

Marketing vs. Brand For Creatives

Advertising

"I'm A Great Artist,
I'm A Great Artist,
I'm A Great Artist"



Social Media

"Follow Me On Facebook And Twitter. I
Would Like To Get To Know You Better.
Have You Checked Out My Work?"



Public Relations

"Have You Heard He Is A Great Artist?
Everyone Is Talking About Him"



Direct Marketing

"I Sent You A Mail Piece That Is Tailored
Just For You. I Shows Some Of My Work
That I'm Sure You Will Like"



Brand

"I Know You Are A Great Artist! Everyone
Is Talking About You. Your Works Are
Masterpieces!"

