



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

No 14: Marketing for good is good marketing



Westminster Kingsway College apprentices with their 'marketing for good' challenge, 2016.

Give a room full of apprentices a real problem and a marketer's toolkit, and see what they do with it. In 2016 the Marketors' Trust did exactly that at Westminster Kingsway College, a London further education college, setting students a challenge under a deceptively simple banner: marketing for good is good marketing.

The brief was not to sell more of something, but to change behaviour for the better. Working in teams, the apprentices pitched marketing ideas to tackle two stubborn, real-world problems: cutting food waste and helping to reduce obesity. It asked them to think like professionals, to understand an audience, shape a message and make the case for it, while pointing all of that skill at something that mattered.

This is one of the quieter but most enduring things the Trust does. Alongside its grants to charities, it has inspired many young marketers through awards, prizes and bursaries, because the future of the profession depends on the people coming into it. It says that a career in marketing, and a chance to be recognised for it, is open to people from every route in.

The Trust funded the prize for the winning pitch, turning a classroom exercise into something with real stakes and real recognition. For a young person at the start of their working life, being judged by, and rewarded by, a City livery company of marketers is the kind of encouragement that can shape what they believe they are capable of.

It is a small idea with a long echo. The students learned that the crafts of marketing, knowing an audience, shaping a message, making people care, are not only for selling products, but can be turned on the problems a community actually feels. Ten years on from that afternoon, it is the very idea the £50 for 50 campaign is built on: that marketing, done well and aimed well, is a genuine force for good.

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>

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