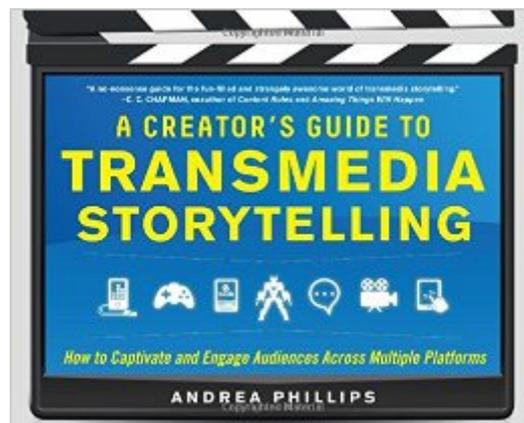# A Creator's Guide To Transmedia Storytelling: How To Captivate And Engage Audiences Across Multiple Platforms

Synopsis

The First How-To Strategy Guide to Transmedia Storytelling â œPhillipsâ ™s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story."â •David Gale, Executive Vice President, MTV Cross Media â œTransmedia storytelling is a bold and exciting new arena for creativity and innovation. . . . Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling.â •â •Michelle Satter, Founding Director, Sundance Institute Feature Film Program â œAn excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!â • â •Jeff Gomez, CEO, Starlight Runner Entertainment â œA no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling.â •â •C. C. Chapman, coauthor of Content Rules and Amazing Things Will Happen Includes Q&A sessions with the worldâ ™s leading experts in transmedia storytelling About the Book: What is transmedia storytelling and what can it do for you? Itâ ™s the buzzword for a new generationâ •a revolutionary technique for telling stories across multiple media platforms and formatsâ •and itâ ™s rapidly becoming the go-to strategy for a wide variety of businesses. If you work in marketing, entertaining, or advertising, transmedia storytelling is a must-have tool for pulling people into your world. Why do you need A Creatorâ ™s Guide to Transmedia Storytelling? If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Picturesâ •at a fraction of the cost. Youâ ™ll learn how to: Choose the right platforms for your story Decide whether to DIY or outsource work Find and keep a strong core production team Make your audience a character in your story Get the funding you needâ •and even make a profit Forge your own successful transmedia career With these proven media-ready strategies, youâ ™ll learn how to generate must-read content, must-see videos, and must-visit websites that will only grow bigger as viewers respond, contribute, and spread the word. Youâ ™ll create major buzz with structures such as alternate reality games and fictional character sitesâ •or even â œold-fashionedâ • platforms such as email and phone calls. The more you connect to your audience and the more you get them involved in the storytelling process, the more successful you will be. This isnâ ™t the future. This is

now. This is how you tell your story, touch your audience, and take your game to the next levelâ •through transmedia storytelling.

Book Information

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Customer Reviews

This is the second "how-to" book that I've reviewed on the topic of Transmedia Storytelling. The Guide by Andrea Phillips is a pragmatic journal of all the creative possibilities -- and a welcomed addition to the body of practitioner knowledge and associated lessons learned.Ms. Phillips describes her own experiences as a game designer and includes numerous insightful Q&A sidebars with contributions from her accomplished peer group -- they're primarily transmedia practitioners within the American entertainment industry.The book is divided into five sections -- each one offering practical ideas and suggestions for transmedia storytelling novices, plus some creative examples of techniques that an experienced practitioner would appreciate.She describes some of the lasting wisdom of early transmedia storytelling projects by the pioneers -- such as The Blair Witch Project. She also features the key take-away points from more recent examples of commercial transmedia case studies -- again, primarily from within the entertainment industry.Ms. Phillips says that "...the long-term benefits of transmedia marketing are not in drawing in a completely new audience, but in hooking a peripheral audience more deeply and keeping it around longer. It's [about] the magic word: engagement." Indeed, the ongoing quest for capturing audience attention is a theme that she revisits throughout the book.One of her very interesting revelations was a reference to the apparent geographic preferences. Such as "...South American audiences seem very enthusiastic about engaging in role-playing; [North] American audiences enjoy

competitive elements and puzzle solving; and European audiences tend to be the most enthusiastic about attending live events."Perhaps Ms.

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms Distributed Platforms: Proceedings of the IFIP/IEEE International Conference on Distributed Platforms: Client/Server and Beyond: DCE, CORBA, ODP and ... in Information and Communication Technology) Fantastic Transmedia: Narrative, Play and Memory Across Science Fiction and Fantasy Storyworlds Storytelling with Rubber Stamps (Scrapbook Storytelling) Storytelling: 99 Inspiring Stories for Presentations: Inspire your Audience & Get your Message Through (Storytelling, inspirational stories & presentation zen,mentoring 101,ted talks) Science Fiction, Fantasy, and Politics: Transmedia World-Building Beyond Capitalism (Radical Cultural Studies) Reaching Audiences: A Guide to Media Writing (4th Edition) Bigger than Ben-Hur: The Book, Its Adaptations, and Their Audiences (Television and Popular Culture) Fierce and True: Plays for Teen Audiences Theatre for Young Audiences: 20 Great Plays for Children The Past Life Perspective: Discovering Your True Nature Across Multiple Lifetimes The Easy Way to Host Multiple Websites on EC2: A complete step-by-step recipe for launching and hosting multiple websites on a single EC2 instance Deep Thoughts of Inner Self: What Is Multiple Personality Disorder, How to Tell if You Have Multiple Personality Disorder or Dissociative Identity Disorder, Introverts and Extraverts Multiple Sclerosis: Simple Changes to Help You Manage Your Multiple Sclerosis Specialty Police Munitions: The Hottest New Specialty Ammunition, Weapons Platforms, Devices, And Chemical Agents For Real-World Law Enforcement Podcasting Like a Pro with GarageBand '11 (The Down & Dirty Series): Configuring GarageBand '11 for advanced podcast recording and universal production techniques for other platforms. Security Strategies In Linux Platforms And Applications (Information Systems Security & Assurance) Security Strategies In Linux Platforms And Applications (Jones & Bartlett Learning Information Systems Security & Assurance) Laboratory Manual To Accompany Security Strategies In Linux Platforms And Applications (Jones & Bartlett Learning Information Systems Security & Assurance Series) Web 2.0 Fundamentals: With AJAX, Development Tools, And Mobile Platforms