

Creating Value with a Media Brand

Presented by Philippa Burgess
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Welcome

Writers

Hosts

Authors

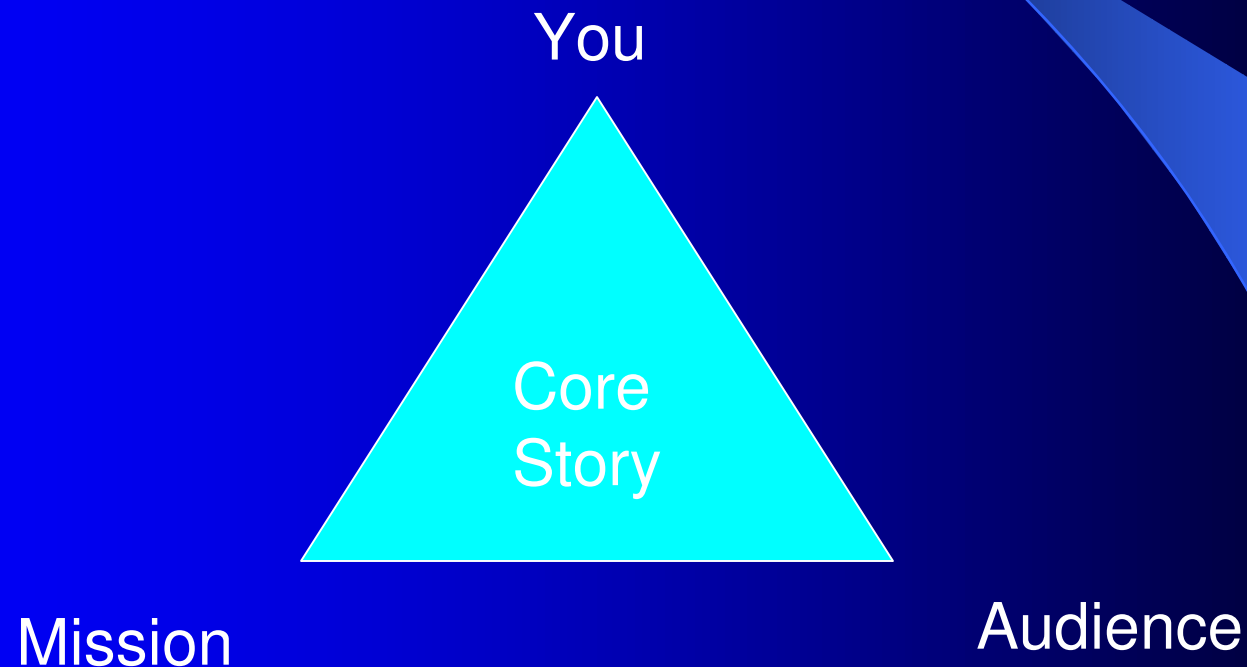
Experts

Actors

Filmmakers

Content Creators

Your Signature Story: From Content Creator to Media Brand



Types of Content

Real World Fiction

Narrative Non-Fiction

Fantasy/Animated
Fiction

General/Prescriptive
Non-Fiction

Media Spectrum

- Hollywood
- Publishing
- Publicity

Examples

Grey's Anatomy Sopranos Law & Order Everybody Loves Raymond Two and a Half Men	Queen Size Survivor The Osbornes 52 Fights Thieves of Baghdad
Simpsons Teenage Mutant Ninja Turtles Harry Potter Heroes Rest	Oprah Dr. Phil Martha Stewart Suze Orman Donald Trump

What is a Media Brand?

- A Brand is a Promise
 - Creates Mindshare
 - Establishes and Builds a Relationship
 - Tells a Simple Yet Powerful Story
 - Evokes an Emotional Response
 - Holds Top of Mind Awareness
 - Moves Across Media Platforms

Economics of Content

- Paid for directly by the end user
- i.e. – Movie Tickets, Theatre Tickets, Sporting Events, Books, DVDs, CDs, Digital Music, Premium Cable, Magazines, Subscription Services
- Paid for by the advertiser/sponsor looking to reach your audience
- i.e. Television, Radio, Magazines, Newspapers, Movies, Sporting Events, Live Events, Online

Media Platforms

- Feature Films – Studio, Cable, Independent
- Television Shows – Network, Cable, Independent
- Media – Newspapers, Magazines, Radio, Talk Shows
- Publishing – Books, E-Books, Comic Books, Graphic Novels
- Entertainment - Video Games, Amusement Parks
- Audio/Video – CDs/DVDs, Teleseminars, Podcasts, Short Content, Online Video
- Web – Website, Social Networking, User Generated Content, Web Marketing, Autoresponders, Newsletter
- Events – Speaking, Conferences, Workshops
- Marketing – Business Cards, Photos, Logos, Advertisements, Sponsorship, Cross-Promotional Partners, Licensing & Merchandising

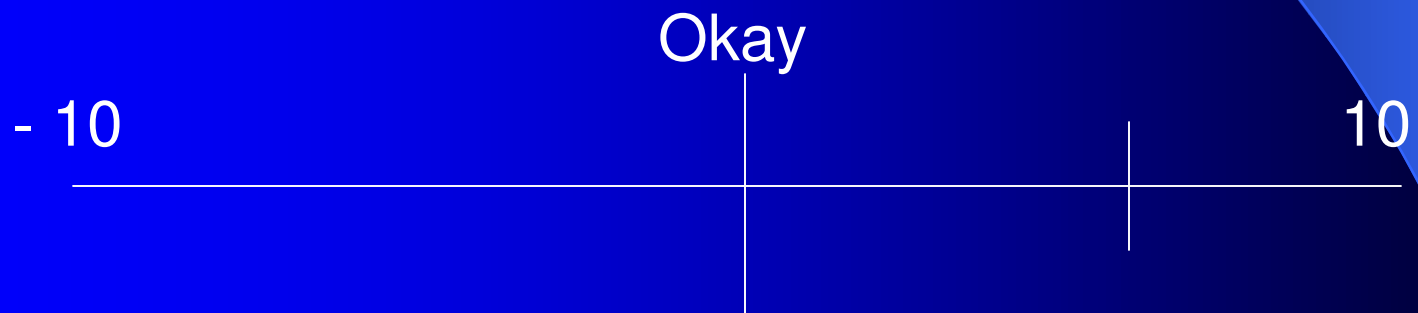
Trends

- Convergence of Media
- Celebrity Driven-Culture
- Greater Ability to Create & Distribute Content
- More Crossover between Film & TV
- Explosion of Channels of Distribution
- Change of Players and Economics of Media
- Online Marketing
- Need for a Well-built Platform
- Ownership

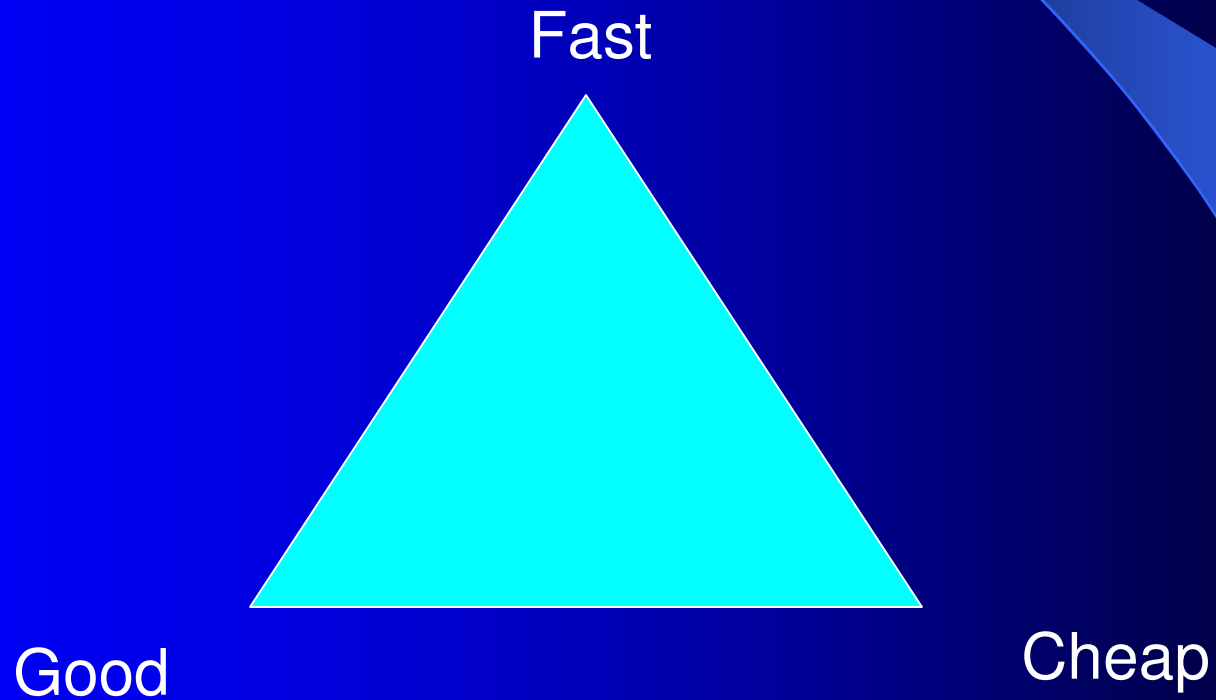
Disciplines

- Entrepreneurship
- Technology
- Storytelling
- Communications

Scale of Quality



Triangle of Quality



Tips

Send Thank You Notes

Stay Connected

Make Friends

Find Mentors

Not Now, Doesn't Mean Not Ever

Ask vs. Pitch

Keep Building Your Platform

Invest Wisely

Enjoy the Process

Contact

Philippa Burgess

Creative Convergence Inc.

www.creative-convergence.com/connect.php

www.yoursignaturestory.com

www.screenplaybyphone.com/career