



2020 –
UNCHARTED TERRITORY

ANNUAL REVIEW

 **THE MARKETING
SOCIETY**

SCOTLAND



NAVIGATING A CRISIS

At the start of the year no one knew what was coming in 2020. There was no roadmap for the way ahead. Success, even survival, depended on charting a completely new course.



GUIDED BY OUR VISION

When the terrain seems alien and unfamiliar it's more important than ever to focus on your long-term vision - to remember why you're here, and what it is you first set out to achieve.

CHAIRMAN'S MESSAGE



The Marketing Society in Scotland has a vision to build a vibrant marketing community renowned for enlightened thinking, innovation and creativity. In 2020, never has this vision been more pertinent.

As the pandemic hit in early 2020, our whole industry went into crisis mode. Leadership was tested - as was personal resilience. But as is often said; out of adversity, comes opportunity – and this is what we should celebrate.

Firstly, I'd like to acknowledge and thank the Marketing Society Scotland team and Lux who managed to take our event-based model, online, practically overnight. This was a sizable challenge - but not only were the innovative online events a success, they drew in a record number of delegates from all over the world.

I'd also like to thank the Advisory Board for all their time and invaluable input this year. On the back of discussions, we now have a new Future Leaders Advisory Group (FLAG) launching next year to help us drive our work in equality, diversity and inclusion even further forward.

Finally, I'd like to thank you, our members. The Society is only as good, only as strong as the people within it. This year, despite the pandemic, we've shown that the Marketing Society in Scotland continues to be world-leading in its attitude, its resilience and its thinking.

Just think what we can do together in 2021.

Fiona Burton
Chair, Marketing Society Scotland
Partner, The Leith Agency

DIRECTOR'S REPORT



I am pleased to report that the Marketing Society Scotland has had another successful year despite the most challenging circumstances.

The impact of the pandemic would appear to reinforce the need for our members to be part of a wider and vibrant community beyond the daily grind of Zoom calls.

Membership continues to increase steadily to over 760 individual members and 12 new corporate members coming on board over the last year taking us to over 70 leading organisations involved.

We were particularly delighted to have new members joining from Perth, Dundee and Aberdeen as our move to virtual events as helped overcome the need to travel to the central belt.

During the year we have also moved our membership management from our London HQ to Lux Events who have developed their role as our Membership & Event partner. This should help with member and guest experience when dealing with a local team on both membership and event matters.

Moving our flagships to virtual events have also allowed us to be much more inclusive both in terms of pricing and accessibility. The Ogilvy Lecture delivered by Mark Ritson which would normally have been seen by 150 guests in the University of Edinburgh Business School lecture theatre has now had more than 10k views on YouTube. Mark was beamed in from his home in Tasmania and was introduced by the marvellous Rory Sutherland who was on holiday on the south coast of England.

Our members have also been able to enjoy a wide range of webinars with top speakers on key topics from London and our other global hubs throughout the year.

We have also been very pleased with the response to our weekly email Support Our Society which we introduced at the early stages of the pandemic. This helped ensure

we kept our members connected, inspired by relevant content and built a real sense of a supportive community during the really tough times.

I would like to take this opportunity to thank all our members for their continued support.

And a big thanks also to Fiona and the members of our Advisory Board, our sponsors and supporters, Lux Events, Caroline and the team at The Marketing Society HQ in London.

Despite the continued uncertainties, I am confident we will continue to build a strong, vibrant and resilient community of marketing professionals in Scotland.

Graeme Atha
Director
The Marketing Society

An aerial photograph of a geological site showing distinct horizontal layers of rock. The layers vary in color from light tan to dark grey. A small, dark blue pool of water is situated in a depression on the left side of the image. The overall scene is rugged and textured.

ADVISORY BOARD 2020

The changed landscape of 2020 made it a busy year for the Advisory Board across all four clusters. Key changes included revising our marketing plans mid way through the year and the development of several new equality, diversity and inclusion initiatives.

MARKETING & MEMBERSHIP

Graeme Atha, The Marketing Society (Director)
Derek Hemphill, Royal Bank of Scotland
Natalie Burns, Barclays
Marina Maciver, Scottish Enterprise
Leigh Dobson, The Leith Agency
Louise Killough, The Union
Amanda Hamilton, Edrington-Beam Suntory UK
Pam Scobbie, Wire

We revised our marketing plans mid-way through the year to reflect the changing needs of our members, adjusting our pricing and event programme to be more relevant, accessible and inclusive. We also reviewed our membership levels changing Graduate Members to First Role to encourage people from all backgrounds to consider a career in marketing. We also changed from Associate to Future Leader, reflecting the aspirations of members at this level and removed the age criteria.

PROMOTION & PARTNERSHIPS

Fiona Burton, The Leith Agency (Chair)
Jane Strachan, PUNK
Cat Leaver, VisitScotland
Emma Pollock, Diageo
Lisl Macdonald, Spring & Atlas
Ian Greenhill, Studio Something
Aileen Rushton, STV Creative
Colin Banks, SSE
Debi McLean, Deloitte Digital
Morna McLelland, Stripe

This cluster considers which of our initiatives we should promote to reflect our vision and objectives. This has led to several new equality, diversity and inclusion initiatives which will be developed across 2021.

We also look to develop partnerships with other professional bodies to encourage better communication and effective collaboration in our industry.

EDUCATION & EMPOWERMENT

Rod Gillies, The Borders Distillery (Vice Chair)
Vicki Miller, VisitScotland
Cate Nelson-Shaw, Yellow Book Consulting
Maddy Sim, Dentsu Aegis Network
Nicola Thomson, Edrington
Gregor Urquhart, Scottish Government
Joanne Lynn, Lux Events (Membership & Event Partner)

We have continued to build our relationship with Young Enterprise Scotland and their schools programme where they support teams from across Scotland in a competition to develop business plans.

We presented Tartan Texts from Linlithgow Academy with the Star School Award this year. This cluster also ran a workshop to discuss the key skills our members need to be empowered to be brave leaders.

STUDENT MARKETING SOCIETIES

Caroline Hill, The Marketing Society Scotland (Marketing Manager)
Peter Sanchez, Heriot-Watt University
Nathalie Tjandra, Edinburgh Napier
Carol Prest, DC Thomson
Anna Quinn, Frame
Ailsa Graham, Tesco Bank

We have helped establish a Student Marketing Society at 10 universities across Scotland who are all allocated a mentor from our Advisory Board. This helps us promote the marketing profession to students and helps them build connections with our industry and potential employers.

The universities currently involved are Robert Gordon's, Dundee, Stirling, Edinburgh, Edinburgh Napier, Queen Margaret, Heriot-Watt, Strathclyde, Glasgow, Glasgow Caledonian.



MEMBERSHIP REVIEW

Despite the challenges of the year – or perhaps in part because of them – membership continued to rise. We welcomed 12 new corporate members and individual membership increased to 769.

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	Moment
Beam Suntory	Royal London
Diageo	ScotRail
Golden Charter	Skills Development Scotland
Ian MacLeod Distillers	Spey
ICAS	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

An aerial photograph of a coastline, showing a mix of green and blue water, sandy beaches, and rocky outcrops. The water is a vibrant green, and the beaches are a light tan color. The overall scene is a natural, coastal landscape.

FELLOWS AND HONORARY FELLOWS

Fellowship of The Marketing Society is limited to a select few of our industries most outstanding and bravest leaders and is awarded for their significant contribution to The Marketing Society and marketing generally. We were delighted to announce six new Fellows in 2020.

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 SCOBIE
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

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



PLOTTING A NEW COURSE

One challenge of 2020 was taking our events entirely online. We not only succeeded, but also gained some unexpected benefits. It allowed us to be more inclusive and we attracted more new members from outside the central belt.

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

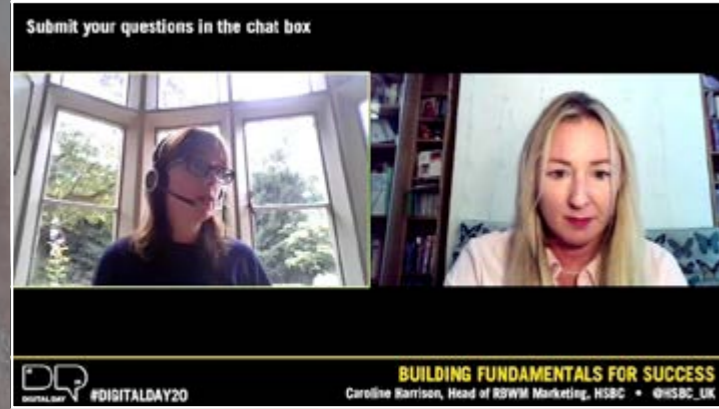
THE CLIENT TEAM WON 3 VS 2



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](#)



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 [here](#). 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

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

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

Client: The Scottish Government

Award: GOLD

Entry: The Macallan, Make The Call

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

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
Award: BRONZE

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

FOOD

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
Young Bride from RDFL, Lebanon

Champions of Equality & Diversity
Skoog Music

Chairmans Award for First Time Entry
Agency - WLG

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 Urquhart, 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 Moët 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

These 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 Urquhart



Richard Shotton



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 are 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

MAY

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
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

CONTACT US

The Marketing Society – Scotland Director

Graeme Atha

graeme@marketingsociety.com

@graemeatha

Marketing Manager

Caroline Hill

caroline@mrketingsociety.com

@Chill005

Membership and Event Partner

Lux Events

www.luxeevents.co.uk

marketingsociety@luxeevents.co.uk

@luxeeventsltd

Website -

www.marketingsociety.com

Twitter -

@marketingsocscsco <https://twitter.com/marketingsocscsco>

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

 **THE MARKETING
SOCIETY**

SCOTLAND