

Connected Podcast 95 – Carlos Grande, Effectiveness Editor at Institute of Practitioners in Advertising

ADVERTISING INSIGHT MEDIA

15 MAY 2020

In this podcast, Sue Unerman and Andrew Spurrier-Dawes talk to Carlos Grande about what makes for good and bad case studies on effectiveness, if writing about marketing makes him want to be in marketing, and how he would change all campaigns in a single way to make them more effective.

Listen now on [Soundcloud](#), [Spotify](#), [iTunes](#) or as an [RSS Feed](#).

ADVERTISING INSIGHT MEDIA