



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

No 33: Giving charity marketing a place on the podium

Some of the cleverest marketing in the country never gets a trophy. Awards nights tend to celebrate the big consumer brands, while the charities and public bodies doing vital work on tiny budgets watch from the sidelines, often because the cost of entering simply is too high for them.

The Marketing Society's Excellence Awards are among the most respected in the business, a genuine mark of the best marketing thinking in the UK. In 2018, The Marketors' Trust set out to make sure charities had their place on that stage. Working with the Marketing Society, the Trust funded free entry into the Excellence Awards for charities and not-for-profit organisations, removing the barrier that had kept so many of them out.

The effect was immediate. Freed from the entry fee, more than twice as many not-for-profits put their work forward: a surge of charity marketing suddenly being judged alongside the biggest names in the industry. It was a small, smart piece of giving with an outsized result, bringing both recognition and a spur to excellence for the people using marketing to do good.

And the winner showed exactly why it mattered. The top not-for-profit prize went to the Scottish Government's organ donation campaign, "Everybody can save a life," created by The Leith Agency. Instead of guilt and grief, it used warmth, humour, naked bodies and transplant scars worn with pride to change how Scotland thought about organ donation. The results were remarkable: the highest ever proportion of Scots on the Organ Donor Register, a record number of transplants, and the shortest waiting list since records began. This was marketing that genuinely helped save lives.

It is the whole idea behind the £50 for 50 campaign, captured in a single evening. Give brilliant charity marketing the recognition it deserves, and you encourage more of it. The Marketors' Trust simply paid the entry fee, and in doing so helped put life-saving work under the spotlight it had earned.



Website: marketingsociety.com

The winning campaign: "Everybody can save a life", Healthier Scotland / Scottish Government, created by The Leith Agency

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>

The Marketors' Trust, Registered charity no. 272339