

Skimmers, dippers, and divers: Campfire's Steve Coulson on transmedia marketing and audience participation

Hassler-Forest, Dan

(2016) *Participations*, volume 13, issue 1, pp. 682 - 692

(Article)

Abstract

In this interview, Campfire's creative director Steve Coulson talks about his work in activating fan communities as part of the publicity campaign for storytelling franchises. His marketing firm specializes in creating immersive experiences that encourage fans to participate in transmedia storyworlds. Focusing the discussion on his experience on the campaign ... [read more](#)

Download/Full Text

[Open Access version via Utrecht University Repository](#) [Publisher version](#)

Author keywords: Game of Thrones, transmedia, advertising, media audiences, quality TV, fan culture, franchising, participation
ISSN: 1749-8716
(Peer reviewed)



See [more statistics](#) about this item

Utrecht University Repository in NARCIS

Contact Utrecht University Repository: Call us: +31 (0) 30 2536115 Mail to: library@uu.nl

This transmedia approach to telling stories across multiple channels and media was a new way to create and manage a brand launch. Since this lofty beginning, we've applied these principles to generate unprecedented buzz and engagement for dozens of companies. Steve Coulson, Creative Director. Long before joining Campfire, I worked my way through college as a restaurant magician in London. That's a tough gig — moving from table to table, struggling to get the attention of strangers as you go. But I learned that the best way to win over audiences is by inviting them to participate in stories, rather than simply performing tricks for applause. It's a valuable lesson I brought with me to big ad agencies as a Creative Director for 12 years, before finding my groove at Campfire in 2009.