The Role of Storytelling in Advertising Design to Enhance the Brand

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The Role of Storytelling in Advertising Design to Enhance the Brand

Eman G.A. Mohamed*, Nagwa Yehia El Adawy, Samar H.A. Donia

Abstract

Storytelling has been a part of human civilization for thousands of years. It is used to send messages and share knowledge. Storytelling is a powerful communication tool that differentiates brands from others. It brings brands to life and gives them personality. As social media has become a vital part of individual’s daily life, it provides companies with the ability to promote their products and services. Video advertisements are a type of visual-storytelling that can attract and engage recipients. The aim of this research is to clarify the concept of storytelling, the structure and tools that storytellers use to create successful stories, and their role in enhancing the brand. A literature review was conducted to explore the definition and attributes of storytelling in advertising and the process to reach the final promotional video production. This article discusses the impact of storytelling on brand within the context of advertising design. The analysis study presents two different models of promotional videos that use storytelling.

Keywords: Advertising, Brand, Storytelling

Introduction

Storytelling is an ancient art form and one of the oldest ways of communication (Gupta, 2022, p.183). Stories are powerful communication tools and have been part of human culture for thousands of years (Andersson and Schill, 2019, p.1). Storytelling has become a common technique for increasing the emotional power of advertising. It is regarded as an effective advertising format to deliver messages and promote a product or a service. Storytelling plays a role in persuasion because telling a compelling story is the most effective way to persuade someone. Storytelling is filled with characters, plot, points of view, and an implied purpose called a meaning. Story ads place the brand within narrative elements such as goals, actions, and outcomes (Coker et al., 2017, p.76). Video is an example of visual storytelling that has the power to capture our attention, stimulate our imaginations, and spread our personal stories to the rest of the world. It has been credited as a quick attention grabber in digital marketing (Coker et al., 2017, p.75). In today's world, storytelling has evolved into an effective tool for brands to distinguish themselves from their competitors (Andersson and Schill, 2019, p.1). The power of digital technologies and social media has transformed the way brands talk to users (Moin, 2020, p.35). Brands and storytelling have the same basis: values. A brand is built on its values, and storytelling allows the brand to communicate those values in a way
that social media users can understand. A good story speaks to social media users' emotions and strengthens the brand (Paquette et al., 2017, p.4). Brand storytelling is beneficial for building strong brands and brand loyalty because it has the ability to entertain, persuade, and imprint a brand in users' minds (Hong et al., 2022, p.265).

State of art/review of literature

This research was aimed at exploring the definition, evolution, characteristics, and elements of visual storytelling. It focused on one type of storytelling, which is video production, and its role in enhancing the brand. This research outlines the three stages of promotional video production: pre-production, production, and post-production. Besides, it outlines assets that can measure brand equity.

Overview of storytelling

Evolution of visual storytelling

Graphic design elements such as image, symbol, and typography transmit the subtleties of time and convey cultural and visual stories. Humans have left their histories and collective stories on cave walls for thousands of years (Poulin, 2012 p.9). However, the way humans communicate with each other has changed gradually over time (Mendoza, 2015). Humans expressed themselves by drawing on places that were significant in their lives, such as the Chauvet cave in France and the Cave of the Beasts in Egypt.

The Chauvet cave drawings in France are said to be 30,000 years old. The illustrations in Chauvet cave depict animals such as deer and bison and survival themes. The drawings from Chauvet Cave were works of art that revealed the skills of talented craftsmen. These drawings reflect a universal language that everyone can enjoy and understand (Mendoza, 2015).

“The Cave of Beasts” is a work of rock art discovered in Gilf Kebir in 2002. With approximately 8000 figures, it is one of the richest rock art sites in the Sahara (Bendrey, 2014, p.1). The Cave of the Beasts consists of numerous drawings of wild animals such as ostriches and giraffes (Bendrey, 2014, p.2). Thousands of human figures dance and interact in domestic scenes as well. There were also paintings of hunters, bow and arrow battles, and hundreds of hand stencils (“Wadi Sura II - The Cave of Beasts,” 2010).

Technology has shaped the way we interact with each other and how we tell stories. Technology contributed to the creation of motion pictures, TV, digital media, mobile media, and social media. Social media is the current influential form of communication. In the 21st century, social media platforms, such as Facebook, Instagram, and Twitter (Mendoza, 2015).

Definition of visual storytelling

Visual storytelling refers to the artistic way of communicating a series of messages using a visual media (El-Desouky, 2020, p.118). Visual storytelling involves the use of graphics, images, and videos to engage with recipients in an effort to drive emotions, engage communication, and motivate recipients to action (Shiao, 2020). If the term “visual storytelling” is broken down, it comprised into three words which are “visual”, “story”, and “telling” (Diagram 1). The three words describe the process of creating a good story (Donati, 2008, p.18, p.18).

The elements of visual storytelling

There are four elements that make up the core basis of storytelling: message, conflict, plot, and characters (Fog et al., 2010, p.33). The elements of storytelling can be mixed, matched, and applied in a variety of ways depending on the context and purpose of the story (Tarvainen, 2013, p.32).

An effective message presentation requires an appeal to be made to the recipient. A message appeal is required to be executed appropriately or in a way that is relevant to the
recipient’s perception and expectation (Fill et al., 2013, p.135). There are two main factors associated with the presentation of the message: information-based appeals and emotion- and feeling-based appeals (Fill et al., 2013, p.136).

A good story consists of three parts: the beginning, the middle, and the end (Fog et al., 2010, p.44). Conflict is the driving force behind a good story. As humans, we are constantly seeking balance and harmony in our lives. If the harmony is disrupted, we do our best to regain it. When we face a conflict, we seek to solve it and take action. In storytelling, there are always struggles between the protagonist and the antagonist, good and evil (Fog et al., 2010, p.35).

Character is one of the basic elements of storytelling. In the story, every character has a role to play. Each character enhances the others in the story. A successful conflict has a protagonist and an antagonist. The protagonist has a goal to accomplish as well as a problem to solve. The antagonist can take many forms, such as physical or psychological ones. The obstacles that the hero faces can be static, such as a mountain that needs to be climbed, but the deeper antagonist is fear (Fog et al., 2010, p.36). The term “plot” refers to “the artistic organization of actions and events and the order in which they are told or unfold on screen”. Story, on the other hand, refers to “a chronological sequence of causes and effects that the recipient infers from the raw material of the plot” (Stadler and Mcwilliam, 2020, p.160).

**Video as an example of visual-storytelling in advertising**

Video is a powerful tool in visual storytelling. Companies must align their goals with the needs of their audience in order to use videos and engage with them. As Frank Eliason, SVP of Citibank, stated, “We tend to trust humans, not some corporate logo, and video is the best way to do that on a scaled basis.” YouTube is the video’s grand dame. Since its inception in 2005, every minute in 2013 saw the upload of 100 h of video footage, a 100% increase from the previous six years (Walter and Gioglio, 2014, p.35).

The AIDA model was developed by Elias St. Elmo Lewis, an American advertising pioneer (Van Vliet, 2012). The AIDA model describes four stages that the recipient goes through while engaging with video ads, which are (1) attention: the video opening hooks the recipient’s attention, (2) interest: focusing on the advantages and benefits that raise the recipient’s interest, (3) desire: convincing the recipient that they want and desire the product or service and that it will satisfy their needs, and (4) action: persuading the recipient to take an action. The main target of the AIDA model is to attract the attention of the recipients and arouse their interest and desire to reach the final action, whether buying a product or using a service (Li and Yu, 2023, p.48) (Diagram 2).

**Video advertising and production process**

Video advertisements are produced in three stages: pre-production, production, and post-production (Hennequin) (Diagram 3).

**First stage: pre-production**

The first stage is the pre-production stage of the production process. The concept and idea of the advertisement are very crucial at this stage. It is important to have a clear objective for the advertisement and determine the most engaging ways to deliver the message to the recipient. When tailoring video production, the target audience must be taken into consideration. Advertisements should satisfy their needs. It is important to know who the target audience is: their demographics age, gender, education level, and location. Understanding the target audience is the way to consider things such as video length, tone, music, and actor demographics (Schullery, 2022).
The first step in the creative process is scripting, which is a written document that is used for video production. Everything about the scenes is included in the script, including the description, props, voiceover, and music ("A friendly Guide to Video Production", 2020).

Storyboarding is one of the steps in the pre-production process. A “storyboard” refers to drawings of advertisement scripts shot by shot in chronological order. Each image depicts a character, action, and location. Besides, each image is accompanied by written information such as shot size, camera information, lighting, and anything else that reveals the intention of the shot. Storyboards are used to visualize the script. A storyboard aids in the creation of art department drawings such as mood boards, location sketches, and 3D scale models (Barnwell, 2008, p.88) (Fig. 1).

The second stage: production

The production stage is when the video advertisement is being created. During this stage, the video advertisement will be officially shot. The camera will film the scenes of the advertisement, and the storyboard will come to life. In this stage, the crew will focus on location, lighting, and setting in order to create the most appealing video advertisement production. Graphic designers create graphics that enhance the environment’s appearance (Kota, 2018).

Mise-en-scène is a term that originated in stage drama; it refers to the way actors and props are arranged in the scene. The term refers to putting something on stage or starting an action. According to the Cambridge dictionary, mise-en-scène is defined as “the type of place and situation in which the action of a film or play happens.” The components of mise-en-scène are set design, costume, setting, lighting, and action (Stadler and Mcwilliam, 2020, p.2).

Fig. 1. An example of Vivint smart Home’s storyboard (Sullivan, 2019).
The characters' roles are reflected in the costumes and cosmetics used. Characters are dressed in different ways in order to enhance their roles in advertisements (Stadler and Mcwilliam, 2020, p.7). The costumes and make-up define the financial state, geography, physical appearance, and sometimes also reflect the mental state of a character (“What Is Mise En Scene?”). The crew's role is to apply make-up, hair, wigs, costumes, and accessories; all of these represent the character's identity and personality and add credibility to the advertisement (Stadler and Mcwilliam, 2020, p.7). The cut of the clothes, the quality of the hair, and the quality of the accessories used in the advertisement reflect the social class of the character. Besides, clothes can identify a character's profession through a suit, tie, and shoes as well as their values and beliefs, which can be signaled through a headscarf, cross, or wedding ring. Fashions are linked with each historical era or decade; they differ among people of different ages as well as among residents of rural, urban, and suburban areas. Now, computer technology has changed the way costumes used to look. Characters can wear digital costumes, but only fiction advertisements have started using them (Bordwell & Thompson, p.121).

The second element is “setting,” which is used to indicate a period of time. The setting includes architecture, geography, and visible décor on screen. The setting refers to the scenery, environment, or background space in which the action takes place in the advertisement. Cinematic space includes the composition, foreground, and background on the screen (Stadler and Mcwilliam, 2020, p.10). The type of setting is affected by two factors: the action in interior or exterior space, and the physical camera placement. Exterior space indicates a location shoot, while interior space refers to a studio shoot (Stadler and Mcwilliam, 2020, p.11).

The third element of mise-en-scène is “action” that represents significant object's intentional movement in a shot. Directors control figures on screen such as person, animal, robot, object, even pure shape that express feelings to establish a kinetic pattern. Stop motion technique may be used in advertisements by shooting puppets and manipulated frame by frame. Some examples of character's performance are visual elements such as (appearance, gesture, and facial expressions) and sound such as (voice and effects). In advertisements, characters use their faces to express anger, happiness, fear, and other emotions that recipient can understand. Moreover, they use expressive parts in their face such as eyes, brows, and mouth. The eyes are an important element in the scene. The story can be conveyed by the direction of a character's glance in the advertisement (Bordwell and Thompson, 2013, p.134). Characters act with their bodies as well; they walk, stand, and sit, expressing their personality and attitude (Fig. 2) (Bordwell and Thompson, 2013, p.135).

The fourth element of mise-en-scène is “light”. There two types of light natural and artificial. Natural light can come from windows or door; artificial light can come from lamps, candles, or a television screen (Barnwell, 2008, p.112).

The whole scene is not usually lit; instead, certain objects or spaces are highlighted over others in order to draw attention to desired points (Barnwell, 2008, p.138). There are three-point lighting which are key light, fill light, and back light. Key light is the main light source. It is positioned 30° subject to the subject's front side. Fill light is used to soften the key light as it is less strong. It is positioned on the opposite side of the key light. Back light is the weakest source. It is positioned on the back side of the subject in order to give depth to the scene and separate the subject from the background (Dowell, 2021, p.14) (Diagram 4). In the digital world, color palettes and schemes will determine the overall mood, environment, and energy in order to catch viewers' attention to the ad. It is crucial to understand how to mix and match colors according to the desired
emotional and physical viewer reaction (Donati, 2008, p.160).

The production stage also includes voiceover and dialogue in the advertisement. Voiceover is any type of narration performed in advertisements. It allows the recipients to understand what the company stands for. Voiceover adds value to the brand and provides more information about the product and service. It is preferable to use easily recognizable voices because brands become more trustworthy and familiar to recipients. In advertisements, it is preferred to use recognizable voices because brands become more familiar and trustworthy (Bowman, 2021). Advertising voiceover deliver emotional messages to recipients (“Advertising Voice Over”).

Dialogue in advertisements refers to the conversation between two or more characters. Characters can show their personalities through dialogue (Nurmio, 2017). It is important to make sure that the visual elements align with what's being said when writing the script in the pre-production stage. It is not preferable to use calls to action and slogans in the middle of the conversation. Voiceover can be used at the end to deliver a certain message (Schissler, 2021).

The third stage: post-production

The post-production stage is the final stage; it comes after the completion of the production stage. In this stage, the team puts together visual effects, sound effects, and audio enhancement to finish the final ad design. Montage takes place in the post-production stage.

Montage refers to the process or technique of selecting, editing, and connecting separate sections of a film to form a continuous whole at this stage (Kota, 2018).

Color correction and grading are important parts of the post-production stage. Color grading changes the advertisement mode dramatically. It is used to eliminate distractions, such as strong elements that draw the viewer’s attention away from the main subject (Seppänen, 2017, p.6).

Motion graphics establish a remarkable visualization in advertisements; they keep the viewer engaged. Motion graphics are a visual, animated representation of an image, illustration, object, or text. Motion graphics include animated images or animated text that carry information about the product or service within the video (“The Use of Motion Graphics in Advertising”).

Graphic titles are used to highlight the brand name at the end of the advertisement. Titles encourage viewers to take action with a call to action towards the product or service (Ferrigno, 2020). Text can be dynamic to convey a brand message. Kinetic motion can be added to subtitles, which keeps the ad more accessible and draws a wider audience (Fig. 3) (Trussell, 2021).

Special effects are also used in the post-production stage. Special effects are images that are created by technical means. There are two types of special effects: visual effects that use a special photographic process that is created in the camera and optical effects that are created in front of the camera. There are various techniques for creating special effects, such as using a backcloth that depicts a city or landscape (Barnwell, 2008, p.122). Another technique used in advertisements is building a three-
dimensional model of the setting that is filmed. Special effects are used to create a highly visual experience to engage the audience (“Special Effects in Movies: Everything You Need to Know”).

**Storytelling and brands**

The term “brand” refers to the associations of symbols and names with values and benefits. Brands help companies build a story around their products or services. “Brand” refers to a complicated, multidimensional construct that managers use to augment products and services with values (Osman, 2020, p.8). Marketers found storytelling to be a more potent and humanistic approach to designing brand communication and managing brand strategy as a whole (Moin, 2020). Stories generate a higher level of engagement, learning, persuasion, and inspiration for action than any other communication form (Kasilingam and Ajitha, 2022).

Advertisements with story content increase positive emotions, such as feeling optimistic or warm. Stories are stored in memory in a variety of ways, including factually, visually, and emotionally, making it highly likely that users will recall them. Stories may add unique associations to a brand, which can increase brand equity (Lundqvist et al., 2013, p.7).

**Storytelling and brand equity**

Brand equity is defined as “a set of brand assets and liabilities linked to a brand, its name, and its symbol that add or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (Lundqvist et al., 2013, p.7).

There are several assets that have been identified as sources of brand value and can be used to measure brand equity. These assets are brand awareness, brand associations, perceived quality, and brand loyalty. Companies must follow four stages in order to develop strong brand equity, which are (Diagram 5).

1- Make social media users aware of the brand and associate the brand with a specific category (brand identity).
2- Create brand meaning in users’ minds by linking certain properties with the brand through a range of tangible and intangible brand associations (brand meaning).
3- Generate rational and emotional responses to the brand identity and brand meaning (brand response).
4- Transform this response to long-term loyalty relationships between social media users and the brand (brand relationships).

Customer-based brand equity is defined as “the differential effect of brand knowledge on

![Diagram 5. Stages of brand development (Lalaounis, 2021).](image-url)
consumer response to the marketing of the brand” (Lalaounis, 2021, p.26). There are six building blocks and four levels in customer-based brand equity (CBBE) pyramid model which are.

**Brand awareness**

Brand awareness is the first stage of building brand equity. Brand awareness means that users have opinion and feeling about the brand. Organizations can influence purchase decisions through a constant flow of advertising. When a user makes a decision based on previous knowledge, this makes awareness an important part of building a strong brand. Therefore, stories are very effective tools that are easier to remember, leading to higher awareness. They can recognize specific parts of a story that they can relate to, which increases the chance that they remember the content (Johnler and Olsen, 2015, p.11&12). Social media users can recall the company's message if it is presented in a simple, compelling, and emotionally engaging narrative. The ability of social media users to recall the message will be much higher than if it were presented via non-narrative communication (Tarvainen, 2013, p.41). Companies use stories to attract social media interest, be persuasive, and communicate information (Johnler and Olsen, 2015, p.12). Organizations make users aware of the brand and then inform them about the product or service that they offer that is related to their needs, either by satisfying a physical need or by satisfying an emotional need (Lalaounis, 2021, p.26).

**Brand associations**

The second stage of brand equity is brand association, which represents what brands stand for and how users differentiate a product from other similar products (Tarvainen, 2013, p.16). The brand association that a user feels affects the buying decision; in other words, it is what emotions and feelings are associated with the brand. To create a strong brand, it is crucial that users make a positive association with the brand, which will raise its value. Storytelling influences users' brand experiences by emphasizing higher perceived product quality and a higher willingness to pay. Social media users feel a strong attachment to the product after being exposed to the corporate story, which changes with a better understanding of the brand's values and beliefs (Johnler and Olsen, 2015, p.12). Stories assist social media users in comprehending the benefits of the brand and the various associations associated with it. Associations can lead to an understanding of points of difference. Brand stories can communicate the benefits of a product or service without being perceived as a commercial. They offer a way to differentiate the brand by adding an emotional connection, which is difficult for competitors to match (Tarvainen, 2013, p.43).

**Perceived quality**

Perceived quality is the third stage of brand equity. It is the user's opinion of the product's or service's quality in comparison to other options on the market. The perceived quality affects the value of the brand. Stories have an impact on the brand experience, which has an effect on the perceived quality. Campaigns that are based on stories are less intrusive than traditional marketing campaigns (Johnler and Olsen, 2015, p.14). Stories speak to both parts of the human mind: reason and emotion. When something is felt, it is likely to be shared with others (Mora et al., 2019, p.143). Research proved that narrative ads that consist of the basic elements of a story, such as characters and plot, can be more persuasive than ads that include an analytical illustration of a product's features. Narrative ads are more likely to be successful than argumentative ads (Tarvainen, 2013, p.43& 44).

**Brand loyalty**

Brand loyalty is the fourth and last stage of brand equity. It is an important component because loyal social media users lead to higher revenue, which creates more value for the company. Users remain loyal to a brand because they perceive added value when purchasing a product. Brand loyalty can be divided into two different aspects: brand loyalty shown by repeated purchases and brand loyalty shown from an attitudinal perspective (Johnler and Olsen, 2015, p.13). Brand loyalty has four dimensions, which each capture a different aspect of brand loyalty, which are: 1. Behavioral
Loyalty: It is all about how many users purchase the brand, the amount they purchase, and how often they do so. Behavior-based loyalty is not sufficient to build long-term loyalty. 2. Attitudinal Attachment: There are users that feel something special, which they love to consume. Attitudinal attachment is not sufficient either, because social media users might love the brand, but that doesn’t mean they will turn affection into action; they might simply aspire to have the brand in the future. 3. Sense of Community: It is where the brand takes on a broader meaning and loyal social media users form social relationships with each other, leading to a brand community. 4. Active Engagement: This occurs when social media users evolve into brand ambassadors. This is the strongest affirmation of brand loyalty, where users are willing to invest time, money, energy, and other resources into the brand (Lalaounis, 2021, p.40).

**Storytelling as a marketing communication tool**

Storytelling marketing enhances the brand value of companies; therefore, it has become a popular marketing tool. Storytelling about the brand is the process of shaping a brand into a personified target, and social media users could discover their identity through a brand reflection, which could lead to an opportunity to use products and services through experience. Storytelling marketing is used to narrow the gap between social media users and brands and set up new relationships. Building trust between the brand and social media users increases brand value by delivering a story that users can accept and share. Storytelling has attempted a classification centered on stories focusing on marketing strategy. The first type is “real-base storytelling,” which is fact-based storytelling.

Fact-based storytelling can be divided into two categories: “experience storytelling” and “episode storytelling.” “Experience storytelling” is based on fact-based storytelling; buyers who buy products that are not related to one company can experience the products directly and talk about their experience (Kim et al., 2018, p.2). In other words, the actual purchaser will be able to talk about the performance and effectiveness of the product based on their own experience, and other buyers will listen and trust the experience more because it is similar to their own. “Episode storytelling” refers to related stories such as companies, CEOs, brands, and products. Episode storytelling is used to tell stories about a company’s birth, the meaning of the brand name, the story of the founder or CEO, and the story of product development. As storytelling is based on facts, episode storytelling tries to express the truth of its life story. Episode storytelling is very effective because it tries to reflect reality as much as possible, which elicits curiosity about products and brands and differentiates them from competitors.

“Modified Processed Storytelling” refers to a slight transformation of a story. It is divided into three types, which are: “Derivative storytelling” refers to derived storytelling. The point of derivative storytelling is to use a story to create a successful brand’s story in order to create different products and to continue expanding other product categories without staying in one product category. “Parody storytelling” is a new way to grab users’ attention towards advertisements, as it can raise the image of the products and brands. “Rumor storytelling” refers to reinterpreting stories that are not real that are transformed and reinterpreted into another story. Creating stories that are not true is so much fun and interesting that it encourages and interest users.

The last type of storytelling refers to how to create a new story; it can be represented by

![Diagram 6. Storytelling Classification centered on Story Marketing Strategy (Mohamed, 2023).](image-url)
Dream storytelling, anniversary storytelling, and series storytelling. “Dream Storytelling” is called “Dream Marketing.” It is a method that reflects the hopes and dreams that users want to bring to their brand through stories. Dream-storytelling marketing allows users to form a positive image of the company by communicating its hopes and dreams. Adidas’ ad, Fig. 4 Nike - Here's to the great ones, happy Father's day (YouTube, 2022).
**Brand Name:** Nike.

**Country:** Australia.

**Advertise Title:** “Here’s To The Great Ones”

**Media used:** Social Media.

**Year of Publication:** 2022

**Target Audience:** The target audience is young people aged 20 to 30.

**Video Length:** 0:52 Seconds.

**Anniversary:** Father’s Day.

**Advertisement Idea:** The main concept of the advertisement is remembering every great father, here or gone.

**Message Appeal:** The advertisement message focused on emotional appeal, especially nostalgic appeal.

- **Nostalgic Appeal:**
  The main character, "The Girl," recalled her memories of her father when she was young and the places they used to visit.

**Conflict:** The conflict in the advertisement is when the main character, "The Girl," misses the train and realizes that she won’t reach the destination on time.

**Resolution:** The resolution in the advertisement is when the girl reaches her destination, the place where she and her father used to visit.

**Plot:** In the first scene, train doors were closing and leaving. A girl was running to catch the train, but she missed it. She smiled, and then she started to recall her memories with her father. She remembered how happy she was when her father used to hug her. She ran to reach her destination as fast as possible. She ran up over a bench and remembered when she was a kid and used to do the same. She went upstairs into a building and had a flashback to when she used to hold her father’s hand and go upstairs into the same building. Then she reached her destination, staring at her father, who sat on a bench. She put her hand on his arm and remembered when she was a kid and they used to play together. She put her arms over his back while they were sitting, and he disappeared.
“Impossible, it's nothing,” has created a positive brand image by portraying sports players running together for their dreams without giving up. “Anniversary Storytelling” is a method to create stories that fit a particular day so that users can communicate and participate. The origin and meaning of anniversaries should be recognized by users, and appropriate stories must be combined to serve anniversary storytelling. For example: Valentine's Day. “Series storytelling” is about creating a story that delivers a series of diverse stories through a consistent concept on a single subject. If the brand has a variety of stories to tell, the

<table>
<thead>
<tr>
<th>Characters:</th>
<th>The advertisement consists of two main characters. The primary character is the girl, and the secondary character is the father.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costume:</td>
<td>The main character, &quot;the girl,&quot; wore Nike sportswear, a purple top and grey pants, and running shoes. The secondary character &quot;The Father&quot; wore beige shorts, a white T-shirt, and white shoes with a black Nike logo.</td>
</tr>
<tr>
<td>Settings:</td>
<td>The action took place in an exterior space. The advertisement is in a residential area. When the main character, &quot;girl,&quot; reached her destination, the view was a river, a bridge, and buildings. The bridge viewed in the last scene is the Sydney Harbor Bridge in Australia, which is one of the world's most recognized landmarks.</td>
</tr>
<tr>
<td>Action:</td>
<td>When the train left, the girl was running to catch it, but she missed it. She put her hands over her head as a symbol that she couldn’t believe she missed it. Then she put her hands on her waist and smiled when she remembered when she was young and used to hug her father. She began to run and spread her hands as she did when she walked with her father. She started running on the streets. She jumped over a bench and continued running. When she was over the bench, she spread her hands as if she were flying. The flashback shows she used to spread her hands when she was walking with her father. She ran upstairs to reach her destination, where she met her father. She came nearer to her father and put her hand on his arm. Flashback scenes were shown when she used to hug her father. She smiled at her father and started to look at the view. In the last two scenes, once she put her arm around his shoulders and then, her father disappeared.</td>
</tr>
<tr>
<td>Light:</td>
<td>The day light was used as a source of light for the scenes.</td>
</tr>
<tr>
<td>Written Elements:</td>
<td>There are no written elements in the advertisement.</td>
</tr>
<tr>
<td>Type of Storytelling</td>
<td>Anniversary Storytelling</td>
</tr>
</tbody>
</table>

A voice of a girl mentioned the slogan, "Here’s to the Great Ones, Here and Gone."
Fig. 5 Dove — reverse selfie (YouTube, 2021).
<table>
<thead>
<tr>
<th><strong>Brand Name:</strong></th>
<th>Dove</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country:</strong></td>
<td>United Kingdom</td>
</tr>
<tr>
<td><strong>Advertisement Title:</strong></td>
<td>“Reverse Selfie”</td>
</tr>
<tr>
<td><strong>Media used:</strong></td>
<td>Social Media</td>
</tr>
<tr>
<td><strong>Year of Publication:</strong></td>
<td>2021</td>
</tr>
<tr>
<td><strong>Target Audience:</strong></td>
<td>The target audience is the young generation, especially 13-year-old girls.</td>
</tr>
<tr>
<td><strong>Video Length:</strong></td>
<td>0:60 Seconds</td>
</tr>
<tr>
<td><strong>Advertisement Idea:</strong></td>
<td>The idea of the advertisement is that young girls suffer from low self-esteem as a result of social media</td>
</tr>
<tr>
<td><strong>Message Appeal:</strong></td>
<td>The advertisement message focused on emotional appeal, especially Music appeal.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Music Appeal:</strong> The music used in the advertisement stimulates recipients’ emotions. The music used made the audience sympathize with how young girls' beauty has been distorted by social media, filters, and retouching apps.</td>
</tr>
<tr>
<td><strong>Conflict:</strong></td>
<td>The main problem in the advertisement is the dangers of social media and the harm of the retouching apps and filters that are just starting to appear. More screen time during the pandemic has made things worse.</td>
</tr>
<tr>
<td><strong>Resolution:</strong></td>
<td>Through this advertisement, Dove highlighted the idea that beauty is not defined by shape, size, or color, but by feeling the best version of yourself—authentic, unique, real, and true.</td>
</tr>
<tr>
<td><strong>Plot:</strong></td>
<td>The first scenes show a girl holding her mobile phone while publishing a photo and the number of likes decreasing. This video advertisement is reversed. A comment was written, &quot;OMG, you look amazing,&quot; and it was deleted. Before the girl uploaded her photo, she used retouching apps and filters. She was deciding on the ideal hairstyle for her. She played around with the dimensions of her nose, mouth, eyes, and face. She tried to remove the acne that appeared on her face. The app's features were used to try to remove the damaged hair in the photo. She was snapping a selfie after putting on her grey nail polish, eyeliner, lipstick, and hair spray. The last scene highlighted her natural beauty, which doesn't require retouching apps to shake her confidence.</td>
</tr>
<tr>
<td><strong>Characters:</strong></td>
<td>The only character involved in the advertisement is the young girl, who is the primary character.</td>
</tr>
<tr>
<td><strong>Costume:</strong></td>
<td>The whole outfit was not shown clearly. What was shown in the advertisement was a girl wearing a lilac top.</td>
</tr>
<tr>
<td><strong>Settings:</strong></td>
<td>All scenes were shot in the girl’s room.</td>
</tr>
<tr>
<td><strong>Action:</strong></td>
<td>In the first scenes, the protagonist was holding her mobile phone and looking at how many likes she had gained. Then she was tapping on her touch screen, using a retouching app and filters. She used her fingers to choose from the app's features and zoom in and out. She raised her hands to snap a selfie. Another scene shows her holding and applying a hair spray. She used nail polish on her nail, reversed. Her hair was moving forward and backward, and its style changed into a ponytail. She added eyeliner and lipstick. Before she wore make-up, the scenes showed her real age: a 13-year-old girl. Besides, it highlighted her natural and unique beauty.</td>
</tr>
<tr>
<td><strong>Light:</strong></td>
<td>The light came from the opened window. The morning light lit the room.</td>
</tr>
<tr>
<td><strong>Written Elements:</strong></td>
<td>&quot;Dove presents a reverse selfie.&quot; &quot;The pressure of social media is hurting our girls' self-esteem.&quot; &quot;More screen time during the pandemic has made things worse.&quot; &quot;I have the selfie talk today.&quot; Go to dove.com to find out how. Let’s Change Beauty&quot;</td>
</tr>
<tr>
<td><strong>Type of Storytelling</strong></td>
<td>Dream Storytelling</td>
</tr>
</tbody>
</table>
storytelling method that tells the story based on facts may be more emotional, but most importantly, any type of storytelling marketing will appeal to users (Kim et al., 2018, p.3) (Diagram 6).

Analysis

The following are two social media global promotional videos that used storytelling: The time limitation of the analytical advertisements is from 2019 to 2022.

1- Nike – Here’s to The Great Ones: (Fig. 4)
2- Dove – Reverse Selfie: (Fig. 5)

Results

The research results in the following.

1. Stories generate a higher level of engagement, learning, persuasion, and inspiration for action than any other communication form.
2. Stories are stored in memory in a variety of ways, including factually, visually, and emotionally, making them highly likely to be remembered by users.
3. Stories may add unique associations to a brand, which can increase brand equity.
4. Campaigns that are based on stories are less intrusive than traditional marketing campaigns.
5. Narrative ads that include basic story elements such as characters and plot can be more persuasive than ads that include an analytical illustration of a product’s features.

Conclusion

The internet’s adoption has affected many aspects of human life and has become an important part of many corporate systems. It gives businesses the ability to promote their products and services. One of the most significant challenges that advertisers face is a decrease in the number of users who accept commercials.

In today’s competitive environment, storytelling advertisements are used as a brand concept to strengthen the bonds between the company and the user. Marketers found storytelling to be a more powerful and humanistic approach to designing brand communication and managing overall brand strategy. Storytelling is a tool for developing brand image.

Conflicts of interest

None declared.

References


