

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.



Subscribe to the “Behind the Numbers” podcast on *Apple Podcasts, Spotify, Pandora, Stitcher*, Podbean or wherever you listen to podcasts.

Unlock the Power of TV for your Business

TV advertising is powerful but traditionally expensive and complex. That’s why Marketing Architects created All-Inclusive TV. They invest their OWN money to produce, analyze, and optimize your campaign. All you pay for is media. It's so revolutionary, they wrote a book about it.

[Click here](#) to get your free copy.