P&G’s Marc Pritchard Is Using ‘Constructive Disruption’ to Reinvent Brand Building

The demand for consumer-packaged goods in the wake of Covid-19 continues to upend the regular patterns that connect commerce and performance.

Recommended articles
https://www.adweek.com/performance-marketing/pgs-marc-pritchard-is-using-constructive-disruption-to-reinvent-brand-building/