In wake of LaFlamma’s exit, brands should be wary when jumping on hot topics: experts

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Marketing experts say brands that have advertised themselves as being socially conscious could be short-lived if they should be wary of backlash.

Companies are increasingly making bold moves into their branding as a way of standing out, but some say they should be careful when it comes to making statements.

“Brands should be wary when jumping on hot topics: experts,” said Scott Neff, an assistant professor of marketing at the University of Alberta.

Neff said that brands should be careful when they make statements that are not aligned with their values.

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