



## **THE ROLE OF STORYTELLING IN LUXURY BRAND MARKETING**

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### **Abstract:**

*Storytelling has become an essential element in brand marketing, providing an effective means for firms to engage with their customers on a profound emotional level. This research examines the function of narrative in brand marketing, highlighting its capacity to augment emotional engagement, boost recall, and fortify brand identification. Fundamentally, storytelling in brand marketing is constructing storylines that connect with people, fostering an emotional attachment that transcends basic product characteristics. Storytelling cultivates a deeper connection with the brand by engaging consumers via relevant characters, circumstances, and themes, hence enhancing memorability. The organised format of narratives—consisting of a beginning, middle, and conclusion—facilitates the retention of essential messages in the audience's memory, hence improving recall and brand identification. Narrative construction is essential in establishing and conveying a brand's identity. Brands may successfully communicate their values, purpose, and unique selling propositions via well-crafted storylines, distinguishing themselves from competition. Genuine narratives that resonate with a brand's fundamental values foster trust and credibility, which are crucial for enduring customer loyalty. Additionally, storytelling may enhance customer engagement by encouraging consumers to participate in the brand's storyline. Interactive storytelling methods and user-generated content initiatives create a feeling of community and motivate customers to actively participate with the brand. In summary, storytelling serves as a potent instrument in brand marketing, providing several advantages like heightened emotional connection, greater memorability, distinct brand identity, and augmented customer involvement. Through the use of storytelling, companies may establish significant and enduring connections with their consumers, so enhancing brand loyalty and facilitating commercial expansion.*

**Keywords:** Role, Storytelling, Marketing, luxury brand.

### **Introduction:**

Brand marketing is a strategy method focused on establishing and sustaining a robust, identifiable, and esteemed brand in the market. It entails establishing a unique identity and conveying a brand's values, vision, and goal to its intended audience. In contrast to conventional product marketing, which focusses on features and advantages, brand marketing prioritises the total perception and emotional affiliation people possess with a brand. Brand marketing fundamentally aims to create a distinct identity in customers' perceptions by distinguishing a brand from its rivals. This distinction is achieved by a synthesis of consistent messaging,

visual identity, and customer experiences that resonate with the brand's fundamental principles. Effective brand marketing cultivates brand equity by promoting brand loyalty, increasing consumer involvement, and improving brand awareness. In the current competitive market, where customers have an abundance of options, brand marketing is essential in influencing brand perception. It includes advertising and promotions, strategic storytelling, community participation, and fulfilling brand commitments. Effective brand marketing constructs a persuasive story that connects with the target audience, fosters favourable connections, and cultivates enduring relationships.

**Objective of the study:**

- to study on storytelling in brand marketing, emphasizing its ability to enhance emotional connection.
- To study on Brand marketing's strategic

**Research methodology:**

This part of the report provides an overview of the methodology of the study, which includes the research design and the data collection. It is possible to generate strong emotional connections between a brand and its audience via the use of storytelling, which is a unique ability. A company that is able to tell a tale that is fascinating goes beyond just commercial transactions and resonates with the audience's emotions and beliefs. The cultivation of empathy and understanding between the brand and its clients is facilitated by this emotional connection, which is very important. A brand is no longer seen by customers as an impersonal entity; rather, they come to perceive it as a personable and humanised presence. One example would be to investigate how companies like Nike use storytelling strategies in order to keep their audience interested. They often include inspirational storylines of athletes overcoming challenges in their advertisements, which creates a deep connection with viewers and generates a strong emotional connection. This connection goes beyond only selling products; it also requires aligning with the goals and aspirations of the customer. Through the establishment of an emotional connection with clients, companies have the ability to generate long-lasting impressions and build loyalty that goes beyond basic product satisfaction.

Companies may effectively communicate their identity and ideals via the use of narrative as a communication tool. Not only does the story of a brand go beyond simple marketing, but it also symbolises the business's basic beliefs, goals, and ambitions. Narrative is a means by which brands may communicate their core beliefs and differentiate themselves from their competitors. In addition to explaining the brand's representation and importance, this tale has an impact on how the general public views the brand. For example, Patagonia incorporates the concept of environmental sustainability into their brand identity by using storytelling approaches to stress the company's commitment to the preservation of the environment. By persistently spreading narratives that are congruent with its mission, Patagonia is able to firmly establish itself as a business that is environmentally conscious. It is possible to cultivate a coherent and authentic brand image that is appealing to the target audience by ensuring that the story of the brand and its identity are consistent with one another.

Customers may be engaged via the use of storytelling in a way that goes beyond just capturing their attention; it needs the development of active involvement and connection. Customers may be encouraged to participate with a business via a variety of channels, such as sharing content on social media, participating in marketing campaigns, or providing their own user-generated content, if the story is told in a way that is compelling and compelling. The importance of this participation lies in the fact that it strengthens the link between the brand and its audience, hence increasing the company's exposure. Several companies, like Coca-Cola, have successfully included narrative in their advertisements in order to increase consumer involvement. One example of this is the "Share a Coke" program, which encouraged individuals to submit pictures of their own customised Coke bottles. This form of contact helps to cultivate a sense of community and connection with the brand, which in turn increases the level of participation and interest that consumers have in the success of the brand.

In a market that is already saturated with rivals, it is a significant challenge to differentiate oneself from the crowd. Storytelling gives businesses the ability to separate themselves from their rivals within their industry by communicating a unique narrative that sets them apart from other businesses in the same industry. One way to facilitate consumer awareness and recall of a brand is to highlight the distinctiveness of the products and services offered by the brand via the use of an engaging story. Apple is distinguished from other technology companies by its story, which emphasises the company's excellence in terms of design and innovation. People who value sophisticated design and cutting-edge technology are likely to be drawn to Apple because of the company's portrayal of itself as a pioneer and sector leader in the technology industry. This one-of-a-kind approach to storytelling not only helps a firm to carve out a certain market niche for itself, but it also attracts individuals who are particularly intrigued by the unusual narrative of the brand. In order to express the sumptuous worth of their products and services, this study intends to investigate how luxury brands employ storytelling on social media. Because of this, I decided to do my study using a qualitative technique. The purpose of using a qualitative technique is to get a full understanding of a phenomenon and to acquire a deep understanding of the thoughts and perspectives held by participants. The use of a qualitative technique may also give a variety of themes and make it easier to include theoretical contributions to the study that is already being conducted. In addition to that, the work is of an exploratory nature. I carried out a number of different case studies. A case study is an in-depth investigation of a specific topic that is relevant to the research problem it is being conducted on. A case study is a kind of research that offers a comprehensive analysis of the real-world context of a particular subject matter. In addition to this, a more reliable result is obtained by the use of several case studies. the essence of collaborative value creation for premium firms was investigated by the individuals. In accordance with the research question, the chosen businesses are required to have the following:

- worldwide iconic status
- aspirational qualities
- use social media as a communication medium.

Both primary and secondary sources were used in the collection of data. At first, I carried out primary data collection. The selected companies provided me with the opportunity to conduct interviews with three different managers. For the purpose of gaining major insights, I conducted three in-depth semi-structured interviews with three different brand managers. These interviews allowed the respondents to freely express themselves and facilitated the investigation of more complex themes. During the interviews, the primary focus was on gaining an understanding of the brand story and the strategic utilisation of social media to communicate the premium brand values. As the inquiry progressed, I came to the conclusion that further information needed to be acquired in order to validate and provide conclusive support for the allegations that were made by the management. Utilising two or more different sources of data in order to improve the reliability of the results is what triangulation implies.

Given that the purpose of the study is to get an understanding of how luxury brands communicate their core beliefs via the use of narratives on social media, it was vital to determine whether or not their customers understood the message that was meant for them. A consumer focus group and interviews with industry professionals were the two strategies that the author used to collect data. In order to accommodate flexibility and adaptation to change, the exploratory technique of the research was used. In light of this, I made the decision to conduct five interviews with potential purchasers that were semi-structured. The purpose of the customer interviews was to evaluate the premium firms' ability to effectively communicate their value via the use of story. The selection of participants was based on two criteria:

- The individual had purchased a luxury item during the previous six months
- The individual had followed one of the specified companies on Instagram.

This resulted in the individuals who did not meet these screening requirements being disqualified from participating in the interview process. The authors investigate the beliefs that their audience has about the authenticity of Instagram influencers and the manner in which they preserve their authenticity on the platform. Consequently, this sheds light on the manner in which businesses apply their content and how consumers perceive it. Consequently, in-depth interviews with a semi-structured format were carried out using visual material. The brand's Instagram social media platform served as the source for the visual content that was used. Due to the fact that all of the brand managers who participated in the first interviews underlined Instagram's relevance in comparison to other social media sites, Instagram was selected. This is consistent with Dahlhoff (2016), who highlights the fact that YouTube and Instagram are the most popular platforms for luxury brands to employ for online engagement and visual storytelling. Additionally, the author continues to emphasise the greater visual appeal that Instagram has. Moreover, Instagram allows users to upload both long and short videos, which is another reason why it was selected as the social media site under consideration.

**Table 1: Table of the primary data**

Number	Type of Data	Name of the Interviewee	Organization	Position in the Organization	Date of the interview	Length of the interview
#1	Interview	F1	La Mer Technology	Social Media Manager	29/11/2020	45 min
#2	Interview	F2	Chanel	Head of Merchandise, Planning and Buying	30/11/2020	60 min
#3	Interview	M1	Cartier	Area Sales Manager	30/11/2020	60 min

**Table 2: Table of the interview of the customers.**

Number	Type of Data	Name of the Interviewee	Age	Date of the interview	Length of the interview
#1	Interview	F1	25	9/03/2021	60min
#2	Interview	F2	29	9/03/2021	45 min
#3	Interview	F3	33	10/03/2021	60 min
#4	Interview	M1	33	11/03/2021	60 min
#5	Interview	M2	35	9/03/2021	45 min

## Result

All of the interviews were conducted online using zoom, and once they were recorded, they were transcribed using a transcription tool for analysis. In order to do this, it is necessary to identify keywords that are

associated with the research issue and to classify wider categories into more precise ones as well as themes that appear repeatedly. To begin, I went back and looked over the interviews with the managers to determine the most important topics. Consequently, this made it possible to recognise recurring themes and patterns. In addition, secondary data was gathered in order to supplement the statements made by the management. In addition, the interviews with the consumers provided valuable information into whether or not they understood the values that were being conveyed by the premium businesses on social media. Observing the social media page of each company was the objective in order to determine whether or not prospective consumers would be able to comprehend the message that each brand is attempting to convey. An open-coding approach was used here, which is the same method that was employed for the analysis of the data. In addition, this made it easier to recognise recurring themes and patterns. Upon completion of the study, it became possible to compare and contrast the parallels and differences that existed between the two interviews.

**Table 3: Example of coding**

<b>Interview with the brand experts</b>		
<b>First order codes</b>	<b>Second Order codes</b>	<b>Final Code</b>
<ul style="list-style-type: none"> <li>• Chanel: "Remain loyal to the brand's origins and our clientele."</li> <li>• Cartier: "a picture is not enough"</li> <li>• Chanel: 'refined implicitly.</li> </ul>	Right wording	Maintaining authenticity

### **La Mer Technology**

In 1965, Dr. Max Huber created Crème de la Mer. Dr. Max Huber, a German-born aerospace scientist, endured a catastrophic mishap caused by a laboratory explosion that led to extensive burns. Over 12 years, 6,000 tests culminated in the discovery of "Crème de la Mer," the miraculous crème that allowed him to rejuvenate his skin. The cream is referred to as the "miracle broth" because of its distinctive constituent formulation and method of production. The name indicates that the sea is the origin, and the formula is produced by a fermentation process using kelp. Currently, La Mer is a globally acclaimed skincare and cosmetic brand. Following Dr. Huber's death in 1995, La Mer became part of The Estée Lauder family. Currently, La Mer is the most sought-after skincare brand globally. Fabrizio Freda, President and Chief Executive Officer, asserts that a record in net sales was attained in 2018. By investing in multiple stores

worldwide, digital and social La Mer reached double-digit sales moreover, contributed to over \$1 billion in net sales. La Mer characterises itself as “a premium luxury skincare brand,” emphasising the ocean's significant influence on its brand identity via its “miracle broth.” La Mer now has 1 million followers on Instagram, 1.4 million on Facebook, and 20.1 million on YouTube.

### **Cartier**

Cartier was established in 1847 by the Parisian jeweller Louis-François Cartier, who acquired the shop from his employer. Cartier quickly gained global acclaim for its jewellery, mostly favoured by the upper class. King Edward VII designated Cartier as the "Jeweller of Kings and the King of Jewellers." In 1899, Cartier's sons assumed control of the family business, expanding its worldwide presence in both London and New York (Cartier). The firm swiftly began the production of timepieces, which are now regarded as iconic, including the Santos (1904), the Tortue (1912), and the Tank (1919).

### **Chanel**

At the age of 12, Gabrielle Chanel was placed in a convent after her mother's death. Chanel was reared by nuns who instructed her in sewing, which subsequently influenced her enduring legacy. Chanel launched her own store in 1910, specialising in the sale of headgear. The boutique garnered significant popularity among French actresses, facilitating the establishment of a robust reputation and the expansion of more outlets. Chanel transformed the fashion industry by including conventional male garments into her creations. In 1915, Chanel established her first couture firm in Biarritz, subsequently relocating to Paris, where it continues to exist. Chanel transcends mere branding; Gabrielle Chanel epitomized elegance, and the brand continues to embody her lifestyle. The brand Chanel is owned by Chanel and was valued at \$113 billion in 2019. Chanel now has 4.36 million followers on Instagram, 22 million on Facebook, and 1.79 million on YouTube.

### **Conclusion:**

This paper set out to investigate the ways in which high-end companies use brand storytelling on social media to communicate their principles. Although there has been some study on luxury businesses and brand storytelling in the past, very little has been done on how these firms utilize brand storytelling on social media to express their values. Given the exploratory character of the issue, a qualitative study was performed utilising a multiple case study to address the research question: How do luxury businesses express their values via brand storytelling on social media? Ultimately, it comes down to this: in this age of social media, high-end labels need to be inventive if they want to stand out from the crowd. Based on the findings, luxury businesses use brand storytelling on social media to demonstrate their values in four ways:

- being consistent,
- being real,

- being aspirational,
- engaging and educating prospective consumers.

Additionally, the research shows that high-end businesses want to connect with their audience on an emotional level and that storytelling is a powerful tool for this purpose. Storytelling is becoming more important for brands to create compelling experiences for customers as they demand more and more real relationships and meaningful interactions. Using story as a tool, companies can increase engagement and preference while building connections that persist, which in turn helps with growth and staying relevant in the market. To sum up, storytelling is more than simply a marketing tactic; it is an integral part of building and maintaining a successful brand.

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