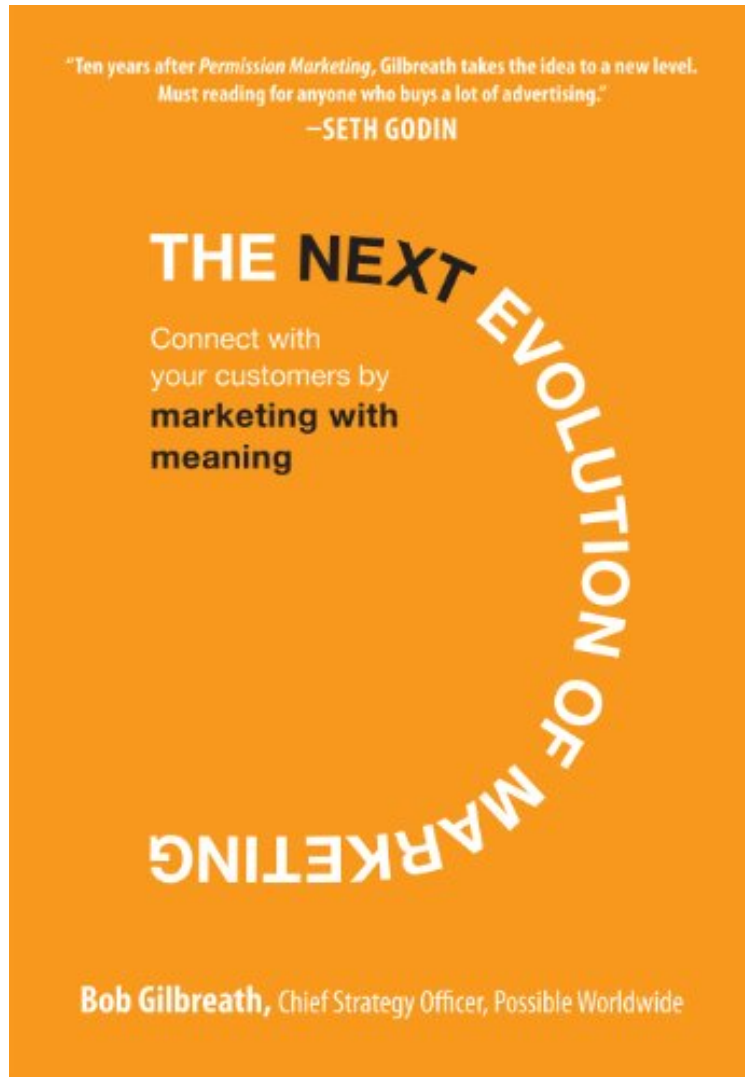


The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning

Bob Gilbreath

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Bob Gilbreath : The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning before purchasing it in order to gage whether or not it would be worth my time, and all praised The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning:

0 of 0 people found the following review helpful. Good read, appreciated by a marketer.By Emily GoldingWonderful marketing book. Many are not great, but this one is. I appreciate that Gilbreath touches so much on the process of creating strategy.0 of 0 people found the following review helpful. Good marketing book and OK contentBy John J. ValentineGood marketing book, stuff is pretty standard0 of 0 people found the following review helpful. Clear Vision plus Actionable AdviceBy Jason DealFor progressive marketers and their advisers anxiously monitoring the tectonic

shifts in consumer media consumption and the degrading performance of their traditional marketing strategies, this book does a great job of landing the conceptual plane described by today's media and marketing thought leaders such as Godin, Garfield, and those Punk Marketing guys. Traditional media isn't dead, but over the coming years it will become increasingly important for brands to create value with their actual marketing efforts. The web design guys have known this since the browser took off and the notion of user-centered design took hold...it's not about getting the message pushed out, but about creating unique value to help consumers achieve their goals and attracting consumers to the brand through this value creation effort. Bob's book builds the scenario clearly, provides a vision for a new model through interesting case studies, and provides well-considered guidance on how to make this turn happen starting with your next project or campaign. While the marketing services industry debates its future in these tumultuous times, I believe this book also provides a template for the future agency model...it's the "add agency". Highly recommended. @JasonDeal

THE NEW LAW OF MARKETING "The Next Evolution of Marketing is a true beacon for all brand builders. Many books claim that, Bob's book delivers." Jim Stengel, former Global Marketing Officer, Procter Gamble "Some timeless truths restored for modern marketing—and many new ones added. An inspiring reminder of the value of brand behavior and how to make it happen." Sir Martin Sorrell, CEO, WPP "Persuasion has given way to sharing, and marketing will never be the same." John Gerzema, Chief Insights Officer, Young Rubicam, and coauthor of *The Brand Bubble* "Bob Gilbreath brilliantly shows why we're no longer living in our fathers' marketing era. Better yet, he details how marketing works best when it adds value to people's lives, and he provides a playbook for success." David Meerman Scott, bestselling author of *The New Rules of Marketing PR* and *World Wide Rave* "This book provides a framework and compelling examples for creating the next generation of culture-leading brands." Mark Greatrex, Senior Vice President, Marketing Communications and Insights, The Coca-Cola Company ABOUT THE BOOK: *Marketing with Meaning*—The Breakthrough Strategy for Connecting with Customers! The old interruptive model of marketing doesn't work. Customers are tuning out. They no longer listen to in-your-face messages. Instead, they demand meaning in the brands they buy and the marketing that reaches them. Marketing strategist Bob Gilbreath's hot new concept, *Marketing with Meaning*, represents the next evolutionary step in a progression following direct marketing and permission marketing. This groundbreaking methodology engages customers and wins their business by adding value to their lives. Rather than pushing a product or service, *Marketing with Meaning* woos customers by offering them something of value independent of purchase. In *The Next Evolution of Marketing*, Gilbreath unveils a revolutionary new approach to business that fills the gaping voids left in bottom lines when people started tuning out. Gilbreath describes the marketing revolution now underway and the powerful forces driving it. Inside, he provides *Marketing with Meaning* success stories, including: Samsung's laptop and cell phone charging stations, which are now found in more than 50 airports throughout the United States Dove's Campaign for Real Beauty and its viral video "Evolution," which has been viewed more than 100 million times Burger King's Xbox advergames, which helped boost the company's profits by 40 percent in one year This first-ever comprehensive model for creating and managing a meaningful marketing campaign uses in-depth case studies of successful campaigns and explains how to develop and execute a solid strategy for meeting customers' needs. It also arms you with an original set of metrics for precisely measuring the effectiveness of your initiatives. You simply cannot afford to get left behind in advertising's "golden age" of interrupt, tell, and sell marketing. *Marketing with Meaning* is how your customers demand business be done today and tomorrow. *The Next Evolution of Marketing* is your guide to surviving and thriving in this marketing revolution.

"With solid credentials supporting him (as chief marketing strategist at Bridge Worldwide, a large advertising agency), Gilbreath lays out his ideas about a marketing strategy he calls 'meaningful marketing.' He defines meaningful marketing as the 'marketing itself add[ing] value to people's lives.' Insisting that traditional marketing is now out-of-date because the consuming public has grown sophisticated in avoiding regular marketing strategies ('Most traditional advertising is meaningless,' he says), he is a great proponent of marketing that offers consumers actual things to put to practical use, which then, in turn, makes the best advertising for the company that is supplying those services. He cites the 'best historical example' of marketing with meaning as the Michelin tire company, which, way back when, produced the first-ever car-travel guide to France. From there Gilbreath presents, essentially, a how to: outlining a model for developing meaningful marketing and then explaining, with many useful case examples, how it can be tailored to any company, large or small. An essential addition to comprehensive business collections." --Brad Hooper, Booklist Booklist 20090914 About the Author Bob Gilbreath is chief marketing strategist at Bridge Worldwide, one of the largest global digital ad agencies. He has worked with some of the world's largest marketers, including Procter Gamble, Johnson Johnson, Anheuser-Busch, and Ford. He currently leads digital strategy work for clients such as Kroger, Abbott, Luxottica, and ConAgra Foods. Bob was recognized by Advertising Age as one of the Top 50

Marketers of 2004. Bridge Worldwide headquarters are located in Cincinnati, Ohio.