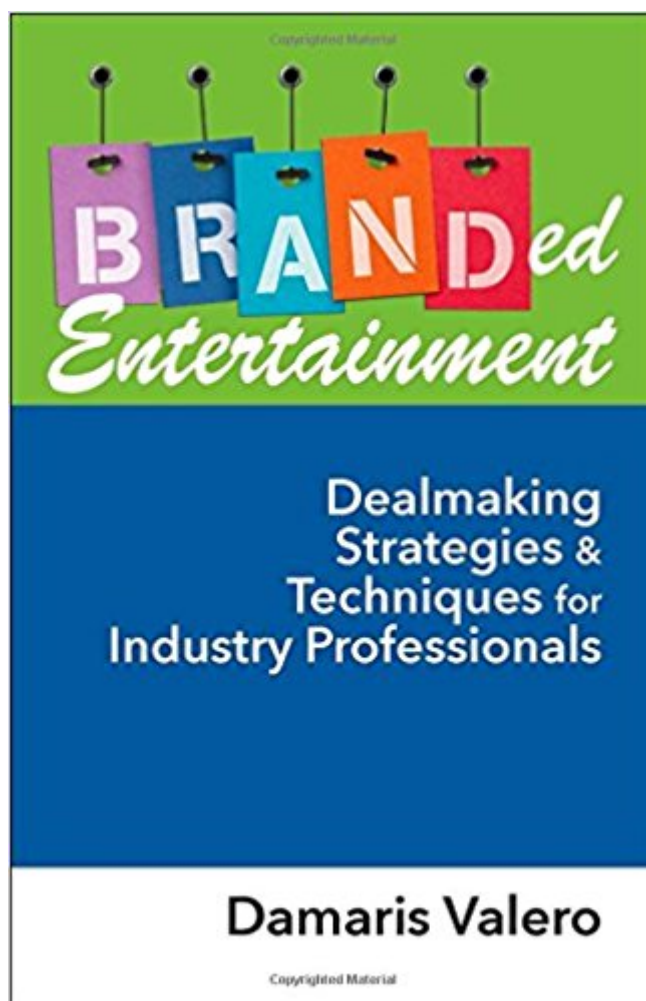


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Branded Entertainment: Dealmaking Strategies & Techniques For Industry Professionals



Synopsis

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. Currently, 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 is 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 does not. 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 also gives the reader a checklist of things to keep in mind when at the deal table. KEY FEATURES --Demystifies the concept of Branded Entertainment and separates what truly belongs in a BE deal and what does not --Provides a context and rules for BE deals which have not been defined in the current media business environment --Outlines deal parameters and considerations for brands, networks, ad agencies, and content producers (both in-house and independents) --WAV offers a downloadable PowerPoint presentation on Branded Entertainment and sample documents on deal structure and a contract template -- available from the Web Added Value Download Resource Center at jrosspub.com

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Damaris Valero's *Branded Entertainment: Dealmaking Strategies & Techniques for Industry Professionals* is an immersive look at the elements of and players involved in a successful branded entertainment initiative. These include the key content owner, brand and agency dealmaker roles and the structures around how such deals are built. Traditional advertising is evolving due to audience fragmentation, and in today's content-is-king driven world, brand marketers are embracing branded entertainment partnership opportunities as proven platforms to engage audiences. Being able to intertwine the voice of both the content and brand is the roadmap to the future of successful brand advertising, and the overall goal of branded entertainment. This book is not about product placement or integration deals in which a brand is added into already designed content, but about larger deals in which content is specifically built from an idea and crafted around brand messaging, marketing points and attributes. In this practical guide, Valero provides an in-depth understanding of the branded entertainment business written in a conversational tone that is easily understood by both novice and expert alike. Additionally, checklists are provided to help guide the reader through their own practical implementation of branded entertainment initiatives while also highlighting safeguards along the way to ensure the initiative stays on course. Perhaps most importantly, the book identifies and imparts understanding of four key strategy roles which are proven to create a solid foundation to launch a branded partnership from. These roles include: the content creator or producer, the brand manager, the network media designee and the agency liaison.

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