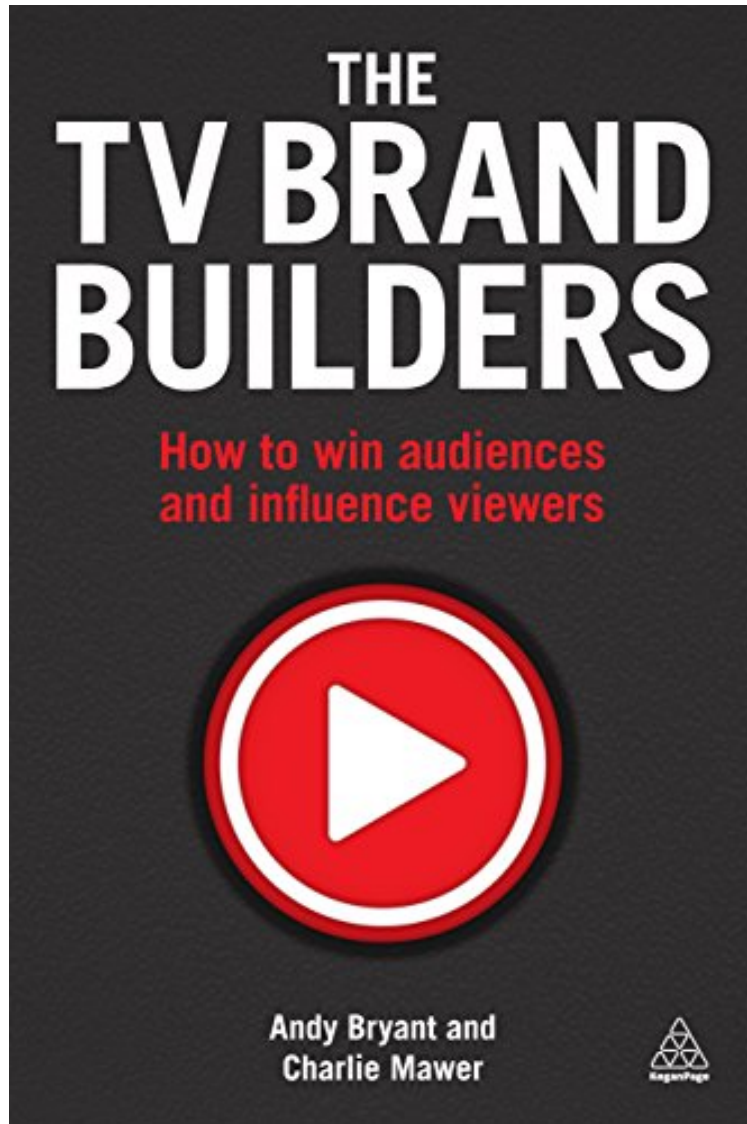


# The TV Brand Builders: How to Win Audiences and Influence Viewers

*Andy Bryant, Charlie Mawer*

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**Andy Bryant, Charlie Mawer : The TV Brand Builders: How to Win Audiences and Influence Viewers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The TV Brand Builders: How to Win Audiences and Influence Viewers:

0 of 0 people found the following review helpful. InterestingBy DarrenIngram\_dot\_comFor 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 '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...

1 of 1 people found the following review helpful. The -definitive- book on TV brands. A must read. By D. TuAndy 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.

The TV Brand Builders is the definitive account of how the biggest television networks, channels and programmes 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. Practical advice and strategic insight is blended with insightful stories from the ratings front line. Written by two leading practitioners responsible for work as famous as the BBC One hippos, the creation of a TV channel called Dave and the re-launch of Doctor Who, and featuring interviews with 50 leading industry experts from 8 countries, from HBO to ESPN, from DreamWorks to CANAL+.

"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."