



The Better Mousetrap: Brand Invention in a Media Democracy

Simon Pont

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Advertising can be great. Great advertising, that is. Brands can live or die on the power of their advertising and the advertiser's role is to build better mousetraps. But why do we love certain brands - the one's 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? Advertising has always been the hard sell and subtle hustle that piques our interest and gets us thinking, I WANT that - but in a world that now moves with binary speed, the Brand Game is taking ever-new and remarkable turns in its pursuit of better and faster mice. The Better Mousetrap gives readers an accessible, provocative and insightful glimpse into the brand and advertising strategies of some of the world's leading companies. From Google to the BBC, Apple to Nike, McDonalds to Cadbury, Simon Pont provides expert critique on how and why certain brands succeed in a world being redefined by digital media.

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