

#CannesLions2019: Verusha Maharaj on purpose-led marketing

Verusha Maharaj, senior manager, Customer and Marketing at Deloitte Consulting SA talks to Bizcommunity's roving reporter Ann Nurock live in Cannes.

Maharaj refers to the Accenture Interactive billboard at the Palais, marking the first time a consulting company has taken out prime real estate at the Festival and giving an indication as to what's to come in the consulting-advertising space.

“ How using art & storytelling can change conversations & build movements [@johnlegend](#) [@DeloitteSA](#) [#freeamerica](#) [pic.twitter.com/jLewTeurxP](#)— Verusha Maharaj (@Verusha_Kershia) [June 19, 2019](#) ”



#CannesLions2019: John Legend partners with Pampers to address changing table inequality

20 Jun 2019



#BehindtheSelfie with... Verusha Maharaj

Leigh Andrews 8 Feb 2017

