

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

AUDIO

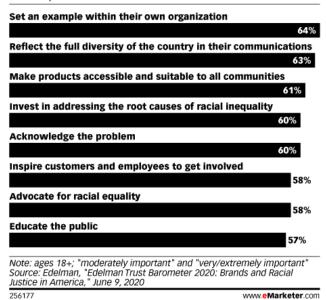
eMarketer Editors

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.



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

% of respondents



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