

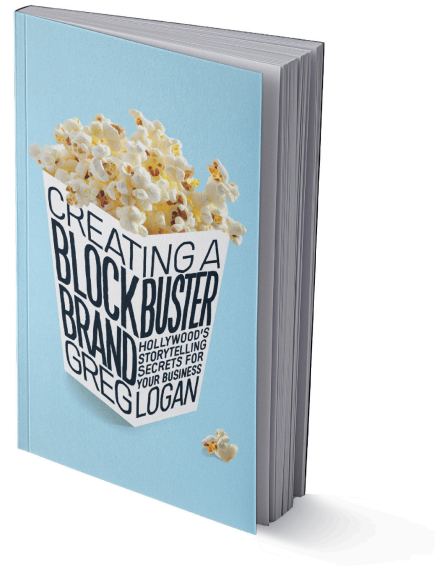
# Media Release

Book releasing June 24, 2025

## What Hollywood Knows That Most Marketers Don't

New book *Creating a Blockbuster Brand* brings the movie industry's biggest storytelling secrets to business.

*Publisher: Morgan James*



*Los Angeles, California* — After three decades inside boardrooms, ad agencies, and brand strategy sessions, Greg Logan got tired of seeing brilliant businesses let down by boring messaging. So he turned to Hollywood.

*Creating a Blockbuster Brand* is the book that shows businesses how to craft stories people actually care about—using the same proven formulas that make audiences fall in love with films.

“This isn’t another ‘tell your brand story’ cliché,” says Logan. “It’s how to actually do it. Step by step. Using the storytelling structures that sell out cinemas and box office weekends.”

Drawing on the author’s own work with global brands, and his history as an award-winning scriptwriter—plus inspired by thousands of hours with screenwriters, film editors, and marketers—the workbook delivers a clear, punchy framework to help businesses stand out in a noisy market.

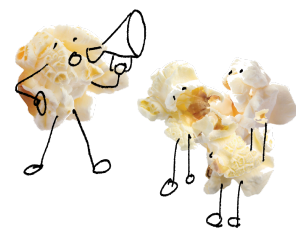
No corporate clichés. Just a practical guide for anyone who wants to write a happy ending for their business.

### **Who it's for:**

Business leaders, entrepreneurs, founders, CMOs, marketers, and teams who want to stop talking about features and start telling stories. Whether you’re a startup pitching investors or a global brand refreshing your message—this book helps you cut through.

### **About the Book:**

- **Title:** Creating A Blockbuster Brand
- **Author:** Greg Logan
- **Publisher:** Morgan James
- **Genre:** Marketing
- **Release Date:** 24 June, 2025
- **ISBN:** 9781636985527



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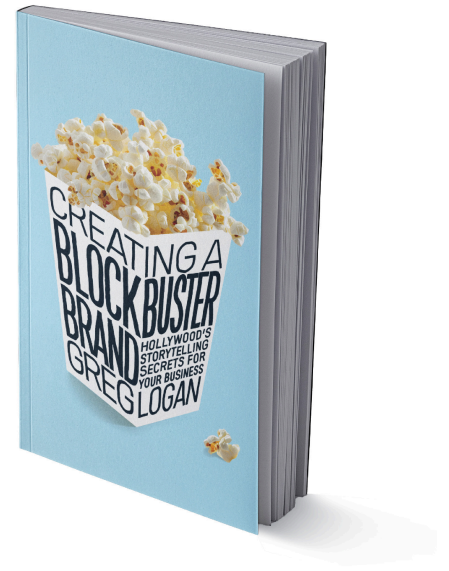
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[www.blockbusterbrandbook.com](http://www.blockbusterbrandbook.com)

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**About the Author:**

Greg Logan is a global leader in brand storytelling, based in Los Angeles, CA. For over 30 years, the world's biggest brands have turned to him to create stronger messaging that connects with both the head and the heart. He is a distinguished writer who has won multiple international awards across multiple mediums, including advertising (Cannes Lions), television (MIPFormats in Cannes), and film (Crystal Bear, Berlin Film Festival). Logan has successfully brought all these worlds together to develop unique and hugely successful storytelling formulas for brands big and small.



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