

# ENHANCING TALES THROUGH GAMES: THE BRAND STORYTELLING GAMIFICATION

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## **Abstract**

The growing use of storytelling as advertising strategy for brands brings the need to find new techniques to boost their performance. To this end, this paper examines the effects of gamifying a brand story on users' narrative transportation. This is done through two experiments with gamified brand stories created ad hoc. The first analyses the effect of story gamification on transport and customer experience, while the second looks at how avatar personalization and gamification's level of interactivity can directly affect the story. The results show how gamification of brand stories conveys greater narrative transport and better online customer experience in storytelling. We also find how a high level of interactivity can lead to worse levels of narrative transport, although this is compensated by the greater perception of entertainment derived through a stronger similarity to a video game.

**Subject Areas:** *Advertising, Attitude, Consumer Behaviour, Electronic Commerce and Internet Marketing*

**Track:** Advertising & Marketing Communications