Evolving a Legacy Brand With the CMO of Dreyer’s Ice Cream

> Fine-tune your media, marketing and technology strategies at the Convergent TV Summit on October 25 with expert insights and strategies from the pros. Register now to save 35% on your pass.

Häagen-Dazs. Skinny Cow. Edy’s. Drumstick.

If you’re a fan of ice cream, there is a good chance you have heard of at least one of these brands. Since 1928, Dreyer’s Grand Ice Cream has been in the business of putting smiles on people’s faces with ice cream, and according to Elizabell Rivera Marquez, CMO of Dreyer’s Grand Ice Cream, there’s an ice cream for everyone.

In a recent conversation, Rivera Marquez shared her passion for food, which started with her first job out of high school, and her journey from Nestle intern to CMO of one of the oldest and most recognizable names in ice cream.

Listen to this week’s episode to hear how Rivera Marquez and Dreyer’s Grand Ice Cream deliver the best product possible and building brands consumers love by having the same objectives across the C-suite, how she handled repositioning the brand during the pandemic, and much more.

Stream the new episode below, subscribe on Apple Podcasts, or find it on Spotify.

Reach the right audiences in the right moments with Amazon Ads. With a wide range of owned channels and creative ad formats, Amazon Ads helps brands seamlessly deliver innovative, immersive ad experiences for brand marketing,

performance and everything in between. From streaming to shopping to gaming and beyond, connect with consumers in the places they love to be. Learn more.



Recommended articles
https://www.adweek.com/media/evolving-a-legacy-brand-with-the-cmo-of-dreyers-brand-ice-cream/