



Tabvertising. Formatos y estrategias publicitarias en tabletas (Manuales) (Spanish Edition)

Antonio Sanjuán Pérez, Natalia Quintas Froufe, Sandra Martínez Costa

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Las tabletas digitales han revolucionado el mercado de los dispositivos móviles y han cambiado la forma en la que el usuario interactúa con la publicidad. Se han definido nuevas estrategias, nuevas tipologías de apps, nuevos formatos interactivos y no interactivos; y se han encontrado grandes posibilidades para los anunciantes. Este libro pretende mostrar algunas de las estrategias publicitarias más comunes entre el anunciante, así como casos de éxito en el mundo de las tabletas digitales que los ejemplifiquen. El storytelling, el advergaming, el advertainment, la publicidad para revistas, la prensa diaria o las aplicaciones de anunciantes más descargadas configuran el Tabvertising, la denominada por el Interactive Advertising Bureau como publicidad creada para tabletas digitales.

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