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Brand Storytelling

Integrated Marketing Communications for the Digital Media Landscape

By Keith A. Quesenberry & Michael K. Coolsen

This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in an integrated advertising, PR, strategic marketing communications campaign that leverages the power of story within the reality of today's digital first media landscape.

This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital-first integrated marketing communications plan.

From the earliest works on storytelling to the latest research, this text explains why and how storytelling works, the forms storytelling takes, and how to develop an integrated advertising, PR, and strategic marketing communications campaign that leverages the power of story within the reality of today's digital-first media landscape.

Keith A. Quesenberry and Michael K. Coolsen present a balance of research and theory with practical application and case studies within a classroom-friendly

framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications. Emphasizing digital and social media perspectives in the strategic planning and campaign process, Brand Storytelling also surveys TV, radio, outdoor, print opportunities as well as earned, shared, owned, and paid media.

Features:

- Chapters introduce discipline foundations through key figures, main content sections explaining concepts with examples, templates and stats, a main case study, questions for consideration, and list of key concepts for review.
- Coverage of new technologies in Web3, such as NFTs, cryptocurrency, media streaming, CTV, and the metaverse, ChatGPT, and DALL-E 2.
- Key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts, figures, companies, and cases for easy reference.
- Plan/campaign research addresses evaluation and optimization of IMC execution including descriptive, predictive, and prescriptive analytics.
- Instructor resources include chapter outlines, learning objectives, test banks, slides, forms, template worksheets, example assignments, and syllabi.

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About the Authors

Keith A. Quesenberry is associate professor of marketing at Messiah University who has taught graduate and undergraduate courses at Johns Hopkins University, Temple University, and West Virginia University. Quesenberry spent seventeen years in the marketing and advertising field as an associate creative director and copywriter at ad agencies such as BBDO and Arnold Worldwide, creating strategies and campaigns for startups to Fortune 500 brands including Delta Airlines, Exxon Mobil, PNC, Campbell's and Hershey. Quesenberry is author of *Social Media Strategy: Marketing, Public Relations and Advertising in the Consumer Revolution*.

Michael K. Coolsen is professor of marketing at Shippensburg University and an award-winning researcher and consultant. A social scientist and expert in data analysis, he has spent his career researching consumer behavior. Prior to his work in academia, he was a senior project director of marketing research at Arbor, Inc. (since merged into GfK Custom Research). His research has appeared and been published in *Psychology Today*, *Harvard Business Review*, *Advertising Age*, *PRWeek*, *Journal of Interactive Marketing*, *Journal of Current Issues & Research in Advertising*, *Journal of Marketing Theory and Practice*, *International Journal of Integrated Marketing Communications*.

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