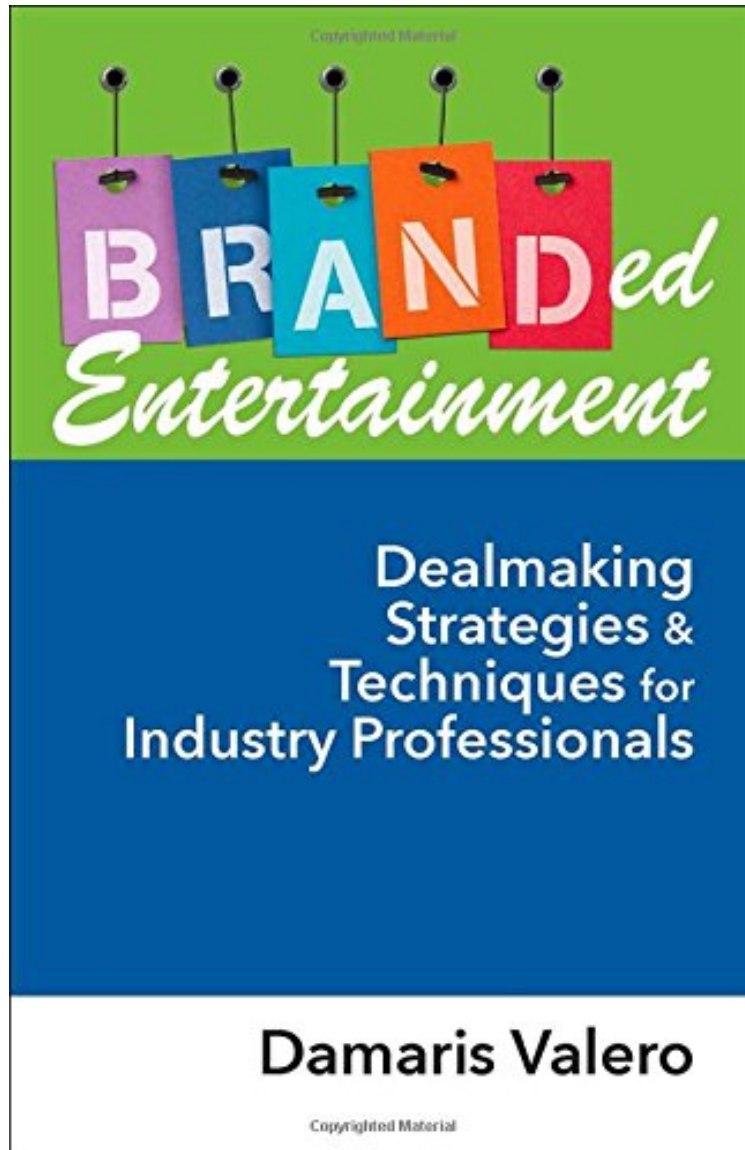


# Branded Entertainment: Dealmaking Strategies Techniques for Industry Professionals

*Damaris Valero*

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#2993146 in Books 2014-10-07Original language:EnglishPDF # 1 9.33 x .71 x 6.371, 1.23 #File Name: 1604270942248 pages | File size: 51.Mb

**Damaris Valero : Branded Entertainment: Dealmaking Strategies Techniques for Industry Professionals** before purchasing it in order to gage whether or not it would be worth my time, and all praised Branded Entertainment: Dealmaking Strategies Techniques for Industry Professionals:

0 of 0 people found the following review helpful. Hollywood Branded CEO Stacy Jones Reviews "Branded

Entertainment: Dealmaking Strategies Techniques For Industry Professionals"By Hollywood Branded Damaris Valeros

Branded Entertainment: Dealmaking Strategies Techniques for Industry Professionals is an immersive look at the elements of and players involved in a successful branded entertainment initiative. These include the key content owner, brand and agency dealmaker roles and the structures around how such deals are built. Traditional advertising is evolving due to audience fragmentation, and in today's content-is-king driven world, brand marketers are embracing branded entertainment partnership opportunities as proven platforms to engage audiences. Being able to intertwine the voice of both the content and brand is the roadmap to the future of successful brand advertising, and the overall goal of branded entertainment. This book is not about product placement or integration deals in which a brand is added into already designed content, but about larger deals in which content is specifically built from an idea and crafted around brand messaging, marketing points and attributes. In this practical guide, Valero provides an in-depth understanding of the branded entertainment business written in a conversational tone that is easily understood by both novice and expert alike. Additionally, checklists are provided to help guide the reader through their own practical implementation of branded entertainment initiatives while also highlighting safeguards along the way to ensure the initiative stays on course. Perhaps most importantly, the book identifies and imparts understanding of four key strategy roles which are proven to create a solid foundation to launch a branded partnership from. These roles include: the content creator or producer, the brand manager, the network media designee and the agency liaison. Valero identifies these roles and provides specific understanding as to the importance of each role and the accompanying skill sets required to adequately perform each individual role and ensure understanding amongst the group. As an added benefit, a sample term sheet is provided, which outlines the basic guidelines of how to start the conversation and finalize the contract. The included television production case study provides unique and credible insight, which shows how the production was able to secure a network deal based on the branded entertainment partnerships Valero and her agency team formulated. Ms. Valero clearly demonstrates a high level of expertise held by few in this newly emerging blended advertising field, and provides the reader with beneficial insight by walking through the detailed steps necessary for such branded entertainment deals to come to fruition. Both brand marketers interested in crafting larger scale partnership deals with TV productions and agencies driven to learn more about the critical role they need to perform as the translator and goal decoder between brand, production and network will find this book enlightening. Additionally, this book will also provide enriched understanding to both network advertisers interested in increasing revenue and advertising dollars, and production partners seeking additional production funding, on ways to have smarter conversations around the creation of organic branded entertainment partnership planning.

1 of 1 people found the following review helpful. Definitely worth it. By Emiliano Calemkuk Very clear, concise, and to the point. For anyone seriously willing to consider entering the burgeoning world of branded entertainment, this book can save anyone from making costly mistakes. The fact that this book is written by a successful entrepreneur in the field means that there is plenty of practical advice coming from her own experience in this book.

0 of 0 people found the following review helpful. Very interesting book! By M. Fioravanti This book is an excellent compilation of knowledge acquired over the years that are being applied in the current context. Had not seen anything this experiential in any other book related to this subject.

Our media options have increased and evolved more in the last decade than over the last century. This evolution affects all aspects of our lives and, more specifically, has forever altered how consumers interact with the brands vying for their attention on all types of media outlets. Currently, a brand cannot just preserve the status quo but must be positioned correctly within a tumultuous world of options for both advertisers and consumers. One of the big questions for a brand manager is whether to place the brand inside content that is created exclusively with the brand in mind? This is the idea behind Branded Entertainment (BE). It is not product placement but a concept where brands and solid, entertaining content become truly intertwined. This book provides a thorough and practical understanding of the BE business including when it makes sense and when it does not. It explains the roles and thought process of all parties involved in a potential deal: the brands, the networks, the content producers, and the ad/marketing agencies. Branded Entertainment outlines the many different scenarios that could surface in these arrangements depending on who leads a deal and who accepts production costs. It also gives the reader a checklist of things to keep in mind when at the deal table.

**KEY FEATURES**

- Demystifies the concept of Branded Entertainment and separates what truly belongs in a BE deal and what does not
- Provides a context and rules for BE deals which have not been defined in the current media business environment
- Outlines deal parameters and considerations for brands, networks, ad agencies, and content producers (both in-house and independents)
- WAV offers a downloadable PowerPoint presentation on Branded Entertainment and sample documents on deal structure and a contract template -- available from the Web Added Value Download Resource Center at [jrosspub.com](http://jrosspub.com)

Native advertising, advertorials, paid content, brand placement we all know that marketers are becoming content publishers. But how do all of the deals get done and what are the opportunities to be leveraged? Valero does a masterful job of explaining how to expertly maneuver within this burgeoning marketplace. --Alvaro Saralegui, Media

Consultant to the NFL, formerly Advertising and Marketing Director at Sports Illustrated. Evolving techniques for bringing content to fruition have made many media business models obsolete. If you are in entertainment or advertising, these strategies for monetizing content while enhancing entertainment value and preserving brand integrity are invaluable. --Margaret Gilmore, VP, Disney Interactive

Branded content has become even more important in the current fragmented media landscape. Now, viewers have more options than ever when consuming their media whether they watch content on their TV, laptop, or mobile device. This book offers a one-of-a-kind look at how to make a Branded Entertainment deal happen. I strongly recommend it for all involved in the process. --Billy Walker, Media Director, Anheuser Busch

About the Author: Damaris Valero has been the Managing Director and Executive Producer at Animus Entertainment Group since 2003. Animus is a multimedia content provider company with offices in New York and Miami focusing on TV production, Branded Entertainment, and program development. Ms. Valero's career in the television industry spans more than 25 years and her expertise and know how has become a symbol of leadership in the industry. She has developed numerous multi-layered deals and co-produced innovative programming ideas for networks and national advertisers through unique Branded Entertainment formulas. Damaris has led a successful career launching prime-time TV series, and cable and digital channels, building joint ventures between companies, and developing content with global groups like the BBC, the NFL, and Endemol. Her television career began at Telemundo pioneering the international distribution of content to Latin America. Later, she was called to startup MTV Networks in Latin America and helped make MTV the #1 advertising funded network with the largest distribution in Latin America after ESPN. Ms. Valero started Animus Entertainment Group as an independent TV production operation in 2003. She has been a leader in the Branded Entertainment arena by concluding over 20 deals with companies like such as FOX, NBC, Univision, and ESPN. For over a decade, she has executive produced award-winning primetime series, formats and movies. Her credits include: 21 Days; The Ultimate Match; Music and Lyrics (the series); La Parranda; The Gold Game; Sex with Marilyn; The Ultimate Match; One Home, One Family; Romancing Your Palate; El Diez; Aaron Loves NY; That's Fresh and movie projects such as The Celestine Prophecy.