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Storytelling in Marketing Tourism Products

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Tarinankerronta on olennainen osa jokapäiväistä elämäämme, jota on ilmennyt jo kauan ennen dokumentoitua historiaamme. Nykyisin tarinankerrontaa käytetään valtaosin digimedian kautta eikä ihmismassojen saavuttaminen ole koskaan ollut helpompaa. Tämä on tärkeä työkalu markkinoijille, jotka haluavat käyttää hyväksi tarinankerronnan hyödyt.

Tutkimuksen tavoitus oli tutkia tarinankerrontaa yksityiskohtaisemmin, miten tarinankerrontaa käytetään markkinoinnissa ja miksi se on tehokasta. Tutkimus keskittyi tarinankerronnan käyttöön matkailun markkinoinnissa.

Tiedonkeräämiseen käytettiin laadullista tutkimusta. Tulokset osoittivat, kuinka tarinankerronta on tärkeää loman suunnittelussa, sekä matkalla ollessa. Myös yllättäviä tuloksia löytyi tavoista miten tarinankerronta voi vaikuttaa. Suurin osa tutkimuksen tuloksista vastasivat odotuksia.

ABSTRACT

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Storytelling is an integral part of our daily lives that has existed far beyond documented history. Currently, storytelling is predominately used through digital media and has never been easier to reach the masses. This is an important tool for marketers who want to utilize the benefits of storytelling.

The aim of the research was to examine storytelling in detail, how storytelling is used as a marketing tool and why it is effective. The research focused on the use of storytelling in tourism marketing.

A qualitative research method was used for gathering the information. The results showed that storytelling is important during holiday planning and while on holiday. However surprising results were found towards how storytelling can influence. The results reflected the majority of the expectations of the research.

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1 INTRODUCTION

Storytelling is an age-old craft that has been practiced in many cultures around the world for millennia. In the current age, storytelling is prevalent in many different aspects of our lives. Modern day storytelling is now harnessed by marketers to build an image and share that with the targeted audiences. The rise of social media networks in recent years has enabled users to become storytellers to masses of people easily and effectively.

Having learnt how storytelling can be effective in marketing tourism destinations inspired the author to base the thesis on this practice. This thesis will investigate the strength of using storytelling for marketing and branding in tourism and how storytelling has been used successfully.

1.1 The Aim of the Thesis

The aim of this thesis is to examine storytelling and how storytelling is used as a marketing tool in tourism. How and why storytelling fits in marketing is an important element in understanding the research question.

1.2 The Structure

The structure of this thesis begins with a general background on storytelling and its connection to modern day storytelling. Storytelling in marketing explores where storytelling fits in marketing, the many forms and uses of storytelling in marketing methods. Lastly the effects of storytelling on emotions will help understand how and why storytelling is effective in marketing.

The empirical study explores the methodology and reasons for using qualitative data research instead of quantitative. The results are explained and the discussion will analyze the results. The discussion compares the expectations against the results and proposes possible reasons for any results not reflecting the expectations. Validity and reliability are explored and efforts in the research to maintain validity

and reliability are also explained. Lastly, the conclusion will discuss the research as a whole and further research questions will be proposed for future research.

2 STORYTELLING

This chapter explores the definition of storytelling, the origins of storytelling and how it is used in modern times. Storytelling is quite a broad term that everyone is familiar with and therefore everyone has their own understanding of the word. The author has chosen a few examples to help in understanding on what storytelling means. Storytelling has an ancient history and it is hard to pin-point to its first origin, however, this chapter examines the oldest known examples of storytelling to better understand the history of storytelling . As with many ancient tools and practices, storytelling has evolved over time. The last section of this chapter will look into how storytelling is used in modern times.

2.1 What is Storytelling?

Storytelling can be defined in many ways. It has been defined as “a narrative about a character overcoming some obstacle to achieve some important goal” (Haven 2007), “clothing truth in stories is a powerful way to get people to open the doors to their minds to the truth you carry” (Simmons 2006) and “maybe stories are data with a soul” (Brown 2010). Jim Signorelli explains that he has found over eighty two definitions of the word storytelling on the internet. It’s hard to give the exact definition of the word because people have a slightly different understanding of the word. (Signorelli 2014:28)

An example that captures the essence in plain text is “*a method of engagement that exploits mankind’s familiarity with basic plot structures and archetypes*” (Weich 2013).

A great story is not just told but it engages the audience by immersion. The audience can become drawn into the story. An example is Lumiere's Arrival of the Train (Cinema History. 2013 0:54) from 1896, which is a short film showing a steam train arrive at a station as passengers wait to board. The 50 second film was one of the

first film showings and has become notorious for the audiences reactions in the first 15 seconds of the film. The audience saw the train rushing towards them on the screen and they panicked and feared that the train would jump off from the screen. The audience jumped out of their seats and dashed for the exits (Loiperdinger. M 2004:89-118). Although this is an old example and people have become more familiar with film technology, the reactions and emotions of the audience are still the similar.

A similar example is the Paranormal Activity 3 advertisement campaign (Movie-maniacsDE. 2011. 0:33) where the audience feel they become the protagonist in the story and feel the same emotions as the protagonist. The video shows scary clips of the movie and the reactions of the audience in the theater. As the characters in the film display fear and uncertainty the audiences become engaged in the film and also show fear. Jonathan Gottschall explains how the neuroscience behind the emotions is linked to the brain being more like a participant of a story than a spectator. When a scene is angry, sad or happy the audience become angry, sad or happy too. The brain tells the body to scream, dodge, jump or cover eyes as though they are involved in the movie scary movie or laugh or cry in a drama. (TEDx Talks. The Storytelling Animal. 2014. 17:24)

In an experiment, a team of neuroscientists conducted a test where people were shown a clip of a person drinking from a cup and grimacing from the taste in disgust. Then the subjects were read out from a text to imagine walking down the street, then bumping into a rancid drunk and catching some of the vomit in their own mouth. Lastly they gave the subjects a disgusting solution to taste. An MRI was used to scan the brain of the subjects of all three events and it showed that the Anterior Insula region of the brain activated each time. This explains that whether people watch or read stories, they feel as though they experience the story as the protagonist. (Jabbi. M, Bastiaansen. J, Keysers. C. 2008)

When the audience becomes engaged in the story, it exploits the audience's familiarity of plot structures and archetypes. The plot structure involves three main stages of a story, those being the exposition, the climax and the dénouement. Exposition

introduces the characters or heroes, setting and background, the climax is the obstacle of the story where the tension is at its highest and the dénouement or resolution is the ending of the story (Freytag's Pyramid).



(Freytag's Pyramid. Website)

These basic plot structures are familiar to people from a very early age when children are playing out stories and dilemmas. Gottschall describes children as creatures of story where they learn life's lesson in storytelling. A collection of 350 stories from children from ages 2 – 10 years have been collected by Brian Sutton-Smith. The older the children got the more sophisticated and emphasis on the middle part of the stories become (Sutton-Smith. B. 1981). The middle, which involves the obstacle or struggle, becomes apparent at a very young age as a very vital and essential part of a story. This is because stories are more interesting when they involve conflict and struggle.

“Conflict is the first encountered and fundamental element of fiction, necessary because in literature, only trouble is interesting” (Burroway. J. 2014).

Conflict is the fundamental element that defines the archetypes of stories that we are familiar with today. Mark and Pearson created story 12 archetypes for branding which is based on Carl Jung's theory of archetypes. These are:

The Purist – is pure, honest and has good ethics.

The Pioneer – is freedom, independent and explores.

The Entertainer – is the clown or jester that emits humor and fun.

The Conqueror – is courageous, enduring and determined in a challenge.

The Wizard – is imaginative, curious and seeks to make dream a reality.

The Protector – is protective, hospitable and is sharing.

The Seducer – is sensual, intimate and desires pleasure.

The Imagineer – is creative, artistic and seeks uniqueness.

The Emperor – is dominate, influential and rules with control.

The Rebel - is defiant, rebellious and believes in self-expression.

The Source – is educating, intelligent and values knowledge as power.

The Straight Shooter – is modest, realistic and values authenticity.

Each of these archetypes can be used in a story that uses the basic plot structure. A story does not need to be restricted to only one archetype but can incorporate a few in varying depths.

An example is “The Lord of the Rings” which contains the conqueror and purist archetypes in the story. The struggle of the protagonist is to defeat the evil to save the world.

Weich’s definition of storytelling is great because it describes storytelling as a tool that is used every day to engage socially by exploiting what people know from an early age about stories. Storytelling is not just an exchange of information or a means of communication; it involves emotion, feeling and meaning to the words. Storytelling enables narratives to connect with people empathetically. Empathy separates storytelling from telling a story. Only when a person can relate to, recognize and become engaged in a story can it be called storytelling.

2.2 The Origin of Storytelling

The history of storytelling travels farther back than what can and has been dated today. The earliest known source of cultural art comes from the Aurignacians. Archeological findings in 1994 of prehistoric art in the Ardèche region of France has been dated to 34 500 BC. Specifically, the Chauvet-Pont d'Arc Cave (La caverne du Pont-d'Arc) contains over a thousand cave drawings of different animals and hand stencils. The inhabitants had a culture that shows that they hunted, created jewelry, musical instruments, figurines and artistic pieces. Musical instruments including ivory flutes and bird bones suggest that they probably danced as well. (Caverne du Pont d'Arc. Website. 2016) (Unesco. Website. 2016)

Storytelling is also a form or art in the form of expression and communication that would have been likely companied the music. A few of the images within the Chauvet-Pont d'Arc cave showed half-human half-animal pictures. One in particular is the Venus and the Sorcerer. The drawing shows a woman's lower body and beside it a half-man half-bison (Shamanistic). It is possible that this creative art piece may be linked to spiritual belief which would reinforce the theory of early practice of storytelling.

To support this idea of early storytelling practices is the Nawarla Gabarnmang rock site in Arnhem Land, Northern Territory, Australia. At the rock site are paintings dating back around 26 000BC. The paintings were of animals and Mimi spirits who were fairy like beings that in folk stories are believed to have taught the aboriginals how to hunt, cook, create fire and dance. The aboriginal culture is one of the oldest living and practiced cultures in the world. The dreaming is a form of storytelling which is linked to faith and the knowledge about the creation of the world. The dreaming stories include characters such as the Mimi spirits which are still told today. (Austhrutime. Website. 2013) (Australian Museum. Website. 2015)

Although storytelling can be dated back to drawings and paintings, the earliest known literature is of Sumerian origin and is dated to approximately 2100 BC. Sumer, which is dated back to 5000 BC, is in the southern part of where Iraq is currently. The found text includes poetry, hymns, prayers songs and proverbs. The vast majority of these texts has been reconstructed from fragments of tablets in the last 50 years. More recently some these texted have been deciphered and translated, however, research is still ongoing as researchers at the Electronic Text Corpus of Sumerian Literature (ETCSL) are still learning the language. Much of these texts are religious as they have been found in the religious city of Nibru. Many of which are prayers and hymns to the gods on behalf of the rulers. (The Electronic Text Corpus of Sumerian Literature. Website. 2001.)

The texts from the Sumerian era are hard evidence of storytelling. Since then, more than 4 000 years have passed and storytelling is still practiced today. It is the core of religions, cultures, teachings, social media, entertainment and more recently, marketing.

2.3 Modern Storytelling

Storytelling still exists today much like it has in the past. Couples talk about their day at work, friends trade stories about happenings in their lives over coffee and children play to themes of make-believe stories. The major difference in modern time storytelling is that it has evolved into digital form.

In 1989 the World Wide Web was created by British scientist Tim Berners-Lee, which enabled people to share information and content. Originally designed for scientists and universities to exchange and access documents, the WWW has evolved to what we have today. (CERN. Website. 2016). The late 1990's experienced a surge in homepages which anyone could create and share information and stories. This evolved into weblogs or blogs that exists today. (Kaplan, Haenlein. 2009). While digital storytelling became popular with the introduction of weblogs, the evolution of the Web 2.0 enabled digital storytelling to the masses. In 2004, the Web

2.0 was a term to describe a “new way in which software developers and end-users started to utilize the World Wide Web; that is, as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion” (Kaplan, Haenlein. 2009). Web 2.0 enabled people to create content without the need for expensive software or hardware and saw the rise of social architecture. Before 2004, social software, which primary purpose was to connect people (for example MySpace, Friendster and LinkedIn), was a one directional flow of information, mainly from the author to the reader. Web 2.0 websites, however, allow and encourage multiple directions of communication via means of comment threads, media embedding, tagging, Facebook liking, Dig and Reddit services. (Alexander. B. 2011)

One of the leading social medias and Web 2.0 website, Facebook, has over 1.04 Billion daily active users on average in December 2015, 83% of which are located outside of the US and Canada, and 1.44 billion mobile monthly active users. (Facebook Newsroom. Website. 2016). To put how large Facebook has become into scale, as of 2015 the internet had 3.1 Billion users of which 38.6% are using Facebook. (Statista. Website. 2016) Facebook is only one social media among many which offer similar services. These large statistics show the popularity and accessibility of social media.

Social media has enabled anyone with access to the internet to become storytellers with little effort. Users become articulate narrators of themselves through posts, images, videos, links and sharing. Other users are weaved into other’s stories though commenting, linking, liking/dig, sharing and posting. This evolves into user generated content that has made social medias so popular.

Stories are fundamental to video games as a way to engage the player into the game. Scriptwriter and story designer, Rhianna Pratchett, said that “we are storytelling creatures and we look for the narrative in everything” and that “gameplay might engage the mind but it’s the story that engages the heart”. The story emotionally engages and enables the player to care about the experience. Other developers have

differing opinions on the relevance of a story in a game. Doom developer, John Carmack, has stated “story in a game is like a story in a porn movie. It’s expected to be there, but it’s not that important”. Another game developer for Ubisoft, Clint Hocking, has coined the term Ludonarrative Dissonance where the story of a game and the gameplay can be conflicting for the player’s experience. However, storytelling immerses the player into the game’s story. This immersion is similar to the feeling of watching a movie or reading a book where the story draws the participant in. More importantly, games have one feature that movies and books don’t have... interaction. (D.I.C.E. summit 2016) (Gamesindustry.biz. Website. 2016) (Alexander. B. 2011:91) (Click Nothing. Website. 2016)

“A game is interactive, that’s it’s true nature and that is what is so amazing about it, is that it’s not just a story that you watch... it’s a story that you play” – David Cage, Game Developer, Founder and CEO for Quantic Dream. (PlayStation. Video. 2016)

Interaction is becoming a large element in storytelling today and it is limited to video games. News articles are now using this technique to better tell their stories. One good example is from the New York Times where they use interactive imagery or graphics. The reader has options on what they want to know within the article and images change reflecting on the reader’s actions. Other news companies have followed suit, for example the BBC, Wall Street Journal, USA Today and The Guardian. (New York Times. Website. 2016)

Due to the modern technology, communicating has never been easier or faster. People can tell their stories through the multiple mediums that are available and with a single click of the button, be sent to masses instantly. The effectiveness of modern day storytelling in catching the attention and communicating a message to people has made it an important tool for marketers.

3 STORYTELLING IN MARKETING

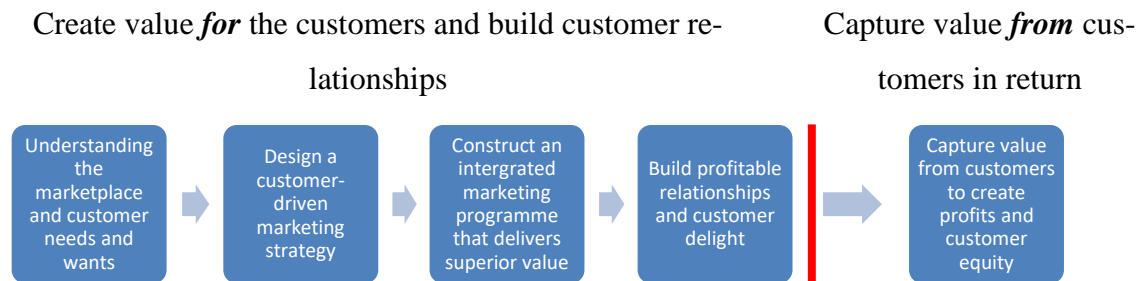
This chapter will explore the fundamentals of marketing and its connection to storytelling. Storytelling is a very important part of modern marketing that can enhance the product or service when used effectively. Many well-known brands from a variety of industries are effectively utilizing storytelling as their core of their marketing strategy. The strategies use storytelling in a multitude of ways that create value for the customer and loyalty. The use of story-branding provides a strong connection vital to achieving a long-lasting customer – brand relationship. The last section of this chapter will explore how storytelling can affect people emotionally and how this can be used in marketing.

3.1 What is Marketing?

The definition of marketing varies among experts who have different views on the subject. It has been defined as “marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit” (Kotler 2016), “marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA 2016) and “marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others” (Kotler, Armstrong and Parment. 2016:10). Although these definitions differ, they are similar in that the objective of marketing is to create value for the customer. The value *for* the customer then transforms into value *from* the customer in the means of sales, profit and long term customer relationship. (Kotler, Armstrong and Parment. 2016:11).

A simple model shows the marketing process for creating value for customers and building customer relationship. The first four stages focus on understanding the customers, creating value and building strong customer relationships and the final

stage is receiving the rewards from the customer in sales, profits and long term customer relationship.



(Kotler, Armstrong and Parment. 2016:11)

To create value for the customer, the marketer must understand the customer's needs, wants and demands. This means that marketing should be viewed from the customer's point of view. "Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view... Business success is not determined by the producer but by the customer." Peter Drucker (Kotler, Bowen, Makens. 2006:3).

Modern marketing has evolved past a basic function of a business into a philosophy. Marketing is no longer an advertisement campaign where the focus is on the product or company. It has become a way of thinking, taking a customer orientation where the aim is to provide real value, motivate purchases and fulfill customer needs. (Kotler, Bowen, Makens. 2006:6) (Seaton, Bennett. 1996:8)

The focus on the customer is important in creating and maintaining satisfied customers who will return and stay willing to pay a fair price for a product or service. Companies who focus on the product or on profits rather than the customer often fail and face a problem of fewer returning customers and negative word of mouth. A term coined by Theodor Levitt that explains this is called Marketing Myopia, which is "the mistake of paying more attention to the specific products a company

offers than to the benefits and experiences produced by those products". The customer value and satisfaction is vital for a successful business and is the heart of the travel and hospitality industry. (Kotler, Armstrong and Parment. 2016:12) (Kotler, Bowen, Makens. 2006:6)

Customer value and customer satisfaction are linked together, which is necessary to keep a customer happy. Customer value is the difference between what the customer gains from the product and the costs of obtaining the product and customer satisfaction being the perceived product performance relative to the buyer's perception. If either falls short, the value for the customer diminishes and often results in customer switching to competitors. Satisfied customers will form a relationship and become repeat customers and tell others about their good experiences. (Kotler, Bowen, Makens. 2006:16-17) (Kotler, Armstrong and Parment. 2016:12-13)

Designing a customer driven strategy involves two main components which are segmentation and value proposition. Choosing what customers to segment and target becomes important after establishing an understanding of the customer needs and wants. This is the "What customers we will serve?" question and involves dividing the market into segments then deciding which segments to pursue. By doing this the company can focus on serving its customers well and profitably. A larger approach to taking all customers often fails because marketers cannot satisfy all customer needs. Segmentation can be done by many variables including geographical, demographical, psychographical and behavioral variables. The correct variable for segmenting should be chosen as not all variables are equally effective. A pensioner's resort may effectively segment demographically using age and income as their main variables. Ensuring that the product can effectively satisfy the targeted segment will strengthen the value for the customer. (Kotler, Armstrong and Parment. 2016:14-15) (Kotler, Bowen, Makens.2006:262-276)

Value propositions are used to differentiate the company from its competitors and set beliefs and values in the minds of the targeted segment. This is the "How best can we serve these customers?" and involves fulfilling promises to satisfy customer needs. Value propositions reflect the company's image and competitive advantage

by delivering successful promises to its customers. Trip Advisor's "Know better, book better, go better" promises to deliver touristic knowledge and information, easy and simple online booking, and a better experience for the customer. Companies that design strong value propositions have a greater competitive advantage in their target markets. Fulfilling these promises help create value for the customer and a long term customer relationship. (Kotler, Armstrong and Parment. 2016:15) (Trip advisor. Website. 2016)

Constructing an integrated marketing programme involves transforming the marketing strategy into action by using the four Ps of the marketing mix: product, price, place and promotion. The marketing mix aims to create value for the customer and help establish building relationships with the customer.

- Product: a product or service offered to a market to satisfy a need or want
- Price: the cost of obtaining the product or service
- Place: how the customer will obtain the product
- Promotion: how to communicate with the target segment and communicate value proposition

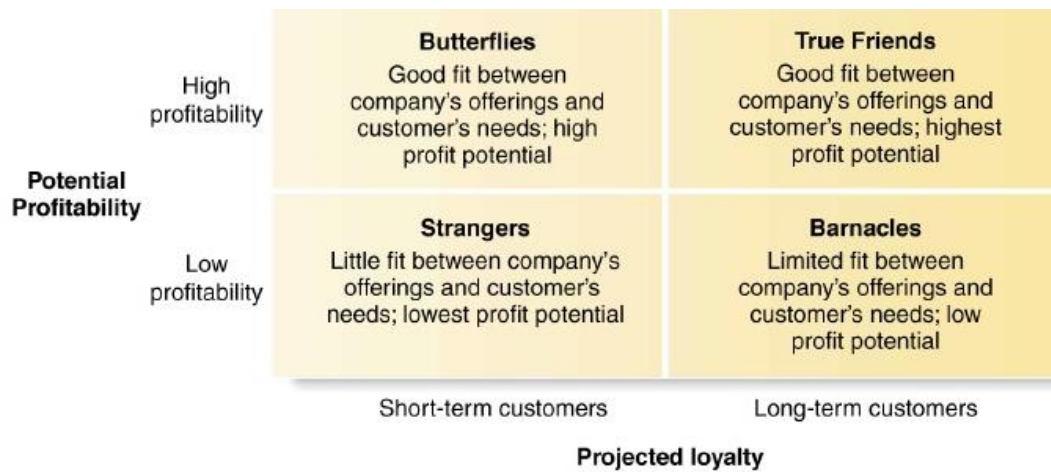
(Kotler, Armstrong and Parment. 2016:14, 37)

Building profitable customer relationships becomes the most important phase in the marketing process. This involves customer relationship management which is the process building profitable relationships by acquiring new customers, keeping and growing existing customers through superior customer value and satisfaction. Building and managing a database of information about customers enables the marketer to be able to know in detail about their customers. Ritz-Carlton hotels have a database of information about their customer's preferences from previous stays which helps management to satisfy the needs of their customers. When customers are 'delighted' by great customer service their satisfaction levels are high and are likely to become return customers. As of 2016, Ritz-Carlton's customers are 90% return customers. (Kotler, Armstrong and Parment. 2016:20-21)

Creating customer relationships varies on level from basic to full partnership depending on the company and the offering. Companies that focus on mass selling with low margins will likely develop basic relationships through good customer service at contact points. Companies that focus on fewer customers with high margins will likely develop full partnerships with key customers. Depending on the offering and market size, the appropriate level of relationship should be developed. Transportation will develop a basic relationship with customers as it mass markets to all customers. A relationship can still be established by providing excellent customer service, timely transportation and convenience. In business to business marketing, where marketing is targeted towards fewer customers, a partnership level relationship benefits both parties of the transaction. With fewer customers the marketer needs to create a strong customer-supplier relationship for the long term. Building a strong customer relationship leads to loyalty and retention. (Kotler, Armstrong and Parment. 2016:20-22)

The outcome for creating superior customer value is customer loyalty and retention, share of the market, share of the customer and customer equity. At this stage, the aim of customer relationship is to go beyond a satisfied customer and create a delighted customer to increase customer equity. Companies promise only what they can deliver and then deliver more than expected to create a delighted customer. Delighted customers remain loyal and can be marketing partners and brand ambassadors by spreading their positive experiences through word of mouth. Marketers can take benefits of having loyal customers by increasing their share of the customer. The share of the customer is increased by increasing the portion of the customer's purchasing that the company receives. Customers may purchase other additional services, products or packages that the company may offer. This also increases the company's market share. Market share (company's sales divided by the industries sales) is a valid method for measuring the size of a company within a market and reflects the past's performances. For estimating future performance customer equity is used. (Kotler, Armstrong and Parment. 2016:20, 23-24)

Customer equity is the total combined customer lifetime values of all of the company's customers. This includes current and future potential customers and has an emphasis on looking at the customer as a long-term asset. One time purchases are not nearly as valuable as a loyal customer who purchases regularly over a long-time period. This becomes more important when saturated markets experience difficulty in expanding the customer base but expanding the customers spending is another method to increase profitability and growth. Focusing on customers who provide the best profitability is the key. There Four types of customer relationship groups. (Kotler, Armstrong and Parment. 2016:23-25)



(Reinartz. W and Kumar. V. Harvard Business Review. Web Article. 2016)

These customer relationship groups need to be treated differently when trying to create profitability and loyalty. Within these four groups, butterflies and true friends should have a relationship invested in. Butterflies should have the aim to achieve transactional satisfaction and only minimal investment. True friends require additional satisfaction and should be delighted to retain them and build loyalty. True friends are the group that belongs to customer equity, high profitable long term customers. Strangers and barnacles are low profit and should not be invested in these relationships. (Reinartz. W and Kumar. V. 2016) (Kotler, Armstrong and Parment. 2016:25)

Capturing value from the customers to create profit and customer equity is the aim of the marketing process. Investing in creating loyalty with the right group of customers is key to achieving this. Once loyalty is created retaining and defending these customers is paramount. As business is driven by the customer, its important to view the whole process from the point of view of the customer. Ultimately the customer will determine the success of the business.

3.2 Marketing and Storytelling

Humans are storytelling animals and social creatures. Storytelling animals who are socially connected through story and are drawn to stories. Stories have the ability to engage people and communicate a message. The ability to engage people is what has made it a powerful tool for the marketer. Well-known companies are using storytelling as a technique to connect with their customers. Storytelling can be channeled through many mediums including videos and films, community driven content, reviews and word-of-mouth and content marketing.

3.2.1 Budweiser – Advertisement “Puppy Love”

Budweiser uses storytelling in their advertisements of which one became a great success in 2014's Super Bowl. Budweiser's "Puppy Love" advertisement was ranked first on USA Today's Ad Meter for 2014. USA Today's Ad Meter is a tool to gauge consumer's opinions about television's most expensive commercials. The "Puppy Love" advertisement included all the requirements from Freytag's Pyramid story structure. A beginning (Exposition) which shows the puppy Labrador and his horse friend, a rising action by the puppy being sold, a climax when the puppy is in the car being driven away, a reversal when additional horses act to prevent the car from leaving, and an ending (Denouement) when the puppy is brought back to his friend resulting in a happy ending. In the end the Budweiser logo is shown with the #Bestbuds hashtag.

This ad has very little to do with the brand's products which is predominately beers but its the story captures the audience's attention. The advertisement aims to activate the audience's emotions which evokes strong neurological responses. The happiness of the cute puppy releases oxytocin which is a feel good chemical that establishes connection and empathy, and the happy ending triggers the limbic system of the brain, the reward centre, that releases dopamine which is related to the feeling of euphoria. These emotions positively reinforce a positive connection towards Budweiser and has been successful as Budweiser has made their 2013 and 2015

Super Bowl ads, which was both ranked 1st, based upon the same story formula. While Budweiser is just one example of storytelling through the medium of film, storytelling goes beyond film. (Monarth. H. 2014) (USA Today Ad Meter. Website. 2016) (Budweiser Brazil. 2014. Video. Budweiser: Super Bowl XLVII Puppy Love #budEpicAds.)

3.2.2 Airbnb – Community Content

In the tourism industry Airbnb uses storytelling as the foundation of its marketing strategy. Airbnb is a community platform for people to host their homes for tourists. Much like other accommodation booking platforms, travelers can search, book and rent rooms or whole houses while traveling. Airbnb's customer is both the host and the guest. What differentiates Airbnb from other platforms is the additional element of experience to their service. Airbnb enables hosts of a house to enable travelers to experience their lives and culture as a local. The value for the customer (traveler) is the additional experience of living there rather than staying there. The value for the customer (host) is the interactivity, social and cultural experience of each guest. Airbnb's motto is 'Belong Anywhere' and their message is "Don't go there, live there!". People are social and when people use Airbnb, guests are invited into the lives of their hosts through experiences and stories.

Airbnb goes further by creating the Community Centre where hosts and guests can share their stories and experiences socially together. The customers, both hosts and guests, are the storytellers of Airbnb. The marketing process has the customer at its center and encourages the customer to promote the company through storytelling.

Airbnb hosts a variety of story content from pictures, blogs, guidebooks, forums and discussion rooms, videos and interactive media. The videos found on Airbnb's "Stories" webpage show the stories from the Airbnb's community. All of the stories use the Freytag's pyramid of story structure. One of the videos named Second Act: A New Beginning tells the story of a Host named Tessa and how she became involved in Airbnb. The story has a beginning (exposition) when she tells about her

life as a busy location manager in film, a rising action when she was overloaded with work and a climax when she was diagnosed with ME (Myalgic Encephalomyelitis) a chronic fatigue syndrome, a falling action when she decides to improve her life by becoming social through Airbnb and an ending (denouement) when she tells that she's doesn't feel lonely anymore. The majority of the videos follow the same story structure and is important part of emotionally connecting with the viewers. (Airbnb Community. Website. 2016) (Airbnb. Video Website. Second Act: A New Beginning. 2016)

3.2.3 Storytelling Through Word-of-Mouth

Buying tourism products online is becoming increasing easier and more convenient. Storytelling exists in digital form when consumers are buying tourism products. Popular websites like Booking.com, Trivago and Trip Advisor use storytelling in the form of consumer reviews. These reviews are commented stories or word-of-mouth about their experience with the product. Travel blogs are another medium where people provide storytelling in the form of videos, pictures and text about their travel experiences. Digital word-of-mouth is a powerful form of storytelling for marketing.

A survey conducted in 2014 by Brightlocal found that 88% of their respondents say they trusted online reviews as much as personal recommendations. There was an increase over 2013 where the result was 79%. This suggests that consumer reviews are becoming more popular. The types of businesses of the respondents were mostly touristic related. The largest being restaurants/cafes at 56% and hotels by 35%. The majority, at 56%, also used the internet for searching online businesses more than six times per year. The study shows that the stories of people's experiences with products can be very influential to the consumers' decisions. (Brightlocal. Website. 2016)

Reviews act as word-of-mouth recommendations which is proven to influence perceptions and reputation. In the past, recommendations from friends, families and

colleagues have been a credible source of information however technology has increased the relevance of word-of-mouth. Technology has made communication much easier and faster than ever before. After personal experience, word-of-mouth is the source of the highest influence and credibility. Word-of-mouth is more effective and perceived more credible than company advertisements. (Allsop. D. T, Bassett. B. R and Hoskins. J. A. 2007)

Blogs have recently been an important source of word-of-mouth with many travelers seeking out blogs for travel information. A study by US Travel Association found that approximately 30% of the US travelers read travel blogs before making travel plans. Similarly to reviews, blogs are commonly treated as a trusted and credible source of information. Blogs usually express story through videos, pictures and text. A popular blog can attract tens of thousands of viewers per day and become a viable method of marketing. An example is Nomadic Matt's travel blog who claims to have over 180 000 subscribers to his blog. A blog can create a connection between the story and the reader. This connection is when the reader can identify and relate to the content and empathize with the author's story and emotion. Empathy enables the story to become more memorable and positively affect the attitude towards travel. (Hsiao.K, Lu. H and Lan.W. 2012) (US Travel Association. 2009)

Understanding that word-of-mouth is a powerful tool of communication and persuasion is important for websites that utilize this method of storytelling. The stories of people's experiences can empathize with the readers and be used to provide positive and credible marketing towards the product. These stories are more effective than marketing advertisements and connect emotionally with the customer.

3.2.4 Content Marketing

Content marketing is becoming recognized as the new method of marketing as traditional methods are becoming less effective. Content marketing is defined as "...a

strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action”. (Content Marketing Institute. 2016)

A study done by Content Marketing Institute in North America showed that 76% of the business to customer respondents are involved in some form of content marketing. Of those that use content marketing, 77% plan to create more content than the previous year 2015. The average percentage of the organization’s total marketing budget spent on content marketing was 32% which is higher than 25% over the previous year 2015. The study suggests that content marketing becoming increasingly more popular. (Content Marketing Institute. PDF. 2016)

The concept of content marketing is that the brand acts like a media company to gain and retain customers. This is done by the brand creating valuable, relevant and engaging content on a regular and consistent basis. This helps promote a positive behavior by the customer towards the brand. (Pulizzi. J. 2012)

A media company makes direct sales off the content they create whereas a non-media company uses content marketing to make profits indirectly by attracting and retaining customers. (Pulizzi. J. 2012). Similar to Airbnb’s Community Content, content marketing differs because the majority of content is created by the brand rather than solely by the customers themselves.

It’s very important because the fourth step, and most important step in the marketing process, is to create relationships and retain customers. Content marketing helps to achieve this level and gain loyalty through attractive storytelling content.

Well-known brands are using content marketing and are increasingly investing in this method. Brands like Coca-Cola and their Content 2020 Initiative Strategy which is Coca-Cola’s future marketing strategy using content marketing. Their aim is to move from creative excellence to content excellence. The strategy involves using their creative abilities to encourage conversations about their brand. Coca-Cola would use brand stories to provoke conversations from the customers then act and react to these conversations consistently over a long period of time. This aims

to gain a disproportionate share of popular culture and loyalty from customers who gain value from the content created. (Cognitive Media. Video. 2016. Coca-Cola Content 2020 Part One) (Cognitive Media. Video. 2016. Coca-Cola Content 2020 Part Two)

Content marketing can be applied to a wide range of businesses. Red Bull uses content marketing and has been actively been creating content since 2007. Red bull created the Red Bull Media House to actively create engaging content on extreme sports. The content created focused on what their customers are passionate about. Currently Red Bull has a vast range of content from Skateboarding to Singing to breakdancing and uses many channels of communication including websites, feature films, prints, photography and magazines and their television station Red Bull TV. The content does not evolve around the energy drink product but the brand and what the brand sponsors. Red Bull is considered a very successful example of content marketing. (Content Marketing Institute. Video. 2016) (Red Bull Media House. Website. 2016)

In the tourism industry, the Marriott is using content marketing as their marketing strategy for the future. The Marriott aim to become the leader on information in the tourism industry and creating content was the method for achieving this goal. The Marriott launched in 2014 their Creative and Content Studio to develop content including short films (the Two Bellmen), video series (Do Not Disturb), article series (Round the World), animation (Hot Shoppe series) and digital magazine (Marriott Traveler) for their next generation travelers. To connect with their next-gen travelers, Marriott needed to create content that is relevant and engaging. Social media and online videos was used as the channels to communicate their stories and content.

The Two Bellmen short films and the Hot Shoppe series are fictional videos that are engaging and entertaining to watch. The video series Do Not Disturb is a series of interviews with celebrity guests. The Round the World is a series of stories containing pictures, videos and articles of 8 travelers on their journey around the globe.

Their aim is to create engaging content for worldwide communities that are passionate about travelling that will drive commerce to the company's hotels. (Content Marketing Institute. Video. 2016) (Cool, E. 2016)

Content marketing is one method that is becoming increasingly popular and recognized as an effective method of marketing today. The content created is effective because the stories attract people and engage them in a non-interrupting or aggressive way. With well-known brands using content marketing effectively and increasingly more companies adopting this method, content marketing may be the future preferred method of marketing.

4 THE EFFECT OF STORYTELLING ON EMOTIONS

This chapter will explore what effects storytelling has on the human mind. As social creatures, people are naturally drawn to stories every day. Currently technology has enabled anyone with an internet capable device to become storytellers easier than ever before. Understanding how stories impact our actions and thoughts are important for knowing why storytelling is effective in marketing strategies.

4.1 The Oxytocin Hormone

Oxytocin is a hormone that is naturally occurring in both men and women and has been known for its role in child birth and breast feeding. More recently, tests and investigation into the hormone's additional functions has led to understanding its role in social behaviors.

An experiment was created to explore if oxytocin promoted trust in humans. The experiment involved two subjects interacting anonymously who played the roles of the investor and the receiver. The investor was given money and was given the option to split their money with the receiver. If the investor decided to split their money, the receiver would receive an increased amount by three fold. The receiver is notified about the investors transaction and then given the option to honour the investor's trust by transferring back some of the increased earnings back to the investor. Both the investor and receiver are also given the option to withhold and not transfer any money. For both to receive increased money, the investor first must display trust by transferring money and the receiver must honour the trust by transferring back some of the increased generated money. (Kosfeld. M, Heinrichs. M, Zak. P.J, Fischbacher. U, Fehr. E. 2005) (Ted. 2011. Video. Paul ZaK; Trust Morality – and Oxytocin)

During the experiment, half of the participants were given oxytocin via nasal spray while the other half were given a placebo. The results of the experiment showed

that the participants in the oxytocin group displayed an increased level of trust than the placebo group. The investors in the oxytocin group had a higher average transfer amounts. The results suggest that oxytocin does increase trust levels and concurs with other studies that oxytocin helps subjects overcome risk aversion. (Kosfeld. M, Heinrichs. M, Zak. P.J, Fischbacher. U, Fehr. E. 2005)

Oxytocin is a hormone that can be produced in numerous ways. A study was created to explore if narrative story can influence the human body to produce oxytocin. An experiment was created involving subjects watching a video and tests conducted before and after the video. The video showed a story of a young child with terminal brain cancer. The father tells the story of his dilemma, that the child does not know that he's dying and the father having difficulty in playing and being emotionally strong in front of his child. The results showed that character driven stories caused oxytocin synthesis. The story, which follow's Freytag's story structure, also caused cortisol to be produced from the brain. Oxytocin is linked to caring, connection and empathy, and cortisol is linked to focus and attention. The results also showed that the participants were more emotionally engaged to the story and were more likely to help others. (Zak. P, 2014.) (Future of Storytelling. 2012. Video)

4.2 Empathy

Oxytocin is a key hormone that can be used through the power of storytelling by creating empathy through compelling narrative. A definition of empathy is “ the feeling that you understand and share another person's experiences and emotions: the ability to share someone else's feelings” (Merriam-Webster. 2016). Empathy is the feeling that connects people and is often done through storytelling. When a person sees pain, sadness, happiness, fear, anger or other emotions in another, they also share the same feelings through empathy. Empathy explains why the audience at the Paranormal Activity 3 example in Chapter 2.1 were frightened when watching the advertisement campaign. They felt and shared the fear from the protagonist in the film.

Studies have shown that empathy contributes to better attention, recalling of the memory, motivation and inspiration. These are important qualities when trying to convey a message to the intended audience. (Zak. P, 2014). Within the marketing process, this is important to establish a relationship with the customer beyond point-of-sales touch points.

When people empathize, oxytocin is released from the brain into the body that promotes trust. Values including trust, confidence, status, security and innovation are strong purchase motivators. (Kosfeld. M, Heinrichs. M, Zak. P.J, Fischbacher. U, Fehr. E. 2005) (Signorelli. J. 2014:94)

Trust is a valuable trait in long-term customer relationships and necessary for gaining loyalty from the customer. In relationship marketing, trust is an important element that is necessary between both parties of the relationship. Grönroos defines relationship marketing as "... a process including several parties or actors. The objective of which have to be met. This is done by a mutual exchange and fulfillment of promises, a fact that makes trust an important aspect of marketing." (Grönroos. C. 1994:13)

The effects of storytelling on emotions is present though the ability to create empathy. The power of storytelling to affect the emotions of the person experiencing the story is an effective tool when trying to deliver a message. From the Budweiser's Puppy Love advertisement, happiness through empathy was one element that was intended for the audience. Oxytocin promotes trust, which is a valuable element in marketing and a necessity in relationship marketing. Empathy can help achieve the goal of marketing to capture value from the customer by creating loyal, profitable, long-term customer relationships.

5 EMPIRICAL STUDY AND RESULTS

The empirical part of this thesis will try to explore the connections between storytelling and marketing with an emphasis on tourism. First the methodology used in the qualitative interview is explained. Limitations and restrictions are created for aiding in selecting relevant interviewees. The results are analyzed from the results. Lastly, there is a discussion to reflect on the results.

5.1 Methodology

The aim of this research was to explore the effects of storytelling in marketing tourism products. There are three main elements to this research, those being storytelling, marketing and emotion. The qualitative interviews are divided into these three elements. This is to create the connections between the theoretical and empirical sections of this thesis.

The qualitative method was used primarily to gain detailed information from the interviewee. The nature of open ended questions enables the interviewee to give answers that is most important to them. The answers are able to be more detailed and rich in information. In conjunction with the interview, two short videos were also shown which may have proven difficult with a quantitative method. (Yauch and Steudel. 2003. P472-473)

The negative aspect of the qualitative method is that the number of interviews will be considerably lower and a larger amount of time is required to perform the interviews however, the details and quality of information from qualitative method is considered invaluable to this research. (Yauch and Steudel. 2003. P472-473)

To keep the interviews from drifting too long, seven questions were set. It was considered that each question would take about two to three minutes and together with both videos should take no longer than 20 minutes. The interviewees are not time

restricted so interviews can take longer or shorter depending on how much information is shared but it is important to keep the interviewee's interest in the interview attentive.

The seven questions were divided into the three elements of this thesis. The first three questions were related to storytelling, then the fourth and the fifth were related to marketing, and sixth and seventh were related to emotion. The second, the third and the fourth questions were directly related to tourism with the rest being more general.

Two advertisement videos were chosen to be used in the research. The videos were used to help answer questions on the emotional element of storytelling. Both videos were from the Budweiser company to prevent the viewer from having a preference on brand and to easily compare the techniques used by the company. Each video conveys a message in their advertisement, however, one uses the Freytag's Pyramid story structure (Puppy Love) and the other does not (Not Backing Down). The difference in the structure of the videos is important to understanding if empathy can be created during the Puppy Love video through storytelling.

5.2 Restrictions and Limitations

The restrictions and limitations were necessary for gathering relevant information that would be accurate for this research. The limitations were:

1. Age over 18 years during travels – The interviewee needs to be an adult and have independence during their travels. This also helps ensure that the interviewee is not limited by age when planning their travel plans.
2. Have traveled three times in the last three years – The travels need to be recent in memory and be somewhat frequent. Multiple travels help give diversity in answers provide additional depth from their experiences.

3. Must have been able to influence and plan their travels – This is necessary for the interviewee to answer the questions correctly. The travels cannot have been preplanned or organized by another. The research is studying their travel decisions and requires that the interviewee be the planner of their travels.
4. The travels must be made abroad and vary on destination - The travels cannot be a place that is familiar to the interviewee. This means that trips to see family or cottage holidays are not included. The travels should require a method of booking and decision.
5. The interviewee must not know the details of the research – This is to prevent the interviewee from being influenced by the interviewer and providing bias answers liking to the research. The answers need to be unbiased and regarding the opinion of the interviewee.

5.3 Results

The results are divided into the three main elements of the research being storytelling, storytelling in marketing and the effect of storytelling on emotion. The results are divided and are connected to the theoretical study. Lastly, the discussion will analyze the results in-depth.

5.3.1 Storytelling

The storytelling section of the interview involved three questions and was the most important part of the interview. The research is based on storytelling being what drives and motivates people. The three questions are designed to gather information on how relevant storytelling is to the interviewee. The questions are:

- How engaged are you to stories in your daily life?
- How important is it to experience and share stories of your holidays?
- How do stories from friends and family about their travels influence you travels?

All the interviewees except one are actively engaged in stories in their daily lives. There was a vast number of sources where storytelling takes place in their lives but the three main sources were from social media, friends and family, and entertainment.

The ease at which people can communicate through social media has led it to being the main source for story. Specifically, Facebook was the leading social media platform mentioned, which is not surprising as Facebook is one of the largest social media platforms currently. The use of social media varied as more than half of the interviewees posted and shared stories on social media while the others chose to mainly read the stories of others and kept their own lives private. Those who kept their lives limited on Facebook mentioned that they did not want “everybody” to know about their lives and that privacy was important.

Friends and family was a very popular response for a source of daily stories. Particularly, the interviewees with families said that it was important to ask their partner and children about their daily events at work and at school. The respondents without children emphasized more on sharing stories with friends than family.

The third most popular response was entertainment, which includes movies, books, television series, video games and magazines. Movies and television series were the main source where storytelling was enjoyed as entertainment. Movies and series often follow the Freytag’s pyramid of story structure which often provides the foundation for maintaining attention and entertainment.

Other sources mentioned of daily stories were from newspapers, blogs, football websites, Snapchat, Instagram and conversing with work colleagues. From the responses, storytelling is a common element in our daily lives and supports the idea that humans are creatures of story.

When people go on a holiday, stories are created from their experiences. Sharing stories has been a part of human nature and can be dated back to the earliest recorded cave paintings. The nature of sharing stories has not changed over time but has just evolved in the method we share today. People can share stories from anywhere where the internet is available on their holidays via digital devices such as mobile phones, tablets and computers. Understanding how important and why people share stories of their holidays is relevant to understanding storytelling in tourism.

The majority of the interviewees shared photos with friends and family with social media being the most common method of sharing. The photos themselves contain stories from what can be seen in the photos. Social media is easily accessible and was expected to be a popular medium for sharing stories. More than half only shared photos on social media while a few also shared stories through text. All the interviewees mentioned they share stories of their holiday experiences to their close friends and family in person.

Sharing stories was most popular upon returning from their holidays. One reason based on the interview answers was security reasons. Sharing details of their holiday on social media could increase the risk of their house being robbed while away. Other reasons were that the interviewee does not actively post on social media and privacy.

The stories of their experiences are both entertaining and informative. This can be influential to the friends and family on their decision for future holidays. Positive stories may promote a destination or attraction and persuade a person when planning their holiday. Negative stories would promote the opposite and could prevent a person from wanting to experience the same story.

All the interviewees but one expressed that they are not influenced much by the stories of their friends and family. Both positive and negative stories were taken as tips or guidance, however, the majority said that the stories would not affect their travel plans.

The most popular reason for not influencing their travel plans was that ‘everyone has their own opinion’. Friends and family have different likes and dislikes and their experiences can differentiate because of preference. The decision to travel to a destination or attraction was ultimately theirs and is based on their likes and dislikes.

The majority of the interviewees expressed that they decide on their travel plans because they want to experience their holidays for themselves. Regardless of the stories from friends and family, they wanted to experience the destination. One mentioned that they have been to holiday destinations of which friends have said negative stories about the destination and its attractions, however, they traveled there and had a great experience.

One of the interviewees said that they were influenced by the stories from their friends and family. The reason was to help ensure they would have a positive holiday experience. Avoiding negative experiences was important and safety was a priority.

All the interviewees showed to be connected to storytelling in way or another. Some were more deeply connected than others however on a basic level, they were all storytellers. The medium through which they told their stories was predominantly through word of mouth to friends and family and through social media.

5.3.2 Storytelling in Marketing

The storytelling in marketing section of the interview involved three questions. The questions were designed to gather information on how storytelling from marketing influences the interviewees decisions on holiday plans. One of the questions is related to the videos shown during the interview which help gain additional depth to this element. The questions were:

- How do you research and decide on your travel plans?
- How do stories influence your decision to buy a product?

- How engaged and interested were you when watching each video?

A variety of answers were given when discussing how the interviewees research and decide on their travel plans. All interviewees mentioned the internet was their main source of information. Only one interviewee used a guide book in addition to the internet for information. The mentioned websites used were Facebook and Instagram for photos, travel blogs, supersaver and booking websites. The majority said that they used the internet 'generally' and no sites that they use specifically.

When searching the internet for information, the destination is the most popular search topic followed by the attractions. When searching for destinations and attractions, photos are an important source of information. Photos helped in understanding what the destination or product experience might be like. Search words used when researching included Top 10, (destination) hotels, (destination) history, (destination) temperature, attractions and (destination) photos.

All the interviewees but one did research for their holidays before booking anything. Gathering information and consideration was important during the booking process. When researching the holiday, the interviewees with children mentioned that their children are an important factor to consider. Family was a popular response for gaining advice on their holiday. One of the interviewees booked the holiday based on the destination before seeking additional information.

More than half of the interviewees were influenced by stories from friends and families when deciding to buy a product. The majority of those who said they were influenced when buying products mentioned they were influenced only when buying unfamiliar products. Products that they were familiar with had not been influenced by the stories of friends and family.

Only one interviewee was influenced by stories from friends and family on products in general. Good stories would promote the product while negative stories would prevent the interviewee from buying the product. Deciding on a restaurant was specifically mentioned to be influenced by stories.

Those who said they are not influenced by stories when deciding on buying a product said that their own decision was more important. Reasons for not being influenced was included people being bias to brands, people wanting to say good comments about a product they experienced instead of bad comments, different opinion on the value and different budget for buying a product.

The two videos were shown to help the research explore if story structure can impact on the viewer's opinion. After both videos were shown, the interviewees were asked if the videos engaged them and held their interest.

The first video shown was Budweiser's Not Backing Down advertisement. The video showed the brand's core values and principles however there was not story structure within the advertisement. Only one of the interviewees found the video engaging and it held their attention. The interviewee found it interesting, informative and made the interviewee feel like consuming the product.

All but one of the interviewees were not engaged with the video. More than half found the video "hard" or "messy" and lost interest in the advertisement. The comments of the video included random images, too technical, tacky, not easy to watch, manly or too masculine and action packed.

One of the interviewees found the video was trying to push the brand too strongly. The video was "bombarding" their information and felt the video was trying to convince the viewer to buy the product.

The second video shown was Budweiser's Puppy Love advertisement. The video shown the story of a puppy and the dilemma cause by the puppy being sold. This video contained Freytag's story structure within the advertisement. All interviewees found the video engaging and it held their attention until the end. The popular comments made was cute puppy, happy, great song, soft or easy to watch and the preferred video.

Three of the interviewees mentioned the puppy held their attention during the video expressing that the puppy was the main element. The "cute" puppy was the most

popular comment made during the interviews. More than half mentioned the second video was better or preferred because it was easier to watch or contained a story.

The information from the interviews shows that people book and plan their holidays using a variety of methods. The internet is the main method of research for holiday planning and the destination is the most important element of research. The interviewees are slightly more influenced by stories when considering buying products than planning holidays, especially with unfamiliar products. Story structure increases attention and immersion of video advertisement. The results show that gaining attention to the message of an advertisement is more effective through storytelling.

5.3.3 The Effect of Storytelling on Emotion

The effects of storytelling on emotion was studied and only one question and was the most difficult element to gather information about. The question was designed to get information about their feelings towards storytelling driven content. The question is related to the videos shown which was necessary for helping achieve empathy from the interviewee. The question was:

- How did each of these videos affect you emotionally?

Only two interviewees felt any feelings towards the Not Backing Down advertisement. One felt a slight feeling to party with their friends after watching the video. The emotional state was closest to excitement and socializing after seeing several clips of people socializing and having fun in the advertisement. The other felt annoyance over the fast-paced clips and mentioned that they would not watch the advertisement if it was possible to skip it. All the other interviewees felt no emotions towards the advertisement.

All the interviewees felt some emotional feelings towards the Puppy Love advertisement. More than half expressed they felt happiness after watching the video. The main reason for feeling happiness was related to the puppy and the ending of

the story. Everyone mentioned the puppy was the main element that influenced their emotions.

Other comments made about the Puppy Love advertisement included wanting to own a puppy, a story of friendship, had made the interviewee smile, the cuteness of the puppy, an appealing advertisement and this being the preferred video. More than half of the interviewees expressed that the Puppy Love advertisement was more appealing than the Not Backing Down.

Only one interviewee mentioned the story being within the advertisement. They recalled the elements of the story and how it was a story of friendship. The other interviewees focused on individual elements of the story with the puppy being the main element followed by the horses.

The results show that story can help make an advertisement more appealing and can invoke emotions. The story also helps gain and maintain the viewer's attention. Elements within the story was an important factor for the emotion and appeal to the viewers. Company values and exciting action clips were not as effective as a story driven content for the viewers.

5.4 Discussion

The following discussion will analyze the empirical study in relation to the theoretical section of this thesis. The method used and the expectations of the results will be explored. Elements of the study that could have been improved will also be mentioned and how they may have affected the study.

In creating the interview questions for the study, the aim was to ensure that the study focused on the three main elements of the thesis. In creating the questions, storytelling and storytelling in marketing elements had the majority of the content as they were larger elements of the thesis. The effects of storytelling on emotion

has the least amount of content, however, it proved to be the most difficult element to study.

The interview involved seven questions and was designed to be less than 20 minutes on average to complete. On average, the interviews lasted 12,5 minutes to complete with the longest lasting 16,5 minutes and the shortest being 8,5 minutes. The interview was successful in keeping the attention of the interviewees and not lasting too long.

There were eight interviewees who ranged in ages from the youngest being 21 years old and the oldest being 47 years old. There were five women and three men. The age and the sex of the interviewees had no impact on the results and did not prove to show any correlation.

5.4.1 Discussing Storytelling

Storytelling is a daily activity that has existed since the earliest known sources of communication. From the Aurignacians back in 34 500 BC and their cave paintings in France to modern day social media sites, storytelling evolved into a medium that we use to communicate. Storytelling is a vital element that makes us human and enables people to connect.

The results of how engaged the interviewees were in stories in their daily lives reflected the expectations of the research. The theory expresses that humans are storytelling creatures and are drawn to stories. Telling and exchanging stories with friends and family was expected to be a popular answer. Modern technology has led social media to be the main source of storytelling of the interviewees. Facebook alone has more than one billion active users and was the main social media used by the interviewees.

Chapter 2.3 on Modern Storytelling explored how storytelling exists in modern day technology. The results show that storytelling is dominant in technology through social media, snap chat, Instagram, movies and series, video games and is part of our

daily lives. Since 1989 when the World Wide Web was established, storytelling has enabled anyone to become a storyteller to the masses.

The importance of sharing stories of holidays resulted in the majority of the interviewees sharing photos of their holidays on social media. Some shared text with their photos while others only updated the photos. However, photos themselves can tell stories of their holidays just as the cave paintings have their own tales. Upon returning most of the interviewees mentioned that they shared the stories of their holidays with their friends and family. The results reflected the expectations that sharing stories of holidays would be predominately popular.

Stories have been studied and proven to influence the person experiencing the story. The Paranormal Activity event and the MRI experiment in chapter 2.1 were cases where people were influenced by what they saw and experienced. The majority of the interviewees expressed that they are not influenced by the stories of family and friends holidays. Interestingly, the majority said they would prefer to experience their holidays themselves and that everyone has their own opinion because an enjoyable experience to one may not be enjoyable by another. This was surprisingly opposite to the expected results. It was expected the majority would have been influenced by stories from friends and family. The reasoning for the expectations was based on chapter 2.1.

Possible explanations for the unexpected results may be the stories from friends and family conflict with the interviewees' research on holiday possibilities. The question used stories from friends and family because word-of-mouth from friends and family is a credible source (Chapter 3.2.3). However, all the interviewees did research for their holidays and the information on the internet may have conflicted with the stories of friends and family. Another explanation may stem from the likes and interests of the interviewees and their families being vastly different making their positive and negative experiences irrelevant.

5.4.2 Discussing Storytelling in Marketing

Chapter 3 on Storytelling in Marketing explored where storytelling exists in marketing. Several cases were used in chapter 3.2 and which showed how storytelling in multiple ways can influence marketing strategies. It was important to explore how important storytelling is in tourism marketing.

The methods of how the interviewees research and decide on their travel plans varied. This was expected as the internet hosts a massive amount of information about tourism and many ways to book trips. Interestingly, when the interviewees talked about their resources only Facebook, Instagram and Supersaver were specifically mentioned. Booking sites and travel blogs were mentioned, however, the majority only mentioned them generally.

None of the interviewees had strong similarities besides the use of the internet. This may have resulted from not having enough interviews. A larger number of interviews would eventually result in more similarities and reliability. Alternatively, the question itself may not have been specifically enough for more similarities.

The influence of stories on the decision to buy products was based on chapter 3.2. The methods of using stories through advertisements, community driven content, word-of-mouth and content marketing were all examples of where stories can be important in marketing. The majority expressed that they are influenced by the stories of friends and family when buying products, however, only when buying a product they are unfamiliar with. The results reflect the expectations of the study and interestingly word-of-mouth from friends and family seem to be the main influence.

The results also showed that the interviewees are more influenced by stories about products than the holiday destination. It is possible that the experience is the main factor for this difference. A person has multiple experiences on their holiday and is immersed in the story while a product is only a part the total experience. A small percentage of negative product experiences over the whole holiday may still result

in a positive holiday experience. The most popular product that was most influenced was by stories is restaurants.

Brand is a popular response for the interviewees not being influenced. This is because people have differing opinion on value and quality. An example is that people may be loyal to a branded product, such as Finnair for the airlines industry, however their influence to persuade another person may be futile because the other person find more value in the cheaper competitor, for example Ryan Air.

The videos used in the study were a vital element of the research and they were necessary for two main reasons. This first reason was to experiment on how storytelling in an advertisement can influence the viewer. The other reason was to seek out if there was an influence then why the viewer was influenced. The videos were both advertisements from the same brand to prevent the answers from being bias on brand.

The results from how engaged the interviewees were with each advertisement reflected the expectations of the research. It was expected that the majority would express that the Puppy Love video would be more interesting and engaging than the Not Backing Down video.

One popular reason for Not Backing Down not being engaging was because it was “messy” and “hard” to watch. A lack of story structure in the advertisement may have made it difficult to immerse and engage with the viewers. Chapter 2.1 explains that story engages people through immersion and people are familiar with the basic plot structure from an early age. The Puppy Love video uses Freytag’s Pyramid of story structure and resulted in being the more engaging video.

A surprising element of the Puppy Love video was the puppy. The results maybe have been heavily influenced by the puppy in the video because the puppy was a popular reason for enjoying the video. This may have led the video to be more engaging because of the ‘cute’ puppy and not the story.

5.4.3 Discussing the Effects of Storytelling on Emotion

The most difficult process of the research was considering how to exploit the emotions of the viewer through story. It was decided that to exploit the emotions of the viewer, the story would need to create empathy within the viewer. To create empathy, using Freytag's Pyramid of story structure would be needed to create sadness during the rise in action and happiness in the resolution phase. The Puppy Love video contain all the phases of Freytag's Pyramid and a likable cute protagonist, the puppy. The protagonist is an important element because empathy will originate from the puppy's feelings. Those feelings are then projected to the viewer to feel the same feelings. The experiment was based on the Paranormal Activity 3 viewing from chapter 2.1 however emotions of happiness instead of fear was the objective.

The Not Backing Down advertisement also aided in this experiment by being a comparable source for the interviewees. The majority expressed no emotions while watching the video and some had compared the videos.

The results reflected the expectations of the research. The expectations were that the Puppy Love video would produce happiness in the viewer. More than half of the interviewees expressed happiness after watching the video. This proves that not only can story engage and immerse a person, it can also exploit emotions through empathy.

6 VALIDITY AND RELIABILITY

“Reliability and validity are tools of an essentially positivist epistemology.” - (Winter, Glyn. (2000). *A Comparative Discussion of the Notion of ‘Validity’ in Qualitative and Quantitative Research.*

This is a good citation to understanding what they are in a basic sense. They are tools used to obtain information in a scientific and controlled method so that the results are true facts of knowledge. Both are used in quantitative and qualitative research so that the information and results are valid and of high quality. It is important to have a high-quality standard in the collected data for the research and researcher to be creditable and to minimize the amount of false and incorrect information.

6.1 Validity

Lehner defines validity as “Accuracy” (Lehner 1979:67). The purpose is to get as accurate information as possible to eliminate errors in the data. Black and Champion definition “the measure that an instrument measures what it is supposed to” (Black and Champion 1976:232) explains how validity is an instrument that measures what is it supposed to measure. Litwin has an example that clarifies this definition as: ‘an item that is supposed to measure pain should measure pain and not some related variable (e.g., anxiety)’ - (Litwin 1995:33). He explains that validity should be accurate and therefore measures accuracy.

Careful consideration on the creation of the research was taken to ensure good validity of the research. The questions were designed to answer questions regarding the three core elements of the research. There were some difficulties when understanding some of the questions, however, the questions were understood by most of the interviewees.

The advertisements used were designed to keep the interviewee focused on the story and not on the brand or product. Both advertisements are from Budweiser and both are used during the Super Bowl. Using only one brand helps eliminate bias opinions on brand and both were used for the same purpose. The interviewees were also told to not focus on the brand. The face validity of the research is good however it is a weak method of measuring validity. Overall the results helped answer the research questions.

6.2 Reliability

Winter (2000) explains that many authors attribute reliability with replicability. The ability to conduct the same experiment with the same conditions to gain the same results consistently. The purpose of reliability is to identify if the results can be reliable and if it can be replicable. The reliability of the research is based on the repetitive interviews and the answers replied. Many of the results were similar which helped build reliability of the research however a larger number of interviews would have helped strengthen reliability.

However, the interviews were not conducted multiple times on different dates for test-retest reliability nor was the interviews reconstructed in alternative wording for alternate-form reliability. The interviews were conducted within one time period so the reliability of this research would be average. Time was limited during the research and contributed to the average level of reliability.

7 CONCLUSION

The aim of this research was to explore what storytelling is, how it is used as marketing tool in tourism and why it is an effective tool. These three core elements were the fundamental pillars of this research. The research established the foundation on storytelling, marketing and the emotions connected to storytelling. Understanding what storytelling is, where it fits in marketing and how it is used as a tool were important research questions. Additionally, understanding why storytelling is an effective tool proved to be important and the most difficult element of the research. Examples were used to help support the theory behind the three elements in conjunction to the references.

Storytelling is an activity that we participate in daily through various means. The establishment of the internet has enabled everyone to become storytellers and has exploded since social media became popular. Storytelling is an effective tool in marketing and many well-known companies are utilizing this tool. Specifically, in tourism, where stories are created and experienced, using storytelling in marketing is fundamental.

The majority of the results met the expectations of the research while some surprising unexpected results did not meet expectations. The expectations were based on the theory and the results were useful and informative to the research. Despite some expectations not being met, all results were important to the research. Possible explanations for expectations not being met were suggested that variables may have been overlooked.

The research supports Gottschall's theory that mankind are "creatures of story". We have an instinct at the very core of our being that has lasted since before literature and primitive drawings. The ability to share stories not only connects us but also defines us.

8 FURTHER RESEARCH QUESTIONS

During the course of the research, a few questions for further research arose. This research focused on the three core elements of storytelling, tourism marketing and emotion however the research was quite broad. It is possible to further refine the research only to digital storytelling and its effectiveness in marketing.

This research only explored the connection between storytelling and emotion relative to marketing. However, storytelling can influence emotions further than the research included and it would be interesting to understand how storytelling influences emotions relative to entertainment such as movies and books.

Lastly, information about how marketing has evolved over time is interesting. Companies evolving from being manufacturing firms into service firms is an important strategic move (Grönroos. 2007. P 433). Some companies have evolved further by becoming media firm by adapting and using content marketing. Examples of this include Red Bull, Coca-cola, the Marriott, and Jyske Bank. Content marketing is a concept that would be relevant for additional research.

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10 APPENDIX

Qualitative Interview

Age and gender of the interviewee

1. How engaged are you to stories in your daily life?
2. How important is it to experience and share stories of your holidays?
3. How do stories from friends and family about their travels influence your travels?
4. How do you research and decide on your travel plans?
5. How do stories influence your decision to buy a product?

Video

Video shown: Budweiser Superbowl Not Backing Down
(<https://www.youtube.com/watch?v=rF711XAtrVg>)

Video shown: Budweiser Superbowl Puppy Love Ad
(<https://www.youtube.com/watch?v=dINO2trC-mk>)

6. How engaged and interested were you when watching each video?

7. How did each of these videos affect you emotionally?