

Engaging Consumers through Branded Entertainment and Convergent Media

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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Description:

Branded entertainment is gaining popularity within marketing communications strategies. Blurring the lines between advertisements and editorial content, branded marketing provides advertisers and consumers with highly engaging media content that benefits them both.

Engaging Consumers through Branded Entertainment and Convergent Media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields.

Readers:

This publication is a critical reference source for academics, university teachers, researchers and post-graduate students, as well as universities, advertising agencies, marketing directors, brand managers, and professionals interested in the usage and benefits of branded entertainment.

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Topics Covered:

- Branded Casual Games
- Branded Content
- Cross-Cultural Issues
- Ethical Issues
- Gamification
- Product Placement
- Serious Games
- Social Networking

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