



Transmedia Marketing: From Film and TV to Games and Digital Media (American Film Market Presents)

Anne Zeiser

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Transmedia Marketing: From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing. Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms – harnessing the power of audience to shape and promote your story.

Through success stories, full color examples of effective marketing techniques in action, and insight from top entertainment professionals, *Transmedia Marketing* covers the fundamentals of a sound 21st century marketing and content plan. You'll master the strategy behind conducting research, identifying target audiences, setting goals, and branding your project. And, you'll learn first-hand how to execute your plan's publicity, events, advertising, trailers, digital and interactive content, and social media. *Transmedia Marketing* enlivens these concepts with:

- Hundreds of vibrant examples from across media platforms – *The Hunger Games*, *Prometheus*, *The Dark Knight*, *Bachelorette*, *The Lord of the Rings*, *Despicable Me 2*, *Food, Inc.*, *Breaking Bad*, *House of Cards*, *Downton Abbey*, *Game of Thrones*, *Top Chef*, *Pokémon*, *BioShock Infinite*, *Minecraft*, *Outlast*, *Titanfall*, *LEGO Marvel Super Heroes*, *Halo 4*, *Lonelygirl15*, *Annoying Orange*
- Real-world advice from 45 leading industry writers, directors, producers, composers, distributors, marketers, publicists, critics, journalists, attorneys, and executives from markets, festivals, awards, and guilds
- Powerful in-depth case studies showcasing successful approaches – *A.I. Artificial Intelligence*, *Mad Men*, *Lizzie Bennet Diaries*, *Here Comes Honey Boo Boo*, and *Martin Scorsese Presents the Blues*
- Extensive Web content at www.transmediamarketing.com featuring a primer on transmedia platforms – film, broadcast, print, games, digital media, and experiential media; expanded case studies; sample marketing plans and materials; and exclusive interviews

With *Transmedia Marketing*, you'll be fully versed in the art of marketing film, TV, games, and digital media and primed to write and achieve the winning plan for your next media project.

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