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Application Research of Brand Story in Marketing

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Abstract: Brand stories play a vital role in modern marketing. It can not only enhance the brand awareness, but also enhance the brand loyalty of consumers through emotional resonance. The construction of a brand story usually consists of four parts: beginning, development, climax, and ending. The beginning part introduces the origin and original intention of the brand, the development stage describes the growth and challenges of the brand, the climax part shows the success and brilliance of the brand, and the ending part looks forward to the future of the brand. This paper will explore the elements of the brand story and its application strategy in marketing, and analyze its practical effects through the Nike case.

Keywords: Brand story; Marketing; Emotional resonance

Introduction

As a marketing tool, brand story can help brands to establish a unique market positioning in the fierce market competition. The brand conveys its values and ideas through stories, arousing the emotional resonance of consumers, thus enhancing the appeal and loyalty of the brand. With the development of the digital marketing environment, multi-channel communication and data analysis have played an important role in the dissemination of brand stories. This paper aims to analyze the elements of brand story and its application strategies in marketing, and provide theoretical and practical cases, in order to provide reference for enterprises in practical operation.

1. The component element of the brand story

1.1 Story structure

The structure of a brand story is usually divided into four main parts: beginning, development, climax, and ending. The beginning part introduces the origin and original intention of the brand, and tells the motivation and background of the brand at the beginning of its establishment, usually including the story of the founder, the mission and vision of the brand. This part aims to lay an emotional foundation for the brand, so that consumers have a preliminary understanding and recognition of the brand.

In the development stage, the growth and challenge of the brand are the core content of the story. How the brand gradually grows from a start-up enterprise, faces the market competition and internal difficulties, and constantly adjusts its strategy to adapt to the changing market environment, is the focus of this stage. By depicting these challenges and solutions, the brand demonstrates its tenacity and innovation, thus winning the respect and trust of consumers.

The climax is the best part of the brand story, showing the success and brilliance of the brand. Here is the story of the brand in the market important breakthrough, the great achievements and honors. Through these successful cases, the brand not only shows its strength, but also enhances the credibility and influence of the brand through specific examples^[1].

Finally, the ending section looks forward to the future of the brand. It describes the future development direction and vision of the brand, so that consumers are full of expectations for the long-term development of the brand. This part is not only the imagination of the future, but also the commitment of the brand to consumers.

1.2 Emotional resonance

The key why brand story can play an important role in marketing is that it can trigger emotional resonance among consumers. Through carefully constructed storylines, the brand can evoke consumers' emotions and establish a deep emotional connection. This emotional resonance can not only increase the attractiveness of the brand, but also enhance consumer loyalty to the brand.

Successful brand stories often contain emotional elements. For example, some brands inspire consumer empathy and admiration by telling stories of founders who overcame great difficulties to start a business. Other brands may evoke good memories and emotional identity by demonstrating the important role of their products in consumers' lives.

The emotional resonance of the brand story is a powerful tool in marketing. By arousing emotional resonance, brands can more effectively convey their values and ideas, so that consumers can connect them with the brand emotionally, so as to promote consumers' purchasing behavior and brand loyalty. Emotional resonance is not only the core of the brand story, but also the key factor for the brand to stand out in the fierce market competition^[2].

2. The application strategy of the brand story in the marketing

Brand story is an indispensable tool in marketing. It not only helps to enhance brand awareness, but also establishes a deep emotional connection and enhances consumer brand loyalty. In a modern, competitive market environment, several key strategies for the successful use of brand stories include creating engaging story content, making rational use of multi-channel communication, maintaining a consistent brand image, and focusing on consumer interaction.

2.1 Create fascinating story content

First, the content of a brand story must be attractive, which means that it should be full of plot and have emotional resonance. A brand story is not just about a product story, but more about a narrative of brand values, corporate culture, and how brands influence consumers' lives. Take Nike (Nike) as an example, Nike's brand story takes "Just Do It" as the core, which not only conveys the spirit of challenging and constantly breaking through themselves, but also inspires the emotional resonance of consumers by telling stories about athletes who overcome various difficulties and finally achieve success. Nike's story emphasizes individual efforts and achievements, which has deeply rooted its brand image in the hearts of consumers.

2.2 Multi-channel communication of brand stories

In the current digital marketing environment, the dissemination of brand stories is not limited to traditional advertising media, but also should cover a variety of digital channels, including social media, brand official website, E-mail and video platforms. Through these diversified communication channels, the brand can reach the target audience more accurately, and enhance the communication effect of the content. Nike is particularly prominent in this regard. By publishing video ads of brand stories on major social media platforms, sharing inspirational stories of athletes on official websites, and sponsoring major sports events, Nike has successfully delivered its brand story to hundreds of millions of consumers around the world, significantly increasing its brand influence^[3].

2.3 Maintain a consistent brand image

The dissemination of brand stories needs to be consistent to ensure that the brand image forms a clear and unified understanding in the minds of consumers. This requires brands to consistently deliver the same values and the core of the story in different marketing campaigns and communication channels. Nike always adheres to its brand spirit of — sports, self-challenge and perseverance. Nike has maintained its brand story in large advertising campaigns, social media interactions and offline events, which not only strengthens the brand's market positioning, but also strengthens consumers' identity with the brand.

2.4 Pay attention to consumer interaction

Brand story is not only a one-way communication, but also should pay attention to the interaction with consumers. Through participation and interaction, consumers should enhance their investment and loyalty to the brand. Brands can interact with consumers through social media platforms, encouraging consumers to share their personal stories and brand experiences to form an interactive community. For example, Nike's social media campaign encourages users to share their training stories and photos, labeled "JustDoIt." This strategy not only increases the spread of the brand story, but also enhances the brand's sense of authenticity and affinity through user-generated content.

2.5 Ingenious use of data analysis

In the digital age, understanding consumers' preferences and behaviors through data analysis is crucial to the accurate dissemination and optimization of brand stories. Brands can analyze social media interaction data, AD click rates and user feedback to understand consumers' reactions to brand stories, so as to continuously optimize story content and communication strategies. Nike uses its powerful data analysis capabilities to accurately capture consumer points of interest, and timely adjust advertising content and promotion strategies according to data feedback to ensure that the brand story remains fresh and attractive^[4].

2.6 Create differentiated competitive advantages

Brand story is not only a bridge between the brand and consumers, but also a weapon for the brand to stand out in the competition. A unique and attractive brand story can help the brand stand out from the many competitors and establish a unique market positioning. Through its unique brand story and marketing strategy, Nike has not only established a firm foothold in the sports brand market, but also established its leadership position in the global market.

2.7 The persistence of the brand story

Brand story is not only a simple narrative of the origin of the brand, but also a bridge of emotional connection between the brand and consumers, and the embodiment of the brand culture and values. As the brand evolves and the market environment changes, the brand story also needs to evolve to keep it fresh and relevant. A successful brand story should continue to expand and deepen as the brand develops. When a brand launches new products, enters new markets or faces new challenges, the brand story should be flexible to incorporate these new elements to demonstrate brand innovation and progress.

In order to achieve the sustainability of the brand story, the brand needs to adopt a series of strategies and measures. First, brands need to define their core values and visions and incorporate them throughout the brand story. In this way, no matter how consistently and consistently the brand evolves and changes. Secondly, brands need to pay close attention to the changes in market dynamics and consumer demand, and timely adjust and update the content and form of brand stories. For example, brands can spread brand stories through new media channels such as social media and short videos, so as to attract more attention and love from young consumers. Finally, brands also need to pay attention to the interaction and communication with consumers, and understand their views and feedback on the brand story, so as to better adjust and optimize the communication effect of the brand story.

To sum up, the application strategies of brand stories in marketing include the creation of engaging content, multi-channel communication, maintaining the consistency of brand image, paying attention to consumer interaction, clever use of data analysis and creating differentiated competitive advantages. In Nike, for example, these strategies not only help it take the lead in the market, but also enhance brand loyalty by building an emotional connection with consumers. In the future, as the market environment continues to change, the brand stories will continue to play a major role in marketing.

3. Epilogue

Brand story is of an important importance in marketing. By creating fascinating content, multi-channel communication, maintaining a consistent brand image, paying attention to consumer interaction, skillfully using data analysis and creating differentiated competitive advantages, the brand can occupy a favorable position in the market competition. Nike's success story proves the effect of the brand story in practice. In the future, as the market environment continues to change, the brand story will continue to play its unique advantages to help the brand stand out in the fierce market competition. Brand story is not only an effective tool to convey brand values and concepts, but also an important means to enhance consumers' emotional connection and brand loyalty.

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