

A Typology of Storytelling Marketing: A Case Analysis

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Abstract. This case analysis explores the types of storytelling marketing, an increasingly popular brand communication strategy. Three classification criteria emerged inductively: source (history of the brand itself, consumer's experiences, brand story creation); media (advertising, word-of-mouth, branded content); and expression tool (product itself, characters, package). Examples illustrate each type's unique features. The findings provide a conceptual framework for understanding storytelling marketing variants and their potential effectiveness. This typology offers insights for advertising and marketing scholars and practical guidance for branding professionals considering storytelling approaches.

Keywords: storytelling marketing, case analysis, source, media, expression tool

1. Introduction

Recently, storytelling has been actively used in various fields of society. Storytelling is a compound word of ‘story’ and ‘telling’, which means to convey content persuasively to the other person through an interesting and realistic story (Hong & Choi, 2023; Hwang et al, 2017; Kim et al., 2022). Storytelling is a technique that conveys messages containing information or knowledge emotionally by utilizing the power of the story structure. It can reach listeners emotionally and produce various effects that are difficult to obtain from a rational approach. The storytelling method that has been mainly applied in the field of cultural contents has an emotional and fanciful nature and was perceived as being far from management and marketing in the past. However, storytelling has recently been used in various fields such as advertising, games, festivals, regional marketing, and tourism product development as a marketing tool (Weick, 1995). Storytelling marketing is an emotional marketing communication method that uses interesting stories to attract consumers' attention (Kwak & Lee, 2009).

This method actively informs consumers of the story contained in the brand rather than marketing based on the physical characteristics of the product. By introducing stories into marketing, consumers can enjoy the story contained in the item rather than simply buying the product. It is a marketing activity aimed at creating psychological identification or empathy by immersing consumers in the story. In addition, by presenting the meaning or personal story contained in a product that the public is not familiar with, it provides entertainment or emotion to consumers, making their memories of the brand clearer and encouraging communication between consumers and the brand (Wentzel et al., 2010). Therefore, subjective and emotional communication methods can attract more attention than rational communication methods. It can also reduce consumers' resistance to or burden on advertising or marketing.

In particular, storytelling marketing is drawing more attention in today's marketing and corporate communication environment. Exposing commercial messages to consumers is becoming increasingly difficult due to mass advertising media and increased consumer activity in the commercial communication process. In this situation, storytelling marketing makes consumers pay attention to commercial messages, including advertisements. Additionally, the relationship with the brand can be strengthened as consumers become interested and emotionally immersed in the storytelling message, which ultimately helps achieve marketing goals such as product purchase.

As storytelling marketing grows as an important marketing tool, it is time for more systematic and specific analysis and research about it. In particular, analyzing the specific status and type of storytelling use through case analysis has great academic and practical significance. By identifying these types of storytelling marketing, it will be possible to systematically understand the nature and characteristics of storytelling marketing. This can expand the depth and breadth of storytelling marketing research and provide implications for follow-up research.

In this context this study inductively develops a conceptual typology of storytelling marketing approaches based on case analysis. First, the concept of storytelling marketing was examined and the background of storytelling marketing's growth in terms of changes in the advertising and marketing environment was identified. This study then looked at the characteristics and effects of storytelling marketing. In addition, the type of storytelling marketing, which is the core of this study, was analyzed through case analysis. Finally, conclusions and implications were drawn based on the research results.

2. Theoretical Background

2.1. Concept and growth background of storytelling marketing submitting

It is already a cliché, but in today's marketing environment, it is increasingly difficult to differentiate a product from competitors based on its physical characteristics. Additionally, objective images alone are not enough to capture the hearts of consumers in fierce competition. As Kevin Roberts, former CEO of advertising agency Saatchi & Saatchi, said, companies and brands must now make efforts to engrave a love mark in the hearts of consumers. In today's era, it is already emphasized to go beyond reason and

appeal to human emotions.

In addition, consumers in modern society are not satisfied with the practical value of products, but try to establish a new value system that pursues their own identity through the symbolic value radiated by the brand itself. In this context, as consumers' purchasing factors have recently shifted from focusing on product functionality to focusing on emotion, the importance of storytelling marketing is becoming more prominent. Storytelling marketing is a marketing method that actively informs consumers of the story related to the product. Rather than promoting the product itself, it makes the memory of the brand clearer by informing the consumers of the story hidden in the product that the consumers are not familiar with, and helps consumers and it refers to emotional marketing activities that induce sympathy with the brand. In other words, storytelling marketing is a subjective and emotional communication that arouses immersion and fun by presenting the meaning or personal story contained in the product rather than introducing the product itself (Cho et al., 2011). By introducing stories into marketing activities, it is an emotion-oriented marketing activity that encourages people to enjoy the story contained in the product rather than simply buying the product. Storytelling marketing has elements of emotional marketing that stimulate emotions that strongly affect consumers at the point of purchase, and also takes advantage of the human nature of liking stories (Bae & Oh, 2015).

The background of the growth of storytelling marketing can also be seen in the contentization of advertising. Advertising, which can be said to be the most important marketing communication, is becoming more and more about content. A combination of commercial advertising and non-commercial content, which were separated in the past, is taking place. Advertisers and advertising agencies want to insert commercial messages into the content that consumers want to see, and they want to enhance the brand's image by combining content and brand messages that consumers like. In this situation, storytelling is in the spotlight as an excellent means of content.

There are many opinions that in the future, after the information age, providing dreams and emotions to consumers will become the key to differentiating brands and companies. In Korea, too, recently, commercialism has not been revealed in the attributes or image-centered marketing of the product itself, and attention has been paid to storytelling marketing that appeals to emotions and meaning through stories embedded in brands that attract attention and favor from consumers. Advertising, public relations, and academic research using storytelling marketing are actively being conducted in fields such as culture and art. In particular, the use of storytelling as a means of differentiation, especially for premium products, is increasing.

2.2. Characteristics and effects of storytelling marketing requirements

Storytelling marketing is a method that actively informs consumers of the story contained in the brand. It is a marketing activity that introduces stories into marketing so that consumers do not simply buy products but also enjoy the stories contained in the products. It has different characteristics from traditional marketing communications such as advertising. These characteristics of storytelling marketing led to the effectiveness of storytelling marketing, and it can be said that these characteristics and effects have led to the growth of storytelling marketing today. In this context, examining the characteristics and effects of storytelling marketing is important in storytelling marketing research. The characteristics of storytelling marketing mentioned in existing storytelling marketing-related studies are shown in Table 1.

Table 1: Studies on the characteristics of storytelling marketing

Author (year)	Characteristics of Storytelling Marketing
J. S. Kim, K. C. Km	Flexibility, Universality, Interactivity, Non-linearity
S. M. Kim, J.G. Lee	Interactivity, Playfulness, Association, Ease of understanding
S. H. Lee, J. H. Hwang	Immersion, Authenticity
S.H. Park, L.H. Kim,	Association, Ease of understanding, Immersion, Interactivity

*Data: S.H. Park, L.H. Kim, 2021, reconstruction

In this paper, referring to previous studies in Table 1 and other studies (Han & Lee, 2011; Hong & Cho, 2017; Kim & Kim, 2022; Kim & Lee, 2017; Lee & Hwang, 2018; Park & Kim, 2021), association, playfulness, immersion, ease of understanding, and interactivity were derived as characteristics of storytelling marketing based on differences from traditional marketing communication such as existing advertising. Association refers to easily reminiscent and recognizing the brand image through storytelling. The association of a brand plays a very important role in consumers' decision to purchase because it is the first thing that should come to mind when they think of a brand. In storytelling marketing, this brand association can be recognized more strongly through the story.

In addition, storytelling has playfulness because it arouses interest and provides fun to consumers. In other words, brand stories through storytelling marketing are remembered in the form of descriptive thoughts or episodes, so one can feel playful pleasure along with acquiring information about the product. Immersion is also a characteristic of storytelling marketing, because narrative stories such as novels allow people to experience psychological transfer or immersion. This can be a major differentiating factor that increases the effectiveness of storytelling marketing compared to product information-centered advertising.

Moreover, storytelling marketing has the characteristic of ease of understanding because stories created by organizing and condensing what is intended to be conveyed allow consumers to understand the message more clearly and understand it more easily.

Another characteristic of storytelling marketing is interactivity through forming relationships with brands. Because consumers understand and connect episodes of the brand story with their own experiences, they form a relationship with the brand through this process. In other words, rather than recognizing the associations, episodes, and experiences that can be connected through storytelling, the characteristics of interactivity are achieved by connecting them to one's own experience and communicating in a two-way manner. Table 2 summarizes the characteristics of storytelling marketing mentioned so far.

Table 2: Derivation of storytelling marketing characteristics

Characteristics	Contents
Association	Easily associate and recognize brand image through storytelling
Playfulness	Brand stories are remembered in the form of narrative thoughts or episodes, giving a sense of playful enjoyment.
Ease of understanding	A story created by organizing and condensing what you want to convey makes the message clearer and easier to understand.
Interactivity	Consumers form a two-way relationship with the brand because they understand and connect episodes of the brand story with their own experiences.
Immersion	Narrative stories, such as novels, allow people to experience psychological transfer or immersion.

The characteristics of storytelling marketing examined so far lead to the effectiveness of storytelling

marketing. In particular, the characteristics and effects of storytelling marketing, which are distinct from traditional marketing communications such as product information-centered advertising, are the main reason why the use of storytelling marketing is increasing in today's rapidly changing marketing and advertising environment. Based on the characteristics of storytelling marketing, the effects of storytelling marketing are as follows.

The effectiveness of storytelling marketing can first be examined at the cognitive level. Marketing communications, including advertising, cannot be effective if they are not exposed to consumers. It is only meaningful if consumers are somehow exposed to the message and draw their selective attention. In this respect, one of the important effects of storytelling marketing is that commercial messages can be easily exposed to consumers by capturing their attention through stories. Additionally, these stories remain in consumers' memories for a long time, allowing them to recall the message and brand over time.

Storytelling marketing also allows consumers to form greater emotions and become more easily immersed in the message compared to traditional marketing communications such as advertising (Jung & Oh, 2015; Kim & Moon, 2011). Storytelling marketing conveys the symbolic value of a brand to consumers through stories. This can cause consumers to become interested in the advertisement, stimulate their emotions, and create a strong impact (Ha & Song, 2020). While traditional advertising aims to provide consumers with general information about brands and products, storytelling marketing is characterized by appealing to consumer emotions through stories. In addition, rather than providing simple physical benefits obtained from using a product, it also provides emotional attributes such as giving meaning to the product and a sense of solidarity with the brand (Rhie, 2014). Because of this, consumers are able to form a favourable attitude toward the brand and build a strong, positive relationship with the brand (Choi, 2018).

The effectiveness of storytelling marketing can also be seen in the aspect of viral marketing, which is the voluntary spread of commercial messages by consumers. First, consumers often actively search for a brand's storytelling message due to the message's interest. Additionally, consumers who see an interesting storytelling message spread it through their SNS, thereby encouraging voluntary word-of-mouth. In this way, the viral marketing effect of storytelling marketing can be predicted in that commercial messages that consumers actively contact and use can be more effective than traditional advertisements that are passively exposed.

3. Research Method

3.1. Case analysis

In this study, a case analysis method was used to identify storytelling marketing types. Case study is one of the qualitative research methods and is mainly used in the social sciences. Case studies are useful in social sciences and management when statistically meaningful results cannot be obtained (Um, 2020). Case studies are useful in seeking holistic explanations of "why" and "how" questions and their importance increases when strict control of variables is not possible. The purpose of this study is not to obtain and analyze statistical and quantitative data related to storytelling marketing, but to understand and identify the types of storytelling marketing activities conducted by companies through specific examples. Therefore, this study used the case analysis method, a qualitative research method. Hence, in this study, case collection and basic analysis were conducted through literature review from June 3 to 11, 2023.

3.2. Research questions

Research question 1) What is the source of storytelling marketing that are currently being executed?

Research question 2) What is the distribution channel for storytelling marketing that are currently being executed?

Research question 3) What is the expression tool of the storytelling marketing that are currently being

executed?

4. Results

4.1. Source

The first criterion for classifying storytelling marketing types is source. This is the origin of the brand story, and means where the brand story is taken from. As a result of the case analysis, the sources of storytelling marketing were classified into the types of 'history of the brand itself', 'consumer's experience', and 'brand story creation'.

4.1.1. History of the brand itself

The history of a brand that conducts marketing by using the history related to the brand, such as the product or the founder, as a source of storytelling is a representative source of storytelling marketing. Brand history is mostly based on facts. Therefore, compared to other storytelling marketing sources, it can be said to reach consumers more vividly and have a greater effect. In particular, the relevance of the story and the brand is important for the success of storytelling marketing, and when the brand's own history is used as the source, the marketing effect can be greater because the correlation between the story and the brand is very high.

One case is the brand history of the perfume brand EIGHT & BOB. In 1937, an American college student was traveling to the French Riviera and met a perfume connoisseur from the French aristocracy. He created various perfumes but did not sell them. The American young man asked the nobleman to sell him a sample, but the nobleman said he would not sell it and left the perfume sample. Upon returning to the United States from his vacation, the young man told Noble that the perfume had been so well received that he asked him to send eight samples and another sample for Bob if he would allow them to be produced. Here, Bob is the younger brother of an American youth, none other than President Kennedy. EIGHT & BOB is a perfume known to have been used by President Kennedy. In the early 21st century, Moda Acqua, a leader in the Spanish fashion industry, restored it and launched it as a brand for niche perfume lovers with the above story and succeeded.

The reason why EIGHT & BOB's storytelling marketing was successful is that it introduced a clear character named John F. Kennedy into the story. People who have a positive attitude toward former President Kennedy have a positive attitude toward brands and products simply because they are perfumes that President Kennedy was attracted to, due to the law of endorsement effect. In addition, former President Kennedy's young and challenging spirit and charisma are reflected in the product, giving consumers the feeling that using EIGHT & BOB perfume will give them that same image.

4.1.2. Consumer's experience

Consumer's experiences are also a source of good storytelling marketing. In particular, because it is the story of the same consumer, it makes consumers who encounter the brand's story feel a sense of homogeneity and become immersed in it. Because most consumer experience stories are based on facts, the effectiveness of storytelling marketing increases.

An example of storytelling marketing based on consumer's experiences is the Gatorade REPLAY campaign. The REPLAY campaign story begins with a traditional high school rivalry American football game. The main characters of the story were two teams, Pennsylvania's Easton and New Jersey's Phillipsburg, rivals with 100 years of tradition. The two schools have had a tradition of playing a regular game every Thanksgiving since 1905. A regular match between the two schools was held in 1993, but it ended in a draw with the score tied at 7:7. Gatorade, inspired by this story, revived a traditional high school rivalry game that ended in a draw, replaying the game to appease consumers' disappointment and bring back memories. The REPLAY campaign provided a venue for players from that time to revisit and compete in matches they could not finish at the time. In fact, players over 30 received rigorous training from active American football players and coaches for two months, and those who completed

their preparation were able to play again. As a result, tickets for the game were sold out in 90 minutes, and with 15,000 spectators, the American football rematch between Easton and Phillipsburg received great attention and was a success. Gatorade sales in the region increased by 63%, and the campaign received national broadcast exposure, generating more than \$3 million in media exposure.

When analyzing the Gatorade REPLAY campaign from a storytelling marketing perspective, it can be said to be a differentiated storytelling campaign in that it formed a consensus among consumers by conducting storytelling marketing based on actual consumer experiences rather than made-up stories.

4.1.3. Brand story creation

Creating a fictional brand story, even if it is not a true story related to the brand, can also be an important source of storytelling marketing. In the past, when storytelling marketing was not actively used, the main source of much of storytelling marketing was brand stories based on true stories. However, as the effectiveness of storytelling marketing has been recognized and storytelling marketing has been actively used, storytelling marketing by creating virtual brand stories has increased. In particular, the advertising industry is increasingly producing and executing advertisements by using virtual brand stories.

An example of brand story creation is 'Saero'. 'Saero' is Lotte Chilsung's zero sugar diluted soju released in September 2022. Lotte Chilsung is using a nine-tailed fox character called 'Saero Gumi' as its mascot in line with the healthy pleasure trend following the pandemic. In order to more effectively differentiate these characters, they carried out storytelling marketing called 'The story of Sae-ro's birth in Soju, the shocking identity of an elite liver and bile pancreatic doctor, the nine-tailed fox?', which contained Saero's unique world view and story, and attracted a lot of attention. This video was produced and executed in five minute content format.

'Saero' storytelling marketing was carried out by creating a virtual story, but it can be said to be an example of storytelling marketing effectiveness. This brand story and world view will immerse consumers, which will naturally lead to interest in the product.

4.2. Media

The second criterion for classifying storytelling marketing types is media. This implies the means of delivering brand stories to consumers. No matter how good the storytelling content is, the media is important in storytelling marketing because the effect of storytelling marketing can occur only when it can be effectively delivered to the target consumer. As a result of the case analysis, it was classified into advertising, word of mouth, and branded content as storytelling marketing media types.

4.2.1. Advertising

Currently, it can be said that advertising is widely used as a means of delivering storytelling marketing messages. In the past, true stories related to brands were often delivered through word of mouth in the process of storytelling marketing, but as the importance and effect of storytelling became known to the marketing and advertising industries, virtual brand stories were often delivered to consumers through advertising. This could mean that the importance of storytelling in advertising has grown that much.

An example of a storytelling message delivered through advertising is Orion's 'Choco Pie Affection Campaign'. Today, Choco Pie is spreading its reputation as Korea's representative confectionery brand not only in Korea but in more than 60 countries overseas. Choco Pie, the biggest hit and signature brand of confectionery company Orion, is enjoyed by people of all ages and genders, so it can be called the 'national snack.' The secret to Choco Pie's success is storytelling marketing that emphasizes 'affection', a unique Korean emotion. Setting 'affection', which all Koreans can sympathize with, as the brand identity and consistently telling stories to consumers has had a great effect. Since 1989, Orion has run a series of advertisements using storytelling marketing, such as 'Moving Day', 'The Day My Uncle Goes to the Military', 'Visiting Grandma's House', and 'Postman Man' with affection as the core concept.

4.2.2. Word of mouth

Word of mouth was also classified as a representative type of storytelling marketing media. Before companies began systematically implementing brand strategies using storytelling through advertising, word of mouth was the representative means of conveying storytelling messages. Word of mouth, where you hear brand-related messages from people around you, is more effective than any other marketing communication method. However, in the past, offline word of mouth had problems with the speed of spread. On the other hand, it can be said that these problems have been solved with the recent use of online viral marketing.

An example of word of mouth being used as a storytelling marketing medium is the bottled water brand Evian. Evian is a French company and a premium bottled water brand. Evian's origins lie in the French Alps, where it is sourced from pristine glacial springs and has a balanced mineral content. In 1789, when the French Revolution broke out, the Marquis of Les Serres, who was suffering from kidney stones, visited the French town of Evian and lived there and was cured of kidney stones by regularly drinking groundwater from the garden of his friend Kasha. As this news spread, doctors began to prescribe Evian water as 'medicine.' Afterwards, Napoleon III and the Empress also fell into the water, and as the number of visitors to Evian increased, Kasha closed the garden and began selling 'mysterious water', which had healing effects, rather than ordinary 'water'. Through this, Evian began storytelling marketing. In fact, drinking a lot of water can help relieve some of the pain caused by kidney stones. However, the story was connected to the product using word of mouth that people were cured by drinking Evian groundwater from an Alpine village.

4.2.3. Branded content

Today, the use of branded content as a storytelling marketing medium is rapidly increasing. Branded content is a new form of marketing communication media that combines advertising (commercial messages) and content (non-commercial messages), which were previously separate, into one. Although it has a commercial purpose, it can be said to be distributed in the form of content. Branded content can be said to be an appropriate medium for delivering storytelling marketing messages in that it is primarily delivered as emotional content that consumers want to see rather than delivering rational product-related information. In addition, since it can be longer than three minutes, it has the advantage of being able to convey the storytelling message in a longer period of time compared to advertising.

An example of using branded content as a storytelling marketing medium is the LG Electronics Tromm washing machine. In May 2019, to celebrate the 50th anniversary of its washing machine business, LG Electronics produced approximately three minutes of branded content titled 'Korean Laundry' modeled on veteran actor Choi Bul-am and spread it online. This content was produced as a calm story similar to the KBS broadcast program 'Korean Table' in which Choi Bul-am appears. To commemorate the 50th anniversary of the birth of the Swan washing machine, Korea's first washing machine, introduced in 1969 by Goldstar, the predecessor of LG Electronics, the event was held in the form of looking for traces of the Swan washing machine that still remain today and looking back on the history of past washing machines.

The content begins with a narration by Choi Bul-am, who visits the Swan Laundry located in a corner of a residential alley in Samcheong-dong. Choi Bul-am said, "In every neighborhood, there is at least one old laundromat that shows its age. Among them are some names that often stand out. "Swan Laundry," he says and opens the laundromat door. Mr. Choi Bul-am and the elderly couple who own the laundromat remember that when Goldstar introduced the Swan washing machine to the world in 1969, laundries at the time often named their stores Swan Laundry, and they also reminisce about the Swan washing machine that they modeled 50 years ago. Afterwards, Choi Bul-am visited the LG History Museum in Icheon, Gyeonggi-do and saw the Swan washing machine stored in the history museum. In the last part, noting that washing machines have now become an indispensable necessity in our lives, he shows the LG Tromm Twin Wash product and ends with the slogan 'From the first to the best'. The branded content is not an artificially created story, but a fact-based storytelling format based

on the theme of Goldstar's Swan Washing Machine, which actually existed.

4.3. Expression tool

The third criterion for classifying storytelling marketing types is expression tool. This means identifying the tool for expressing the brand story. In other words, it is how the brand message you want to convey is expressed. As a result of the case analysis, the types of storytelling marketing tools were classified into the product itself, character, and package.

4.3.1. Product itself

The first type of brand story expression tool when conducting storytelling marketing is the type that uses the product itself. If the product itself contains the concept of a storytelling message, it is very effective in conveying the brand story to consumers.

An example of this type is Baskin Robbins' Mom Is an Alien. Ice cream specialty store Baskin Robbins' 'Mom is an Alien' ice cream consists of three types of chocolate ice cream - dark, milk, and white - and crunchy chocolate balls. It is a popular ice cream that still ranks first in sales even though it has been released for over 10 years. When Korean Baskin Robbins launched its 'Mom is an Alien' product, it named it after the shape of the ice cream. According to the founder, he thought that the chocolate part of the ice cream resembled 'space' and the chocolate balls inside the ice cream resembled 'planet', and by combining the words that came out through extensive brainstorming, He came up with the name 'Mom is an Alien'. The 'Mom is an Alien' advertisement was produced and executed as a different story. In the advertising story, a father and a child are eating ice cream, and when the child asks where the mother is, the father points to the sky and the stars shine. Through this, it can be seen that the child's mother has passed away and is in heaven, and unlike the absurd name 'Mom is an Alien', it is a sad and emotional story.

In this case, the name 'Mom is an Alien' is unique, but through the storytelling of the advertisement, it conveyed a story that stimulated the emotions of consumers that was different from other ice cream products. Due to this, consumers became interested in 'Mom is an Alien' and actively searched for it, leading to purchase.

4.3.2. Character

The second type of tool for expressing brand messages when conducting storytelling marketing is characters. Rather than explaining the physical characteristics of a product, characters are an effective means of conveying the brand's characteristics and image to consumers in an easy and emotional way. Therefore, it can be effectively used as a storytelling marketing tool to emotionally convey the brand's image to consumers. Additionally, the brand story can be conveyed more familiarly to consumers through characters.

An example of characters being used as a tool to express storytelling marketing messages is the 'worry doll' of Meritz Fire & Marine Insurance. Meritz Fire & Marine Insurance is conveying the message, 'We will take care of your worries, you just have to be happy' through a character called the 'worry doll'. The source of the 'worry doll' story is the 'Worry People' of the Guatemalan Indians. It is said that a Guatemalan Indian grandmother told her sleepless child, 'If you tell the worry doll your worries and put it under her pillow and sleep with it, your worries will go away.' She gave the child a doll made of yarn.

Meritz Fire & Marine Insurance achieved success by implementing 'worry doll' storytelling marketing through various marketing communications. This is because the concept of the 'worry doll', which takes care of worries for customers, was exactly in line with the ultimate goal pursued by the insurance industry, which is to 'relieve customers' worries.' After using the 'worry doll' in sales promotions, the number of consents to subscribe to customer information increased from about 30,000 to about 60,000. There is also an analysis that the 'worry doll' character increased sales by nearly 500

billion won.

4.3.3. Package

The third type of tool for expressing brand messages when conducting storytelling marketing is the package. The package or label is the first thing consumers see when contacting the brand, and is an important brand asset that expresses the brand through something they see often. Therefore, the package is also effectively used as a tool to express the brand message.

Glaceau Vitamin Water is an example of using the package as a tool to express the brand story. Vitamin Water gained popularity because it was released with the concept of literally replenishing the vitamins you need each day. A big reason why Vitamin Water was so loved is the drink's label and package. The labels showed individual product flavors and precautions in a conversational format. The interesting story that brought out the personality of each product's label aroused the interest of drinkers. The witty story tailored to the purchasing target made Vitamin Water's unique identity clear, and it contained different content for each color of the drink, which was effective in stimulating curiosity and increasing purchase volume. Since its launch, Vitamin Water has continued to make various attempts to freshen its brand image, including art labels, and collaborations with pop artists. What you see has changed, but the story behind the drink has remained.

Additionally, Glaceau Vitamin Water benefited greatly from its unique package design. The apothecary design code, which uses black font on a white background, was applied to the soft drink category to create a new aesthetic. In addition, the different water colors, such as translucent pink, bright red, and fluorescent yellow, were evaluated as innovative and contributed to Glaceau Vitamin Water's storytelling marketing.

So far, through case analysis, storytelling marketing has been analyzed by source, media, and expression tool. Table 3 summarizes the types of storytelling marketing analyzed through cases so far.

Table 3: Types of storytelling marketing

Criterion for classifying	Types
Source	History of the brand itself, Consumer's experience, Brand story creation
Media	Advertising, Word of mouth, Branded content
Expression tool	Product itself, Character, Package

5. Discussion and Conclusion

This paper analyzed the characteristics and types of storytelling marketing, which is currently growing as a marketing communication tool. First, the concept of storytelling marketing was examined, and the background to the growth of storytelling marketing was identified in terms of changes in the advertising and marketing environment. Next, the characteristics and effects of storytelling marketing were examined. And the type of storytelling marketing, which is the core of this study, was analyzed through case studies.

Through case analysis, it was possible to set the source, media, and expression tool of storytelling marketing as classification criteria. First, the sources of storytelling marketing were classified into the history of the brand itself, consumer experiences, and brand story creation. The history of the brand itself, which carries out marketing by using the history related to the brand, such as products and founders, as a source of storytelling, can be said to have a great marketing effect because the relationship between the story and the brand is very high.

The second type related to the source of storytelling marketing is consumer experience stories. In this case, because it is the same consumer's story, it makes consumers who encounter the brand's story feel a sense of identity and become immersed in it.

The third type of storytelling marketing source is creating a brand story. In the past, when storytelling marketing was not actively used, the main source of much of storytelling marketing was

brand stories based on true stories. However, as the effectiveness of storytelling marketing was recognized and storytelling marketing was actively used, virtual brand stories were created and used actively.

In the analysis of the types of media through which storytelling messages are distributed, advertising, word of mouth, and branded content were classified. The first type is when storytelling messages are distributed through advertising. In the past, true stories related to brands were often passed on through word of mouth during the storytelling marketing process. However, as the importance and effectiveness of storytelling became known to the marketing and advertising industries, brand stories were often conveyed to consumers through advertising.

The second type of distribution channel is word of mouth. Word of mouth, where you hear brand-related messages from people around you, is more effective than any other marketing communication method. In the past, offline word of mouth had problems with the speed of spread, but these problems can be said to have been resolved with the recent use of online viral marketing.

The third type seen as a distribution channel is branded content. Branded content can be said to be a suitable medium for delivering storytelling marketing messages in that it is mainly delivered as emotional content that consumers want to see rather than delivering rational product-related information.

In identifying the storytelling marketing type as a brand story expression tool, the product itself, character, and packaging (label) were classified. The first type of expression tool in storytelling marketing is the product itself. If the product itself contains the concept of a storytelling message, it is very effective in conveying the brand story to consumers.

The second type of expression tool in storytelling marketing is character. Because character is an effective method of conveying the brand's characteristics and image to consumers in an easy and emotional way, rather than explaining the physical characteristics of a product, they can be effectively used as a storytelling marketing tool to emotionally convey the brand's image to consumers.

The third type of expression tool is the package (label). The package or label is the first thing consumers see when contacting the brand, and is an important brand asset that expresses the brand through something they see often. Therefore, the package (label) is also effectively used as a tool to express the brand message.

This study sought to make suggestions for the continued growth of storytelling marketing in the future based on the results of analysis of the characteristics and types of storytelling marketing, which is currently growing as a means of marketing communication.

While traditional advertising is a marketing communication method that tries to see the effect directly and quickly by delivering product or brand-related information, storytelling marketing is a marketing communication method that tries to gain the effect indirectly and in long-term by incorporating the brand into the story that consumers like. Therefore, companies or agencies that want to implement storytelling marketing should implement it with long-term effects in mind from a long-term perspective.

In particular, in recent storytelling marketing, collaboration with various areas such as novels, movies, and animation has been increasing. In addition, in this integrated collaboration process, marketers or advertisers can only present a rough concept and direction and guarantee creative freedom so that partners can demonstrate their creativity, which can be said to be a way to increase the likelihood of success in storytelling marketing. Therefore, the advertising public relations and marketing industry should pursue collaboration with experts in various fields from a long-term perspective to increase the effectiveness of storytelling marketing.

The significance and limitations of this study are as follows. Academically, it will be helpful to understand the essence and characteristics of storytelling marketing by analyzing the types of storytelling marketing that are currently growing rapidly in the advertising and marketing fields. Based on this, the depth and breadth of storytelling marketing research will be able to expand in the future. The findings of this study can provide conceptual clarity on the range of storytelling options and their

distinguishing features. This can expand theoretical understanding of this emerging brand communications technique.

In practice, by analyzing storytelling marketing and understanding its types through analysis of realistic cases, it will be possible to use it as a reference when carrying out storytelling marketing in future practice. Through understanding the types of storytelling marketing, the typology can provide conceptual clarity on storytelling options and guidance on matching approaches to branding goals. Also the typology offers practical guidance for marketing professionals in identifying storytelling strategies tailored to campaign objectives and target audience

This study identified storytelling marketing types using case analysis, a qualitative research method. Therefore, it can be said that it lacks rigor and systematicity, which are limitations of qualitative research. In future research, quantitative research on storytelling marketing types needs to be conducted. In other words, analysis of additional cases and quantitative validation of the typology through consumer surveys or experiments remain needed.

In addition, because the purpose of this study was to identify types of storytelling marketing through case analysis, specific analysis of specific cases was not conducted. In the future, specific research on a single storytelling marketing case is needed.

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