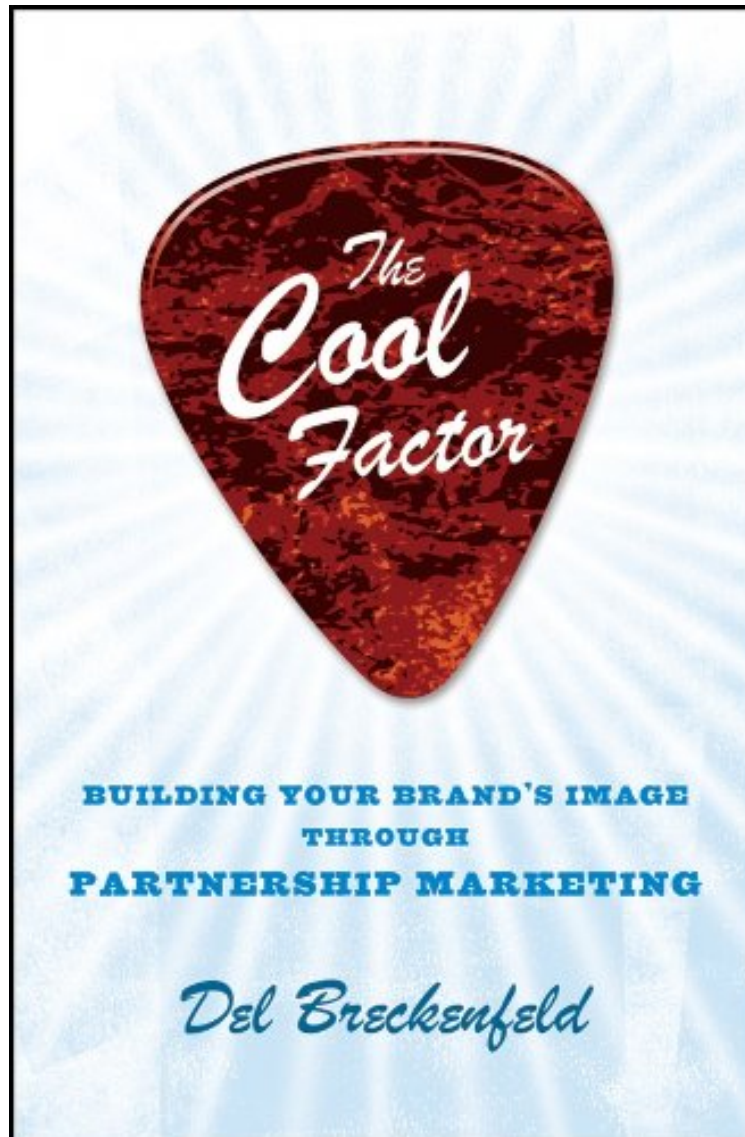


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## The Cool Factor: Building Your Brand's Image through Partnership Marketing

*Del Breckenfeld*

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**Del Breckenfeld : The Cool Factor: Building Your Brand's Image through Partnership Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Cool Factor: Building Your Brand's Image through Partnership Marketing:

0 of 0 people found the following review helpful. An interesting read (...in a good way :)By Kendra KrollGreat insights into music industry workings. I learned a lot from Del's insider perspective. Very informative. The fact that

Del's from Chicago made it even better (from this fellow windy city dweller) ...!0 of 0 people found the following review helpful. you'll learn so muchBy LaniersIf you want to know about marketing this is the book to read. It has so much info packed in here and it really is brilliant. It's a great read. Get it now.2 of 2 people found the following review helpful. Cool MoneyBy Edward Rasen Jr.Valuable and important lessons about product placement, event marketing and use of celebrities to promote brands, charities and political causes. Author is director of entertainment marketing for Fender Musical Instruments Corporation, best known for their Fender guitars. He provides first-hand accounts about combining products with music and musical groups to promote brands and musical artists. This is the inside story about the partnering of music and business..Del knows what he is talking about. This is not dry, academic theory but rather real people making real deals between musical artists and major corporations. It is a very important aspect of the music business but certainly no longer limited to the music business. As the original executive editor and director of marketing for SPIN magazine, I created the SPIN radio concert series, SPIN Radio Underground, SPIN New Music College Tour and other events. Plus, I used alternative music artists to record outrageous radio ads for the magazine. Music was our product and our advertising vehicle. Music was the message and messenger.Promotion and marketing are the keys to success. This book will educate you so you can succeed. You snooze, you lose. The only reason I did not give five stars is because the author does not provide financial details regarding all the marketing and promotional endeavors. It is great to talk about doing such but it would be nice to know the costs.

What is cool? Who knows. But there is one thing every marketer does knowdash; nothing increases sales like cool does. In *The Cool Factor*, Del Breckenfeld, a long-time marketer at Fenderreg;nbsp;nbsp;Musical Instruments Corp., presents an inside look at how Fender became the coolest name in musical instruments and how marketers at Fender partnered with cool products, musicians, and events to up their "cool factor" even more. If you're a marketer, *The Cool Factor* offers lessons for keeping your brand on top.

From the Inside FlapWhat is cool? It's difficult to identify, impossible to measure, and usually appears spontaneously. If you ask someone what it is, they'll probably reply that they can't tell you in exact words, but they know it when they see it. But there is one thing every marketer knows about coolmdash;nothing increases sales like cool does. Even though you may be able to reach a large audience, it may not matter if your product isn't cool enough to ignite a customer's interest enough to purchase it. In *The Cool Factor*, Del Breckenfeld shows how a brand can effectively be driven to new heights by partnership marketing with "cool" products, celebrities, musicians, and events that are already established as cool. Not just another how-to book on marketing, *The Cool Factor* is an exploration into the successes of a world-renowned company through the eyes of an insider. Breckenfeld, head of Entertainment Marketing at Fender Musical Instruments, the world's bestselling and most recognizable brand name in electric guitars and amps, draws from his firsthand experiences to reveal how Fender became the coolest name in musical instruments and how marketers at Fender partnered with cool products, people, and events to up their cool factor even more. With numerous examples from highly recognizable marketing campaigns, Breckenfeld shows how companies in the entertainment business and beyond can offer other firms countless opportunities for partnership marketingmdash;and coolness by association. For any marketer in any industry, *The Cool Factor* offers invaluable lessons on using product placement, event marketing, charitable causes, the celebrity quotient, and other tactics for tapping the power of cool.From the Back CoverPraise for *The Cool Factor* "Del Breckenfeld's *The Cool Factor* gets the inside story on themusic business partnering with major corporations fueling their brands." mdash;Bill Gibbons, guitarist, singer, and songwriter with the multiplatinum band ZZ Top, and all-around "Sharp Dressed Man" "The Cool Factor presents a compelling picture of the power of music as a motivatormdash;not just for marketing purposes, but more importantly, for understanding howmusic-making at all ages enriches our everyday lives." mdash;Joe Lamond, President and CEO, NAMM "In *The Cool Factor*, Del Breckenfeld shows us firsthand how to get celebrities to partner with corporations for the purpose of positive outreach. Del and Fender have personally shared their expertise with us throughout the course of many years, specifically helping us raise significant funds for families devastated by Hurricane Katrina. We salute Del and strongly urge readers to pick up this book. It will help you discover how a brand can effectively be catapulted to new heights through partnership marketing with 'cool' products, musicians, and events." mdash;Don Felder, former lead guitarist and songwriter of The Eagles, bestselling author of *Heaven and Hell: My Life in the Eagles (1974 ndash; 2001)* "Del Breckenfeld knows cool. Fender, the brand he oversees, has such a high cool factor that even millions of non-musicians aspire to use its products. I love *The Cool Factor*mdash;both the book and the idea. It's what most boring and predictable marketing is lacking today. Read it to find out how cool is your most effective secret weapon and learn how to add it to your marketing arsenal." mdash;David Meerman Scott, author of *The New Rules of Marketing and PR* and *World Wide Rave* "Del has no equal when it comes to turning what's hip into a hit. He's that rarebreed who has mastered the art of combining the very best of music and film, and creating ripples of contagious enthusiasm wherever he goes. It's time corporate America understands they can create and not just duplicate. *The Cool Factor* is the best big-picture primerI know for anyone looking to 'widespread' a little magic." mdash;Dave Phillips, CEO, Corner of The Sky Entertainment, and Executive Producer, *Evan Almighty* and *Where*

Music Meets Film, live from the Sundance film festival "A truly cool book that is so hot it can help turn any business into one people are talking about and sending money to. Read this one!" — Joe Vitale, author of *The Attractor Factor* and *The Key* About the Author Del Breckenfeld is Director of Entertainment Marketing at Fender Musical Instruments Corp., the biggest name in electric guitars, amplifiers, and musical products. Before coming to Fender, he worked for Dean Guitars, where he developed a groundbreaking promotional program for Anheuser-Busch, working with some of the most astute marketers in the world. Through his career, he has worked with some of the biggest names in music, movies, and TV and has been involved in promotional campaigns with some of the world's most successful and best-known brands, all while learning the ins and outs of partnership marketing.