**Brands Embrace a 360-Degree Approach**

As consumers become increasingly alienated from traditional marketing techniques, brands are finding that 360-degree integrated campaigns are becoming more effective. Brands that find a way to become part of the consumer experience on a micro and macro level with storytelling-driven content will be more successful than those that continue to rely on old-fashioned messaging.

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<http://www.tubefilter.com/2017/02/09/360-degree-integration-campaigns-advertising/>

Image source:

<http://cindyratzlaff.com/wp-content/uploads/2012/08/Branding-marketing-road-signs.png>