

Storytelling in the Digital Age Crafting a Compelling Brand Narrative employing AI Storytelling in the Digital Age Crafting a Compelling Brand Narrative employing AI

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Abstract

Between the 1960s and the 1970s, the branding industry underwent significant changes. In the past, marketers used specific principal channels with few feedback loops to spread information. However, since the 1990s, marketers have had to contend with the issue of digital platforms, such as social media and the internet, which have drastically altered brand-consumer relationships and branding communications. This study explores the transformative power of narrative in contemporary branding, focusing on how it might improve brand perception and loyalty. It examines the components of compelling brand narratives, their effects on consumer behavior, and how marketers may successfully use storytelling into their strategy. The study looks into how storytelling affects interactions between consumers and brands in content branding. increases adherence to a brand. The results highlight the importance of crafting captivating narratives that resonate with consumers' values, expectations, and goals, showcasing the potency of storytelling in content branding. With an emphasis on how these technologies could improve consumer experiences, the study investigates the application of artificial intelligence (AI), machine learning (ML), and augmented reality (AR) in storytelling. In order to understand the importance of customer context and engagement in producing effective experiences, it makes use of expert reviews and a consumer survey. The study comes to the conclusion that consistent performance and planned audience targeting are necessary for effective immersive digital branding.

Keywords

Branding, Digital Storytelling, Narrative, Branding Ecosystem, Crafted Narratives, Content Branding

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