

Media Coverage

Publication	Date	Edition	Link	Headline
Brand Equity	11 Aug 2022	Online	https://brandequity.economictimes.indiatimes.com/news/marketing/meme-marketing-gains-momentum-by-involving-creative-brains/93514487	Meme marketing gains momentum by involving creative brains

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Meme marketing gains momentum by involving creative brains

Once dismissed as amusing viral content, memes have emerged as an important tool to promote the brand narrative

Nafisa Khatoon • TNN • August 12, 2022, 11:40 IST

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