











### **EDUCATION & EMPOWERMENT** MARKETING & MEMBERSHIP Rod Gillies, The Borders Distillery (Vice Chair) Graeme Atha, The Marketing Society (Director) Vicki Miller, VisitScotland Derek Hemphill, Royal Bank of Scotland Cate Nelson-Shaw, Yellow Book Consulting Natalie Burns. Barclavs Maddy Sim, Dentsu Aegis Network Marina Maciver, Scottish Enterprise Nicola Thomson, Edrington Gregor Urquhart, Scottish Government Leigh Dobson, The Leith Agency Louise Killough, The Union Joanne Lynn, Lux Events (Membership & Amanda Hamilton, Edrington-Beam Suntory UK Event Partner) Pam Scobbie, Wire We have continued to build our relationship with Young Enterprise Scotland and their schools We revised our marketing plans mid-way through the year to reflect the changing needs of our members, programme where they support teams from across adjusting our pricing and event programme to be Scotland in a competition to develop business more relevant, accessible and inclusive. We also plans. reviewed our membership levels changing Graduate Members to First Role to encourage people from We presented Tartan Texts from Linlithgow all backgrounds to consider a career in marketing. Academy with the Star School Award this year. We also changed from Associate to Future Leader, This cluster also ran a workshop to discuss the key reflecting the aspirations of members at this level and skills our members need to be empowered to be removed the age criteria. brave leaders. PROMOTION & PARTNERSHIPS Fiona Burton, The Leith Agency (Chair) STUDENT MARKETING SOCIETIES Jane Strachan, PUNK Caroline Hill, The Marketing Society Scotland Cat Leaver, VisitScotland (Marketing Manager) Emma Pollock, Diageo Peter Sanchez, Heriot-Watt University List Macdonald, Spring & Atlas Nathalie Tjandra, Edinburgh Napier lan Greenhill, Studio Something Carol Prest, DC Thomson Aileen Rushton, STV Creative Anna Quinn, Frame Colin Banks, SSE Ailsa Graham, Tesco Bank Debi McLean, Deloitte Digital We have helped establish a Student Marketing This cluster considers which of our initiatives Society at 10 universities across Scotland who are we should promote to reflect our vision and all allocated a mentor from our Advisory Board. objectives. This has led to several new equality, This helps us promote the marketing profession to diversity and inclusion initiatives which will be students and helps them build connections with our developed across 2021. industry and potential employers. We also look to develop partnerships with The universities currently involved are Robert other professional bodies to encourage better Gordon's, Dundee, Stirling, Edinburgh, Edinburgh communication and effective collaboration Napier, Queen Margaret, Heriot-Watt, Strathclyde, in our industry Glasgow, Glasgow Caledonian.



### **CORPORATE MEMBERS**

3x1

Aegon Asset Management Always Be Content

Barclays

Big Partnership CalMac Ferries

Carat

Channel 4

DC Thomson Media

Deloitte Digital

Denholm Associates

Digitas

Edinburgh Napier University

Edrington

Edrington-Beam Suntory UK Food Standards Scotland

Frame

Front Page

Glenmorangie

Guy & Co

Heriot-Watt University

Historic Environment

Scotland Innis & Gunn

International Beverages

Lux Events

Macdonald Hotels and

Resorts MadeBrave Material MediaCom Multiply

National Trust for Scotland

News International Scotland

R&A

Royal Bank of Scotland

Reach (Scotland)
Republic of Media
Sainsbury's Bank
Scottish Enterprise
Scottish Government

Scottish Seafish Sky Media SQA

SSE Stripe

Studio Something

STV

Tennent's
Tesco Bank
The Gate

The Lane Agency
The Leith Agency

The Royal Edinburgh Tattoo

The Union
Union Direct

University of Edinburgh University of Glasgow

Velux

VisitScotland
Weber Shandwick

Whitespace

Whyte and Mackay

WIRE

### **NEW CORPORATE MEMBERS IN 2020**

Baxters Beam Suntory Diageo

Golden Charter

Ian MacLeod Distillers
ICAS

Moment Royal London

ScotRail

Skills Development Scotland

Spey Volvo

### MEMBERSHIP NUMBERS

Scotland - 769 England - 1161 Global - 395

### **MEMBERSHIP SECTORS - SCOTLAND**

Client – 69% Agency – 26% Media – 5%

### MEMBERSHIP LEVELS - SCOTLAND

Fellows - 51
Business Leader (Director) - 246
Executive (Manager) - 278
Future Leaders - 49
First Role - 77
Unspecified - 67

### **ANNUAL MEMBERSHIP SURVEY**

At the beginning of each year Louise Fraser at Jump Research, our research partner conducts our Annual Membership Survey to give us independent feedback on our activities.

This year we had **146** responses – **41%** from agencies and **59%** from clients and evenly split across membership levels.

### MOST IMPORTANT BENEFITS OF MEMBERSHIP

### Top 3 responses;

- Professional and business development
- Inspirational speakers and event content
- Personal development, profile and networking

### OTHER HIGHLIGHTS

**80%** of respondents were inspired by our vision **84%** read our weekly emails

77% read our Annual Review

94% would recommend membership

74% regarded membership as good value



LESLEY ALEXANDER

**SMARTS** 

DAVID ALLFREY

THE EDINBURGH ROYAL MILITARY TATTOO

DAVID AMERS

THE LEITH AGENCY

**CHRISTIAN ARNO** 

PAWPRINT

**GRAEME ATHA** 

THE MARKETING SOCIETY

**PAULINE AYLESBURY** 

SCOTTISH GOVERNMENT

**PAUL BARTLETT** 

C&C GROUP

JOHN BOOTH

SCOTTISH ENTERPRISE

STEVE BORLEY

SCOTTISH QUALIFICATIONS AUTHORITY

FIONA BURTON

THE LEITH AGENCY

**MURRAY CALDER** 

MEDIACOM

PETRA CAMERON

RBS

**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** 

MICK DORAN

SAINSBURY'S BANK

DAVID EUSTACE

DAVID EUSTACE

**GERRY FARRELL** 

FARRELL INK

ALI FINDLAY

THE LANE AGENCY

**LOUISE FRASER** 

JUMP RESEARCH

**NEIL GIBSON** 

THE BIG PARTNERSHIP

**ROD GILLIES** 

THE BORDERS DISTILLERY

**JAN GOODING** 

STONEWALL

**MARK GORMAN** 

THINK HARD

**GLEN GRIBBON** 

**EDRINGTON** 

**KEN GRIER** 

**BEVERLEY HART** 

SCOTLAND FOOD & DRINK

FIFE HYLAND

DRUM PROPERTY GROUP

JIM KELLY

STORY UK LTD

**SANDY KENNEDY** 

ENTREPRENEURIAL SCOTLAND

LOUISE KILLOUGH

THE UNION

**CLAIRE KINLOCH** 

GENOA BLACK

IAIN LAUDER

IL DESIGN

JOSH LITTLEJOHN

SOCIAL BITE

**JOANNE LYNN** 

LUX EVENTS

**ELISE MACDONALD** 

LUX EVENTS

LISL MACDONALD SPRING & ATLAS

RICHARD MARSHAM

THE LEITH AGENCY

**JOE MCASPURN** 

IGNITION

IAN MCATEER

**UNION DIRECT** 

**SHONA MCCARTHY** 

EDINBURGH FESTIVAL FRINGE

**ALAN MCGARRIE** 

DIAEGO

**HEATHER MCKINLAY** 

FRAOCH MARKETING

**ANGUS MELDRUM** 

LOCHGREEN CONSULTANTS

**KELI MITCHELL** 

FRAME

**ANDY NEAL** 

**EDINBURGH TRAMS** 

**GERRY O'DONNELL** 

SIR GEOFF PALMER

STEVEN PEARSON

WHYTE & MACKAY

**HUW PENNELL** 

EDRINGTON

CHRIS PITT

FIRST DIRECT

FIONA PROUDLER

THE YARD

GREGOR URQUHART

SCOTTISH GOVERNMENT

**MT RAINEY** 

CHANNEL 4

DAVID ROBERTS

MULTIPLY

MALCOLM ROUGHEAD

VISITSCOTLAND

**PAM SCOBBIE** 

WIRE

**DOUGAL SHARP** INNIS & GUNN

JULIET SIMPSON

STRIPE COMMUNICATIONS

**CLARE SMITH** 

ALWAYS BE CONTENT

IAIN VALENTINE

WHITESPACE

**ANNA VAUGHAN** 

RBS

**ELLIS WATSON** 

DC THOMSON & CO LTD

WILL WHITEHORN

SEC SSE HYDRO

**GARETH WILLIAMS**SKYSCANNER

ROB WOODWARD

EBIQUITY PLC

**NEW IN 2020** 

1000

**FELLOWS** 

**ROD GILLIES** 

THE BORDERS DISTILLERY

LOUISE KILLOUGH

THE UNION

**JOANNE LYNN** 

**LUX EVENTS** 

GREGOR URQUHART

SCOTTISH GOVERNMENT

**HONORARY FELLOWS** 

LISL MACDONALD SPRING & ATLAS

SIR GEOFF PALMER OBE



### **AMPLIFY MARKETING FESTIVAL**

You can see the content from the day here

### THE OGILVY LECTURE

Delivered by Mark Ritson and introduced by Rory Sutherland and Sophie Devonshire



### THE BADGER DEBATE

Motion – this house believes marketers should prioritise purpose over profit.

FOR

Steve Barton, CEO, justhands-on.tv Gillian Wylie, Planning Director, Frame AGAINST

Julian Boulding, Founder & President, thenetworkone

Sandra Pickering, CEO, opento

Chair

Lisl MacDonald – Spring & Atlas

THE MOTION WAS DEFEATED



### **CLIENTS VS AGENCIES CREATIVE CHALLENGE**

### Client Team

Cat Leaver – VisitScotland (captain)

Emma Pollock – Diageo

Derek Hemphill – RBS

Greg Smith - Seafish

Marina McIver – Scottish Enterprise

### Agency Team

Jane Strachan – Punk (captain)

Chris Melvin – Sunshine Communications

Cat Summers – Guy & Co

Erica Hungerford - Dentsu Aegis

Steve Johnstone - Creative Alliance

### THE CLIENT TEAM WON 3 VS 2



### DIGITAL DAY

Moved from spring to autumn and from physical to virtual we pulled together a full day of inspiring speakers. The content has been enjoyed and shared by many more members and guests than could normally be accommodated at our usual venues. Some watching live and others when it best suited them.

You can see the content from the day here

















CREATIVE SOCIAL COMMERCE — WHAT'S NEXT AND WHAT WORKS

Zanna Wharfe, Strategy Director, We Are Social • @wearesocial





MARKETING FOR GOOD - THE NEW POWER OF ADVERTISING
Amy Williams, Founder, Good Loop • @ala\_swimmily

### STAR AWARDS

Postponed from June to October this virtual event was hosted by BBC sports commentator Andrew Cotter and was enjoyed by members and guests sharing screens in Zoom rooms from the comfort and safety of their homes.

You can see full awards ceremony <u>here</u>. You can also see the full list of Winners below:

### **DEVELOPMENT CATEGORY**

**Star School Award** 

Tartan Texts, Linlithgow Academy

**Star Creative Student** 

Balazs Hirth, Edinburgh College - Aye Belong

**Star Marketing Student** 

Holly Milward, University of Stirling

Rising Agency Star

Claire Mathieson, Republic of Media

**Rising Creative Star** 

Liah Moss, Whitespace

Rising Marketing Star

MARKETING

Siobhan Rieley, VisitScotland

### STRATEGIC CATEGORY

### **BRAND DEVELOPMENT**

Entry: Northern. Let's Go Agency: Frame Client: Northern Award: GOLD

Entry: Becoming The Wild One Of Islay Single Malt

Agency: Guy & Co

Client: Smokehead - Ian Macleod Distillers Ltd

Award: SILVER

Entry: A New Generation Of Student Union

Agency: IndigoLeap and 39Steps

Client: Heriot-Watt University Student Union

Award: BRONZE

# : WINNER

Inspirational Marketing Leader of the Year



**Denholm**Associates











### DIGITAL STRATEGY

Entry: An Innovative Approach To Engage Young

Audiences

Agency:Fanbytes, Talify, Ptarmigan

Client: ACCA Award: GOLD

Entry: For The Questions You Can't Answer

Agency: Bright Signals

Client: National Museums Scotland

Award: SILVER

Entry: Why Shouting The Loudest Isn't A Bad Thing

Agency: Merkle Client: PPL PRS Award: BRONZE

### INTERNATIONAL MARKETING

Entry: Hey Europe, Scotland Has A Message For You

Client: Brand Scotland

Award: GOLD

Entry: Your Passport To Jura Agency: Bright Signals Client: Jura Whisky Award: SILVER

Entry: Future Made Agency: Whitespace

Client: Heriot-Watt University

Award: BRONZE

### INTEGRATED MARKETING – INCLUDING DIRECT MARKETING

Entry: Cracking The Healthcare Recruitment Crisis

For Scottish Government Agency: The Union

Award: GOLD

Entry: The Macallan, Make The Call

Client: The Scottish Government

Agency: Wunderman Thompson Client: The Macallan

Award: SILVER

Entry: Fighting Festive Food Waste With Panickers,

Planners & Survivalists

Agency: LUX: The food & drink agency Client: Love food hate waste Scotland

Award: BRONZE

## MARKETING PLANNING - INCLUDING RESOURCES, RESEARCH & INSIGHTS

Entry: Platinum – The Magazine Launch

Of The Decade Agency: Wire

Client: DC Thomson Media

Award: GOLD

Entry: You Cannae Drive Your Granny Like A Radge

Agency: The Leith Agency
Client: The Scottish Government

Award: SILVER

Entry: How Survivors Helped Us Tackle Domestic

Abuse

Agency: The Leith Agency Client: The Scottish Government

Award: BRONZE

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

Entry: Your Water Your Life Agency: Always Be Content Client: Scottish Water

Award: GOLD

Entry: Alerting Scotland To The Evils Of Food Waste

Agency: The Leith Agency
Client: The Scottish Government

Award: SILVER

Entry: Creating Safer Roads For Cycling In Scotland

Agency: Studio Something Client: Cycling Scotland

Award: BRONZE

### **COMMUNICATION CATEGORY**

### **ADVERTISING**

Entry: You Cannae Drive Your Granny Like A Radge Award: BRONZE

Agency: The Leith Agency

Client: The Scottish Government

Award: GOLD

Entry: For The Love Of Scotland

Agency: Frame

Client: National Trust for Scotland

Award: SILVER

Entry: Say Hello To Jura

Agency: PUNK Client: Jura Award: BRONZE

### **BRAND EXPERIENCE - INCLUDING SPONSORSHIP**

AND EVENT MARKETING

Entry: Taking Brand Experience To New Heights

Agency: Guy & Co & Studio Something

Client: Innis & Gunn Award: GOLD

Entry: Heinz Beanz Muzeum

Agency: Multiply Client: Kraft Heinz Award: SILVER

Entry: Riding A Motorbike Into A Whisky Tasting

Agency: Guy & Co

Client: Smokehead - Ian Macleod Distillers Ltd.

Award: BRONZE

### **DESIGN**

Entry: Innis & Gunn Ampersand Agency: Studio Something Client: Innis & Gunn

Award: GOLD

Entry: Conjuring Up A Cola For Scotland Agency: Lux: The food & drink agency

Client: Alba Cola Award: SILVER

Entry: The Independent Care Review

Agency: Studio LR

Client: The Independent Care Review

### **DIGITAL COMMUNICATION**

Entry: Shackleton Whisky - Go Off Grid

Agency: Wire

Client: Whyte & Mackay

Award: GOLD

Entry: For The Questions You Can't Answer

Agency: Bright Signals

Client: National Museums Scotland

Award: SILVER

Entry: Seafood Week: Turning The Tide On Falling

Consumption

Agency: LUX: The Food & Drink Agency

Client: Seafish

Entry: Shackleton Whisky - Go Off Grid

Agency: Wire

Client: Whyte & Mackay

Award: GOLD

Entry: For The Questions You Can't Answer

Agency: Bright Signals

Client: National Museums Scotland

Award: SILVER

Entry: Seafood Week: Turning The Tide On Falling

Consumption

Agency: LUX: The Food & Drink Agency

Client: Seafish Award: BRONZE

### MEDIA

Entry: One More Show Agency: MediaCom

Client: Edinburgh Festival Fringe

Award: GOLD

Entry: How Border Biscuits Fired Up

Their Media Strategy Agency: Lane Media

Client: Border Biscuits Award: SILVER

Entry: Domestic Abuse: Exposing A Hidden Crime

Agency: Republic of Media Client: The Scottish Government

Award: BRONZE

### PR

Entry: Shackleton Whisky - Go Off Grid

Agency: Wire

Client: Whyte & Mackay

Award: GOLD

Entry: A Chart-'Shopping' Tour Celebrating Lidl's

100th Scottish Store

Agency: LUX: The Food & Drink Agency

Client: Lidl Award: SILVER

Entry: #SeaUistSoon

Agency: Clarion Communications

Client: CalMac Ferries and Outer Hebrides Tourism

Award: BRONZE













### SECTOR CATEGORY

### FINANCIAL AND PROFESSIONAL SERVICES

Entry: Credit Unions: People. Not Profit. Agency: The Gate, Republic of Media, and

Client: The Big Partnership The Scottish Government

Award: GOLD

Entry: Financial Planning You'll Enjoy

Agency: StudioLR Client: Spentwell Award: SILVER

Entry: Feel Good, Knowing It's All Sorted

Client: Golden Charter Award: BRONZE

### F00D

Entry: Seafood Week: Turning The Tide On Falling

Consumption

Agency: LUX: The Food & Drink Agency

Client: Seafish Award: GOLD Entry: Igniting Sales Through Famously Flavourful

positioning Agency: Guy & Co Client: Border Biscuits Award: SILVER

Entry: Growing A Brand From The Ground Up Agency: LUX: The Food & Drink Agency

Client: Podberry Award: BRONZE

### **DRINK**

Entry: Laphroaig Opinions Welcome Campaign

Agency: WLG

Client: Edrington-Beam Suntory

Award: GOLD

Entry: Say Hello To Jura

Agency: PUNK Client: Jura Award: SILVER

Entry: Filled With Wonder Agency: Bright Signals Client: Edinburgh Gin Award: BRONZE

## 

### **PUBLIC SECTOR**

Entry: Alerting Scotland To The Evils Of Food Waste

Agency: The Leith Agency
Client: The Scottish Government

Award: GOLD

Entry: Cracking The Healthcare Recruitment Crisis

Agency: The Union

Client: The Scottish Government

Award: SILVER

Entry: Future Made Agency: Whitespace

Client: Heriot-Watt University

Award: BRONZE

### RETAIL

Entry: Invigorating Retail In Edinburgh City Centre

Agency: Guy & Co

Client: Essential Edinburgh

Award: GOLD

Entry: 'Everyone Wins' With Tesco Gift Cards

Agency: MediaCom Client: Tesco Bank Award: SILVER

Entry: How Sterling Won More Fans In Glasgow.

Agency: The Union

Client: Sterling Furniture Group

Award: BRONZE

### TOURISM, LEISURE & SPORT

Entry: Every Journey Starts A Story

Agency: Frame

Client: Caledonian MacBrayne

Award: GOLD

Entry: How Bright Signals Made Your Fringe

Agency: Bright Signals

Client: Edinburgh Festival Fringe Society

Award: SILVER

Entry: How The National Library Of Scotland Shook

Edinburgh
Agency: The Union

Client: The National Library of Scotland

Award: BRONZE

## CHAMPION & CHAMPIONS CATEGORY

Pioneering Spirit Award

Agency - WLG

Young Bride from RDFL, Lebanon

Champions of Equality & Diversity
Skoog Music

Chairmans Award for First Time Entry

Chairmans Award for First Time Entry Client - Golden Charter

Chairmans Award for Small - Medium Sized Enterprise Agency - StudioLR

Chairmans Award for Small -Medium Sized Enterprise Client - Podberry

Star Agency of the Year The Leith Agency

Star Marketing Team of the Year Ian Macleod Distillers Ltd

Inspirational Agency Leader of the Year Juliet Simpson, Stripe Communications

Inspirational Marketing Leader of the Year Claire Prentice, The Scottish Government

### ST ANDREW'S DAY CELEBRATION

Our final flagship event of the year was held on November 30 on St Andrew's Day itself and was hosted by Edith Bowman.

Once again, most guests enjoyed the ceremony and entertainment on a shared screen in private Zoom rooms. Even the most sceptical members were surprised and delighted with their virtual experience.

## FELLOWSHIPS WERE AWARDED TO THE FOLLOWING MEMBERS

Louise Killough – The Union

Joanne Lynn – Lux Events

Rod Gillies – The Borders Distillery

Gregor Urquhart – The Scottish Government

### HONORARY FELLOWSHIPS WERE AWARDED TO

Sir Geoff Palmer OBE
Lisl MacDonald - Spring & Atlas

### THE EMPLOYER BRAND OF THE YEAR WINNERS

Client - The Scottish Government Agency - Studio LR

### **SPEAKERS AND ENTERTAINMENT**

Fiona Burton - Marketing Society Scotland Chair Sophie Devonshire - The Marketing Society CEO

First Minister - Nicola Sturgeon

Calum Fraser - The Famous Grouse Master Blender

**Edith Bowman** in conversation with entrepreneur and TV personality **Amar Latif** 

Tam O'Shanter recital by Karen Dunbar

Finale by The LaFontaines

You can re-live the evening here.













### **EMPOWERING EVENTS**

### **FUTURE LEADERS**

We hosted 4 Future Leaders events across the year where we invited Business Leaders and Advisory Board members to share their career journey and lessons along the way with our aspiring leaders.

They also gave insights they had on leadership skills.

Our Future Leaders presenters this year were Nicola Thomson, Edrington; Gregor Urguhart, Scottish Government; David Craik, Bright Signals and Laura Cheyne, National Trust of Scotland.

### **INSPIRING MINDS**

Our Inspiring Minds programme of events this year included sessions on Behavioural Science from Richard Shotton, Crisis Management with Andrew Wilson of Charlotte Street Partners and Juliet Simpson from Stripe Communications, and Innovation and Marketing with John Bernard from Dexcom and Aarti Joshi from DF Concerts.

### UNDER THE SPOTLIGHT

With this programme of events, we shine a light on important areas of leadership with speakers that included Chris Pitt, from HSBC who can an intimate insight into bullying in the workplace. Paul Graham from Moet Hennessy on luxury branding and finally Sir Geoff Palmer OBE who discussed how we could use the Black Lives Matter movement to help promote equality, diversity and inclusion in Scotland.

### PIONEERING SPIRIT AWARDS

Theses awards have been developed over the last 10 years using award winning campaigns from across the world as a source inspiration and discussion on the nature and importance of big ideas.

As well as judging awards across a wide range of sectors we also hosted sessions on specific industries like tourism and campaigns that have promoted equality, diversity and inclusion.

You can see more details of this programme and the campaigns we have judged over recent year here.

### **GLOBAL WEBINARS**

As part of a global network, we can provide members access to online events featuring leading speakers on key subjects across our six other regional hubs - London, New York, Hong Kong, India, Dubai and Singapore.

Series and subjects covered this year have included.

Keep calm and...

Global conversations

Optimising LinkedIn profiles

Leadership in uncertain times

Brave conversations

Moving at the speed of crisis

Brand resilience

Power of Collaboration with Lord Seb Coe Creativity with Channel 4 and Jon Snow



Laura Cheyne



David Craik



Nicola Thomson



Gregor Urguhart





Andrew Wilson



Aarti Joshi



Juliet Simpson



John Bernard



Paul Graham



Chris Pitt



Professor Geoff Palmer OBE

### MENTORING PROGRAMME

In 2020 we developed 2 new levels of mentoring.

Peer to peer – where senior members and matched with other members at a similar level providing the opportunity to discuss matters where they may be shared experiences and empathy.

Our Young Mentors programme matches our First Role and Future Leaders with members who are only 5 – 10 years ahead of them in their career path.

At any given time, we have around 100 mentors and mentees involved in our mentoring programme.

## EQUALITY, DIVERSITY AND INCLUSION (EDI) TASKFORCE

Across the year we have developed a wide range of EDI initiatives.

- The Champions of Diversity and Equality Star Award.
- A commitment to EDI was used in the judging criteria for the Star Agency, Star Marketing Team and Employer Brand of the Year Awards.
- Pioneering Spirit Awards session judging equality, diversity and inclusion award winning campaigns from across the world.
- Ensuring diversity in our Advisory Board and event programme.
- Creative briefs have been developed to encourage people from all backgrounds to follow a career in marketing, to promote awareness of disability issues and to help confront racism.

### 2021 EVENT PROGRAMME

### **JANUARY**

Thursday 14 January Star Awards Showcase

Friday 15 January Future Leaders #1

### **FEBRUARY**

Tuesday 9 February
Siegel + Gale Purpose Event

Monday 15 February
Star Awards Entry Deadline

**Tuesday 23 February** PSA Judging #1

### MARCH

Thursday 11 March Inspiring Minds #1

Wednesday 3 March

Star Marketing Student Apprentice Day, Glasgow

Wed 24 & Thu 25 March

Star Awards Judging [1st stage]

Student Marketing Society Gathering

### APRIL

Wednesday 21 April
Digital Day [F], virtual event

### MA

Tuesday 4 May Star Awards Judging [2nd stage]

Tuesday 4 May Future Leaders #2

Wednesday 19 May Inspiring Minds #2

Thursday 27 May MSS Golf Day (either May or September)

### JUNE

Thursday 17 June Star Awards [F], hybrid event/Glasgow

**Tuesday 29 June** PSA Judging #2

Awards, London

### **AUGUST**

**Tuesday 3 August**Future Leaders #3

Friday 27 August Amplify [F], hybrid event/Edinburgh

### SEPTEMBER

Thursday 9 September
Fellows Dinner

Wednesday 22 September
Inspiring Minds #3

**Thursday 30 September**Trendspotting with
Republic of Media

### **OCTOBER**

**Tuesday 5 October** PSA Judging #3

**Tuesday 12 October** Future Leaders #4

**Thursday 21 October** Industry Insights with DC Thomson Media

### **NOVEMBER**

Wednesday 3 November Inspiring Minds #4

Thursday 11 November
Trendspotting with MadeBrave
Tuesday 16 November
PSA Judging #4

**Thursday 25 November** St Andrew's Day Dinner, Edinburgh <sub>I</sub>

Annual Conference, London

Annual Dinner, London

### **DECEMBER**

Thursday 2 December Industry Insights with Scottish Ballet

Thursday 9 December Christmas Drinks

Please note all dates are subject to change and will be confirmed in our weekly emails and on our website.

### 2020 SPONSORS AND SUPPORTERS

AdSmart from Sky

Always Be Content

Caorunn Gin

Channel 4

Denholm Associates

Edrington

Edrington-Beam Suntory UK

Food Standards Scotland

Grayling

Guy & Co

Highland Spring

Inverarity Morton

Jump Research

The Leith Agency

MLG

MRS

Ogilvy

Orb Group

Reach Scotland

Republic of Media

Royal Bank of Scotland

SQA

TEDxGlasgow

The Scotsman

The Scottish Government

The Union

**Union Direct** 

Velux

VisitScotland

Whitespace

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LinkedIn -

www.linkedin.com/showcase/the-marketing-society-scotland

Instagram -

www.instagram.com/themarketingsoc/

Facebook -

www.facebook.com/themarketingsociety

YouTube – www.youtube.com/user/themarketingsoc

The Leith Agency are our Annual Review creative partners for 2020

# 2020 — UNCHARTED TERRITORY

ANNUAL REVIEW



SCOTLAND