

Impact of Narrative Advertising

Author: Ms Sneha S Kairanna
Assistant Professor
MBA Department
T John College

Narrative advertising is the new form of advertising content, which is developed form of “storytelling advertising”. Narrative advertising has become a weapon in the ongoing battle of the brands. Communicating a brand follows the same principle as story-telling. These stories can be told in a number of ways, including conventional as well as non-conventional advertising. This paper will mainly give an information regarding the use of narrative advertisements and also the impact of these advertisements on the attitude of the audience

By all means, in an age where video has become a prime marketing tool, with credit to the likes of You tube and Vireos, delivering a brand story to a global market has never been so easy and effective. A plethora of social media networks can make sure our story is liked, shared and tweeted to millions world-wide.

The concept of writing brand narrative is challenging, but rewarding. Everything from the language, to the content and composition should communicate the brand truthfully. The story communicates brand values to the audience, and with more people making conscious decisions with purchases, it is more important than ever to be genuine.

Delivering a positive and authentic message through story-telling will out live any product-based marketing. It will make sure our brand maintains a respectable premium and set itself apart from competitors. Like all good stories told to us from our early childhood to the present day, they weave themselves into our subconscious, which make an ideal and trusted basis for judgement on what we perceive, including consumer purchases.

Introduction

The dawn of Indian Advertising marked its beginning when hawkers called out their wars right from the days when cities and markets first began. It was then that the signages, the trademarks, the press ads and the likes evolved.

In 1991, the government dramatically liberalized Indian economy, opening it to international business. The emergence of a moderately affluent middle-class numbering in the hundreds and millions attract multinational corporations and international advertisers. Advertising in India operates at two levels. Ads for high-value products appear in English-language papers such as The Hindu and The Madras Mail, which targeted Europeans and high-status Indians. By contrast, ads for low-value products are typically placed in vernacular papers and are aimed at a lower middle class with highly restricted spending power. The working class and peasant populations, with very low disposable incomes, are seldom targeted by the advertising agencies. Local merchants might use signs and posters to reach them.

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902. Later, Indian ad agencies were slowly established and they started entering foreign owned ad agencies. Ogilvy and Mater and Hindustan Thompson Associate agencies were formed in the early 1920s. In 1939, Lever’s advertising department launched Dalda – the first major example of a brand and a marketing campaign specifically developed for India. In the 1950s, various advertising associations were set up to safeguard the interests of various advertisers in the industry. In 1967, the first commercial was aired on Vividh Bharati and later in 1978; the first television commercial was seen. Various companies now started advertising on television and sponsoring various shows including *Humlog* and *Yeh Jo Hai Zindagi*.

Communicating a brand follows the same principles as story-telling. There is the presence of a structure and features that not only captivate attention, but fully immerse the audience into the story leaving a long lasting impression. These stories can be told in a number of ways, including conventional as well as non-conventional advertising and in-person brand experiences and so forth. By all means, in an age where video has become a prime marketing tool, with credit to the likes of Youtube and Vimeo, delivering a brand story to

a global market has never been so easy and effective. A plethora of social media networks can make sure our story is liked, shared and tweeted to millions world wide, we can easily exceed expected potential with the right approach

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

The main features of advertisements are as follows:

- a) It is directed towards increasing the sales of business
- b) It is a paid form of publicity
- c) It is non-personal. They are directed at a mass audience and not at the individual as is in the case of personal selling

Objective of advertising:

The purpose of advertising is nothing but to sell something -a product, a service or an idea. The real objective of advertising is effective communication between producers and consumers.

The following are the main objectives of advertising:

- 1) Preparing Ground for New Product: New product needs introduction because potential customers have never used such product earlier and the advertisement prepare a ground for that new product.
- 2) Creation of Demand: The main objective of the advertisement is to create a favorable climate for maintaining or improving sales. Customers are to be reminded about the product and the brand. It may induce new customers to buy the product by informing them its qualities since it is possible that some of the customers may change their brands.
- 3) Facing the Competition: Another important objective of the advertisement is to face the competition. Under competitive conditions, advertisement helps to build up brand image and brand loyalty and when customers have developed brand loyalty, becomes difficult for the middlemen to change it.
- 4) Creating or Enhancing Goodwill: Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the advertising company. This, in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.
- 5) Informing the Changes to the Customers: Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand and packing they must be informed to the public by the producer through advertisement.

Benefits to Manufacturers

- a) It increases sales volume by creating attraction towards the product.
- b) It helps easy introduction of new products into the markets by the same manufacturer.
- c) It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- d) It helps to establish a direct contact between manufacturers and consumers.

Benefits to Wholesalers and Retailers

- a) Easy sale of the products is possible since consumers are aware of the product and its quality.
- b) The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.

Benefits to Consumers

- a) Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- b) Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.
- c) It helps them to know where and when the products are available. This reduces their shopping time.
- d) It provides an opportunity to the customers to compare the merits and demerits of various substitute products.

Benefits to Salesmen

- a) Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- b) Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.

Benefits to Community or Society

- a) Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- b) It assures employment opportunities for the professional men and artist.

Narratives are used in advertisements so the advert can tell the audience a story and keep the audiences attention. Also by telling a narrative during the advert, if the narrative is one of a good quality, then people will want to buy the product being advertised. How a story is told can be in many different ways, this is called it's narrative structure. One structure is a Linear narrative. The linear structure means a story being told from the beginning, middle and end in sequential order. The story will be straight forward with the beginning describing something, the middle showing some sort of problem and then the end will be when the problem has been resolved. The two other main narrative structures for advertisements are a non linear narrative structure which uses flashbacks etc and an open ended narrative means nothing is wrapped up at the end, it is ongoing.

Stories and the art of storytelling play a major role in content marketing today. Not all brands realize the importance of unearthing their core story and learning to tell stories in ways that endear new fans and motivate advocates. Following are the seven reasons why storytelling is important for branded content:

1. **Stories produce experiences:** Experiences leave lasting impressions. They go far deeper than facts, figures or features. And by creating a story-based experience, audience walk away with an impression of brand that doesn't rest on the precarious edges of their minds but sits deep in their hearts.
2. **Stories reveal what makes one's message unique:** Chances are that if we have an innovative or unique offering, it's not going to be innovative and/or unique very long. Any amount of success will generate copycats.
3. **Stories are the emotional glue that connects us to the customers:** If it weren't for stories, our brand wouldn't mean much to our audience. It's those stories that create a real connection. Facebook now dedicates an entire site to stories. Fans can post stories about their individual and collective experiences.
4. **Stories shape information into meaning:** There's nothing more mind numbing than hearing or reading a bunch of facts and figures. And anyone can recite numbers to an audience. A true marketer will weave a story around the information to create meaning for the audience.
5. **Stories can motivate an audience towards your goal:** Stories are uniquely able to move people's hearts, minds, feet and wallets in the storyteller's intended direction. Nobody was better at this than Steve Jobs, who turned sales presentations into coveted experiences. His masterful storytelling motivated fans to rave about the products, creating valuable earned media.
6. **Stories are more likely to be shared:** When a story resonates—moves people emotionally—they retell it many times over, ultimately amplifying the message.

Examples of Narrative Advertising:

Example 1 Dove:

Dove's marketing director Stacie Bright had a moral problem in 2006.

After years of marketing Dove's products using what the mainstream considers 'beautiful' models Bright realised this was affecting her own daughter's self-esteem, and therefore affecting the self-esteem of everybody's daughter subjected to this advertising.

Rather than quitting her job immediately, Bright created a mock-up advert using all of the company directors' own daughters. with text alongside each image saying how these girls believed they weren't beautiful. Bright and her team showed it to the executives, confident that this was a risky but worthwhile move.

The risk worked. The Dove executives were of course deeply affected, said a resounding yes through their tears, and completely overhauled Dove's marketing strategy, which has continued to this

day. Dove doubled profits from £1bn to £2bn and turned the business of selling soap into a moral campaign. The cynical can take from this what they will, but the campaign genuinely came for a place that wished for change; using stories to make a culturally positive difference.

Example 2: Amazon

Amazon has always been consistent in their marketing approach. Their communication has always been direct. Amazon picks up behavioural traits and tries to capture the Indian shopper's mindset through campaigns like 'Aur Dikhaao', 'TryTohKar', 'Kya Pehnu' and 'Apni Dukaan'. All their campaigns have tremendous mass appeal and manage to strike a chord with their target audience.

The 'TryTohKar' campaign addressed the issue of reliability of products, while 'Aur Dikhaao' showcased the 'variety of options' available on their website. The 'Kya Pehnu' campaign addressed the fashion dilemma and Amazon's 'Apni Dukaan' campaign encouraged customers to shop online.

Experts feel that Amazon is employing the right strategy by pushing one message clearly at a time and not confusing people with too many messages. It highlights one standing feature of the brand and gives ample time to the consumers to register it. The fact that they come up with numerous high frequency campaigns with really effective and catchy communication also works for them. Few others feel that Amazon campaigns don't beat around the bush and focus on addressing the key problems.

Conclusion:

Delivering a positive and authentic message through story-telling will outlive any product-based marketing. It will make sure our brand maintains a respectable premium and set itself apart from competitors. Like all good stories told to us from our early childhood to the present day, they weave themselves into our subconscious, which make an ideal and trusted basis for judgement on what we perceive, including consumer purchases. Hence Narrative Advertising has greater impact in the buying behaviour of consumer.

1. Ajzen, I. and Fishbein, M. (1977), "Attitude-behavior relations: a theoretical analysis and review of empirical research", *Psychological Bulletin*, Vol. 84 No. 5, pp. 888-918
2. Babin, B.J., Darden, W.R. and Griffin, M. (1994), "Work and/or fun: measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 4, pp. 644-656
3. Batat, W. and Wohlfeil, M. (2009), "Getting lost 'Into the Wild': understanding consumers' movie enjoyment through a narrative transportation approach", *Advances in Consumer Research*, Vol. 36, pp. 372-377.
4. Coyle, J.R. and Thorson, E. (2001), "The effects of progressive levels of interactivity and vividness in web marketing sites", *Journal of Advertising*, Vol. 20 No. 3, pp. 65-77.
5. Dabholkar, P. (1994), "Incorporating choice into an attitudinal framework: analyzing models of mental comparison processes", *Journal of Consumer Research*, Vol. 21 No. 1, pp. 100-118
6. Fiore, A.M., Jin, H.J. and Kim, J. (2005), "For fun and profit: hedonic value from image interactivity and responses toward an online store", *Psychology & Marketing*, Vol. 22 No. 8, pp. 669-694
7. Laczniak, R.N. and Muehling, D.D. (1993), "Toward a better understanding of the role of advertising message involvement in ad processing", *Psychology & Marketing*, Vol. 10 No. 4, pp. 301-319.
8. Lee, Y.H. (2000), "Manipulating ad message involvement through information expectancy: effect on attitude evaluation and confidence", *Journal of Advertising*, Vol. 29 No. 2, pp. 29-43
9. Schlosser, A.E. (2003), "Experiencing products in virtual world: the role of goal and imagery in influencing attitudes versus purchase intentions", *Journal of Consumer Research*, Vol. 30 No. 2, pp. 184-198
10. Wells, W.D. (1989), "Lectures and dramas", in Cafferata, P. and Tybout, A. (Eds), *Cognitive and Affective Responses to Advertising*, Lexington Books, Lexington, MA, pp. 13-20.