

# The Executive Roundtable: Danielle DeLauro of Vab on Brands Addressing Social Issues and Using Video to Drive Inclusive Messaging

**AUDIO** |

**eMarketer Editors**

Danielle DeLauro, executive vice president of Vab, an organization that provides video advertising insights to marketers and agencies, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss the role of brands in addressing social issues and the importance of video to drive messaging about diversity and inclusion.

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**US Adults Who Say Select Brand Responses to Racial Injustice Are Important to Earning/Keeping Their Trust, June 2020**

% of respondents



Note: ages 18+; "moderately important" and "very/extremely important"  
Source: Edelman, "Edelman Trust Barometer 2020: Brands and Racial Justice in America," June 9, 2020

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