



Branded Content

By -

Anim Publishing, United States, 2011. Paperback. Book Condition: New. Aufl.. 229 x 152 mm.

Language: English . Brand New Book. Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Advertainment is a relatively new form of advertising medium that blurs conventional distinctions between what constitutes advertising and what constitutes entertainment. Branded content is essentially a fusion of the two into one product intended to be distributed as entertainment content, albeit with a highly branded quality. Advertainment, unlike conventional forms of entertainment content, is generally funded entirely by a brand or corporation rather than, for example, a Movie studio or a group of producers. However, it can be argued that this is just a new name for the same type of marketing that was pioneered by soap manufacturers in the early days of radio and television with the soap opera.



READ ONLINE
[5.94 MB]

Reviews

A whole new eBook with a new standpoint. Better then never, though i am quite late in start reading this one. I discovered this publication from my i and dad advised this publication to discover.

-- **Meredith Hoppe**

Very useful to all category of men and women. I actually have study and i also am certain that i am going to going to read through again once more down the road. Its been written in an exceptionally simple way and is particularly only soon after i finished reading this publication by which basically altered me, modify the way in my opinion.

-- **Dr. Sarai Fisher DDS**