

Meaningful storytelling as a brand engagement approach : A Conceptual Framework

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ABSTRACT: People driven by their expanded interconnectivity. Recent research confirmed the importance of brand engagement to build a positive brand image, to share brand values and to deliver its own messages, that drive loyalty. Brands nowadays know how to build a strong relationship through meaningful stories to be able to attract and engage. Brand engagement affects indirectly profitability, revenues and market share. They need to level up this relationship from just emotional link to involvement. The consumer needs to be a partner, to interact to be seen and heard. Brand storytelling is about sharing qualities and beliefs with the audience to be connected in a mental and emotional level. The objective is to involve him in the brand story rather than highlighting new products or services. Stories should be able to affect and to be memorable enough to stick in people's minds and touch their hearts. The consumer needs to feel how important the brand to him and how he could benefit from his commitment to the brand. The humanitarian aspects are the core power of stories, because of its strong connection to the real life. It also shapes cultures over time and defines history. In business, brands share their own stories to maintain a long-lasting relationship with the consumer, because they need them to deeply understand, believe and engage with their brands. This research aims to highlight the effect of storytelling on consumer's attachment towards the brands and to develop a conceptual framework for meaningful storytelling to enhance brand engagement.

KEYWORDS: Meaningful, Storytelling, Engagement, branding, conceptual framework.

1 INTRODUCTION

In a content overloaded world, people never stopped posting, sharing or texting. According to Meaningful brands report 2017, 500 million tweets, 4.3 billion messages on Facebook and 500 million hours on YouTube a day. The reason why is that people are too much attached is that they are seeking of meaningful connections. Brands should know what people are caring about to be able to create meaningful contents [17]. Weinberger (2014) stated that engagement is considered the most important aspect of brand building. However, the concept of engagement is more indistinct than it appears, giving no certain proof for its outcomes. By inspecting debates about engagement, three characteristics appear to be essential. Initially, attention - grabbing needs to be incorporated with the meaning of engagement. Moreover, the interaction between the consumer and the item needs to occur. Finally, this interface must have a positive result. This gives a working definition: A consumer is locked in when he sees and connects emphatically with a promotion or brand [32]. Robertson (2012) defined the concept of engagement according to sociology, psychology and organizational behavior, he described it as a discipline that is capable of drawing our history, values and broadens our horizons [27]. Hollebeek (2011-a) also described 'customer engagement' concept in agreement with The Marketing Science Institute's as a contribution to provide an understanding of customer experience [12]. Danso (2015) suggests getting into people's lives and activating them emotionally in order to achieve engagement. He added that encouraging people to share their experiences is the core concept of engagement and loyalty [3]. It is the age of interactivity, brands develop their strategies based on partnership. Forbes and National business explore, initiate concurred that Brand engagement implies an enthusiastic responsibility to a brand. It's more than brand awareness or recognition ; it is loyalty, commitment and word-of-mouth.

They also stated that there is a great role of social media because it provides people with the ability to interact and offers the brands a communicative platform [4]. Danso (2015) stated that there is no conceptual framework for customer brand

engagement (CBE) except Rossella et al who developed a theoretical study to highlight the most important drives of brand engagement and the relationship between them [3].

2 LITERATURE REVIEW

2.1 THE PSYCHOLOGY OF ENGAGEMENT

People's needs and desires are the two main stimulators of all interactions. They are not logical as we think they are, they are likely to interact towards some emotional situations rather than mental or reasonable ones. Interesting, nostalgic and surprising events could inspire or enlighten them. Understanding consumers and what significantly enhances their lives is crucial to provide them with a strong reason to be engaged and attached to the brand. Lux (2018) related between marketing and psychology in shaping brand experience, as Google defined as moments of intent-driven to making decision and shaping consumer preferences, a micro moments collection to refine and evaluate brand [16]. Smith and Hanover (2016) relate brand promises with the marketing campaigns based on the psychologists and behavioral expert notes on the specific way experiences shaped in the human mind. Short-term memory can be generated through experience and the experience transformation process, while long-term memories generated only through the significant ones [29].

In the event that clients are recommending, filling in as references, taking part in item and strategy advisory boards, talking at conferences as a part of the business, and encouraging products on Facebook, they are plainly bound to repurchase and expand the organization offer of wallet, with discounted value affectability (Dasteel, 2014). Although loyalty is an emotional state, engagement is real conduct. It is a more accurate loyalty indicator and customer perception measurement. But consistency is the greatest challenge because surveys can't predict accurately the future of brand loyalty, especially the external factors that could control or affect it. However, based on observable behavior, engagement reflects the level of consumer participation across relevant activities and platforms over time [18]. That's why brands are increasingly seeking engagement, participation and consumer commitment.

2.2 COMPONENTS OF BRAND ENGAGEMENT

Hollebeek (2011-b) technically defined **brand Engagement** through four **Components**, as the process of forming an attachment between brand and consumer in an emotional or rational level. But practically, this definition wasn't workable enough [18].

Perception: The image of the brand in people's minds affects their trust, commitment and engagement. So, shaping a positive perception is essential if Brand engagement is required. Through a story you can create experience and build a positive consumer perception towards the brand [13].

- **Communication:** The quality of communication plays an important role, that's why social media affect positively Brand engagement, It provides a channel of visual, verbal and audio- video communications.
- **Experience:** UX is the base of the future engagement. So, improving the consumer experience is the new strategy, through personalization and direct communication. The consumer wants to feel precious and appreciated.
- **Promise:** The Brand promise is crucial for achieving trust, credibility and brand engagement. This promise affects directly the way people perceive a brand.
- Aligning consumers' strategies with brand strategies builds brand trust. Dasteel (2014) called it "the Age of Engagement.". Consumers should be considered as the first priority

2.3 THE ROLE OF STORYTELLING IN BRAND ENGAGEMENT

The (CBE) concept 'consumer brand engagement' is recently connected with the interactive brand relationships and consumer "involvement" which synonymous with "engagement" in scholarly.⁽¹¹⁾ According to the Indian Proverb "Tell me a fact and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever." Lundqvist et al (2013) argued about the story's power, especially in branding, because of its memorable ability in comparison with facts, besides, stories mesmerize people. However, a limited empirical proof was introduced on consumer behavior, agreed with Hollebeek et al (2014). In general, research confirmed the impact of storytelling on creating positive consumer experiences and brand associations [15]. Escalas (2004) stated that consumer psychology Recently focused on the role of storytelling in the

information process, mentioning how people organize their experiences, explain events and build their own perspective and evaluations through creating stories [7].

Hollebeek et al (2014) explained the importance of stories in people's lives, as a communication tool through sharing ideas, beliefs and their point of views. They aim is to find the common things, whether in romance, friendship or even in business. Developing prosperous brand depends on quality connection with the consumer as building blocks for business now and in the future. She added that love the brand is the key reason for this connection, love what you offer them, the values you stand for and the stories you share. Agreed with science that confirmed the important role of stories in our lives. For better comprehension and building trust. In addition to children's education through fairy tales, historical and religious stories, to be able to understand, connect and engage [23]. Olbertova (2018) stated that "*the narrative of consumption*" is the term that *connecting* storytelling with anthropology, Behavioral marketing and semiotics for brand communication coding/decoding process. Stories for that according to Olbertova the most powerful tool for branding since the very beginning and for the future through creating meaningful narratives using messages and imagery in almost all cultures [22].

2.4 THE CONCEPT OF BRAND STORYTELLING

According to Dowson (2013) Marketing Week survey confirmed the importance of brand engagement as ROI metric (Return on Investment, according to more than 78% of participants. While almost 1/3 think that brand managers should take engagement more seriously. Dowson explained this because of the fuzziness in defining and measuring brand engagement in general. The constant brand value is connected directly to the consumer's shared experiences and the familiarity of the brand story. Accordingly, brand story which people notice, interact and listen is replacing brand marketing nowadays [6]. Lacy (2016) stated the importance of story as a valuable marketing asset because it could be a road map and a guide of the brand [14]. Robertson (2012) agreed also that brands should introduce their products and services through stories, not just for consumer acceptance, but to encourage him to share his story too, he considered Storytelling as an integrated process. Through attraction and involvement not through direct messages, he added that social media platforms and their rapid growth makes us all storytellers, which facilitate Storytelling and support brand engagement [27]. Weiss (2018) related the attachment to the stories to how interesting they are to the audiences and not because of the brand. She considered getting consumers' attention as the biggest challenge brands are facing today [33].

2.5 THE IMPACT OF STORYTELLING

Andrew Stanton is an American film director and screenwriter considers storytelling is what makes brand significant. Because it identifies the brand and inspires audiences. He added that stories allow people to experience the similarities and give meaning to people's lives [10]. Escalas (2004) also agreed that stories combine ideas toward a conclusion through mental structure. The process of forming meaning allows brands to be valuable from the consumer's perspective and more important than others [7]. It is what brings the brand to life, build an emotional connection and increase consumer retention through a progressive branding strategy. The purchase behavior can be determined according to brand perception and how people feel towards a brand [13]. Olbertova (2018) stated that people are machines "*meaning-making*". He added that stories boost cognition and behavior and help to interpret the facts. The narrative is very crucial, that's why marketers should understand the consumption process and how stories can shape our culture [22]. In their article White and Perry (2018) described how stories work; Stories differ from the data in the way they engage and affect the human brain. Stories drive biological and emotional responses building an immediate engagement, because stories embedded in a various sensory areas which enables the recalling of information.

According to Digital marketing institute; Memories last according to the strength of feelings and emotions. Brains too are seeking for reasons and relationships. On a subconscious level, we make our decisions where there is a lack of statistical reasoning. However, our subconscious system has an enormous effect on changing behavior, that's why our brains crave for stories. Accordingly, we should present information in a narrative way, to be able to relate experiences and easily understood. This will make it more powerful and effective in changing behavior and beliefs [34]. Dowson (2013) also agreed that the power of storytelling is concentrated on the ability to link story with audience experience and previous knowledge using metaphors and analogies. He also confirmed the memorability of stories and related it to the intense emotions because they are easily stored in the audience's brain [6]. According to One spot 92% of consumers prefer the storytelling ads [5]. The concept of storytelling recently became a marketing strategy for the superior brands, although it is not a new communication form. Storytelling has been used from the early beginning as a blending between verbal and visual narrative to document the human history [10]. The digital revolution accelerated the shift towards storytelling. It reveals the role of stories in engaging consumers' emotions and how it affects his imagination, enlighten the marketers to realize how the brains function and how people love stories [6]. All social media platforms help a person to attract attention, interest and encourage people to connect,

but this needs a good quality of communication [8]. A Study was done (2017) to quantify the effect of storytelling on some brands' value. "Significant objects" is an anthropological experiment which originated by Rob Walker and Joshua Glenn to objectively measure the impact of narrative on certain objects via eBay. short stories were written by contributing creative writers, the result was selling nearly \$8,000.00 in total [30]. Richard Branson summarized it by saying that storytelling can differentiate a brand and create new ideas. A successful entrepreneur should be also a good storyteller [5].

2.6 BRAND COMMUNICATION

Heyn (2018) defined storytelling as a natural communication method aims to present ideas and provide information about the brand on an emotional level [10]. Shane (2017) considers storytelling as a basic educative, entertaining and communicative system because it's a comprehensive way to share ideas [28]. White and Perry (2018) also agreed that storytelling is a powerful auditory, visual and kinesthetic tool which deeply communicate with the audience, easily deliver information, exchange experiences, evoke emotional and mental responses and offer inspiration. That's what makes storytelling a strategic tool in brand building. In advertising storytelling used to invite audiences to participate and encourage problem solving manner by composing stories that can grab attention, connect emotionally and stimulate empathy [34]. This clarifies why you feel anxious during watching a horror movie or joyful with happy endings [8].

3 THEORETICAL FRAMEWORK AND HYPOTHESES

3.1 MEASURING BRAND ENGAGEMENT

We usually depend on self-report; we inquire the consumer's recollection of the ad and/or if his feeling was positively involved with it. In the case of favoring behavioral actions, time spent on an ad, click-throughs are taken in consideration. However, the instant problem realized is that those actions are not commonly connected to each other. Weinberger (2014) asked if engagement really matters after assuming that the actions are taken overlay while evaluating an engagement aspect. Sellers benefit from the quick emotional interpretation compared to the mental one and use this to evaluate emotional responses, as it comes first in any experience, then the mental response. Putting this into consideration, the scholar can show the essential feature of the brand (e.g., a logo) so quickly for the mind to interpret but slow enough for emotional interpretation. Good and bad emotional responses to the item or brand are profited. This offers both unconscious engagement activities (interaction, attention, emotions) and regular conscious actions. An enhanced analytical power, alongside a wider picture of an individual's engagement with an ad are provided when merging the outcomes of both conscious and unconscious engagement [32].

Dasteel (2014) states that advocacy and involvement are the two crucial parts of consumer engagement. It is considered by the total activities that connect a brand and its consumers, that then yields in a bigger contribution that has a positive influence on the income. Cognitive processing, affection and activation were the three CBE dimensions, Hollebeek et al, (2014) acquired. Vivek et al (2014) hypothesizes a three-dimensional vision of CE, which involves conscious attention, social connection and enthused participation. Hollebeek (2011) added that the three crucial CBE topics were identified, involving 'activation', 'immersion' and 'passion'. A broader and more in depth understanding of the nature of consumer-brand associations, and the methods that make engagement more advanced and nurtured amongst divergent consumer sections were given by Bowden (2009).

Guy Nirpaz developed a few metrics for online apps to measure brand engagement:

- **Activity Time:** It is the average time a person spends connected to anything related to the brand measured by: year, month, week or day.
- **Visit Frequency:** This measure the frequency and the number of user's visits to the service of the brand. It is about the visits pattern as an analytical tool for web sites.
- **Core User Actions:** It is about getting to the experience. This could be measured through (for example) tracking the user's setting or adjustments [21].

Shane (2017) suggested some essential aspects in forming Brand Storytelling. The story should reflect brand personality and identity. It also should give a piece of specific information about what the brand does and how it adds values, solve problems, contribute and engage [28].

3.2 NIKE STORYTELLING



Fig. 1. Equality campaign- Nike

Nike created one of the best storytelling campaigns as it always excelled by putting a strong statement introducing the brand as a force for changing society positively. A successful example of engaging audience through a relevant story. It encouraged consumer just through wearing Nike products or engaging in social media to be a part of its movement [2]. In 1999, Nike released a TV commercial to celebrate Michael Jordan Career Fig. 2 giving a model to follow in leveraging meaningful storytelling in building the brand, although the brand name didn't mentioned until the last second. In the time when everyone was focusing just on selling and there wasn't any online commercials.

Nike knew how to make a lasting impression, with its slogan "Just do it" and an authentic story to sell more products in the long term. Storytelling connects, resonates and sells.



Fig. 2. A YouTube screenshot for Air Michael Jordan- Nike Commercial

In 2006, Nike and Google set up During the World Cup a social networking site, It aims to invite everyone to film his own soccer skills and upload his video on Joga.com to show his talent. With the opportunity of rating, sharing and commenting on the participants' contents to choose a winner every month. Creating profiles to share personal and soccer experiences were the innovative way that used storytelling as a strategic tool to build brand engagement. More than one million participants that enable Nike to deeply understand consumers' experiences around the globe through Internet engagement platforms [26]. Patel (2017) tried to figure out the reason behind Nike success, he confirmed that It is one of the best brand storytellers [23]. According to Times magazine "FLYEASE" Fig. 3 as a footwear system considered in 2015 (The Innovation of the year), Fig. 3 (The Innovation that changed the world) according to Mashable.com [19].



Fig. 3. FlyEase - Nike

In the same year 2015, **The Year in Nike Films** a project that Undoubtedly rated Nike as one of the greatest brand storytellers of all time. The project aims to support the idea of the power of sports and how they could change people's lives. Through a series of movies about victories from different countries all over the world; the U.S. Women's National team, teens in South Korea and runners in Brasil. Nike's films proved the power of storytelling not only in enhancing brand engagement but also how these stories can change lives [20].

One of the most significant things in this project is that Nike gave people the voice to tell their own stories rather than telling the brand stories [23]. In 2017 Business Insider published that Colin Kaepernick isn't the first ad for Nike to make a social statement [31].



Fig. 4. Colin Kaepernick ad - Nike

During celebrating the 30th anniversary, Nike released a new campaign of "Just Do It," with an image of Colin Kaepernick face and the words "Believe in something, Even if it means sacrificing everything" Fig. 5 When he was at the center of that week's argument. The commercial was narrated by Kaepernick himself and comprise a range of inspirational athletes such as LeBron James and Serena Williams [31]. The story of Kaepernick affected Nike brand name and sales in both positive and negative ways. The guardian published that Kaepernick ad. raised Nike sales 31% [24]. while some people were against him and burned their Nike shoes as a kind of objection [31]. Nike presented a lot of campaigns depend on sharing stories, and succeeded in making a meaningful combination between sports, culture and real experiences. That's why Patel (2017) defined it as a pioneer in brand-driven storytelling, and considered it the greatest storyteller by far [23].

The eyewear brand (Warby Parker) adopted a different technique of storytelling, They shared a simple video to tell their history and the story of the man behind the brand. The video highlighted people and events to convey the uniqueness of their products. Focusing on the materials used to produce their frames in an Italian factory. The story was more than an introduction to a product, it brought the brand to life through telling its story [8]. Lacy (2017) stated that Warby Parker focused on the origin of the brand when one of the founders lost his glasses and couldn't afford buying a new one because they were too expensive and he was just a grad student [14]. This kind of narrating evokes sympathy and engage the audience on an emotional level and build a sensual relationship between consumer and the brand.

Burt Shavitz has been a role model to Burt's Bees Fig. 5. (personal care products), and encouraged them to live a simple, natural, responsible life. As a result of that a giant part of their brand storytelling emphasizes that they take Burt's lifestyle and ideology is an inspiration for the products they make. We are introduced to the guy responsible for the brand, throughout a bunch of sequential amusing videos. For instance, we get to know more about Burt from that mini-documentary. Burt's Bees try to form an honest relationship with their consumers, as clearness means everything at that time [8].



Fig. 5. The official website: the image reflects the storytelling of Burt Shavitz x - Burt's Bees

Uber claims that developing the way the world moves. Additionally, saying that they make cities more reachable, while giving lots of opportunities for passengers and lots of business for drivers, and they can do all of this by simply linking drivers and passengers through their apps. They lately celebrated their billionth trip, also in the words of Business Insider, Uber is valued at over \$62.5 billion and its funding has reached \$2 billion [14].

3.3 FUNDAMENTALS OF STORYTELLING

Relevance, meaning, and truth is the three vital components a good brand story must include. It should also focus on the people not the product. It should also be Consumer centered. Weiss (2018) stated that relevance is rarely used in branding, communication reality, although it seems so clear. Messages that are frequently irrelevant and excessively centered around what brands need to state about themselves and not about what's intriguing and concerns consumers [33].

Meaningful brand story is about crafting a strong narrative that enables people to relate to the story in a specific way. Some approaches could help in creating a strong positive connection:

- The hero should be your brand, Give the brand the protection, containment and rescue role.
- Make the brand a partner or a reason for a person's success, Sharing the moments of achievement.
- Put people and shared values in the center of the storytelling process.
- Create a strong content, Big ideas are the most effective motives [8].
- Use Visuals, motion and music, involve all consumers' senses through inspiring videos [2].



Fig. 6. Instagram posts showing how photography can be used in narrative – Charity water

- Define An Experience in a different way, brand should have something new and interesting to say [14].
- Meaningful Brands 2017 discovered that the most expected contents was those that entertain, engage and motivate [17].
- Serve a purpose that focus on what people want, stories should be interesting and relevant to the target audience [8].
- Make it simple, comprehensive and emotional.



Fig. 7. Videos used for brand storytelling – Nestle and Pepsi cola

4 MEANINGFUL STORYTELLING FRAMEWORK

The concept of meaningful storytelling is to create stories that able to make people feel better about themselves rather than focusing on the products and services the brand offers. Strong brands concern about identifying themselves in a meaningful context. People must be at the center of the process, through true human stories because they are the core of our history and our culture.

The Stories are the way to bring brands to life, for this reason it considered the main component of marketing strategy nowadays, because of the social media networking that develop and maintain our narrative consumption. This research suggests a conceptual framework based on the previous literature, observations and analysis for a meaningful storytelling to build brand engagement. This conceptual framework stipulates four components to form meaningful storytelling:

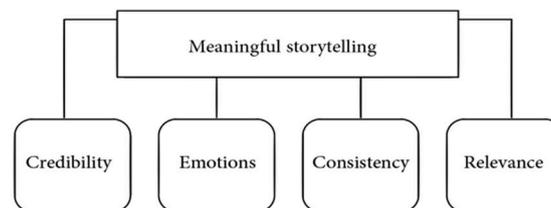


Fig. 8. Conceptual framework, Meaningful storytelling - author

4.1 CREDIBILITY

Consumers are very smart, making up or falsifying stories about the brand is definitely a huge mistake because they eventually will find out, Which could threaten the brand to lose its reputation, image and trust. Telling the truth is the cornerstone to build a long term relationship [2], [28]. Transparency and honesty are very important aspect in forming a meaningful story. The hyper-connected society allows the truth to rise to the surface, it's increasingly transparent, Weiss (2018) called it "Era of the Truth", where nothing could be hidden [8], [33]. In this open world, information is available, people could differentiate between false and arrogant. Touching and affecting people are much easier nowadays. They can identify what is genuine and what is not. So, it's extremely important to be authentic when it comes to sharing a brand story. People are not stupid, they will find out false or fabricated stories, this may cause the loss of everything, because consumer perception and brand loyalty are strongly connected to brand trust [23]. Share successes and failures give credibility to the brand. It makes a real brand and maintain the emotional and personal engagement [2].

4.2 EMOTIONS

Shane (2017) focused on the emotional direction in forming brand stories [28]. Emotions and empathy are the key components of strong brand story. Communicating on an emotional and sensual level help to engage consumers and encourage him to interact. Recently, research focused on the role of emotional communications as a powerful tool for consumer attachment and commitment to the brand. building strong connections through sharing values considered a strategic emotion based branding. Triggering emotions through videos, photography or a written story is the smart way to engage brand consumers[8]. Emotional branding is defined as the engagement of consumers in a deep, long-term, intimate emotional connection with the brand, which is beyond the benefit based satisfaction, and which creates a special trust based relationship for the development of a holistic emotional experience [1]. People naturally are not rational beings. Their choices and decisions based mainly on their emotions and feelings, even if they put in a rational reasoning construction. The emotional brand storytelling is a psychological scope that provides a strong connection with audiences. Emotions create real connections that based on passion, caring and commitment. Brand engagement depends on emotional brains, which are extremely perceptive.

4.3 CONSISTENCY

Social media allows a 24/7 connection between brand and consumer, this needs to be updated and continuously available. Posting or sharing contents should be according to a consistent strategy. Creating contents daily and communicate with people needs a stable storyline which should follow brand vision and mission. Brand consistency takes you to the next level in marketing. Without consistency, people will get confused, they will keep questioning the brand entity, values and promises. Consistency reflects brand confidence, proving that it knows what it really do and have a specific plan, this in turn makes consumers feel comfortable.

A Consistent brand storytelling will allow people to get engaged. A meaningful story could be created through visual components, music, a consistent storyline and concept. that allows the brand to be recognized and trusted. Engaging and building a strong relationship with consumers won't be established if they don't feel like they know the brand and that it can be trusted.

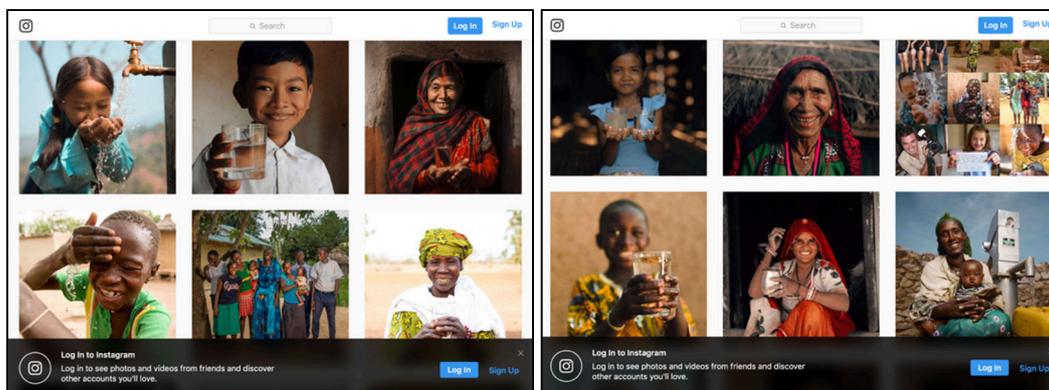


Fig. 9. Instagram posts showing the consistency of storytelling – Charity water

4.4 RELEVANCE

Interest and curiosity are what facilitates and accelerates the engagement process. Stories should be related to people's real life, concerns and challenges. Giving the audience the important role in the brand story and making them feel as a part of it, will build a long term relationship. People intentionally neglect thing and stories which they don't feel like belonging to. A meaningful story should be focused on people, putting them in the center of the whole process to make them feel how important they are, the most important aspect is the customer experience.

Ikea is a good example of a brand that understand what people want. According to Forbes the story of Ikea as a Sweden global furniture company based on designing a functional furniture with reasonable prices. In its vision 76 years ago was creating a better and meaningful life for all people in the globe, despite their differences, tastes, aspirations and needs. Based on the partnership with the consumers, the business idea was created [9].

5 DISCUSSION

Recent literature confirmed that storytelling is one of the most powerful tools in marketing strategies. It is about building a long term relationship between brand and consumers, according to what people need in their real lives. Framing brand uniqueness, values and promises through a consumer based strategy, think beyond the function and usability of the product or service for bringing the brand to life. Creating a meaningful connection and maintain brand loyalty depending on the way a brand present its qualities and identity and how it relate its values with cultural and technological aspects, considering the psychological drives for human behavior. Building a brand future rely on the story tell about the brand now and how it able to convey its own ideas and affect audiences on a mental and emotional level.

The Idea of Brand storytelling is very old. But the rapid evolution of social networking accelerates and allowed the prospect of wider communication and deeper connections. Storytelling benefit of the growth of the number and quality of social media, because they offer an instant and integrated channels. Communicating through images, videos and music with the ability of receiving immediate feedbacks and interactivity like nothing before.

Technology has allowed brands to understand consumers and to build a strong connection with them, but also makes the competition more aggressive, expanded people, perceptions because of the availability of knowledge and information. That's why **credibility** became very crucial nowadays. Brand stories must be **Authentic** and **genuine**. True stories about success and failures build respect and trust which are the basics of a long term and strong brand engagement. The Narrative is not just telling a story. It's how to inspire, motivate and affect the minds and hearts of the audience. A meaningful storytelling should touch people's senses and communicate on all the levels possible. Visuals, colors, words and music are the effective tools that shape consumers' perception and support brand image and identity. Through Photography and videos brand can tell a meaningful story in the most effective way; grab attention, touch feelings and recall memories, make a positive impact on people's **emotions** to guarantee a strong brand engagement. **Consistency** is the cornerstone of identity building and recognition. It is what makes a familiar brand and build engagement. **Relevance** is about relating the purpose to what people really care about, creating meaning that reshape experiences. Sharing differences and similarities, listen to what people say, and make more relevant promises.

Credibility, Consistency, emotions, and Relevance are the four main components that enable a brand to build a long term relationship with the consumer through meaningful storytelling, connecting through all the possible channels and targeting a deep emotional and mental effect to achieve interaction, involvement and engagement. Stories should articulate the brand purpose to get people more tuning into the brand. Apple, Google and Intel with their meaningful slogans; Think Different, Don't Be Evil and Sponsors of Tomorrow, respective, revealed their brand values and promises through the involvement of consumer which made them great brands. Nescafe also used the passion of music to create meaningful storytelling in the "Red Mug Sessions," campaign, through warm, emotional stories [25].

6 CONCLUSION

Brands use storytelling as a narrative approach to build a relationship with its consumers on both mental and emotional levels. This approach helps in conveying information and evoke feelings in a way that reshape a positive consumer's experience which enhance brand engagement. Create meaningful storytelling is about the quality of content, which in turn should be based on a deep understanding of consumer psychology and cultural aspects. People crave for stories, but the kind of stories that he could be a part of it. Brands Should identify and realized what people like and what they care about to encourage them to interact, involve and engage.

Narrating is more effective when it attract all human senses and emotions, that's why using photography and videos achieve a higher level of communication and engagement.

Brands should present stories based on their core values, and focus on the common concerns and interests with the audience to motivate the audience to get into the experience. Through a content that makes the audience feels like being a part of the story. The content that could give him a chance to participate and express himself.

Credibility and transparency are very crucial because building brands in general and building engagement and commitments depends mainly on brand trust.

Meaningful Stories should be relevant and consistent, they must be created according to the brand mission, vision and personality. Consistency helps consumers to build a positive experience towards the brand and allows him to get attached and engaged.

Our lifestyle nowadays and the communication and technological facilities reshaped our perceptions and culture in a democratic way. Everyone needs to be a part of a meaningful story, everyone wants to participate and everyone wants to be the hero. Only successful brands who are able to make everyone feels that he is important and his existence counts, through design his own role, invite him to share and offer him a voice. So, he will be engaged.

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