

Brand storytelling: for
when you have
nothing else to say



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Brand Storytelling: For when you have nothing to say Public Relations Essay

[Affiliation] This is the age of globalization where every small bug leading retailing company sets out to make a mark on the international markets and reign supreme. An important concept of globalization is marketing and an important phase of that is advertisement. To reach out to the masses there can be no better way than to avail the technological innovations and use them to spread the word, touch hearts and in turn make the best sales possible.

Brand storytelling, even if not a new technique; is definitely a versatile way of delivering an agenda and obtaining a positive feedback in the most impressive way possible. All it requires is a little bit of imagination catered by a tinge of aesthetic sense and an emotion of belonging.

There is embedded in the most primitive of human emotions a craving for stories be it in the genres of suspense, drama, emotion or sensitivity. The notion of story-telling to satisfy this craving of common people is exploited by many companies in order to persuade them to purchase products that are in fact not even their requirement.

Customer satisfaction is the core to which companies have to work in order to thrive and survive. A greater clientele following means a better reward and an equally better revenue generation.

Aston Martin can be taken as an example of a company that utilizes this technique to develop business opportunities. Instead of focusing on the high quality mechanical systems that are developed and delivered in the form of their products, the company utilizes story-telling to highlight the comfort that their product delivers and the appreciation that they get from their old

customers. Stories are developed to present facts and an attempt is made to <https://assignbuster.com/brand-storytelling-for-when-you-have-nothing-else-to-say/>

ensure no fictions creeps into their stories. For this reason, their stories grab the attention of potential buyers; the ultimate result of which is the generation of sales.

With the advent of modern technology and the digital age, it has become possible for companies to provide improved quality services to common people. The use of this technology contributes to the ease with which the message of companies gets conveyed to their customers. Companies therefore make use of the digital information to judge the ongoing trends in the local and international markets and this information is then utilized in the making of stories that serve as tools to convince the customer. By keeping in view the elements that are favorite among the people, potent brand stories may be developed; stories that may exploit the aesthetic sense of people and convince them into buying products that are being offered.

A multitude of media may be used to convey the message of companies. The use of internet, television, radio and other media may assist in story-telling process. Clif Bar's story-telling may be taken as an example in this case. In its packaging it depicts the strength and valor required to be at the top and in an indirect way it is successful in narrating rather showing its own story with a simple drawing. In order to pitch a sale, aesthetic sense can sometimes be a strong asset.