Storytelling in Advertising
In marketing, storytelling is used both as part of the company’s corporate branding strategy and as a sales promotional tool. This chapter presents various examples for how good stories can create identification, engagement and relevance.

Within the advertising industry storytelling is a given; an ever-present element in the sense that commercials have always told stories. Likewise, they have always used the four elements of storytelling in their pursuit of achieving consumer awareness and loyalty, be it television, online, radio, or magazines.

That said, increased consciousness of the power of storytelling has also left its mark on traditional advertising. Today, we see commercials using the art of storytelling in its purest form, especially as companies experience an increasingly urgent need to differentiate themselves from the competition, while giving their consumers an value-added experience that transcends the actual products. More and more companies are looking to create a story universe surrounding their products and services. In so doing, their story becomes the driving force behind their brand values, separating them from the grey masses.

Let’s take a quick walk down memory lane to a time when commercial serials were popular, thereby placing the pure form of storytelling centrally in several companys’ marketing campaigns.