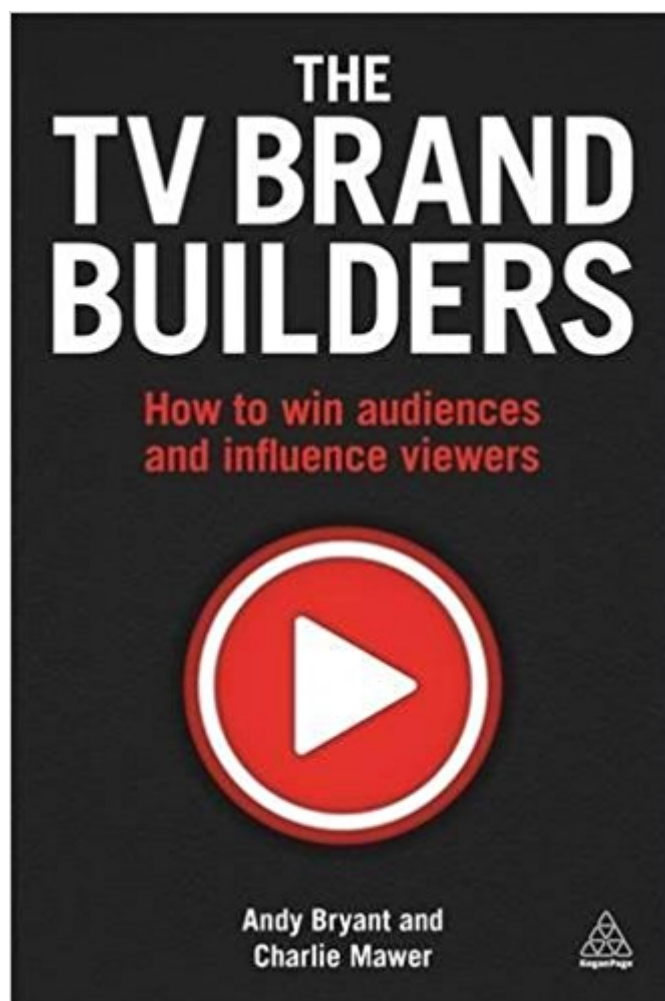


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The TV Brand Builders: How To Win Audiences And Influence Viewers



Synopsis

The TV Brand Builders is the account of how the biggest television networks, channels and programs are created as brands, with rare privileged access to the marketing strategies and creative thinking behind culturally-defining TV promos, digital and social media campaigns and design identities. Two leading practitioners interview 50 international industry experts to show how these favorite TV shows find an audience, and how the great TV brands are built. Examples drawn from major broadcasters such as Fox, AMC, and HBO, and popular shows including "American Horror Story," "Mad Men," and "Doctor Who" highlight the marketing, advertising, and design techniques that work best in TV. The TV Brand Builders brings to life the launching of blockbuster dramas and the promotion of major sporting events, and covers from building online trailers to creating entirely new TV channels. It provides inspiration for all marketers to learn from the ways in which TV brands have harnessed the opportunities arising from the developments in online video, smart mobile devices, and social media. Practical advice and strategic insight is blended with insightful stories from the ratings front line, all supported by a video-rich stream of online resources.

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"Was it ever true in TV that 'if you build it, they will come'? It's certainly not so any more in our exciting multi-screen, on-demand, dynamic industry. The art and science of TV marketing was never so vital, nor so full of possibility. But there are good reasons why it's still one of the most dysfunctional marketing jobs around, as frustrating as

it is rewarding. This book, written by two people who have practised what they preach for many years at the heart of some of the most iconic TV marketing campaigns, is an absolute gold mine of best practice case studies, insider anecdotes and wise counsel. It covers every aspect of marketing TV from channels to programmes and from genres to sub-audiences. If you're trying to unpick your timeless principles from your seismic changes, as you nobly serve audiences, producers and broadcasters, you'd be dotty not to have this book at your side." (Tess Alps, Chair Thinkbox)"Fragmented, segmented, bundled, unbundled, TV marketing today apes 3D chess. Thoroughly researched and wonderfully compiled, this book transmits a clear picture of advertising and marketing's special role." (Tim Lefroy, Chief Executive Advertising Association)"The TV Brand Builders is an outstanding and in-depth examination of the craft of television marketing, full of insight, perspective and anecdote into what really works and why. It is sure to become a must-read for all those wanting to understand what's important in today's rapidly evolving TV landscape. Andy and Charlie combine their many years of experience to provide the reader with an entertaining and easily read journey into how to build a TV brand." (Jeremy Darroch, CEO Sky Plc)"[T]here is a paucity of material on all matters television marketing and what there is often quite stuffy and academic. This is why I recommend Charlie Mawer and Andy Bryant's (of RedBee fame) book TV Brand Builders." (Tim Rabjohns dotmogo)"I don't think I have ever read a more comprehensive account of the craft of marketing in television. There are many inspiring examples within an increasingly complex industry, which makes this book really valuable, as it describes the landscape so entirely. Armed with it perhaps the TV marketing and branding fraternity can bring simplicity, joy and fun to communications despite that complexity." (Martin Lambie-Nairn, author of "Brand Identity for Television" and founder Lambie-Nairn)"A fascinating piece of television history that shows how marketers moved from being the monkeys to the organ grinders of the broadcasting world. This book will be enjoyed by broadcasting professionals as well as those that just love watching TV. The authors take us into the much maligned and misunderstood world of TV marketing showing how this art will become ever more important as we move further into a multi-platform on-demand age." (Lorraine Heggessey, Advisor, Channel 4 Growth Fund and former Controller BBC One)"The TV Brand Builders is a gift to students and media industry scholars seeking to understand the fast-moving world of television marketing. Brimming with insights, and written with verve, the book offers a compelling and clear-sighted account of TV promotion from leading practitioners in the field. Bryant and Mawer bring all their experience to bear in demonstrating the creativity and skill of TV brand

building. A must read for anyone interested in promotional screen culture." (Paul Grainge, Professor of Film and Television Studies University of Nottingham)"Rich in anecdote, example and insight, this is an encyclopedic survey of the crucial role marketing plays in great content finding audiences. It is an essential handbook for anyone looking to build content brands in a transmedia age." (Wayne Garvie, Chief Creative Officer, International Production Sony Pictures Television)"Two of the field's top talents draw a road map of the best routes to brand just about any kind of television content. In the process Bryant and Mawer entertain and inform you with a wealth of case studies, peppered with amusing anecdotes and assessments by a host of industry insiders. Written in an engaging style, this book is a must read for its concise history of the evolution of television branding from in-house afterthought to a booming, and often entrepreneurial, industry sector." (Jennifer Gillan, author of "Television Brandcasting" Professor of English and Media Studies, Bentley University)"The TV Brand Builders is comprehensive, well researched, and insightful - the definitive guide for anyone looking to build their career in entertainment marketing." (Walter Levitt, EVP, Chief Marketing Officer Comedy Central)"Full of interesting anecdotes and behind-the-scenes peeks, this book is an authoritative resource in television marketing." Andy Bryant and Charlie Mawer's The TV Brand Builders is an insightful look at television brands and how to build them, and is chock full of expert observations and relevant examples. ...The TV Brand Builders offers a rare behind-the-camera look at how brands are developed and marketed. ...With salient observations, on-target illustrations, and extensive references, The TV Brand Builders is sure to be an authoritative resource for anyone interested in television marketing." (Barry Silverstein Foreword Reviews)"As entertainment marketing continues to evolve, we must adapt to thrive in this new dynamic landscape. Charlie and Andy are both true visionaries in our industry. Their book The TV Brand Builders gives all brand marketers, regardless of expertise, the insights needed to drive not only viewership but, more importantly, the deep emotional bonds that are the underpinnings of the world's most valuable entertainment brands." (Steve Kazanjian, President & CEO PromaxBDA)"The TV Brand Builders manages to be both a weighty tome of real insight into the industry today, and a fun and gossipy read. Great case studies abound across the US market and it proves a valuable book for anyone wrestling with the challenge of finding and keeping viewers." (Dave Howe, President, Strategy and Commercial Growth NBCUniversal Cable Entertainment)

Andy Bryant is Managing Director of Red Bee and has established the agency's reputation as a leader in TV brand identity and promotion and as a pioneer in content marketing on moving screens.

A frequent speaker at leading industry conferences including the European Broadcasting Union and PromaxBDA, Bryant has presented on TV brand strategy and creativity across Europe and in the US, Asia and Australia. He is an Honorary Professor of Film & TV Studies at the University of Nottingham and also an Independent Member of the Governing Council of the University of Sussex. Charlie Mawer is Executive Creative Director of Red Bee, responsible for their global creative output. He has overseen complex network rebrands for the BBC, UKTV, Virgin Media, DreamWorks, NBCUniversal and Fox International and entertainment marketing campaigns including Doctor Who 50, World Cups, Olympics, RTE2, Universal Channel, BBC America and Comic Relief. Mawer's many creative awards include PromaxBDA, Creative Circle, BTAA, D&AD and a BAFTA nomination. A former chair of Promax UK, he has lectured widely for Tedx, the BFI and D&AD, EBU and Visuel. He has contributed to books on TV marketing, is a governor of a specialist digital academy and trustee of Riverside Studios.

For many, television is slowly dying, the average viewer is less engaged than before, no doubt confounded by choice and alternatives such as social media and online video all vie for their attention. Yet maybe it is just the medium that is changing and in an average month over 360 billion hours of television is watched around the world. Rather than diversifying away, the big media brands are tightening their control on this media segment as well as, where possible, trying to get a foothold into other media formats. This book takes a look at how the "big TV" brands have developed and are developing because nothing is standing still. It provides for a fascinating read, whether you are a media insider or just a plain interested reader. The big branded TV channels are often operating internationally, backed by massive media corporations, and budgets can be far from parsimonious. The author gives real-world, current examples within this book, showing how the brands are developing programme segments, promoting programmes and even launching entire channels. It certainly is a comprehensive read, yet written in a fairly easy-to-follow manner that does not require any industry-insider knowledge. It can be overwhelming, due to the breadth of information on offer, but it is not an impenetrable read. Invest the time to focus on the book and be prepared that it will provide dividends for you. There has been a massive shift within the television industry in the past couple of decades and the change in pace shows no sign of slowing down. The changes affect not just the media company and the viewer, but also impact on those who supply programming, services and even those who seek to market through the channels. The channels themselves are also avid marketers of themselves and their products; fighting for viewer attention in an ever-crowded market.

The days of a couple of television channels and a fixed, linear schedule are long gone. Take a look at this book. You will surely enjoy it immensely. Just like a really great television programme, you will want to read it again, and possibly again and again.

Andy Bryant and Charlie Mawer may already be two of the definitive voices in the field of TV branding but what makes this book particularly insightful and special is how they go about telling the story of TV brands. The book itself is a brilliant read on the shifting and dynamic landscape of entertainment brands. These guys are the real deal and tell these brand stories not just through theory, but relevant, boots on the ground experience. Chock full of interesting, colourful case studies and insightful interviews & anecdotes, it's a must read for anyone working in marketing, television, or brand.

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