

Brand Storytelling: Telling Business Legends in Artistic Language

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Abstract: This paper focuses on the field of brand storytelling, aiming at constructing its theoretical framework and exploring the way to tell business legends well by using artistic language. Through the comprehensive use of multidisciplinary theoretical research methods, this paper deeply analyzes the related concepts of brand storytelling, the application of artistic language, theoretical basis, and creative principles and strategies. It is found that brand storytelling integrates knowledge of communication, psychology, marketing and other disciplines, and artistic language plays a key role in the creation and dissemination of brand stories, which should follow creative principles such as authenticity, uniqueness and coherence, and use strategies based on brand positioning and excavating cultural connotation. The conclusion of this paper provides support for the theoretical development of brand storytelling, provides targeted guidance for the practice of enterprise brand building, helps enterprises to enhance their competitiveness with brand stories, and shapes popular business legends with artistic language.

1. Introduction

In today's competitive business world, brand has become an important part of the core competitiveness of enterprises. As a key means of brand building and communication, brand stories are attracting more and more attention from all walks of life [1]. With the continuous upgrading of the consumer market, consumers are no longer only satisfied with the material functions of products, but also pursue the emotional and cultural values behind products, and brand stories just become an effective carrier to convey these values [2]. In this context, brand storytelling came into being. It aims to explore how to use artistic language to skillfully weave brand ideas, history and culture into fascinating stories, thus creating business legends [3].

The study of brand storytelling is of great theoretical and practical significance. Theoretically, it combines the knowledge of communication, psychology, marketing and other disciplines, enriching and expanding the theoretical system of brand research [4]. Through in-depth analysis of the internal mechanism and laws of brand stories, it provides a new perspective and direction for the development of brand theory [5]. Practically speaking, mastering the principles and methods of brand storytelling will help enterprises to locate their brand image more accurately, enhance the emotional connection between brands and consumers, and enhance brand loyalty and market competitiveness [6]. Effective brand stories can make enterprises stand out from many competitors and create unique business value.

At present, the research on brand storytelling is still in the development stage, the theoretical system is not perfect enough, and many problems need to be further discussed. The purpose of this paper is to systematically construct the theoretical framework of brand storytelling, deeply study how to use artistic language to tell business legends well, and contribute to the development of brand storytelling.

2. The basic concepts of brand storytelling

Brand Storytelling is a new interdisciplinary subject, focusing on the creation, dissemination and influence of brand stories. Brand story refers to the attractive narrative content carefully constructed by the brand to convey its own values, cultural connotation and unique personality [7]. It takes the

brand development process, product characteristics and corporate culture as materials, and creates a vivid and infectious brand image through ingenious plot arrangement and expression.

Brand stories are closely linked with business legends. Business legends are usually brand stories that have stood the test of time and have extensive influence and outstanding achievements in the market [8]. Brand story is the embryonic form of business legend, which may evolve into a widely circulated business legend after continuous dissemination and precipitation. Business legends provide a higher level of demonstration and reference for brand stories and encourage brands to create more influential stories.

Brand storytelling occupies a unique position in the discipline field. It relies on communication to realize the wide spread of brand stories; With the help of psychology, deeply understand consumers' cognition and emotional response to brand stories; Rely on marketing to guide the planning and promotion of brand stories in order to achieve business goals. Brand storytelling integrates multidisciplinary theories, forms a unique research perspective and method, and provides strong theoretical support for brand development.

3. The application of artistic language in brand stories

3.1 Characteristics of artistic language

Artistic language has unique charm, which can inject soul into brand stories, make them stand out from numerous information, effectively attract consumers' attention and arouse emotional resonance [9]. Artistic language is first and foremost figurative. It can draw a concrete and sensible picture in consumers' minds through vivid description. Artistic language is also emotional and can convey the temperature of the brand. The hardships and persistence behind the brand establishment should be told with affectionate words, so that consumers can feel the brand owner's love for the cause, thus narrowing the distance between the brand and consumers. Aesthetics is also an important feature of artistic language, which can enhance the style of brand stories with beautiful words and unique expressions and satisfy consumers' pursuit of beauty.

3.2 Art language to shape the way the brand story

(1) The use of rhetorical devices

Rhetorical devices such as metaphor, personification and exaggeration can make brand stories more vivid and interesting [10]. The application and effect of common rhetorical devices in brand stories are shown in Figure 1.

(2) The construction of narrative structure

Reasonable narrative structure can make brand stories more logical and attractive. The common narrative structure is linear narrative, which tells the development process of the brand in chronological order, such as the difficult start of the brand at the beginning of its establishment and the process of its gradual development and growth, so that consumers can clearly understand the growth context of the brand. The suspense narrative technique aims to stimulate consumers' curiosity by posing a compelling question, which urges them to seek the answer and deeply understand the brand story.

(3) The choice of language style

Different language styles are suitable for different brands. Lively and playful language style is suitable for brands targeting young consumers, such as "Hey, friends, come and try this cool trend item, and make you the focus of the street in an instant!". The calm and atmospheric language style is more suitable for high-end business brands, such as "upholding excellent quality and exquisite craftsmanship, this brand has always been committed to creating exclusive and distinguished experiences for elites."

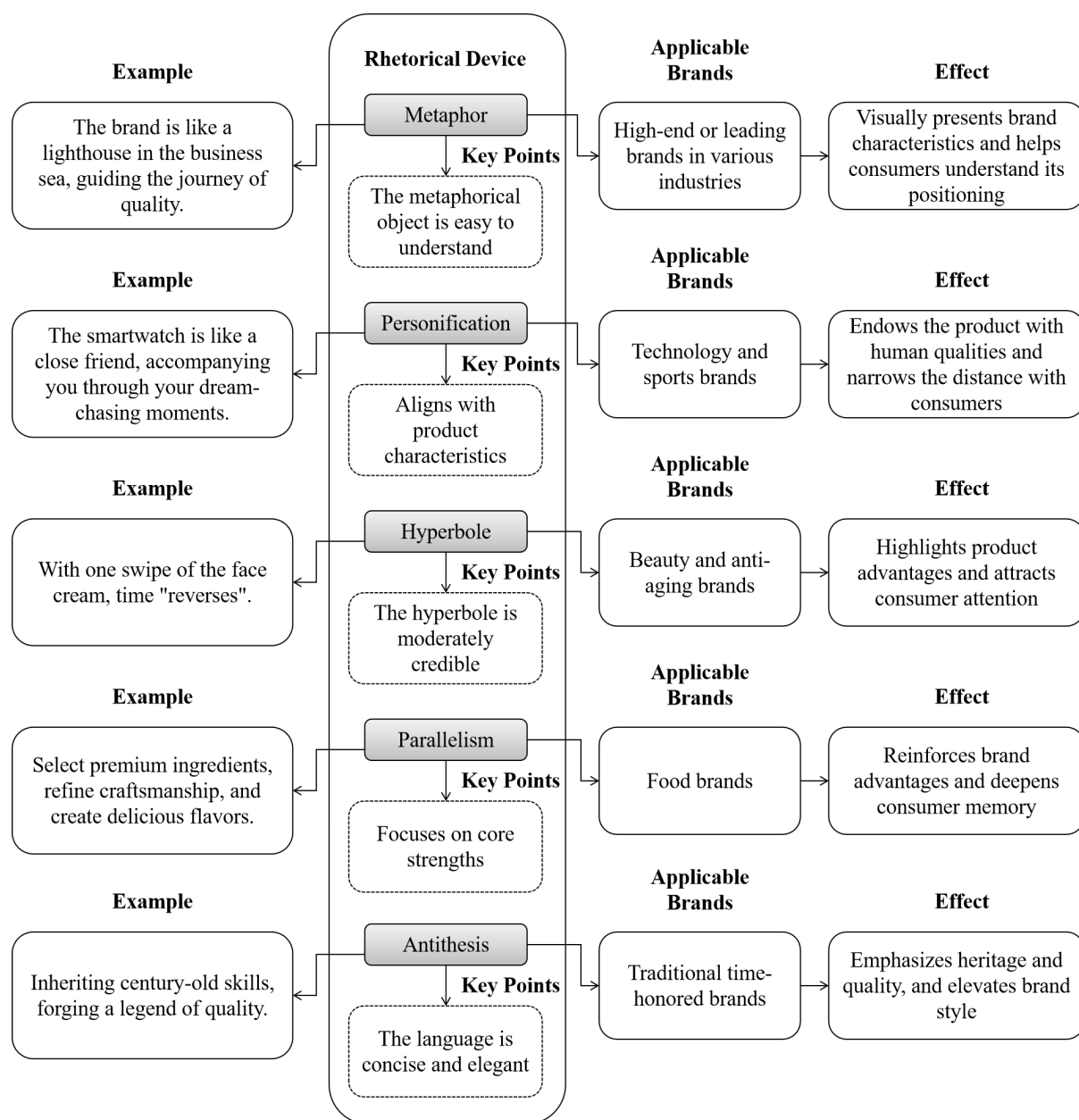


Figure 1 Application and effect of common rhetorical devices in brand stories

3.3 The influence of artistic language on the communication effect of brand stories

Artistic language greatly enhances the appeal of brand stories. Vivid, emotional and aesthetic language can quickly catch consumers' eyes and make them willing to take the initiative to understand brand stories. It enhances the appeal of brand stories, makes consumers more likely to have emotional resonance, and then has a good impression and recognition of the brand. Artistic language helps to enhance the spreading power of brand stories. After being moved by brand stories, consumers are more likely to share them with others, thus expanding the influence of brands. In a word, artistic language plays a vital role in brand stories and is one of the key elements to tell business legends well.

4. The theory of brand storytelling

Brand storytelling does not exist in isolation, it is rooted in communication, psychology, marketing and other disciplines. Communication theory is the cornerstone of brand story communication. The principle of coding and decoding in the process of communication guides brands to code their own ideas, stories and other information into easy-to-understand symbols,

which are transmitted to consumers through various channels and then decoded by consumers. Media theory affects the way of spreading brand stories. Different media have different characteristics. Social media is suitable for interactive story sharing, while traditional media can give stories authority.

Psychological theory helps brand stories penetrate consumers' hearts. Cognitive psychology shows that consumers tend to pay attention to information consistent with their own cognitive structure. Therefore, brand stories should conform to consumers' cognitive habits and be presented in a concise and clear way. Psychology of emotion pointed out that emotion plays a key role in consumers' decision-making. Brand stories build emotional bonds by arousing consumers' positive emotions, such as emotion and pride. Marketing theory provides direction for the planning and promotion of brand stories. Market positioning theory requires brand stories to define their own positioning and aim at specific target groups. If the brand positioning is high-end, the story should highlight the quality and uniqueness. Brand image theory emphasizes that the image created by brand stories should be consistent and positive, so as to enhance brand recognition and reputation. The theory of integrated marketing communication guides brands to coordinate various means of communication, so that brand stories can be unified in different channels and the communication effect can be enhanced.

5. The creative principles and strategies of brand storytelling

5.1 Creative Principles

The creation of brand stories is not arbitrary, but needs to follow certain principles and use appropriate strategies to create influential and infectious stories and help brands stand out.

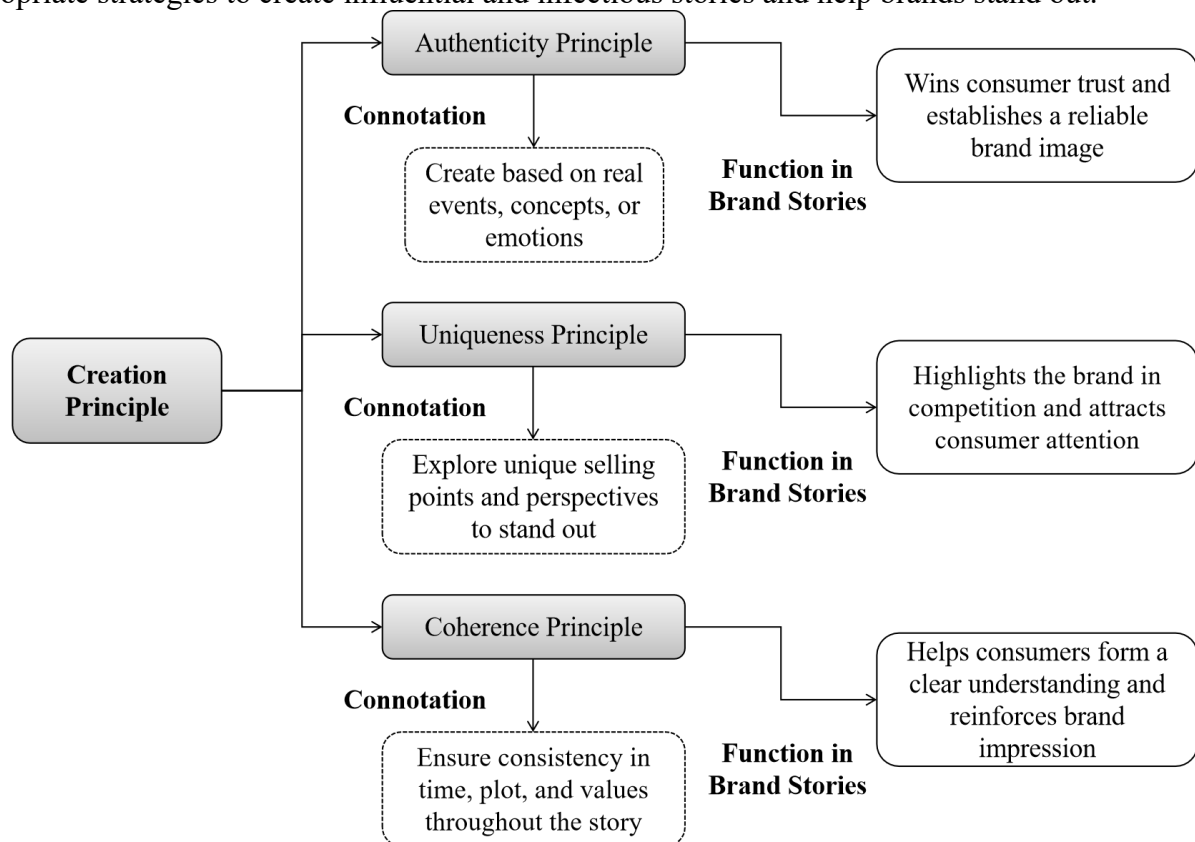


Figure 2 Principles and functions of brand story creation

Principle of Authenticity: Brand stories must be based on real events, ideas or emotions. The true story can win the trust of consumers, and once the false story is exposed, it will seriously damage the brand image.

Principle of uniqueness: In a highly competitive market, brand stories need to have unique selling points and perspectives. Unique stories can make brands stand out from many competitors

and attract consumers' attention.

Coherence principle: Brand stories should be consistent in time, plot and values. Consistency helps consumers to form a clear brand awareness and strengthen brand impression. If there are contradictions in brand stories at different stages or in different channels, it will confuse consumers and weaken the influence of brand stories. Figure 2 shows the principles and functions of brand story creation.

5.2 Creative strategy

Creation based on brand positioning: brand positioning determines the direction and tone of brand story. The stories of high-end brands should focus on quality, luxury and unique experience, such as a high-end watch brand telling the exquisite inheritance of its watchmaking technology, and the story of customizing exclusive watches for a few elites to strengthen high-end positioning. Volkswagen brand focuses on the practicality, cost performance and close connection with the lives of ordinary consumers, for example, how a cheap commodity brand shares products to bring convenience and warmth to the family.

Digging the cultural connotation of brands: Each brand has its own unique cultural connotation, which is rich material for brand stories. Brand culture may originate from the brand's history, regional characteristics or founder's values. For example, a liquor brand with a history of a hundred years should tap its brewing technology and the wine culture behind it, and integrate it into the brand story to make the story rich in depth and connotation.

Pay attention to consumers' needs and emotions: If brand stories can touch consumers' hearts, they must pay attention to their needs and emotions. By understanding the pain points and desires of consumers in different life scenes, create stories related to them. For example, in view of the high pressure of professionals, a sports brand tells how sports can help professionals to release pressure and regain vitality, and arouse the emotional resonance of consumers.

The creative principles and strategies of brand storytelling complement each other. Following the principles of authenticity, uniqueness and coherence, and using strategies based on brand positioning, excavating cultural connotation and paying attention to consumers' needs, we can create fascinating and influential brand stories, help brands tell business legends well and win consumers' recognition and love.

6. Conclusions

As a new interdisciplinary subject, brand storytelling is of great significance in today's business environment. This paper systematically discusses several key aspects of brand storytelling and constructs a relatively complete theoretical system.

From the basic concept, brand storytelling takes brand stories as the core research object, which is closely related to business legends and occupies a unique position in the interdisciplinary field. The use of artistic language adds charm to brand stories. It is a key element to tell brand stories well by means of figures of speech, narrative structure and language style. The theoretical basis of brand storytelling comes from communication, psychology and marketing. Communication guides the spreading path of brand stories, psychology helps to understand consumers' psychology, and marketing provides the direction for story planning and promotion. Together, they lay the foundation for the development of brand storytelling. Creative principles and strategies are an important guarantee for creating high-quality brand stories. The principles of authenticity, uniqueness and coherence ensure that the story is credible, unique and coherent. Based on the strategy of brand positioning, excavating cultural connotation and paying attention to consumer demand, the brand story can accurately connect with the target audience and arouse emotional resonance.

To sum up, brand storytelling provides a powerful brand building and communication tool for enterprises. If enterprises can deeply understand and apply the theory and method of brand storytelling, and carefully create brand stories with artistic language, they will stand out in the fierce competition market, tell business legends well and realize the long-term development of brands.

This paper also provides a foundation for future research in this field, which can further deepen the discussion in all aspects and promote the continuous development and perfection of brand storytelling.

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