

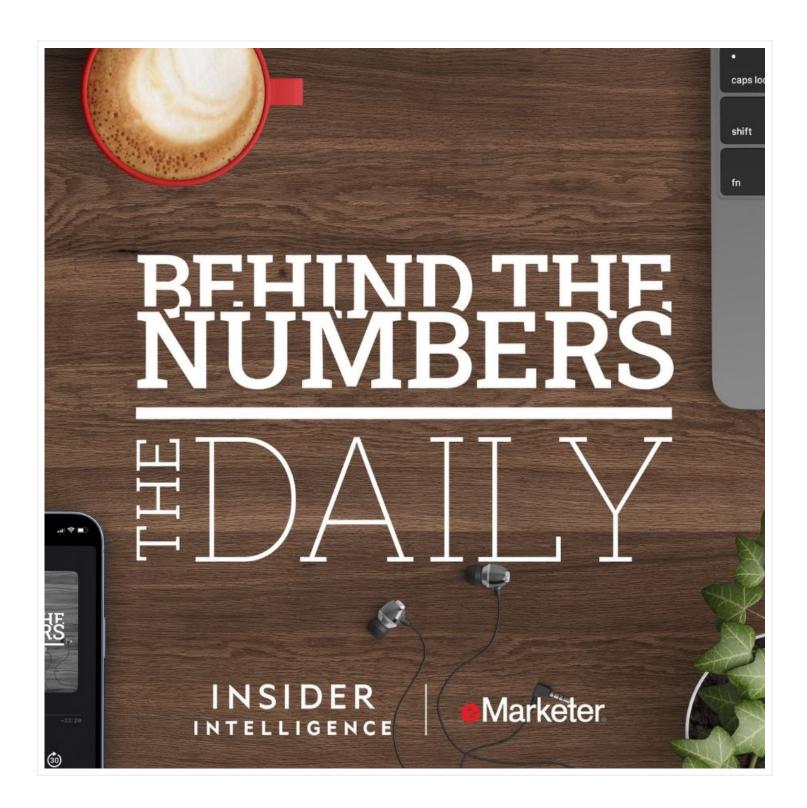
The Daily: Does every brand need a social purpose, and the right (and wrong) ways to do Pride marketing

Audio





On today's episode, we discuss what a "brand purpose" even is, the research on whether it is directly linked to sales, the right way to engage the values-driven consumer, and some of the best-in-class examples. "In Other News," we talk about pride marketing and how to go beyond the "rainbow campaign." Tune in to the discussion with our analyst Dave Frankland.



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