



---

## BUSINESSES COMMITTING TO GREATER GOOD

Country superstar Taylor Swift singer will promote the Diet Coke, Ad Age reports. Swift will likely become a brand ambassador, according to the publication. The singer last year did a successful promotional deal with the Target, producing a Target-exclusive version of her album "Red" that became the retailer's biggest-selling CD ever.

Read the full article here:

[Businesses Commit to Greater Good](#)

<https://blog.granted.com/>