



# **The TV Brand Builders: How to Win Audiences and Influence Viewers**

*Andy Bryant, Charlie Mawer*

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**The TV Brand Builders: How to Win Audiences and Influence Viewers** Andy Bryant, Charlie Mawer  
The TV Brand Builders is the definitive account of how the biggest television networks, channels and programmes are created as brands, with rare privileged access to the marketing strategies and creative thinking behind culturally defining TV promos, digital and social media campaigns and design identities. Practical advice and strategic insight is blended with insightful stories from the ratings front line.

Written by two leading practitioners responsible for work as famous as the BBC One hippos, the creation of a TV channel called Dave and the re-launch of Doctor Who, and featuring interviews with 50 leading industry experts from 8 countries, from HBO to ESPN, from DreamWorks to CANAL+.

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