**Unilever Sees Gains with Purpose-Led Marketing**

Unilever plans to increase its marketing budget this year with a particular emphasis on communicating brand purpose, which "is important for the short-term, but also to ensure our brands remain relevant for generations to come," said CEO Alan Jope. When the company follows this approach, "we see a multiplier in the effectiveness of our spend, it doesn't require more [investment]," said Jope.

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 <https://www.marketingweek.com/unilever-doubles-down-brand-purpose-growth/>