



Creating Branded Content with Stacy Fuller of Refinery29

RESOURCES RECOMMENDED BY STACY FULLER

Videos Referenced in the Master Class

- [5B Trailer](#)
- [Apple Share Your Gifts](#)
- [Vodafone Firsts](#)
- [iD Diesel](#)
- [Uber Eats & Starbucks](#)
- [Power Faces](#)
- [Bed Bath & Beyond](#)
- [Toyota Rav4 x Unbothered](#)
- [Calvadista](#)
- [Khethiwe and the Leopard](#)
- [Shatterbox x Dove - Bean to Bar Journey](#)
- [Pamela Romanowsky's Reel](#)

Articles: Overview

- [Branded Content: The What, Why, When & How](#)
- [What It Means to Get Branded Content Right](#)
- [What's the Difference Between Content Marketing, Branded Content, and Native Advertising?](#)
- [What is Branded Content? Definition, Advantages and Examples.](#)

Articles: History

- [Infographic: A Brief History of Content Marketing](#)
- [A Brief History of Branded Content: Part 1](#)
- [Our History: P&G Put the 'Soap' in 'Soap Opera'](#)

Creative Briefs

- [How to Write a Creative Brief \(With Examples\)](#)
- [How to Create a Good Brief for Better Content Marketing](#)
- [How to Write the Most Compelling Creative Brief \(With Examples\)](#)

Recommended Viewing

- [Numerator](#)
- [Cannes Lions](#)
- [Cannes Lions 2019 Winners](#)
- [Ad Age](#)