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
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STUDY OF THE TRENDS TOWARDS CONTENT-DRIVEN STORYTELLING IN MEDIA ADVERTISEMENTS TO CREATE A STRONGER CONNECTION WITH AUDIENCES

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Abstract

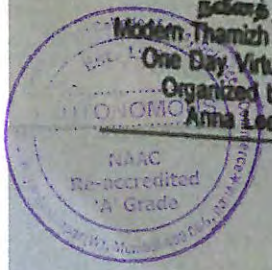
The world of humankind is becoming the new premium in today's rapid, overly automatic and digitally powered societies. The Internet continually gives us comfort and immediate gratification, and makes the human touch scarcer and more desirable. Brand storytelling is a coherent narrative which blends the facts and emotions evoked by your brand. In addition, companies need to start telling their stories behind their brand, explain why they need a product or service and why this matters throughout all communication. Publishing content no longer involves writing in conventional print media alone, but also in various media and on platforms via social media and storytelling is one of the most powerful ways of communication available today. Consumers today are unwilling to engage in traditional branded commercials. The consumer is interested in a company's narrative. With so many choices available to modern consumers, brands often merge together and become indistinguishable from the competition; creating a situation in which customers have no reason to stick with one brand over another. Consumers are increasingly demanding that companies demonstrate how their investments are having an effect, promoting a cause, and producing results other than profit. Brand storytelling is an emerging branding technique that involves constantly telling the brand through the

publication and distribution of useful brand content to consumers. This research paper will assist in understanding the trend and correlation between advertisements and viewers with the help of three brand case studies.

Keywords: Brands, Story-Telling, Audiences, Media, Advertisements

Introduction

For brands and advertisers, engaging with target markets is one of the most important elements of promotions. If a brand can cause emotion and involve people through marketing, it will correlate directly with business development. Storytelling is the ultimate way to build deeper relations with a target audience. Storytelling is the art of using content to attract, engage, and force customers to act, since it is more of an experience than a marketing campaign. Emotional branding has the power to boost sales and improve the retention of customers. How an individual feels about your brand usually decides whether he or she buys your product. A brand is a matter of perception. You create an atmosphere that resonates with your customers by telling a tale that embodies human struggles. Great stories establish a strong empathetic relationship between the main character and the audience. When something positive or negative occurs, the viewer experiences a sense of 'like me' as a



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