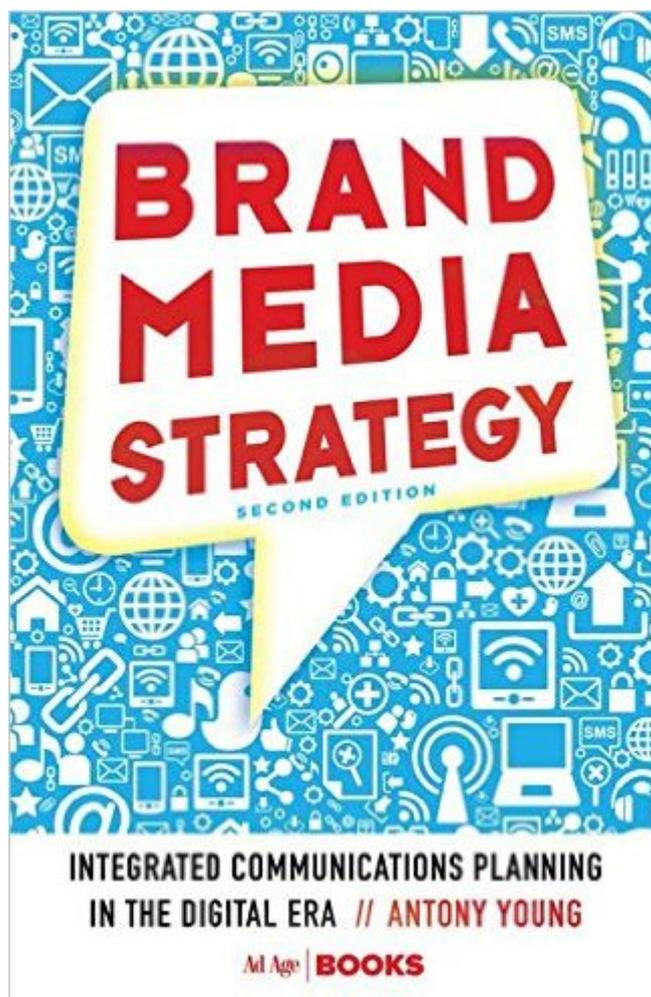


The book was found

# Brand Media Strategy: Integrated Communications Planning In The Digital Era



## Synopsis

Today's sophisticated media landscape offers more tools and platforms, for the savvy marketer than ever before. Media & brand expert Antony Young explores how today's most innovative marketers are meeting the challenge by employing the latest media tools in ways never before seen to grow their brands, and getting unprecedented results.

## Book Information

Hardcover: 246 pages

Publisher: Palgrave Macmillan; 2 edition (August 26, 2014)

Language: English

ISBN-10: 1137279567

ISBN-13: 978-1137279569

Product Dimensions: 6.2 x 0.9 x 9.6 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #249,755 in Books (See Top 100 in Books) #173 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#) #204 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#) #278 in [Books > Textbooks > Business & Finance > Marketing](#)

## Customer Reviews

Brand Media Strategy gives a framework of how successful brands should set their communications planning strategy. It preaches the idea of setting a narrow set of goals at the outset, establish a direction that is digital by design and outline how messaging, social, content and data are integrated into a holistic solution. The writing is less text-book-ish and more personal insight by a media exec who actually works on brands first hand. There's a nice combination of case studies (how Obama's team employed microtargeting to win the 2012 election) and anecdotal examples where he worked on campaigns (Denny's Super Bowl Tuesday promotion). He advocates in today's complex media landscape brands need to start with media first, and then tackle the creative messaging.

This book goes well beyond other digital marketing and branding books as it sets a very clear framework that covers all the strategic areas that you need to consider when planning an advertising campaign: from metrics, to building social and content as part of the communications planning strategy. Many of the case studies were very up to date and current. I see myself

constantly referring to this book in the future.

Antony Young's book provides clear direction and strong examples of how the growth of digital media is changing the development of brand media strategies. I am using it in a graduate level course on Strategic Media as a complement to other texts that teach the basics for just this reason.

There are many books published on digital media, but this book is unique as it gives an holistic view on cross channel media planning. The author shares a lot of case studies that increased my understanding of the concepts on how brands can use media in smart ways.

[Download to continue reading...](#)

Brand Media Strategy: Integrated Communications Planning in the Digital Era  
Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)  
Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat  
(Social Media, Social Media Marketing)  
How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity  
The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand  
How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity  
Error-Correction Coding for Digital Communications (Applications of Communications Theory)  
Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1)  
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest)  
Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)  
Media Planning & Buying in the 21st Century, Third Edition: Integrating Traditional & Digital Media  
Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market)  
The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand  
Social Media: The Ultimate Guide to Transforming Your Brand with Social Media  
Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience  
Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication

Technology) Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1) Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition Integrated Advertising, Promotion, and Marketing Communications (7th Edition)

[Dmca](#)