



News release from **The Worshipful Company of Marketors**

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Managing the brand 'London' in the wake of the bombings.

The way London manages its brand and the need for branding following the recent bombings was the theme of the Lord Mayor of London's address to Sir Paul Judge, Master of the Worshipful Company of Marketors, the livery company for leaders in marketing, and members and guests at their annual lunch on 14th July at the Mansion House.

Expressing condolences to the bereaved, the Lord Mayor, The Rt. Hon. Michael Savory, commented on the efficient reaction of the emergency services and others, adding that the City of London remains in business undaunted.

'Look in any marketer's tool kit', he commented, 'and you will find a valuable, well-used instrument called brand management. In successful organizations it plays a large part: in some they appear to have lost it or cannot remember what it is used for.'

Looking back to the terrorist outrages he felt that the brand of London and especially the City of London, was managed well. Returning immediately from promoting UK business in the far east, he was struck by the memorable visuals in the media showing disciplined, effective emergency services. The real brand champions, he felt, were the people of London carrying the brand message of determination in the face of danger and the unknown.

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He recalled the development of corporate branding over the past 30 years with brand and reputation management as a part of marketing, sending clear and consistent messages about positioning, values and ways of doing business behind the product.

Now as corporate responsibility and governance are key, a strong identity can have a downside: the bigger an organisation seems to be, the more people are keen to bring it down, citing as an example that when any branch of the big accountancy firms from Bogotá to Berlin damaged its reputation, the whole international network is also damaged.

'If it carries your name, it carries you: it is not possible for the whole to disown the part' he said, adding 'If you want to benefit from London's lustre, your clients must know that if your name is on the door anywhere in the world, it means that London must know what is going on inside. We know the penalty of failing in this. You cannot disown your reputation simply by saying so'.

Referring to the Marketors' livery company, the Lord Mayor added that where there is professionalism, transparency and investor security, trust in high quality markets can be maintained. He considered that the Marketors company, whose members are at the leading edge of this thinking, shows probity, direction and vision, with their brand management in excellent shape.

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Background to the Worshipful Company of Marketors

The Marketors' Livery Company is one of the modern Livery Companies of the City of London, having been granted full Livery status in 1978: it is 90th in the Roll of Livery Companies.

The Worshipful Company of Marketors - the City Livery Company for leaders in Marketing - works in the proud traditions of the City of London to influence the future of marketing.

The Company's Objectives are to:

- Promote marketing as a force for economic and public benefit.
- Encourage excellence in marketing education and practice
- Support the City of London and the Mayoralty
- Raise funds for and be involved in charitable work
- Foster fellowship and discussion among members.

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