

Assistir The Story of Content: Rise of the New Marketing Online



Ficha Técnica

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Sinopse

Since cavemen were drawing on walls to sell sticks, content has been fundamentally transforming business. But now more than ever content is disrupting the traditional marketing approach. Why? Because consumers are in complete control of what they want to engage in. Twenty-five years ago big brands controlled the message through advertising and big media companies controlled the airwaves and printing factories. Technology has changed the game. Consumers can ignore advertising and marketing at will. To break through the clutter, brands need to tell remarkable stories that are worth listening to and become the media to survive. The Story of Content: Rise of the New Marketing, is the first comprehensive film of its kind for the industry. It explores the evolution of content marketing through the eyes of the world's leading brands such as Red Bull, General Electric and Marriott. Featuring case studies from early pioneers to today's marketing innovators, we traveled across the U.S., Germany, Denmark and Australia to show how content

marketing has changed, and will continue to change, business and media forever.

Assistir Online (Opção 1)

Assistir Online (Opção 2)

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