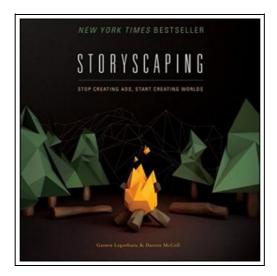
Storyscaping: Stop Creating Ads, Start Creating Worlds



Filesize: 1.04 MB

Reviews

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book. (Bernie Mante PhD)

STORYSCAPING: STOP CREATING ADS, START CREATING WORLDS



Wiley. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 8.1in. x 8.0in. x 1.0in.How to use powerful tools to engage customers with your brandMarketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces storyscaping as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customers story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brands purpose, understand the emotional desires of your consumers, and more. Shows how to map how the consumer engages with the category and productserviceExplains how to develop an organizing idea and creative plan for an immersive storyscape experienceDefines the role of marketing channels around the organizing ideaEstablishes how technology can be applied to the experienceLearn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand. www. storyscaping. com This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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