Brands That Align Message and Messenger Build an Authentic Voice

There is no doubt that consumers are looking for brands to lead the way when it comes to social causes: 71% of consumers report they believe it’s important that businesses take a stance on social movements, and 75% are likely to start shopping somewhere that supports issues they agree with, according to a study by Clutch.

Recommended articles
https://www.adweek.com/brand-marketing/brands-that-build-an-authentic-voice/