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Industry Professionals

Damaris Valero

BRANDED *Entertainment*

Dealmaking Strategies & Techniques for Industry Professionals

By **Damaris Valero**

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. In today's world, 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's 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 doesn't. It explains the roles and thought process of all parties involved in a potential deal and outlines the many different scenarios that could surface in these arrangements depending on who leads a deal and who accepts production costs.

"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

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"Evolving techniques for bringing content to fruition have made many media business models obsolete. If you are in entertainment or advertising, Valero's strategies for monetizing content while enhancing entertainment value and preserving brand integrity are invaluable."

—**Margaret Gilmore**, VP, Disney Interactive

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Key Features

- Demystifies the concept of BE and separates what truly belongs in a 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
- **WV** 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 www.jrosspub.com

BRANDED ENTERTAINMENT
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BRANDED ENTERTAINMENT

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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.

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