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BELARUSIAN STATE UNIVERSITY
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STORYTELLING AS A BRAND PROMOTION TOOL

Master's thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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Minsk, 2022

ABSTRACT

The purpose of this work is to identify the role of storytelling technology in brand promotion.

The object of research of the master's thesis is storytelling technology. The subject of research of the master's thesis is the features of storytelling technology in brand promotion.

In the process of writing a master's thesis, the following results were obtained: the definition, essence and scope of storytelling technology were revealed; the components of a literate history are identified; different approaches to brand definition are highlighted; various brand archetypes are considered; clarified the features of creating a marketing story; the importance of storytelling technology in brand promotion is revealed on the example of the IKEA brand.

Keywords: storytelling, story, narrative, plot, brand, brand functions, branding, target audience, marketing mix, brand promotion, advertising campaign.