Chapter 19
Transmedia Storytelling as a Branding Strategy Through Neuromarketing

Ayca Oralkan
Beykent University, Turkey

ABSTRACT

Branding is a perceptual bridge between past customer satisfaction and customer expectations towards potential future experiences. The perception of a company is generated by this branding process through emotional expressions of its entity. In order for particular brand information to get noticed among other products, the message has to be well-designed. Neuroscience focuses on this sensory processing by the way the customers receive messages and the way they turn them into behavioral responses. In accordance with this purpose, an effective transmedia storytelling strategy has the potential to provide maximum customer engagement. Transmedia storytelling is an experience of collective intelligence with an immense potential of creating a center of attraction through message content, enabling the participants with similar interests and thoughts to come together by virtue of interactive communication platforms.

INTRODUCTION

Transmedia Storytelling has been theorized with comparative interaction of media tools. In this regard, it is important how the developments in various media platforms such as film, television and digital media influence each other (Jenkins, 2010). It is quite a new approach to observe how messages sent to the consumer through various media channels are perceived and influence the purchasing behaviour. To be able to examine this issue, it is important to examine how Transmedia Storytelling is involved, in terms of brand strategies in the context of neuromarketing. Transmedia Storytelling is relatively a new communication strategy in the company's advertising strategies (Brieger, 2013). In the search of more effective marketing and advertising strategies, it is necessary for companies to examine how Transmedia Storytelling affects consumers with neuromarketing.

The interaction and cooperation between design and Neuroscience offer suggestions for the day to day development of the power of the bond among the companies' product and service users. In the basis of corporate strategies, commonly all marketing decisions promote the essential company goal of achieving strong consumer-brand relations, and understanding the human behaviour has a crucial role in building well-designed strategies. For this purpose, behavioural responses are examined not only through external domains but also, in view of Neuroscience, through the internal cognitive factors as well. (Zuanon, 2016). Such information that is related to the needs and possible behavioural reactions of target groups enables an optimum positioning and enhances the customer engagement.

As long as the story has the potential of presenting consistency and originality, the flow of information through audience participation generates a common language belonging to that particular environment upon structural constraints and characteristic cultural tendencies. Achieving a connection with the audience through storytelling leads relatively a stronger engagement. In this regard, Transmedia Storytelling is defined as an effective tool to increase sales and brand trust by creating a strong and emotional connection with the customer mind for that company (Ferrari, 2016). With respect to its various favourable aspects through enhancements in communication technologies, this efficient strategy is providing an important advantage in the competitive market.

BACKGROUND

Storytelling is accepted as an ancient form of communication considering the ability of mankind describing abstract concepts in the form of a story. By means of its story-based formation, the nature of human memory enables efficient conditions for a storytelling process (Schank 1999). It is possible to say that ancient storytellers shaped their interactive stories according to the reactions of the audience around the campfires (Kalogeras, 2014). When the information is shared through stories, it is perceived by the audience with possible interactive components such as an emotional attachment (Granitz and Forman, 2015). In this manner, the information is more likely to be remembered when it is stored in a story which is offering more relations with the experiences that already exist in the memory (Woodside, 2010). Additionally, when people start to love a story and its world, they give more attention to the information that contributes to the storyworld, and this engagement enhances their loyalty to the brand (Jenkins, 2003). Instead of exposing the target audience to unwanted and inessential brand messages, Transmedia Storytelling allows the audience to get engaged with the brands through attractive components of the storyworld across different communication platforms (Tenderich, 2013). Regarding the comparative communication opportunities of this narrative strategy, the appearance of Web 2.0 in 2004 is considered as a revolution in turning the Web from a publishing medium into a medium of interaction (Lassila and Hendler, 2007). Adapting to the enhancements in the communication technologies, Transmedia storytelling is currently a growing media trend supported by network platforms enabling a global participation that comprises various different cultures. With new developments in technology, neuromarketing and consumer neuroscience has started getting involved in strengthening the consumer engagement. The classical marketing research was inefficient in analyzing and understanding the complex nature of customer behavior. In 2003, a blind-taste test using functional magnetic resonance imaging (fMRI) that was conducted by a group of researchers brought Neuromarketing to public attention. The observation was related to "Coca-Cola versus Pepsi" challenge campaign. When customers participated in a blind-taste test between Coca-Cola and Pepsi, the winner was Pepsi, and yet, Coca-Cola was still

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/transmedia-storytelling-as-a-branding-strategy-through-neuromarketing/207440

Related Content

Digitalization of Labor: Women Making Sales Through Instagram and Knitting Accounts
Ceren Yegen (2019). *Handbook of Research on Transmedia Storytelling and Narrative Strategies (pp. 234-250).*
www.irma-international.org/chapter/digitalization-of-labor/207432

White British Diasporas in East and Central Africa: Resources for Study and Future Heritage Provision
Alistair G. Tough (2018). *Handbook of Research on Heritage Management and Preservation (pp. 114-125).*
www.irma-international.org/chapter/white-british-diasporas-in-east-and-central-africa/196844

The MuseBot Project: Robotics, Informatic, and Economics Strategies for Museums
Arturo Gallozzi, Giuseppe Carbone, Marco Ceccarelli, Claudio De Stefano, Alessandra Scotto di Freca, Marina Bianchiand Michela Cigola (2017). *Handbook of Research on Emerging Technologies for Digital Preservation and Information Modeling (pp. 45-66).*
www.irma-international.org/chapter/the-musebot-project/165616

Digital Representation Techniques to Interpret, Communicate, and Share 20th c. Architectural Archives: The Case Study – Rosani's Archive
Roberta Spalloneand Francesca Paluan (2019). *Digital Curation: Breakthroughs in Research and Practice (pp. 116-146).*
www.irma-international.org/chapter/digital-representation-techniques-to-interpret-communicate-and-share-20th-c-architectural-archives/209327

Surfing Between Disciplines: Interdisciplinarity of Architectural Digital Heritage
Stefano Brusaporci (2020). *Applying Innovative Technologies in Heritage Science (pp. 250-270).*
www.irma-international.org/chapter/surfing-between-disciplines/248606