What Beyoncé Teaches Brands About Being Truly Purpose-Driven

“Purpose-driven” brands? What a crock.

For the past five years or so, purpose-driven anything—be it brands, marketing, companies or what have you—has found itself squarely affixed within the zeitgeist of our industry, the talk of today’s most prominent marketing thought leaders.

But what is there to debate? Should brands be purpose-driven? Of course they should, if for no other reason than the fact that brands are inherently purpose-driven.

WORK SMARTER – LEARN, GROW AND BE INSPIRED.

SUBSCRIBE TODAY!

To Read the Full Story Become an Adweek+ Subscriber

View Subscription Options

Already a member? Sign in

https://www.adweek.com/brand-marketing/what-beyonce-teaches-brands-about-being-truly-purpose-driven/