



HOW TO GET **BRAND DEALS**

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Branded Entertainment Damaris Valero, 2014-10-01 Our media options have increased and evolved more in the last decade than over the last century. This evolution affects all aspects of our lives and more specifically has forever altered how consumers interact with the brands vying for their attention on all types of media outlets. In today's world, a brand cannot just preserve the status quo but must be positioned correctly within a tumultuous world of options for both advertisers and consumers. One of the big questions for a brand manager is whether to place the brand inside content that's created exclusively with the brand in mind. This is the idea behind Branded Entertainment (BE). It is not product placement but a concept where brands and solid entertaining content become truly intertwined. This book provides a thorough and practical understanding of the BE business including when it makes sense and when it doesn't. It explains the roles and thought process of all parties involved in a potential deal: the brands, the networks, the content producers, and the ad marketing agencies. Branded Entertainment outlines the many different scenarios that could surface in these arrangements depending on who leads a deal and who accepts production costs. It summarizes the do's and don'ts of this business and gives the reader a checklist of things to keep in mind when at the deal table.

Passages Level 1 Full Contact Jack C. Richards, 2014-09-04
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Strategic Marketing Douglas C. West, John Battice Ford, Essam Ibrahim, 2015
This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to facilitate the understanding of theoretical concepts.

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Brands in a Changing World Second Edition is a complete guide to managing the most valuable assets in the business world brands In this exciting second edition Paul Temporal a world renowned brand expert explains how to develop and manage sophisticated strategies that will ensure sustainable brand value Dr Temporal addresses issues such as How to gain and use valuable consumer insights How to use emotion to secure brand success How to create a brand vision How to create a power brand strategy How to develop positioning strategies that bring outstanding results How to respond to brand architecture challenges What to consider in extending revitalizing repositioning and deleting brands How to build a brand culture engage employees and carry out internal branding How to create a total communications strategy How to address critical issues in brand management and the role of speed agility and innovation How to structure brand guardianship and management How to track brand success More than 40 case studies including both successful and unsuccessful international brand management initiatives illustrate practical applications of the topics covered New cases include Google Twitter MySpace Facebook Zara Opus Chivas Regal MTV P Coca Cola Absolut Nike LG Apple The Obama presidential campaign Plus more This

stimulating book also features a brand management toolkit an invaluable collection of questions exercises and notes culled from Dr Temporal s wealth of experience The toolkit will provide you with your own personal consultancy checklists and support helping to improve and secure your brand equity Whether you are in control of an established company starting up a new one or have responsibility for a brand in a particular industry or sector Advanced Brand Management is an indispensable resource

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