body which can make a strong positive impact on society.

Our membership application process is designed to be both inclusive and straightforward. To find out more, visit our webpage **www.marketors.org/join-the-company** or email **membership@marketors.org** for an application form.

Corporate supporters

The Company welcomes the support of corporate bodies who share our sense of purpose.

Corporate supporters benefit from being able to be recognised for their association with the Marketors Company and its focus on using marketing skills to benefit 'good causes', The City and wider civic society. We also offer opportunities for Corporate Volunteering. Corporate Supporters are welcomed at our events together with their guests and clients.

To enquire about becoming a Corporate Supporter, please contact The Clerk's Office **clerk@marketors.org**

CURRENT CORPORATE SUPPORTERS

.monks buzz evelyn PARTNERS

MDSG Accenture Song

To donate to The Marketors' Trust

The Marketors' Trust charity reg no 272339



Regular donations via Direct Debit

To make a new regular donation, visit our website **marketors.org/the-marketors-trust/support-ways-to-give** and download a Direct Debit form, complete it and return to the Clerk: **clerk@marketors.org**

To increase your current donation, simply email us instructions to that effect to **TrustChairman@marketors.org**



Make a one-off donation

Go to **cafonline.org/donate** and search for The Marketors' Trust.



Leave a legacy

Legacy giving is an important source of funding for the Trust.
Please contact the Trust Chairman for more information:
TrustChairman@marketors.org

Thanks and acknowledgements to:

Junior Warden David Cowell
Clerk (Operations, Membership and Comms) to the Marketors Suzie Rendle
Liveryman Diana Tombs
Master Julian Boulding
Chair of The Marketors' Trust, Junior Warden David Cowell
Chairs of the Outreach Committee, Liveryman Vanella Jackson, Freeman Elliot Cranmer
Chair of the Mentoring Committee, Liveryman Peter Rosenvinge
Chair of the Awards Committee, Liveryman Prof Phil Harris
Chair of the Armed Forces Committee, Liveryman Tony Norton
Chair of the St Bride's Committee, Liveryman Rhian Pamphilon
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buzzwordcreative.co.uk

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