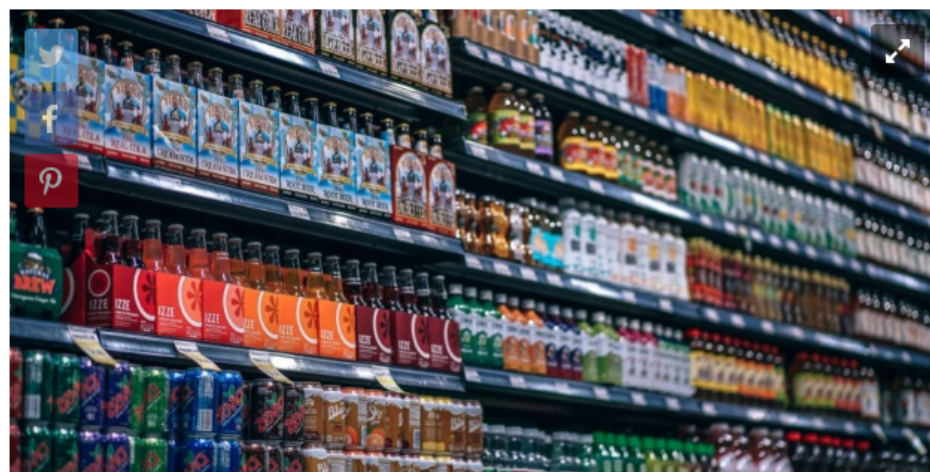


OPINION >

Has advertising forgotten its brand purpose?

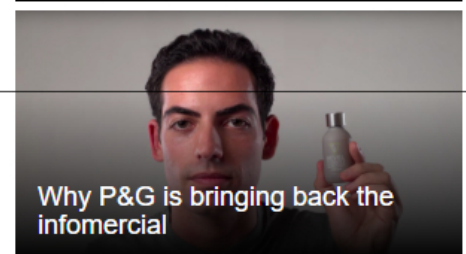
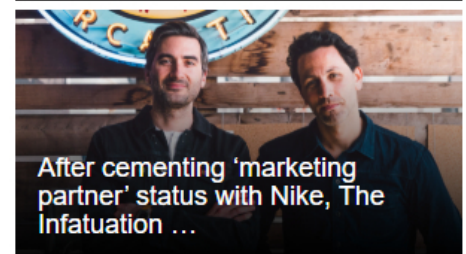
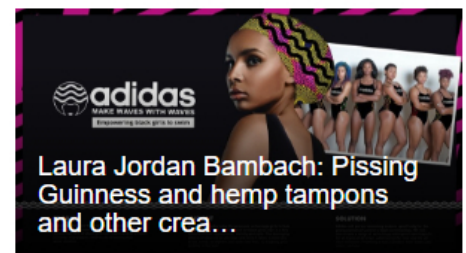
By Darren Woolley - 25 September 2019 04:47am



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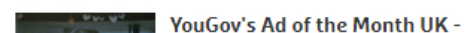
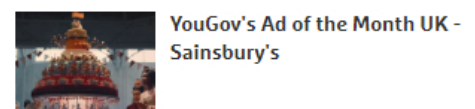
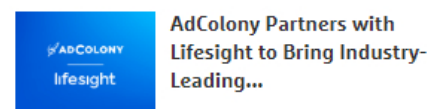
Interesting that not a week goes by when someone raises the issue of brand purpose and the need for a brand to have a purpose beyond

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