

THE FASHION FILMS AS PARTICULAR CONTENT OF FASHION MARKETING: An analysis of its nature in the context of hybrid messages.

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DOI: doi.org/10.22395/angr.v17n34a10



RESEARCH

Brands must provide valuable content that can attract the attention of their audiences to generate positive results regarding their communication objectives.



Construction of value symbolic

PLUS IMPORTANT

Exclusiveness of the Product



TOOLS

Analysis of the different hybrid messages that could accommodate the category of fashion film, highlight characteristics that lead to the conclusion that the object of study responds not only to advertainment, but also to branded entertainment.



OBJECTIVE



At present, traditional advertising, a paradigm of the push model, is no longer efficient to reach audiences. Given this, hybrid messages have taken special relevance.

Content Audiovisual

+

Marketing Fashion

=

FASHION FILM

RESULTS



It is necessary to admit the irreparable presence of the products in the story, as long as they are not part of the narrative when they are exposed in a leading way, but rather establish themselves as objects of embellishment of the characters

ID OF CONCEPTS

Content Marketing

Advertainment

Branded Entertainment

