

Perspective: State of play of media brands

Outlook
for Media
Brands



Dr Melanie Gray



Branding is critical for the future success of UK media organisations, therefore navigating this complex and dynamic world is crucial. This expert perspective will help those working with media brands understand the current state of play and what to do next.

This Perspective: state of play of media brands, provides those working with media brands an insight into current themes and key challenges facing media brands. Designed to be easy and quick to digest, this expert viewpoint offers useful advice as to how to strengthen your media brand.

This is the first in the *Outlook for Media Brands* series, a collection of perspectives designed to offer brief insights and guidance around the world of media brands.

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Branding is critical for the future success of media firms

Branding is an integral strategic remit for any media organisation. In the complex, dynamic and cluttered media industry environment, branding provides a way to maintain and sustain competitive success. Strong media brands provide cut through to audiences, by both reaching and connecting with them. The rapidly changing technological, social and global landscape facing the media industry has only strengthened the need for innovative media brands and ways of managing them. The commitment and focus on branding within the UK media industry is a requirement for growth and sustainable success and those media organisations who take brand building seriously will benefit as a result.

“Being responsive to the environment around you makes the brand stronger”

A structured approach leads to media brand success

Media brands are strengthened by a well-considered approach to their creation, development, and maintenance. Those media brands that are managed in a structured way reap rewards for their organisations. Media brands need to be continuously developed in a way that enhances their value to audiences. Internal and external communication needs to be considered and planned carefully so that all activity reinforces key messages about your media brand. Internal communication around branding is needed by media firms to help build knowledge, passion and loyalty amongst employees. External communication and activities help strengthen the image of a media brand. This all enhances resonance around the media brand.

“A planned and organised approach is crucial to the success of a media brand”

Having a clear brand identity is key

Having a strong identity for your media brand is key. Having a clear sense of identity is fundamental to a successful media brand, as without it the brand lacks purpose and is uncompetitive. However, the translation of this identity to external audiences is not easy. Fragmented audiences across a plethora of platforms means getting cut through of your brand is difficult. Media brand managers need to consider the many different and constantly evolving ways in which audiences engage with the brand and ensure the use of innovative and creative ways to convey a clear identity.

“ To have a distinctive brand identity is key”

Co-create your media brand with audiences

Brand co-creation is all about the collaboration between a media organisation and its audiences. It involves both parties being actively engaged around the brand, nurturing it and developing it together. When a media brand is co-created, both the organisation and the audiences benefit from this collaboration. To facilitate and encourage co-creation provides real strength to your brand and is something for all media organisations to embrace.

“ Co-creation is about enabling and encouraging audiences to be involved in your brand’



About this perspective:

This Perspective on the state of play of media brands provides those working with media brands an insight into current themes and key challenges facing media brands today. It provides a collection of recommendations as to how to strengthen media brands.

This is the first within the Outlook for Media Brands series. The full series contains:

- Perspective: State of play of media brands
- Perspective: Critical nature of a strong brand identity
- Perspective: Co-creating media brands with audiences
- Perspective: Influence of new digital technologies on media brands

About the author:

Dr Melanie Gray is a thought leader on branding and marketing in the Creative Industries. She welcomes being part of the discussion on the future of the creative industry and the role of branding and marketing. Melanie is a founding member of the Media Industries academic research group at Bournemouth University, within the faculty of Media and Communications.

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