3 Entertainment Execs on Finding the Right Brand Partnerships and Working With Underrepresented Talent

Brands working with entertainment is nothing new. But with a seemingly unending string of brand and talent mishaps plus the power of social media calling out a celebrity or creator for something offensive they've said or done (and the loss of business that comes with that), the stakes have never been higher for brand partnerships…. https://www.adweek.com/brand-marketing/3-entertainment-execs-on-finding-the-right-brand-partnerships-and-working-with-underrepresented-talent/