

Chapter 21

From Traditional to Transmedia: Transformation of the Narrative Strategies in the Product/Brand Placement

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ABSTRACT

Brands places products in the narrative series as part of the narrative, in the series on traditional media intended to reach the consumer. While television commercials are progressing along with narrative narration, transmedia presents the synergistic and co-ordinated nature of storytelling with entertainment, in a concerted and interrelated manner in different media circles. With transmedia storytelling, the customer is voluntarily involved. After studying transmedia narrative and transmedia narration, narration of transmedia on sample series, narration of continuing story of products in different media without placing product in serials is examined.

INTRODUCTION

Today, many companies seek new ways because of they can not have results they expect about promote their products on traditional media and in the process of the market creation. And these companies face with serious problems in reaching the target audience for their products and services in this period where consumers are in a constant message density. They develop different ways of communication to stay in the mind of the consumers for a long time. They turn towards to transmedia storytelling as a new approach to storytelling that is one of the most effective ways to be permanent in the consumer mind and to get their active participation in it.

Media content producers and companies that market their products connect the consumers they are trying to reach through participatory new media, social networks, and are able to use and express themselves in different media areas. This consumer segment lives in the digital age, equipped with new possibilities different from previous generations. The consumer, who has become more influential than the passive consumer feature, now displays the consumer profile in story formation and development rather than being the story person. Long-lived communication between the product and the consumer

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takes place while the consumer mass, which is included in the storyline on many platforms, interacts with the story. With its cinema, books and alternative reality games, transmedia, which faces the consumer, has an important place in the field of marketing over time.

This kind of approach and its reflections can be seen in Turkish TV serials. The products, that have been placed in the narration of the serials, combines with the narrations of the serials and hereby presented in a transmediatic platform. In a remarkable example, the brand of Coca Cola places its product in the “serial of Karadayı” and the product narrative that is included in the series narration continues on the facebook page dynamically. Similarly, a transmediatic narrative strategy was applied for the brand of Samsung and its new wearable technology for mobile phones –Galaxy Wear- in the serial of Medcezir via participation of audiences. Another example is the serial of Cesur ve Güzel. In this serial, a transmediatic narration was applied for Samsung washing machines and mobile phones with immobile images. In this study, these three TV serials are examined in the way of transmediatic narrative strategies that have been practiced. And, this study seeks an answer to the question of “How TV Corporations and companies apply strategies about content management in the new media platforms?”

Concept of Transmedia

The concept of transmedia has used among communication scientists and practitioners last two decades. The concept was brought forward first by Marsha Kinder, professor at the University of California, in 1991 and Kinder evaluated the concept under the name of transmedia intertextuality. Also focused on narrative elements and audience interest in developing media presentations (Zimmermann, 2014, p. 20). After this first use, other communicators also conduct research in this concept and determine their usage environment.

Transmedia is a recent phenomenon. Because of that, there are not many studies on this subject. However, while transmedia has been a subject of much controversy, it is also seen that it carries people’s attractiveness, as well as the focus on what the transmedia is about and how narrative can be applied via transmedia. In the literature, a significant part of the current research around transmedia has developed by focusing on the definition of the term and the framework of transmedative design and transmedation narrative (Yang&Ziziadis, 2014, pp. 1-2). While the first studies are based on the conceptualization, after that and its use and place in storytelling are beginning to be established.

Henry Jenkins considers the concept of transmedia in the form of a media community in which business, gaming, film and social networks come together to tell the story. According to him, a transmedia story unfolds across multiple media platforms, with each new texts making a distinctive and valuable contribution to the whole. In the ideal form of transmedia storytelling, each medium does what it does best – so that a story might be introduced in a film, expanded through television, novels, and comics; its world might be explored through game play or experienced as an amusementpark attraction (Jenkins, 2006, pp. 95-96). At this point, the transmedia storytelling is not limited to telling the first story in a single narrative field, but its narrative completes each other in different media. Each media participates in the story with their own narrative features. Therefore, an audience can complete a program that they watch on television from the internet or social media.

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