

Structure of a Storytelling Message and an Effective Brand Story on the Example of the Guinness “Never Alone” Campaign

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ABSTRACT

Storytelling is a tool that brands use more and more often in their communication with recipients. When analyzing the stories proposed by the biggest brands, we can see that certain elements are repeated in them and on this basis, we are able to define the structure of the storytelling message. **The aim** of this study is to determine the fixed points of the story, determine their impact on the effectiveness of the storytelling campaign, and then find them in the Guinness “Never Alone” campaign and evaluate the message used in it. **Concepts and scientific objective:** this goal will be achieved by recalling examples of messages from which one can draw inspiration for the construction of a storytelling content, as well as a study to determine the scale of changes caused by the story presented according to the adopted assumptions. **Results and conclusions:** the structure of the storytelling message discussed in this paper appears in numerous productions considered to be exemplary in their field, including the “Never Alone” campaign. The research showed that the goals of this campaign, set for it by the broadcaster, were achieved to a certain extent. **Cognitive value:** by comparing practical examples of storytelling with scientific theses, it is possible to assess the effectiveness of the construction of a storytelling message in the context of the evaluation of the message itself. In addition, one can define assumptions, the adoption of which will increase the probability of the effectiveness of the prepared stories. The obtained results indicate an interesting discrepancy between the reception of the message and its translation into specific behaviors of the recipients. By comparing the research results with market data, we can select a group of variables without which even the best structured storytelling story will not be successful in business.

KEYWORDS

archetype, brand, message, brand, storytelling