

GET UNCOM FORTA BLE

ANNUAL REVIEW 2019

– Another Uncomfortable Year

**FIND
YOUR**

DISCOM FORT ZONE

CHAIRMAN'S MESSAGE

2019 will surely be remembered as being at best uncomfortable – with major debates on a wide range of political, constitutional and economic issues – many of which remain unresolved as we start a new year.

The marketing profession has had its own challenges as we continue to demonstrate our role and prove our value not only in business and in the boardroom but in society in general.

It was with this background that The Marketing Society introduced an evolved purpose and fresh new identity. We believe our role is to Empower Brave Leaders. And never has it been more important to be both empowered and brave as marketing leaders.

In Scotland we also developed an exciting new vision – to build a vibrant marketing community renowned for enlightened thinking, innovation and creativity.

We continue to develop a comprehensive events schedule largely designed to empower and improve us as marketing professionals with our flagship programme providing a platform to inspire, recognise and celebrate success. And it has indeed been another very successful year for the Society in Scotland with strong performances across all our measurements and most importantly membership numbers and satisfaction.

My thanks go to the MSS Council, Lux Events and the Marketing Society team both in London and Scotland. It has also been a real privilege to have worked with the other Chairs in the regional hubs the Society has built across the globe.

I wish our incoming Chair, Fiona Burton and Vice Chair, Rod Gillies continued success and hope they ensure our members and all marketing professionals in Scotland never become too comfortable.

Mick Doran, Sainsbury's Bank



At the beginning of the year we set out our 3 key objectives;
To attract, engage and add value to our members
To promote the value of marketing – from the classroom to the boardroom
To promote Scotland – as a great place to study, work and invest in marketing.

I am pleased to report we have made significant progress in all of these areas as you will read throughout this Annual Review.

Our members remain our number one priority and I am delighted we are now sitting at over 725 members – an increase of over 100 since last year – and we now have 73 leading organisations involved as corporate members.

My thanks go out to Mick who has been an excellent and very supportive Chair and also to the rest of the MSS Council and Lux Events who have helped us develop another very successful programme across the year.

Our incoming Chair, Fiona Burton from The Leith Agency, has big shoes to fill.

Thanks also to Caroline and the team in London for all their work to achieve the significant growth of our membership this year.

Finally – big thanks to all our partners, sponsors and supporters without whom we could not achieve the results we have.

Graeme Atha, Director, The Marketing Society



DIRECTOR'S REPORT

MARKETING SOCIETY

COU
NCIL
2019

EDUCATION CLUSTER

MICK DORAN -
SAINSBURY'S BANK (CHAIR)

GREGOR URQUHART - SCOTTISH
GOVERNMENT

CHRIS MARSH - CARAT

JIM COATES - VELUX

CAROLINE HILL -
THE MARKETING SOCIETY SCOTLAND

AILSA GRAHAM - TESCO BANK

PROMOTION CLUSTER

FIONA BURTON -
THE LEITH AGENCY (VICE CHAIR)

ALAN MCGARRIE - DIAGEO

NICOLA THOMSON - EDINGTON

CAT LEAVER - BRAND SCOTLAND

JOANNE LYNN - LUX EVENTS

ROD GILLES -
BORDERS DISTILLERY

AILEEN RUSHTON - STV

COLIN BANKS - SSE

MEMBERSHIP CLUSTER

GRAEME ATHA -
THE MARKETING SOCIETY (DIRECTOR)

LAURA CHEYNE -
NATIONAL TRUST FOR SCOTLAND

AMANDA HAMILTON -
EDINGTON-BEAM SUNTORY UK

LOUISE KILLOUGH - THE UNION

ANNA VAUGHAN -
ROYAL BANK OF SCOTLAND

LYN MACDONALD -
MACDONALD HOTELS

PAM SCOBIE - WIRE

EDUCATION CLUSTER REVIEW

Marketing Society Star School Award

In partnership with Young Enterprise Scotland, we have been working with schools throughout Scotland to develop a better appreciation of the role of marketing as part of a business plan.

Student Marketing Societies

This initiative is now active in six universities – Glasgow, Glasgow Caledonian, Dundee, Edinburgh Napier, Queen Margaret, Stirling and interest has been established in six other universities across the country. Each Student Marketing Society receives up to five free memberships sponsored by Edrington and is also supported by a mentor from the MSS Council who help develop their programmes and secure speakers.

Marketing Society Star Marketing Student Award

Nine universities nominated a total of 16 students for the Marketing Society Star Marketing Student Award. The students attended an Apprentice Day event at Edrington-Beam Suntory UK where they took part in a number of group tasks as well as individual interviews to win a three month paid placement at EBSUK as well as the accolade of Star Marketing Student of the Year.

Star Creative Student of the Year Award

63 students from art colleges and FE institutions across Scotland participated in the Marketing Society Star Creative Student award.



MEMBERSHIP REVIEW VIEW

Numbers as at end
November 2019*



GLOBAL MEMBERSHIP SPLIT

England 1320 (52%)
Scotland 726 (28%)
Global Hubs 508 (20%)

SCOTLAND SPLIT

Graduate 49
Associate 56
Executive 339
Business Leader 226
Fellows 56
Total members 726
Client / Agency Ratio – 75%/25%
Corporate/Individual Ratio 76%/24%

DATABASE AND ENGAGEMENT

Non Member Database – 2043

EMAIL PERFORMANCE

Open Rate -Members – av. c.30%
Open Rate – Non Members – av.c. 20%

SOCIAL

Twitter Followers – c.4889
LinkedIn – c.3503

CORPORATE MEMBERS

3x1
Accenture
Barclays
CalMac Ferries
Carat
Deloitte Digital
Denholm Associates
Dentsu Aegis Edinburgh
Digitas
Edinburgh Napier University
Edrington
Edrington-Beam Suntory UK
Entrepreneurial Scotland
Food Standards Scotland
Frame
Front Page
Glasgow Caledonian University
Guy & Co
Healthcare Improvement Scotland
Historic Environment Scotland
i-Prospect
Innis & Gunn
International Beverages
Kames Capital
Lux Events
MediaCom
Muckle Media
Multiply
National Trust for Scotland
News International Scotland
People's Postcode Lottery
Reach (Scotland)
Republic of Media
Royal Bank of Scotland
Sainsbury's Bank
Scottish Government
SQA

SSE
STV
Tennent's
Tesco Bank
The Gate
The Lane Agency
The Leith Agency
The Union
Union Direct
University of Edinburgh
University of Glasgow
University of Stirling
Velux
VisitScotland
Weber Shandwick
Whyte and Mackay
Wire

NEW CORPORATE MEMBERS IN 2019

AdSmart from Sky
Always Be Content
Big Partnership
DC Thomson Media
Diageo
Glenmorangie
Heriot-Watt University
Macdonald Hotels and Resorts
MadeBrave
Scottish Enterprise
Scottish Seafish
Scottish Water
Signal
Stripe
Studio Something
The R&A
The Royal Edinburgh Tattoo
Whitespace

RESEARCH AND FEEDBACK

Our 2019 activities were coordinated by MSS Council Member Anna Vaughan from Royal Bank of Scotland and Louise Fraser from Jump Research – the MSS Research Partner.

Research Projects included the following:

Annual Member Survey
Non Member Survey
Star Awards Survey
Event Feedback

ANNUAL MEMBERSHIP SURVEY HIGHLIGHTS

Key Membership Benefits

- Professional and Personal Development
- Profile and Business Development
- Access to Resources, Inspiration and Insights

Key Performance Indicators

- 76% were inspired by our new vision
- 70% regularly read our weekly communications
- 71% rate our event programme good/very good
- 77% regard membership as good/very good
- 94% would recommend membership

FEL LWS

20 19

Lesley Alexander SMARTS

David Allfrey*
The Edinburgh Royal Military Tattoo

David Amers The Leith Agency

Christian Arno* Lingo24

Graeme Atha The Marketing Society

Pauline Aylesbury Scottish Government

Paul Bartlett C&C Group

John Booth Scottish Enterprise

Steve Borley
Scottish Qualifications Authority

Murray Calder MediaCom

Petra Cameron Royal Bank of Scotland

Helen Campbell VisitScotland

Gus Chalmers Union Direct

Cara Chambers
International Beverage Holdings Ltd

Paul Condron Edrington

Jo Coomber National Galleries of Scotland

Jason Craig Edrington

John Denholm Denholm Associates

David Eustace* David Eustace

Ali Findlay The Lane Agency

Louise Fraser Jump Research

Neil Gibson BIG Partnership

Mark Gorman* Think Hard

Glen Gribbon Edrington

Beverley Hart Scotland Food & Drink

Fife Hyland Drum Property Group

Jim Kelly Story UK Ltd

Sandy Kennedy*
Entrepreneurial Scotland

Claire Kinloch Genoa Black

Iain Lauder IL Design

Josh Littlejohn* Social Bite

Elise MacDonald Lux Events

Richard Marsham The Leith Agency

Joe McAspurn Ignition

Ian McAteer The Union

Shona McCarthy*
Edinburgh Festival Fringe

Alan McGarrrie Diageo

Heather McKinlay Fraoch Marketing

Angus Meldrum*
Lochgreen Consultants

Keli Mitchell Frame

Andy Neal Edinburgh Trams

Gerry O'Donnell Edrington

Steven Pearson Whyte & Mackay

Huw Pennell Edrington

Fiona Proudler Realise Limited

MT Rainey* Channel 4

Malcolm Roughead* VisitScotland

Pam Scobbie Wire

Dougal Sharp Innis & Gunn

Juliet Simpson Stripe Communications

Clare Smith Always Be Content

Iain Valentine Whitespace

Ellis Watson* DC Thomson

Will Whitehorn* SEC SSE Hydro

Gareth Williams* Skyscanner

Rob Woodward* Ebiquity Plc



HONORARY FELLOWS* LOWWS*

Fellowships are awarded to leading marketers and members who have made a significant contribution to The Marketing Society

In 2019 Fellowships were awarded to the following;

Fiona Burton – The Leith Agency

Mick Doran – Sainsbury's Bank

David Roberts – Multiply

Anna Vaughan – Royal Bank of Scotland

Honorary Fellowships are awarded to inspirational leaders in their particular field of expertise

In 2019 Honorary Fellowships were awarded to the following;

Paul Bartlett

Gerry Farrell – Gerry Farrell Ink

Jan Gooding – Stonewall

EVENTS

FLAGSHIP

DIGITAL DAY

A day dedicated to all things digital hosted this year at the Technology and Innovation centre at Strathclyde University. Highlights included presentations from Lego, Bloom'n'wild, Diageo as well as inspiring talks by Les Binet from adam&eve, DDB and Gawain Owen from Jellyfish.

STAR AWARDS

Our biggest and most important event of the year with over 500 attending this year at The Hilton in Glasgow where awards were made across six categories.

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2019 GO



LD STAR

EPERS

WIN

DEVELOPMENT CATEGORY

STAR SCHOOL AWARD

The Green Bean Co. from Grove Academy in Dundee

STAR CREATIVE STUDENT

Ciara Boyle, Edinburgh Napier University

STAR MARKETING STUDENT

Sarah Baillie, University of Edinburgh

RISING AGENCY STAR

Amy Brownlee, Frame

RISING CREATIVE STAR

Chris Melvin, Sunshine Communications

RISING MARKETING STAR

Karen Towler, Tesco Bank



STRATEGIC CATEGORY

BRAND DEVELOPMENT

Entry: **For the love of Scotland**
Agency: **Frame**
Client: **National Trust for Scotland**

DIGITAL STRATEGY

Entry: **How a breathtaking strategy saved motorcyclists' lives**
Agency: **The Leith Agency**
Client: **The Scottish Government**

INTERNATIONAL MARKETING

Entry: **Make The Call**
Agency: **J. Walter Thompson**
Client: **The Macallan**

INTEGRATED MARKETING – INCLUDING DIRECT MARKETING

Entry: **The year we built a new snowman**
Agency: **The Leith Agency with Stripe & PHD**
Client: **AGBarr**

MARKETING PLANNING – INCLUDING RESOURCES, RESEARCH & INSIGHTS

Entry: **How a finger up the Auchtermuchty changed cancer attitudes**
Agency: **The Leith Agency**
Client: **Scottish Government**

MARKETING IN SOCIETY – INCLUDING NOT FOR PROFIT, CHARITY & CAUSE-RELATED

Entry: **Bloody Big Brunch**
Agency: **WIRE**

COMMUNICATION CATEGORY

ADVERTISING

Entry: **Mobilising Scotland to stand up to hate crime**
Agency: **The Leith Agency**
Client: **Scottish Government**

BRAND EXPERIENCE – INCLUDING SPONSORSHIP AND EVENT MARKETING

Entry: **Volvo Rigid Hauler Launch**
Agency: **StudioLR with Lux Events & Vision Mechanics**
Client: **Volvo Construction Equipment**

DESIGN

Entry: **Rebranding a national icon**
Agency: **D8**
Client: **Tennent Caledonian Breweries**

DIGITAL COMMUNICATION

Entry: **DF CONCERTS: SOCK 'N' ROLL**
Agency: **WIRE**
Client: **DF Concerts & Events**

MEDIA

Entry: **Influencing the Invincibles**
Agency: **Republic of Media**
Client: **Scottish Government**

PR

Entry: **Love at first sight, scent & sip with Edinburgh Gin Botanical Bouquets**
Agency: **LUX – The Food & Drink Agency**
Client: **Edinburgh Gin**

SECTOR CATEGORY

FINANCIAL AND PROFESSIONAL SERVICES

Entry: **Talk To The Heart**
Agency: **MediaCom**
Client: **Tesco Bank**

FOOD

Entry: **Turning Couch Potatoes
into Coach Potatoes**
Agency: **Guy & Co**
Client: **Albert Bartlett**

DRINK

Entry: **Edinburgh Gin at the BAFTAs**
Agency: **LUX – The Food & Drink Agency**
Client: **Edinburgh Gin**

PUBLIC SECTOR

Entry: **How a finger up the Auchtermuchty
changed cancer attitudes**
Agency: **The Leith Agency**
Client: **Scottish Government**

RETAIL

Entry: **How Len's won the space race
in a competitive market**
Agency: **The Union with MediaSpark**
Client: **Len's Self Storage**

TOURISM, LEISURE & SPORT

Entry: **The D-Day Story**
Agency: **StudioLR**
Client: **Portsmouth City Council**



CHAIRMAN'S CATEGORY

CHAIRMAN'S AWARD FOR FIRST TIME ENTRY

Agency: **Represent**

Client: **Volvo Construction Equipment**

CHAIRMAN'S AWARD FOR SMALL TO MEDIUM SIZED ENTERPRISE

Agency: **StudioLR**

Client: **DF Concerts & Events**

CHAMPIONS CATEGORY

CHAMPIONS OF EQUALITY AND DIVERSITY AWARD

A Celebration of Diversity –
The Scottish Government

STAR AGENCY OF THE YEAR

Wire

STAR MARKETING TEAM OF THE YEAR

Scottish Government

INSPIRATIONAL AGENCY LEADER OF THE YEAR

Ian Greenhill, Studio Something

INSPIRATIONAL MARKETING LEADER OF THE YEAR

John Bernard, Dexcom



EVE NTS

20 19

AMPLIFY MARKETING FESTIVAL

A day to shout about marketing at the heart of the world's biggest arts and creative festival. The main sponsor this year was Carat.

Highlights include;

The Ogilvy Lecture – this year delivered by Jan Gooding, Chair of Stonewall

The Badger Debate – in memory of Kenny “The Badger” Harris

This year's motion was – “Social media has done more harm than good to society”

For the motion was Petra Cameron, Royal Bank of Scotland and Ian Greenhill, Studio Something

Against the motion was Maddy Sim, Carat and John Bernard, Dexcom

The motion was carried

Clients vs Agencies Creative Challenge

This year won by the Client team – 3 votes to 2

The After Party @ Assembly Club Bar



ST ANDREW'S DAY DINNER

An end of year celebration when we award our Employer Brands of the Year, Fellows and Honorary Fellows. This year's discussion was with David Duke OBE and Clare English with entertainment from Abandoman.

Edrington Beam Suntory UK won Client Employer Brand of the Year.

Whitespace won Agency Employer Brand of the Year.

EMPOWERING DEVELOPMENT EVENT PROGRAMME

We run a programme of events throughout the year to give marketers at all levels the opportunity to learn, be inspired and develop new ideas to enable them to become brave marketing leaders.

FUTURE LEADERS

This is a programme of events developed to provide aspiring leaders with insights on leadership and advice from some of our senior members.

This year the following Business Leaders hosted events;

Richard Simpson – Tayburn

Petra Cameron – Royal Bank of Scotland

Pam Scobbie and Lee Beattie – Wire

John Booth – Scottish Enterprise

INSPIRING MINDS

– Sponsored by Edrington

This year we have invited a range of inspiring speakers and writers from around the world to provide new thinking and insights to empower braver and better leaders.

Speakers have included;

Thomas Barta on marketing leadership

Dave King on bravery

Mark Johnstone on content creation

David Wethey on ideas economics

INDUSTRY INSIGHTS

– Sponsored by Food Standards Scotland

These events are hosted by leading companies to provide insights into different industry sectors, organisations and specific projects.

Events in 2019 were hosted by;

Edrington-Beam Suntory UK

Brand Scotland

SSE

AdSmart from Sky



TRENDSPOTTING

These events are hosted by leading organisations with a focus of new trends, tools and techniques.

Events in 2019 were hosted by;
Carat
Front Page
Whitespace
STV

PIONEERING SPIRIT AWARDS JUDGING

Judging sessions are hosted across the year using award winning campaigns from across the world as part of a discussion and debate on the nature and power of big ideas.

Of over 50 ideas reviewed the top three are showcased at the Star Awards Gala Dinner.

The winning idea in 2019 was Palau Pledge – Palau Legacy Project, Palau

UNDER THE SPOTLIGHT

This was a new programme of events developed in 2019 for Business Leader members with guest speakers invited to lead a discussion on key industry issues.

Guest speakers in 2019 included the following;

Pete Markey, TSB on crisis management and trust

Annabel Venner, Hiscox on marketing in the boardroom

Mitch Oliver, Mars on diversity, equality and inclusion

MENTORING PROGRAMME

All members are invited to participate in this free programme where we use mentor and mentee questionnaires to help make effective matches providing impartial advice and guidance.

Over 100 members have benefited from being part of this programme in 2019.



20 20 EVENT PRO GRA MME

JANUARY

Wednesday 15 January –
Future Leaders, Glasgow

Thursday 23 January –
Star Awards Showcase, Edinburgh

FEBRUARY

Monday 17 February –
Star Awards Entry Deadline

MARCH

Monday 2 March –
Under the Spotlight, Edinburgh

Wednesday 4 March – Student Marketing Society
Gathering at Tennent's, Glasgow

Tuesday 10 March – Trendspotting, Glasgow

Thursday 12 March – Star Marketing Student
Apprentice Day, Glasgow

Tuesday 17 March – Inspiring Minds, Edinburgh

Thurs 26 & Fri 27 March – Star Awards
Judging [1st stage]

Tuesday 31 March – Fellows' Event

APRIL

Tuesday 7 April – PSA Judging, Edinburgh

Wednesday 22 April – Digital Day [F], Edinburgh

Thursday 30 April – Industry Insights, Dundee

Easter weekend 10 – 13 April

MAY

Tuesday 5 May – Future Leaders, Edinburgh

Thursday 7 May – Star Awards Judging [2nd stage]

Thursday 21 May – Inspiring Minds, Glasgow

Wednesday 27 May – Trendspotting, Edinburgh

Friday 29 May – Clients v Agencies Golf Challenge

JUNE

Tuesday 2 June – Industry Insights, Glasgow

Thursday 4 June – Under the Spotlight, Glasgow

Wednesday 10 June – Brave Awards London

Thursday 18 June – Star Awards [F], Edinburgh

Tuesday 23 June – PSA Judging, Glasgow

AUGUST

Tuesday 4 August – Future Leaders, Glasgow

Wednesday 19 August – Trendspotting

Friday 28 August – Amplify [F] Edinburgh

SEPTEMBER

Friday 4 September – Kyle Hardie Open

Thursday 10 September – Fellows Dinner

Thursday 17 September –
Under the Spotlight, Edinburgh

Thursday 24 September –
Inspiring Minds, Edinburgh



OCTOBER

Tuesday 6 October – PSA Judging: Diversity, Edinburgh

Tuesday 13 October – Future Leaders, Edinburgh

Wednesday 21 October – Industry Insights

Wednesday 28 October – Trendspotting

NOVEMBER

Thursday 5 November – Annual Conference, London

Thursday 5 November – Inspiring Minds, Glasgow

Tuesday 10 November – PSA Judging, Glasgow

Thursday 19 November – Under the Spotlight, Glasgow

Thursday 26 November – St Andrew's Day Dinner [F], Edinburgh

Annual Dinner, London

DECEMBER

Thursday 3 December – Industry Insights

Thursday 10 December – Christmas Drinks

Dates subject to change, F denotes Flagship event.



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Guy & Co
Highland Spring
Inverarity Morton
Jump Research
MLG
MRS
Ogilvy
Orb
Reach Scotland
Republic of Media
Royal Bank of Scotland
Signal
SQA
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The Scottish Government
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School
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