

# PROMAXAsia: THE WEBINAR.

## Lee Hunt

### Dynamic Branding

Media brands, whether linear channels or streaming services, are dynamic. Unlike consumer product brands they change hour-to-hour, daypart-to-daypart, platform-to-platform. This makes media brands aspirational, but also contradictory. They serve different audiences at different times, but they must stand for one thing. They must be consistent, but feel fresh. They must be elastic enough to support changes in content, but follow a single trajectory. That makes branding media services a challenge.

A brand pyramid helps give you a template for creating effective messaging—from episodic promotion to brand image marketing. In this first session we break down the elements of the pyramid to see how different media companies use their brands to create effective channel messaging, and how they are connected to all the elements of marketing from print, outdoor, social and off-air.

### New Best Practices

What's happening now? Our industry is changing faster than ever. What are the newest strategies, tactics and trends from the leading edge of the television networks and streaming services? What's increasing viewership? Slowing erosion and churn? Strengthening viewer loyalty? We'll examine the new practices that are revolutionizing our industry; learn how they work; why they work; and how to make them work for you.

### Who?

Designed for a mix of new and seasoned marketing, promotion & creative professionals

### When?

Thursday, 17 June

(GMT +08)

10:00 AM Dynamic Branding

11:30 AM Break

12:00 PM New Best Practices

1:30 PM END

# PROMAXAsia: THE WEBINAR. Lee Hunt

## RATES

S\$250 per person; or S\$5,000 for up to 30 persons.

To register, fill out the registration form, billing details and return to [admin@promaxasia.tv](mailto:admin@promaxasia.tv). We shall be in touch by two working days.

If you have any question, email Andy at [andy@promaxasia.tv](mailto:andy@promaxasia.tv).

## Registration Form

No.	Name	Email address
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		
11		
12		
13		
14		
15		

# PROMAXAsia: THE WEBINAR. Lee Hunt

## Billing Details

Please select one:

Wire Transfer



Address:

-----  
Name

-----  
Company

-----  
Address

-----  
Address 2

-----  
City

-----  
State/Province

-----  
Zip/Postal Code

-----  
Country

-----  
Telephone

-----  
E-mail

\* A 7% GST is applicable to Singapore-based individual and company.