Brands must provide valuable content that can attract the attention of their audiences to generate positive results regarding their communication objectives.

**OBJECTIVE**

At present, traditional advertising, a paradigm of the push model, is no longer efficient to reach audiences. Given this, hybrid messages have taken special relevance.

**TOOLS**

Analysis of the different hybrid messages that could accommodate the category of fashion film, highlight characteristics that lead to the conclusion that the object of study responds not only to advertainment, but also to branded entertainment.

**RESEARCH**

Construction of value symbolic

**PLUS IMPORTANT**

Exclusiveness of the Product

**RESULTS**

It is necessary to admit the irreparable presence of the products in the story, as long as they are not part of the narrative when they are exposed in a leading way, but rather establish themselves as objects of embellishment of the characters.

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