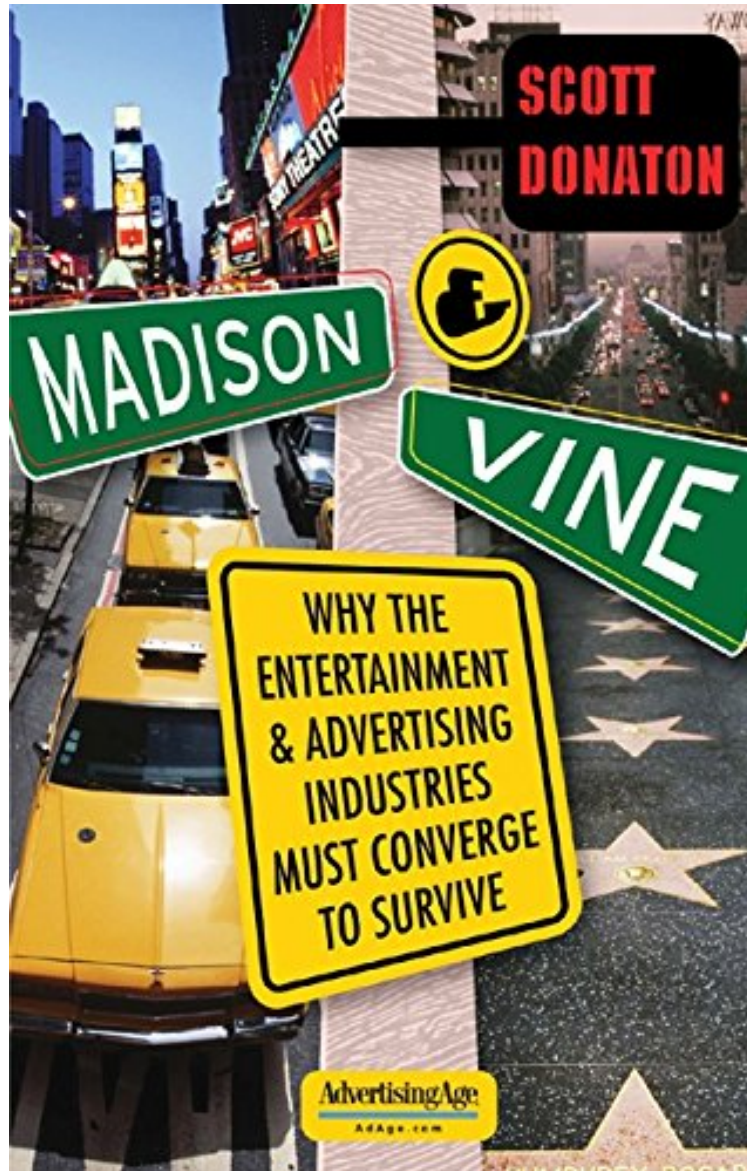


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Scott Donaton

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Scott Donaton : Madison Vine (Advertising Age Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Madison Vine (Advertising Age Books):

0 of 0 people found the following review helpful. Excellent Insight in the World of Persuasion By Hege Hoem Madison Vine: why the advertising and entertainment industries must converge to survive is an interesting, informative and highly relevant book. The book contains a detailed history of what product placement has been up till now. Furthermore, discusses emerging trends in society and poses interesting predictions for the future. It is well written,

highly objective, critical, and has credible sources and industry facts. It is the best book I've read in years. Thanks. 4 of 6 people found the following review helpful. The most visionary business book of 2004 By Customer This book is essential reading, not just for those in the advertising and entertainment industries, but for anyone who wants to be successful in marketing and selling any type of product in the 21st century. It's like "Future Shock" in the sense that it is the first serious exposition of cataclysmic changes in how we will be exposed to new products and information in the years ahead. I have armed myself by reading this book (twice) and anyone else who wants to retain their competitive edge, or who is just curious about what the future will look like, should do the same. 4 of 10 people found the following review helpful. The Perfect Primer on the subject! By H. Mitchell Kanner Scott Donaton brought attention to the subject, publicly in AdAge, and he's captured the very essence of this new "practice", where consumer brands, entertainment properties, and entertainment talent will all be blending together. My only fear is that he does such a good job, that too many will be too well armed now, and invade the "space"!

From the sharp decline in CD sales to the fragmentation of network TV audiences, the business models of the entertainment and advertising industries are showing severe cracks. Advertising Age editor Scott Donaton-- who coined the term Madison Vine™--lays out a case for why these industries will need to converge to survive, overcoming hurdles and creating business models based on content-commerce partnerships. Madison Vine reveals how new technology is disrupting traditional business models, giving the consumer more control over the product. Donaton explains how these industries will need to overcome distrust, divergent agendas, and creative conflicts to form mutually beneficial alliances--or face the threat of extinction. Examines the factors that threaten business models of the advertising industry and nearly every entertainment industry sector Relates the glamorous inside stories of prominent Madison Vine alliances "A superb analysis of the intersection of Madison and Vine. This convergence is the future financial model of the entertainment and advertising industries."--Mark Burnett, Creator/Executive Producer of "The Apprentice" and "Survivor" "Scott Donaton [has] written the definitive book about the mutual benefit that happens when filmmakers and marketers collaborate." --Harvey Weinstein, President, Miramax Films Corp. "Scott Donaton does more than lay out a road map of the future. A word to those who want some action in this crazily converging techno-centric world: read this book or be left behind."--Stanley Bing, bestselling author of What Would Machiavelli Do and Fortune magazine columnist "Unique and insightful, Scott provides an insider's look into the evolving business models of entertainment and advertising."--Donny Deutsch, Chairman and CEO, Deutsch Inc. "Scott Donaton knows the most important thing there is to know about the media business and that's what's happening to the advertising business. In this sharp, witting, and prescient book, he imagines the future of our business. It's a new game."--Michael Wolff, author of Autumn of the Moguls and Vanity Fair columnist "If you work in the media businesses, this book might help you figure out what you ought to do with the rest of your life before it's too late."--Kurt Andersen, bestselling author, editor, and host of NPR's "Studio 360"

"[It's] a magnitude and urgency of change that isn't evolutionary - it's transformational.... If a new model isn't developed, the old one will simply collapse." Steven J. Heyer, President-COO, Coca-Cola Co. Keynote address, Ad Age Madison Vine Conference "From the Back Cover How advertising and entertainment are forging valuable new partnerships without alienating the customers they're trying to attract New digital technologies, from the Internet to digital music devices and video recorders, have all but transferred control from content provider to consumer. Madison Vine tells the inside story of this new archetype, exploring the revolutionary changes sweeping today's media and revealing what advertisers and providers must do to embrace them. Taking an in-depth and masterful look at the technological and sociological changes that severely threaten today's business models for advertising and entertainment alike, Madison Vine: Defines the current challenges, then details a proven model for effectively straddling the line between content and commerce, entertainer and advertiser Provides six simple yet profound rules for creating compelling content while still managing to meet the needs of both content creators and consumers Examines case studies of how top advertising agencies, studios, and manufacturers are regaining their holds on the hearts and wallets of today's consumers Business is never easy. Blindly ignoring reality, however, can make it virtually impossible. Madison Vine takes a behind-the-scenes look at how new consumer-friendly technologies and attitudes have changed the reality of today's entertainment and advertising industries, and what must be done to get on board this fast-moving, one-way train before the final boarding call is sounded. On American Idol, judges sip from Coca-Cola emblazoned cups while contestants await results on a Coca-Cola-red couch in the glow of a Coca-Cola vending machine Miramax asks automakers to pay \$35 million for the right to be the hero's car, even though the film's script has yet to be written Headliners from Celine Dion to the Rolling Stones routinely sell tour sponsorships to multinational conglomerates, suffering little if any backlash from media-savvy fans. The once-clear line between commerce and creative has become increasingly blurred. Mass marketers faced with fast-changing technologies and attitudes are being forced to abandon their staid, comfortable push model in favor of a consumer-controlled pull model, in effect moving from intrusion to invitation. And while nobody can predict precisely where this new dynamic is headed, there is little question that it has profoundly and irrevocably transformed the ways in which the glamorous,

high-profile entertainment and advertising industries will reach and impact their markets, both today and in the not-too-distant future. *Madison Vine* provides a front-row seat to this unfolding story. Written by Advertising Age editor Scott Donaton, who has played a central role in understanding and facilitating the new intersection between content and commerce, this valuable book explains what is happening and why. High-profile professionals from every corner and faction detail their successes and failures at reviving long-fractured pathways to the hearts and minds of today's consumer. More importantly, *Madison Vine* sounds a call to those who fail to recognize what is happening around them. It explains how empowering technologies have transferred control from content creators and distributors to end users, and why collaboration must replace competition if all are to survive and flourish. The time is now. *Madison Vine* shows how to take full advantage of the amazing technological era in which we live, and gives you the knowledge to ride the convergence of entertainment and advertising to new levels of success and prosperity.

About the Author: Scott Donaton (New York, NY) developed and launched the *Madison Vine* franchise for Advertising Age, the world's leading advertising, marketing, and media publication. He is a frequent speaker at leading industry events and conferences, and on television and radio programs.