



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

By Andy Bryant, Charlie Mawer

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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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Editorial Review

Review

"[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*)

"*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*)

"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*)

"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 Branding" *Professor of English and Media Studies, Bentley University*)

"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 Heggessy, Advisor, Channel 4 Growth Fund and former Controller *BBC One*)

"*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*)

"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*)

"*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*)

"*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*)

"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*)

"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*)

"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*)

"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*)

About the Author

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.

Users Review

From reader reviews:

Terri Brown:

This The TV Brand Builders: How to Win Audiences and Influence Viewers tend to be reliable for you who want to be considered a successful person, why. The explanation of this The TV Brand Builders: How to Win Audiences and Influence Viewers can be on the list of great books you must have is definitely giving you more than just simple reading through food but feed an individual with information that maybe will shock your before knowledge. This book is usually handy, you can bring it everywhere you go and whenever your conditions both in e-book and printed types. Beside that this The TV Brand Builders: How to Win Audiences and Influence Viewers forcing you to have an enormous of experience like rich vocabulary, giving you test of critical thinking that we all know it useful in your day action. So, let's have it and luxuriate in reading.

Eric Baur:

The reserve untitled The TV Brand Builders: How to Win Audiences and Influence Viewers is the reserve that recommended to you you just read. You can see the quality of the publication content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The article writer was did a lot of study when write the book, so the information that they share to you is absolutely accurate. You also might get the e-book of The TV Brand Builders: How to Win Audiences and Influence Viewers from the publisher to make you much more enjoy free time.

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