

STORYTELLING AS A POWERFUL PR TOOL

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Abstract. Storytelling is a powerful PR technique that plays an important role in engaging stakeholders with a brand or company. This strategy is based on stories that captivate, evoke emotions and leave a mark in the hearts of the audience. Modern consumer society is saturated with information, so it is important to be able to stand out from the competition and attract the attention of the target audience. Modern PR campaigns increasingly use storytelling as a powerful tool for attracting attention and creating an emotional connection with the audience. Research shows that the use of storytelling in PR allows to increase the effectiveness of communication, increase the impact and memorability of messages. Confession of values, creation of personal stories and use of emotionally charged elements allow to increase the interest of the audience and help to build a strong brand. In addition, with the help of storytelling, you can create a deeper connection with consumers by telling them stories that they can feel and empathize with. Thus, the use of storytelling in PR campaigns is an important element of the communication strategy aimed at creating a sense of community and mutual understanding with the audience.

The object of research is the process of using storytelling in PR campaigns.

The subject of the study is storytelling in PR campaigns.

The purpose of the research is to analyze the methods of creating storytelling and form recommendations for the implementation of this tool in a PR campaign in order to increase brand recognition and involve subscribers in the communication process.

To achieve this goal, the following tasks must be solved:

- analysis of storytelling as an effective tool of PR campaigns;
- analysis of storytelling creation techniques;

- an overview of classic storytelling techniques that can be implemented in your marketing campaign.

The work uses methods and means of theoretical analysis of information, generalization, grouping and comparison.

At the first stage of the research, the author analyzed the articles on the selected thesis and determined the meaning of the concept of "storytelling", the advantages of this marketing technique, as well as the situations in which it can be used and how exactly it should be structured

Having analyzed the sources, you can first determine the definition of the concept of storytelling. So it is the art of engaging storytelling that conveys the necessary information to influence the listener's emotions, motivations, and thinking. Translated from English, story means a story, and telling means to tell; therefore, storytelling is the telling of stories.

With the help of storytelling, companies can not only talk about their products or services, but also convey the values, mission and vision of the brand. Stories about the company's beginnings, successful projects, important events or even personal stories of employees can become a magnet for stakeholders. They help build trust, establish an emotional connection and distinguish the brand among others.

An important advantage of storytelling is its ability to reach a wider audience through a variety of communication channels. Stories can be shared through social media, blogs, video content, PR campaigns and other media platforms, attracting the attention of both potential customers and potential investors or partners.

In addition, storytelling allows you to create a unique brand image that differs from others in its field. This helps increase awareness of the company, attract new customers and retain existing ones.

At the second stage, the author proposes to consider the main techniques of creating storytelling, because this technique, despite its seemingly entertaining function, always has a clear goal, so storytelling should be built based on this clear goal. This is how a brand can achieve the best results when using this tool.

Marketers prefer this approach for many reasons, but the main one is that stories are compelling, while facts and statistics can be less effective and sometimes uninteresting because they don't engage the emotional realm of the viewer. The use of storytelling is a necessary component of a successful marketing strategy. Storytelling involves the use of stories to capture attention, interest and increase sales of goods or services, increase the loyalty of the target audience, increase the number of followers and expand the audience in social networks.

This method can be used in blog posts, promotional materials, videos and social media. If a brand wants to promote its product through storytelling, journalist and copywriter Serhiy Korol recommends:

- involve the hero in a situation that can change him;
- tell the story clearly and emotionally to interest the reader;
- show how the product can improve a person's life;
- give the reader or viewer an opportunity to test how your product works[1].

A marketing complex is used to promote the company and its products on the market. The classic model of this concept is known as the 4Ps and includes product, price, place and promotion. There is also a similar complex in storytelling.

1. "Target" - the story should be relevant, understandable and interesting for the target audience. Before starting storytelling, it is important to think carefully about what exactly you want to tell, to whom and for what. This will help you weed out inappropriate ideas, develop characters, find the right words and create the right message that can evoke certain emotions.

2. "Plot" is the frame on which the whole story is built. A good plot should have such

elements as an introduction, development, climax and denouement.

3. "People" - in order for the story to impress customers, it must have a main character. The description of his characteristics, life circumstances, relationships with other characters and the environment is the key to an emotional connection with the target audience. The story with living objects becomes alive, dynamic and interesting. That is why companies often bring their products to life in storytelling: toys, books, food and much more.

4. "Location" - the place of action plays an important role in storytelling. This is a detail that confirms the truth of the story and is its basis. Therefore, it is important to pay special attention to the description of where and under what circumstances the described brand events take place [2].

The story should unite the brand with the target audience, bring it closer to the customers, be remembered and evoke an emotional connection. To achieve this, it is important to follow some basic rules.

It is also worth noting that certain techniques can be used to successfully create storytelling, which are already quite systematized. It is accepted to distinguish 8 classic techniques:

Monomyth (or "hero's guide"). This storytelling technique is very popular due to its simplicity. It is used in movie plots, cartoons, theater productions, fairy tales, legends, short stories and various stories. The monomyth describes the hero's journey, his adventures, the way to the goal, overcoming difficulties and transformation.

Mountain. This storytelling technique is similar to a monomyth, but describes ups and downs. There is a beginning, moments of high tension or drama, and a climax. The "mountain" technique is used in long stories, television series and commercials with many storylines.

False start. Stories written using this technique are distinguished by a sharp 180-degree turn of the plot at the moment when the resolution seems obvious to the reader or viewer. Such storytelling captivates and even lowers the reader's bees. Just when he thinks he

has it all figured out, a return to the starting point shocks him. Strong emotions are remembered, increase engagement and help to feel sympathy for the brand.

Inside the event. This technique involves telling the story from the middle, right from the main event. This approach instantly attracts attention, draws you into the story and motivates you to read or watch to the end to understand how the main character ended up in this or that situation, or why a certain event happened.

Coincidence of ideas. A technique that allows you to show how different ideas, people, events can converge at one point, lead to the same decision or result. This storytelling technique describes two or more different stories that intersect at one point.

Nested loops. This is a story within a story. Visually, this technique can be depicted as circles on water. In the center is the key idea of storytelling - the core, then round by round with the help of stories the key idea is revealed or explained.

Sparkline. Such storytelling involves presenting the essence of the story through contrast or comparison. For example, how it is and how it could be, or how some people fail in certain circumstances and others succeed. The Sparkline technique is the basis of the popular Fairy detergent commercial, in which the residents of Villaribo and Villabajo fight grease.

Petals This technique involves developing several stories around a key idea. Schematically, such storytelling is depicted in the form of a flower. In the middle is the central concept, and the petals are unrelated stories that reveal the key idea[3].

To determine which scenario is right for you, you first need to conduct some analysis and form answers to the main questions: who is your target audience, what exactly is the

purpose of storytelling (for example, informing, attracting or selling) and what effect the brand wants to achieve by using this tool. After that, you can choose the scenario that suits you best.

Storytelling can be used everywhere: any social networks, advertising on TV and radio channels, outdoor advertising, events, landing pages, email distribution. The main thing is to take into account all criteria and factors when creating it[4].

Thus, storytelling is a great PR technique that can significantly increase viewer engagement in content and brand engagement, but the main thing is to prepare by researching your audience, choose the right script, and stick to it. Storytelling is an interesting and exciting story for the viewer, which will motivate him to take actions required by the brand.

The practical significance of the research results lies in the fact that the author provides an explanation of how the storytelling technique works and what it consists of, as well as provides an overview of classic scenarios that are used to build powerful and effective storytelling.

Also, the analysis of information on this topic emphasized that storytelling has its own clear rules, despite the fact that it may seem like a very easy tool. And these rules are important to study and take into account.

So, storytelling significantly contributes to the success of a company's PR strategy, helping to attract and retain stakeholders, build trust and emotional connection with the audience, and differentiate the brand from competitors. Using this technique requires creativity, dexterity and careful planning, but it gives incredible results in the form of increasing interest in the company and maintaining its reputation.

Keywords: storytelling, PR, reputation, storytelling technologies

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