How Ben & Jerry’s Created Its Purpose-Driven Legacy

Long before it was widespread, Ben & Jerry’s was at the forefront of social responsibility. For the iconic ice cream makers, it’s not cause marketing, and it’s not philanthropy. CEO Matthew McCarthy understands the power of businesses as a force for good and has led the way for social activism in the brand arena. McCarthy joined Day 1 of Brandweek to discuss marketers’ newfound voice and the importance of sticking by your brand values, even when faced with ‘haters.’

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