



The Daily Brief Podcast: Branding Without the Bull

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Audiences are getting harder and harder to pin down, and brands are looking more and more alike.

But there are ways to make sure your content stands out. In this podcast, A&E's Jonathan Davis, VP, brand creative, and Sabrina Malik, VP, consumer marketing and strategy, walk through various creative examples as they take a hard look at what it takes to innovate, reduce spending, and work with artists in order to break through in this tough environment.

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