

Digital Movie Company Prelude2Cinema is now A Branded Entertainment Company

To explore what that means, we first have to look at what is branded entertainment.



What is Branded Entertainment?

First, it looks like product placement, but it is not. It is the integration of a brand into a creative production. The integration must be done in a way that promotes the product, but also allows the creative production to entertain.

This is a new field, but yet it has its roots in the beginning of movies and television.

Prelude2Cinema first flirted with branded entertainment when it began the TV Series "Out of Darkness." Now the company is still producing the TV Series, but it is also focused on gaining a firm hold in the business of integrating brands into creative productions.

This will not be a simple matter of sticking a product in the scene, but actually finding a way the characters can "realistically" interact with the brand.

**To find out how to get your
Brand more Exposure,
Visit our Wiki at**

<http://prelude2cinema.pbwiki.com/>

For more info, contact Prelude2Cinema
at
216-341-0218 or at
dark@prelude2cinema.com

May 4th, Support Movies in Cleveland

You are cordially invited to a fundraiser
to keep Movies and TV swinging in
Northeast, Ohio
Massimo's da Milano
1400 West 25th St.
May 4th
5:00pm to 7:00pm.
\$20.00
(\$30 for 2 if you Pay online or bring this
flyer to Massimo's)
RSVP at

www.prelude2cinema.pbwiki.com

Help Cleveland Stay in the Movie Business



The fundraiser will help to support the sexy cop, sci-fi drama "Out of Darkness" from Emmy winning writer Alex P. Michaels. The show is shooting here and uses local cast and crews. Prelude2Cinema is seeking businesses to integrate into the TV Series.

**To be included in Episode Five,
contact Prelude2Cinema A.S.A.P.**