

CONTENT ANALYSIS OF STORYTELLING ELEMENTS AND BRAND ARCHETYPE OF LINKEDIN AD CAMPAIGN*KONTEN ANALISIS MENEGNAI STORYTELLING ELEMENTS DAN BRAND ARCHETYPE DARI KAMPANYE IKLAN LINKEDIN*

by:

Fyolin T. Maatota¹**Joyce Lapian²****Maria V. J. Tielung³**

^{1,2,3}International Business Administration Management Program
Faculty of Economics and Business
Sam Ratulangi University Manado

Email:

[¹fmaatota@gmail.com](mailto:fmaatota@gmail.com)[²lapianJoyce@gmail.com](mailto:lapianJoyce@gmail.com)[³mariatielung@unsrat.ac.id](mailto:mariatielung@unsrat.ac.id)

Abstract: In a brand management context, storytelling became a valuable instrument to positively affect consumer brand perception and related behavior. With LinkedIn as the object, this research purpose is to understand how it integrates its ad campaign and develops its storytelling. This research is a qualitative exploratory research and content analysis is used to analyze the data. The result shows that LinkedIn use storytelling to communicate messages that reflect on the company core values. Through the campaign, LinkedIn present people's life experiences and conflict that their members who is trying to establish career and passion can relate to. The dominant subthemes: Opportunity, Passion and Caring shows how the conflict rising when the ad representative trying to do or keep doing what they believe and passionate about. This story also progress in: The Quest, Rags to Riches, and Overcoming the Monster storylines. Additionally, LinkedIn is depicted with the archetype of Caregiver as a connector that helps its member to achieve their mission and goals. For brands and marketer, it is recommended to make ads more relatable with everyday lives, including the consumer to participate and build a communication and relationship through more living experience and dialogues.

Keywords: *storytelling, brand archetypes*

Abstrak: Dalam konteks brand manajemen, storytelling menjadi instrumen yang berharga untuk mempengaruhi persepsi konsumen dan perilaku terkait. Dengan LinkedIn sebagai objek, tujuan penelitian ini adalah untuk memahami bagaimana LinkedIn mengintegrasikan kampanye iklannya dan mengembangkan storytellingsya. Penelitian ini adalah penelitian eksplorasi kualitatif menggunakan konten analisis untuk menganalisis data. Hasilnya menunjukkan bahwa LinkedIn menggunakan storytelling untuk mengkomunikasikan pesan yang mencerminkan nilai-nilai inti perusahaan. Melalui kampanye ini, LinkedIn menghadirkan pengalaman hidup dan konflik yang dapat dipahami oleh orang-orang yang mencoba untuk membangun karier mereka. Dominan tema: Peluang, Gairah, dan Peduli menunjukkan bagaimana konflik meningkat ketika perwakilan iklan berusaha untuk terus melakukan apa yang mereka yakini dan sukai. Kisah ini juga berkembang dalam plot: The Quest, Rags to Riches, dan Overcoming the Monster. Selain itu, LinkedIn juga digambarkan dengan brand archetype Caregiver, sebagai konektor yang membantu anggotanya untuk mencapai misi dan tujuan mereka. Untuk brands dan marketer, disarankan untuk membuat iklan lebih berhubungan dengan kehidupan sehari-hari, melibatkan konsumen dan membangun komunikasi dan hubungan dengan pengalaman hidup dan dialog.

Kata kunci: *storytelling, brand archetypes*

INTRODUCTION**Research Background**

We live in an attention economy: there is so much choice and opacity that consumers cannot spend their time comparing before they make choice (Kapferer, 2012). People are exposed to an increasing number of advertisements every day. Hundreds of items compete to attract the consumers attention. We have no time and even if we did, we cannot be certain of being able to determine the right product or service for ourselves. And since numbers of brands with similar products have joined the market competition, it became difficult to differentiate one from the other. We were given a lot of similar products among which to choose. Therefore brands must convey certitude and gain people's trust brand must remind consumers why their purchase was worth it. They are a time and risk reducer. The perceived risk could be economic (linked to price), functional (linked to performance), experiential, psychological (link to our self-concept), or social (linked to our social image), (Kapferer, 2008). We are surrounded by numerous brands today. But only a few brands stand out from the others. It is because, in our materialistic societies, people want to give meaning to their consumption (Kapferer, 2008). Accordingly, Twitchell (2004) affirm that brand stories infect us because we desperately want meaning, and things cannot supply it, so we install it and here is where branding plays an important role. Hence, this made the application of stories to inanimate objects plausible, in consequences to the Industrial Revolution era, where objects of people's dreams became material, so they started to spiritualize products that were being produced, to give them a transcendental effect (Seguí, 2014). And here where branding play an important roles, because, only brands that add value to the product and tell story that reflects the brand value and can create an emotional bonding with the consumers can win the market.

Meanwhile, in today's digital economy brands have less control over their messaging, it is customers who define the rules of brand engagement according to their needs, motivations, and goals (Keller, 2009). Dawson (2011) stated that brand stories are no longer about consumerism, but rather about community and empowerment. Which means that brand were no longer treated as a plain objects but as identities that had to talk to consumers and captivate them by telling them stories that had something to do with their expectations and the way they saw the world. This new management paradigm indicates that 'brands should live as a part of consumers' life stories: sharing values and helping consumers to achieve their goal' (Atkin, 2004). Because when brand marketers adopt an engagement perspective, the brand's messaging shifts from a transactional perspective to an interactional perspective where the brand becomes a part of the consumer's own identity (Ashley and Tuten, 2015). As advertisement became one of the tools to build a brand, there is a problem with the current advertisement, because mainly it is just one-way communication. This is why a new way of doing advertising and telling stories was needed.

Storytelling is a popular term in many areas of business, particularly, in a brand management context, storytelling became a valuable instrument to positively affect consumer brand perception and related behavior. Communicators are thriving to find and deliver the story behind brands and organizations in order to set a differentiation in an extremely cluttered business environment (Seguí, 2014). In brand communication, the purpose of storytelling is to convey a positive brand image (Fog et al., 2005). But companies must start with developing a well-thought-through brand persona before placing the brand in a story since the strength of a brand stems from the strength of a brand's persona (Herskovitz and Crystal, 2010). Like a traditional storytelling, branding storytelling has a main character that delivers the brand value. This is called brand archetype. When the brand archetype meets consumer's unconscious desire or an ideal self, the brand becomes iconic.

Based on this reason of how crucial storytelling and brand archetype in branding, the questions arise is, how exactly brand use storytelling elements in creating the story they spread about their brand and how brand archetypes play its role in storytelling, this research aim to identify how brand use storytelling trough identifying the storytelling elements embedded in LinkedIn ad campaign and the brand archetypes represent LinkedIn characteristic in its ad campaign.

Research Objectives

The objectives of this research is:

1. To identify how LinkedIn use storytelling techniques in the ad campaign.
2. To identify the storytelling elements in LinkedIn ad campaign *In It Together*.
3. To identify the brand archetype in LinkedIn ad campaign *In It Together*.

Storytelling in Branding

Research from Dooley (2010) stated that our decision-making system is more likely to get affected by non-rational thinking process than the rational thinking process. It means that we do not always making the best decision when we buy a product and services, we are still get affected by our emotion when we are making decision. Emotional branding is a customer-centric strategy to build and maintain relationship with customer through storytelling in order to strengthen customers bonds with brands (Gobe, 2010). The whole main idea of emotional branding is to create emotional bonding between consumers and brands through a story-driven communication (Roberts, 2005). And this strong customer-brand relationship particularly grow when branding use narratives and tactics that show an empathetic understanding towards consumers' inspiration, aspirations and life circumstances that generate warm feelings of community among brand users (Fournier, 1998). The idea is to connect consumers and brands through inspiration, which conventional product-oriented branding has missed (Gobe, 2010).

The Element of Storytelling

Bennet and Royle (2004), defined stories as "series of events in a specific order, with a beginning, middle and an end." Every story will always have these four basic elements: 'message, conflict, character, and plot' (Fog et al., 2005). In advertisement brands' message is what brands want to convey about their brands (Fog et al., 2005). In the perspective of company storytelling, it is important to have a message that reflects positively upon the brand. In storytelling the messages get across through conflict and its resolution (Fog et al., 2005). The message should work as a central theme throughout the story (Chauvet and Vesterlund, 2018). Conflict is the driving force of a good story (Fog et al., 2005). In a corporate story, the conflict could be something that disturbs the story core message. The third element that is necessary for storytelling is the characters, they are needed for the conflict to play out and for the story to keep going (Chauvet and Vesterlund, 2018). The plot is referred to as the concept of how the story should progress, the story must have a structure in order to maintain its interest from the audience. Generally speaking, traditional storytelling can be segmented into three parts: beginning, middle, and end (Fog et al., 2005).

Archetypes in Branding

According to Jung (2014) an archetype is an unconscious primary form, an original pattern or prototype in the human mind; which is not learned or acquired but is embedded in human psychology from birth. The use of archetypes in brand story helps consumers connect with the brand and other consumer, it also presented the products and brands in a meaningful way (Ballester and Sabiote, 2016). Based on the study of Mark and Pearson (2001), the symbolic meaning of the brand arises when the company's product or service is associated with a brand archetype.

Conceptual framework

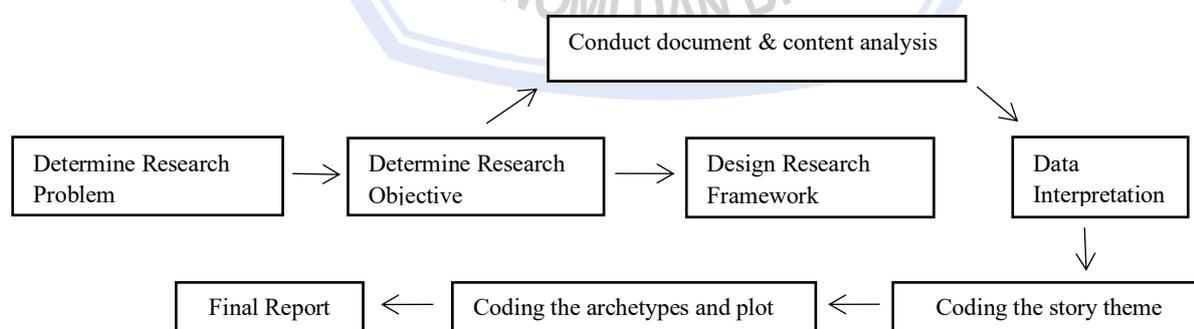


Figure 1. Conceptual Framework

Source: *Data Analysis Method*, 2019

Research Approach

This research is exploratory research, using qualitative data analysis. And content analysis is used to identify the content and structure of the story in order to understand the latent meaning of the story and to determine the presences of story elements in LinkedIn ad campaign. Aims to discover what are the storytelling elements and archetypes present in LinkedIn in ad campaign *In It Together*, this research takes case study approach because this research focuses intensively on particular objects and phenomenon that is LinkedIn as the object and storytelling elements and brand archetypes as the phenomenon under research.

Population, Sample and Sampling Technique

The population is of this research is all the brand that use storytelling in their ads, but since this research is a case study, the author choose one specific brand, in this case is the ad campaign of LinkedIn '*In It Together*.' And this research will use purposive sampling technique, with samples drawn using specific criteria that meets Fog et al. (2005) basic criteria of storytelling: message, conflict, characters, and plot.

Data Collection Method

This research used unobtrusive data collection. Unobtrusive research refers to methods of collecting data that don't interfere with the subjects under study. Thus this study used secondary data. Secondary data are data that previously have been gathered by someone other than the researcher and/or for some other purpose than the research project at hand. And in this case, the researcher gathers the data from LinkedIn official website, blog, and YouTube channel.

Data Analysis Method

One way of conducting unobtrusive research is to analyze texts. And texts come in all kinds of formats. At its core, content analysis addresses the questions of "Who says what, to whom, why, how, and with what effect?" (Babbie, 2010). Content analysis is 'an empirically grounded method, exploratory in process, and predictive or inferential in intent'. That is to say that it is concerned with the examination of the form, content, and purpose of a communicated message. Another way to think of content analysis is as a way of studying texts and their meaning. It is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use' (Krippendorff, 2004). Text is used to describe when an interpretation of meaning is made from everyday items such as books, films, furniture, or ornaments; 'we treat that item as a text, thus a text is something we can make meaning from' (McKee, 2002). In this investigation, an advertising campaign will be studied as the exemplification of brand as advertising is a method of brand communication (Scherer and Jackson, 2008). The selected advertisement campaign's stories are coded according to the researcher's independent selection. Further, this study acknowledges that as advertising can be read as a text, so too can brand (O'Reilly, 2005). Therefore for this study, researcher will use qualitative content analysis.

Content Variable

The coding process starts from making sure that the ad campaign met Fog et al. (2005) criteria of storytelling basic elements. And once the stories had been transcribed, content variables were coded. First, the codes are established to identify the theme story of LinkedIn ad campaign. 10 codes (Table 1) are developed based on the most presented theme in the ad campaign and the codes are measured to determine the dominant themes of the ads in order to identify the message and conflict of the ad campaign. After the dominant theme of LinkedIn are identified, using Jungian archetypes (Table 2) the ad campaign content will be identified in order to answer the question of what are the characters embedded in the story. And finally the plot will be identify (Table 3) using Booker (2004) seven basic plots.

Table 1. LinkedIn Ad Campaign Themes

Codes	Descriptions
Passion	Reaching and strive for dreams, doing things because of passion, future plans, and make great efforts to achieve purpose
Encountering	Encountering new place, foreign or distinct cultures to one's own, new job, new challenge and stories of diversity

Challenge	Experience challenges and drawbacks; being placed in a difficult, stressful, problematic situation; being put outside of one's comfort zone and facing new experiences that are challenging.
Courage	Be courageous and face any adversity, overcoming these problems, and presenting solutions and solving the issue.
Community	Network, place full with empowerment and support, finding mentor and guidance, create and make connection. Sharing an experience with others and being part of a larger social group; sharing one's resources, experiences, knowledge with others, use something jointly with others.
Caring	Displaying kindness and concern for others; the work or practice of looking after those unable to find help themselves and vulnerable people, especially kids or persons who facing layoffs or have a disability.
Self-improvement	Strive to be a better self, either improving personally or professionally, growth, career progression, learning, and education.
Hard-work	An action of a person or a team who's working hard, diligent, committed and being productive to obtain the desired result or purpose. Being resilient in the mid of hardship, challenge, and drawback. Keep working despite no significant result, persistence.
Creativity	The ability to use skill and imagination to produce something new or solve a problem. It can also mean solving problems in a new way; having the ability or power to create.
Satisfactions	Being satisfied with an aspect of their professional or private life; feeling satisfied for achieving, doing or experiencing something; fulfilling one's desires and needs

Source: Data processed, 2019

Table 2. Jungian Archetypes

Archetypes	Descriptions
Creator	Motto: 'if it can be imagined, it can be created.' Their goal is to give form to a vision. Their strategy is to develop artistic control and skill. Their gift is creativity and imagination. The creator also known as artist, innovator, inventor, musician, writer or dreamer.
Caregiver	Motto: 'Love your neighbor as yourself. Their goal is to help others. Their strategy is to do things for others. Their gift is compassion and generosity. Caregiver also known as saint, parent, helper or supporter.
Ruler	Motto: 'power isn't everything. It's the only thing.' Their goal is to create a prosperous, successful family, company or community. Their strategy is to exert leadership. Their gift is responsibility and leadership. Ruler also known as the boss, leader, aristocrat, parent, politician, responsible citizen, role model, manager, or administrator.
Jester	Their motto is 'if I can't dance, I don't want to be part of your revolution.' Their goal is to have a great time and lighten up the world. Their strategy is to play, make jokes, be funny. Their gift is joy. The jester also known as the fool, joker, entertainer, clown or comedian
Regular Guy/Gal	Motto: 'all men and women are created equal.' Their goal is to belong and fit in. Their strategy is to develop ordinary solid virtues, the common touch and blend in. Their gift is realism, empathy, and lack of pretense. Regular gay/gal also known as everyman, the common man, the realist, the citizen, and the good neighbor.
Lover	Motto 'I only have eyes for you.' Their goal is being in relationship with the people, the work, the experiences, and the surroundings they love. Their strategy is to become more and more attractive-physically, emotionally and in every other way. The gift is passion, gratitude, appreciation, and commitment. Lover also known as partners, friends, intimates, matchmakers, enthusiasts, sensualists, and harmonizers.
Hero	Their goal is to exert mastery in a way that improves the world. Their motto is where there's a will, there's a way. Their strategy is to become as strong, competent, and powerful as you

	are capable of being. Their gift is competence and courage. Hero also known as warrior, the rescuer, the superhero, the soldier, the winning athlete, and the team player.
Outlaw	Their goal is to destroy what is not working. Their motto is 'rules are meant to be broken.' Their strategy is to disrupt, destroy, or shock. Their gift is outrageous and radical freedom. Outlaw also known as the rebel, the revolutionary, the villain, the wild man or woman, the misfit, or the enemy.
Magician	Motto 'it can happen.' Their goal is to make dreams come true. Their strategy is to develop visions and live it. Their gift is finding win-win outcomes. Magician also known as the visionary. Innovator, charismatic leader or healer.
Innocent	The innocent's goal is to be happy. Their motto is 'free to be you and me.' Their strategy is to do things right. Their gift is faith and optimism. Innocents also known as traditionalist, naïve, mystic, saint, romantic, dreamer.
Explorer	The explorer's goal is to experience a better, more authentic, more fulfilling life, their motto is 'don't fence me in' Their strategy is to seek out and experience new things, journey, escape from entrapment and boredom. Their gift is autonomy, ambition, and ability to be true to one's soul. Explorer also known as seeker, adventurer, individualist, pilgrim, quester, antihero and rebel.
Sage	The sage's goal is to use intelligence and analysis to understand the world, their motto is 'the truth will set you free.' Their strategy is to seek out information and knowledge; become self-reflective and understand thinking processes, their gift is wisdom and intelligence. Sage also known as expert, scholar, detective, evaluator, advisor, thinker, philosopher, teacher, professional and contemplative

Source: Mark and Pearson, 2001

Table 3. Seven Basic Plots

<i>Basic plots</i>	
Rags to riches	Rising from the ashes. In the beginning, the protagonist (the consumer, the brand) is insignificant and dismissed by others, but something happens to elevate it, revealing it to be exceptional. Brands will often leverage their own story, or even a founder's story, within this theme.
Rebirth	Brands telling stories of renewal describe situations in which an important event forces the main character to change their ways, often making them a better person.
The quest	A mission from point A to point B. the quest is about progression. A protagonist sets out to acquire an important object or to get to a location, facing many obstacles and temptations along the way.
Overcoming the monster	There is an evil force threatening the protagonist who has to fight to overcome it. A brand using this plot makes the customer the hero, or the brands become the tool or weapon to overcome the monster.
Tragedy	A story without a happy ending, which revolves around the dark side of humanity and the futile nature of human experience. It relies on a tragic flaw, moral weakness and/or deep suffering
Comedy	A story with a happy or cheerful ending, in which the central motif is triumph over adverse circumstances, resulting in a successful or happy conclusion.
Voyage and return	The protagonist goes to a strange land and, after overcoming the threat posed to him or her, returned with nothing but experience. This represents the progression from naivety to wisdom

Source: Booker, 2004

RESULT AND DISCUSSION

Result

Subtheme Presences in the Ad Campaign

Figure 2 present the result of the content analysis of the ad campaign themes. The result shows that the most present subtheme in the ad campaign is Opportunity, with 55% always present in the ad. Then Passion, which occupy 52.5% of the ad and Caring which 50% always present in the ad.

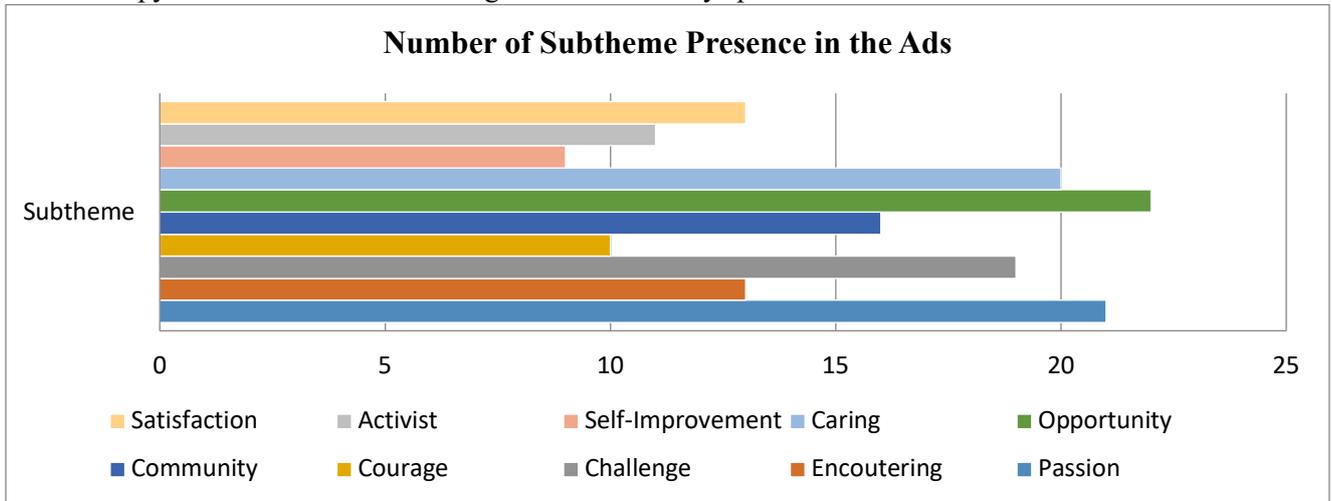


Figure 2. Subtheme Presences in the Ad Campaign

Source: Data Processing, 2019

The result of content analysis on the ad campaign found that there are three kind of plot present in the ad campaign. The most common plot is The Quest, which 65% present in the ads. And Rags to Riches also present in 20% of the ads. And the last plot that contained in 15% of the ad is Overcoming the Monster.



Figure 3. Story Plot

Source: Data Processing, 2019

The Brand Archetype of LinkedIn

The content analysis of LinkedIn ad campaign shows that LinkedIn brand archetype is as The Caregiver. The Caregiver at its core is an altruist. They're driven by compassion, generosity and a desire to help others (Mark & Pearson, 2001). And this can be seen as the user of LinkedIn in the ad says that LinkedIn help them to connect with others and creates an opportunity to a new job.

Table 4. LinkedIn Brand Archetype

The Caregiver	
Desire	: Protect people from harm
Goal	: To help others
Fear	: Selfishness, ingratitude
Strategy	: Do things for others
Trap	: Martyrdom of self, entrapment of others
Gifts	: Compassion, generosity

Source: Mark and Pearson, 2001

Discussion

The Conflict

Conflict is the driving force of a good story, no conflict, no story (Fog et al., 2015). A conflict then is a change in a story that disturbs this sense of harmony. This is why good stories captivate us, they address our emotional need to bring order to chaos. In storytelling, conflict is not negative, it is a fundamental premise on which the narrator can communicate his or her perceptions of right and wrong (Fog et al., 2005). As a result of the content analysis, The Quest is the most dominant plot present in the ad, it present in 65% of the ad campaign. The Quest is about how someone trying to overcome an obstacle and keep persevering, to achieve something. It is all about progression. And the rest 20% of the ads progress in the theme of Rags to Riches which about someone who's rising from the ashes, meaning starting all over again, building their career from the bottom again. While 15% of the ad is about Overcoming the Monster, is about how one faced external or internal force and trying to overcome it. And combine with the main subtheme, where Opportunity, Passion, and Caring as the most predominant subtheme, it shows the conflict arises when each person trying to achieve their goals and dreams or to get out from their current situation.

The Character

Like a traditional storytelling, branding storytelling has a main character that delivers the brand values. From the content analysis it is found that LinkedIn brand archetype is as The Caregiver. The content analysis shows how users, describe LinkedIn as a really useful tool and resources for connecting. The Caregiver anticipates people's needs, seeing what will make them feel secure, safe, and nurtured (Mark and Pearson, 2001). This aligned with the characteristic of LinkedIn as caring and connecting.

The Plot

The plot is about how a story should progress. Generally speaking, a traditional story is a series of events in a specific order that can be segmented into three parts: beginning, middle, and end (Boje, 1995). In this ad campaign, The Quest is the dominant plot in the ad campaign. It is about overcoming an obstacle to progress or achieve something. Typically the story in the ad campaign with The Quest plot will begin with the person telling who they are, what are they passionate about, their goals and dreams. Then the story will shift as they encounter an obstacle, whether is about trying to stay afloat in their job or searching for a new job that match their passion, and it will resolve with the person using LinkedIn to connect with others either it's with the employers or someone who will collaborate with them. Then 20% of the ads present with the plot of Rags to Riches. This about how one's rising from the ashes, meaning starting from the bottom again. While the rest of 15% display the plot of Overcoming the Monster. It is about how one keep persevering in the mid of hardship and obstacle.

The Message

For most companies, a story is used to communicate messages that reflect positively on the company brand. And this central message or premise of the story is an ideological or moral statement that works as a central theme throughout the story. As the campaign main theme, *we are in it together*, LinkedIn presents stories from people with different background, nationality dreams and, passions. In their tag line *whatever you are in it, we are in it together* it is obvious the message they trying to convey is whatever your passion, dreams, and goals, you are not alone. Be part of LinkedIn community and connect with others and find a community because we are in it together. And from here, we can derive the core message of this campaign is we need each other. Especially when we struggling either to realize our dreams or pursue our goal we need others help. And through collaboration and help of others, we can do bigger things.

Brand Archetypes

As identified from the content analysis performed, the Caregiver reflected the characteristic of LinkedIn in its ad campaign. The archetype of Caregiver shows that LinkedIn as the Caregiver helping people to connect to make them more productive and successful. *In It Together* ad campaign, LinkedIn positions itself not only as a networking app but also as a facilitator of realizing passion and dreams.

CONCLUSION AND RECOMMENDATION

Conclusion

Throughout the ad campaign *In It Together*, LinkedIn presents people's life experiences and conflict that their members can relate to. LinkedIn use story to communicate messages that reflect on the company core values. And these core values are depicted throughout the ad campaign, as the central theme. From the dominant subtheme which Opportunity, Passion and Caring it shows how the conflict is rising when the member, or the ad representative trying to do or keep doing what they believe and passionate about. And this story progress in three kind of storyline which are, The Quest, Rags to Riches, and Overcoming the Monster. And while overcoming this obstacle the members are depicted in various type of character while LinkedIn depicted as the Caregiver. As the main goal of Caregiver is to help, LinkedIn here also depict as helper, precisely a connector, which help their member to achieve their mission and goals.

Recommendation

For the brands who want to create an ad campaign or just to create advertising in order to communicate about who they are, it is better to communicate it with the truth. Tell how good your product or service but do not over exaggerated. Therefore it is better to communicate less about the competitive advantage of your brand but just got to the point of how it impact customer everyday life and better to tap into our emotions, dreams, passion and feeling. For marketer, this research has shed a light on how one-way communication in advertising is not working anymore, therefore, it is recommended to approach marketing in a new way, either make it more relatable with people everyday experience or including the consumer to participate and build a communication and relationship through more living experience and dialogues. And while this research are not dive into the cultural aspect, which is important in order to understand the context of an ad campaign, therefore it is encourage for further research to include culture as one of the research component to observe.

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