

The media industry means business

Organisations within the media industries produce content with the aim of making money from our consumption. Exceptions to this would be public service broadcasters **i** like the BBC.

However, all media organisations market and promote their content to develop and maintain an audience.

Media organisations use branding to help establish a brand identity **i** that audiences can invest in and remain loyal to.

A brand identity will be built up over time.

It is reinforced with advertising campaigns and new products that represent the ethos **i** of the organisation.

A good example of this is Pixar who have developed a very recognisable style of animation.



Entrance to Pixar studios in California

Films like *Inside Out* and *Finding Dory* share many of the design elements of the original *Toy Story* movie.

Audiences have come to associate the Pixar style of animation with their brand identity and logo.

Most multinational media brands are easily recognisable by their logo, like the BBC blocks.

Sometimes a company will buy another smaller company partly to use their branding, such as when Disney bought Pixar.