**BRANDED CONTENT BOSS | BOOK BLURB**

BRANDED CONTENT BOSS

Brains of a Marketer, Balls of a Rockstar!

In a world that’s drowning in info and starved for attention, connecting with consumers has become tougher than surviving a saas-bahu soap. People are dropping serious cash to dodge or block ads, and the old interruption playbook is as outdated as a cassette player. That’s where Branded Content swoops in like a boss.

Borrowing the tricks of the entertainment world to turn marketing into a binge-worthy series. Forget just shoving ads in people’s faces – we’re talking about creating content so epic, they’ll be hunting it down like it’s the last pizza on Earth.

We’re talking step-by-step insights…

* To decode Branded Content, covering every type, format and scale
* With tools to evaluate, measure, plan and design Branded Content
* Featuring case studies of the biggest Global and Indian brands
* Exclusive interviews with industry top dogs - Heads of Media, Creative Agencies, Advertising, Clients from Group M, Leo Burnett, Capital Foods and Studios, Creators including TVF, Tanmay Bhat, Ashish Chanchlani
* Plus, a ton of resources, templates

Whether you’re a Marketer, Creator, Agency Guru, Client, Student or just curious about Marketing, building a brand – this is your shortcut to become a Branded Content Boss!