

# ONLINE VIDEO NARRATIVES - STRIKING THE RIGHT CHORDS?

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## ABSTRACT

*This article aims to study emotional response by viewers of on-line narrative advertisements. It compares the advertisement content and viewer's emotional response to it. To this end, the authors have collected viewers' comments on online narrative advertisements from Facebook, a prominent social network platform (SNP). Where upon, the comments were quantified using text analytics. National Council for Research (NRC) emotional lexicon were used for this purpose. Results show that, there is difference in intended and perceived emotions towards online narrative campaigns. From theoretical point of view, this work sheds light on transportation and gratification theories of consumer engagement in context of narrative advertisement. Results of the study are very promising in throwing light on the brand perception created via the narratives.*

**Keywords:** Narratives Advertising, Transportation Theory, Gratification Theory, Lexicon Analysis, Text Analytics.

## INTRODUCTION

Nowadays marketers give importance to developing strong consumer brand relationship. They strive to create an image of their brands which connects with consumers' emotions. In order to do so they continuously work towards right positioning of their brands in market. The advent of technology and social media has changed the way marketers advertise their products. Social media has allowed marketers to directly reach consumers. Brands are utilizing this mode of communication to engage with consumers by establishing their presence on the social network platforms (SNP). With this, new age advertising tools like online video narratives are becoming popular, where they are being used as a means to achieve desired engagement with end users. These narratives cast an impression on the viewers, which results in building perception towards the brand. They attempt to evoke the emotions of consumers with the help of an involving story and transporting them to another emotional state. Presently, online video narratives are becoming increasingly popular with brands. This is because the effects of an engaging online narrative are above and beyond the advertisement itself.

Since, the companies are increasingly investing in promoting their brands through online video narratives; this study aims to analyze this relatively new format as a tool for consumer engagement. It has made an attempt to understand the effectiveness of narrative advertisements in transporting viewers to intended emotional state. The study thus, sheds light on what may be the viewer's emotional response to the advertisements. The work revolves around online journey of audiences, which starts from viewing the narrative advertisement to expressing their views. In the present study given its aggressive narrative based campaigning on Facebook, BIBA which is