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MARKETOR

ISSUE 97
AUTUMN 2024

Spotlight on the Financial Services Group

2024 marketing thesis award winners

Learn about National Mentoring Day



Summer garden party: sunshine and celebration

MARKETOR

AUTUMN 2024 ISSUE 97

The Livery Company Magazine
for Marketing Professionals

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Editorial

Carole Seawert
Editor & Court Assistant

Welcome to the autumn edition of Marketor and my thanks go to everyone who has contributed to this issue. The City section this time throws light on the Financial Services Group and also explains the role of the wonderfully-named Chief Commoner.

It's been a varied few months in the events calendar and you can catch up with the recent social activities, from the summer garden party and our inter livery golf day, to an early morning guided tour of Smithfield market – and much more.

You can also read about the activities our busy committee members have been involved in – as diverse as helping a charity for sex workers and attending the officers' graduation ceremony at RAF Cranwell.

Don't miss our Thought Leadership article on brand management.



Written by Past Master Dr David Pearson, it charts some of the renaming errors of popular brands as well as the nonsensical statements that have replaced many long-standing slogans everyone grew up with.

Finally, do get in touch if you have had a business book or an academic paper published recently. We'd also like to hear from you if you have an idea for the 'Thought Leadership' section. You can email: editor@marketors.org

PromoVeritas receives royal award



PromoVeritas, the prize promotion specialist founded and run by Liveryman Jeremy Stern, has been recognised with a prestigious King's Award for Enterprise: International Trade. In recognition of the company's work, the team was invited to meet the King at a ceremony at Windsor Castle in July. His Majesty's personal representative, the Lord-Lieutenant also visited the head office in Pinner to present the business with the award.

The King's Awards for Enterprise programme, now in its 58th year, is the most prestigious business award

in the country, with successful businesses able to use the esteemed King's Awards Emblem for the next five years. PromoVeritas is one of only a handful of marketing agencies to ever receive a King's Award.

The company ensures that prize promotions are run safely, fairly and legally, which includes independently selecting winners of prize draws, verification of live TV voting and handling the integrity and security of Golden Ticket instant win promotions.

Commenting on the announcement, Jeremy Stern, said: "Twenty years ago, I had the idea for a new type of service, one that would bridge the gap between law firms and creative agencies, and would ensure best practice promotional compliance and the delivery of effective and secure marketing campaigns. It is so rewarding for our team to have our pioneering efforts recognised with such an esteemed accolade."



Reputation matters

Professor Ian Ryder
Master

As I sit here on the tarmac at Heathrow, waiting for BA to whisk (really?) me off to Chicago for my other day job, I wonder how many of you were impacted by July's Microsoft / CrowdStrike fiasco? There were so many stories of systems that had failed in banking, travel, retail stores, petrol stations etc....with all the associated comments from pundits about technology in our lives today, many of whom missed the point completely.

More than four years ago, as we went into Covid hibernation, I wrote a blog called 'What Happens When the Lights Go Out?' It was a reflection on how much dependency we have on technology, even though we still have sections of our population who have no access to it or ability with it (a whole other story!).

The main point being that no-one seems to be concerning themselves about how we manage without the 'tech' in our techno-world. If you are

interested, then go to our blog at <https://www.marketors.org/thought-leadership>. But one thing is for sure, the reputations of Microsoft, and especially CrowdStrike, have taken a hit. Reputation Matters.

Another, 'lighter' thought is: how can we have possibly zipped through three years since the Tokyo Olympics (held in 2021 because of Covid)? This is the world's quadrennial extravaganza of man and woman's (with due apologies to any offence at this reference) fantastic feats of strength, speed, endurance, skill and perseverance.

At the Paris Olympics, reputations were made for countries and individuals which will endure forever, for both success and failure.

Which brings me back to thinking: how have we done at the individual, company, livery and civic level with our own actions and events? And can it really be that by the time you read this I will be two thirds of the way through my Master's year?

Not wishing to repeat things, I said in my mid-term Master's report that I attended the Election of Sheriffs' ceremony on 24 June. This was a wonderful annual event for all Liverymen which Lord Mayor Alderman Professor Michael Mainelli covered very well in his update on 31 July. An individual achievement to flag would be that of Liveryman Jeremy Stern, Chairman of our Law & Marketing Committee, whose company recently gained a King's Award (see page 2).

A Company success you can read about was our annual inter livery golf day, run by PM Michael Harrison, ably supported by CA Carole Seawert. This was another great day, with over 100 entrants from across the livery world. I have also been to numerous livery dinners and several civic breakfasts, all helping to keep us 'in the conversation'.

Hopefully you have felt well informed during the year through my mid-term report and '2024 Investment Year' update. We have made very significant progress on our major transformation plan, all led by our Deputy Clerk Suzie, and ably supported by our Gallant Clerk Honor and our Events co-ordinator, Lindsay.

Last month, I went to Finland with our Tribe party, led by Liveryman Vlad Dobrokhotov which was an excellent trip, and I am especially looking forward to our Bowden Dinner on 21 October, where I hope to see as many of you as possible in the magnificent surroundings of Goldsmiths' Hall. I hope you will bring yourselves, friends and business guests for the last of my Great Events and see Sir Martin Sorrell as our keynote speaker.

Lastly, I finally made it into the Guinness Book of World Records! Along with a few hundred others, we did a sponsored ride in Leadenhall Market and became the 'most participants in a static cycle race' as we rode for Cancer Research and raised well over £70,000!

I hope you all enjoyed your summer; please do check out your friends for membership potential – and see you at Goldsmiths' Hall.

The Marketors' first ever garden party

Mike Ricketts
Liveryman

I arrived early for the event which was held in the garden courtyard of Stationers' Hall and found that there was already quite a large group of people there, including members of the Financial Services Group. Within minutes I was talking to the Clerk and Master of the Worshipful Company of Information Technologists which reminded me of happy days working as a data network manager for the MOD.

As more people arrived, I was naturally drawn towards some of the many friends I have made in the Marketors through my committee work, and I was able to catch up on their busy lives.

Interestingly, food was served in bowls and I was fortunate to find myself standing next to one of a number of small raised tables scattered around the courtyard, so standing conversing, drinking and eating with others in a small group felt very comfortable.

Following photographs, coffee and my favourite – cake – we were all asked to take our places in an upper floor meeting room where our guest speaker Alison Hutchinson CBE was due to make her presentation. This focused on Pennies, the digital charity box idea she has pioneered which is based on a very simple premise. This idea

is that when you make a purchase in any store and pay by a phone app, you are asked if you would like to round up the cost of your purchase to the nearest pound, with your spare change going to a named charity. For the first time, this puts charity giving at the forefront of every purchase and dispenses with the collection boxes that many shops have currently placed next to their tills.

Alison went on to explain that small donations of a few pence quickly add up to significant amounts of money. I thought this innovation was a brilliant idea as everyone

appreciates the significant contribution charities make to society and giving even small amounts of money makes you feel good, while avoiding the need to make difficult choices.

By the time the garden party ended I had had a very enjoyable day out networking, catching up with friends and getting a new insight into charitable giving.

I would like to congratulate the Master on creating a very enjoyable party and also thank all those involved in doing the hard work of organising.





Meet our new Freemanen

At a Ceremonial Court following July's Court meeting, we welcomed six new Freemanen to the Company.



Phil Cleaver

Phil is an award-winning designer who has significantly impacted the world of branding and marketing during the last four and a half decades. His

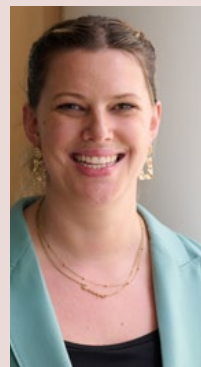
personality was formed in the labyrinthine city of London, under the influence of (among other things) punk, the Far East and some of the design industry's most prominent and influential leaders. Phil runs et al design consultants, a branding agency which has created over 130 brands. He is known for drawing the Visa logotype. He is also Professor at Middlesex University and visiting Professor of BCU, and has two adjunct Professorships in Malaysia, together with three in China.



Alexander Fadahunsi

Alexander is a dynamic young CRM professional with an unusual background. Starting his career in consulting, he has left his mark across various countries

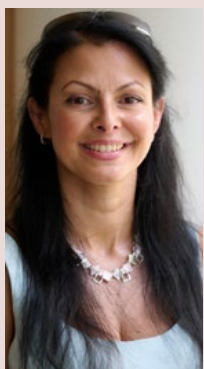
and industries. From FMCG to automotive, entertainment to transport, Alexander has worked for household names like Renault, Nespresso, Thalys, Trainline, and Etsy. At Etsy, he embodies the American spirit of collaboration, leading global CRM Operations for the dual-sided marketplace. Remarkably, he speaks five languages and has lived in as many countries. He enjoys driving – and maintaining – a vintage Vespa in his spare time.



Laura Girling

Laura is the Managing Director of LEAP (formerly LoveEurope & Partners), an integrated production agency based in Clerkenwell.

She started her career in marketing 15 years ago, working for an academic publisher, Wiley, before moving focus to social media marketing and then 'making the leap' to agency life. In addition to her MD role, she still works with the Client Services team to assist delivery of projects, mainly in the financial sector for brands such as JP Morgan and M&G.



Jo Herman

With 25 years of experience across a range of diverse sectors, Joanne bridges the transition from traditional to digital marketing. From SMEs to multinationals like Samsung, Jo advocates

H2H (human to human) marketing. Cutting her teeth during the dot.com boom, she's inspired by original approaches and the entrepreneurial spirit of leaders such as Wonga's founder. A British Ice Skating Association coach, a CIM member and a long-standing member of the Broad Street Ward Club, Jo was nominated for outstanding leadership in business growth in Finance Monthly's 2023 awards. Jo's approach is founded in Creative, Adaptable, Kind, and Empathetic (CAKE) marketing.



Rebecca Range

After a successful career in textile design working for Maclaren buggies, Rebecca transitioned into marketing within the construction sector, joining

a large PLC, focusing on own brands, local marketing and event management. She then progressed into independent merchants shaping both the brand identity and merchandising, while focusing on the customer.

Rebecca has now set up a marketing consultancy, Figurati Collective, to continue her work within the construction industry. She has also started to work in the drinks industry. In her spare time Rebecca's family keep her busy, with two teenage boys, dogs – and her love of road cycling when the weather permits.



Max Richardson

Max spent 16 years in the full-service agency world of corporate communications and marketing, before starting his own consultancy, Profile Raising

International, in 2022. Working with both the editorial and commercial teams of international media clients, Max helps companies raise their profiles, gain industry recognition, launch new ventures, and grow their brand value. He is bilingual in English and German, holds an MBA in International Marketing, and is a member of the German-British Chamber of Industry and Commerce. In his spare time, Max is a keen triathlete, a Guinness World Records holder, and an active supporter of various charities.



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Spotlight on the Financial Services Group

Our FSG representative, Raoul Pinnell, answers some key questions you may have on this livery sub group and explains the role it plays in the City.

What's it all about?

Some Marketors might wonder: what is the FSG and what does it do? Basically, it is a network of modern livery companies. The FSG stands for The Financial Services Group of Livery Companies.

Who belongs to it?

The FSG encompasses members from 15 Companies and Guilds: Solicitors, Chartered Surveyors, Chartered Accountants, Chartered Secretaries and Administrators, Marketors, Actuaries, Insurers, Arbitrators, Information Technologists, World Traders, Management Consultants, International Bankers, Tax Advisors, Investment Managers and Entrepreneurs.

There is no cost to any company being a member of the group.

What is its purpose?

The main purpose of the FSG is to co-ordinate the efforts of the member companies in jointly supporting the Lord Mayor, the Court of Aldermen and the City of London Corporation in promoting the City of London's financial and

professional services sectors. In addition it fosters collaboration between the FSG member companies and, where appropriate, promotes the positive contribution of the member companies' professions to the success of the City in joint activities for mutual benefit.

What does it do?

The FSG holds four meetings a year, often with a guest speaker. In addition it holds a regular 'internal' seminar to assist companies in comparing the management of their companies, to learn from each other and to benchmark their activities.

A recent example led to presentations, discussion and feedback from all members to a questionnaire on:

- Diversity Characteristics (which highlighted the importance of collecting data on diversity)
- Social Media (with main channels of contact being via company websites, followed by LinkedIn)
- Membership (which demonstrated the value of members introducing new members)
- Open Evenings (and interested candidates making applications via websites)

- Charities and Philanthropy (it noted that livery companies as a whole donate some £75m a year to charities with FSG members giving £1.82m in donations and grants).

It also holds 'external' panel events to showcase expertise to a wider audience; the latest one asking the question as to whether the savings industry is allocating enough assets to UK companies.

The FSG also makes a submission to each Lord Mayor to assist with international messaging about the City, and offers assistance to any Mayoral or Shrieval themes where skills of FSG Companies might be relevant.

What events does it organise?

A large 'open to all' FSG quarterly event has been started in the Hand and Shears Pub, 1 Middle Street, Barbican EC1. The whole pub is taken over. Turn up (probably with your badge) buy your own drink and pitch in to meet new people from different companies. Keep an eye on our Clerk's emails for future dates.

Some members arrange small events to which a limited number are invited. For example, the World Traders recently hosted a talk and discussion with the Director General for Trade Negotiations at the Department of Business and Trade.

The FSG has also been the initiator of other City innovations such as the Sheriffs' Debate and the Livery Charity Chairs' Group. Occasionally some FSG companies will open a specific event to other companies and currently the FSG is exploring some joint events.

It also holds an annual Masters' Supper at which the role of the FSG is discussed and a report back to Masters about the group's activities is given. As Marketors we also hosted Masters and Clerks from the FSG at our Summer Party earlier this year.

In conclusion, the FSG plays a role in bringing modern livery companies together to assist in making the case for the City as an engine of prosperity which benefits everyone in the UK.

Photo credit: © Pere Sanz | Dreamstime.com

What does the Chief Commoner do?

Michael Harrison
Past Master

Past Master Michael Harrison talks to John Bennett MBE

We all think that we know the Lord Mayor – who they are, what they do, how they are elected. But how many of us can say the same about the Chief Commoner?

John Bennett MBE kindly agreed to be interviewed by me for *Marketor*; he was Chief Commoner when I was Master Marketor. Why didn't I interview the current holder of the post? Read on – they could not possibly spare the time!

History: in 1444, King Henry VI granted the lands to the City of London – some 11,000 acres – and the City Lands Committee was created. Its chairman was given the title of Chief Commoner.

Today the role is all-encompassing: the Chief Commoner has the right to sit on every committee of the City of London Corporation (up to around 100 committees and sub-committees) and there is always a spare seat to the right of the Chair held for the Chief Commoner!

One year in office

The job description (yes, there is one) states that this office is "bestowed by the Court and serves to recognise the distinguished contribution made to the City Corporation over a period of years". It is for one year, and one year only ("cannot have served in that office previously"). Therefore the holder has to be a very special individual, recognised as such by his peers.

A good analogy is that Chris Hayward (Chairman of the Policy Committee) is the 'Prime Minister' and the Chief Commoner is 'Leader of the House'. Also, where the Lord Mayor is 'i/c Mansion House', the Chief Commoner is 'i/c Guildhall'. That is in addition to everything else!

John was the foremost representative of the elected common councillors in the Court of Common Council – the City of London's top decision-making body,

headed by the Lord Mayor. He was elected to the position by the full Court (Common Councillors and Aldermen). This is the only post filled in that way.

Supporting the Lord Mayor

The role is very full-on; it is responsible for the well-being of the 100 Common Councillors, it ensures that everyone is appropriately 'trained up'; it supports the Lord Mayor (which actually means two Lord Mayors as the start date for the office is halfway through the Lord Mayors' terms. In John's case he had the second half of Dame Fiona Woolf's Mayoralty and the first half of Sir Alan Yarrow's).

But that doesn't scratch the surface. His support to the Lord Mayor was not limited to this country – when the LM is overseas he could be asked to stand in for him. In the role of Chief Commoner, John was on duty from Sunday evenings to Friday afternoons.

In addition, the Chief Commoner is responsible for the organisation of hospitality in Guildhall, particularly State Banquets. That is some responsibility! But, typically self-deprecatingly, John described these aspects as 'Protocol, Alcohol, Cholesterol'.

The Corporation's representative

John emphasised that he regarded it as a very great privilege to be recognised as *the* representative



of the Corporation and that he had a very enjoyable year. He spoke highly about the fact that, to enable him to perform his many duties and attend the many functions required of him, he was provided with a flat within Guildhall and the use of a chauffeured car. My reaction to both of these was "they were not privileges, they were the bare necessities in order to stay alive for the year"!

One of the highlights of his year was sailing on HMS ILLUSTRIOUS from Portsmouth to Rosyth for the naming ceremony of HMS QUEEN ELIZABETH. And, on the subject of naming, for one of John's predecessors on an overseas trip with the Lord Mayor, the Chief Commoner's title was somewhat confusingly, but memorably, translated in China as 'Supreme Peasant'!

An extremely charming peasant, clearly dedicated to the well-being of our Great City.

Marketing Grants Programme: transformative impact on charities

Conor Gunn
Liveryman

Securing a Marketors' Charity Grant has been transformative for the small charities selected last year, enabling them to make significant strides in their missions. Below are updates from four of the charities we awarded grants to in 2023.

Harry's HAT: Enhancing Awareness and Advocacy



Harry's HAT, a user-led charity dedicated to improving the lives of children with hydrocephalus and their families, used the funding to revamp their website. The new site (<https://harrys-hat.org>) has received overwhelmingly positive feedback. They launched their 'Get Ahead' campaign, a nationwide campaign to spread awareness about the need for trained healthcare professionals to measure and record a baby's head circumference regularly in the first year of life. This means that babies showing signs of hydrocephalus can be identified sooner and treated earlier. Their petition for a review of the current head circumference guidelines has already garnered over 22,000 signatures.

Children's Heart Federation: Honouring and Empowering

The Children's Heart Federation (CHF), the leading national charity for children with heart conditions,



used their grant to create a new memorial section on their website. This initiative honours children who have tragically lost their battles with heart conditions, offering a space for loved ones to leave lasting tributes while raising funds to champion all children with heart conditions across the UK. Launched during 'Heart Month' in February, the first story sharing the loss of Daisy by her mother Emma received national media attention and bolstered their campaign for mandatory pulse oximetry screening for all newborns. To date, CHF has raised over £6,000 through this dedication page (<https://chfed.org.uk>).

Trollope Society: Boosting Outreach and Engagement



In his novel, *The Warden*, Anthony Trollope poses a question that resonates with book lovers worldwide: "What on earth could be more luxurious than a

sofa, a book, and a cup of coffee?" The Trollope Society, focused on promoting the works of Anthony Trollope, used part of their grant to significantly enhance their outreach. Their marketing campaign for the BIG READ online meetings exceeded expectations with a reach of 90,000 (target was 20,000) with 4,000 clicks to the site (target was 600). Financially, they secured £2,354 in one-time donations and £1,589 in recurring donations, far surpassing their initial KPI of £500. More about their efforts can be found at <https://trollopesociety.org>

Cecil Hepworth Playhouse: Growing Community Engagement



THEATRE FOR THE COMMUNITY

The Cecil Hepworth Playhouse has significantly advanced its marketing efforts, thanks to its dedicated volunteers and the support from Darren Bayley from the Marketors. The grant has enabled them to purchase reusable banners, event

leaflets, pop-ups, permanent signs, and point-of-sale marketing frames, greatly enhancing their visibility at community events and attracting more engagement. Professional production teams and local community groups have praised the enhanced marketing support and the resulting increase in audience numbers. Part of the grant was used to install a prominent sign on the front of the theatre, which was spotted by the producers of the Netflix series *Geek Girl*. Subsequently, Episode 9, released in May 2024, featured the theatre.

The Marketors' Charity Grants initiative aims to inspire and empower smaller charities in launching impactful marketing campaigns in support of their respective causes. These successes illustrate how effectively the programme is working and the profound impact our grants have.

2024 grants application is now open

The application process for this year's Marketors Grant programme 2024 is on the Marketors website. The closing date is 29 November 2024, so if you know of a charity who could benefit from either £2,500 or £10,000 to spend on their marketing, do encourage them to enter.

Zoe Phillips
Freeman

Northern marketing meet-up

David Williams
Liveryman

On 19 June, a small meet-up took place at the Athenaeum Club in Liverpool. Attended by the Master, the event was suggested and arranged by Liveryman Professor Mike Jones, a member of the club and our host for the evening.

With exclusive use of a historical venue for the evening, four senior Marketors and their guests met up for a champagne reception in the library. The Master, Professor Ian Ryder, the Immediate Past Master Dr Glyn Cartwright, Liverymen Mike Jones and David Williams and their guests then sat down for an intimate and congenial dinner for eight in a private room in the club. We were treated to an amazing four course meal of poached and smoked salmon, sorbet, roast breast of guinea fowl and pannacotta followed by coffee, with each course and partnered

wine personally introduced and described.

The 'excuse' for this convivial northern meet-up, should one be sought, was the Brigantes Breakfast the following day – the annual gathering for Liverymen in the north. The venue for this well-attended and popular event was St George's Hall, Liverpool's principal civic building and arguably the finest neoclassical structure in Europe boasting magnificent chandeliers, stained glass windows and a beautiful barrel vaulted ceiling, not to mention its famous Minton tiled floor.

Our Master was in good company – a large number of fellow Masters also attended the Breakfast despite the Lord Mayor's weekend for Masters, Prime Wardens and the Upper Bailiff beginning in London the day after.

An early dawn carnivorous tour of Smithfield

On a chilly and damp April morning, I found myself taking the first tube to meet other intrepid Marketor early starters and our guide, Liz, to take our tour around Smithfield market. We arrived at about 6.30am and, already, the butchers were packing up.

Smithfield was a livestock market for 800 years until 1855, which meant live animals arrived on foot through the streets. With the coming of the Metropolitan Railway the new Smithfield Market, opened in 1868, was developed. Smithfield's remains the largest wholesale meat market in Europe.

After wandering around the market, we saw the nearby St Barts hospital, founded by the monk Rahere in 1123. And just outside the hospital we were shown the public execution site where William Wallace was executed in 1305 and the Maryan Martyrs in the 1500s, amongst many others.

We ventured to the oldest house in the city of London, a Tudor home with beams and bricks, that managed to evade the Great Fire of 1066, alongside St Bartholomew-the-Great Church, one of London's oldest churches. Adjacent to Smithfield's, we were shown the old Poultry Market and General Market, both currently under redevelopment as the new home of the Museum of London.

We finished in the Fox and Anchor pub, for a full English and a good cup of coffee. Our tour was provided by Liz Carew, a City of London and official Smithfield guide: <https://www.guidelondon.org.uk> (A longer version of this is available on our website)

Third FSG pub lock-in

Dr Glyn Cartwright
Immediate Past Master

Around 100 members of the 14 companies that form the Financial Services Group (FSG) attended the third pub lock-in on 24 June. The weather made this fantastic event even better still, with the majority of the attendees standing outside enjoying the hot summer evening!

Our Master and Immediate Past Master enjoyed the evening, along with around six other Marketors. This

is a rare opportunity to network and have convivial discussions with like-minded people from not only our own livery company, but also with members of the 14 other companies in the FSG.

Keep an eye on the Clerk's notices for details of the next event. This is a 'no cost event', just spend whatever you want at the bar and enjoy the company of great people.

A taste of sobriety

Martin Ashton
Court Assistant



Alcohol has long been integral to livery life, with wine and port served at major events. The Marketors annually collaborate with the Worshipful Company of Distillers to host a spirit-themed event. Our Special Interest Group, the Wine Circle, led by Past Master Dr David Pearson, includes many connoisseurs. However, changing tastes prompted some Marketor Tribe members to request an alcohol-free event.

The rise of non-alcoholic drinks, especially among younger people, is reshaping the market. According

to research by the International Market Analysis Research and Consulting Group (IMARC), the overall market in Europe is expected to hit €15.4bn by 2032, with a growth rate of 6.56% during the period from this year until then.

Club Soda in Covent Garden, a shop and bar dedicated to alcohol-free products, was the ideal venue for an exclusive tasting event. I contacted Laura Willoughby MBE, founder of Club Soda and the Mindful Drinking movement, to organise a tasting for the Marketors. Our Master, Professor Ian Ryder, a lifelong teetotaler, was particularly enthusiastic.

With over 20 Marketors and their guests attending, Laura guided



us through 10 alcohol-free wines, beers, non-alcoholic botanicals, and other concoctions. The tasting opened a new world of alcohol-free alternatives. Three personal standouts were:

- **Everleaf Marine** – a gin alternative with botanicals like bergamot, kelp, and sea buckthorn.
- **Moderato Cuvée Révolutionnaire** – a non-alcoholic, gluten-free white wine made with Colombard grapes.
- **Three Spirit Livener and Nightcap** – a non-alcoholic, plant-based drink made with botanicals and green tea.

Laura shared her journey in setting up Club Soda and explained modern methods for removing alcohol from wine and beer. Some attendees mentioned that the tasting inspired them to cut down on their alcohol intake. Laura and I have discussed organising another event in 2025, so watch this space.

An insider's view of the City

Steven Rowe
Liveryman

The evening of 16 May at Plaisterers' Hall promised to be a very special one for Tribe members. Past Master Andrew Marsden was going to share his unique experiences from his year as Non-Aldermanic Sheriff in 2022-23, offering rare glimpses into the inner workings of the City as well as information about the City's evolution into one of the world's top financial hubs and the important work of its livery companies – each with its unique contribution to trade, education, charity and community.

Following a welcome drink upon arrival, Andrew started his presentation of two halves which began with an interesting overview of the Livery of the City of London, giving some impressive stats on the Square Mile. Although there are too many to include in a short article, I was astounded to learn that the City produces £97bn in economic output which is 4% of UK's GVA from 0.001% of the UK's size.



Andrew then moved on to give us an understanding of how the governance of the City works, and its three players involved: the Common Councillors, the Court of Aldermen...and the Livery.

This led nicely into the second half in which Andrew told us that the Sheriffs have been around since circa the 7th century and were responsible for raising taxes, managing the Judiciary, and raising the militia. They still support the

Judiciary of the City and, alongside the Lord Mayor, form the Civic Team assisting with his duties as the head of the City.

Finally Andrew gave us a wonderful insider's perspective of his 'Year in Tights' and it has to be mentioned that Andrew was the first Sheriff in 900 years to get married in office. The Sheriff did indeed marry his Maid Marian!

The excellent evening ended with drinks, snacks and much conviviality.

Geoff Chaplin
Liveryman & Armed Forces
and Cadets Committee

Beating Retreat

Dating back to 1694, the ancient ceremony of Beating Retreat has its origins in the early years of organised warfare when the beating of drums and the parading of Post Guards heralded the closing of camp gates and the lowering of flags at the end of the day.

This tradition is celebrated today with a biennial event at London's Horse Guards Parade. The massed bands of the Royal Marines, drawn from five different locations across the UK, delivered a spectacular evening of outstanding military music and pageantry, featuring over 240 of the world's finest military musicians, the precision drill of the 40 strong Corps of Drums and a 100 strong Royal Navy Guard of Honour. All proceeds from the event are donated to the Royal Navy and Royal Marines Charity.

Taking place during a beautiful sunny evening on 11 July, a group of 44 Marketors and guests attended this year's event. For almost two hours they were treated to the most incredible display of bands and Marines criss-crossing the parade ground drilling into small and large formations. Despite no visible markings on the ground, this was performed with absolute precision and accompanied by superb music, some especially written to celebrate the 360th anniversary of the Royal Marines.

After the event, continuing the military theme for the evening, a hardy delegation retired to the Admiralty pub in Trafalgar Square.



Photo credit: Geoff Chaplin

Marketors Team 1 came in second place.
L to r: Past Master Jim Surguy, guest
Tracey Barr, Steve Blake from the
Upholders and Freeman Max Richardson

From bunkers to birdies

Carole Seawert
Court Assistant &
Golf Day Event Co-Director

If it's the first Monday in July, then it's the Marketors' inter livery golf day at Verulam. For the 18th time, teams from across the livery world, from Actuaries to World Traders, took part in our golf tournament. (It would have been from A to Z, but for the fact the Zoomers – a Past Masters' association – had to pull out at the last minute.)

This year, the 24 teams who participated represented 17 livery companies, as well as the City Livery Club and the Verulam Captain's team.

As usual, teams played a round of 18 holes, followed by a putting competition, also of 18 holes. For a donation of £10 to the Lord Mayor's Appeal, individuals could take part in the virtual hole challenge. This year, the chosen hole was the third one at Spyglass Hill, in Pebble Beach, California.

Two prizes for the Marketors

Marketors Team 1 had a stiff challenge: they were defending their 2023 winning title. In the end, Marketors Team 1 came in second place, with 112 points. Congratulations to the Brewers Team 2 who won the team trophy with 117 points. The highest scoring individual was Paul Underwood from the Butchers, with 37 points.

Winner of the putting competition was Chris Turton who was playing for Liveryman Andy Robinson's Marketors Team 2. Chris completed the 18 holes in just 33 putts.

Winner of the Spyglass Hill virtual competition was Adam Maurice from the Makers of Playing Cards whose single drive landed an impressive 2' 9" from the hole.

The day's play always ends with a convivial three-course dinner and prize giving. As ever, the event would not have happened without Past Master Michael Harrison masterminding the whole day. Thanks also to Liverymen Stewart Shuttle, Ben Sear and Christine Hodder who helped ensure the day ran smoothly, and to Sign Specialists who created the signage for us pro bono. And, of course, to Verulam Golf Club who put on a terrific day for everyone.

Search for a sponsor

We are actively looking for a sponsor for the event next year, as well as donations of prizes for the raffle. If your organisation is interested in finding out more, please contact Michael Harrison on golf@mhadmin.co.uk who can explain the package of benefits on offer.

The annual Shine Awards

Julian Boulding
Senior Warden



Putney High School won the award closest to our hearts, for Best Business and Marketing Strategy, for their entry, *A Study in Purple*; while sixth-former Diya Sharma also won the accolade for Best Editor. The judges complimented their work in social media as well as print.

The awards were judged by an eminent panel including Andy Gregory, Night Editor of the Daily Mail; James Mates, Europe Editor of ITN; Laura Silverman, Deputy Editor of Country Living; and Katherine Whitborn, Literary Editor of the Mail on Sunday.

Finally I was pleased to be asked to present the 'Tomorrow's Talent' award to Aditya Jayaram of St Paul's School, also in London.

I left feeling hugely impressed by the talent and motivation of all the participants – as well as their extremely dedicated teachers. The students will surely have caught the eye of senior professionals in the publishing world. Hopefully, some attractive career opportunities may follow!

On 1 July, I was privileged to represent the Marketors at the annual Shine Awards, of which we are sponsors. The awards are presented annually at the Stationers' Hall, to individual pupils and teams from schools from all over the country, who have produced their own school magazines.

I was fortunate to be seated with two very different – but equally talented and successful – teams:

one from the Hummerscott Academy in Darlington, County Durham; and the other from Putney High School in South West London.

The Hummerscott Academy won the prize for the Best Newspaper and the Best Front Page – featuring a real scoop for their editor, Owen Owens, who achieved a personal interview with the then Chancellor of the Exchequer, the Rt Hon Jeremy Hunt MP.

Water, wine and musical delights at St Bride's

Rhian Pamphilon
Livryman, Hon Treasurer
& St Bride's Liaison

In July, members joined the Tom Olsen annual lecture at St Bride's, featuring an interview with Feargal Sharkey, who many of us will recall as the front man of 1970s rock band The Undertones. Feargal is now an environmental activist and used his platform to make an impassioned appeal in his campaign for cleaner water in Britain.

This lecture series has been held annually for over 30 years in memory of Tom Olsen, a former Sunday Telegraph journalist, focusing on the themes of freedom and responsibility. Previous speakers ranged from David Attenborough to Rick Wakeman!

A keen fisherman, Sharkey emphasised that all Britain's rivers

are polluted and that consumers had been betrayed by water companies: "It's quite simple, the water industry needs to be properly regulated – irrespective of whether or not it remains privatised. We have the law, let's use it. Let's have regulators who are prepared to get tough with water companies – both financially and environmentally."

The full lecture is available on St Bride's YouTube channel.

On a more light-hearted note,

members have been enjoying the series of lunchtime concerts series which take place every Tuesday and Friday at 1.15pm in St Bride's. The Director of Music Robert Jones has built a highly respected platform for emerging music performers, and on 6 September, soprano Caroline Taylor and pianist George Ireland treated the audience to a programme of songs from Schubert, Dvořák, Schumann and Kinkel.

Concerts are free to attend and booking is not necessary but if you'd like to meet up with other Marketors there, please email stbrides@marketors.org to connect.

An image with a sting in the tail

Jeremy Stern
Liveryman & Chairman of Law and
Marketing Committee

Life is so much easier because of Google and Bing. If you are writing an article on a topic, you can do a quick search, find an image that supports your words and then just cut and paste into your article and away you go.

Sniffer software

Well, that is what you may have thought – and also may have done for many years. But I need to warn you there could be legal issues ahead. Just because an image is on the web and comes up in a search, does **not** mean that it is available for free use. There is now a whole industry that has been set up to monitor the illegal usage of images. The way it works is fiendish. Photographers, photo libraries and others embed a bit of code into the source of the image, and then special companies use 'sniffer software' to search the web for those using the image without a copyright licence. They track the users down and then elicit a fee from them to avoid legal action.

Threatening letters

They make no distinction whether it is a major corporation, a local community group or a charity, they want money for the usage. One case that I know about involved

a photo of a plane on a runway to illustrate an article in an online trade journal. It was published in 2017 and a pdf version kept on the internet. In mid-2024, seven years later, the organisation received a threatening letter from PicRights Ltd relating to the use of that image. It was apparently owned by Reuters News & Media and there was no record of the organisation having bought a copyright licence.

PicRights then demanded that:
"If you do not have an active licence for the use of this imagery, we request that you remove the imagery from your website, social media or in media accessible from your website. Removal of the imagery alone will not resolve this issue and payment in relation to the unauthorised past-usage is required to resolve the matter completely."

Copyright free images

It is a lesson to us all: images on the web are not automatically free of copyright and failure to obtain the appropriate licence can result in costs and annoyance even years later. Two options open to us all are to search for 'copyright free' images, or those with Creative Commons (eg on Pexels.com) or to use AI tools such as Midjourney, Ideogram or Adobe Firefly. You can create your own images from a written brief, and because the resulting images are original, there is currently no third party copyright to worry about. So, before you grab any old image for your next publication, do consider the image rights!

Subscribe to any of these image libraries below – some are even free to use.



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Learning from students

Alessandro D'Amico
Liveryman
Professor Stan Maklan
Freeman

Birra Moretti (Heineken) recently worked with the MSc Strategic Marketing cohort of the Cranfield School of Management in a simulated marketing consulting engagement with a brief to further grow its market share in UK off-trade (retail). Heineken thought to share its perspectives as to the value of big brands working with business schools to contribute both to marketing innovation and the development of future marketing leaders.

**Heineken –
Liveryman Alessandro D'Amico**

Freeman Professor Stan Maklan approached me to act as the 'client' for Cranfield's annual Marketing Consulting Project. We agreed on a brief that the competing 'consulting firms' (student learning teams) would generate proposals to increase market share whilst maintaining Birra Moretti's premium position and enhancing its Italian authenticity, core to the brand image. A colleague and I attended the student presentations, engaged in interactive discussions with each team, and contributed to the

official student assessment (marks); the latter process is led by the faculty, of course.

Engaging critically with the well-prepared student presentations enhanced my understanding of the brand. I found that critiquing the work of others is a tremendous learning opportunity. In addition to validating directions we had already reached, we heard fresh ideas that are now being evaluated seriously. Universities are natural recruiting grounds, and I feel that I have a better basis for evaluating the quality of applicants. Finally, I cannot overstate the importance of giving back and supporting young marketers. We were all students at some point and these experiences are formative for them. We awarded the winners at the end of the presentation day, and to feel the enthusiasm and elation at winning was personally rewarding.

**Cranfield –
Freeman Professor Stan Maklan**

I have led the consulting project almost uninterrupted for 18 years. This year, I was delighted to work with Alessandro. Given our students have little over a week from brief

to presentation, it works best with large, well-known consumer brands such as Birra Moretti. We have previously worked with companies such as Nike, Sainsbury, Google, Birdseye, GSK (ProNamel), Condé Nast (Vogue) and Stella Artois.

Alessandro's comments are echoed by all the managers with whom I have had the pleasure to work with over the years. Assessing the consulting presentations is an instructive as well as enjoyable day out, listening – without interruption – to fresh perspectives and ideas. The preparation of participating managers is limited to critiquing my draft briefs months before the presentations, a short online briefing session at the start of the project and then one day at Cranfield.

It is most rewarding that Alessandro feels the value in supporting student learning; from an educator's perspective, there is no more motivating experience for our students than presenting on a real opportunity/problem that is assessed by the actual managers. It is the highlight of their taught experience.

At WCM events discussing marketing education, one inevitably hears criticism of credentialism, universities not living in the 'real world', et al. All business educators whom I know actively seek company participation in their module design, but we rely on individuals taking the time out of busy, pressurised work environments to contribute. I cannot provide the direct P&L impact of such participation, but inevitably, managers really enjoy the experience, and I urge our community to help us develop marketing leaders for the future.



Alessandro D'Amico (Brand Manager Birra Moretti UK), Jes Shah (Assistant Brand Manager Birra Moretti UK) with Cranfield University Students and Faculty



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What's in a name?

Dr David Pearson
Past Master

Brand management is the proven method of delivering value to end users and also to owners and suppliers. Even when retailers develop their own brands they are involved in brand management. They may communicate in a different way, and may develop a much wider range of products, but Tesco own brand and Sainsbury own brand still stand for something and still have to be managed carefully.

One aspect of brand management that some companies seem to find difficult is that of naming the product. A brand is of course much more than just a name and includes other aspects of communication such as pack design and advertising but at heart the choice of the name is very important.

New name results in lower sales

Changing names is a difficult task and should largely be avoided. Mars Incorporated is the largest private corporation in the world. In the UK they had successful chocolate brands which all adopted the same technique. This had first been established with the famous Mars bar with a tasty centre encased with milk chocolate. One example of this was the Marathon bar, based on the US product Snickers. When Chris Brasher established the London Marathon the Marathon bar seemed like the perfect sponsor and so it proved. However, the Corporation decided to consolidate its brands on a global basis. UK management was forced to rebrand Marathon as Snickers and of course the sponsorship was no longer appropriate. Sales suffered badly as UK consumers found the naming odd. It sounded too much like sniggers, which is defined in my dictionary as a sly and disrespectful laugh.

Rebranding mistakes

There are countless examples of rebranding that goes wrong. A famous example is Royal Mail. In an effort to compete with mail companies with brandlike names such as FedEx and UPS, in 2001 Britain's Post Office made the risky marketing decision to change its name from the hallowed Royal Mail — in use since it was first made available to the public by Charles I in 1635 — to the made-up Consignia. The Post Office's Chief Executive, John Roberts, called the new moniker "modern, meaningful and entirely appropriate", explaining that "the new name describes the full scope of what the post office does in a way that the words *post* and *office* cannot". A bewildered public, quite comfortable with the definitions of the words *post* and *office*, disagreed. A year later the company changed back.

Perhaps sensitive about the bad publicity Facebook continually gets, and also perhaps thinking that his company

150p. Elon Musk is a highly successful businessman, but he does seem somewhat eccentric in some of his decision making. His rebranding of Twitter, which although irritating was extremely well known, to something now known as X which means nothing at all has led to a loss of a substantial part of its valuation.

From Kellogg's to Kellanova

One particularly strange name development if not strictly a name change was carried out by Kellogg's. It recently demerged with the expectation that this would unlock benefit value for shareholders. In general carving out successful units into stand-alone companies increases overall returns. The newly-separate business is more focused, has its own dedicated management team and may be more attractive to a bidder because it is smaller and cheaper. However, when this particular demerger took place the market reacted badly. The new company owns well-known brands such as Pringles, Cheez-It and Pop-Tarts but immediately fell by 7% from the issue price and continued to decline. There might be other

reasons but the main one from my point of view was they came up with a weird name for the new company. They took the "Kell" from the parent company Kellogg's and added Nova from the Latin word for

new and came up with Kellanova which sounds like something from science fiction.

Slogans: evolution or error?

These issues are not only limited to rebranding but also the way that advertising slogans can be developed. Some slogans have stood the test of time so well that they enter colloquial language. One famous one for people of my



was now more than just one form of social media, in the autumn of 2021 Mark Zuckerberg decided that Facebook should be known as Meta. The shares promptly fell from \$370 to only \$100. Although they have recovered somewhat, they've not yet got back to the previous highs. When Standard Life Aberdeen, which had merged two of the best-known brands in Scottish finance, most bizarrely renamed it as Abrdn PLC, a name both without history as well as vowels, the shares were north of 250p then and today are around

generation was "Guinness is Good for You" which some people might today think is politically incorrect. However, my mother suffered from a shortage of iron in her blood and our GP recommended she drink Guinness on a regular basis as a way of increasing her iron intake.

Another popular beer is Heineken. "Heineken Refreshes the Parts Other Beers Cannot Reach" was written by Terry Lovelock in 1973 at the Collett Dickenson Pearce ad agency. What has possessed them to come up with "Open Your World"? Stella Artois, a similarly popular global brand of beer, just says "Be Legacy".

This madness is not just confined to beers. Champagne is arguably the best generic brand in history but some of its leaders have caught the disease. Dom Perignon says "Creative Freedom is Power" while, not to be outdone, Lanson claims "it's All About Love!" which just reminds me of The Beatles.

Nonsensical claims

Car manufacturers are in on the act. "Live Brilliant" yells Hyundai. "Your Toyota is My Toyota" asserts Toyota which could be a threat of repossession. Lexus has come up with "Experience Amazing" and, though not a car firm but still in the

travel business, Deliveroo says "Eat More Amazing" which doesn't stand any kind of analysis because Deliveroo's point of difference, if it has one, is not in the product it delivers. Hewlett Packard says "Let's Do Amazing". The brand manager in me wonders if today's brand managers still carry out research on the new claims their agencies are selling them. Some of the slogans out there are simply illiterate. "Find Your Happy" instructs Right Move while Tui the travel firm wants you to "Live Happy". Another car firm Subaru shouts "Way of Life!" Hitachi's "Inspire the Next" or the government

of Abu Dhabi's "Find Wonder" are not inspiring and are just found wanting.

Slogans must have meaning

There also is a trend to appeal to the narcissist in us all. A lotion from Protan proclaims "It's All About Me!" TU asks you to "Be You With Tu" while Holiday Inn goes further with "Stay You". I use my Amex card for various reasons but none of them is to "Keep Being You" its latest slogan. In the same lane comes Diet Coke with "You Do You". Jack Daniels goes somewhat higher with "Be the Best Version of You" and again, while I don't drink bourbon, I do occasionally drink whisky but it isn't for that reason. A brand I have always admired is Adidas but their latest statement "Impossible is Nothing" makes no sense. Neville Johnson furniture manufacturers ask you to "Find your Fabulous". Advertising slogans must be literate, sensible, and most of all have intelligent meaning.



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A life on the ocean wave

Tony Norton
Freeman & Armed Forces
and Cadets Committee



*HMS ST ALBANS Commanding Officer
Cdr Helen Coxon RN*

The rededication of HMS ST ALBANS took place on 19 May. After a lengthy refit, she is now set to rejoin the fleet.

The ceremony was attended by Master Professor Ian Ryder,

Chairman of the Armed Forces and Cadets Committee David Cowell, and Liveryman and Vice Chairman (Navy) Andy Robinson, along with Senior Officers from 151 Regiment and Group Captain Tina Jessup, Station Commander of RAF Cranwell. The Guest of Honour on the day was Lady Susie Essenhigh.

The rededication represented a significant milestone in the regeneration journey of the ship. It was an opportunity to illustrate to families, affiliates and the Royal Navy that The Saint has successfully been prepared to return to active service. It will allow the ship's company the opportunity to show off their hard work in getting the ship into her present condition and ready for sea once again.

Now that F83 is back in the fleet it gives the Worshipful Company of Marketors the renewed opportunity to demonstrate its commitment to supporting our affiliates. During the refit the ship had no crew, no



L to r: Liveryman Andy Robinson; Sub Lieutenant Matt Williams; Group Captain Tina Jessup, Station Commander RAF Cranwell; Liveryman David Cowell; Maj Neil Whitekwick, 151 RLC; Master Professor Ian Ryder; and Maj Alex Lamb, 151 RLC

Commanding Officer and no opportunity for us to support them on their journeys. As a company we are proud to see her back on active service. We can now share with them a fantastic new 'Life on the Ocean Wave'.

Marketors see the next generation of RAF officers 'take flight'

Tony Norton
Freeman & Armed Forces
and Cadets Committee

May was a busy month for the Armed Forces and Cadets Committee. In addition to the rededication ceremony for HMS ST ALBANS, the Master, Wardens and the AFCC Committee were guests of honour at the Officers Graduation Ceremony at RAF Cranwell.

The ceremony had marching bands, a parade of newly-graduated officers and a very special fly past by the Royal Air Force Aerobatic Team, the Red Arrows. Their recognisable red Hawk jets flew over in their distinctive Diamond Nine Formation in honour of the newly-graduated officers.

As the next generation of RAF officers joined their families for lunch, the Master and Wardens were invited for lunch at the home of Group Captain Jessup, prior

to being hosted on a tour of the operational units that make up RAF Cranwell as a whole.

Our team of Marketors had the opportunity to talk to the Head of Marketing for the RAF and discuss their recruitment and retention strategy, as well as share a presentation on survival training

and how it is a vital part of pilot development, especially in hostile environments.

At the end of a very enjoyable and enlightening day, the Master Professor Ian Ryder thanked Group Captain Jessup for extending such kind hospitality and reinforced how our new affiliation was 'here to stay'.



Master and Wardens and members of the AFCC Committee join Group Captain Tina Jessup and her Senior officers on the steps of RAF Cranwell Air Academy

Dr Sarah Louise Mitchell
Liveryman & Awards
Committee member

2024 marketing thesis award winners

Many congratulations to the 2024 winners of the Academic Awards for Excellence, provided by The Marketers' Trust. This year the thesis award was opened up nationally, with any doctoral student submitting in the previous year eligible to apply. The worthy winners were:

Dr Junior Olivera de Almeida

(Oxford Brookes University)

Junior has now completed his PhD at Oxford Brookes Business School and was supervised by Professor Sarah Quinton and Professor Peter Lugosi. Junior examined *Online Engagement Among Child Consumers Of Children-Produced YouTube Content*. This thesis examined the online engagement of child viewers with Child YouTubers, focusing on the experiences of children aged 7 to 10. It explored how digital media serves as a

platform for children to consume content, and as a means for them to express themselves creatively, using it as a tool to engage with their peer culture, which influences their socialisation. By examining children's agency in navigating digital environments, this study challenged the widely-accepted assumption that children are passive consumers. For marketers, it is important to appreciate that children, as the consumers of tomorrow, actively shape their digital experiences. Their interactions with digital media are integral to their socialisation process, influencing their future consumer behaviours. This study recognises

children's capacity to make informed choices, reflecting their emerging preferences and values. This understanding of children should guide the development of marketing strategies that respect and engage young audiences as active participants, not merely passive recipients of content.



Dr Craig Bradshaw

(University of Northumbria).



Craig has now completed his PhD at the University of Northumbria and was supervised by Dr Nigel Coates. Craig's thesis

examined *The Key Factors Influencing the Effectiveness of Search Engine Optimisation (SEO): A Study of Organisational Capabilities and Competencies Through the Lens of Dynamic Marketing Capabilities (DMCs)*. This thesis delves into the interplay between DMCs and SEO, addressing significant gaps in marketing literature. It demonstrates how SEO, viewed as a DMC, can enhance organisational responsiveness to changes in the digital market landscape. Seventeen key capabilities were identified, linking to DMCs processes like sensing,

learning, and coordinating, as well as components like absorptive capacity and knowledge management. The research emphasises the importance of factors such as search traffic, keywords, and backlinks in affecting SERP (Search Engine Results Page) rankings and documents the dynamic nature of these rankings. This thesis provided groundbreaking insights into the role of SEO as a DMC, offering empirical evidence on ranking factors and detailing the fluctuating nature of search engine rankings.

Dr Georgina Lack (Georgie)

(University of Bath)

Georgie has now completed her PhD at University of Bath and was supervised by Professor Iain Davies (University of Strathclyde) and Professor Juani Swart (University of Bath). Georgie's thesis examined *How is Unlearning enabled in Sales Organisations? Unlearning in ACT;ION*. The thesis identified that B2B selling environments are undergoing unprecedented change. Complexities wrought from discontinuous environments and customer-driven ambiguous

problems have shifted B2B buyers' criteria, expectations, and relationship expectations. For sales organisations wanting to avoid obsolescence this means unlearning some existing sales constructs and learn some new ones. Organisations unlearn through individuals but not all sales professionals embrace unlearning – particularly if they have experienced repeated success from existing thinking and behaviour. This research contributed a substantive theory and new conceptual framework, The ACT;ION Model, to increase the understanding, importance and enablement of unlearning to support change processes in B2B marketing and sales organisations.



Livery Schools Link Careers Festival

School children investigate the Marketors' stand

*Dr Fran Hyde
Liveryman & Chairman of Education
and Knowledge Development*

Meeting the next generation of marketers at the Livery Schools Link Careers Festival at Guildhall on 27 February was certainly a team effort! Vital to the success of the day was the tireless work of Freeman Martin Pezet and Liveryman Sarah-Louise Mitchell. Their help to achieve our aim was very much appreciated.

Museum of Brands

On the Marketors' stand, our aim was to create something interesting and engaging which showed the range of areas a role in marketing might involve now, as well as in the future. To provide this content I approached the Museum of Brands which was immediately keen to be involved. However, and perhaps unsurprisingly, I was informed that objects from the museum collection are governed by very strict guidelines and cannot leave the museum.

Luckily for us, the Museum of Brands has a range of replica exhibits used for workshops. Interestingly many of the objects have been made for the work which the museum undertakes with older visitors, especially those with dementia. So, it was these replicas which I collected, alongside some display material, to make an eye-catching exhibit to draw the young attendees to our stand.

Smashable brands

Once they were engaged, we followed up with my 'smashable brand' activity. Developed over years of teaching Brand and Brand Management, the activity involves a range of products which have very distinct shapes and which, if

dropped, so even if 'smashed', would still be identifiable. The activity involves participants closing their eyes and feeling the objects, with those who participated enjoying feeling a brand to identify objects such as a Coke bottle, a highlighter pen and a games console. Of course, during this activity, we took the opportunity to chat to participants about how branding work must include engaging all five senses.

Data and Marketing Association

To ensure our stand provided something digital, I followed up on a wonderful introduction from Freeman Kate Hamilton, which resulted in us working with the Data and Marketing Association (DMA). After considering various options, Kate Burnett (Talent General Manager, DMA) and James

Dredge (Marketing and Student Membership Manager, DMA) came along to the event and provided participants with iPads to try out the DMA's Talent division quiz called 'What Type of Marketer are You?'. This quiz aims to emphasise what types of careers the creative, data and marketing industries can offer and was very popular with people at the careers fair providing a useful entry point into a more detailed conversation about the wide variety of roles and careers in marketing.

The day involves preparation before, during and after the event, as well as taking a day of annual leave for those working to cover the stand. However, it is a great way to engage with our future marketers and other livery companies. The provisional date for 2025 is Tuesday 4 February, so please let me know if you are free to help out!



L to r: Liveryman Dr Fran Hyde, Freeman Martin Pezet, Liveryman Dr Sarah-Louise Mitchell; Master Prof Dr Ian Ryder, James Dredge (Marketing and Student Membership Manager DMA), Kate Burnett (Talent General Manager DMA)

Livery for life – why progression matters

Martin Ashton
Court Assistant & Chairman of
Fellowship and Livery



Freemen Alessandro Fragiaco and Matthew Wilke receive their Freedom of the City of London

One of the most fulfilling aspects of chairing the Fellowship and Livery Committee is assisting both new and existing Freemen as they navigate the steps to attain the Freedom of the City of London and ultimately apply to become a Liveryman.

From Freeman of the Company to Freedom of the City of London

As a Freeman of the Marketors' Company, you gain access to a wealth of opportunities, including involvement in committees, mentoring programmes, outreach initiatives and events. Your first step in progression is to be granted the Freedom of the City of London. According to the City of London website, the Freedom of the City is "one of the oldest surviving traditional ceremonies still in existence today", dating back to 1237. The process to apply for the Freedom of the City is straightforward. Begin by contacting either me or the Clerk, completing a simple application form, and paying a fine of (currently) £170. Once your application is submitted, it will be presented to the Court of Common Council for approval. Upon receiving written confirmation, you can

arrange a date for your Freedom Ceremony at the Guildhall. This ceremony is a significant milestone and a memorable experience. We encourage you to make this occasion special by inviting friends and family to witness it.

From Freedom of the City of London to Liveryman

Elevation to the status of Liveryman is an honour reserved for those who have obtained both the Freedom of the Company and the Freedom of the City of London. The number of Liverymen within the Marketors' Company is regulated by the Court of Aldermen, emphasising the exclusivity and distinction of this role within our Company and the broader Livery community. Becoming a Liveryman grants you full membership in the Company, including the right to vote in elections for Honorary Liverymen, Sheriffs and the Lord Mayor. To be considered for this status, candidates must have actively contributed to the Company — whether through committee work, charitable programmes, knowledge development activities, or attendance at fellowship events.

Your application will need to be approved by my committee, after which I will present your case at a Court meeting. Upon approval, you will participate in a special ceremony to be "clothed in the livery" at the next Ceremonial Court. This moment symbolises your full integration into the Marketors' community and grants you all the associated benefits.

Get involved!

Our thriving Marketors Tribe, both in person and online (via a dedicated WhatsApp group), has become extremely popular. It serves as a platform for fellowship and showcases the expertise within the Marketors. Additionally, we have a new Marketors' Card Players Special Interest Group (SIG) set up by Liveryman Colin McIlheney. This group aims to bring together card enthusiasts for games both online and in person, occasionally competing against other livery companies. We anticipate having a team to represent the Marketors in the Inter-Livery Bridge Tournament on 3 March 2025, at Drapers' Hall.

Now is the perfect time to embrace the opportunity to be part of one of the most forward-thinking livery companies in the City of London. If you would like to discuss how you can get involved and progress within the Company, please email me at msa44@hotmail.com for more information.



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Petitioning for a Royal Charter

Dr Keith Arundale
Mais Past Master

With the Bowden Charter Dinner rapidly approaching, it is timely to reflect on why the Marketors applied for a Royal Charter and the benefits that accrue to us from being a chartered organisation. Today there are around 900 chartered bodies including a wide number of professional associations such as the Chartered Institute of Marketing and the Institute of Chartered Accountants, many older universities, the Bank of England, BBC, Royal Opera House as well as many livery companies and charities.

It is of course most prestigious to be granted a Royal Charter with the associated pre-eminent recognition and esteem. But it was more the liability aspect that drove our Company to seek a Charter; a process that I initiated as Master back in 2007, with Court's approval, and continued to project manage until the granting of the Charter in 2010.

As we were not "incorporated" as such (eg as a limited liability company or a company limited by guarantee) every member of the Company could potentially have unlimited liability for any debts of the Company. A creditor could identify one member and look to them for the whole of a debt, and it would be up to that member to seek redress from other members of the Company. This was not an acceptable situation. We therefore sought to incorporate the Company by Royal Charter as this means of incorporation provides freedom from contractual liability. Additionally of course, the advantage of a Royal Charter over

the setting up of a company limited by guarantee, is the privilege to refer to the Royal Charter status on our website, headed notepaper and other material.

An application for a Royal Charter takes the form of a Petition to the Sovereign in Council. The application needs to be supported by selected organisations and government departments, as well as other livery companies, stating that they believe the Company to be worthy of the grant. It is necessary to list these so-called "non-objectors" in a petition for the grant of a Royal Charter. Our supporters included several livery companies, the CIM, Marketing Society, Advertising Association, Market Research Society, the then Cass Business School, City University and the Industry and Parliament Trust. Having been approved by our

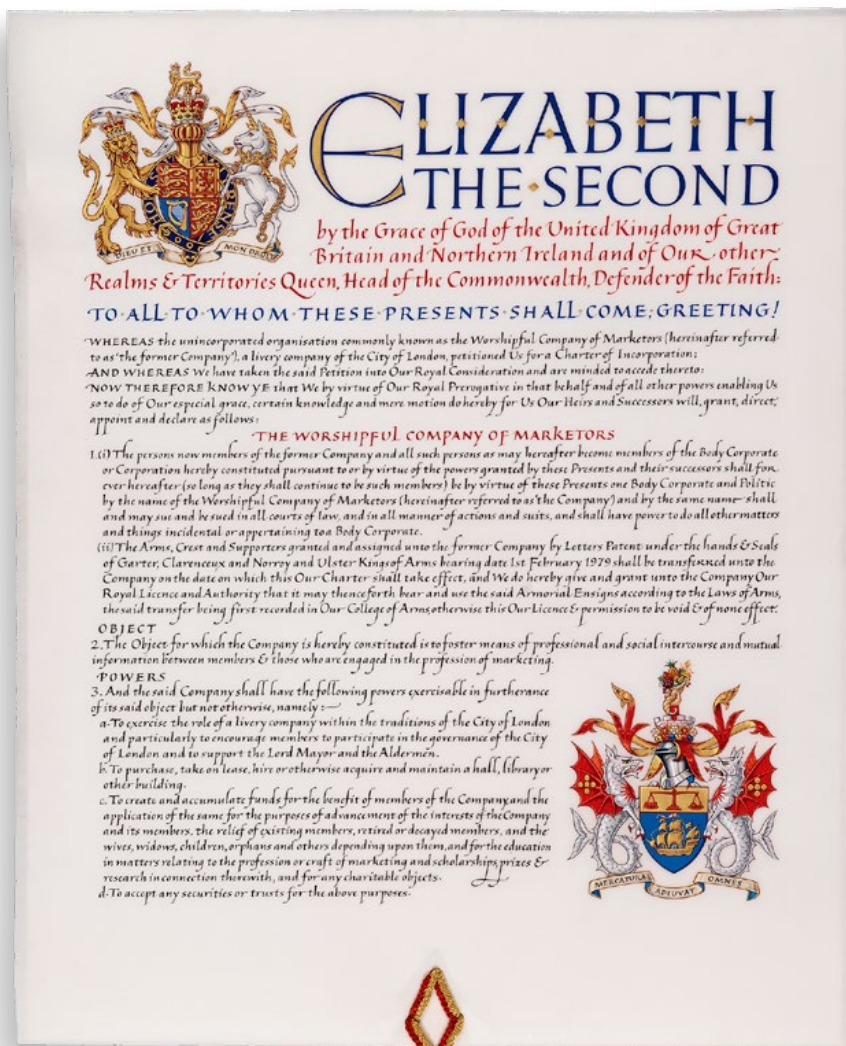
Court the draft Charter and Petition were approved by the Court of Aldermen (with the kind assistance of our late Past Master Alderman Sir Paul Judge).

The next stage in the process was to present our draft Petition to the Privy Council Committee. If at this stage the Privy Council Committee deems that the case for a charter has merit, then the Petition is published by the Privy Council in the London Gazette. Our petition was formally approved by HM The Queen in April 2010.

We were most fortunate in the tremendous support that we received throughout the process from many people, in particular our charter adviser, Keith Lawrey, a long term Liveryman and Clerk and a recognised expert on livery company constitutions and Royal Charters. The Windsor Herald of

the College of Arms arranged for our Charter to be hand-written and illustrated ready for its presentation to the Company by the now sadly departed HRH The Duke of Edinburgh, KG, KT, our Honorary Freeman at the time, at the Charter Ceremony and Bowden Dinner on 19 October 2010 with our then Master Venetia Howes presiding.

On 21 October 2024 at the Bowden Charter Dinner, in the magnificent surroundings of Goldsmiths' Hall, we celebrate the 14th anniversary of the granting and presentation of our Charter. We will also remember our Founder Master Reginald Bowden and the other Founder Members.



Update from the Law and Marketing Committee

Jeremy Stern
Liveryman & Chairman
of Law and Marketing

The Law and Marketing Committee's aim is to keep Company members informed of legal and regulatory changes that might affect them or their employers. However the recent change of government has put the future of a number of marketing-relevant legal changes in jeopardy. New laws on the marketing of High Fat, Sugar, Salt (HFSS) foods and a new Data Protection Act have been delayed with no new date disclosed. But there have still been some interesting movements in other areas:

Wales does its own thing with HFSS

In the absence of national law, the Welsh Government is now consulting on its own restrictions for HFSS products, The Food (Promotion and Placement) (Wales) Draft Regulations. Additionally, it has issued a call for evidence regarding a ban on the sale of energy drinks to those aged under 14.

The draft regulations are not dissimilar to what is already partially in force in England:

- Location restrictions will prevent retailers from placing HFSS products in or near store entrances or checkout areas, on aisle ends, and their online equivalents (such as website entry pages and shopping cart pages).
- There will be a ban on volume price promotion such as "buy-one-get-one-free" and multibuy deals (eg 3 for 2).
- There will be a ban on free refills for non-pre-packed sugar-sweetened drinks.

The Welsh Government intends to make the regulations by the end of 2024, with a 12-month implementation window before they come into force.

Our view: Due to growing obesity this type of control is inevitable, but having regional variations in the

way products can be marketed will make life a lot more difficult for brands and retailers. Many more adverts with pricing offers will have to have a caveat of 'Not available in Wales'!

CMA reviews supermarket loyalty pricing

Most supermarkets have moved away from ad hoc discounting to what is called loyalty pricing: offering discounts to those who are in their loyalty scheme. eg Sainsbury's with their Nectar Pricing.

The UK's Competition & Markets Authority (CMA) is now investigating this aspect of retailing to see if it is misleading consumers and whether the advertised savings are genuine or the base price has been artificially inflated to make loyalty prices seem more attractive. The findings will be published in November 2024, along with the CMA's guidelines for retailers on adhering to consumer law in loyalty and "was/now" promotions.

PRIME in trouble for ambush marketing

The US Olympic and Paralympic Committee is suing KSI's Prime energy drinks brand for trade mark infringement. Prime was 2023's hot new drinks launch, going from zero to millions in weeks off the back of huge publicity generated by its founder, Logan Paul. They recently released a special edition can with the name of US basketball star and three-time Olympic gold medalist Kevin Durant, referencing his Olympic legacy.

The US Olympic Committee has objected to the fact that the bottle and campaign feature various Olympic-related phrases and symbols, which it argues are their trademarks and that consumers could be misled into thinking there is an agreement between the US Olympic and Paralympic Committee and Prime.

Our view: Although there is no court decision as yet, it is a warning to all who seek to unofficially associate with top sporting or cultural events. There are rules to follow!



Be a mentor or a mentee with a fellow Marketer

Kate Holden
Court Assistant & Mentoring
Committee member

- Are you committed to continuous learning and self-improvement?
- Are you looking to expand your marketing expertise through innovative strategies?
- Do you want to build stronger professional networks and solve complex challenges with ease?

Discover the transformative power of peer-to-peer mentoring.

The Worshipful Company of Marketors is a unique community enabling marketing professionals to participate in fellowship, make new connections, share experiences and give back. Our peer-to-peer mentoring offers numerous benefits, enhancing both personal and professional growth while strengthening our community. This dynamic and reciprocal learning model fosters a collaborative environment, allowing members to leverage each other's expertise, experiences, and insights.

Knowledge exchange and skill development

Peer-to-peer mentoring facilitates the exchange of diverse marketing strategies and innovative approaches. Senior marketing professionals, often focused in a specific industry, can broaden their horizons by learning from peers in different sectors. This



NATIONAL MENTORING DAY

Celebrating Mentoring

#NationalMentoringDay

27th October

cross-pollination of ideas enhances their skill set and keeps them abreast of industry trends. For instance, a professional specialising in digital marketing might gain valuable insights from a peer with extensive experience in traditional media, leading to a more holistic understanding of the marketing landscape.

Building stronger networks

Our peer-to-peer mentoring can strengthen professional networks, fostering connections that can lead to future collaborations and opportunities. Regular interactions among peers create a supportive community where members can seek advice, share challenges, and celebrate successes.

Enhanced problem-solving capabilities

Senior marketing professionals often face complex challenges that require innovative solutions. Peer-to-peer mentoring provides a platform for brainstorming and collective

problem-solving. Discussing issues with peers who have faced similar challenges can lead to new perspectives and effective solutions. This collaborative problem-solving approach not only resolves issues more efficiently but also equips professionals with strategies to tackle future challenges.

Continuous professional growth

Engaging in peer mentoring encourages continuous learning and self-improvement. It pushes senior professionals out of their comfort zones, prompting them to explore new methodologies and technologies. This commitment to lifelong learning is crucial in marketing, where staying updated with the latest trends and tools is essential for success.

Fostering a culture of collaboration

Within our livery company, peer-to-peer mentoring fosters a culture of collaboration and mutual support. It breaks down silos, encouraging a more inclusive and cohesive community. This culture of collaboration not only enhances individual growth but also drives the collective success of the Worshipful Company of Marketors.

27 October is National Mentoring Day. Try it! You'll like it.

From skill development and network building to enhanced problem-solving and continuous professional growth, this is a rewarding way to engage with fellow Marketors. Whether a Freeman, Liveryman or Court Assistant, if you are interested in participating as a mentor or a mentee, please get in touch and we can get you up and running! Contact Peter Rosenvinge on p-rosvinge@sky.com or 07905 903 403.



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STEVEN 
BARTLETT
CHOSE
US!  SO WE
MUST BE
GOOD 

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Safety for sex workers

Gina Consing McAdam
Liveryman & Outreach
Committee member



What's in a name? In the case of the UK-wide charity National Ugly Mugs (NUM), the term "ugly mugs" refers to the perpetrators of violence against sex workers, reminding us of the dangers and vulnerabilities that are only too real for those involved in the trade. The charity is the legacy of a pilot project set up in the UK in 2012 by the former UK Network of Sex Work Projects (UKNSWP).

The Metropolitan Police defines sex work as "prostitution, stripping or lap dancing, performing in pornography, phone or internet sex, or any other sexual services in return for money, goods, or other agreed terms", and emphasises the fact that sex workers possess the same rights as anyone else. NUM aims to offer the kind of protection, support and greater access to justice that sex workers need to feel safe.

To this end, with funding from key foundations, the NUM works with the police and provides anonymous intelligence to the National Crime Agency. In 2023, it sent out as many as 849,631 text message and SMS warnings and alerts to sex workers to prevent violence. Their membership of around 9,800 members comprises 85% of sex workers and, based on membership surveys, nine out of 10 members feel safer knowing that the charity exists.

Marketing and comms strategy

In December 2023, the Marketors Outreach Committee, represented by Liveryman Richard Bernholt, entered into an agreement with NUM chief executive Dr Raven Bowen to advise and support the

charity in the development of a communications and marketing strategy. The strategy would help them to articulate their work to key target markets: the police, public service sector and major donors.

Sharing her marketing expertise on behalf of the Marketors was Liveryman Lesley Lloyd, whose successful track record as an Outreach Director demonstrates the empathy and commitment that speaks so well of the Marketors' Outreach Programme. At the completion of the project in April 2024 – to which Lesley devoted a total of eight hours – the NUM reported that it was now in a position to:

- be more proactive in their marketing (rather than reactive)
- create new opportunities for marketing, fundraising and support partnerships
- solidify their mission and how they could translate their work for a variety of audiences.

Mission and messaging

Lesley had also helped the charity to consolidate their services around their mission, helping them to clearly articulate how what they do helps to meet their aims – and why people should support this. She provided helpful templates (eg Brand Strategy Development, Marketing Plans) which the NUM will continue to use to plan their marketing and messaging. The charity

has already begun taking forward the project's recommendations, creating a connection with an organisation to provide harm reduction supplies and further marketing / fundraising collaboration.

In their feedback to the Marketors, Dr Bowen and Rosie Hodsdon of NUM, said: "We would like to thank Richard Bernholt and Lesley Lloyd for their support to improve how we structure our marketing campaigns and we thank the Worshipful Company of Marketors for offering their talents to UK charities."

Once again this project proves the worth and effectiveness of our livery company's outreach work.

Among the activities offered at NUMbrella Lane, the charity's sex-worker only wellbeing space in Scotland, are art, outings and events to improve mental health and reduce isolation and thoughts of suicide.



Our spiritual home in the City

Rhian Pamphilon
Liveryman, Honorary Treasurer
& St Bride's Liaison

Our Honorary Chaplain, the Reverend Canon Dr Alison Joyce, is celebrating 10 years as Rector of St Bride's, and 30 years since her ordination to the priesthood – one of the first women to be ordained in the Church of England. To celebrate these milestones, we met in Alison's stunning vaulted underground office to learn more about St Bride's, its 2,000 year history, and what it means for Marketors today.

First of all – who is St Bride?

Our St Bride (St Brigid in Ireland, where she is now "matron saint") is linked to the Celtic faith and spiritual practices, which pre-dated the divisions between Protestants and Catholics. Bride was renowned for welcoming strangers and striving for peace. She was apparently blessed with a gift for turning bathwater into beer!

How are changing attitudes to church-going affecting St Bride's?

We look after all in our parish, those of "all faiths and none". There's a local congregation, and a sense of belonging here. But I see an emerging trend of people attending events through the year, even if they can't be with us on a regular basis. Many visitors may have their own parish at home but appreciate St Bride's as their spiritual home in the City. Our livery company affiliations are a great example of that.

There are also many secular reasons to visit: the Crypt museum, our musical tradition including lunchtime concerts, and prestigious annual lecture series including the annual Wren Talk which celebrates our architect Sir Christopher Wren's many achievements.

The environment around St Bride's is changing – how is that affecting you?

The 'Fleet Street Quarter' is under construction, including new law courts and a City of London Police Hub. This development offers better vistas of the Church and our lovely wedding cake spire, more green spaces and public artworks. It will undoubtedly bring renewed vitality to the area – and to us.

It was sad when the newspapers and businesses who depended on them moved out. Despite this, St Bride's remains a focal point for the industry and our Journalists' Altar reflects that our ministry to journalism is very much alive.

How does St Bride's engage with the livery?

Worshipful Companies started as Christian institutions in medieval times, praying and asking for God's support in your work. The tradition of an affiliated church remains, even after the 1666 Great Fire of London

destroyed many churches and livery halls, and not all were rebuilt.

Our four affiliated livery companies hold services through the year and our Communications Industry Carol Service has connected organisations supporting journalism, marketing and advertising, including the Marketors. We serve as a place for spiritual renewal and support for all.

What's a typical day for you at St Bride's?

It is an incredible responsibility and privilege to be entrusted with the handling of people's most precious life experiences. Each day is undergirded with morning prayer and spiritual reading to support that, which is absolutely fundamental. Then always pastoral support for our parishioners and planning and leading services. No day is typical but all are extraordinary and wonderful, and Sunday is the most predictable!

How have the Marketors helped St Bride's?

Your Outreach helped us develop our design, branding and website – our main window on the world – and we greatly appreciate it. You are also advising on experiential digital possibilities in our beautiful and historic church building.

And, finally, what is your key message for our readers?

View St Bride's as your space in the City, to re-set and re-align within the modern world. Come to appreciate the architecture, light a candle, sit quietly, pray and recharge. Whatever works for you.

For more information:
www.stbrides.com



Why have the Marketors seen a surge in women joining?

John Jeffcock
Court Assistant
& Chairman of Membership

Half of all members joining the Marketors are now women. According to Statista, in 2022 women made up 58% of the marketing workforce in the UK, so it is great to see this reflected in our membership. Why are they joining? We asked two new members exactly that question and this is what they said:

Laura Girling, Managing Director, LEAP

I joined the Marketors after a conversation with a colleague who's been a lifelong Stationer.

I did some research into livery companies and thought it would be something I'd really enjoy being a part of – meeting people in similar fields, socialising with new people. Also, I've always had it in my bucket list to be a mayor, so what better opportunity than to have a chance to work my way towards being Lord Mayor of the City of London to boot!

Jo Herman, Marketing Manager, TEAMCo

How it's going: from clunky PCs to sleek workstations, from novice marketer to Freeman of the

Worshipful Company of Marketors. I've upgraded from Marketing v1.0 to Marketor v4.0, and I'm not done yet! I've joined the WCM to support fellow Marketors, give back to the profession that's given me so much over the last two decades, and enjoy the camaraderie of like-minded professionals. I look forward to embracing continuous improvement, both in technology and in our craft.

If you would like to recommend a female (or male) colleague or friend, please do introduce them to the Membership Committee.

Bookshelf

Annie Brooks
Court Assistant

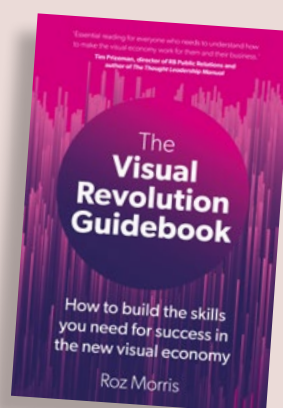
**The Visual Revolution Guidebook
Roz Morris**

Liveryman Roz Morris's book is a wakeup call! It is a stark reminder to us all about the visual revolution we are currently experiencing. It seems we no longer simply require wordsmith skills but also visual skills. The world is moving away from text to image. If you have a mobile device, you are a broadcaster, whether you realise it or not.

This book is a comprehensive guide for *anyone* with *any* online presence. It sets out clearly the dos and don'ts of how to present yourself and your business visually

(rather than textually) online and offline, together with very insightful and sometimes amusing case studies. There are also top tips you may not have even thought of, coupled with invaluable checklists to make sure you can "tick all the boxes". All this from a professional who has been at the heart of the art of communication all her working life.

It covers everything from how to start your own podcast to becoming an influencer and demonstrates the importance of your online presence. It's all



too easy to post and publicise, it's another thing to try to eradicate errors. She makes you think long and hard about what, why and how you broadcast. There are also useful observations on what AI and the metaverse are currently up to now and what they may bring in the future.

We are now all broadcasters. This book is your invaluable guide to becoming a professional broadcaster.

Recent publications from our members

Freeman Zoe Phillips

Blonde on Board – a travelogue and memoir of life experiences as an ex-pat in Switzerland at the time of the Foot and Mouth enquiry and *Empower Her Justice* – a manifesto for change in law and policing in the UK.

Liveryman Dr Sarah-Louise Mitchell

"Avengers assemble: Avenger philanthropy as the new gift opportunity for nonprofit organizations". *Psychology & Marketing*, (published online) 2024 Volume 41, Issue 9 pp. 2095-2106.

Liverymen Dr Sarah-Louise Mitchell and Dr Fran Hyde

"Refocusing marketing effort to support net-positive social impact". Dr Sharyn Rundle-Thiele, Dr Sarah-Louise Mitchell, Dr Zoe Lee and Dr Fran Hyde. *European Journal of Marketing*, (published online), 2024.

Liveryman Professor John Rudd

Going with the gut: exploring top management team intuition in strategic decision making Shepherd N G, Bowen L and Rudd J M; *Journal of Business Research*, 181, 11740, 2024.

Liveryman Professor Malcolm Macdonald

"Reflections on the State of Marketing: a dark cloud or a bright star?" *Journal of Consumer Behaviour* vol 22 (1-2) 2023 pp 78-89.

Liveryman Dr Sunila Lobo

The role of social media in intrastakeholder strategies to influence decision making in a UK infrastructure megaproject: Crossrail 2. Dr Sunila Lobo, Agha Farhan Abid *Sage Journals* 2020

London, travel, and a lifelong journey

Philippa Seal
Court Assistant

Court Assistant Philippa Seal throws the spotlight on Liveryman Mike Bugsgang and reveals his passion for his chosen career: tourism.

I have known Mike Bugsgang since 2020, so I was delighted when he chose me as his interviewer for this Member Spotlight piece. Mike has been a Freeman since 2018 and became a Liveryman in 2019. As he says: "joining the Marketors has been a godsend. I have really enjoyed the events, the networking, and the Outreach projects."

It was through Outreach that we met, when he enthusiastically volunteered for a couple of London-related projects. Mike produced some sterling advice for the Dr Johnson Museum and the 850th anniversary of Thomas Beckett's death in 2020.

Mike is a genial man, with London and the travel industry coursing through his veins. He says: "London is my passion. It is the greatest city in the world."

Five decades in travel

Mike has been in travel for almost 50 years and has seen it become a multi-billion pound industry. Like many young people, he was attracted to 'travel', so an admin job in Oxford Street, working for one of the then largest tour operators, selling foreign holidays over the telephone, seemed just the ticket. From selling over the phone, Mike began accompanying groups in Germany and beyond. He then moved to the domestic market selling tours to retailers around the UK. A real highlight for Mike

was when he became Marketing Manager for the London Tourist Board in the early 80s. This involved not only selling London to Brunei, the States and the Far East but also within the UK.

I asked Mike what trends he saw in travel. "Shorter, more frequent holidays in the UK and abroad" was one. Like all industries, technology is a driver, and he sees the industry making more of data-led decisions. Delivering a premium customer experience is the way forward and he quoted the cruise business as being very good at creating and retaining customers. He also cited better targeting of different types of tourists, for instance, seniors.

Overtourism

We touched on 'overtourism' and how the travel industry needs to adapt to the impact that tourists have on a location. Local people in some places have taken to the streets to protest against overtourism. Elsewhere city mayors have limited short-term rentals to avoid overcrowding a city. In Venice, certain types of tourist need to pay a daily fee to enter the city. Mike suggests that travel industry marketing should communicate to holiday makers the impact that their presence makes in an area.

I asked Mike what stood out in his career as a memorable experience. Without hesitation he mentioned a London Tourist Board experiential train campaign of the 1980s which promoted London with British Rail, American Express, a hotel chain and the Society for West End Theatres. A train was apparently decked out

and different show biz characters inhabited different carriages. The train was waved off by Dame Edna herself and chugged off around the country, with the public being able to visit the different carriages in different cities. It sounds a hoot!

Mike's enthusiasm for life and travel is infectious and he has turned this enthusiasm into book writing. He has written a novel, soon to be published, about a rags to riches character, an Italian immigrant, who arrives in London in 1919. The novel explores this man and his family through to the 1970s, with the action centred around London.

Finally, for someone who lives and breathes travel, I asked Mike which country he would he go back to. If he is not walking in Scotland or Cornwall, he is keen to do a tour of South America, as a tourist this time.



Mike Bugsgang suitably dressed up as a farmer, about to drive his 'borrowed' sheep across London Bridge



Marketors enjoyed sampling a range of beers at the recent Beerfest in Guildhall Yard.
L to r: Alex Conabeare, Martin Ashton, Joanne Herman, Conor Gunn, Julian Boulding, Max Richardson.

Upcoming events

| | |
|-----------------------------|---|
| Thursday 17 October | Inter-livery crazy golf competition |
| Monday 21 October | Bowden Charter Dinner, Goldsmiths' Hall |
| Thursday 24 October | Tribe Talk – AI and Marketing Transformation, WCM Court Room |
| Wednesday 30 October | Joint panel event with the Distillers on Japanese drinks, HMS President |

| | |
|-----------------------------|--|
| Wednesday 6 November | 'Career Planning to the C-Suite' Zoom presentation |
| Saturday 9 November | Lord Mayor's Show |
| Sunday 10 November | Remembrance Sunday Service, St Bride's |
| Monday 9 December | Communications Industry Carol Service, St Bride's |
| Thursday 28 November | 'Using your Marketing Skills to Give Back' with Keith Weed CBE |
| Wednesday 29 January | Installation Dinner, Vintners' Hall |



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Please check for our calendar of social events on our website and book via the emails sent by the Clerk's office.

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