

Analyzing Digital Storytelling and Brand Building Campaigns

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ABSTRACT

The social media is disrupting the PR campaign cycles; it is being displaced by social media campaign tactics which belong to an entirely different ecosystem where the act of sharing social media content generates publicity in lieu of a campaign event. Social media is often associated with reputation management and brand awareness, but when used well in PR campaigns, it can also lead to conversion, help with brand positioning, and ensure the ongoing viability of the business. Today, the significance of digital storytelling and public relations has increased significantly. Harnessing the power of storytelling, a company can influence the perception of its brand and products and create emotional connections with customers. The USC Centre for Public Relations in its “Global Communications Report 2017”, maintains the top three trends identified as: Digital storytelling; Social listening; Social purpose. The 2023 report titled; ‘New reputation’ explores the evolving nature of corporate reputation. The engagement between the consumers, employees, and investors to build reputation is nothing but story telling. A public relations team needs to be aware of the value of storytelling. It is crucial to concentrate on the issues and problems that your audience faces and how those difficulties can be resolved. It would be interesting to study, how award-winning PR campaigns used story-telling on social media. To study the topic, the paper employs collective case-study approach. The methodology would entail to select award-winning campaigns of the year and then study the social media campaigns of these brands as case studies. The cases would then be analyzed on various aspects: The storyline; the digital story-telling, audio/video/ interactive websites/games etc.; social listening: social engagements, linear/nonlinear; consumers leading the conversations; investor stories; social purposes; engagements and interactions. The paper is significant as today the corporates and brands must go beyond pitching products. It is much more important to be authentic, and engage with the audience and the media. PR can witness the good story grow, evolve, and inspire new ones to do their job. The outcomes of the study would put light on the digital story telling importance and its role in brand building.

Keywords: Social Media, Digital Storytelling, Corporate Communication/ Public Relations, Social Media/Digital Engagements, Brand Building

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Digital storytelling has grown in importance as an effective tool for brands trying to engage with their audience meaningfully and significantly. Brands must come up with innovative strategies to connect with their target audience in the digital age where consumers are inundated with information and ads all the time. Through gripping narratives and multimedia components, digital storytelling presents a special chance for brands to express their identity, values, and message.

Digital storytelling, at its foundation, is the craft of telling a story through digital media. Images, videos, interactive content, social media posts, and more can all fall under this broad category. Through the utilization of these multimedia components, brands can offer their audience a more captivating and immersive experience that will grab their interest and stick with them.

Additionally, digital storytelling facilitates more interactive and participatory brand-audience engagement. Brands can cultivate a feeling of community and belonging among their customers by producing content that invites users to engage, share, and interact with the brand. This improves the bond between the brand and its target market and opens doors for word-of-mouth advertising and user-generated content.

Interactive storytelling experiences can encourage active engagement from consumers, allowing them to explore products or services in a more immersive way. Interactive elements such as quizzes, polls, or product configurators can help consumers envision themselves using the product or service, increasing their likelihood of making a purchase.

These days, social media is upending PR campaign cycles and replacing them with social media campaign tactics. These come from a whole different ecosystem, where sharing content on social media gets publicity instead of a campaign event. Social media is often associated with reputation management and brand awareness, but when used well in PR campaigns, it can also lead to conversion, help with brand positioning, and ensure the ongoing viability of the brand.

Digital storytelling and public relations are more crucial than ever in the modern era. By utilizing the power of storytelling, a business can affect how consumers view its name and line of goods and forge emotional bonds with them. The top three trends—digital storytelling, social listening, and social purpose—remain unchanged from the USC Center for Public Relations' "Global Communications Report 2017".

The 2023 report titled; "New reputation," examines how corporate reputation is changing. Storytelling is the only activity that takes place when customers, staff, and investors interact to develop a reputation. A public relations team needs to be aware of the value of storytelling. It is crucial to concentrate on the issues and problems that your audience faces and how those difficulties can be resolved.

It was interesting to study, how award-winning PR campaigns used story-telling on social media. To study the topic, the paper employs collective case-study approach. The paper is significant as today the corporates and brands must go beyond pitching products. It is much more important to be authentic, and engage with the audience and the media. PR can witness the good story grow, evolve, and inspire new ones to do their job.

The outcomes of the study would put light on the digital story telling importance and its role in brand building. The storyline; the digital story-telling, audio/video/ interactive websites/games etc.; social listening: social engagements, linear/nonlinear; consumers leading the conversations; investor stories; social purposes; engagements and interactions are the important factors of interest.

REVIEW OF LITERATURE

1. “Digital Storytelling and Brand Building by Bridget Tombleson and Katharina Wolf of Curtin University”.

The paper discusses how the need to connect and communicate with diverse audiences across multiple channels and platforms has made digital storytelling for brands an indispensable skill in the twenty-first century. For many professionals in the fields of business, communication, marketing, and public relations, as well as content creators and journalists, the ability to comprehend narratives has become a prerequisite. It emphasizes that "the more digital we become, the more we crave to feel human," and that genuine connection can be made in this very space through digital storytelling, which can cut through the noise of the digital world.

2. “A Thematic Review on Digital Storytelling (DST) in Social Media by Ameer Fathima Musfira of South Eastern University of Sri Lanka, Nurulhuda Ibrahi Universiti Utara Malaysia, and Harryizman Harun Universiti Utara Malaysia.”

This paper aims to elucidate the ways in which digital storytelling is currently widely employed on social media platforms for a variety of purposes, including journalism, campaign management, and marketing. No thorough, thematic, or systematic review of digital storytelling in social media has been carried out. Considering this, the purpose of this paper is to present a thematic review of social media digital storytelling. A thematic review of fifty articles published between 2016 and 2021 was conducted. These 50 distinct studies were chosen because, considering the review's research question, they satisfied the inclusion requirements. The findings suggested that social media digital storytelling was suitable for branding and advertising purposes in marketing. In addition, these fields have been greatly impacted using digital storytelling in social media over the years for training, education, professional development, community development and services, organizing campaigns, and therapy. Authors of case studies, essays, and other research articles have listed several advantages of employing digital storytelling in social media.

3. “Storytelling for Hearts: Brand–Consumer Conversations in the Digital Age by S. M. A Moin, Queen Mary, University of London”.

The chapter focuses on brand storytelling techniques that encourage brand-consumer conversations in the digital age, drawing on research related to emotion, persuasion, and the constructivist brand paradigm. In addition to describing various brand narratives, including tactical and strategic ones, the chapter discusses the craft of creating compelling brand narratives that captivate, inspire, and influence consumers.

4. “People Make Places, What Do Stories Do? Applying Digital Storytelling Strategies to Communicate the Identity of Cities and Regions by Sara Clara, Belem Barbosa”.

The primary goal of this chapter is to examine the ways in which cities and regions can use digital storytelling techniques to connect with and engage their target audiences. Although there is a growing corpus of literature on digital storytelling, there are still few contributions and examples pertaining to cities and regions. The storytelling techniques of advertising campaigns featuring three cities and two global regions are examined in this chapter. Every

narrative example is analysed and evaluated using a theory-driven framework. This study shows that digital storytelling is a valuable tool that should be considered because it provides marketing and communication managers with several pertinent benefits. It also makes it possible to develop a place's image and communicate its identity consistently, working together with a variety of stakeholders, including the target audiences. It further demonstrates the range of approaches namely, narrative, perspectives, and medium components that place branding strategies can adopt.

5. “The Impact of Storytelling Advertising on Consumer Advertising Experiences and Brand Equity by Vibhu Teraiya, Sooraj Namboodiri and Rachita Jayswal”.

The paper discusses effective ways to engage viewers and elicit an emotional response from them through narrative-driven video advertisements. Long-form videos can influence viewers with a genuine and captivating brand story, fostering positive brand associations, in contrast to shorter forms of advertising like TV spots and print advertising. By employing structural equation modelling in SPSS Amos 25.0, we empirically examined the effects of narrative transportation brought about by audio-visual storytelling advertising on consumers' affective, sensory, cognitive, behavioural, and brand equity states. Our findings bolster the hypothesis that different brand effects are related to narrative transportation elicited by ads. On all types of advertising experiences, we also assessed the moderating impact of previous negative online purchase experiences, or POPE. The impact of high-quality competing advertising on the impressions formed by consumers who have had negative prior experiences and the strategies employed by brands to use negative experiences build positive equity for their brands. Implications and discussions are covered in the paper.

6. “Long-duration Storytelling: Study of Factors Influencing Retention Ability of Brands by Tripti Dhote and Vishal Kumar”.

The paper discusses that how it has become difficult to effectively communicate brand messaging to the intended target audience in the cluttered context of today. Choosing the best impact is difficult because there are so many brands and distribution channels to choose from. Long-duration storytelling is one format that has become popular recently. The format is becoming increasingly popular as a creative strategy because it can engage audiences and make a lasting impression on them. In addition, the trend indicates that brands that embrace storytelling are eschewing the 30- and 45-second formats resorting to longer ones lasting more than 60 seconds. While research has shown that brand elements and other factors, such as culture and family, can influence customer attitudes through storytelling, marketers also attempt to influence customer behaviour by incorporating elements of storytelling that demand realism, conciseness, reversal, humour, and personal relevance. However, despite recent advancements, little research has been done on long-format storytelling beyond 60 seconds. The goal of this study is to determine what factors can affect a brand's ability to be retained in commercials longer than 60 seconds. The study's practical implications are significant because it aims to help media and brand practitioners maximize the impact of long-duration storytelling beyond 60 seconds.

Research Objectives

- To study how digital storytelling is building strong brands.
- To analyze how different concepts are being used to create brand awareness.
- To examine how personal experience has been used by brands to connect with the audience.
- To analyze how historical or cultural references are given in the campaigns.

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- To understand how emotional appeal is used in digital storytelling to build a deeper connection with the brand.
- To analyze whether digital storytelling leads the target audience to call to action.

METHODOLOGY

- The methodology entailed to select award winning campaigns of the year and then study the social media campaigns of these brands as case studies. The cases were then be analyzed on various aspects.
- The study is based on award-winning campaigns in Digital Domain given by prestigious Economic Times known as ET DigiPlus awards 2023.
- To study how digital storytelling is building strong brands following eight campaigns under four different categories have been selected as given below:

I. Digital Campaign Targeting the Millennials

1. Google Voice Search and Toaster India - #Bolnesesabhoga.
2. The Belgian Waffle Company, National Waffle Day - #Get Waffling.

II. Regional Digital Campaign

3. Wipro Softouch Fabric Conditions and Karikku Agency – Softouch #Blackismyfavouritecolour.
4. Britannia and Bigcity Promotions – Britannia milk biki's nickname contest.

III. Use of Storytelling

5. ITC engage and PR pundit – ITC engage suddenly.
6. Luminous Power Technologies and Autumn Grey – Women in energy.

IV. Use of Social Media

7. Goibibo – Its ridiculously practical.
8. Mountain Dew & Edelman India - Democratizing courage in the world's largest democracy – a mountain dew story.

The above-mentioned award-winning campaigns were analyzed based on the following elements:

1. **Concept**
2. **Historical/Cultural Reference**
3. **Personal Experience**
4. **Emotional Appeal**
5. **Call to Action**

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DATA ANALYSIS

The data is analyzed based on the methodology devised.

Table 1: Category I, Digital Campaign Targeting the Millennials

Campaign Number	Award Winning Campaign	Digital Storytelling and Brand Building Elements	Analysis
1.	Google Voice Search and Toaster India – #BolneSeSabHoga	Concept	The campaign showcased the triumphs of four females, World Boxing Champion Nikhat Zareen, Body Building Champion Kiran Dembla, Climate Advocate Prachi Shevgaonkar, Founder of Cool the Globe App, and India's first K-pop idol Sriya Lenka, who overcame all obstacles and social criticism to achieve their goals. Through a juxtaposition of Logon Ne Kaha vs Maine Bola, it demonstrated how these women used Google Voice Search and found their voice.
		Historical/ Cultural Reference	The campaign gave a cultural of a pervasive social issue where women had experienced a range of issues during different stages of their lives, right from gender discrimination, sexism to derogatory remarks, which has always been a barrier to their career and success.
		Personal Experience	As per Toaster India “within 72 hours of the launch of the campaign they could gather 21.1k conversation about the campaign with positive feelings. National media also picked up the films naturally and praised google for using Google Voice Search as a tool through which women can draw inspiration to break the social barriers and norms and come out winning and victorious.” (2023) It shows that audience could connect with the stories of empowered women and had a good personal experience while viewing the digital ads.
		Emotional Appeal	By taking a strong stance against a relevant social issue i.e. society's persistent attempts to prevent women from realising their full potential and advancing in their career it tried to evoke strong emotions in its target audience.
		Call for Action	The campaign calls on women to act, by taking a stand for themselves and not letting society's expectations hold them back. The campaign showed that one such way to start doing this is to use Google Voice Search and where women can ask pertinent questions that can lead them to right opportunities and will eventually help them to reach their goals, as Kiran Dembla and the other women featured in the campaign did.
2.	The Belgian Waffle Co. – National Waffle Day	Concept	For The Belgian Waffle Co., a three-phase campaign with the theme #GetWaffling has been designed by Socheers, a creative digital advertising agency. For an affordable price of Rs. 100, they served delectable waffles on July 19, 2023 and celebrated National Waffle Day.
		Historical/ Cultural Reference	No historical references were mentioned in the campaign.
		Personal Experience	From piquing viewers' curiosity with a campaign that featured people indulging in hilarious justifications for skipping work or school to releasing an engrossing Instagram video of a girl encountering Number 100 everywhere, the post inspired viewers

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Campaign Number	Award Winning Campaign	Digital Storytelling and Brand Building Elements	Analysis
			<p>to visit the stores to celebrate the National Waffle Day on July 19 and indulge in mouthwatering waffles. The brand has taken the excitement to another level with another video of a helicopter soaring over Mumbai's breathtaking skyline which is accompanied by a banner that highlights the amazing offer. The shareable content pieces instantly struck a chord with the target audience of the brand, GenZ, and generated a lot of conversation on social media through which people could connect personally.</p>
		Emotional Appeal	<p>The advertisement featured people enjoying waffles, which evoked positive emotions in the audience which allowed them to relate to the content. They had also shown people getting excited about the news of National Waffle Day in the advertisement, where they can enjoy their delicious waffles for just Rs 100.</p>
		Call to Action	<p>Their efforts led to enormous success for the brand, making people literally line up outside stores in heavy rains in many cities so they can enjoy their favorite waffles. The brand and agency worked tirelessly to achieve remarkable results, including a 12,000 follower increase in a single day, sales that reached an astounding 3 Lack in a single day, and 434 active PAN users in India.</p>

Table 2: Category II, Regional Digital Campaign

Campaign Number	Award Winning Campaign	Elements	Analysis
3.	Wipro Soft Touch Fabric Conditions and Karikku Fuse Agency	Concept	<p>The campaign Wipro Softouch #blackismyfavouritecolour featured influencers from Tamil Nadu and recreated the version of iconic song Karuppu Thaan (Black only) to highlight a black-colored Wipro Softouch fabric softener that offered a unique and appealing fragrance for clothes. The ad emphasized that the Softouch pack contains double the amount of French perfume power, resulting in a long-lasting and captivating scent. The concept aimed to attract customers who prefer black-colored clothes and desire a high-quality fabric softener with a mesmerizing fragrance.</p>
		Historical/ Cultural Reference	<p>There is no historical or cultural reference given in "Karuppu Thaan Enaku Pudicha Colouru" with the "Original Softouch Karuppu pack" campaign. More importance is placed on the product's distinctive scent and enduring qualities than any particular historical or cultural significance.</p>
		Personal Experience	<p>The concept was well received by viewers, particularly by those who liked strong scents and black colored clothes. The product's claim to have twice the power of French perfume had piqued the interest of others and encouraged them to try it. In the end, how someone experiences an advertisement will rely on their tastes, passions, and thoughts regarding fabric softeners and clothing scents.</p>
		Emotional Appeal	<p>The emotional appeal of "Karuppu Thaan Enaku Pudicha Colouru" with the "Original Softouch Karuppu pack" lies in</p>

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			the promise of a long-lasting and mesmerizing fragrance for clothes. This appeal can evoke positive emotions such as delight, satisfaction, and a sense of luxury. The idea of having clothes that not only look black but also smell captivating can create a sensory experience that enhances one's personal style and confidence. The emotional appeal aims to make customers feel excited about the product and its ability to elevate their clothing experience.
		Call to Action	In the description section a link was provided which took the potential customer directly to the website of amazon where he/she could buy the product. The commercial urged viewers to buy the Softouch Karuppu pack by going to the Amazon website, calling a phone number, or going to a store. The call to action sought to translate the interest sparked by the advertisement into a concrete action i.e. purchasing of the product and using it to reap its benefits directly.
4.	Britannia and Big City Promotion- Britannia Milk Bikkis nickname contest 2023 Tamil Nadu	Concept	The concept of the Britannia Milk Bikkis Nickname Contest 2023 for the residents of Tamil Nadu, was conceptualized by Big City Promotion agency. The idea was to engage consumers in Tamil Nadu, India, with the brand by running a contest related to Britannia Milk Bikkis. The contest invited participants who were above the age of 18 and had a child below the age of 18 to come up with creative nicknames for Britannia Milk Bikkis and offered them a chance to win prizes which included a family trip to Dubai along with their child or an annual SunNXT subscription. The concept aimed to create an excitement and enhance interaction among the potential customers, while also promoted the Britannia Milk Bikkis brand in Tamil Nadu.
		Historical/ Cultural Reference	The 90s nicknames "Naradhar, Ushaaru, Peter, Pazham" were used in the campaign to convey humor, familiarity, and camaraderie within a particular cultural context, demonstrating cultural references. It tried to build an immediate connect with the target audience by using these famous nicknames. Nicknames have long been used in cultural references; they frequently reveal a person or group's distinctive qualities, traits, or cultural background. These may be determined by an individual's characteristics, appearance, line of work, or even ties to a particular area or culture.
		Personal Experience	The commercial featured a father and son team savoring Britannia Milk Bikkis and exhorted the intended audience to enter the contest by responding to the question, "I Love Milk Bikkis," with a brief explanation of why. Following registration, participants were required to choose a nickname from the list of options that appeared on the website, upload a picture or video of themselves and their child wearing Britannia Milk Bikkis Classic, and share a childhood memory related to the nickname they had chosen and the reason behind it, which established an instant connection with the intended audience. They made every effort to engage the intended audience by taking them on a trip down memory lane, where they could reminisce about their early years and the significance of Britannia Milk Bikkis Classic in those moments.
		Emotional Appeal	By providing participants a platform to connect with their own childhood memories of owning Britania Bikkis and with others who shared similar memories with Britania Milk Bikkis, the contest aimed to promote a sense of belonging

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			and community among participants. It tried to foster a strong emotional bond and a sense of inclusion in a greater whole.
		Call to Action	The Milk Bikis Classic Nicknames Contest advertisement included a call to action, asking the intended audience to purchase a pack of Britannia Milk Bikkis. After doing so, they had to scan the QR code on the promotional pack to be redirected to the contest website, where they had to register to be eligible to win either the mini prize of a SunNXT annual subscription or the mega prize of a trip to Dubai. A sense of urgency and excitement was generated, encouraging people to take part and try their luck at winning the thrilling prizes being offered.

Table 3: Category III, Use of Storytelling

Campaign Number	Award Winning Campaign	Elements	Analysis
5.	Luminous Power Technologies & AutumnGrey - Women in Energy	Concept	The Digital film Women in Energy was conceptualized by AutumnGrey Agency for Luminous Power and Technologies- a power solution brand. "Women in energy" campaign was launched on Women's International Day to promote gender equality in the energy sector. The digital film of the campaign had featured Baburi Sirisha who has become the first linewomen in India in 2022 by fighting all odds. The film showcases a girl child asking various pertinent questions to her parents where she says Machli Jal Ka Rani Hai and Jeewan USKI Paani Hai and then the mother is shown immediately rectifying her daughter by saying Machli Jal KI Rani Hai Aur Jeewan USKA Paani Hai and various such instances were shown in the film. It is when the daughter says Lineman a GAYI to which again parents rectified her by saying Lineman aa GYA and then Baburi Sirisha was shown doing her linewoman job effortlessly with sheer confidence and grit. The campaign tried to address the issue of gender discrimination in the energy sector and tried to advocate the significance of gender diversity and inclusiveness at the workplace by celebrating the achievements of women in the energy sector at Internationals Women Day.
		Historical/ Cultural Reference	The cultural reference given in the campaign talks about traditional gender roles and stereotypes and how for ages these norms have been deciding the work-related roles for different genders, for instance the energy sector still faces gender equality challenges and that only males can work in energy sector and not women. Anusha Shetty who is the Chairperson and CEO of Grey Group India that developed the campaign said that "The energy sector is a critical industry that has traditionally been male dominated. It is time to break down these barriers and empower more women to take charge in this sector. With #WomenInEnergy, we hope to inspire and encourage more women to step forward and make their mark in the energy industry."
		Personal Experience	The initiative was warmly by the target audience, with women in particular who have been fighting gender inequality in the workplace for years feeling a strong sense of connection to the campaign. The campaign advocated for gender equality in the traditionally male-dominated energy sector. The campaign garnered a great deal of positive feedback from users of digital media on the comment

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Campaign Number	Award Winning Campaign	Elements	Analysis
			sections of different digital platforms, such as YouTube, where the film was uploaded.
		Emotional Appeal	The campaign celebrated women's accomplishments and contributions to the energy sector while also attempting to evoke emotions of inspiration, pride, and justice in the women who had always faced doubts before finding the bravery to enter a long-dominantly male field. It disproved traditional gender stereotypes and advocated for women to have equal opportunities in traditionally male-dominated fields, such as the energy sector.
		Call to Action	In honor of International Women's Day, Luminous recognized the accomplishments of women who entered the energy industry despite significant obstacles brought on by gender stereotypes. The campaign's call to action was to inspire more women to pursue careers in the field. The campaign also encouraged women working in the energy sector to share their stories in the YouTube comments section, which can be found in the digital film's description box. Along with launching an initiative to assist women entrepreneurs in India who are bringing innovative energy solutions to market, Luminous also arranged a panel discussion on Women, Energy, and The New India, featuring leaders in the energy sector.
6.	ITC Engage - ITC Engage Suddenly	Concept	A new marketing campaign called Engage Suddenly for the ITC Engage pocket perfume line featured a young boy and girl who accidentally ran into each other. The campaign highlighted how the perfume gave them the confidence and freshness they needed for such unplanned encounters and how it enabled them to engage suddenly. Vinil Mathew had directed the TVC, while Ogilvy had conceptualized it. The ad highlights Gen Z's impulsive, carefree moments of joy and playfulness as well as their need to always be prepared to interact at any time, place, or moment.
		Historical/ Cultural Reference	There were no specific historical or cultural references shown or mentioned in the campaign.
		Personal Experience	The film featured a sudden and unusual first-meet twist between a young boy and a young girl in a youth hangout spot in an amusement park, which made it easy for Generation Z to relate to. The movie established a story around a spontaneous encounter between two young adults, and how they can meet with confidence by using Engage, a line of affordable perfumes that they can carry with them everywhere and use at any time.
		Emotional Appeal	The romantic soundtrack that has been used in the commercial evokes the emotions of joy, excitement, and happiness that usually two people have in such sudden and spontaneous first meetings with each other. The emotional appeal helps in creating a strong bond between the target audience and brand.
		Call for Action	The call to action in the commercial was to encourage the youth to buy the product of ITC Engage and be ready for such sudden interactions with each other anytime with a fresh and fragrant spritz on the go.

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Table 4: Category IV, Use of Social Media

Campaign Number	Award Winning Campaign	Elements	Analysis
7.	Goibibo and Dentsu Creative Goibibo Merch - Its ridiculously practical	Concept	A campaign called “Goibibo Merch - its ridiculously practical” was introduced by the company to highlight its merchandise, which is designed to solve travel-related issues in a quick and easy manner. The Great Khali and stand-up comedian Akash Gupta were featured in the digital video commercials, where they humorously promoted travel-related merchandise and highlighted their advantages. The merchandise included an armrest kit that made it possible for both passengers to unwind while sitting in the middle seat on an airplane. This crazily useful merchandise also included a PocketTee, a personalized T-shirt with multiple pockets to hold travel essentials like airline tickets and passports. The Go-Go Kit is an additional item in the merchandise that allows hikers and trekkers to respond to nature’s call by providing them with the essential toiletries needed to do so.
		Historical/ Cultural Reference	There is no clear cultural allusion in the “Goibibo Merch - Its Ridiculously Practical campaign.” With the goal of making travel more convenient and pleasurable, the campaign emphasized on the usefulness and functionality of Goibibo’s products. By demonstrating the practicality and functionality of Goibibo’s products, it sought to attract travelers.
		Personal Experience	The campaign established a connection with its target audience by offering workable solutions to problems related to travel that tourists have encountered over the years. These products’ practicality and usefulness tried to strike a chord with the target audience, potentially augmenting their travel experience. Potential customers were left with a lasting impression and were more likely to feel a connection to a brand that offered a workable solution to an issue.
		Emotional Appeal	The campaign’s emotional appeal was centered on humor and pragmatism. Through emphasizing the usefulness of Goibibo’s products, the campaign aimed to make the target audience feel humorous and relatable. The campaign attempted to establish a positive emotional connection with the audience by utilizing humor and demonstrating how their products could make travel more convenient and enjoyable. This was done by helping the audience associate Goibibo with practicality and a carefree approach to travel.
		Call to Action	The DVC made a point of asking viewers to visit www.goibibomerch.com , as part of its call to action to get these incredibly useful travel accessories, including the Armrest kit, Go-Go Kit, and Pocket Tee. Even so, this exclusive merchandise was not available for purchase. The target market was invited to enter a contest to win these merchandise after visiting the website. All the information was provided on the website for the participants, who were instructed to follow Goibibo on Instagram before posting an entry from their profile and being informed that the merchandise would be given away to the lucky winners. This campaign made excellent use of social media to raise brand awareness.

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Campaign Number	Award Winning Campaign	Elements	Analysis
8.	Mountain Dew Democratizing courage in the world's largest democracy – a mountain dew story	Concept	<p>The concept of the digital campaign with famous slogans such as #Darrkeagejeethai and #conquerwithcourage by Mountain Dew has encouraged individuals to face challenges and overcome them with a fearless and courageous attitude. The campaign did not showcase any celebrity this time but rather showed that courage belongs to everyone in this largest democracy and is not something to be conquered only by the celebrities. The idea behind this concept is to motivate people to pursue their goals, dreams, and adventures while embracing a fearless mindset. It promoted the belief that no fear is too small to conquer, emphasizing the importance of stepping out of one's comfort zone and pushing towards personal growth and achievement. By inspiring individuals to confront their fears head-on, Mountain Dew aimed to empower people to take risks, embrace challenges, and strive for success. It encourages a mindset of determination, resilience, and bravery, encouraging individuals to believe in their abilities and tackle any obstacle in their way. The campaign has been conceptualized by Flibbr consulting.</p>
		Historical/Cultural Reference	<p>The campaign drew on the larger cultural value of perseverance and overcoming challenges, without explicitly referencing to any culture. Beyond all cultural boundaries, the idea of facing fear head-on and embracing courage is something that is universally admired. Throughout history, books, artwork, and motion pictures have all praised bravery and fearlessness as desirable qualities. Mountain Dew has attempted to encapsulate this cultural value by promoting the notion that no fear is too small and inspire people to face and overcome their fears, no matter how big or small.</p>
		Personal Experience	<p>This campaign struck a deep chord with the audience. The new campaign scored higher on "Believability" and "Relevance," according to Flibbr Consulting. It assisted Mountain Dew in obtaining new imagery codes for the first time, "Buzz" and "Trendsetting," in addition to helping it maintain high scores on its current brand codes, "Youth" and "Daring.". The campaign broke industry and category records during its 20-week run, demonstrating its effectiveness in engaging the target audience. Additionally, they claimed to have surpassed all previous records with 11 billion views across all digital communication platforms on social media. Of these 11 billion views, their target market, urban India, accounted for a startling 65 percent.</p>
		Emotional Appeal	<p>The digital campaign instilled a sense of empowerment and inspiration, wherein no fear is too small. It appealed to our innate desire to go above and beyond our comfort zones, rise above obstacles, and face our fears. The message implied that people can vanquish any fear, no matter how minor or large, and urged them to adopt a mindset of bravery and resilience. This sparked the emotional need to take action and confront one's fears head-on by inspiring sentiments of empowerment, drive, and resolve. The emotional appeal of Mountain Dew also sought to establish a sense of identification and</p>

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Campaign Number	Award Winning Campaign	Elements	Analysis
			connection with the brand by linking it to bravery and fearlessness. It implied that by selecting Mountain Dew, customers could identify with a beverage that exudes strength and motivates them to overcome their own obstacles. Ultimately, the campaign's emotional appeal stemmed from the empowering and uplifted emotions that come from facing one's fears and embracing courage.
		Call to Action	Call to action was given in the campaign where it encouraged the audience to overcome their fears with a gulp of mountain dew. The call to action had shown positive results for the brand. As per Flibbr, "campaign saw a 34% sales growth. Mountain Dew sales in urban India grew exponentially, growing by 59%. This is almost 100% higher than the 30% growth in urban sales that they had targeted" (Case Study - No Fear Is Too Small - Mountain Dew India, n.d.).

The data on various campaigns has been analyzed to get the below findings:

Findings

S. No	Digital Storytelling and Brand Building Campaigns	Inference
1.	Concept	After the analysis it was found that all the award-winning campaigns had one thing in common and that was that they all were conceptualized brilliantly. The narrative that was set in the campaigns whether it is to find one's voice through Google Voice Search or to engage audience in different kinds of contests that made them remember their childhood memories with the Britannia brand to enhance brand awareness or to put a message that how every individual can conquer fear with mountain dew #darrkeagejeethai. All the narratives put forward by different campaigns in their brand storytelling had created an impact on the target audience.
2.	Historical/Cultural Reference	Historical and cultural references were used in some campaigns whereas no specific cultural references were given in the other campaigns.
3.	Personal Experience	All the campaigns were able to provide a good personal experience to its audience through digital storytelling with the brands either by creating curiosity in the audience regarding the product or by applauding various initiatives where people have fought against the set societal norms and came out victorious.
4.	Emotional Appeal	Emotional appeal was used in all the campaigns to create a deeper connection with the audience, whether it is to evoke feelings of humor, joy, pride, inspiration, amusement, or excitement.
5.	Call to Action	Whether a customer is buying something, signing up for a free trial, or subscribing to a service, effective storytelling can motivate them to act. Brands can encourage consumers to further engage with their digital stories by including obvious calls-to-action, which can ultimately result in higher sales. The campaigns that were analyzed had call to action in the form of a button or hyperlink that facilitates a potential customer to click the button and make the purchase.

After analysing the four categories of award-winning digital campaigns one has reached to the following conclusion:

CONCLUSION

It is evident that digital storytelling has grown in importance as a means of creating powerful brands that, in the rapidly evolving digital landscape of today, effectively influence the target audience. Through the analysis of these campaigns one can also conclude that digital storytelling is motivating the audience to take call to action i.e. to make the purchase of the product or service that the brand is offering. Digital storytelling is helping the companies to reach out to their target audience with the help of latest technologies and medium available. Digital storytelling does not confine itself to traditional formats; one can create an interactive content through a combination of music, animation, recorded footage, or text. Consumers are looking to build relationships and networks with brands and that is exactly where digital storytelling comes into the picture. Through digital storytelling brands can establish an emotional connection with the target audience which will further help to create a bond between the brand and the target audience. Personal connections on the internet are driving today's consumers. To distinguish oneself from the competitors and to keep the brand memorable, digital storytelling can help in the conversion of an audience into a customer. One can foster a community of engagement with the audience through an appropriate digital brand story strategy. Today companies are humanizing the brands, so that they can build solid connections with the audience. Brands may connect with consumers on a more personal level and establish trust by using storytelling to communicate their values, mission, and behind the scenes stories. It was observed during the analysis that using Avant Garde concepts, enhancing the personal experience of the viewers, incorporating cultural or historical references and emotional appeal can lead the target audience towards buying the product or service being offered by various brands available in the market. There are many ways to tell a story digitally, such as through podcasts, blogs, social media posts, videos, and interactive experiences. Due to their adaptability, brands can customize their storytelling to fit various media and audience tastes, increasing the effectiveness and scope of their efforts. Brands can also use the insightful data and analytics offered by digital platforms to guide their storytelling tactics. Through the examination of metrics like click-through rates, engagement rates, and audience demographics, brands can enhance their storytelling strategy to connect with their intended audience more effectively. When it comes to increasing brand awareness, influencing consumer perception, and eventually fostering consumer loyalty, digital storytelling is an extremely effective tool. Furthermore, digital storytelling helps brands stand out in a crowded market and set themselves apart from the competition. Brands have a platform to demonstrate their transparency and sincerity through digital storytelling. By leveraging the power of storytelling in their digital marketing efforts, brands can create meaningful connections with consumers, build trust and credibility, and ultimately drive sales of their products and services.

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