

Branded Content



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(Brielle Hilpert)

BRANDED CONTENT



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Anim Publishing, United States, 2011. Paperback. Book Condition: New. Aufl.. 229 x 152 mm. Language: English . Brand New Book. Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Advertainment is a relatively new form of advertising medium that blurs conventional distinctions between what constitutes advertising and what constitutes entertainment. Branded content is essentially a fusion of the two into one product intended to be distributed as entertainment content, albeit with a highly branded quality. Advertainment, unlike conventional forms of entertainment content, is generally funded entirely by a brand or corporation rather than, for example, a Movie studio or a group of producers. However, it can be argued that this is just a new name for the same type of marketing that was pioneered by soap manufacturers in the early days of radio and television with the soap opera.



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