



The Better Mousetrap: Brand Invention in a Media Democracy

By Simon Pont

Download now

Read Online ➔

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont

Why do we love certain brands - the ones that feel like ours - and passionately or indifferently reject the rest? What do our brands say about us? And why do we feel so compelled to use digital brands to say even more?

Simon Pont, Chief Strategy Officer at Vizeum, sets out to decode brand charisma, taking readers on a provocative and insightful journey through the brand and advertising strategies behind some of the world's leading companies. Pont points out that the brand game is taking ever-new and remarkable turns in its pursuit of the smart and savvy consumer. He provides expert critique on how and why certain brands succeed in a world that is constantly redefined by digital media. *The Better Mousetrap* explores examples such as how the chocolate brand Wispa was brought back by social media, how certain logos have the power to inspire emotions (think Nike, "Just do it"), how "sub-brands" like Diet Coke and Sega's *Sonic the Hedgehog* can achieve greatness, the psychological properties behind the colors used in advertising and the changes in the digital era, including the mobile revolution.

Accompanied by a dedicated YouTube channel and playlist partnerships with LoveFilm and Spotify, *The Better Mousetrap* offers original thinking and captivating new perspectives on brands, advertising and media in the 21st Century.

 [Download The Better Mousetrap: Brand Invention in a Media D ...pdf](#)

 [Read Online The Better Mousetrap: Brand Invention in a Media ...pdf](#)

The Better Mousetrap: Brand Invention in a Media Democracy

By Simon Pont

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont

Why do we love certain brands - the ones that feel like ours - and passionately or indifferently reject the rest? What do our brands say about us? And why do we feel so compelled to use digital brands to say even more?

Simon Pont, Chief Strategy Officer at Vizeum, sets out to decode brand charisma, taking readers on a provocative and insightful journey through the brand and advertising strategies behind some of the world's leading companies. Pont points out that the brand game is taking ever-new and remarkable turns in its pursuit of the smart and savvy consumer. He provides expert critique on how and why certain brands succeed in a world that is constantly redefined by digital media. *The Better Mousetrap* explores examples such as how the chocolate brand Wispa was brought back by social media, how certain logos have the power to inspire emotions (think Nike, "Just do it"), how "sub-brands" like Diet Coke and Sega's *Sonic the Hedgehog* can achieve greatness, the psychological properties behind the colors used in advertising and the changes in the digital era, including the mobile revolution.

Accompanied by by a dedicated YouTube channel and playlist partnerships with LoveFilm and Spotify, *The Better Mousetrap* offers original thinking and captivating new perspectives on brands, advertising and media in the 21st Century.

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont Bibliography

- Sales Rank: #1413717 in Books
- Brand: Brand: Kogan Page
- Published on: 2012-12-28
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .65" w x 6.29" l, .99 pounds
- Binding: Paperback
- 296 pages

 [Download The Better Mousetrap: Brand Invention in a Media D ...pdf](#)

 [Read Online The Better Mousetrap: Brand Invention in a Media ...pdf](#)

Download and Read Free Online *The Better Mousetrap: Brand Invention in a Media Democracy* By Simon Pont

Editorial Review

Review

Advertising executives, brand managers and students of marketing and advertising

"Gloriously smart. Some of the sharpest thinking I've read for a while; immensely enjoyable." --**Faris Yakob**, Chief Innovation Officer, MDC Partners

"From brands past to present, and with a firm eye on their digital future, Pont takes readers behind the curtain of brand-land. Today's Mad Men will either toast him or hate him for it." --**Ashley Mackenzie**, Founder & CEO, Base 79

"*The Better Mousetrap* is an astute and gripping critique on brand and cultural anthropology. Page by page your inner voice will be saying 'fascinating,' and by the end you'll be reminded of why you chose the brand-business in the first place. A truly compelling read." --**Christian Johnsen**, Communication Strategy Director, Aegis Media

"Simon can grab complex ideas by the scruff of the neck and shake them until they explain themselves simply." --**John Paul Cadman**, Group Strategy Director, MEC

"Pont tackles media and advertising themes with pace and passion. The ideas come fast; the thoughts are vivid and accessible. *The Better Mousetrap* might just do for brands what Gladwell did for Social Sciences and Levitt did for Economics." --**Vicki Connerty**, Head of Newcast, ZenithOptimedia

"*The Better Mousetrap* is a scalpel-sharp examination of our relationship towards brands, why we love them, hate them, or possibly feeling nothing at all." --**Chris Maples**, UK Managing Director & European Sales Director, Spotify

"*The Better Mousetrap* does what the best non-fiction is capable of - providing insight into the world around us, and by extension, the feelings inside us. The articulation is impressive." --**Craig Wills**, Head of Planning, Fallon

"Simon has achieved the near impossible, opening up the Ad world's evolving complexity, taking aim at this fast moving target and hitting dead center, with smart, perceptive and holistic observation and comment. A must read!" --**Steve Hyde**, CEO, 360 Executive Search

"With the cunning more akin to a wild cat than a mousetrap, Simon takes on crowd sourcing, sandwich bars and Spotify as he explains why consumers need to be offered more than antiquated promotional messages in the digital age." --**Greg Grimmer**, Founder, HDMG

"Simon has somehow managed to write two books in one: an entertaining page-turner about the inner lives of brands, and a thought-provoking set text for professionals." --**Stefan Terry**, Founder, Leap of Being, former Managing Partner, Heavenly Group Ltd

"It's easy for modern-day marketers to get distracted by new technologies, fads and fripperies, in this ever-

evolving, complex, digital world. *The Better Mousetrap* is an elegant reminder of the danger of such distractions and that while focus and discipline are key to success, business and brands cannot stand still and must be willing to innovate and do something new to attract the consumer.” --**Philip Smith**, Head of Content Solutions, Brand Republic Group, Haymarket Business Media

“Simon has deconstructed the complex subject of what a brand is in an insightful and entertaining way, bringing his own experience in the advertising business to bear and giving a unique viewpoint on communication challenges in a digital age. A must read.” --**Tom George**, Chairman UK and Northern Europe, MEC

"Pont has much of value to say about brands, branding, marketing and consumers...but the scope and depth of his attention include more, much more." --**Robert Morris**

"*The Better Mousetrap: Brand Invention in a Media Democracy* belongs in business and media collections alike and considers brand advertising strategies of some leading companies around the world, and how their brands were challenged by the rise of digital media. New ideas on branding, advertising and media development in modern times accompany discussions of changed business structures and goals, includes black and white photos and figures throughout, and considers brand communication models for success. Any business looking to re-assess or re-create its media branding style will find this a useful guide, packed with tips and insights." --**Midwest Book Review**, California Bookwatch, The Business Shelf

"A fabulous new book on inspirational advertising, original thinking, and new perspectives on the modern media." --**Blackwell's**

"Pont's writing is entertaining and full of thought-provoking case studies. His willingness to share his own successes and failures adds authenticity and a good grounding for the theories he presents. A well-written, self-effacing gallop through brand success, failure and evolution and a useful addition to any marketing manager's shelf." --**Samantha Thomsett**, b2bmarketing.net

About the Author

Simon Pont is a writer, commentator and brand-builder. He is the Chief Strategy Officer at Starcom MediaVest Group, and an EACA Effies judge. His agency career includes being part of Saatchi & Saatchi and Naked Communications, the pioneers of Communications Planning. Some of his clients include Coca-Cola, 20th Century Fox, Heinz, Ikea, Panasonic and BMW.

Users Review

From reader reviews:

Terry Hayes:

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite publication and reading a e-book. Beside you can solve your condition; you can add your knowledge by the e-book entitled *The Better Mousetrap: Brand Invention in a Media Democracy*. Try to make the book *The Better Mousetrap: Brand Invention in a Media Democracy* as your pal. It means that it can to become your friend when you experience alone and beside associated with course make you smarter than in the past. Yeah, it is very fortunated for yourself. The book makes you a lot more confidence because you can know every little thing by the book. So , we need to make new experience and also knowledge with this book.

Lindsey Gant:

In this 21st one hundred year, people become competitive in each and every way. By being competitive currently, people have to do something to make all of them survive, being in the middle of typically the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated this for a while is reading. That's why, by reading a publication your ability to survive increase then having chance to stay than other is high. For you personally who want to start reading a book, we give you this particular *The Better Mousetrap: Brand Invention in a Media Democracy* book as beginning and daily reading guide. Why, because this book is usually more than just a book.

Frank Barcomb:

Reading a book being new life style in this 12 months; every people loves to examine a book. When you examine a book you can get a large amount of benefit. When you read textbooks, you can improve your knowledge, mainly because book has a lot of information into it. The information that you will get depend on what types of book that you have read. If you would like get information about your study, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, these kinds of us novel, comics, in addition to soon. The *The Better Mousetrap: Brand Invention in a Media Democracy* will give you new experience in examining a book.

James Thrasher:

You will get this *The Better Mousetrap: Brand Invention in a Media Democracy* by browse the bookstore or Mall. Simply viewing or reviewing it might to be your solve challenge if you get difficulties to your knowledge. Kinds of this reserve are various. Not only by written or printed but additionally can you enjoy this book by e-book. In the modern era such as now, you just looking of your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your reserve. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose suitable ways for you.

Download and Read Online *The Better Mousetrap: Brand Invention in a Media Democracy* By Simon Pont #WADF1JO94KQ

Read The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont for online ebook

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont books to read online.

Online The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont ebook PDF download

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont Doc

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont Mobipocket

The Better Mousetrap: Brand Invention in a Media Democracy By Simon Pont EPub