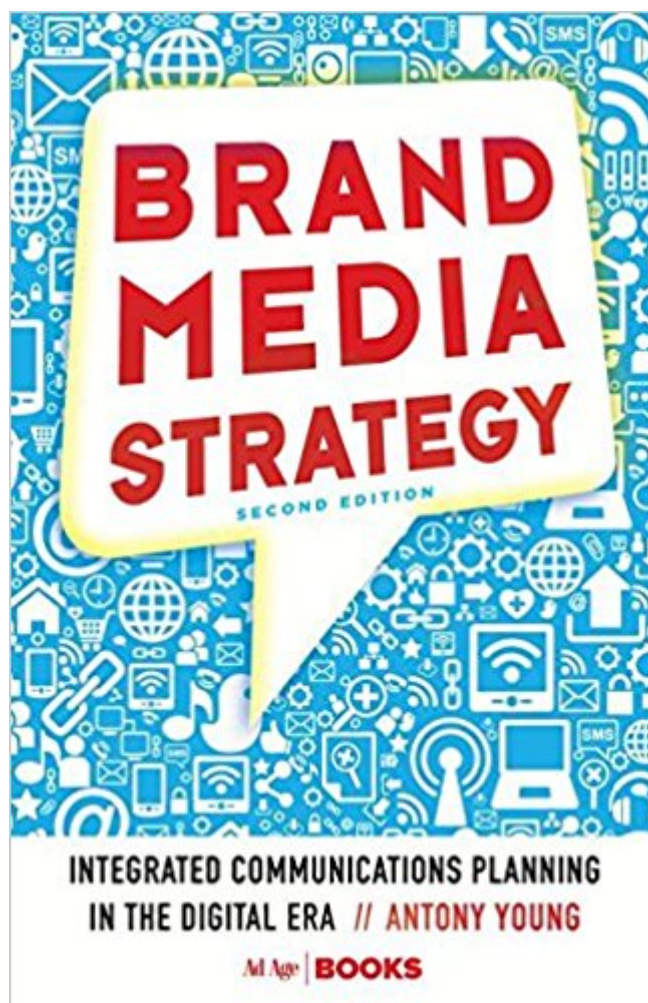


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# Brand Media Strategy: Integrated Communications Planning In The Digital Era



## 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

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## Customer Reviews

"Antony is a renaissance media executive, as clearly illustrated by his incisive, informative and very interesting take on one of the most important new media functionalities." - Mike Donahue, Executive Vice President, AAAA

"The beauty of this book is it doesn't pick sides with creative or media. They should be connected if your brand is going to succeed. Antony Young argues that the new-and the best- way to grow your brand is through communications planning that drives brand marketing across platforms. Read it and think...then rethink your strategy." - Amy Falkner, Associate Dean for Academic Affairs and Associate Professor of Advertising, The Newhouse School, Syracuse University

"An indispensable playbook for connecting with consumers in a world gone digital. You have to consider how you are going to reach consumers before you decide what you're going to say. This provocation alone makes Young's book one of the most penetrating treatments of digital communications strategy yet written." - Kevin Roberts, CEO Saatchi & Saatchi Worldwide

"Marketers need to think differently if they are going to survive the digital age. Everything is changing - the way brands are bought and sold, the way people discover and talk about them, and

the way advertisers need to sell them. Antony Young shows how planners must never lose sight of this central goal and urges them to stay focused on business results. Read this and maybe you will."

- Andrew Green, Chief Marketing Officer, Ipsos MediaCT "A must-read to help navigate the turbulent and challenging realities of a business that is being radically altered by the digital revolution. Young presents coherent and logical insights and strategies for managing in an increasingly complex business environment. I highly recommend this book for those who are engaged in the ecosystem of brand marketing, whether they're just starting in the business or have had a decades-long career." - Jack Myers, Media Economist, Chairman, M.E.D.I. Advisory Group LLC, Jack Myers Media Business Report "Today, is a whole new world, literally and digitally! Writing about it requires courage, because we are still very much in the middle of this media revolution. That's the brilliance of this book. It deftly captures the "usable" bits of learning we have accumulated with helpful ways to master what we can, without being pedantic and definitive as if the revolution is over! Young has provided a smart and usable guidebook on building brand media strategy on today's terms, not yesterday's. - Susan M. Gianinno, Chairman & CEO, Publicis USA "Young splendidly portrays the enormous changes that have characterized the marketing communications industry during recent years...The book is an enlightening trip through all the important changes in the advertising and media industry, explaining how the Internet and social media have dramatically changed the way consumers make marketplace decisions and what marketers must do to successfully reach their target markets. Young's "digital manifesto" should be required reading for every media planner and marketer engaged in marketing communications. Highly recommended." - Choice

ANTONY YOUNG ã CEO of Optimedia International Inc. and has been responsible for developing strategy and executing media campaigns across 16 different countries for some of the most influential global brands, including Sony, Coca-Cola, McDonald's, Nokia, Procter & Gamble, T-Mobile, and Toyota. He is the co-author of Profitable Marketing Communications and is a regular analyst and writer on media strategy for Advertising Age. In 2003, Young was rated by Mediaweek as one of the top 25 most influential people in the media industry.

Not well written. But decent content.

I think the material could be organized better.

Needed for a class - fast shipping.

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 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.

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