
Transmedia Branding

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Course description

The principle at the core of transmedia branding is this: rather than bombard audiences with unwanted and redundant brand messages, engage audiences in compelling conversations.

Applying Henry Jenkins' concept of 'transmedia storytelling' to communication and public relations field, Burghardt Tenderich defines transmedia branding as the dispersal of core information and experiences surrounding a brand across multiple media platforms with the goals of intensifying audience engagement. Transmedia branding seizes the dialogic and conversational potential of the Internet to reach audiences with non-intrusive techniques. In fact, it not only seeks to reach audiences but also to engage them.

This course aims to help students to explore the vast opportunities transmedia brings to brand communication from the analysis of real cases and first-hand experience of professionals of this field.

ECTS Credits

4 ECTS

Specific competences

- To understand the mutations of the new media ecology and the transition from broadcasting to networking in the specific field of brand communication.
- To understand the new forms of transmedia storytelling in areas like advertising, public relations, marketing
- To know the basic principles of transmedia storytelling analysis and design applied to brand communication.

Learning outcomes

- To be able to understand the mutations of the media ecology and brand communication
- To discover the opportunities transmedia storytelling brings to brand communication
- To be able to analyse best practices in transmedia branding
- To design a transmedia branding campaign

Content

- Introduction to the new media ecology and transmedia storytelling
- Transmedia narratives in the field of journalism, advertising, corporate and institutional communication
- Transmedia branding: case analysis and development strategies
- New narrative forms applied to branding and product communication.

Method of presentation

Throughout the course, different learning methods are combined: lectures, case studies, personal readings, debates, brief exercises, and individual and group projects.

Course assessments

- Attendance & participation in sessions – 15%
- Analysis of a real transmedia branding campaign (individual) – 35%
- Design of a transmedia branding campaign (in groups) for a real brand, organization or product – 50%

Course schedule

1. Course introduction. Presentation of objectives, methodology and evaluation.

The new media ecology: from broadcasting to networking.

2. Transmedia storytelling: canon, fandom and fictional narrative worlds.

3. Transmedia storytelling beyond fiction: journalism, documentary, education and politics.

4. User generated content and participatory spaces: the concept of UGC, benefits of applying an UGC strategy to branding.

5. The origin of transmedia branding: Bernays, He-man and the transmedia branding before transmedia branding.

6. New narrative forms applied to branding and product communication. Best practices. Branded content, branded podcast, augmented reality, gamification, e-wom, brand podcasting.

Best practices. The Beauty Inside by Intel/ Toshiba; #Dropped by Heineken; Deliciosa Calma by Campofrío; Cinergia by GNF; LEGO; McWhopper by Burger King.

Practical activity: Analysis of a real transmedia branding campaign: key elements for designing a successful campaign (individual).

7. Practising transmedia branding. Guidelines to apply transmedia storytelling to marketing & brand communications: brand, narrative, participation & media channels. Ethical considerations.

8. Final project workshop I

9. Final project workshop II

10. Final project presentations

Possible guest speakers:

- **Roger Casas-Alatriste**, CEO, El Cañonazo Transmedia. They have created transmedia universes for fictions such as “La Peste” and “La Zona”, and also for brands such as Adidas, ING and B Travel [See portfolio](#)
- **Eduardo Prádanos**, CEO, Fluor Lifestyle. They work on branded content and transmedia projects. [See portfolio](#)

Required readings

- Brown, S., Kozinets, R.V., & Sherry Jr., J.F. (2003) Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. *Journal of Marketing*: July 2003, Vol. 67, No. 3, pp. 19-33.
- Costa Sánchez, C. Transmedia Storytelling, an ally of Corporate Communication: #Dropped by Heineken case study, *Communication & Society / Comunicación y Sociedad*, Vol. 27, n. 3, 2014, pp. 127-150.
- du Plessis, C. (2018). Prosumer engagement through story-making in transmedia branding. *International Journal of Cultural Studies*, 136787791775044. <http://doi.org/10.1177/1367877917750445>
- Granitz, N. & Forman, H. (2015). Building self-brand connections: Exploring brand stories through a transmedia perspective. *Journal of Brand Management*, 22, 38-59. doi: <https://doi.org/10.1057/bm.2015.1>
- Guerrero-Pico, M. (2016). Dimensional expansions and shiftings: Fan fiction and transmedia storytelling in the Fringeverse. *International Journal of TV Serial Narratives*, 2(2), 73-86. doi: <https://doi.org/10.6092/issn.2421-454X/6593>
- Guerrero-Pico, M. (2017). #Fringe, Audiences and Fan Labor: Twitter Activism to Save a TV Show From Cancellation. *International Journal of Communication*, 11. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/4020>
- Harris, B. J. (2014) *Console Wars: Sega, Nintendo, and the Battle that Defined a Generation*. Harper Collins.
- Hancox, D. (2019). Transmedia for Social Change: Evolving Approaches to Activism and Representation. In M. Freeman & R. Rampazzo Gambarato (Eds.), *The Routledge Companion to Transmedia Studies* (pp. 332-339). New York: Routledge.
- Jenkins, H. (2003). Transmedia Storytelling. *Technology Review*. URL: <http://www.technologyreview.com/biotech/13052/>
- Karlsen, J. (2019). Transmedia Documentary. Experience and Participatory Approaches to Non-Fiction Transmedia. In M. Freeman & R. Rampazzo Gambarato (Eds.), *The Routledge Companion to Transmedia Studies* (pp. 25-33). New York: Routledge.

- Kozinets, R.V. (2002) The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities. *Journal of Marketing Research*: February 2002, Vol. 39, No. 1, pp. 61-72.
- Scolari, C. A. (2009). Transmedia storytelling: Implicit consumers, narrative worlds, and branding in contemporary media production. *International Journal of Communication*, 3, 586–606.
- Rampazzo Gambarato, R. (2013). Transmedia Project Design: Theoretical and Analytical Considerations. *Baltic Screen Media Review*, 1, 80-100. Retrieved from <https://content.sciendo.com/view/journals/bsmr/1/1/article-p80.xml>
- Tenderich, B.; Williams, J.C. (2015) *Transmedia Branding. Engage your Audience*. USC Annenberg Press.
- Williams, J.C. (2013) *Principles of Transmedia Branding*. (Master's Thesis). The USC Graduate School. University of Southern California. Available at: <http://digitallibrary.usc.edu/cdm/ref/collection/p15799coll3/id/337872>

Recommended readings

- Corona Rodríguez, J. M. (2016): ¿Cuándo es transmedia?: discusiones sobre lo transmedia(l) de las narrativas, *Icono 14*, volumen (14), pp. 30-48. doi: 10.7195/ri14.v14i1.919
- Jakus, D., & Zubčić, K. (2016). Transmedia marketing and re-invention of public relations. *Minib, Marketing of Scientific and Research Organizations*, 22(4), 91–102. Retrieved from <http://minib.pl/en/transmedia-marketing-and-re-invention-of-public-relations/>
- Jenkins, H. (2006) *Convergence Culture. Where Old and New Media Collide*. New York, NYU Press.
- Jenkins, H.; Ford, S. & Green, J. (2013) *Spreadable Media. Creating Value and Culture in a Networked Culture*. New York, NYU Press.
- Martí Parreño, J. (2010) *Funny marketing*. Madrid, Wolters Kluwer.
- Martí-Parreño, J., Bermejo-Berros, J., & Aldás-Manzano, J. (2017). Product Placement in Video Games: The Effect of Brand Familiarity and Repetition on Consumers' Memory. *Journal of Interactive Marketing*, 38, 55–63. <http://doi.org/10.1016/j.intmar.2016.12.001>

- Pratten, R. (2015) *Getting Started in Transmedia Storytelling. A practical Guide for Beginners*. 2nd edition available at: <http://www.tstoryteller.com/getting-started-in-transmedia-storytelling>
- Rampazzo Gambarato, R. (2016). The Sochi Project: Slow journalism within the transmedia space. *Digital Journalism*, 4(4), 445-461. doi: <https://doi.org/10.1080/21670811.2015.1096746>
- Scolari, C. (2013) *Narrativas transmedia: cuando todos los medios cuentan*. Barcelona: Deusto.
- Teixeira Tárca, L.P. (2019). Transmedia Education: Changing the Learning Landscape. In M. Freeman & R. Rampazzo Gambarato (Eds.), *The Routledge Companion to Transmedia Studies* (pp. 314-322). New York: Routledge.
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