WHAT IS MASS MEDIA?
MASS MEDIA IS

One person or group of persons communicating through a transmitting device to large audiences or markets
HOW YOU SPEND YOUR DAY

Using media
41 percent
590 minutes

Sleeping
33 percent
475 minutes

Other
26 percent
375 minutes
CONSUMERS

Direct purchase:
- Books
- Movie tickets
- DVDs
- Music recordings
$700 million
Per year
WHAT IS ONE OF THE SINGLE BIGGEST CHANGE TO HAPPEN TO MEDIA IN THE PAST TWENTY YEARS?

Wireless and mobile technology
BRANDING

The feature or characteristic that makes one product distinguishable from its competitors
BRAND

- CONSISTENCY
- VISIBILITY
- ORIGINALITY
Brand Name Products

Snickers, Doritos, Dr Pepper, Mrs Freshley's, Cheetos, Coca-Cola, Starbucks Coffee, M&M's, Pepsi, Mountain Dew, Twix, Aquafina, 7UP, Grandma's, Gatorade, zapp, ABSOLUT, cork'd, digg, Disney, Facebook, Ferrari, Flickr, Google, Heineken, Hulu, IBM, last.fm, LinkedIn, newsgator, Revision3, ShoutWire, ShoZu, Skype, Swatch.
GE imagination at work
Name and Logo

Slogan or Tag Line

novation

Turn it on.
Name and Logo

Slogan or Tag Line
Globalization and instant access to information, products and services have changed the way our customers conduct business — old business models no longer work. Today’s competitive environment leaves no room for error. We must delight our customers and relentlessly look for new ways to exceed their expectations.