

TOM DENYARD

UNILEVER UK LIMITED

Social media and a little extra bravery catapulted one marketer and a 100-year-old brand to new heights.

> BY JILL RIVKIN

Attending meetings in eerie Victorian buildings, sending communications in Old English and bringing mysterious groups of people together for invitation-only, underground events are ordinary occurrences for Tom Denyard. After all, he is one of the founders of a secret society.

Denyard's clandestine "Marmarati" group was established just over six months ago as part of a marketing campaign to launch a new variety of the more-than-100-year-old brand Marmite. Marmite itself is an extremely polarizing and long-beloved/hated brand of yeast-based spread common in the UK and owned by Unilever UK Limited. Denyard is the marketing manager overseeing Marmite and four other brands operating under the Incs² Brands umbrella. And, surprisingly, he's also a self-proclaimed "hater" of the product. >

**BRAND
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