

## Building bonds through advertising storytelling: the power of emotional narratives in customer loyalty

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Building Bonds through Advertising Storytelling: The Power of Emotional Narratives in Customer Loyalty

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### SUMMARY

This article analyzes the use of storytelling as a strategy for building emotional bonds between brands and consumers in the context of contemporary advertising. In an environment marked by information saturation and the growing demand for authenticity from the public, storytelling has become a powerful tool for symbolic connection. The work investigates the conceptual roots of storytelling, its evolution within the advertising field, and its relationship with archetypes as structuring elements of brand narratives. In addition, it discusses how storytelling acts at the intersection of branding and marketing, contributing to the construction of brands with purpose, credibility, and social relevance. The methodology used is bibliographical and exploratory, based on classic and contemporary authors who deal with the symbolic and communicational dimensions of advertising. In the end, it is concluded that storytelling transcends the promotional function and becomes a central element in the construction of the identity and reputation of brands.

**Keywords:** Storytelling; Advertising; Branding; Archetypes; Emotional Connection.

### ABSTRACT

This article analyzes the use of storytelling as a strategy to build emotional bonds between brands and consumers in the context of contemporary advertising. In an environment marked by information saturation and the increasing demand for authenticity from the public, telling stories has become a powerful tool for symbolic connection. The study investigates the conceptual roots of storytelling, its evolution within the advertising field, and its relationship with archetypes as structuring elements of brand narratives. Furthermore, it discusses how storytelling operates at the intersection of branding and marketing, contributing to the development of purpose-driven brands with credibility and social relevance. The methodology is bibliographic and exploratory in nature, based on classical and contemporary authors who address the symbolic and communicational dimensions of advertising. It is concluded that storytelling transcends the promotional function and becomes a central element in the construction of brand identity and reputation.

**Keywords:** Storytelling; Advertising; Branding; Archetypes; Emotional Connection.

### 1 INTRODUCTION

Advertising, historically focused on promoting products and services, is facing a scenario undergoing profound transformation. The proliferation of media channels, the fragmentation of audiences and the growing demand for authenticity and values by consumers are forcing brands to rethink their communication strategies. Instead of merely promotional discourse, there is a need for narratives that arouse identification, empathy and lasting emotional bonds. In this context, storytelling emerges as an effective resource for mediating relationships between brands and audiences, using the structure of stories to engage, persuade and build loyalty.

The art of storytelling has been present in humanity since ancient times. However, it is only in recent decades that this practice has been systematically incorporated into the field of advertising, transforming it into a strategic instrument for branding and brand positioning. Storytelling, when articulated with shared symbolic and cultural elements, allows the consumer not only to understand the advertising discourse, but also to see themselves represented in it. Thus, advertising ceases to be just a sales tool and begins to act as a channel for constructing meaning and belonging.

Furthermore, the relevance of storytelling in the advertising environment is enhanced by the use of archetypes, which structure narratives in an intuitive, emotional and universal way. Archetypes function as symbolic bridges between the brand's messages and the collective unconscious, favoring immediate recognition and identification with the proposed values. Advertising, therefore, begins to operate not only on the level of consumption, but also on the level of culture and subjectivity, with storytelling being a key strategy in this process.

This article aims to analyze the application of storytelling in contemporary advertising, with an emphasis on its ability to build emotional bonds and its articulation with branding. To this end, a theoretical review will be carried out based on classical and contemporary authors, in addition to the analysis of the symbolic function of narratives and archetypes. The focus will be qualitative, descriptive and bibliographical, allowing an in-depth understanding of the communicational function of storytelling in the universe of brands.

The justification for this study lies in the observation that, in a market saturated with messages, brands that are able to establish authentic and emotional relationships with their audiences stand out significantly. In this sense, understanding the fundamentals and applications of storytelling becomes an urgent demand for marketing, communication and branding professionals. By transforming products into experiences and brands into characters, storytelling inaugurates a new era in advertising, based on real and meaningful connections.

The structure of this article includes, after this introduction, a theoretical analysis of contemporary advertising and the emergence of storytelling as a resource for emotional connection; then, the foundations of storytelling and its evolution in the advertising field are addressed; subsequently, the role of archetypes as elements of symbolic construction and narrative of brands is discussed. Finally, the conclusions based on the reflections developed are presented.

## 2 CONTEMPORARY ADVERTISING AND THE EMERGENCE OF STORYTELLING AS AN EMOTIONAL CONNECTION STRATEGY

In the context of the information society, advertising faces increasingly complex challenges in establishing lasting relationships with consumers. The saturation of messages and the public's overexposure to media stimuli require new communication approaches that transcend traditional promotional discourse. Simply extolling functional attributes, such as quality, price or technological innovation, is no longer enough to gain the public's attention and trust. In this scenario, storytelling — the art of telling stories with structure and meaning — emerges as an effective strategic solution for building consistent emotional bonds with the audience (ESCOLAS, 2018).

Unlike conventional persuasive advertising, which focuses on argumentative logic and rational persuasion, storytelling operates in the symbolic field of emotions, memories, and personal experiences. Well-constructed advertising narratives mobilize emotions and evoke shared values, becoming vehicles of identification between brand and consumer. As Costa (2019) states, “people do not buy products, they buy stories that make sense in their lives.” This perspective repositions the consumer not only as a receiver of messages, but as a co-author of the brand's storyline, actively participating in the symbolic construction of its values.

In addition to the emotional aspect, storytelling contributes significantly to the process of humanizing brands, favoring the construction of a closer, more empathetic and accessible identity. In an environment in which consumer relations are increasingly mediated by subjective values, such as purpose, authenticity and social responsibility, storytelling becomes a valuable tool for generating belonging and loyalty. According to Lima (2021), the contemporary public demands coherence between the discourse and practice of brands, and narratives are a privileged channel for expressing such coherence in an engaging way.

In this context, archetypes stand out as structuring elements of advertising narratives. Based on the theories of Jung (1964) and systematized by Mark and Pearson (2001), archetypes represent universal models of human behavior that are manifested symbolically in stories. By incorporating archetypes such as the Hero, the Sage or the Caregiver into their narratives, brands not only define their personality, but also establish deep emotional connections with the collective imagination. This strategy makes communication more intuitive, familiar and meaningful for the consumer.

It is important to highlight that advertising storytelling is not an isolated technique, but rather an integrated dimension of the branding strategy. While marketing promotes the visibility of the brand in the market, branding builds its credibility through the management of meanings. Storytelling, by articulating visual, narrative and symbolic elements, acts as a bridge between these two spheres: it makes the brand visible and, at the same time, trustworthy. It is a narrative that supports the brand's promise and reinforces its authenticity, creating both symbolic and commercial value.



Therefore, the introduction of storytelling as an advertising communication tool represents a significant shift in the way brands relate to consumers. Instead of selling products, they begin to offer experiences, values and narratives with which the public can identify. This transformation points to a new paradigm in advertising, in which effectiveness is not measured solely by the conversion rate, but by the depth of the emotional bond established with the audience. Storytelling, in this sense, not only communicates, but also transforms the way brands exist in the social imagination.

### **3 CONTEMPORARY ADVERTISING AND THE SEARCH FOR CONNECTIONS SIGNIFICANT**

The evolution of advertising over the last few decades has reflected profound changes in consumption patterns, cultural behaviors, and social expectations. Advances in digital technologies, the decentralization of content production, and the growing autonomy of consumers have changed the relationship between brands and audiences. In this scenario, advertising has ceased to be a simple transmitter of unilateral messages and has become a space for symbolic and relational dialogue. Brands now need to communicate their values in an authentic and consistent way, as consumers are more critical and aware of their roles in society and the impact of their consumption choices.

The construction of advertising narratives has come to play an essential role in this process of redefining consumption. Consumers no longer buy just products or services, but experiences, ideas and belongings. This paradigm shift requires brands to have an increased capacity to communicate emotionally, ethically and symbolically. Therefore, contemporary advertising needs to move away from the traditional model focused solely on functional attributes and move towards more human approaches that consider the desires, pains and values of the public. This type of communication needs to be less promotional and more relational, focused on creating lasting connections.

In this new communication model, storytelling emerges as a strategic and differentiating tool. By building stories around their brands, companies are no longer seen as mere product providers and begin to occupy meaningful places in the lives of consumers. Storytelling allows the public to identify with the characters, scenarios and dilemmas proposed, activating memories, emotions and emotional bonds. According to Salmon (2008), storytelling is a way of governing the imagination, and brands that master this art can become symbolic references in their niches.

Furthermore, contemporary advertising must deal with the challenge of remaining relevant amidst the avalanche of information. The saturation of stimuli and the reduction of the public's attention span make emotional engagement a competitive advantage. It is in this context that storytelling stands out, as it not only informs, but also engages, excites and builds loyalty. According to Kotler (2017), consumers are looking for brands that share their values and purposes, and not just products. Storytelling is, therefore, a way to humanize brands and transform corporate discourses into affective experiences.

Another relevant aspect is that storytelling allows advertising to work on symbolic and subjective dimensions, exploring archetypes, myths and universal values. In this way, the advertising message can overcome the barriers of time, culture and space, reaching a wider audience through narrative structures that resonate in the collective unconscious. Jung (2000) already pointed to the power of archetypes as universal psychic structures, and their application in the advertising field has been increasing. Brands that position themselves as “heroes”, “caretakers” or “explorers”, for example, not only communicate a product, but also build a social and symbolic role.

Finally, contemporary advertising can no longer ignore the active role of the consumer in constructing meaning. The public participates, comments, shares and influences brand narratives. Communication is increasingly a collaborative and dialogical process. In this sense, advertising storytelling needs to be aware of cultural repertoires, social dynamics and changes in reception modes. Telling stories that are simultaneously inspiring, authentic and representative is the great challenge for brands that want to remain relevant and respected in a plural and constantly changing society.

#### 4 THEORETICAL FUNDAMENTALS OF STORYTELLING IN ADVERTISING

Storytelling, or the art of storytelling, has ancient roots and plays a fundamental role in transmitting knowledge, values, and beliefs. From oral narratives in tribes to novels and contemporary audiovisual productions, stories have always mediated human relationships and constituted ways of understanding the world. In advertising, storytelling is reinterpreted as a strategy to communicate brands, products, and purposes in an engaging and memorable way. As Fog, Budtz, and Yakaboylu (2004) point out, stories are more effective than raw data in generating emotional connection, as they activate brain areas related to empathy, pleasure, and affective memory.

From a theoretical point of view, storytelling is supported by different fields of knowledge, such as analytical psychology, semiotics, anthropology and communication. Jung (2000), for example, when dealing with archetypes and the collective unconscious, offers an essential reading key for the construction of symbolic narratives that resonate in different cultures. Brands that use narrative archetypes — such as the hero, the wise man, the caregiver or the rebel — connect with deep and structuring desires of the human psyche. Barthes (2009) proposes a semiotic reading of narratives, highlighting the role of signs, myths and cultural codes that guide the construction of meaning.

The concept of narrative is also explored by authors such as Paul Ricoeur (1994), who understands narrative as the temporal structure of experience. For Ricoeur, telling a story is a way of organizing time, giving meaning to events. In the field of advertising, this involves transforming data and product attributes into journeys with a beginning, middle and end, starring characters with whom the public can identify. In this sense, narrative not only informs, but interprets, moves and persuades. This approach is especially relevant in highly competitive contexts, where differentiation is no longer achieved by the product itself, but by the story that accompanies it.

In addition to emotion, narrative logic also plays an important role in the credibility of the message. According to McKee (2006), a good story must follow a coherent structure, with conflict, climax and resolution, in order to maintain the interest and expectation of the receiver. Effective storytelling, therefore, needs to articulate form and content in a strategic way, balancing authenticity, creativity and persuasive intentionality. In the advertising context, this requires cultural sensitivity, technical mastery and alignment with the brand's values. It is not about inventing fictional stories, but about constructing narratives that express the essence and purpose of the organization.

It is important to highlight that storytelling in advertising should not be confused with superficial fictionalization or emotional manipulation strategies. As Scolari (2013) states, contemporary audiences are capable of identifying artificial discourses that are disconnected from reality. Authenticity is a central element for narrative success: true stories, experienced or shared by real consumers, have greater potential to generate empathy and engagement. In this respect, storytelling is similar to the concept of branding, as it contributes to building the brand's identity, reputation and credibility over time.

Finally, the foundations of advertising storytelling point to a more humanized, symbolic and relational communication model. Instead of mere rational displays of products, brands become storytellers, constructors of meaning and promoters of experiences. This change in perspective requires not only creative competence, but also theoretical foundation and ethical sensitivity. Storytelling, when applied well, allows consumers to be transformed into communities, products into symbols and brands into cultural references — thus fulfilling a social, aesthetic and marketing function of great relevance in contemporary times.

## **5 BRANDING AND STORYTELLING: THE BRAND AS A NARRATIVE STRATEGIC**

The concept of branding goes far beyond the simple visual identification of a company or product, representing a complex and continuous process of building and managing the brand in the collective imagination. According to Kotler and Keller (2012), the brand is seen as a promise of value, formed by a set of perceptions, meanings and experiences shared by consumers. In this sense, storytelling emerges as an essential tool for communicating these intangible attributes, by transforming the brand into an emotionally significant narrative. The construction of this narrative makes it possible to consolidate the brand's identity, values and purposes in a cohesive manner, creating a lasting connection with the target audience.

By incorporating storytelling into branding strategies, brands can catalyze their authenticity and differentiate themselves in saturated markets. According to Costa (2011), brands that tell well-structured stories create deep emotional bonds with their consumers, overcoming the traditional approach based solely on commercial transactions.

The narrative allows us to reveal the brand's trajectory, its motivations, challenges and achievements, fostering genuine identification with the public. In a highly competitive environment,

A brand that positions itself as the protagonist of a relevant story gains greater attention, engagement and loyalty, transforming customers into active advocates.

Building a brand through storytelling involves a series of symbolic and structural elements that give coherence and consistency to the narrative. According to Aaker (1996), brand identity should be based on clear and aligned attributes, such as mission, vision, values and personality, which can be translated into characters, conflicts and plots within the story being told. This approach brings the brand to life, giving it its own voice and the ability to communicate across multiple channels and formats, from digital to in-person. In this way, the brand becomes a living entity, capable of inspiring and engaging different audiences.

Furthermore, storytelling strengthens brand positioning by occupying a “unique mind space,” a concept developed by Ries and Trout (2007). Global brands such as Nike, Apple, and Coca-Cola use consistent narratives that have built powerful cultural meanings over time. These stories become part of consumers’ personal experience, creating a “symbiotic narrative connection,” as defined by Thompson, Rindfleisch, and Arsel (2006). This symbolic connection expands the organization’s symbolic capital and contributes to increasing market value, showing that storytelling is a strategic asset that transcends traditional communication.

It is essential to highlight the distinction between branding and marketing to understand the role of storytelling. While marketing focuses on generating visibility and reach, branding works to build credibility and trust. Storytelling acts precisely at the intersection of these dimensions, offering meaningful content that feeds both the visibility and reputation of the brand. Gobé (2001) emphasizes that the contemporary consumer seeks more than products; they want experiences, causes and a sense of belonging. In this way, the brand that presents itself as an inspiring narrative acquires social relevance and consolidates itself as an expression of identity and culture.

Finally, effective integration between branding and storytelling requires rigorous strategic planning, detailed market research and ongoing communication coherence. It is not enough to tell any story: the narrative must faithfully represent the brand’s values, respect the expectations of the public and maintain consistency over time. Stories need to evolve along with the brand, reflecting its innovations, ethical positions and social commitments. In this way, storytelling not only brings the brand to life, but also positions it as an active cultural agent, capable of building meanings and deep relationships of trust in the contemporary scenario.

## **6 PERSUASION IN ADVERTISING STORYTELLING: STRATEGIES EMOTIONAL INVOLVEMENT**

Persuasion in advertising storytelling is a refined communication strategy whose objective goes beyond the mere transmission of information. It involves influencing attitudes, beliefs and behaviors by creating deep emotional bonds with the target audience. According to Perloff (2010), persuasion is a symbolic process in which communicators seek to change the positions of recipients through



argumentation and emotional appeal. In this context, storytelling plays a privileged role, since stories activate brain regions associated with empathy and affective memory, favoring engagement and adherence to the advertising message.

The effectiveness of narrative as a persuasive tool is supported by the fields of cognitive psychology and neuroscience. Studies indicate that the human brain responds more intensely to information transmitted in a narrative format than in expository or purely informative formats (HAVEN, 2007). When listening to a story, the receiver tends to project themselves into the plot, activating feelings of identification, sympathy and expectation.

This emotional immersion favors the retention of the message and, consequently, increases the likelihood of action. In the advertising sphere, this translates into campaigns that not only promote products, but also build symbolic experiences capable of motivating choices and behaviors.

In addition to emotional engagement, advertising storytelling mobilizes classic rhetorical structures that reinforce its persuasive power. According to Aristotle (1991), rhetoric is based on three essential pillars: ethos (the sender's credibility), pathos (emotional appeal) and logos (logical argument). Effective advertising narratives usually balance these elements, building stories in which the brand presents itself as a trustworthy character, who understands the consumer's desires and offers plausible solutions. In this way, storytelling acts as a persuasive discourse that, instead of imposing, wins the audience's support through empathy and identification.

From a strategic point of view, the choice of narrative type is crucial to the desired persuasive effects. Brands that position themselves as agents of change often use heroic or overcoming narratives, in which the consumer is invited to lead their own journey. This approach, as analyzed by Fog, Budtz and Yakaboylu (2005), has proven to be highly effective in contexts that aim to inspire action, change or a sense of belonging. Brands with a more subtle emotional appeal may opt for everyday stories that evoke nostalgia, humor or tenderness, generating affinity and greater memorability among the public.

In the contemporary scenario, characterized by an excess of stimuli and information, advertising storytelling stands out as a valuable resource to break consumer indifference. Salmon (2008) and França (2012) state that human beings are, by nature, narrative animal, and stories continue to be the most efficient way to communicate meanings and provoke transformations. Advertising that incorporates storytelling in a genuine and creative way can capture the public's attention, establish emotional connections and position the brand as a significant part of everyday life. Such engagement transcends the limits of traditional advertising, reaching cultural and identity dimensions.

Finally, it is worth highlighting that persuasion through storytelling requires ethics and responsibility. Emotional manipulation without legitimate purpose or the misappropriation of social discourses can generate distrust and compromise the brand's image. Rego and Badaró (2010) emphasize that advertising communication must respect human values and contribute to more conscious and transparent consumer relations. Thus, persuasive storytelling needs to be

anchored in truth, coherence and relevance, promoting not only marketing results, but also sustainable links between brands and people.

## 7 THE RELATIONSHIP BETWEEN ARCHETYPES AND STORYTELLING: FUNDAMENTALS PSYCHOLOGICAL AND ADVERTISING APPLICATIONS

The intersection between archetypes and storytelling in advertising is a powerful combination from both a symbolic and psychological perspective. Archetypes, as proposed by Carl Gustav Jung (1964), are universal patterns of behavior and image that reside in the collective unconscious of humanity. They manifest themselves in myths, tales, symbols and narratives throughout different cultures and eras. When used in advertising storytelling, archetypes help to build characters and plots that resonate deeply in the public's imagination, facilitating recognition and identification with the messages conveyed.

Modern advertising has incorporated Jungian archetypes as a strategic tool to develop more impactful and memorable narratives. Margaret Mark and Carol S. Pearson (2001), in their work *The Hero and the Outlaw*, systematized the application of twelve main archetypes in branding, such as the Hero, the Innocent, the Sage and the Rebel. Each archetype communicates specific values and motivations that, when integrated into advertising narratives, contribute to consolidating a coherent and emotionally engaging brand identity. The Hero archetype, for example, conveys overcoming and courage, and is commonly used in campaigns for sports and performance brands.

Advertising storytelling benefits from archetypes because they offer narrative structures that are already familiar to the public. According to Campbell (2007), every heroic journey, present in mythologies and tales, follows a common pattern: the call to adventure, the challenge, the transformation and the return. This narrative model, adapted to the advertising context, allows the consumer to see themselves as the protagonist of a symbolic journey, in which the brand acts as an ally or mentor. This dynamic reinforces the emotional connection and loyalty to the brand, as it involves the public in a plot endowed with deep meanings.

Furthermore, archetypes help in segmenting and positioning the brand in the market. By choosing a predominant archetype, companies define not only the tone and aesthetics of their communication, but also the values they wish to represent. A classic example is Harley-Davidson, which adopts the Rebel archetype to convey concepts such as freedom, boldness and non-conformity (MARK; PEARSON, 2001). This positioning attracts an audience that shares these aspirations and builds a community around the lifestyle suggested by the advertising narrative. Thus, storytelling not only markets products, but cultivates identities.

It is essential to emphasize that the application of archetypes in advertising storytelling should not be done in a mechanical or stereotypical way. The authenticity of the narrative is essential to preserve the credibility of the brand and avoid rejection by the public. França and Wolff



(2013) argue that the creative and contextualized use of archetypes enables richer communication, capable of promoting reflection and establishing lasting bonds. The articulation between symbol and story demands cultural sensitivity and technical mastery, since each archetype can assume different nuances depending on the social context and the target audience.

Finally, the association between storytelling and archetypes offers contemporary advertising a symbolic language capable of translating intangible values into sensitive and memorable experiences. Brands that explore these tools intelligently and responsibly are able to transcend merely promotional discourse and position themselves as relevant storytellers in the lives of their consumers. In times of media saturation, the ability to tell archetypal stories that touch the collective unconscious becomes a competitive advantage, promoting not only recognition, but also belonging and symbolic loyalty.

## **8 STORYTELLING AS A BRANDING STRATEGY: CREDIBILITY, COHERENCE AND PURPOSE CONSTRUCTION**

The use of storytelling as a branding strategy has become an effective approach for building strong and memorable brands. By telling meaningful stories, brands can articulate their identity in an engaging way, giving meaning to their actions, products and values. For Kotler and Keller (2012), effective branding goes beyond visual differentiation or functional positioning: it is deeply linked to the ability to create lasting emotional bonds. Storytelling, in this context, acts as a vehicle for conveying the essence of the brand, establishing a bridge between symbolic values and real experiences.

One of the main functions of storytelling in branding is to generate credibility. By sharing stories that are consistent with its principles, the brand builds trust with the public. The narrative should reflect its mission, vision and purpose, contributing to the perception of authenticity. As Aaker (1996) explains, a brand's credibility is sustained by the consistency between its communication, its actions and its value proposition. In this sense, storytelling offers a structuring resource, as it allows all of the brand's expressions to be aligned in a cohesive narrative that communicates who it is and where it wants to go.

Another fundamental aspect of storytelling in branding is its ability to give visibility to the brand's intangible attributes. Through characters, conflicts and symbolic journeys, narratives highlight values such as courage, innovation, empathy or tradition, making them tangible for the public. According to Costa (2012), storytelling functions as an "emotional grammar" that translates the brand's cultural codes into accessible and sensory languages.

This grammar helps the consumer perceive and memorize the brand not only for what it offers, but for what it represents in the collective imagination.

In addition to credibility and visibility, storytelling also helps build brand purpose. In a contemporary scenario marked by more conscious and engaged consumers, simply selling products is no longer enough. Brands need to demonstrate their impact on the world, communicate their causes and justify their ethical choices.

According to Pink (2006), the emotional and symbolic appeal of stories lends depth to institutional discourse, making the brand more socially and culturally relevant. Brands such as Dove, Nike and Natura have used purposeful narratives to reinforce their commitments to inclusion, diversity, sustainability and social transformation.

Storytelling also contributes to consumer engagement by placing them as an active part of the story. By identifying with characters or plots, the public feels invited to participate in the construction of the brand, sharing experiences and becoming co-authors of the narrative. This dynamic strengthens loyalty and expands the symbolic reach of the brand.

According to Godin (2005), in a market saturated with information, people do not buy products, but stories with which they connect emotionally. Thus, storytelling transforms branding into a dialogic process, capable of involving, moving and mobilizing.

Therefore, the inclusion of storytelling as a strategic pillar of branding allows brands to build a solid identity, based on the symbolic coherence and authenticity of their discourse. By articulating credibility, visibility and purpose, stories strengthen market positioning and create lasting competitive advantages. In an environment marked by ephemerality and excessive stimuli, well-constructed narratives are capable of generating meaning, inspiring trust and consolidating brands that not only sell, but transform.

## 9 FINAL CONSIDERATIONS

This study highlighted the relevance of storytelling as a strategic tool in the field of advertising and branding, especially in building emotional bonds and customer loyalty. Emotional narratives, structured based on universal archetypes, are essential for strengthening brand identity and engaging consumers, which are decisive aspects in increasingly competitive and information-saturated markets.

It was found that authenticity and narrative coherence are essential pillars for the success of advertising storytelling, as they ensure the credibility of the brand before its target audience. The coherence between discourse and corporate practice, aligned with the strategic application of archetypes, enhances the emotional connection and creates a symbolic language that transcends the merely utilitarian function of products and services.

Furthermore, it was found that storytelling promotes the establishment of a brand purpose, an aspect increasingly valued by contemporary consumers who seek meaning and ethical alignment in consumer relations. By communicating values and causes, brands increase their social and cultural relevance, strengthening their image and their influence on the collective imagination.

Active consumer engagement, promoted by storytelling, also stood out as a factor that contributes to building communities around the brand, transforming customers into advocates and co-authors of narratives. This dynamic creates a virtuous cycle of

loyalty and market expansion, supported by genuine emotional relationships.

In short, advertising storytelling, especially when supported by the conscious use of archetypes, proves to be a powerful tool for brands that want to not only capture attention, but also build lasting and meaningful relationships. This approach transcends traditional marketing practices and positions narrative as a central element of corporate strategy.

Finally, it is recommended that future research explore in more depth the particularities of storytelling in different market segments and cultures, aiming to broaden the understanding of its applicability and impact on loyalty and building brand value in diverse contexts.

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