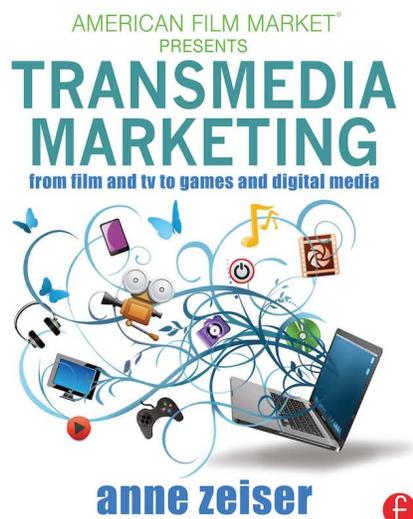


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## ***Transmedia Marketing: From Film and TV to Games and Digital Media*** **Introduces Groundbreaking Approach to Entertainment and Media Marketing**

***New Book and Companion Website for Content Creators  
Reveals How to Engage Audiences With Holistic Narratives Across Multiple Media Platforms***



*Transmedia Marketing: From Film and TV to Games and Digital Media*, a new title from Routledge and Focal Press in the American Film Market® book series, skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing. Its groundbreaking transmedia approach integrates storytelling *and* marketing content creation across multiple media platforms – harnessing the power of audience to shape and promote story.

Through success stories, full color examples of effective marketing techniques in action, and insight from top entertainment professionals, *Transmedia Marketing* covers the fundamentals of a sound 21<sup>st</sup> century marketing and content plan. Content creators will master the strategy behind conducting research, identifying target audiences, setting goals, and branding their project. And, they'll learn first-hand how to execute their strategic plan's publicity, events, advertising, trailers, digital and interactive content, and social media.

*Transmedia Marketing* enlivens these key concepts of **strategic planning** and **audience engagement** for entertainment and media projects with:

- **Hundreds of Vibrant Examples** – Success stories of numerous tactics across media platforms: *The Hunger Games, Prometheus, The Dark Knight, Bachelorette, The Lord of the Rings, Despicable Me 2, Food, Inc., Breaking Bad, House of Cards, Downton Abbey, Game of Thrones, Top Chef, Pokémon, BioShock Infinite, Minecraft, Outlast, Titanfall, LEGO Marvel Super Heroes, Halo 4, Lonelygirl15, Annoying Orange*
- **Real-world Advice** – Exclusive interviews with 45 leading industry writers, directors, producers, composers, distributors, marketers, publicists, critics, journalists, attorneys, and executives from markets, festivals, awards, and guilds
- **Powerful In-depth Case Studies** – Showcases of successful approaches: *A.I. Artificial Intelligence, Mad Men, Lizzie Bennet Diaries, Here Comes Honey Boo Boo, Martin Scorsese Presents the Blues*

By book's end, author Anne Zeiser immerses content creators in the art of creating a holistic narrative for film, TV, games, and digital media and primes them to write and achieve the winning plan for their next media project.

Revealing more tips and real-life examples of transmedia in action, the book's new companion Website at <http://www.TransmediaMarketing.com> launched today, along with a free e-book on media platforms.

**TransmediaMarketing.com**, the comprehensive [companion Website](#) to *Transmedia Marketing*, expands the book's central concepts and real-world examples and features **new exclusive content** including:

- **Sample Materials** – A deep dive on the *Martin Scorsese Presents the Blues* case study with sample marketing plans, project evaluations, creative briefs, ads, opens, teasers, press materials, collateral
- **Bonus Success Stories** and **Expert Insight** – An in-depth analysis of the launch strategy for Ridley Scott's *Prometheus* and an exclusive interview with the grandfather of transmedia, Henry Jenkins
- **Companion E-book** – *Transmedia Platforms: A Creator's Guide to Media and Entertainment* is a free primer for media makers on understanding and creating content on the top transmedia platforms – film, broadcast, print, games, digital media, and experiential media

*“Transmedia Marketing pioneers the powerful idea that successful entertainment projects must blend storytelling and marketing across multiple platforms. Creatives, business execs, and marketers alike will devour this book's clear guidance and real-world examples of how to shape a project so audiences will love it, participate in it, and share it.”*

– **Linda Reisman**, producer, *The Danish Girl*, *Affliction*, *Jeepers Creepers*

*“Transmedia Marketing is an in-depth, authoritative, and extremely timely survey of multi-platform marketing in the age of pervasive communications. Anne Zeiser has a unique understanding of the vital role that narrative plays in connecting a mass audience with your content or brand, and her advice for how to close that circuit is some of the best I've seen. There is more than a little bit of secret sauce contained in this book.”*

– **Jeff Gomez**, CEO, Starlight Runner Entertainment; transmedia producer, *Avatar*, *Pirates of the Caribbean*, *Transformers*, *The Amazing Spider-Man*, *Teenage Mutant Ninja Turtles*, *Halo*, *Hot Wheels*

#### **Author Bio:**

**Anne Zeiser** is a critically-acclaimed producer and media strategist who has stewarded iconic series for PBS, produced news for CBS, managed national brands for marketing firms, and founded [Azure Media](#), which develops transmedia projects *on air*, *online*, and *on the go* that fuel social impact *in communities*, *in schools*, and *in capitals*. With media partners from PBS and the BBC to Miramax and Sikelia Productions, Anne has successfully launched and marketed film studios and media organizations, feature and documentary films, television series and specials, mobile games and apps, and online video and media communities. She's a member of the National Academy of Television Arts & Sciences, an advisory board member of the Filmmakers Collaborative, an adjunct professor at Emerson College, and a contributor to the [Huffington Post](#). She's received many national awards and has been a featured speaker at American Film Market, Making Media Now, AFI Docs, StoryCode, World Congress of Science and Factual Producers, Jackson Hole Wildlife Film Festival, and the Asia Society. Twitter: [@azuremedia](#)



#### **American Film Market® Presents Series:**

*Transmedia Marketing* is part of the American Film Market Presents® series. This series is the result of an ongoing collaboration between American Film Market® (AFM), the largest motion picture market in the world, and Focal Press, a leading publisher of Media Technology content for over 75 years. The goal of the series, entitled *American Film Market Presents*, is to publish practical, cutting-edge books on the business of motion picture production and distribution and provide resources and information for the filmmaking community.

Visit the publisher's book's page at: <http://bit.ly/ZeiserTransmediaMarketing>  
9780415716116 | \$39.95 / £24.99 in paperback | July 2015

Visit the book's companion Website at: <http://www.TransmediaMarketing.com> and Facebook page at: <https://www.facebook.com/TransmediaMarketing>

For more information regarding interviews, media features, excerpts, and giveaways, and to request a review copy, contact Megan Smith, Marketing Manager, Focal Press at: [megan.smith@taylorandfrancis.com](mailto:megan.smith@taylorandfrancis.com)