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