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Branded Interactions: Creating The Digital Experience



Synopsis

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. 300+ illustrations

Book Information

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Customer Reviews

This is the unicorn that I've been searching for all these years. This book offers a comprehensive, but easy to read (and digest) guide on how to implement strategic and design driven marketing that caters today's interactive consumer. The layout is clear and simple with beautiful graphics that clearly illustrate complicated processes. Whether you're rebranding or launching a new project, this is the only book you'll need. As a trained, digital marketer, I am often frustrated by those who do not

understand basic processes and/or cannot follow a strategy before diving into writing a tagline or designing a logo. If you are trying to explain how a marketing process works to someone, share this book with them. It will save you a lot of time and frustration. I've already recommended it to several friends!

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