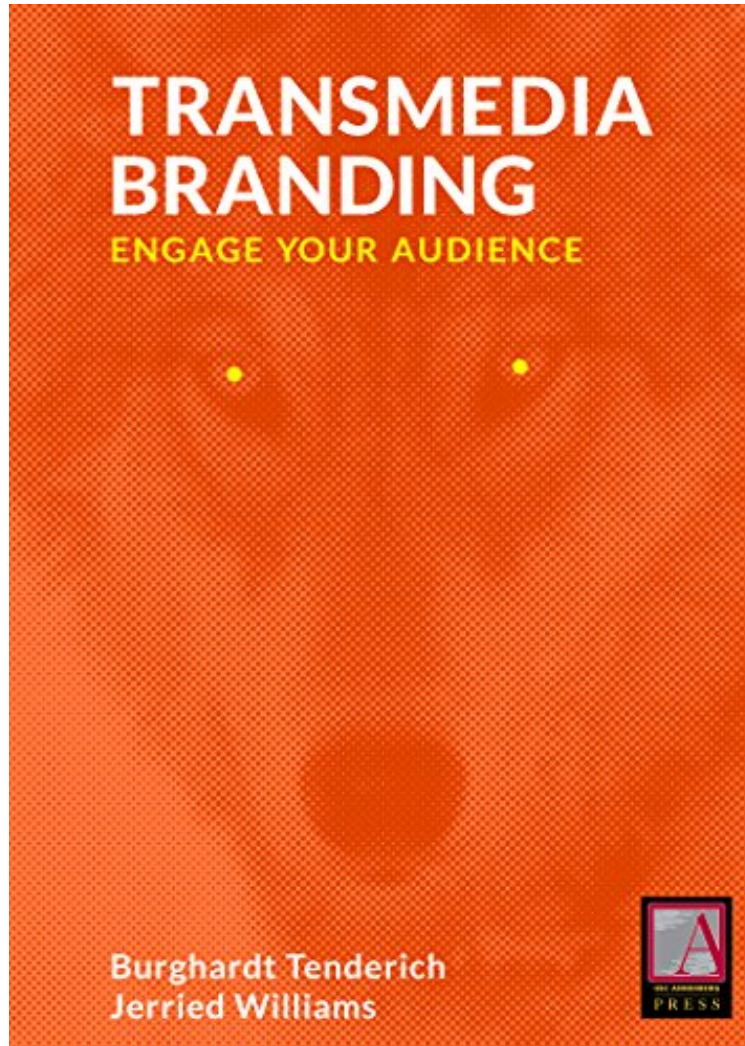


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Transmedia Branding: Engage Your Audience

Burghardt Tenderich, Jerried Williams

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Burghardt Tenderich, Jerried Williams : Transmedia Branding: Engage Your Audience before purchasing it in order to gage whether or not it would be worth my time, and all praised Transmedia Branding: Engage Your Audience:

0 of 0 people found the following review helpful. Excellent read for anyone wanting to add innovation to their branding strategiesBy JR RamseyBeing a relatively new entrant into the world of PR, Irsquo;ve found it hard to locate a good package of information that addresses the future direction of the converged communications industry. Thankfully, this book handedly addresses this problem.Reading this offered me a strong understanding of the ways in which a brand can be transformed into a powerhouse narrative as well as an amazing insight into the strategies that have helped transcend Chipotle, Red Bull, Harry Potter, and the Matrix trilogy into the globally beloved brands and franchises that they are today. Within this book, Tenderich and Williams do an excellent job explaining the best

approaches to crafting a strong transmedia campaign. Additionally, they also present a handful of case studies that provide strong real-world analysis of how a well-crafted transmedia approach provides positive effects on a brand's image and exposure. For everybody new (and even old) to the industry, I consider this book a must-read in order to gain a stronger understanding regarding best practices for maximizing one's brand presence in this world of media saturation and sensory overload.

2 of 2 people found the following review helpful. If you want a fun and intriguing read that teaches you techniques that you ...

By Julia Kiefaber This book shines the light on a new era in marketing and communications - engaging the right audiences by providing content that is not only relevant to them but also shaped in an interactive and engaging way. Many brands around the globe now understand that turning consumers into brand advocates by putting them first and by serving their entertainment and content needs is really what differentiates successful brands in a noisy, overwhelming age. This book successfully brings the theory of transmedia storytelling - which is older than one might expect - to life by discussing current real-world examples of brands that we are surrounded by every day. If you want a fun and intriguing read that teaches you techniques that you can apply in your own marketing/communications profession, "Transmedia Branding" is for you and an absolute steal for this price!

2 of 2 people found the following review helpful. Williams themselves employ the best storytelling techniques to illustrate why transmedia storytelling is rightfully ...

By Dbails As a long time veteran of the public relations industry, I wholeheartedly welcome the publishing of Transmedia Branding. Professor Tenderich and Mr. Williams themselves employ the best storytelling techniques to illustrate why transmedia storytelling is rightfully replacing the "old way" of jamming messages down the throats of consumers. Great stories are irresistibly engaging, and when told and spread through today's myriad digital channels and communities, their power is magnified. From Dos Equis to Chipotle, from The Most Interesting Man in the World to Red Bull, Transmedia storytelling shines a spotlight on how the best marketers in the world are forming more meaningful connections with their audiences.

Yours're either fully engaged with your audience or yours're irrelevant. The choice is yours. What do Chipotle and The Matrix and Intel and Old Spice and The Teenage Mutant Ninja Turtles know that you don't? How have disruptive economics, consumerism, and spreadable media evolved the relationship between brands and their audiences? We've all heard it before - decreased barriers to entry, increased accessibility to technology, and the ability to virtually connect with experts around the globe have ignited a fiercely competitive battle for eyeballs. In this crowded media environment, how can brands create campaigns that people want to engage with and share with others? What mistakes do they need to avoid?

In Transmedia Branding: Engage Your Audience, Burghardt Tenderich and Jerried Williams traverse the entertainment industry, technology sector, and consumer goods to show the timeless relevance of some of the greatest minds in communications: David Ogilvy, Edward Bernays, Philip Kotler, and Henry Jenkins. They provide a methodology for developing transmedia branding campaigns to engage audiences along with multiple case studies for further insight. The book targets marketing and public relations practitioners, students, academics and anybody interested in the rapidly evolving world of marketing communications and public relations.