

MARKETING SOCIETY SCOTLAND ANNUAL REVIEW 2017

~~Artificial~~ Intelligence



**In an ever increasing virtual world
where fake news can seem the norm,
the Marketing Society remains
an important source for market
intelligence and discussion with
no artificial ingredients”**

Helen Campbell

Head of Global Brand & Marketing Communications, VisitScotland
Chair of Marketing Society Scotland 2016 – 2017



Vision

To build a world leading marketing community in Scotland.

Mission

To inspire bolder marketing leadership.

Objectives

Increase, engage and inspire our members.

Promote the value of marketing.

Promote Scotland – as a place to study, work and invest in marketing.

Membership
Numbers
in Scotland
November 2017

550

+15% YOY
(25% of UK total)

53

Corporate Members
+20% YOY

Benefits of Membership:

Make new connections

Build your profile

Take advantage of industry insights

Share market intelligence, resources and publications

Be inspired by a like-minded professional community

Levels of Membership

You're in your first marketing role

Graduate

You are under 30 years of age

Associate

You're working at a managerial level

Executive

You've reached director level

Business Leader

Organisations with 5+ individual members

Corporate Membership

2017 New Fellows

John Booth	Scottish Government
Ali Finlay	The Lane
Kyle Hardie	The Union
Juliet Simpson	Stripe Communications

2017 New Honorary Fellows

David Eustace
Photographer and Creative Curator

Josh Littlejohn
Social Bite and Capital Events

2017 MSS Council

Pauline Aylesbury	Scottish Government
Petra Cameron	RBS
Helen Campbell	VisitScotland
Karlo Castro	Edrington
David Crawley	Dentsu Aegis
Michael Doran	Sainsbury's Bank
Kyle Hardie	The Union
Elise McDonald	Lux Events
David Roberts	Multiply
Richard Simpson	Tayburn
Julie Tinson	University of Stirling
Karen Trickett	Golden Charter
Ali Tuck	Edrington

Corporate Members Make the intelligent move - these businesses have:

Abellio Scotrail

Aberdeen Standard Life

Caledonian MacBrayne

Carat Edinburgh

Cello Signal

Dentsu Aegis Network

Deloitte Digital

Denholm

Digitas LBi

Edison Bond

Edrington

Food Standards Scotland

Frame

Front Page

Healthcare Improvement Scotland

Highland Spring

Historic Environment Scotland

iProspect

Kames Capital

Lux Events

Made Brave

Material

Maxxium

MediaCom

Media Scotland

Multiply

People's Postcode Lottery

Royal Bank of Scotland

Republic of Media

Sainsbury's Bank

Scottish Football Association

Scottish Government

SQA

SSE

STV

Tayburn

Tennent Caledonian Breweries

Tesco Bank

Teviot Creative

The Big Partnership

The Lane Agency

The Leith Agency

The National Trust for Scotland

The Union

University of Edinburgh Business School

University of Glasgow

University of Stirling

University of Strathclyde

VELUX

VisitScotland

Weber Shandwick

Whyte & Mackay

Wire

Find out how a corporate membership can work for your business. Contact James Sutcliffe james@marketingsociety.com



It was a real honour to be awarded a Fellowship and I am delighted to play a role in promoting gender equality in our industry”

Juliet Simpson, Stripe Communications

I was happy to share my experiences, good and bad – including some of my mistakes with the next generation of future leaders in our industry”

Glen Gribbon, Edrington and Future Leaders speaker



It was great fun to lead such a determined bunch of creatives in beating the client team – again”

Pam Scobbie, Wire and Amplify winning creative team captain

Ideas.For a time when ideas are undervalued.
Ideas.For restoring professionalism.
Ideas.For building trust again.
Ideas.For more R.O.I. and less B.S.
Ideas.For destroying mediocrity.
Ideas.For world-changing, not short-changing.
Ideas.For breaking the rules, not the bank.
Ideas.For making stuff less.
Ideas.For making clients matter more.
Ideas.For rebellion, beauty and love.
Ideas.For making good companies into great brands.
Ideas.For a refreshingly, rigorous approach.
Ideas.For resurrecting ambitious thinking.
Ideas.For a different type of agency.
Ideas.For a future that's strategic, creative & effective.
Ideas.For creating success that goes on and on (much like this ad).

We've a new team, approach, hope for the industry, ambition for clients,
and hunger to meet interesting, strategic people. Get in touch.

thegateedinburgh.com



Ideas.Forever

So, 2017 then...



Industry Insights

Hosted by leading corporate members providing insights into different industry sectors, their organisation and their activities.

Mentoring

All members are invited to take part in this programme where we match mentors to mentees looking for independent professional advice and guidance.



Trendspotting

A new programme of events hosted by leading companies for agency planners and strategic marketers discussing new marketing tools, planning techniques and trends.

Talent Development

The opportunity for members to gain experience with leading organisations in another sector or discipline.



Future Leaders

Hosted by Business Leader members providing leadership insights for members aspiring to senior roles in the industry.

Students

We work with universities across Scotland to encourage and support the development of Student Marketing Societies.



DIGITAL DAY

Making Connections



A DAY OF INSIGHTS AND INSPIRATION AT THE STUDIO IN GLASGOW

Who is doing what today and tomorrow in the digital world. Watch the highlights [here](#)

LOOK TWICE



THINK TWICE



Inspiring

Inspiring Minds

An examination of the 5 key areas of marketing best practice:

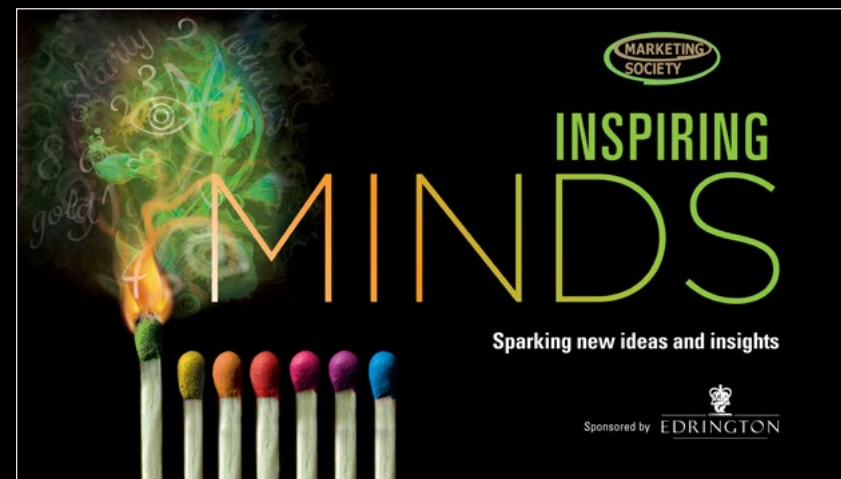
Inspiring Briefs

Inspiring Planning

Inspiring Creativity

Inspiring Results

Inspiring Presentations



Inspiring Diversity

A series of events across the year promoting diversity and gender equality:

Inspiring Women in Business

In association with Management Today

Inspiring Diversity in Marketing

Developed in association with SSE to Inspire Diversity in Marketing

Pioneering Spirit Awards

Inspiring equality across the world





The Marketing Society Star Awards
celebrate innovation, leadership and drive.

This year we celebrated in style
with Susan Calman as our host.





Champions Category – Gold Star Winners

- | | |
|-----------------------------|---|
| First Time Entrant (Agency) | APS Group |
| First Time Entrant (Client) | National Library of Scotland |
| SME (Agency) | PUNK Creative |
| SME (Client) | Macsween |
| Agency of the Year | The Union |
| Marketing Team of the Year | VELUX |
| Agency Star of the Year | David Craik, Bright Signals |
| Marketing Star of the Year | Pauline Aylesbury, Scottish Government |



Over 500 guests gathered at the newly opened SWG3 in Finnieston, Glasgow.



MARKETING
SOCIETY
STAR AWARDS



Watch the Marketing Society Star Awards highlights [here](#)



amplify
marketing festival.



I think if you set out to build a great business, you'll stand a fair chance of building a great brand. I am not equally confident that someone aspiring to build a great brand will build a great business”

Rory Sutherland

Vice Chairman, Ogilvy & Mather Group



A day of insightful speakers, intelligent debaters and inspirational pitches followed by the legendary Mad Men & Mad Women drinks party.



amplify
marketing festival.



Watch the Amplify Marketing Festival highlights [here](#)



ST ANDREW'S DAY

... DINNER ...




ST ANDREW'S DAY
... DINNER ...

RUBY WAX ENTERTAINED IN THE BEAUTIFUL MANSFIELD TRAQUAIR



A night of celebration, recognition and toasting the year ahead. Watch the highlights [here](#)

Pioneering Spirit Awards Judging Sessions

Business Leader members are invited to discuss, debate and judge inspiring award winning ideas from across the world.



THE
PIONEERING
SPIRIT
AWARDS 



Fellows Drinks and Dinners

Fellows of the Marketing Society are invited to the annual cocktail party in London and an exclusive dinner in Scotland hosted by the Fellowship Chair.



Christmas Drinks

Just as our St Andrew's Day Dinner has become an Edinburgh tradition our Christmas Drinks event has become a Glasgow tradition with our 2017 event hosted by Edrington in the roof top bar of their new Glasgow HQ at 100 Queen St.

Golf

All members are invited to participate in our annual Clients vs Agencies team event in the spring at a championship course and the individual Open Challenge hosted by a member at a hidden gem course.



Looking forward to 2018

JANUARY

- 16 G Future Leaders #1
- 17 G Inspiring Minds: Inspiring Presentations
- 30 G PSA #1 Lunch

FEBRUARY

- 8 G Trendspotting T1: Wire + Whyte & Mackay
- 19 Star Awards Entry Deadline
- 22 E Industry Insights #1 with FSS

MARCH

- 8 E Inspiring Women Conference (EICC)
- 15 E Inspiring Minds: Inspiring Briefs

APRIL

- 10 E PSA #2 Lunch
- 12 E Digital Day
- 19 G Industry Insights #2 with STV

MAY

- 17 G Inspiring Minds: Inspiring Planning
- 8 E Future Leaders #2
- 24 E Trendspotting T2
- 25 Annual Golf Day: Clients v Agencies

JUNE

- 7 E Industry Insights #3 with Deloitte Digital
- 13 L Excellence Awards
- 14 G Inspiring Minds: Inspiring Diversity
- 21 E Star Awards

AUGUST

- 16 G Trendspotting T3
- 24 E Amplify Marketing Festival
- 30 G Industry Insights #4 with SSE

SEPTEMBER

- 7 Open Golf Challenge
- 11 G Future Leaders #3
- 13 E Inspiring Minds: Inspiring Creativity
- 20 E Inspiring Equality Around the World

OCTOBER

- 16 E Future Leaders #4
- 18 E Industry Insights #5 with Union Data
- 25 Fellows Dinner

NOVEMBER

- 6 G PSA #3 Lunch

- 8 G Inspiring Minds: Inspiring Results
- 22 E Trendspotting T4
- 29 E St Andrew's Day Dinner

DECEMBER

- 6 G Industry Insights #6 with Whyte & Mackay followed by Christmas Drinks

-
- E Edinburgh
 - G Glasgow
 - L London
-

Dates are subject to change:
marketingsociety.com/scotland



It is a great privilege to help lead The Marketing Society in Scotland and promote our profession”

Michael Doran
Head of Propositions and Innovation,
Sainsbury's Bank

Chair of Marketing Society Scotland 2018 - 2019

Sponsors

Cello

Denholm

Edison Bond

Edrington

Glasgow Life

Hudson

Ignition

Material

Maxxium

Media Scotland

Ogilvy

Republic of Media

Skills Development Scotland

SMG Insight / YouGov

SQA

The Scottish Government

Union Direct

VisitScotland

Supporters

Always Be Content

CIPR

Caorunn Gin

Guy & Co

Highland Spring

Inverarity Morton

Jump Research

MLG

MRS

PPA

TEDxGlasgow

The Scotsman

University of Edinburgh

Business School

Whitespace

Partners

Lux Events • MSS Partner

Jump Research • Research Partner

Tuna • Star Awards Digital Partner

MLG • Print Partner


The Gate • 2017 Annual Review Creative Partner

THE GATE | *Edinburgh*

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Our thanks to **Tim Edgeler** for the great photography

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