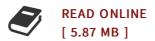




Branded Content

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.



Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

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Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

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