

KIDS AND BRANDING IN A DIGITAL WORLD

Barrie Gunter

Nice Book Branding Digital World Barrie Gunter

AW Rasmussen



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Kids and branding in a digital world Barrie Gunter, 2015-11-01 As consumer markets have developed and become more crowded and competitive so brands have become more important in enabling consumers to make informed choices This book shows how children become engaged with brands and understand what they mean and how their relationship with brands changes over time as they mature as consumers It sets this development against the changes that have occurred in styles of brand promotion in the digital world where more subtle ways of reaching consumers have been developed by brand marketers Children become aware of brands from an early age Even before they start school they can recognise brand names and ask for brands by name The meaning of brands to children can vary dramatically with age As with other aspects of consumer socialisation children's initial orientation towards brands occurs at a superficial level because their level of cognitive development does not allow them to understand deeper seated symbolic meanings of brands Children's understanding of brands and the relationships they have with them may also be influenced by the new promotional techniques developed by marketers Children's recognition of advertisements depends upon being able to identify specific features which signal a persuasive message In the online world of social media and computer games the presence of brands may not be recognized as advertising and so the usual learned defenses against persuasion are not triggered This could place young consumers at a disadvantage This phenomenon has raised important questions for parents educators and marketing regulators and these are addressed in this book through reference to the latest research and writings from around the world

Kids and Branding in a Digital World Barrie Gunter, 2016 This book is about how kids become engaged with brands and how their relationship with them changes over time as they mature as consumers Children are introduced to brands at an early age and they have become increasingly brand conscious As consumer markets have developed and become more crowded and competitive so brands have become more important in enabling consumers to make informed choices However it may not always be in a child's best interests to develop a preoccupation with brands particularly if they influence the way they think about themselves This book examines the emergence of brand awareness among children and the importance of their cognitive development to their understanding of brands and consumer socialisation It also sheds light on problems caused by the emergence of new forms of branding in the digital era especially in online social media and virtual environments where so many children now spend a great deal of time and explores the implications for children and for regulators

The Psychology of Consumer Profiling in a Digital Age Barrie Gunter, 2016-05-05 Understanding how consumers choose between different products and services is a crucial part of professional marketing Targeting brands at the consumers most likely to be interested in them is another critical aspect of business success Marketers need to know what consumers think about brands why they like them and what purposes they serve This means delving into the psychology of the consumer to find ways of differentiating between consumers and matching brands to consumer niches at the level of

consumers relationships with brands Using psychology to segment consumers has been regarded as a valuable adjunct to standard geo demographic definitions of market segments The Psychology and Consumer Profiling in a Digital Age examines how this field of psychographics has evolved the different approaches to psychological segmentation of consumers the different ways in which it has been applied in consumer marketing settings and whether psychographics works It draws upon research from around the world and incorporates its analysis of the use of psychographics with an examination of major shifts in marketing in a digital and global era *Media and the Sexualization of Childhood* Barrie Gunter,2014-04-29 *Media and the Sexualization of Childhood* examines the on going debates surrounding the prominence of sexual themes in children s lives from clothes and accessories toys and games to music entertainment media advertising and new media platforms Parents educators and politicians around the developed world have raised concerns about the effects all these experiences can have on the socialisation and psychological development of children and the extent to which the premature introduction of sexuality into their lives can place them at risk of unwanted attention This book explores these issues using an evidence based approach that draws on research findings from around the world representing the most comprehensive single account of the field The book will be invaluable to students studying topics surrounding children and the media and childhood studies as well as students of communication media cultural studies sociology psychology and health science Media/Society David Croteau,William Hoynes,Clayton Childress,2025-05-06 *Media Society* Technology Industries Content and Users provides a framework to help students understand the relationship between media and society while developing skills to critically evaluate both conventional wisdom and one s own assumptions about the social role of media The Eighth Edition retains its basic sociological framework but has been thoughtfully streamlined in length while still including additional discussions of new studies and up to date material about a rapidly changing media landscape With updated research the latest industry data and current examples from popular media this edition helps illustrate enduring themes in the sociology of media **THE PSYCHOLOGICAL IMPACT OF SOCIAL NETWORKS ON YOUTH** DAVID SANDUA,2024-01-18 This book is a comprehensive and insightful exploration of how social media ubiquitous in modern life is shaping the mental health of today s youth It addresses both the negative effects and positive aspects of these digital platforms offering a balanced and research based view With a focus on anxiety depression and self esteem the book not only identifies problems but also suggests strategies for healthier use of social networks It is essential reading for educators parents and youth providing critical insights and tools for navigating an increasingly digitally connected world This in depth analysis is key to understanding and mitigating the psychological risks associated with social networks while harnessing their benefits for the well being and social development of young people **BrandDigital** Allen P. Adamson,2008-08-19 This book offers a comprehensive assessment of the future marketing landscape including discussion of how global digital acceleration has affected brands through the social networking and customer based brand promotion of websites such as Google and

MySpace Includes many case studies of successful digital branding *Children and Television Consumption in the Digital Era* Barrie Gunter,2020-11-29 *Children and Television Consumption in the Digital Era* provides a comprehensive analysis of contemporary research on the developmental impact of children s screen engagement in modern society Barrie Gunter explores how the world of television has evolved to become almost unrecognisable from the broadcast landscapes present over the last years of the 20th century This key text considers how screen based entertainment has become increasingly interactive and how children have become accustomed to creating their own television schedules through streamed services It explores key topics including screen experiences and the manifestation of prosocial and antisocial behaviour advertising and the development of consumerism and the evidence of screen time on a child s health and school performance Gunter insightfully assesses television content that children are exposed to and its impact on cognitive and behavioural development Featuring commentary on the challenges regulators face to keep up with rapidly developing screen technologies and suggestions on how parents can mediate their children s screen behaviour this text is an essential read for researchers and students taking courses in child development family studies broadcasting and communication *The Psychology of Consumer Profiling in a Digital Age* Barrie Gunter,2016-05-05 Understanding how consumers choose between different products and services is a crucial part of professional marketing Targeting brands at the consumers most likely to be interested in them is another critical aspect of business success Marketers need to know what consumers think about brands why they like them and what purposes they serve This means delving into the psychology of the consumer to find ways of differentiating between consumers and matching brands to consumer niches at the level of consumers relationships with brands Using psychology to segment consumers has been regarded as a valuable adjunct to standard geo demographic definitions of market segments *The Psychology and Consumer Profiling in a Digital Age* examines how this field of psychographics has evolved the different approaches to psychological segmentation of consumers the different ways in which it has been applied in consumer marketing settings and whether psychographics works It draws upon research from around the world and incorporates its analysis of the use of psychographics with an examination of major shifts in marketing in a digital and global era *Branding in a Digital World* Hilary JM Topper MPA,2019-11-21 How can you stand out How do you take your passion and turn it into profit In *Branding in a Digital World* author Hilary JM Topper discusses how branding your business from your overall image to messaging is paramount to its success In this hands on workbook she will help you build a brand market it effectively across digital media and ultimately get a strong return on investment Topper an expert in branding and digital communications walks you step by step through the process and helps you get the results you desire She teaches you how to build an integrated marketing plan use social media marketing recruit ambassadors for your brand integrate IoT and wearable tech create compelling blog and social content increase your SEO use public relations direct mail and email marketing to tie together the entire process With special sections on fake news nonprofit management and more

Branding in a Digital World offers a complete guide to help you learn to better market your product or service so you can gain a competitive edge **Brand Now** Nick Westergaard,2018-05-08 Capture their attention and keep it With the rise of digital media you d think it would be easier than ever to be heard Yet most messages fail to cut through the clutter Consumers are overwhelmed Ads alone aren t effective And you can t just churn out content and connect on every social network To stand out today you need to start with your brand Brand Now uncovers the new rules of branding in our complex and chaotic world Written by the author of Get Scrappy the digital marketing bible for business this latest book explains how to build brands that resonate both online and off The book helps you Create a brand with meaning Reinforce it with the right touchpoints Hone your brand s unique story Share it through engaging content Cultivate a sense of community Craft a coherent experience Stand out with simplicity and transparency The world may be growing louder but with Brand Now s big ideas and practical toolbox you can break through the noise and win a place in the hearts and minds of your customers

The Psychology of the Selfie Barrie Gunter,2021-09-01 The Psychology of the Selfie provides a comprehensive overview and analysis of research on the significance of selfies offering insights into the topic from a psychological perspective and examining important issues such as body image self objectification mental health and psychological benefits Selfies are a worldwide phenomenon Although dismissed by critics as a sign of self absorbed narcissism they are also a social currency that maintains and reinforces friendships a feedback loop for self identity affirmation a promotional tool for gaining social influence and a method for preserving memories of life events In this book Barrie Gunter expertly explores the psychological underpinnings of the contemporary global phenomenon of selfies from the historical roots and meteoric rise due to technical advancements to the different personality types of selfie takers to social relationships to group and personal identity Looking at both the psychological nature and impact of selfies this book reviews different psychological outcomes for selfie takers both positive and negative and the growth in psychological and physical problems that can sometimes arise Presenting a comprehensive analysis specifically of selfie behaviour this book is an essential reference for students and researchers in communications and media journalism information studies psychology and sociology as well as anyone with a general interest in the phenomenon *The BBC and the Public* Barrie Gunter,2024-10-23 This book examines the relationship between the public and the BBC in terms of public use of the BBC and their attitudes towards it These audience research measures are being used as metrics to assess the value of the BBC to the UK public Some of the attitudinal measures address perceptions of the BBC s outputs and some examine public views about the way the BBC is funded and managed The book has been written at a time when the BBC reached its centenary and also the mid point of its latest Royal Charter period At the time of writing the government had begun a mid term review of its performance as judged by its attainment of objectives set out in that Charter The Secretary of State for Digital Culture Media and Sport at the time of the mid term review had spoken and written openly about abolishing the TV licence fee and the introduction of a new funding model for the BBC that would be

implemented in its new Royal Charter due to be enacted in 2027 Against this backdrop this book examines public opinion about the funding of the BBC and then looks at changing media consumption habits and how these have affected patronage of the BBC's outputs Ultimately a decision must be taken about the kind of national broadcaster the UK both is government and its citizens would like to keep in the future Changing the funding model without first defining what the BBC should do and how it should be structured and resourced to do it could result in a messy solution that satisfies and benefits no one

The On-Demand Brand Rick MATHIESON, 2010-05-01 Call it the digital generation The iPhone toting Facebook hopping Twitter tapping I want what I want how I want it generation By whatever name marketers are discovering that connecting with today's elusive ad resistant consumer means saying goodbye to new media and hello now media Featuring exclusive insights and inspiration from today's top marketers as well as lessons from some of the world's most successful digital marketing initiatives this eye opening book reveals how readers can deliver the kind of blockbuster experiences that 21st century consumers demand Spanning social networking augmented reality advergames virtual worlds digital outdoor mobile marketing and more this book presents an inside look at digital strategies being deployed by brands like Coca Cola Burger King BMW Axe Deodorant NBC Universal Doritos and many others Revealing ten essential secrets for capitalizing on the right mix of digital channels and experiences for any brand this book reveals how to demand attention before the audience hits the snooze button

Branded Interactions Marco Spies, Katja Wenger, 2020-10-06 An invaluable source of inspiration for anyone involved with or interested in the design of interactive brands Digital design plays a crucial role in how customers experience a brand However corporate websites and online shops are only one part of interactive brand identity The importance of mobile apps for smartphones and tablets has grown exponentially in recent years while interactive touch points and billboards are increasingly found in the real world The interface is now the brand *Branded Interactions* is a practical handbook for professional digital designers and those just starting out It is designed to guide the reader through the process of digital brand design in five key phases discovering a demographic defining an action plan designing an interface delivering a quality product and distributing the design to the marketplace All the sections are packed with real world examples case studies and interviews with experts from leading brands and interactive agencies A wealth of design documentation and diagrams helps to build a solid framework for any project incorporating brand strategy at every stage while remaining flexible enough to incorporate change and creativity

Branding in the Digital Age: Building Trust and Recognition Mayfair Digital Agency, 2022-01-30 Branding in the Digital Age Building Trust and Recognition explores the vital importance of branding in today's technologically driven world In an era where online interactions dominate the book delves into the significance of building trust and recognition in a rapidly evolving digital landscape It delves into the strategies and tools that businesses and individuals must embrace to establish a strong and authentic brand identity From social media platforms to websites the book emphasizes the need to create cohesive and compelling digital experiences to foster lasting

relationships with consumers With a focus on transparency and credibility it provides invaluable insights into navigating the complexities of the digital realm while solidifying brand loyalty Whether you are an entrepreneur marketer or professional this book is a must read to succeed in the ever changing landscape of the digital age Brand New: The Shape of Brands to Come Wally Olins,2014-04-22 The world s leading practitioner of branding predicts the future of companies identities in an ever changing marketing landscape What is the future for brands and branding Does globalization mean that variety and individuality will be crushed out of existence by massive multinationals Will everywhere and everything become similar like the world of airports today Or will there still be room for brands that thrive on being different What about the impact of digital technology and increasing customer feedback through the internet and social media What in fact do customers want Today s businesses in addition to thinking about price and authenticity have to deal with corporate social responsibility How does this affect the products and services we consume How does it influence the way we feel about organizations Are corporations here to maximize profits and grow or to help society or both With the rapid rise of new markets in India China Brazil and elsewhere will new global brands emerge based around local cultural strengths and heritage If so what will this mean for the traditional dominance of brands based on Western cultural norms Wally Olins s fascinating book looks at every aspect of the world of branding With his customary flair and no nonsense prose he analyzes the problems facing today s organizations criticizes corporate missteps praises those companies who seem to be building and sustaining brands efficiently in our brave new world and predicts the future of branding No one interested in marketing business or contemporary culture will want to be without this book **Twitter is Not a Strategy** Tom Doctoroff,2025-09-23 In a cultural climate saturated by technology marketing professionals have focused their energies on creating newer and more digital methods of advertising their brands with the fear that if they don t embrace Big Data they will fade into obscurity But Tom Doctoroff Asia CEO for J Walter Thompson argues that this frenzy over digital and social media has created a schism in the marketing world that is hindering brands from attaining their true business potential The tension between traditional branding and the seemingly unlimited possibilities presented by the advent of digital branding leads companies to abandon the tried and true aspects of marketing for the flash of the new In **Twitter is Not a Strategy** Doctoroff explains why a strategy that truly integrates the two ideas is the best way for a brand to move into the future Using some of the biggest brand names in the world as examples such as Coca Cola Nike and Apple he breaks down the framework of marketing to explain how digital marketing can t stand without the traditional foundation Brandmesh Digital Sapiientia,Alfredo Merlet,2024-03-18 Why read this book 1 Insight into Digital Branding Gain valuable insights into the intricacies of digital branding and how it influences modern business strategies 2 Entrepreneurial Guidance Discover practical advice and actionable steps to build and enhance your brand presence in the dynamic landscape of social media 3 Networking Strategies Learn effective networking strategies tailored for entrepreneurs leveraging social media platforms to connect engage and grow your

professional network

Relevance of the topic The relevance of the topic lies in the profound impact of digital connectivity on modern business practices In today s hyper connected world social media platforms serve as indispensable tools for entrepreneurs seeking to establish and expand their brands Understanding how to navigate and leverage these digital channels is essential for building a successful business in the digital age This book provides timely insights and strategies to help entrepreneurs harness the power of social media and construct a strong brand presence amidst the evolving landscape of digital connectivity

Why You Can t Afford to Miss This Book Dear Entrepreneurial Trailblazer In an era where digital connectivity reigns supreme the landscape of business is constantly evolving As an entrepreneur navigating these dynamic waters the key to unlocking success lies in your ability to harness the power of social media and digital branding That s why I m thrilled to introduce you to our latest guide **BrandMesh: Crafting Your Brand in the Digital Connectivity Era** This book isn t just another addition to your reading list it s a roadmap to revolutionize your approach to branding and propel your business to new heights in the digital realm So why can t you afford to miss out on this invaluable resource Let me walk you through three compelling reasons

First and foremost this book offers unparalleled insight into the intricate world of digital branding In today s fast paced and interconnected society establishing a strong brand presence online is no longer just a luxury it s a necessity Whether you re a seasoned entrepreneur or just starting out on your business journey understanding the nuances of digital branding is essential for staying relevant and competitive in your industry **BrandMesh** delves deep into the strategies and techniques you need to craft a compelling brand narrative engage with your audience authentically and stand out amidst the digital noise From leveraging social media platforms to mastering the art of storytelling this book equips you with the knowledge and tools to position your brand for success in the ever evolving digital landscape

Secondly **BrandMesh** isn t just about theory it s a practical guide filled with actionable advice tailored specifically for entrepreneurs like you Unlike other books that merely scratch the surface this comprehensive resource provides step by step instructions and real world examples to help you implement effective branding strategies with confidence Whether you re looking to build brand awareness drive customer engagement or increase sales conversions each chapter is packed with practical tips and insights that you can apply directly to your business From optimizing your social media profiles to crafting compelling content that resonates with your target audience **BrandMesh** empowers you to take your branding efforts to the next level and achieve tangible results in the digital sphere

The Ad-Free Brand Chris Grams, 2011-08-11 Today you can build powerful enduring brands at amazingly low cost without expensive ad campaigns huge marketing budgets self interested outside agencies or deep specialized expertise All you need are passion for your brand low cost digital tools and **The Ad Free Brand** Drawing on his experience helping build Red Hat s billion dollar global brand Chris Grams integrates classic brand positioning concepts with 21st century digital strategies tools and practices Grams presents great new ways to collaboratively uncover communicate and evolve your ideal brand position embed it in organizational culture and work with your brand community to

make it come to life This step by step guide will lead you through the entire brand positioning process while providing all you need to build a winning brand on a tight budget

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