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Echoing the golden legends: Storytelling archetypes and their impact on brand perceived value

The article examines the impact of storytelling archetypes on the brand value. The paper first recalls how storytelling can be considered as an important instrument for brand strategy management. Then, the main theoretical bases for explaining the effectiveness of brand storytelling (narrative transportation and archetypal psychology) are presented. The research is mainly based on Woodside's (2010) archetype-brand-consumer model. The authors designed four storytelling scenarios for a fictitious brand, referring to the four main archetypal categories defined by Mark & Pearson (2001). Through an online experiment, consumers were randomly submitted one of the four brand stories or one traditional promotional scenario. The scenarios are presented in the form of a series of commented drawings. After watching the brand stories, participants had to assess some consumer value measurements. The experiment demonstrates that the use of archetypes can produce positive impacts on brand value and that different archetypes elicit specific feelings toward brands.

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