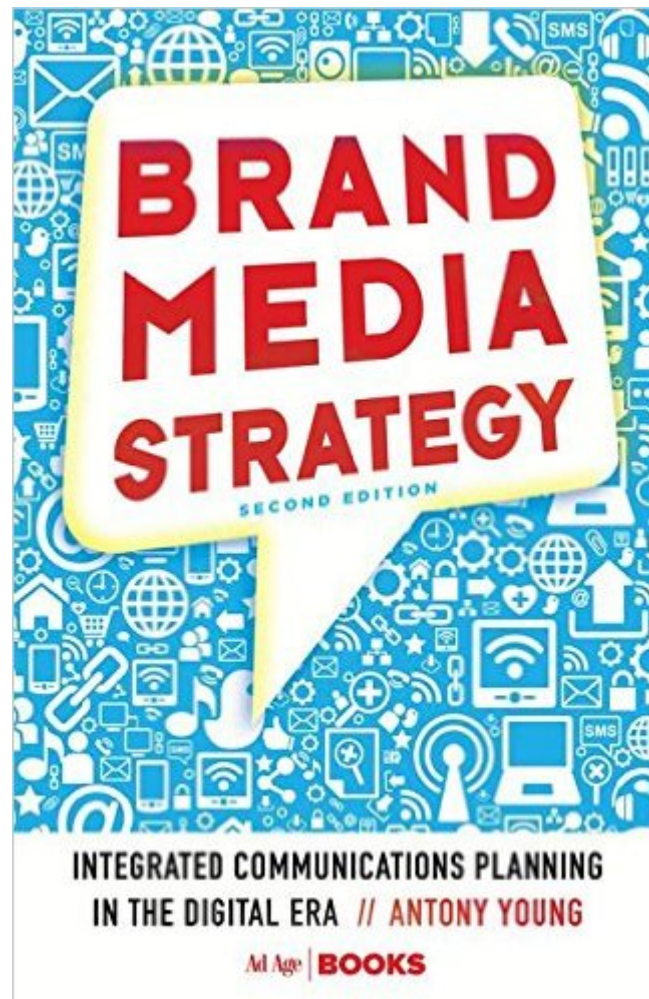


The book was found

Brand Media Strategy: Integrated Communications Planning In The Digital Era



Synopsis

Today's sophisticated media landscape offers more tools and platforms, for the savvy marketer than ever before. Media & brand expert Antony Young explores how today's most innovative marketers are meeting the challenge by employing the latest media tools in ways never before seen to grow their brands, and getting unprecedented results.

Book Information

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Customer Reviews

Brand Media Strategy gives a framework of how successful brands should set their communications planning strategy. It preaches the idea of setting a narrow set of goals at the outset, establish a direction that is digital by design and outline how messaging, social, content and data are integrated into a holistic solution. The writing is less text-book-ish and more personal insight by a media exec who actually works on brands first hand. There's a nice combination of case studies (how Obama's team employed microtargeting to win the 2012 election) and anecdotal examples where he worked on campaigns (Denny's Super Bowl Tuesday promotion). He advocates in today's complex media landscape brands need to start with media first, and then tackle the creative messaging.

This book goes well beyond other digital marketing and branding books as it sets a very clear framework that covers all the strategic areas that you need to consider when planning an advertising campaign: from metrics, to building social and content as part of the communications planning strategy. Many of the case studies were very up to date and current. I see myself

constantly referring to this book in the future.

Antony Young's book provides clear direction and strong examples of how the growth of digital media is changing the development of brand media strategies. I am using it in a graduate level course on Strategic Media as a complement to other texts that teach the basics for just this reason.

There are many books published on digital media, but this book is unique as it gives an holistic view on cross channel media planning. The author shares a lot of case studies that increased my understanding of the concepts on how brands can use media in smart ways.

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