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The TV Brand Builders: How to Win Audiences and Influence Viewers

Andy Bryant, Charlie Mawer

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The TV Brand Builders is the account of how the biggest television networks, channels and programs are created as brands, with rare privileged access to the marketing strategies and creative thinking behind culturally-defining TV promos, digital and social media campaigns and design identities. Two leading practitioners interview 50 international industry experts to show how these favorite TV shows find an audience, and how the great TV brands are built. Examples drawn from major broadcasters such as Fox, AMC, and HBO, and popular shows including “American Horror Story,” “Mad Men,” and “Doctor Who" highlight the marketing, advertising, and design techniques that work best in TV.

The TV Brand Builders brings to life the launching of blockbuster dramas and the promotion of major sporting events, and covers from building online trailers to creating entirely new TV channels. It provides inspiration for all marketers to learn from the ways in which TV brands have harnessed the opportunities arising from the developments in online video, smart mobile devices, and social media. Practical advice and strategic insight is blended with insightful stories from the ratings front line, all supported by a video-rich stream of online resources.

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