

**Marketing to the entertainment industry: a sea change.**

Big changes are happening at the intersection of entertainment, technology and media. Whether you're selling a tool, a service, a delivery system, a consumer brand or content, there is an opportunity to take advantage of the new dynamics.

Entertainment people are savvy, but the key decision makers aren't usually technology nerds. They want to cut to the chase. So if you're marketing a technology or service to the entertainment business, you need to be sure to speak the language of the Business. Not just your own. Marketing to the entertainment industry is all about making your benefits relevant, your difference clear, and your message simple.

There are all kinds of new business models and partnerships springing up. Sponsored content. The wireless "third screen". New alternatives to the :30 spot. Branded entertainment and brand positioning. Product placement in new forms. If you want to be part of the action, you need to demonstrate a commitment to the Business. Educate. And act like an insider. Have a presence in the right publications (like The Hollywood Reporter) and say the right things

What if you're a content provider (like a cable network) selling to other entertainment companies (like cable operators)? If you are marketing a hot tent pole property, sometimes it's enough to do the usual key art ad, crowned with audience or ratings numbers. Other times you need a more strategic story. Probably a big 'umbrella' branding idea, with a series of specific benefits that support it. Or conceptual ads that bring research data to life. That's when you will need to look beyond your usual in-house and creative agency resources.

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**ENTERTAINMENT**

