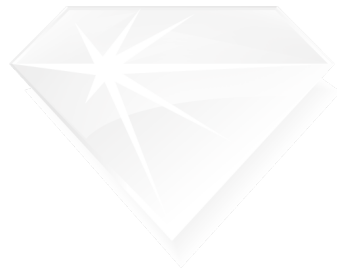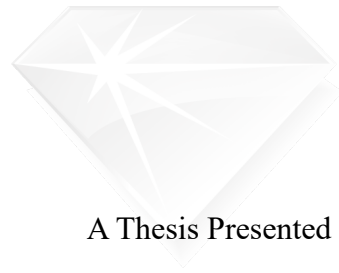PRESENTTING GLOBAL BRANDS WITH CELEBRITY ENDORSEMENT

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A Thesis Presented to

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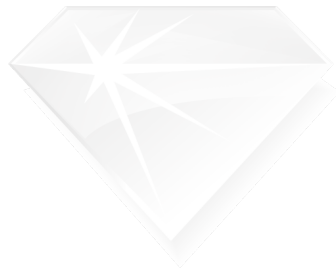
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Title   :   Presenting Global Brands with Celebrity Endorsement through Impression

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Presenting Global Brands with Celebrity Endorsement Through Impression Management and Storytelling Technique: A Case Study of 12 Brand Archetypes in Personal Care Product Category (281 pp.)

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ABSTRACT

This research aims to investigate the relation between 12 brand archetypal presentations and celebrity endorsement. As for bridging elements, they are impression management and storytelling techniques from celebrities. This research applies textual analysis to identify the results qualitatively. Moreover, the selected samples are 12 personal care brands' endorsing advertisements within the period of 2018 - 2023 and corresponding globally famous or industry-excellent celebrities with more than 1 million fans on social media platforms. Accordingly, results identified that celebrities manage their public impression by enhancing expertise, trustworthiness, and attractiveness. Specifically, the integration between endorsement and lifestyle, archetypal performances and psychologically dimensional performances of celebrities devote to positive image establishment, which simultaneously reflect the

archetypal positioning of brands. Lastly, referring to storytelling techniques,

apart from traditional narrative structures, first-person narration, third-person

narration and absent narrator narration, modern advertising narrative structures

also provide effective guidance in analyzing storytelling effects. They are

the 4P model with the "promise - picture - proof - push" procedure and Before -

After - Bridge (BAB) model. Moreover, by utilizing narrative structures to

simplify key messages in advertising, it could arouse resonance in the interactions

between celebrities and audiences. Additionally, themes related to storytelling,

such as spoken and written words, authentic realism, sensory appeal, and inclusive

diversity, play essential roles in reflecting 12 brand archetypes.

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

This chapter introduces readers to a Master's thesis study entitled,

"Celebrity Endorsement and Presentation of Brand Archetypes: An Analysis of

Impression Management and Storytelling Techniques". It provides readers with

background information, rationale and problem statement, together with research

objectives, scope of the study, and research questions. The significance of the

study and definitions of important concepts to be examined in this study are also

described.

1.1 Rationale and Problem Statement

1.1.1 Storytelling and Brand Archetypes

Storytelling is one of the popular communication techniques used by

marketers to convey desired messages about their brand or product to target

consumers. Along the same line, marketers also apply brand archetypes that

manifest general brand personas with an aim to connect a certain character image

with their brand. It is obvious that marketers have struggled for years to utilize

archetypal meaning to strengthen branding in their public relations works. With

effective storytelling techniques, the reactions of audience do connect brands

with specific archetypes (Merlo, Eisingerich, Gillingwater & Cao, 2023).

Telling stories can properly fulfill the gap between deeper meanings of brands and psychological needs of target customers. Meanwhile, some abstract ideas can be visualized through stories to make them more convincing. For example, among sports brands that emphasize the spirit of aggressiveness, the jumping cat in the Puma logo communicates the brand's DNA of endurance, agility and bravery through visual storytelling. And if a brand's logo is the equivalent of a story's prologue, then subsequent campaigns of the brand reinforce the core concepts of the brand DNA. For instance, Puma collaborated with Pamela Reif, a fashion fitness celebrity with over 9.64 million followers on YouTube to launch a new collection with the core spirit of appreciating the beauty of powerful women. Additionally, in Pamela's online training videos, healthy wheat-colored skin and sportswear with prominent Puma's logo keep showing up. Thus, each exposure is a vertical output to sports enthusiasts as target audience. Consequently, by demonstrating the beauty of famine power, the campaign not only meets the needs of female sportswear consumers, but also further explains the positive psychological implication of self-confidence and self-discipline.

This thesis aims to examine how global brands adopt storytelling techniques to humanize brand archetypes through the use of celebrity endorsement. Obviously, brand archetypes can attract a segment of consumers who share similar values to the brand. Strong brand archetypes could make

its products or services be more memorable among target audience so that

the particular brand stands out from the masses of commodities.

Mark and Pearson (2001) stated that archetypes are the heartbeat of

a brand because they convey a meaning that makes customers relate to a product

as if it is actually alive in some way, they have a relationship with it and care

about it. Hence, it is obvious that brand archetypes or personas are vital for brands

to endure in the commercial world. When new emerging trend stimulates brands

to broader its story contents to meet with new segments of target audience,

the values and core spirits rooted in the storytelling techniques are still covered

in every phase of brand communication. Accordingly, consumers will

unconsciously identify and evaluate brand personas as some stereotypes based on

the understanding of brand archetypes. In order to better understand the effects

of brand archetypes before making campaign output decisions, it is exactly why

Brand Archetype theory by Carl Jung is still of great significance in delivering

key messages during the process of brand positioning.

There are lots of brands with different archetypes in marketplace.

According to Carl Jung's theory, brands archetypes could be categorized into

12 categories, which includes the Innocent, Everyman, Hero, Outlaw, Explorer,

Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage. Consumers with

different cultural and educational background would unconsciously assign brands

to a certain archetype based on their own understanding. In addition, effective

brand communication, such as advertisements can trigger target audience's
self-referencing process (Lee & Heo, 2016), which can somehow make useful
linkage between target audience and brand archetypes.

As for the Self-Referencing Theory, it points out the cognitive process
in which individuals relate their self-related incoming information to the stored
information in memory (Kuiper & Rogers, 1979). By transforming the core spirit
of story contained in brand communication into a familiar brand archetype, clear
brand archetypal positioning helps to enhance consumers' perception of brand
identity and to further create emotional resonance. Encouraging customers to
personally connect with an advertisement has been a popular persuasive strategy
for many advertisers (Bosmans, Van Kenhove, Vlerick & Hendrick, 2001).
As a result, techniques of brand storytelling will play a critical role in the
customers' process of forming perceptions which leads to their better
understanding of the brand identity.

In brand communication, storytelling is an effective medium for
connecting brand archetypes with specific characters. It is acknowledged that
storytelling is one of the most captivating techniques to convey messages and
information (Nguyen, 2020). And, good storytelling naturally better reflects
the core spirit of the brand communication campaign, thus attracting a wider
audience.

According to the Theory of Dramaturgy by Goffman (1959), life is compared to a drama, and daily scenes in our lives could be divided into front stages and back stages. As for the front stages, human beings are compared to actors in public areas. And for the back stages, it is similar to private areas where everyone does not need to pretend oneself. In addition, actors could also optimize their public images via preparations and practice in back stages in order to achieve ideal images when they are acting in front stages again. In terms of celebrity endorsement, the information about celebrity that audiences gain is from front stages.

1.1.2 Impression Management

Impression management refers to consciously polished perceptions to form good impressions among audiences. Celebrities are keen to select proper materials to strengthen their positive public images via impression management. Based on the mass communication exposure, celebrity is selected, matched, prearranged and manipulated information to shape an ideal figure by emphasizing attractive appearance, persona and talent so as to create mutual emotional resonance (Rindova, Pollock & Hayward, 2006). Consequently, celebrities are compared to actors who attract significant public attentions and elicit positive emotional responses from stakeholder audiences.

Celebrity's management of its own public image is deeply related to the impression management in Goffman's Theory of Dramaturgy. According to the

explanation of Goffman (1959), people utilize sign vehicles to show themselves.

Social setting, appearance and manner of interacting are essential parts for the

components of sign vehicles. Celebrity endorsement utilizes sign vehicles to build

their own ideal public images. For instance, the British royal family's every move

often becomes the focus of attention, including Catherine, Princess of Wales'

every appearance tends to cause a heated discussion on social media. Besides

the clothes and accessories worn by her are often sold out. On behalf of the royal

class, Catherine, Duchess of Cambridge, with her fascinating fashion taste,

has worn British niche fashion brands as classic high luxury brands, which is

a reflection of the social setting upgrade in the sign vehicle through the "royal

spokesperson." At the same time, Catherine, Duchess of Cambridge's elegant

public image is in line with the public expectation of the royal spokesperson's

appearance, and the personable manner of interaction increases the public's

favorability towards her, which is conducive to her better fulfillment of social

responsibility. Therefore, it is a good embodiment of front stage in Dramaturgy

(Goffman, 1959), while Niche local English fashion brand's archetypes are

strengthened by royal members' publicity. It is a win-win situation for both sides.

The royal members present an elegant and approachable image at public events,

and the brand can make the brand archetype more likable, increasing visual

exposure and evoking the resonance of the masses.

Impression management from endorsed celebrity could bolster brand image through storytelling techniques. Nowadays, five popular models of storytelling technique – 1) 4P model (GreatContent, 2019), 2) Before - After - Bridge (BAB) model (GreatContent, 2019), 3) first-person narration (MasterClass, 2021), 4) third-person narration (Straub, 2022), and 5) absent narrator narration (Jahn, 2022) - are widely used in brand communication. Firstly, the 4P model is a "promise - picture - proof - push" procedure, which is usually used in politicians' campaign manifestoes, financial products and insurance industry, etc. As for the BAB model, it tries to provide a comparison before and after situations, and finally utilizes a "bridge" as a medium to illustrate a fact that how can we make all the wishes and needs come true.

The first-person narration refers to the narration of a story from the first-person point of view, thus adding persuasiveness to the story through one's own experience. As for the third-person narration, it narrates stories from the third-person point of view to present truths through more objective perspectives. Lastly, the absent narrator narration presents the story from the third-person who is not involved in the story as a character. The absent narrator is independent of the story but knows where all the plots are going, thus showing more details about the story in a more objective and neutral way.

Moreover, all of these five models mentioned above are closely related to content marketing as well. Utilizing storytelling techniques to polish brand stories

with attractive contents, is a useful tool for raising brand awareness. It will make

stories better reach their target audience and evoke emotional sympathy (Escalas

& Stern, 2003). Celebrities could be packaged in front of cameras to show brand's

required qualities so that they arouse visual and emotional resonance, and create

buzz on social media in order to make an excellent brand communication.

Storytelling techniques, the 4P model and the BAB model, such as making it

visual, using conflict, and easy to relate to, and so on, where fashion shows could

be good examples of using them. It is a useful way for brands to implant their

archetypes through celebrity endorsement effects. The quality of luxurious items

and images of celebrities complement each other, giving luxury brands a new

connotation, thus strengthening the effective output of the brand archetypes and

attracting more target audiences. For many luxury brands, their brand archetypes

are Lover. However, by using different storytelling techniques in their brand

campaigns, marketers can present different effects and better appeal their brand's

target groups.

Here is an example to compare the different storytelling narratives of

Saint Laurent's and Celine's fashion shows. First of all, they all utilize the AIDA

model (Attention - Interest - Desire - Action) to illustrate a fashion fantasy.

However, for Saint Laurent, it strengthens the conflicts between desolate location

setting and luxurious dressings. While for Celine, it chooses a direct way to show

its high fashion social status by holding a big show in divine places, which makes

upper class easily relate these fabulous scenes into their daily lives. In addition,

different celebrity choices for these two brands can simultaneously bring different

effects for brand communication.

For Saint Laurent, the Spring / Summer 2023 show's location was in the

Agafay Desert of Morocco, where high luxury fashion items from Paris strongly

contrasted with the barren desert in Morocco. Soft and flowy fabrics of clothing

conveyed a sense of freedom in the wilderness. In addition, by paying tribute to

Paul Bowles' novel "*The Sheltering Sky*" published in 1949, the brand sets up a

circular art installation designed by Es Devlin in the desert to echo the theme of

the whole show. The theme is that this show was based on the present society,

evoking memories of the glorious high fashion era in the past, and simultaneously

re-creating clothing style to mix vintage and street fashion elements together

(AHALOLO, 2022). Saint Laurent's Spring/ Summer 2023 show emphasized

genderless dressing style, and their choice of Asian celebrity was Mark Tuan,

a former member of GOT7. Mark Tuan's public image as a cool rapper with

metrosexual attractiveness greatly coincides with the theme of the show.

The photos he posted about the show received nearly 600,000 likes on Instagram.

All in all, the storytelling technique used in this show is to illustrate the image of

the Lover in the new era through visual impact from fabulous clothing designs

and contradictory between brand positioning and location selected for the fashion

how. Mark Tuan and other celebrities, as well as models' interpretation of the

clothes, create images of gangly aristocrats within a Renaissance atmosphere in a specific specially-designed scene to convey a key message that anyone who dress these clothes could be both smartly sophisticated, and also street casual in their own ways. With this technique, the brand's communication objective of the campaign was achieved. Although it is a period of limited sales growth for luxury brands, Saint Laurent still posted revenue of 2.52 billion euros in 2021, increasing 46% from a year earlier, twice the amount in 2016 (Spencer, 2022). In this regard, Saint Laurent's brand communication is closely related with its target audience.

As for the other brand that also uses Asian models as brand endorsers, such as Celine, it expresses the new illustration of the Lover from the perspective of Gen Z with different storytelling styles. Celine is more concerned about what young people like than Saint Laurent's pursuit of vintage. For instance, from 2021 onwards, Celine's fashion shows tend to utilize TikTok popular music, and the show's Mood board is mainly composed of divine construction, plus vintage and romantic elements (AHALOLO, 2022). Once upon a time, Celine's prints were regarded as classic and sophisticated, while designer Hedi Slimane transformed Celine's classic Triomphe logo and the brand's name logo into street fashion. The brand invited Lisa (a member of 'Blackpink' girl group), the current popular traffic code of K-pop flow, to be the global ambassador, giving the audience a more intuitive sense of youthfulness. Unlike the Saint Laurent show, where many cultural metaphors were piled up, the nobility of Celine's show was directly

moved to a palace setting, allowing audience to strongly feel the atmosphere of richness and fashion. Lisa, as a fashion icon, gains high popularity on social media platforms. Hence, Generation Z who has purchasing power for luxury goods and be fond of chasing celebrity recommendations and social media exposure, naturally favored Celine much better than before. Nowadays, wearing Celine products illustrates the new social class's attitudes towards fashion under the successful brand communication from Celine. Additionally, the corporate annual report for LVMH in 2021 states that Celine's profit from ongoing business activities was €17,151 million in that year, an increase of 49% from 2019 and more than twice as much as it was in 2020. Therefore, it can be seen that through different techniques of storytelling and selecting the right celebrity endorsement for brand exposure means a lot for the brand communication of the particular brand.

When brands could utilize effective storytelling techniques to package celebrity endorsement to appropriately present brand archetypes, it is an excellent opportunity to make good use of celebrity economics and stand out from the business markets.

Previous researches are mostly focused on celebrity endorsement effects via advertisements (Wang, Cheng & Chu, 2013), but seldom related to storytelling techniques used for brand communications. Further, studies on brand archetypes are also lacking the latest examples within this mass-media era, especially for

new social media platforms, such as TikTok, Pinterest and Instagram etc.

As it is acknowledged that telling stories of brands is a timeless innovation for communication, it is of great significance to study the presentation of brand archetypes through storytelling from celebrity endorsements in the digital era. This research will fill the gap between storytelling effects and 12 Brand Archetypes Theory under the mass media information exposure. To articulate the endorsements preference choices from brands, and give holistic illustrations of cogent process after storytelling from celebrities, this study will manifest the new presentation model of brand persona in the Internet-based creative economy with useful brand communication practices.

1.2 Objectives of Study

The study aims to achieve the following two specific objectives.

1.2.1 To explore how global brands use celebrity endorsement to present 12 brand archetypes through impression management.

1.2.2 To explore how global brands use celebrity endorsement to present 12 brand archetypes through storytelling techniques.

1.3 Scope of Study

Nowadays, it is becoming more and more common for brands to utilize celebrity endorsement to promote their products to their target customers. At the same time, it is also increasingly important for brands to package their products through different stories and find the right positioning of their products to awaken consumers' emotional resonance. In view of this situation, this thesis concentrates on the exploration towards the connection between celebrity endorsement and 12 brand archetypes through the application of impression management and storytelling techniques.

To better explore how celebrity endorsement is used by brands for presenting 12 brand archetypes through impression management and storytelling techniques, this study adopts the textual analysis of advertisements on the Instagram, YouTube and Weibo over the time period between 2018 and 2023, which will be conducted for 12 global brands in the personal care product category, representing 12 brand archetypes (Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage) based on Carl Jung's theory.

Instagram, YouTube, and Weibo are classic online social media platforms with diverse active user base. To better reach effective data pool for textual analysis, YouTube with over 2,514 million active users, Instagram with over 2,000 million active users, and Weibo with over 584 million active users   (Dixon,

2023) provide multimedia contents, including text, images, videos, and even

live streaming for comprehensive analysis of how celebrities distinguish

themselves through impression management and storytelling techniques.

In addition, to better reach global target audiences, international brands usually

launch campaigns on platforms mentioned above due to the fact that Instagram,

YouTube and Weibo include users with different demographics dataset, cultural

background and interest circles. Especially for international brands, if they aim

to reach consumer based in the Chinese mainland market, involving topics and

trends on Weibo will be inevitable. Because browsing information on Weibo

is more in line with Chinese consumers' habits compared with YouTube and

Instagram. Simultaneously, engagement metrics (view counts, likes, comments

and shares) among users and brands could offer real-time data evidence to clarify

values on analyzing public feedback and reactions from advertisement output

from global brands.

1.4 Research Questions

     To accomplish the above research objectives, this study will be based on

the two research questions as shown below:

     RQ#1: How do global brands use celebrity endorsement to present 12

brand archetypes through impression management?

RQ#2: How do global brands use celebrity endorsement to present 12 brand archetypes through storytelling techniques?

1.5 Significance of Study

Celebrity effects and content marketing have been more and more significant in brand communication. Choosing an appropriate celebrity which is in line with brand archetype can predict strong associated relationship between brand and target audience and it will help the brand to better capture market share. Nowadays, competition in the business market is fiercer and fiercer than ever before, especially during the post-epidemic era. Due to the sensitive geopolitical situation and energy shortage limitation, import and export trade between countries is facing unprecedented challenges. Especially for brands that seek to capture the international market. Hence, choosing proper endorsements to advocate the brand story and localizing the products and services for export is essential to maintain the vitality of the brand. For example, the internationally renowned brand Dolce & Gabbana was once strongly boycotted by the Chinese mainland market for an ill-timed advertisement that taught viewers how to use chopsticks. This negative example is a wake-up call to more brands that would like to succeed in foreign markets. It requires good storytelling strategies based on content marketing. Findings of this study would reveal good storytelling strategies that can be later adopted by brand managers.

The brand archetype is an emotional projection of the consumer based on their comprehension of the brand stories. When the consumer gets empathy from the story, it can better develop his motivation to make purchasing intention. Meanwhile, a good story needs good narrators and actors. For this issue, the influence of celebrity plays an essential important role. With the invasion of digital information into every aspect of daily lives, celebrities with positive images gain popularity among fans sharing similar hobbies and aesthetic standards, from which establish a two-way trust relationship in the virtual world. If the products under different categories are vertically promoted to target audiences matching the positioning of the products, it can help brands better reach their communication goals. While within this process, the findings of this study will reveal how celebrities bridge the gap of branding recognition between brands and target consumers. The right match of the celebrity with the brand can economically save communication costs and effectively stimulate the growth of sales.

According to the push mechanism, using shorter time and higher exposure to better reach the target group is the key in the development of promotion strategies for brands. Various social applications increasingly push consumers to be exposed to a lot of relevant product information based on algorithmic criteria and their browsing habits. Findings on whether a strong brand archetype can be formed in consumers' perceptions when a brand's story

is repeatedly pushed through their adorable celebrities will serve as best practices

for brand managers who desire to develop a strong brand archetype.

Storytelling and impression management are timeless strategies for

content marketing. By analyzing the storytelling techniques of the twelve brand

archetypes with celebrities' impression management, this study will reveal

findings about how to achieve successful brand communication by applying

storytelling techniques and impression management to real business practice.

1.6 Definition of Terms

This section provides operational definition of the following concepts.

1.6.1 Celebrity Endorsement

Celebrity endorsement refers to those who have a fan base in a specific

field and utilize their reputation to affect a large number of people by endorsing

the particular products or brands. As for their impacts, they might be both

negative and positive. Celebrities are not only brand ambassadors but also carriers

of positive social values who generally play a significant role in influencing

consumers' cognition and purchasing behavior.

1.6.2 Brand Archetype

Brand Archetype refers to the concept of Carl Jung's 12 Brand Archetype

Theory (1991), which manifests 12 types of general brand personas. Its marketing

power is possible when consumers make influential connections between a brand

and a certain character image, specific 12 brand archetypes are defined as

followings:

1.6.2.1 Outlaw

The "Outlaw" archetype refers to those who disobey traditional

regulars and always show their determination to fight for freedom and innovation.

It is a kind of rebellion against dogmatism.

1.6.2.2 Creator

The "Creator" archetype aims to show the positive aspects of

creation. Contrary to the Outlaw, the Creator will utilize a gentler way to prove his

pursuing truths and dreams for making this world better in his own way. Turning

imagination into reality is Creator's faithful mission.

1.6.2.3 Magician

The "Magician" archetype is usually related to joyfulness and

magic. Turning sorrows into happiness and bringing surprises into lives, they are

Magician's talents to heal souls earning for peace and love. Hence, when we refer

to Magician, it is easy to remind us of wonderland, which is free from chaos and

awakens the innocence of hearts.

1.6.2.4 Hero

The "Hero" archetype is a classic inspiring character. Turning

tragedy into a miracle by firmly overcoming obstacles, the hero is a symbol of

bravery and wisdom. Its savior image can inspire normal people to cheer up

within challenging moments. Further, brands with the Hero archetype struggle to

make consumers believe that they can be extraordinary instead of being ordinary after standing out of their comfort zones.

1.6.2.5 Lover

The "Lover" archetype refers to an ideal image of an intimate partner who is gentle, caring, and romantic. Love is an eternal topic in the history of human beings, which can awaken the softest part of people's hearts. Through magnetic physical attraction and self-improving motivation, brands with the Lover archetype are specialized in evoking emotional connections.

1.6.2.6 Jester

The "Jester" archetype is a joyful image that can awaken happiness among audiences. The carefree characteristics of the Jester can drive everyone to encounter original satisfaction in a fancy wonderland. Hence, brands with the Jester archetype are mostly connected with the innocence of childhood.

1.6.2.7 Everyman

The "Everyman" archetype refers to an approachable image under the safety of conformity. Brands with the "Everyman" archetype are usually affordable, not unique, but trustworthy. The Everyman brand fits consumers' casual everyday needs. It constructs a sense of security under the familiarity and belongings.

1.6.2.8 Caregiver

The "Caregiver" archetype is closely related to care giving parental tendencies. As for the generosity rooted in Caregiver brands, it leaves consumers with a sense of protection from harms. Showing help with warmth and empathy, brands with the Caregiver archetype respect all the virtues and origins of consumers.

1.6.2.9 Ruler

The "Ruler" archetype refers to the control of orders. It is a reflection of ambitions and superiority. Brands with the "Ruler" archetype are usually elites' royal partners. A luxurious sense of style and unparalleled hidden values are essential for brand positioning. Hence, brands with the Ruler archetype are usually positioned as a symbol of leadership in the industry.

1.6.2.10 Innocent

The "Innocent" archetype has strong connections with purity and harmony. Brands equipped with the Innocent archetype focus on turning complexity into simplicity for their products or service, under an emphasis on originality and reassuring quality. In conclusion, Innocent brands offer consumers a trustworthy step back and happiness, where gentle care can also have infinite power.

1) Sage

The "Sage" archetype is a combination of prophecy and wisdom. Brands with the Sage archetype is compared to a reliable partner who can show lost lambs the right way. To be in line with today's society's growth, Sage brands are supposed to be equipped with the latest science and technology to show the power of knowledge.

2) Explorer

The "Explorer" archetype is positioned as a pioneer for discovery. The Explorer will show their innovation and creation under some conventional rules, which make them distinguished from the Outlaw. Explorer brands are more like gentle reformers in the industry.

1.6.3 Impression Management

Impression management is a window for others to recognize the characteristics of one person or an object. During the process of perception shaping, the impression presets can be controlled by the one in charge of the presentation to achieve anticipated feedback through careful management. It includes three major factors – 1) social setting, 2) appearance, and 3) manner of interacting (Goffman, 1959).

1.6.3.1 Social Setting

Social environments encompass the immediate physical surroundings, social relationships, and cultural milieus within which defined

groups of people function and interact (Casper, 2001). Different social settings shape varying characteristics of human beings. As the first impressions made by social settings have long-lasting impacts, it is considered one of major factors of impression management.

1.6.3.2 Appearance

This term refers to the way a person or thing looks to other people. According to Dramaturgy (Goffman, 1959), appearance includes clothing, physical stature and race, which are apparent characteristics at first glance at beginning of acquaintances. It is another important factor of impression management.

1.6.3.3 Manner of Interacting

Based on Goffman (1959), this term consists of the attitude humans convey in an attempt to get others to form certain impressions about them. As part of non-verbal communication, manner can be shown through gestures, facial expressions, and body language. It is acknowledged that good manners can help both sides feel relaxed and be more involved in communication to gain more information. It is an important factor for impression management.

1.6.4 Storytelling Techniques

This term refers to the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination (National Storytelling Network, 2019). Storytelling techniques are widely used in novels, paintings, lyrics, movies, etc. Good stories would resonate with the emotions of the audience. In this research, this study focuses on five approaches of storytelling techniques as shown below:

1.6.4.1 4P Model

The 4P Model of storytelling techniques consists of four orders: Promise - Picture - Proof - Push. Firstly, starting with a promise to draw a picture to the audience to arouse attention and interests rank a prior appealing step. Secondly, making proof to the audience to enhance trust is a significant push for the audience to shape perceptions and take action.

1.6.4.2 BAB Model

The BAB model includes three orders. They are Before, After, and Bridge. To begin with, illustrate the before and after situations to the audience. Then, utilize a bridge to present procedures about how to achieve expected objectives.

1.6.4.3 First-Person Narration

First-person narration is defined as telling stories through the first-person perspective to convince the audience of certain opinions from their own experiences. The storyteller is often called a first-person protagonist.

1.6.4.4 Third-Person Narration

Third-person narration is defined as telling stories through the third-person perspective. The storyteller is not the one who experiences stories by himself. It is about an outsider sharing stories from others with the audience.

1.6.4.5 Absent Narrator Narration

Absent narrator narration is defined as telling stories by means of speech and interaction (drama) (Stern, 1996). The speech and drama can be designed as specific plots to meet the resonance needs of the audience.

1.6.5 Personal Care Product:

Personal care products (or abbreviated as PCPs) are generally utilized for grooming, cleaning, personal hygiene, and cosmetic purposes in daily lives. Product items of personal care category include hair and skin care, mother and baby care, UV protection creams, facial cleansers, insect repellents, perfumes, aromas, soap, detergents, shampoos, conditioners, toothpaste, etc., which make it simple for people to lead their lives (Khalid & Abdollahi, 2021). By the way, some personal care products are regulated as drugs simultaneously according to the law. For instance, lip balms, diaper ointments, mouthwashes marketed with therapeutic claims, antiperspirants, and treatments for dandruff or acne (Office of Regulatory Affairs, 2019).

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the literature about the examined concepts, past studies, and theories. It is used as a foundation for developing a conceptual framework for answering the two research questions of this study.

2.1 Review of Relevant Literature and Previous Studies

2.1.1 Celebrity Endorsement

Celebrities are defined as "people who built a large network of followers, and are regarded as trusted tastemakers in one or several niches" (De Veirman, Cauberghe & Hudders, 2017, p. 1). They generally have some expertise in specific areas, such as healthy living, travel, food, lifestyle, beauty, or fashion (Lou & Yuan, 2019). With the development of Internet, social media platforms gradually become combinations of products recommendation, direct selling promotion and after sales comments mediums. Hence, celebrity effects are more and more significant in content marketing than ever before. When popularity of celebrities via public traffic could directly boost sales, the positioning of customer profiles is usually in line with appropriate public images of the celebrity. In general, pushing advertisements towards celebrity fan base vertically would help brands win higher sales conversion rate compared with non-targeted mass exposure advertising input. In addition, compared to high budgets

requirements for hiring well-known celebrities, inviting micro celebrities for brand

communication is also a popular trend for PR works. As for 'micro celebrities,'

they are people online who are known to a small but often dedicated group in niche

hobby circles, and they represent a growing variant of the attention economy

(Lorenz, 2022).

Famous celebrities and micro celebrities play essential parts in the celebrity

economy. Moreover, as they become more influential among their fans, they would

form fan groups and gradually transfer fans from public domain traffic to private

domain traffic platforms, where they would show more information about themselves

to achieve better business promotion among their loyal fans.

In terms of private life sharing, celebrities are willing to share a substantial

part of their personal life with their target audience. They need to decide if they want,

or even can, leave out a part of their personal life and how their pets, children, partner,

and family should be involved (Haenlein, Anadol, Farnsworth, Hugo, Hunichen &

Welte, 2020). When parts of their private lives are unveiled, it would increase

intimacy between celebrities and their fans. In daily lives, a person's characteristic

would be judged by his front stage and back stage behaviors. However, for celebrities,

reactions and attitudes from back stage of life scenarios seem to be slightly difficult

in showing totally to target groups according to energy limitations and timeliness

delays. Additionally, if back stage images of celebrities are not in line with

expectations from fans, their popularity and reputation are proximately ruined in

one second. Hence, celebrities would utilize some details in their photos or vlog

shooting to reinforce their positive persona that meets public expectations. Even posts

of them sometimes contain negative emotions, it is all about shaping a real person

with emotions going up and down rather than creating a distant image like perfect

actors. What's more, fans would be delighted if their idols could sincerely share joys

and sorrows with them. After that, all the sweat and tears are digested on the back

stage of life scenarios, and then celebrities would return to the front stage with radiant

images. In this way, the construction of a positive model image is eventually

complete. Through this way, celebrities could effectively build emotional connections

with their fans and gradually gain influence among them. What's more, good fan

bases could help celebrities gain more business benefits under celebrity economic

effects (Wu, 2022).

    2.1.2 Brand Archetype

    People have strong attachments to brands with clearly defined

archetypes reflected in their branding, including visual design, messaging, tone of

voice, and even their products and services (Rizza, 2022). According to the study

of Mittelstaedt (2004), 95% of consumers will make a purchase decision in a

subconscious state. In response to consumers' subconscious purchasing habits,

if brand archetype effect is maximized, it will help brands establish positive brand

images. Hence, customers will predict the most associated and needed brand

archetypes before making purchasing decisions and sales will increase, as well as consumer loyalty to brands.

The Brand archetypal effect is a timeless, innovative, and practical marketing strategy. When stories about brand archetypes are effectively exposed in a large number of repetitions, it could help to establish brand distinction and uniqueness. Accordingly, brand archetype could lay a perceptual foundation towards a brand and then arouse consumer imagination. Consequently, portraying a touchable image and further developing a symbolic brand archetype could establish higher leverage of consumers' brand likeability and brand loyalty (Laub, Ferdinand, Kramer & Pätzmann, 2018).

Figure 2.1: Twelve Brand Archetypes Theory Model
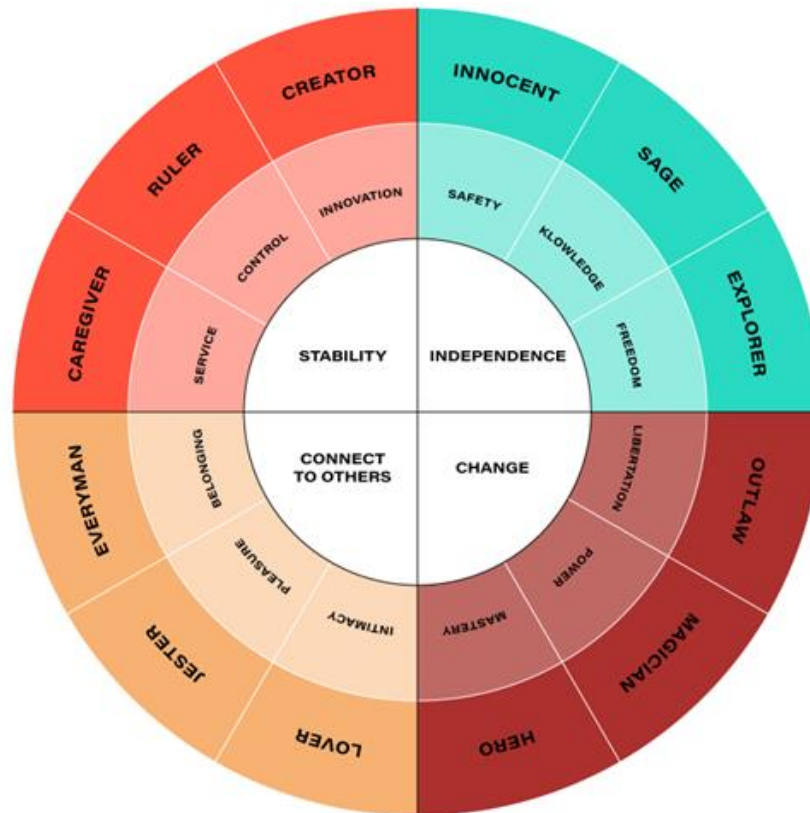
Source: Dyrlaga, S. (2023). *A Warrior or a Jester: All you need to know about brand archetypes.* Retrieved from https://admindagency.com/blog/brand-archetypes-all-you-need-to-know/.

2.1.2.1 Outlaw

Outlaws express reluctant attitudes towards the status quo and simultaneously show their courage to break the rules. They rebel against authority and any idea that is contrary to freedom. In addition, their motivation are risk and mastery, from which audience could see their huge passions for liberation (Rizza, 2022). Hence, their target groups yearn to question the existing truth and try to be

revolutionary. Strong self-expression could echo with their psychological needs.

Brand communication from outlaw archetypes emphasize the importance of breaking

down the barriers and awakening each boring soul. Pushing boundaries is outlaw's

faith, when wildest ambitions of outlaws are perfectly shown up through

communication medium among potential rebels, their purchasing power would

give surprise to brands.

2.1.2.2 Creator

Creators are committed to turning the beautiful world of the

imagination into reality. They are the standouts in imagination and self-expression.

For creators, driven by unsatisfying existing features and mediocre products, they

dedicate themselves to reach pioneer innovation. In a spark of inspiration, products

with creator brand archetypes usually stir target audience's desire for creative process

and encourage them to be life-changing makers. Furthermore, brands continue to

identify problems and solve them as they evolve. Because brands with creator

archetypes strive to offer their target audience with the most extraordinary experience

(Rizza, 2022).

2.1.2.3 Magician

Magicians struggle to bring the future to the present. Magician

archetypes display traits that have spiritual or psychological elements to help target

audience to achieve personal transformation in a charismatic, compelling, and

mystical way (Astute, Co., 2020). Brands with magician archetypes are good at

creating fantasy to arouse curiosity among target groups. When it comes to how customers feel, they are often captivated by the potential and promise that the brand has to offer (Nelson, 2020). When magic makes life better in a relaxing and delightful way, customers will naturally project positive emotional values on brands and subconsciously increase their loyalty to them.

2.1.2.4 Hero

The hero is a classic character image in Greek mythology, American movies, and Japanese animation, etc. He carries the determination of mankind to overcome suffering and hopes for a better life. Many sports brands prefer to categorize their products as the brand archetype of heroes, rendered by inspiring background music and encouraging story plots, giving the recipients a psychological implication that if they own the products, they could overcome all difficulties and become heroes. Characterized by proving their worth in every challenging situation, heroes need self-sacrifice and courage to overcome storms and achieve their ambitions. Although the audiences are familiar with the story of heroes, how to make the classic "conflict - resolve the conflict" story structure (Serra, 2017) show its uniqueness is a tough task, which is easy to be called a cliché. But there is no denying the fact that passions for heroes have never been extinguished in any era, so brands with hero archetypes have been surprising consumers with innovation all the time.

2.1.2.5 Lover

Lovers have passions for beauty and desires for sensuous and caring experiences. In addition, lovers are desired to be desired (Rizza, 2022). Hence, personal charm is particularly important in the brand archetype of lovers, which is usually characterized by romantic and enchanting keywords. In addition, to make the Lover archetypes look more stylish, some unquantifiable aesthetic standards to evoke emotions are usually applied to package brand images. For instance, fabulous sculptures, historical stories, typical literature, classic music, and modern art, etc. All in all, brands with lover archetypes focus on celebrating physical joys of being human, fostering intimacy and bliss in their consumers (Rizza, 2022). When the archetype of lover is sublimated, the meaning of lover will extend to the love of family, love of friends, and love of society, etc., with a gentle and powerful positive image to awaken the empathy of consumers.

2.1.2.6 Jester

Jesters decorate lives with light-hearted moments. They are fun-loving chasers. With regard to jester archetypes, it is usually positive images with leisure joy and humor that businesses intend to present to customers through their brand communication strategies rather than a 100% projection of the consumer's persona profiles. Corporate hopes that the jester's jovial personality will allow consumers to take a break from stressful lives. Additionally, jester personalities could be a unique and loving point of differentiation if the environment and timing are right. Therefore,

brands that can connect with their audience through happiness and laughter can

become much-loved brands among the target audience in the business market

(Rizza, 2022).

2.1.2.7 Everyman

Everyman carries a tinge of collectivism. The brand archetype of the

Everyman represents everyone as equals without social distance alienation. Because

it is a common and non-offensive public image, and it leaves a sense of security that

puts somebody in the crowd with a down-to-earth setting. The brand archetype of

everyman represents approachability, which shows a sense of positive belonging.

As a result, if a product is routinely used in everyday life, it could be a suitable fit for

the everyman brand (Thomson, 2021). Products based on everyman archetypes have

characteristics of high-cost performance, good quality and affordability, which make

them be compared as a reliable and loyal partner in people's lives. However, due to

the fact that ordinary is easy to fall into mediocrity, brands will focus on giving

fundamental values to the ordinary products through storytelling techniques to

strengthen consumers' deep memories of the brand and thus create emotional

resonance.

2.1.2.8 Caregiver

Caregivers are altruistic, selfless, and warm-hearted protectors. They

are typically maternal figures who take individuals in need of care under their wings

until they are strong enough to care for themselves (Rizza, 2022). Hence, caregiver

archetypes are usually compared to mature guardians who wait for the other person

to grow with their company. Because caregivers are closely linked to reassuring care

guarantee images. They are dedicated to providing innocent consumers with

trustworthy protection. In addition, products and services from caregivers are

equipped with high-quality standards to offer consumers with convenient and efficient

usage experience. Besides, relationship between brands with caregivers' archetypes

and target audience is positioned as intimacy rather than alienation. For customers,

companionship from caregivers is the longest confession of love. And it is the core

spirit of brands to stand out from the business markets.

2.1.2.9 Ruler

Rulers see themselves at the top of the food chain and aggressively

defend their position (Rizza, 2022). As for the ruler archetype, it seeks to prevent

chaos by taking control. Brand archetype of ruler is a mastery of social order and

status to manifest values of identities. It is ruthless and power-hungry - seeking to

gain control by any means (Astute, Co., 2020). Furthermore, ruler is a symbol of

prosperity and success. Therefore, products with this brand positioning should not

only have extremely high qualities, but also have sensations of social distance

resulting from elitism. In addition, details of products reveal rulers' extraordinary

status and it simultaneously brings positive psychological implications of huge

success. Hence, utilizing high quality products with perfect details will leave

customers a feeling that if you rule the details of products well, you would be

able to rule your life better and finally put yourself at the top of the ladder of success. Consequently, high-end products with ruler brand archetypes bring a specifically clear hierarchy.

2.1.2.10 Innocent

The innocent is known as the dreamer, idealist, muse, traditionalist, or Pollyanna dreams of a better, happier world (Thomas, 2021). For brands with archetypes of innocent, they aim to create a child-like wonder with open-minded and joyful moments to resist the complicated world. Hence, purity and minimalism would be essential elements in the brand positioning with innocent colors. The Innocent brand archetype is filled with hope and faith. They see the best in everyone and everything and most importantly, they could find joy in the little things in lives (Thomas, 2021). The innocent would be delighted to see the corporate guarding a piece of pure sincerity in the complex world. Therefore, brands are supposed to focus on the simplicity and practicality of product functions, maintain the transparency of information within production process, as well as shape responsible corporate public images. In conclusion, when the inner beauty of brands is recognized by target audience, brands with innocent archetypes will resonate with customers well.

2.1.2.11 Sage

Sage images are usually regarded as experts with wisdom. They show expertise in specific knowledge fields. And the spark of intelligence usually flashes

in a philosophical and profound conversation. From this perspective, it seems that

brands with sage archetypes carry the nature of public welfare and benefit human

society. Hence, rather than changing the world, brands with sage archetypes are far

more likely to pass on their wisdom to someone who can apply it to change it (Rizza,

2022). As the old saying goes, standing on the shoulders of giants could see higher.

Sage philosophers with great wisdom are supposed to spread knowledge with

gentleness and selflessness to bring people out of trouble and break free from

confusion. All in all, the discovery of truth would play an essential part in brand

communication with sage archetypes. In addition, the vastness of knowledge

and adherence to truth is crucial for the sage brand archetype to evoke emotional

resonance among customers. Besides, lifelong learning has become a consensus

for nowadays human society to make progress. Therefore, the development of brands

with sage archetypes would have a very promising future.

2.1.2.12 Explorer

Explorer has a palpable inner drive to venture beyond their comfort

and conformity of everyday life into the harsh environment. Brands with explorer

archetype are symbols of freedom and innovation. They won't let their comfort zones

set boundaries in their exploring experience. Moreover, they are good at challenging

the standards of modern society. Their rebellion against the dogmatism of real lives

is not as crazy and unruly as outlaws or heroes, who instead submit answers to their

life quandaries in a self-breaking way to gain spiritual independence and finally

become pioneers of industries. In conclusion, brand communication of explorer archetypes   is fulfilling and inspiring. Their product categories are unyielding or rugged. Additionally, any brand that differs from the norm and creates its own uniqueness could be classified as an explorer (Astute, Co., 2020). This positive and outward-looking explorer brand image plays an important role in uplifting target customers   in the post-epidemic era.

2.1.3 Impression Management

Impression management is one of the concepts of Dramaturgy (Goffman, 1959). According to Erving Goffman (1959), as actors, human beings utilize sign vehicles to present their images to audiences in their social lives. Sign vehicles include three key elements - social setting, appearance, and manner of interacting. All these factors shape crucial impressions for the audience during the acting process.

2.1.3.1 Social Setting

Social setting is an aspect of setting that pertains to the human environment among which events occur and among which characters live or interact (Su, Allen & Plotkin, 2022). According to Dramaturgy (Goffman, 1959), social setting is a macro physical environment where actors can show their performance. When characters interrelate with social environment with their motivations and behaviors, audience could judge characters' social status, interest preference and psychological state, etc. through details based on universal standards (Brennan, Previte & Fry, 2016).

As mass media are more widely used in daily life, social setting encompasses richer content than before. Interpersonal communication is no longer confined to real-life scenarios; the online world has become important. According to Dramaturgy (Goffman, 1959), social setting provides the story background. And it can be divided into background setting for front-stage and back-stage. As the social media platforms gain popularity, it gradually blurs the boundary between front-stage and back-stage (Bowman, 2010). Because showing some details of private lives in back-stage to audience, it does not only decrease online alienation, but also enhances interaction with potential fan groups. Hence, social setting is not merely limited for offline scenarios. The online editing tools can polish social setting with attractive elements to better touch their target audience. For instance, music, lights, filters, dressings, and decorations etc., occurring on vlog videos can be a good example for showing the attractiveness of edited back-stage performance via online media platforms.

2.1.3.2 Appearance

Appearance refers to clothing, physical stature and race etc. Appearance could imply one's characteristics, hobbies, and social status. Hence, people might judge a book by its cover and then form a stereotype of somebody based on incomplete and inaccurate information. In general, people who have the same hobbies and life attitudes share similarities inherently. Hence, when brands choose celebrity endorsement to promote their products, except from considering

popularity among fans of celebrities, they would also consider whether appearance

images of celebrities are consistent with target customers profiles as positioned from

the start. If the celebrity's style is far from the brand's positioning, then target

customers would be unable to establish an effective emotional connection with brands

when purchasing products. Because customers couldn't find ideal images from

endorsements. For instance, as the first Chinese-American singer to perform at the

Oscars, Coco Lee was ever the first Chanel ambassador in the Chinese region in

2001. However, she faced backlash from consumers of Chanel. The audience felt that

her sexy image   was inconsistent with Chanel's eternal elegance. Moreover, due to

the overwhelming opposition, Coco Lee's endorsement of Chanel was terminated after

only six months (Pan, 2017). It was obvious that during the 2000s, feminist liberation

thoughts were not so popular, and average consumers couldn't follow the idea of

appreciating the diversity of beauty. As for the public perceptual archetypal

dimension, Chanel was synonymous with grace and nobility, And Coco Lee's dressing

was sexy and pioneering. Consequently, it could be seen that Coco Lee's public image

did not align with the exquisite concept of Chanel. Hence, choosing a spokesperson

whose external image is not in line with the brand's positioning is not conducive to

brand marketing, despite the spokesperson's reputation and popularity.

Though different cultures have their own preferences for the standards

of fascinating appearance. Plum skin, glossy hair and symmetrical figure seem to be

a universal condition to define an attractive image. Utilizing foreign celebrities to

promote products with persuasive stories in the local market is also a good way to strengthen brand positioning from different perspectives. For instance, Estee Lauder is now associated with the phrase "You are so Estee Lauder" on Tik-Tok in China. This sentence illustrates that Estee Lauder's brand positioning is bound up with elegance for the average audience. This phrase was originally inspired by a Russian model named Anna Lerh who was praised by netizens for looking like Estee Lauder's spokesperson in her videos. And then Estee Lauder's PR team seized on the buzz of this slang "You are so Estee Lauder" and invited Anna to promote their new products. In fact, for different brands, customers will shape exact perceptions of varying products with the high exposure of celebrities' endorsements or recommendations. For instance, contrary to Estee Lauder, Armani is associated with independence, like Cate Blanchett's classic red posters with the hints of feminine power. All in all, appearance has strong implications to help target audience to better reach the core spirits of brands and give them relatively positive psychological hints. Hence, it is of great significance to present appropriate appearance settings to deliver product messages to target groups.

Figure 2.2: Armani's Si Perfume Poster Featuring Cate Blanchett

Source: *Sì-Women's Fragrances | Giorgio Armani*. (2023). Retrieved from

https://www.armani.com/en-us/giorgio-armani/woman/fragrances/SI.

Figure 2.3: Estee Lauder's Infinite Sky Perfume Poster Featuring Anna Lerh

Source: *Infinite Sky Perfume | Estee Lauder.* (2021). Retrieved from

https://www.xiaohongshu.com/explore/undefined. 小红书.

2.1.3.3 Manner of Interacting

It is universally acknowledged that good manners make a man. One of

the most common ways to convey attitudes is through nonverbal communication,

which refers to gestures, facial expressions, and body language (Sparknotes, 2019).

As in films and photographs where close-ups of characters are given, unspoken

details can most truly and deeply reveal a person's image. Obviously, the manner of

interacting is a way of characters to present themselves in public. It is a show-off

moment for performance of front stages according to Dramaturgy (Goffman, 1959).

Additionally, characters could present smart and polite images in public through

practice and rehearsals in back stages. When good impression management is

achieved, celebrities could build positive linkages with their fans.

The common manner of interacting can considerably ease strangeness

for interlocutor. For the dimensions of gestures, facial expression, body language,

clothing, physical stature, race, and personal area, they have different standards based

on varying culture background. However, the sincerity and inclusivity play key roles

in each communicative scenario. Especially nowadays, cross-cultural communication

is gaining momentum. Moreover, the online world has enriched the social scenes

across the limits of time and place. Hence, the manner of interacting will be like

the cover of the book, shaping essential first impression for audience. Some

misunderstandings and disrespects will ruin the whole process of viewpoint

transmission. Contrary to some grammars or translation mistakes, issues associated

to race, religion and politics are very sensitive for interaction process. Therefore, before formally starting a conversation for both online and offline scenarios, it is of great importance to learn the interlocutor's basic cultural and social background. When the appropriate manner of interacting is used for communication, it will effectively ease unfamiliarity and then further build mutual trust.

2.1.4 Storytelling Techniques

Storytelling techniques refer to the strategies which are used for polishing the story illustration process. And then it will effectively attract the attention of audience and further arouse resonance. Not all stories are equally effective. Hence, brands are supposed to be well integrated into the stories and then gain corresponding benefits. When stories receive good feedback, brand archetypes are created among target audience. Five storytelling techniques are described below.

2.1.4.1 4P Model

The 4P Model refers to storytelling strategies with 4 steps, which are *promise - picture - proof - push* (GreatContent, 2019). Raising a *promise* can somehow build the first step of mutual trustworthiness with the audience. And then utilizing convincing evidence and results to draw a *picture* to interact with audience can further attract their attention and interests. While for the step of *proof*, it will be described as the results after learning the picture of the story. It will show the situations after acquiring a specific object or service, and everything turns positive with the help of "promise and picture". As for the last step, *push*, it is like an

additional reaction after learning the stories. When good word-of-mouth occurs, useful recommendations will attract more audience to pay attention to the products or services. What's more, some classic plots, storyteller images or thought-provoking dialogues of stories will gradually become an influential business card for the brand.

Here is an example illustrating the specific usage of 4P storytelling technique. For the online video sharing, a celebrity shared her story when she was infected with COVID-19. It is well known that ibuprofen can help women a lot during the special period. Because ibuprofen has anti-inflammatory and pain-relieving effects. It is a *promise* procedure based on basic knowledge towards medicine for most people. Then she shared about her headache and high fever stories, which is a *picture* to describe the tolerant procedure. But now she feels better after taking ibuprofen and then edits this video in order to let more audience know that ibuprofen helps a lot when getting fever and headache due to COVID-19. While reviewing this video from a current perspective, some audiences would question the usefulness of ibuprofen based on the information from the latest papers published by the scientific medical community. However, it is also a fact that at the peak of the Covid-19 epidemic period in mainland China, the usage of ibuprofen helped many patients to stop suffering from high fevers and relieve their pains to a certain extent. And this experience sharing will become a *push* for more audience to convince that ibuprofen will be a great care-giver if someone unfortunately gets COVID-19. Then emotional connections between products and audience will be strengthened. And more and more

celebrities share some relative knowledge about how to use ibuprofen correctly.

Especially for Chinese mainland market, though China is one of the largest producers

of ibuprofen in the world, in December 2022, as China gradually loosens its epidemic

prevention policies, the number of people infected with COVID-19 is increasing and

ibuprofen is hard to purchase in China. Then, Chinese giant technology company

Tencent launched a mini-program on WeChat, "COVID-19 Protection Drugs Public

Welfare and Mutual Aid Platform," where more than a million users posted over

50,000 requests for help and assistance, sharing their own extra fever-reducing

medicine (Radio Free Asia, 2022). In addition, there are more and more people

sharing the precautions of ibuprofen and cheering each other up. Until now, keeping

ibuprofen at home on a daily basis has become a reassuring choice for Chinese

consumers. In response to the Chinese rush to purchase ibuprofen, effective narration

and viral spread of social buzz can shape exact perceptions of something in a very

short period. It not only influences people's opinions, but also their actions.

Therefore, it is clear to learn that narrative stories play critical roles for brand

communication compared with the way of only showing the "sell-points" of products

or service.

2.1.4.2 Before–After–Bridge Model (BAB)

The BAB model refers to the strategy of storytelling with the

framework of showing before and after comparative situations first and then using

bridge to illustrate the dealing method. It is a storytelling technique that is widely

used in delivering messages through advertisements, especially for promoting the

efficacy of products or service (GreatContent, 2019). For instance, the video's camera

captures a close-up of a child going from crying to smiling, for what reason, leaving

the story in suspense by showing the shift of *before and after* situations. Then the

camera changes to a wide-angle video shot and finds that Mickey Mouse in

Disneyland gives the child a lollipop. In this story, Disneyland is the *bridge* to

happiness. And the audience can learn that Disneyland is a place that brings laughter

to everyone. Moreover, the childishness embedded in every corner of Disneyland can

awaken precious memories for visitors. In conclusion, presenting the shift from

negative emotions to positive ones can stimulate pain points of consumers. When

audiences show interest about solutions, the bridge will cross the ocean to give people

comfort.

2.1.4.3 First-Person Narration

First-person narrative means that the story is told from the first-person

perspective, usually using the pronouns I or we to tell it. In novels, films and

advertisements, first-person narration is a common form of story representation.

According to Keen (2006)'s illustration of the Empathetic Narrative Techniques,

it is said that first-person narratives elicit emotional responses more readily than

third-person narrative circumstances in novels. Because generally, the audience

will have a greater sense of immersion in first-person narrative stories (Keen, 2006).

In contemporary social networks, celebrities often utilize the first-person perspective

to present products when recommending them. In this way, product performance

and product usage effects can be more realistically displayed so as to better resonate

emotionally with the target audience.

In addition, it will make stories presented by celebrities more convincing.

As they are telling their own stories rather than things heard from others. Especially

for the group of fans who have similar experiences and preferences with the celebrity,

the celebrity's recommendation has a higher reference value for them (Liu, Zhang &

Zhang, 2020). Thus, they will have a deeper emotional connection with the celebrity.

By the way, narrating from a first-person perspective is also conducive to celebrities

accumulating better video material based on real life, thus creating better quality

content and attracting viewers. Everyone in the world has his or her own life script,

as explained in the Dramaturgy theory (Goffman, 1959), playing different roles

on different occasions and having different stories. Summarizing these stories and

sharing them with others is the process of spreading and sublimating ideas. Although

the content of the stories may have similar directions and plots, different lines,

different costumes, and even different social and cultural environments can make

the stories with quality content to become a source of emotional power for people,

and this is the charm of telling stories in the first person.

2.1.4.4 Third-Person Narration

According to the Merriam-Webster Dictionary (2003), when telling

a story in the third person, the narrator stands apart from the action and describes

the characters' deeds by using their names or the third-person pronouns he, she,

or they. Furthermore, the three subtypes of third-person narrative are omniscient,

limited, and objective. A third-person narrator can either be all-knowing (that is,

aware of the thoughts and feelings of every individual) or limited in their perspective

(focused on a single character, or aware only what certain characters say and do)

(MasterClass, 2021). Compared with First-person Narration, Third-person Narration

contains more scenes and perspectives when telling stories. Because whether in

fiction or video, third-person narrative allows for a more rapid shift in view and scene

to show the story elements. Although it is not "one's own story," the moving plot

can still evoke emotional resonance with the audience. Moreover, from different

perspectives that are switched, viewers can analyze and evaluate the story more

comprehensively (Mountford, 2019).

        However simultaneously, the third-person narrative style, which focuses

more on the logic of the story and presenting facts, may increase the distance

between the narrator and the listener. Although third-person narration can show

the personalities and preferences of different characters in more dimensions so that

more viewers can find their reference objects for emotional projection in the narrative.

Nevertheless, due to the story's length or the film's duration, the third-person report

only briefly reveals each character's inner emotional state. As a result, the audience

may not feel a sense of immersion and emotional resonance in time (compared to

the first person). In short, the narrative style has a trade-off between breadth and

depth. Different narrative styles can be chosen for different audiences and expected

publicity effects.

        2.1.4.5 Absent Narrator Narration

        The absent narrator narration is also called the omniscient narrator

narration. Generally, the omniscient narrator illustrates a story from an all-knowing

perspective although he is not a character in it (Jahn, 2022). The absent narrator is

invisible in the story plot. Consequently, to remain neutral, they seldom judge or

comment on the behaviors of protagonists. Therefore, when audiences try to

understand the spirits of the whole story, they can analyze it in a more objective way.

But there is also an exception. For instance, there is a famous quote in *Pride and

Prejudice* by Austin (1998), that is "It is a truth universally acknowledged, that

a single man in possession of a good fortune, must be in want of a wife." Whilst

this concluding quote moves the plot forward and sets the following scenes, it also

reflects, to some extent, the ideological trends of that period and Jane Austin's own

values. But it does not detract from the fact that *Pride and Prejudice* is written in

the absent narrator narration perspective.

        The absent narration can arouse familiarity with audiences as if they

witness the whole story by themselves so as to evoke their own feelings and form

their own judgements without totally being affected by some exact prejudices form

the characters speaking. Because the omniscient narrator is aware of the characters'

background stories, behavioral motivations and emotional states through arranging

settings, creating tensions, and starting the story without relying on the presence of

a specific character's voice (Jahn, 2022). In addition, it can help audiences better get

immersive in the whole story to stimulate their resonances with the plots and create

their own thoughtful ideas.

2.1.5 Sense of Style Predicting the Effectiveness of Celebrity Endorsement

on Advertisements

According to Silvera and Austad (2004) study, the sense of style presented

by celebrity endorsement is an essential part of forming brand archetypes to target

audience. The sense of style refers to a particular sort of form, appearance,

or characteristic. Moreover, it dominates the first impression of brands under

the presentations of endorsers.

Sense of styles could be presented by cultures rooted in brand histories and

be refreshed by packaged storytelling via celebrity endorsements in contemporary

society. Because sense of style is a kind of personification in describing desires

and behaviors through style positioning (Silvera & Austad, 2004). Defining a style

for a product or service is similar to identifying a personality trait for a stranger.

When the core of brands could be perceived as multidimensionally as personas,

brands could better communicate their values with target customer base. Hence,

when products or services make effective linkages with sense of styles, it would

establish ideal images based on consumer expectations. During this procedure,

sense of style is conceptualized by brand archetypes, which psychologically affect

consumer perceived values before their purchasing decisions (Silvera & Austad,

2004).

Sense of styles of celebrity endorsements could affect styles positioning

of brands. Because celebrities could strengthen the original or fulfill the missing

parts of brand archetypes. Celebrities utilize visual aesthetics and filtered images to

promote specific products or services (Jin, Muqaddam & Ryu, 2019). After sufficient

communications with brands PR teams, posts or recorded videos presented by

celebrities imply archetypes that brands intend to instill in target audience.

Positive feelings towards endorsers could be transferred to associated

products under effective brand communications (Silvera & Austad, 2004).

Additionally, the congruence between brand positioning and celebrity personality

could further influence purchasing intentions (Pradhan, Duraipandian & Sethi, 2016).

For average consumers, even though they are not familiar with certain brands,

they would subconsciously show favorites towards relative products or service with

their adorable endorsing (Pradhan et al., 2016). Additionally, when celebrities endorse

brands with good reputation, it is simultaneously beneficial to enhance their public

influence among fans. Therefore, choosing appropriate celebrities to present products

is a win-win situation for both brands and celebrities. In addition, when celebrities

utilize relative products in non-advertising scenarios and relative pictures or videos

are exposed to the public, such as "celebrities' airport outfits" (Parker, 2023) or

"items appearing in their posts on social media platforms" (Rock Content, 2022),

it would bring free advertising to brands and further reach strong connections

between endorsers and brands. Because in non-advertising scenarios, the products

that celebrities choose in their daily lives are more representative of their preferences.

Thus, In this way, sense of styles from endorsers would convey effective branding

information to target customers.

2.1.6 Persona-Based Storytelling Plays Essential Roles in Branding

Storytelling is essential to successful branding, since brand is a combination

of brand communications and cooperating behaviors (Herskovitz & Crystal, 2010).

It would inform customers of predictable experience with products or services from

companies. Brands utilize storytelling to deliver values of brands via choosing

appropriate characters to create emotional bonding with target audience thus

establishing iconic archetypes (personas) for brand communications (Hwang, 2017).

Classic well-told stories include elements of a human hero, plots, and a turning point

(Denning, 2004). During narrative procedures, familiar archetypes appearing in

storytelling could help the audience better understand core spirits of the whole story,

because the audience could be more involved based on their cultural awareness.

Shaping stories with breathtakingly fresh and comfortingly recognizable

elements could breed new lives into story archetypes (Herskovitz & Crystal, 2010).

Though story archetypes have well known theoretical frameworks, connotation of

them are constantly enriched with changes of times. Understandings towards core

meanings of stories by target audience are influenced by current social consciousness

as well as individual psychological states (Wilber, 2004). Moreover, both macro

social ideology and micro individual psychology are reorganized in the midst of

conflicts and innovated in the process of summarization (Anderson, 2009).

As a result, archetypal images of stories presented in different social contexts have

different connotations in articulating values in different ways. For instance, before

the rise of the feminist and affirmative action movements, the heroic power of

patriarchy was usually presented by men. And now we can see more female

spokespeople in brand campaigns with heroic storytelling archetypes.

Two brands could coexist in a story with a strikingly similar type of plot,

but the differences in their distinct brand personas will be what alters the narrative

and makes each brand distinctively memorable (Herskovitz & Crystal, 2010).

For instance, both Apple and Google are tech giants globally. However, according to

customers' perceptions of archetypes towards these two brands, the former one is

Creator, the other is Sage (Hwang, 2017). In fact, for their brand communications,

they emphasize different elements in showing the magic of technological

development. Apple prefers to bring outlandish ideas to lives, while Google excels

at providing a platform for audiences to learn about stunning ideas of others.

One is the creator itself, while the other is an encyclopedia-like presence. Therefore,

it is easy to notice that when celebrities promote Apple's products, most of them

show the features of products through creative clips. For Google, as one of the

indispensable search engines for global Internet users, commonly comes with

diversity and authority of information. Therefore, in branding, finding the right

positioning is key. When a company finds its position clearly and chooses the right

spokesperson, it can strengthen the brand archetype that the brand wants to put on

the consumers.

Brands targeting different platforms for their advertising campaigns are

supposed to improve their storytelling formats based on platform users' usage habits.

For example, short video platforms, such as Tik-Tok, typically utilize rhythmic music

and faster storytelling styles with highlights to capture consumers' attention in

a shorter period of time. And for video platforms like YouTube, brands could share

informative stories with much longer and more profound contents. As for some

photo-driven social platforms, such as Instagram or Pinterest, it is suitable to balance

the emphasis between product introduction and graphic aesthetics perspectives to

convey key messages to consumers in time. In short, no matter which platform is

adopted to illustrate a product story, there is no superiority or inferiority. Choosing

an appropriate platform and telling an attractive story to target audience are key steps

for branding.

2.1.7 Celebrity Endorsement in Advertising Affect Brand Images

Celebrity endorsements appearing in advertisements are usually classified

into two types. One is entertainment-oriented celebrities, and the other is

intense-attachment celebrities (Chan, Leung Ng & Luk, 2013). As for the

entertainment-oriented celebrities, their target audiences prefer discussing items

appearing on posts in a casual way with superficial understanding due to their

motivations of entertainment orientations (Chan et al., 2013). While for the fans of

intense-attachment celebrities, they would evaluate details of posts with critical

considerations under the parasocial interaction (Horton & Wohl, 1956) with

corresponding celebrities (Chan et al., 2013). According to the different attributes

of celebrities, brands bind the merits and attractiveness of celebrities with the

products characteristics, thus pursuing celebrity effects and devoting themselves

to forming a good reputation among audience groups.

According to Chan et al. (2013), effective celebrity impacts include four

dimensions: attractiveness, expertise, trustworthiness of the celebrities, and congruity

between image of brand and the celebrity. As for *attractiveness* of celebrity, it refers

to the popularity among target audience. Each celebrity vertically matches ta

corresponding fan base. When celebrities and their fan base establish a strong

emotional connection, celebrities can stimulate consumers' emotional impulses

when selling products, thus deepening its brand recognition. When it comes to

expertise, it is related to holistic information or knowledge about the endorsing

products presented by celebrities. It is acknowledged that consumers may be more

willing to purchase advertised products when celebrities are knowledgeable, skilled,

and perceived to be authorities in the profession (Ohanian, 1991). When celebrities

can articulate useful information about products, it will help target groups better

understand effectiveness and involvement of brands, thus increasing *trustworthiness*.

It is proved that trustworthiness of celebrity is a supportive element underlying source credibility (Ohanian, 1990). But recent research has also shown that trustworthiness is not a factor in increasing consumers' willingness to try a brand (Mohd Suki, 2014).

Consistency between endorsements images and brand personalities play an essential role in advertising effects. According to O'Mahony and Meenaghan (1997), consumers expect *congruity* between a celebrity endorser's image and the brand being endorsed. Because it could show dimensions of expertise and trustworthiness of celebrities. When public images of endorsements fit with ideal images of target audience, claims appearing in advertisements would be more persuasive. Additionally, if it is exactly the field celebrity interested in, it would make them   more easily articulate the pain points of products and resonate with target groups. Therefore, when selecting a brand spokesperson, the brand should not only consider the popularity of the spokesperson or the number of fans but also whether the spokesperson's own quality and image are consistent with the brand positioning.   After all, the hidden message of the spokesperson is - with my recommended products, everyone can become as glamorous as me. But if the spokesperson does not match the brand's personality, then the high cost of investment will turn out to be unrealistic propaganda.

Celebrities could form reference groups for target audiences and further develop into powerful asset for markets (Chan et al., 2013). Advertisers believe that the usage of a celebrity affects advertising effectiveness, brand recall and recognition,

as well as purchase intentions and follow-through (Spry, Pappu & Cornwell, 2011).

Celebrity endorsers and advertisements have linkages with consumers perceptions

and purchasing intentions through effective archetypal brand communications.

As for the physical appearance, sense of style, storytelling techniques and personal

skills of celebrities, they are all essential factors in polishing celebrity public images.

The accurate positioning of celebrity could help brands get rid of stodgy brand image.

Additionally, the brand DNA would be strengthened by advertisements with similar

themes over and over again. To ensure a fresh among target audience, storytelling

techniques could be in line with the trendy movements of society. But the core of

stories related to brands is supposed to be the same or deeper within the same

dimension than ever before. For instance, the archetype of Dove is innocent.

According to Mark and Pearson (2001), archetype of innocent has a desire for purity,

goodness, and simplicity (Brito, 2023). When it refers to the understanding towards

innocent, it shows yearnings for simple or naive. In the past, advertisements presented

by celebrity endorsements to Dove, it emphasized the purity. And nowadays, with the

development of feminism, the way to illustrate innocence includes wider meanings

than before. It is related to self-acceptance, confidence, and bravery (Daszkiewicz,

2022). Additionally, it jumps out of the traditional male-gazed structure to show

the beauty of women. Celebrities with different skin tones and shapes confidently

show their beauty through cameras. In addition, it conveys the message to the

audience that purity and minimalism sometimes could be strong power to against

this complicated world. After all, the innocent images are updated by social trends

and equipped with more developing concepts, which upgrades the consistency of

products with modern preferences among consumers.

Figure 2.4: Dove print advert in 1958 & Dove poster in 2018

Source: Dove. (1958). *1958 Dove soap vintage advertisement bathroom wall art*

decor original magazine print ad health and beauty paper ephemera-etsy.

Retrieved from https://www.pinterest.com/pin/328410997802504527/.

2.1.8 The Usage of Celebrity and Meaning Transfer Model in Brand

Archetypes

The conceptual model by Jain and Roy (2016) as shown in Figure 2.5

proves that the linkage between pre-endorsement and endorsement would influence

consumer behaviors, which includes purchase consideration, recommendation

and consumption. Hence, through this perspective, we could learn that the effects

of endorsements play essential roles in brand communication. Moreover,

the consumer knowledge resulting from reversing meaning transfer is a key step

for forming brand perceptions and further affecting additional purchasing or

recommending behaviors. In this regard, consumers' perceived narrative persuasion

will affect their attitudes towards brands through their comprehension of storytelling.

If the product involvement is matched with consumers' usage needs and

psychological satisfaction, it will create inviting-imagery appeals for consumer

engagements (Boronat, Montagud, Marfil & Luzón, 2017) during the post-

endorsements process.

Figure 2.5: Meaning Transfer in Celebrity Endorsements
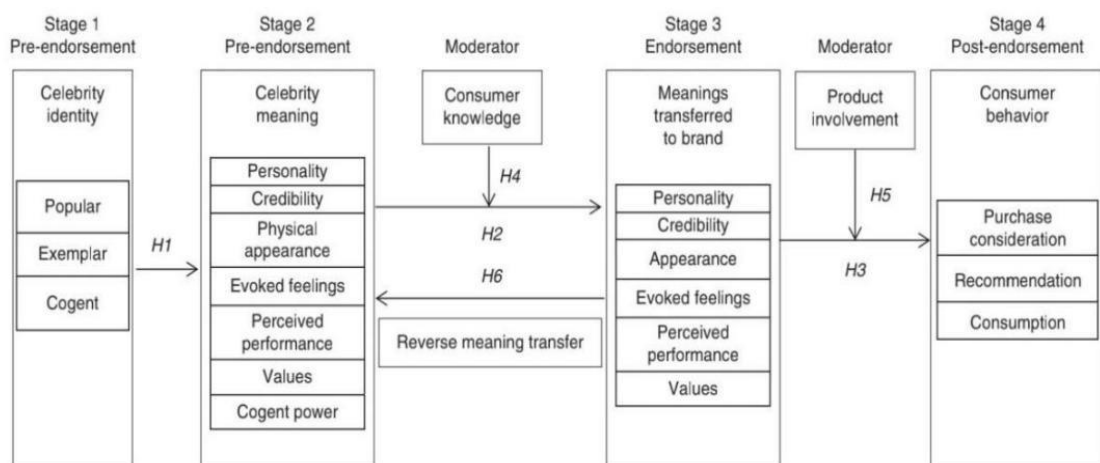
Source: Jain, V., & Roy, S. (2016). Understanding meaning transfer in celebrity

endorsements: a qualitative exploration. *Qualitative Market Research:*

An International Journal, *19*(3), 266-286.

Evoking emotional resonance is a bridge for connecting brands and target

audience. When brands utilize endorsements for brand communication, pre-endorsing

the image of celebrities is a significant factor for endorsement consideration.

If celebrities already have many fan bases, advertisement packaging method will not

be as difficult as micro-celebrity. Additionally, their works of dramas, movies,

or music etc., would also help audience understand their image positioning better.

For instance, when we refer to Chanel, it is easy for audience to remind a female

image of elegance and romance. As the brand archetype of Chanel is lover, which

includes gentle and charming characteristics, endorsement of Chanel has always

been one of the most idealist female images globally.

While for Keira Knightley, she has been endorsing Coco series of products

since 2007, from Coco perfumes, Coco rouge lipsticks and Coco crush luxurious

jewelries (Arias, 2016). She has appeared in many literary films, such as Pride

and Prejudice, Atonement, and Anna Karenina. These films, adapted from classic

masterpieces, have reinforced the classic beauty image in her. With the addition

effects of roles and her attractive appearance, she has continued her endorsing affinity

with Chanel until today. She is also known as the English Rose, which echoes the

elegant camellia that represents Chanel. Hence, based on consumer knowledge, it is

easy for audience to make a linkage between classic beauty and luxurious Chanel.

Apart from advertising micro-films and posters, audience could better make their

understandings towards Chanel archetypes with the latest presentation and illustration

from Keira Knightly.

As the cost of advertising on platforms continues to rise, it is now a trend to

choose celebrities who target vertical fan bases to promote products. For celebrities

without idol or actor effects, they would adapt storytelling to package their public

images and fulfill their endorsing fields with personal experience, which can make

advertisements more convincing. For instance, Papi Jiang is a celebrity in entertaining

short-video editing field in Chinese mainland. She owns more than 31 million fans on

Douyin. Her popularity on social media is not just because her physical appearance

is similar to a french actress, Sophie Marceau, but for the fact that she creates short

videos that satirize life's phenomena in a humorous and witty way that viewers can

emotionally relate to (Li, 2019). She has spent almost 10 years building herself up

as a beautiful, humorous, and wise female celebrity image. Though she is a humorous

blogger, after she gave birth to her baby and shared relative mother and child-themed

contents, she has recently been endorsing mother and baby products brands on social

media platforms, such as Mama&Kids, Aveeno and Pampers.

Previous endorsements and activities of celebrities may influence successful

meaning transfer model of brand (Jain & Roy, 2016). The choice of endorsements

from brands is supposed to be based on holistic understanding towards celebrities.

The priori understanding of celebrities can promote successful branding

advertisements. Because effective storytelling can evoke emotional belongings and

thus further arouse good word of mouth. And there is no doubt that stories presented

by celebrities can manifest products characteristics and credibility. Additionally,

no matter for famous or less-known celebrity images, they all have their own

charming points to attract an exact group of fans. However, when meanings of brands

are richer than celebrities themselves, it may be not safe enough for brands to achieve

successful branding effects. Thus, to ensure that the brand benefits more from the

celebrity rather than the other way around, the bigger brand that chooses a new

or lesser-known celebrity should carefully monitor the meaning transfer process

(Jain & Roy, 2016).

2.1.9 Narrative Persuasion Effects in Brand Advertising

The narrative persuasion perspective is actually a part of storytelling effects.

For the message-giver factors (brand advertising), the setting of comprehension

fluency and imagery fluency towards target audiences embedded in advertisements

will stimulate transportability of brand concepts among audience (Huang, Ha & Kim,

2018). It postulates that comprehension fluency is associated with expertise from

celebrity endorsements. According to the research of Sokolova and Kefi (2020),

celebrities manage their reputation and credibility by striving themselves to be

professional at a particular interest or subject. Hence, their own experience can

effectively evoke inherent congruence among target audience's needs for effects.

In addition, convincing stories shared from celebrity endorsements are key for the

audience to better understand the identifiable characters about products based on

the narrative transportation theory, which can help the audience make a useful linkage between emotional needs and product concepts. Thus, it will strengthen brand archetypes again. Moreover, when consumers have specific emotional or usage needs, it will remind them of a particular brand much easier.

The narrative strategies in advertising from celebrities can establish imaginable plots for audience. Because their storytelling techniques can drive audience into imagery world, where target groups can find resonance about values and attitudes based on their understandings towards mind-states or moods embedded in narrative stories, especially for first-person narrative perspective (Stern, 1991). It is illustrated that audiences who are exposed to a narrative with a similar protagonist are more likely to feel into the protagonist's emotions and experiences (De Graaf, 2014). It will somehow establish audiences' perceptions towards brands or further stimulate purchasing intentions. Based on the audience's perceived congruence from advertising narrative persuasion, it establishes a sense of intimacy between a presenter and an audience (Stern, 1991). When the audience shows positive attitudes towards a presenter, simultaneously, related brand recommendations from presenter will also become more credible. And brands from celebrities' presentations will attract more attention. Through this perspective, effective match-up hypothesis will play an essential role in the narrative persuasion process.

Match-up hypothesis refers to inherent congruence between celebrities and audiences in advertising marketing field (Kamins, 1990). For the textual or visual

storytelling advertising presentations from celebrities, they shape followers' cognitive, attitudinal, and conative evaluations (Feng, Chen & Kong, 2021).   However, if narrative persuasion fails, skepticism towards verisimilitude of advertisements will occur. While for excellent stories, they all share the same standard that they can imaginatively arouse empathy among audience. According to Zheng's research (2014), empathy, defined as a dynamic process where audiences indulge themselves into relative imaginable plots to satisfy their psychological needs, plays   an essential role in narrative-based belief change (Van Laer, De Ruyter, Visconti & Wetzels, 2014). Through story illustrations, characters' vantage points will be highly interconnected with the concept of identification, which affects imagery fluency of target audiences. In addition, protagonists embellished with positive light will stimulate vicarious transfer of character's emotions and experiences through identification process, which generates positive effects among audiences (Chang, 2013). And after the successful identification process with the help of narrative persuasion, match-up hypothesis will make useful linkage among audiences, celebrities and brands.

2.1.10 Self-Presentation of Celebrities Predicting Optimal Parasocial Relationship with Fans

Self-presentation essentially seeks to affect others' thoughts or judgments by carefully selecting personal images, videos, and information to create positive impressions (Li, 2021). The polished self-presentation is in line with the performance of impression management based on the Dramaturgy Theory (Goffman, 1959).

Impression management from the Dramaturgical Theory helps in analyzing

self-disclosure tactics (Klostermann, Meißner, Max & Decker, 2023). By showing

private life scenarios, including friends hanging out, family reunion, pets accompany,

leisure hobbies or daily routines, celebrities can present their positive and reachable

images to the public. However, too much emphasis on sharing personal experiences

could be negative to popularity simultaneously, demonstrating an inverted U-shaped

link between sharing private content and relationship building (Klostermann et al.,

2023).

Celebrities and their fans can develop a sense of intimacy, perceived

friendship, and identification through the appropriate sharing of private moments on

social media, which can lead to the establishment of effective parasocial interactions

(Klostermann et al., 2023). As for the parasocial relationships, in contrast to

traditional types of celebrity-fan contacts, are one-sided and unreciprocated,

which means that the celebrity is unaware of the existence of their specific fan

(Chung & Cho, 2017).

The traditional interaction form between celebrities and their corresponding

fan base emphasizes feedbacks after communication. Although their fan base gains

slim possibility to receive comments from their favorite net-idols, fans insist on

creating more opportunities for interaction. However, the celebrities might reply to

some interesting comments or send wishes to a fan on his or her birthday, which are

very common means of interaction. This type of reciprocal relationship clarifies recipient of communication at the beginning.

The contemporary way in which celebrities interact with fans focuses on parasocial relationship. With the development of pervasive Internet exposure and to save advertisement cost, celebrities are requested to be more responsive and conversational to better reach their potential target audiences. Private one-on-one communication is obviously unrealistic in the age of high-exposure advertising era, which is difficult to control the operation though utilizing the assistance from an artificial intelligence (AI). As nowadays AI machine is more user friendly, and cost-effective enough to reply messages according to complicated communication scenarios.

To better achieve communication goals and further establish trustworthiness between celebrities and target audiences, appropriate self-presentation from celebrities can enhance intimacy with fan base as if celebrities were in the circles of their close peers (Chung & Cho, 2017). For instance, the concepts of "study with me" on YouTube channels or live-streaming accounts are very popular, which offer online cloud learning platforms to encourage motivations and self-discipline among target audiences. For YouTubers or Bloggers of channels mentioned above, they are actually not supposed to communicate with a specific online user. On the contrary, they ought to ignore hundreds of gazes from online users and put themselves in studying earnestly to encourage their fans to enjoy mental flow experiences together.

It is a type of self-disclosure to manifest their private life scenarios of learning. This kind of live-streaming or Vlogs trend also allow online users to explore with high efficiency on cloud workforce or learn along if celebrities' online performances could arouse their resonances.

Building relationships with subscribers necessitates the disclosure of a reasonable amount of personal information. As a result, improving one's self-presentation through impression management should lead to better parasocial connections.

2.1.11 Persuasive Impacts of Narrative Stories on Recognition of Brand Archetypes

The employment of archetypes in both practical and symbolic products may result in beneficial effects on brand recognition, particularly in terms of quality and emotional dimensions (Ganassali & Matysiewicz, 2021). Hence, it is of great importance to establish effective brand archetypal communications.

Brand archetype develops long-lasting emotional connections with audiences due to the fact that classic archetypes are instantly recognized and unforgettable (Herskovitz & Crystal, 2010). However, the level of information asymmetry may result in incomplete brand perceived-values (Weathers, Sharma & Wood, 2007). To fix this situation, storytelling from archetypal narratives can offer a method to bridge the gap between brand values and public perceptions through shaping specific characters and plots to convey core values.

Brand storytelling lightens core values of narration through the emphasis of four elements, including authenticity, conciseness, reversal and humor (Chiu, Hsieh & Kuo, 2012).

Authenticity refers to professional introductions that make audiences believe in the qualities of products. And the persuasive narration from the authenticity dimension could make people associate the story plots with reality, which makes stories more convincing (Lee & Jeong, 2017). However, the effects of authenticity are still based on the perceived values and personal experience of customers. When customers gain authenticity from stories, they would immerse with the plots and better understand the brands' core values (Guber, 2007).

As for the dimension of concise, it means highlighting the characteristics of brand and product through concise descriptions to create a lasting impression on target audiences (Chiu et al., 2012). Also, unexpected reversal in storytelling could triggers customers' arousal as it has a climax and turning point (Lee & Jeong, 2017). Furthermore, the use of humor has become common practice in advertising because it could enhance effective interactions with target audiences (Eisend, 2009). However, the combination of humor with violence complicates the perception of humor because the violent behavior itself may be offensive to some audiences (Swani, Weinberger & Gulas, 2013).

Specifically, for the perception of brand reputations (experience products), authenticity and reversal play essential roles in information presentation based on

storytelling. While for the process of initial brand awareness (search basic information of products before experiencing), conciseness and humor exert greater influences on target audiences (Chiu et al., 2012). Hence, in order to reach effective brand communication, to clarify advertising objectives is of great significance. For varying objectives, advertisements are supposed to emphasize corresponding product characteristics and adjust expression way to appropriately illustrate product functions.

Narrative stories draw heavily on persuasion of establishing brand archetypal perceptions. Academics in consumer research adopt the narrative perspective as an interpretative tool for how individuals make judgments about their consuming experiences based on brand archetypal recognition (Delgado-Ballester & Fernandez-Sabiote, 2016). There are two ways in which storytelling serves to reinforce brand archetypes. One is to present an ideal image to target audiences based on aesthetic criteria. For example, Chanel makeup presents an ideal physical look of the Lover archetype by using elegant female models to demonstrate products. The second is utilizing inspiring plots to stimulate consumers' resonance. When consumers gain encouragements via positive attitudes embedded in advertisements, the emotional connections between brands and consumers could be strengthened. For instance, athletes in Adidas ads continue to surpass their limits in order to reach more achievements, and consumers might be inspired to become heroes like them. And through role modeling, the hero's brand archetype is reinforced simultaneously.

Narrative stories interpret brand archetypes for audiences and the persuasive

narration could also strengthened brand archetypal recognition. Consequently,

adjusting proper narrative styles boosts better brand communication.

2.2 Review of Related Theories

This section reviews two theories - Theory of Dramaturgy (Goffman, 1959),

and Source Credibility Theory (Ohanian, 1990) - that are relevant to this study.

2.2.1 Theory of Dramaturgy

Erving Goffman proposed the Dramaturgy theory in 1959. This theory points

out that life is like a stage, and everyone is an actor. Actors deliver key messages with

their performances to the audience through formation and reformation intentionally

or unintentionally. Obviously, each performance contains a certain goal, which aims

to create a particular impression management (Krisnawati, 2020).

The theory postulates that actors (all kinds of people in life) cooperate to

write scripts together and adjust their performances according to different scenes.

Hence, performances of actors would guide impressions if key messages of

communication between speaker and recipient are coherent. In addition, performance

scenes are divided into front stage and back stage. Due to Erving Goffman putting

forward the Dramaturgy Theory during 20 Century, the Internet was yet to become

popular at that time. Nowadays, the line between the front-stage and back-stage has

become more blurred. People tend to share their private moments with the public,

which belongs to the back-stage part before, to attract intentions. For now, packaging

back-stage behaviors or attitudes and posting online can form positive impressions

on online audiences. Because this kind of social sharing with subjective purpose

appropriately hides human weaknesses or behavioral shortcomings and, on the

contrary, actively amplifies the strengths of the sharer. Moreover, such kind of sharing

sometimes can turn out to be a kind self-comfort or self-satisfaction when sharers

expose their own emotions or feelings online and then simultaneously receive

feedback from other users online. According to Krisnawati's research (2020), it is

said that social media can be regarded as self-presentation page. When the audience

obtains useful information from the speaker, emotional connection will occur in

a subconscious way (Racine, 2021).

Recipients can obtain useful information through verbal or non-verbal

expressions (Tashmin, 2016). For instance, social setting, appearance, and manner of

interaction can influence impression management according to Dramaturgy Theory

(Goffman, 1959). The three dimensions mentioned above contain varying contents

due to cultural differences. For example, ordering pork dishes in restaurant is a

normal thing for most people. But for Muslims, it's a taboo due to their religious

belief.

Verbal expressions can facilitate positive feedback to the speaker in

communication. Practical expression is the window where the recipient perceives

the speaker's logic and thoughts. In addition, verbal expressions can remedy awkward

situations caused by missing semantics in the communication process (Tashmin, 2016). It is one of the most direct ways for the recipient to understand the speaker's position and further make timely reaction to the current situation.

Nonverbal communication is generally defined as the aspect of communication that is not expressed in words (Hess, Blaison & Kafetsios, 2016). Though verbal communication is much easier to be noticed and it is also a basis for communications, nonverbal communication is frequently unintentional, and it can reveal a great deal of information about individuals and circumstances (Keiling, 2019). Common nonverbal expression includes 9 common types: body language, movement, posture, gesture, space, paralanguage, facial expression, eye contact and touch (Keiling, 2019). Some researchers, on the other hand, have classified them according to another criterion. Physical attractiveness, facial morphology, as well as behavioral choices as hair style, clothing, and adornment or more generally appearance are essential elements in nonverbal communication (Hess et al., 2016).

With the development of social media, verbal and non-verbal expressions in dramaturgical analysis have richer connotations than ever before, which plays an essential role in forming impression management. Apparently, celebrities utilize social media to control their outputs of impression management. They use social media packaging to create characters that fit the public's taste. Moreover, as a carrier of stories and public expectations, personas created through stories by celebrities are more important than their authentic selves. In addition, the boundary between virtual

and real characters has gradually blurred, so both virtual and real characters have their

fan base. Furthermore, celebrities draw closer to their fans by sharing their private

lives. However, if the persona and the "performance" are not consistent, the persona

will collapse, and the output of a celebrity IP will fail to be promoted on social media

(Wang, 2023).

  2.2.2 Source Credibility Theory

  The Source Credibility Theory was proposed by Hovland (1970). Source

credibility can be defined as the relationship between message credibility and the

sender's reputation for trustworthiness in the recipients' minds and eyes (Umeogu,

2012). It is obvious that receivers will trust the origin source with credibility.

Generally, average source origin can be divided into primary source and secondary

source.

  Primary sources include unprocessed information and direct proof

(Streefkerk, 2018). Some raw materials that directly respond to the facts can give

the audience a more objective perspective on the facts. However, simultaneously,

if the unadorned facts are presented directly to the reader, and the audience needs

more relevant string logic, it can also create obstacles for them to understand the

analysis. Hence, secondary sources will show their advantages at this moment.

The secondary source is actually a packaged interpretation of the primary source.

Although fact-based understanding judgments are tinged with personal emotion,

and even readers are subsequently stirred to emotion after reading relevant secondary

sources, it does allow more people to understand the voices of different positions from multiple dimensions (Streefkerk, 2018).

The Source Credibility Theory plays an essential role in mass media communication era. According to Wiener and Mowen' research (1986), the three dimensions, which include *attractiveness*, *trustworthiness*, and *expertise*, are basic standards for recipients to build effective emotional connections with information givers. *Attractiveness* is generally referred to physical attractiveness. *Expertise* focuses on the mastery of professional knowledge. And *Trustworthiness* is mostly related to the dependence, honesty, reliability, and sincerity of the information source (Alfarraj, Alalwan, Obeidat, Baabdullah, Aldmour & Al-Haddad, 2021). Furthermore, Ohanian proposed a 15-Point Source Credibility Scale in 1990. And this theoretical framework can better demonstrate the relationship between the Source Credibility Theory and celebrity endorsement. For instance, the Trustworthiness dimension includes 5 factors of Not Dependable - Dependable, Dishonest - Honest, Unreliable - Reliable, Insincere - Sincere, and Untrustworthy - Trustworthy. Secondly, the Expertise dimension contains 5 elements of Not Expert - Expert, Inexperienced - Experienced, Unknowledgeable - Knowledgeable, Unqualified - Qualified and Unskilled - Skilled. Lastly, for the dimension of Attractiveness, it is equipped with another 5 factors, such as, Unattractive - Attractive, Not Classy - Classy, Ugly - Beautiful, Plain - Elegant and Not Sexy - Sexy. Once the connotation of each dimension is more fully added, we can examine the relationship between celebrity

recommendation and fan trust from a more comprehensive perspective.

   Previous studies have shown that consumer attitudes and purchase intentions are influenced by the endorser's evaluation of trustworthiness and expertise in terms of the source credibility model (Hsu & McDonald, 2002; Pughazhendi & Ravindran, 2012). Consequently, celebrity endorsement effects have strong connections with the Source Credibility theory. If the celebrity endorsement effect is positive, it will lead to positive attitudinal changes and even stronger behavioral changes towards the advertisements and the product that the consumer may have ignored in the past (Amos, Holmes & Strutton, 2008). When audiences feel confident in celebrity's recommendations, celebrity's own narrative is better able to build an emotional connection with customers than only emphasizing product features in an advertisement, resulting in better word-of-mouth. All in all, it can be concluded that a high level of consumer involvement with credible sources leads to greater brand confidence, less need for persuasion, and less resistance to change than when consumers are not involved (Swart, Lopez, Mathur & Chetty, 2020).

Figure 2.6: Three Elements of the Source Credibility Theory

Trustworthiness	Expertise	Attractiveness
Not Dependable-Dependable Dishonest-Honest Unreliable-Reliable Insincere-Sincere Untrustworthy-Trustworthy	Not Expert-Expert Inexperienced-Experienced Unknowledgeable- Knowledgeable Unqualified-Qualified Unskilled-Skilled	Unattractive-Attractive Not Classy-Classy Ugly-Beautiful Plain-Elegant Not Sexy-Sexy
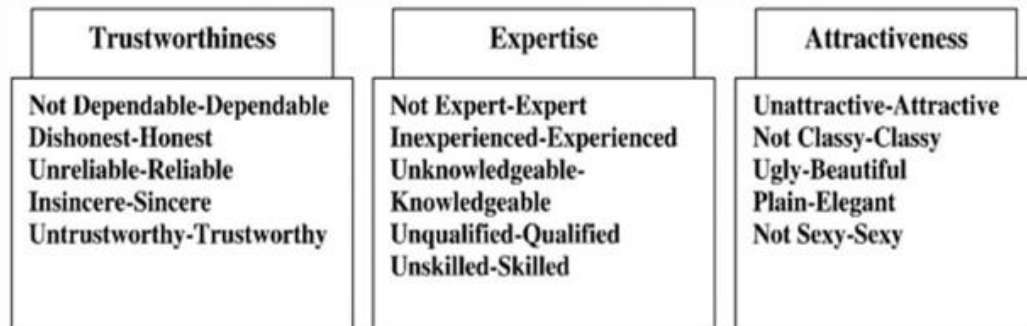
Source: Ohanian, R. (1990). Construction and validation of a scale to measure

celebrity endorsers' perceived expertise, trustworthiness, and

attractiveness. *Journal of Advertising*, *19*(3), 39-52.

2.3 Conceptual Framework

The conceptual framework is based on the identification of key concepts and

the relationships among relative researched variables and the underlying structure of

this study. The model shown in Figure 2.7 demonstrates the relations among brand,

celebrity, celebrity endorsement, impression management, storytelling techniques,

and brand archetypes. Firstly, the model illustrates three major characteristics of

celebrity - attractiveness, expertise, and trustworthiness, based on the Source

Credibility Theory. Then, it illustrates how three factors of impression management -

social setting, appearance, and manner of interacting - affect celebrity choices before

endorsement. In addition, it further reveals that five storytelling techniques - the 4P

Model, the BAB Model, the First-Person Model, the Third-Person Model, and the

Absent Narrator Narration Model - can be used in the celebrity endorsement to

present 12 brand archetypes. These twelve archetypes include 1) Innocent, 2) Sage,

3) Explorer, 4) Outlaw, 5) Magician, 6) Hero, 7) Creator, 8) Ruler, 9) Caregiver,

10) Everyman, 11) Jester, and 12) Lover.

Figure 2.7: Conceptual Framework
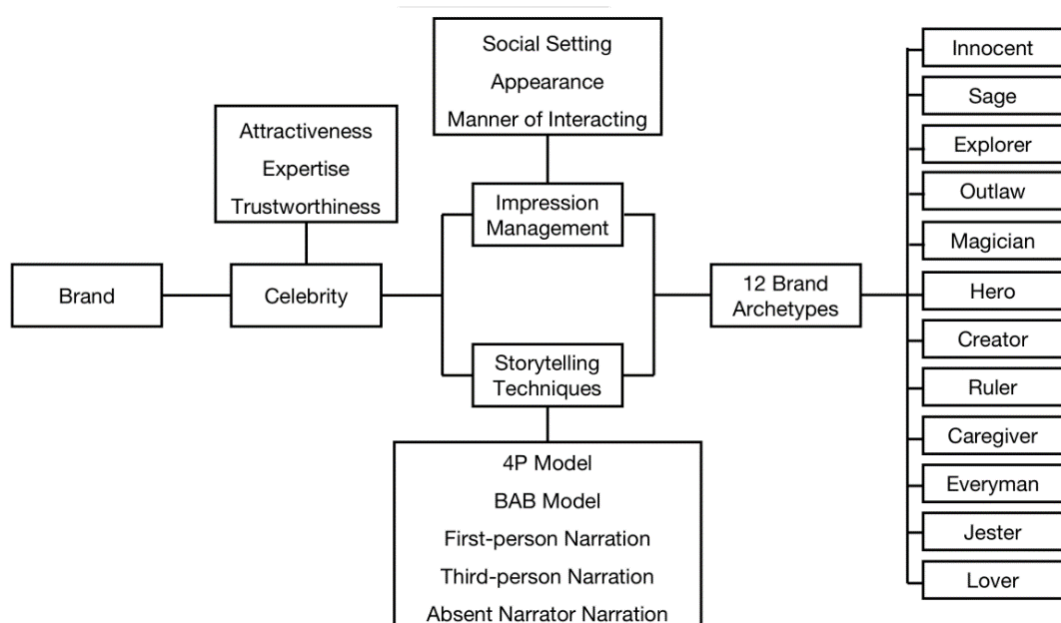
This conceptual framework provides guidelines for data analysis and

interpretation so that the following two proposed research questions can be answered.

RQ#1: How do global brands use celebrity endorsement to present 12 brand

archetypes through impression management?

RQ#2: How do global brands use celebrity endorsement to present 12 brand

archetypes through storytelling techniques?

CHAPTER 3

METHODOLOGY

This chapter aims to illustrate the research methodology, slicing heaps of

unstructured contents appearing in celebrity endorsements into logical classification

of 12 Brand Archetypes via analysis of impression management and storytelling

techniques. This chapter consists of six sections - research design, population and

sample selection, research procedure, research instrument and data analysis, validity,

and reliability.

3.1 Research Design

This thesis applies a qualitative research approach based on data collections

from photos or videos posted on global social media platforms, such as YouTube,

Instagram and Weibo etc. Under the employment of textual analysis method, this

thesis aims to answer two research questions. The first question is that how global

personal care brands use celebrity endorsement to present 12 brand archetypes

through impression management. And another one is that how global personal care

brands use celebrity endorsement to present 12 brand archetypes through storytelling

techniques.

The purpose of qualitative textual analysis is not to search and summarize

numerical values or to test for statistical significance; rather, it is to generate a clear

and understandable interpretation of the information contained in samples (Kuckartz,

2013). Accordingly, textual analysis is an ideal tool to provide an effective bridge

between sampled narrative information and designed semantic tags so as to reach

trustworthy research output. Then, verbal, textual, or visual data can be interacted

with relative theory to probe for deeper understandings that how brands can cooperate

with celebrities to better present 12 brand archetypes. By conveying key messages

through rich stories, the brand archetypes will be strengthened. And for this transition

process, qualitative approach enables to show useful interpreting structure towards

research topics from a more holistic perspective.

This research design includes several phases, beginning with the endorsement

choices based on 12 global brands in terms of brand archetypes, and ending with the

analysis on how 12 brand archetypes use celebrity endorsement to present the brands

via impression management and storytelling techniques.

3.2 Population and Sample Selection

This research covers purposive samples within a period of 6 years, from 2018

to 2023, spanning the outbreak and post-epidemic era. It is acknowledged that the

employment of comparably small and purposive samples (Reed, Procter & Murray,

1996) devotes to increasing the depth of research results (Palinkas, Horwitz, Green,

Wisdom, Duan & Hoagwood, 2015). The purposive sampling stratified by the

characteristic (Campbell et al., 2020) of 12 brand archetypes can save time and budget

to promote the research project. Additionally, the selected period can be the latest

representative public relations preferences among brands in recent years, especially

focusing on content output towards target audiences.

Although many famous brands have formed their recognizable public images

after constant efforts throughout the years, fiercer competition and richer categories

have blurred the positioning of brands or made brands not distinguished in the market.

Hence, contents output embedded in public relations work via celebrities play

essential roles in brand reputations and public recognition.

Global brands are the first choice for case study since they can better

represent the advertising flagship styles. In addition, not focusing on products from

a specific country or territory can avoid the homogeneity of research subjects.

To better illustrate the effects of endorsement selections and 12 Brand Archetypes

presentations, 12 global brands were chosen as data samples of this study. They were

intentionally selected since they represent 12 dimensions of 12 Brand Archetype

(Jung, 1919) - 1) Innocent, 2) Sage, 3) Explorer, 4) Outlaw, 5) Magician, 6) Hero,

7) Creator, 8) Ruler, 9) Caregiver, 10) Everyman, 11) Jester and 12) Lover.

3.2.1. Selection of Global Brands as Samples

To minimize differences in brand context, global brands to be examined in

this study are solely personal care products. It is selected because their more widely

distributed campaigns contain universal values that facilitate the major investigator's

understanding of the advertisement across cultural dimensions, either from the

translated text or directly from the originals, allowing the audiences to understand

the core of the story better. Moreover, the wide availability of abundant marketing

materials on social media platforms from global brands in personal care product

category offer effective raw data for textual analysis, which uncover insights into

how global brands adapt their campaign for various target audiences across different

demographics. As for the persuasive languages with both emotional and functional

appeals embedded in storytelling advertisements, they could not only help to evaluate

the transparency and authenticity of brand communication (Guèvremont, 2018), but

also lead to valuable insights for business strategies in personal care product industry.

Global brands in personal care product category generally invest a lot on

celebrity marketing to boost their sales (Kheder, 2018). Hence, through the interaction

between celebrities and fans could explore consumers' sentiments, purchasing trends,

and product preferences towards specific brands from international perspectives.

While for local brands, they gained limited markets shares, so that they cannot reach

a wide range of brand recognition by utilizing cross-cultural communication strategies,

which is not in line with research objective.

Personal care products include categories of lotions, soaps, shaving cream,

fragrances, hair treatments, and cosmetics (Guo, Wang & Kannan, 2014). Among

the 12 brands being samples, four brands are cosmetics (Jeffree Star, ColorPop,

Fenty Beauty and Maybelline), four brands are skincare products, (Aveeno,

Guerlain, La Mer, and Anessa), two brands are toiletries (Adidas and Old Spice),

and two brands are fragrance (Chanel and Boss) as shown in Table 3.1.

Table 3.1: Sampled Global Brands Categorized by Product Category

No.	Product Category	Sampled Global Brands
1	Cosmetics	Jeffree Star, ColorPop, Fenty Beauty, and Maybelline
2	Skin Care	Aveeno, Guerlain, La Mer, and Anessa
3	Toiletries	Adidas and Old Spice
4	Fragrance	Chanel and Boss

To better address effective data for textual analysis, the samples of 12 global

brands are selected based on five key criteria: 1) brand awareness and sales,

2) consistency of campaigns' theme (whether the theme of 10 ads with high

viewership is consistent), 3) brand's social media activity on Instagram, YouTube

and Weibo, 4) distinctive features of the ads, and 5) attractive storytelling styles.

Details of global brands being selected as samples for each of the 12 brand

archetypes are described in Table 3.2–3.13.

Table 3.2: The Sample Selection Criteria for the Outlaw Archetype

The Outlaw - Jeffree Star Cosmetics	
Five Criteria	Explanation
Brand awareness and sales	Jeffree Star Cosmetics was founded by the famous celebrity, Jeffree Star, whose real name is Jeffrey Lynn Steininger Jr. with over $200 million net worth. He is known for his unconventional striking hair color and many tattoos (Celebritynetworth, 2021). Consistent with his unconventional style, the online revenues of Jeffree Star Cosmetics reaches $33.7 million in 2022 (EcommerceDB, 2023b).
Consistency of campaigns' theme	The key elements reflecting in Jeffree Star Cosmetics' campaign is bold and unconventional.
Brand's social media activity	No less than 3 posts a week on Instagram. For each new collection of products, the social media accounts will be updated with more than two YouTube videos including makeup tutorials.
Distinctive features of advertisements	Creative, unconventional and vibrant.
Attractive storytelling	Lively narrative, visually striking.

Table 3.3: The Sample Selection Explanation of The Magician Archetype

The Magician - ColorPop	
Five Criteria	Explanation
Brand awareness and sales	ColorPop is a widely recognized cosmetics brand identified for its cost-effective yet high-quality makeup products. In addition, its peak revenue was $59.0M in 2022 (Brandirectory, 2023).
Consistency of campaigns' theme	Color is a prominent topic in ColorPop's advertising, with campaigns frequently presenting vibrant and distinctive colors in various beauty products. ColorPop wants consumers to build confidence, return to pure joy, and please themselves through makeup.
Brand's social media activity	No less than 3 posts a week on Instagram. For each new collection of products, the social media accounts will be updated with more than two YouTube videos including makeup tutorials.
Distinctive features of advertisements	The main color of the advertisement is consistent with the product's color palette.
Attractive storytelling	Creative, logical, compelling.

Table 3.4: The Sample Selection Explanation of the Hero Archetype

The Hero - Adidas	
Five Criteria	Explanation
Brand awareness and sales	Adidas' revenue in 2022 was 24.5 billion dollars, ranking the 2nd globally in the sport brand category (Fitzgerald, 2023). As a classic sports apparel, footwear, and accessories brand, Adidas has increased body care equity by introducing merchandise aimed at improving sports and skin care credibility since 2022 (Bhasin, 2023). Adidas seeks to establish itself in sports personal care products by expanding influence inside sports brands to personal care brands.
Consistency of campaigns' theme	Campaigns often align with the brand's core values: inspiration, empowerment and innovation (The Brand Hopper, 2023).
Brand's social media activity	No less than 3 posts a week on Instagram/ Weibo.
Distinctive features of advertisements	Active, energetic, rhythmic.
Attractive storytelling	Trendy, fast tempo music, dynamic transitions.

Table 3.5: The Sample Selection Explanation of the Creator Archetype

The Creator - Fenty Beauty	
Five Criteria	Explanation
Brand awareness and sales	When it comes to popular celebrity cosmetic products, Rihanna's beauty empire, Fenty Beauty continues to reign supreme. The online revenue of Fenty Beauty was 25.8 million dollars in 2022 (EcommerceDB, 2023a). With a focus on offering makeup for all skin tones, Cosmetify (2023) reports that Fenty Beauty has amassed an amazing overall score of 9.76 /10, earning it the top rank.
Consistency of campaigns' theme	Fenty Beauty is recognized for its dedication to inclusiveness and creativity. Their campaigns emphasize the beauty of different body shapes and skin tones in an attempt to break away from the traditional "white, young and thin" aesthetic standard.
Brand's social media activity	No less than 3 posts a week on Instagram. For each new collection of products, the social media accounts will be updated with more than two Youtube videos including makeup tutorials.

Table 3.5 (continued): The Sample Selection Explanation of the Creator Archetype

The Creator - Fenty Beauty	
Five Criteria	Explanation
Distinctive features of advertisements	Imagery, inclusive, innovative
Attractive storytelling	Inspiring storytelling plots, inclusive narratives, user-generated content stories (Longe, 2020)

Table 3.6: The Sample Selection Explanation of the Lover Archetype

The Lover - Chanel	
Five Criteria	Explanation
Brand awareness and sales	Chanel, the legendary fashion and cosmetics company was established in 1909 by Coco Chanel in France. As a classic luxurious brand, Chanel is known for its timeless elegance and inventiveness (Pauley,2023). It reached revenues of $17.2 billion in 2022 (Nast, 2023)
Consistency of campaigns' theme	Chanel's campaign is known for its timeless elegance and trendy femininity in tune with the times.

(continued)

Table 3.7 (continued): The Sample Selection Explanation of the Lover Archetype

The Lover - Chanel	
Five Criteria	Explanation
Brand's social media activity	No less than 3 posts a week on Instagram. For each new range of products, the social media accounts will be updated with more than two YouTube videos.
Distinctive features of advertisements	Romantic, imagery, charming, high-end, graceful.
Attractive storytelling	Imagery plots, logical narrative, luxurious tone.

Table 3.8: The Sample Selection Explanation of the Jester Archetype

The Jester - Old Spice	
Five Criteria	Explanation
Brand awareness and sales	Founded in 1937 by William Lightfoot Schultz, Old Spice has evolved into a comprehensive line of men's grooming products. In 2022, Old Spice sold over 118 million units (Statista, 2023). It provides a vast selection of grooming and personal care items for men.

(continued)

Table 3.9 (continued): The Sample Selection Explanation of the Jester Archetype

The Jester - Old Spice	
Five Criteria	Explanation
Consistency of campaigns' theme	Old Spice is renowned for its amusing and frequently fantastical advertising campaigns. Advertisements appeal to men's emotions and boost their desire to project a sense of masculinity and attractiveness (Moore, 2020).
Brand's social media activity	Old Spice has specialized Instagram accounts for different national markets. Posts on regional accounts are updated with no less than 3 posts per week.
Distinctive features of advertisements	Humorous, joyful, vivid.
Attractive storytelling	Humorous narratives, surreal storytelling, viral advertising.

Table 3.10: The Sample Selection Explanation of the Everyman Archetype

The Everyman - Maybelline	
Five Criteria	Explanation
Brand awareness and sales	Maybelline was founded in 1915 by Thomas Lyle Williams, making it one of the world's oldest cosmetics brands (Shastri, 2021). It is known for providing affordable and accessible options for consumers. And Maybelline's revenue was $2.6B in 2022 (Zippia, 2023).
Consistency of campaigns' theme	Maybelline encourages everyone to accept themselves and utilize affordable makeup products to express their life attitudes.
Brand's social media activity	No less than 3 posts a week on Instagram.
Distinctive features of advertisements	Down to earth, vivid, confident.
Attractive storytelling	Logical storytelling, attractive female image, engaging language usage.

Table 3.11: The Sample Selection Explanation of the Caregiver Archetype

The Caregiver - Anessa	
Five Criteria	Explanation
Brand awareness and sales	Anessa is a widely recognized Japanese sunscreen brand under the Shiseido company. It is famous for producing high-quality sun protection products. Anessa mostly focuses on Asia market, including southeastern and eastern countries. In addition, for product sales, Anessa is still regarded as No.1 sunscreen product in Japanese and Chinese market in 2022 (Shiseido, 2023).
Consistency of campaigns' theme	Provide trustworthy UV-blocking technology to protect different skin types. Anessa is dedicated to helping customers keep active and healthy under the sun.
Brand's social media activity	No less than 3 posts a week on Instagram.
Distinctive features of advertisements	Emphasize blue sky and sunshine in advertising posts.
Attractive storytelling	Joyful smiles sharing, active storytelling.

Table 3.12: The Sample Selection Explanation of the Ruler Archetype

The Ruler – Boss	
Five Criteria	Explanation
Brand awareness and sales	Boss is a globally renowned German fashion brand. For Boss' brand communication, it aims to establish an ideal image of urban elites. And it reached revenue of 3.7 billion dollars in 2022 (Boss, 2023).
Consistency of campaigns' theme	Campaigns of Boss generally convey a sense of empowerment and mastery.
Brand's social media activity	No less than 3 posts a week on Instagram.
Distinctive features of advertisements	Stunning visualization, high-end life presentation, minimalism but luxe.
Attractive storytelling	Luxurious visualization, rhythmic background music, elite image.

Table 3.13: The Sample Selection Explanation of the Ruler Archetype

The Innocent - Aveeno	
Five Criteria	Explanation
Brand awareness and sales	Aveeno, founded in 1945, is a famous skincare brand that focuses on utilizing natural and dermatologist-recommended ingredients. It reached revenues of $20.2 million in 2022 (Konaequity, 2023).
Consistency of campaigns' theme	Aveeno's campaigns often highlight the natural radiance of healthy skin. In addition, their advertisements would utilize active and relaxing tone to illustrate the importance of skincare. And they would illustrate scientific and evidence-based skincare knowledge to audiences (for both adults and babies).
Brand's social media activity	No less than 3 posts a week on Instagram.
Distinctive features of advertisements	Natural - orientation, gentle color usage, environmental-friendly.
Attractive storytelling	Illustrate scientific skincare knowledge in an easy-understanding way.

Table 3.14: The Sample Selection Explanation of the Sage Archetype

The Sage - Guerlain	
Five Criteria	Explanation
Brand awareness and sales	Guerlain is a prestigious and historic French luxury brand and now it is under the LVMH group. Guerlain is known for high-quality beauty products including cosmetics, perfumes and skincare products. Further, according to LVMH Annual Report (2023), Guerlain sustained its revenue growth, driven notably by the vitality of its Abeille Royale skincare.
Consistency of campaigns' theme	Guerlain advertisements highlight the artistry and workmanship of their products by emphasizing the meticulous manufacturing process.
Brand's social media activity	No less than 3 posts a week on Instagram.
Distinctive features of advertisements	High-end scenarios presentation, professional narration, minimalistic, sophisticated
Attractive storytelling	Present skincare knowledge with a professional perspective,

Table 3.15: The Sample Selection Explanation of the Explorer Archetype

The Explorer - La Mer	
Five Criteria	Explanation
Brand awareness and sales	La Mer, acquired in 1995, is a leading global premium skin care brand with limited distribution internationally. La Mer actually is a brand under the Estee Lauder incorporation group. According to Estee Lauder's annual report of 2022, Double-digit growth from La Mer was driven by strength among Chinese consumers in both mainland China and travel retail. In details, as Tmall Beauty's "Double 11" brand sales data suggested, during China's Double 11 shopping festival in 2022, La Mer's sales amounted to 6.33 million yuan (approximately 0.87 million U.S. dollars).
Consistency of campaigns' theme	La Mer often positions its products as tools for personal transformation and self-improvement. Campaigns may encourage consumers to seek more potentials of lives regardless of the aging growth.
Brand's social media activity	No less than 3 posts a week on Instagram.

(continued)

Table 3.13 (continued): The Sample Selection Explanation of the Explorer Archetype

The Explorer - La Mer	
Five Criteria	Explanation
Distinctive features of advertisements	Marine elements, self-growth inspiring, sophisticated, independent female image.
Attractive storytelling	Logical narratives, narration in mature and charming voice, exquisite Vision.

In order to highlight the image of brand archetype, this research selects brands with distinctive styles among thousands of personal care brands for further study. For the cosmetics brand, it accounted for approximately 33% in researching samples due to the fact that cosmetics products include abundant ideal images which aligns with archetypal positioning, especially for the presentation of the Outlaw archetype. Because for average personal care brands, they are dedicated to the guarantee of natural and safe ingredients. While for the rebellious image, such as the Outlaw, it is not in line with their communication ideal images. Further, cosmetics brands generally invest a lot in celebrity marketing (Nazerali, 2018) compared with traditional toiletries. Hence, activities of cosmetics brand could provide a variety of products and contents for textual analysis. All in all, the selection of each example was based on the consistency of the brand archetypes and specific brand values to

ensure the validity of the experimental data.

The relevance between brand and brand archetype is determined by the following criteria. Firstly, the traits and values of brands closely align with archetypes' definitions. Secondly, the advertisement storytelling and visual branding, such as logo, taglines, imagery, and color scheme (Vinitha, Kumar & Purani, 2021) could reflect archetypal contents, which helps to arouse unconscious recognition   and deep-seated emotions (Conejo, 2017) among target audiences.

Table 3.14 shows the consistency of sampled global brands with 12 brand archetypes. It should be noted that connotations included in the brand archetypes and characteristics of sampled brands are described in the form of adjectives to facilitate a more intuitive comparison and further research.

Table 3.16: List of Sampled Brands Reflecting 12 Brand Archetype

Archetype	Archetypal Description	Brand	Brand's Styling Description
Outlaw	Distinctive style, Blold, Denim creations, Rebellious, Unconventional	Jeffree Star Cosmetics	Unique makeup style, Strong online presence, Fashionable

(continued)

Table 3.14 (continued): List of Sampled Brands Reflecting 12 Brand Archetype

Archetype	Archetypal Description	Brand	Brand's Styling Description
Magician	Entertaining, Classic animation, Enchanting, Compelling, Imaginative attractions, Fantasy	ColorPop	Colorful, Inclusive, Imagery, Reachable, Girly packaging
Hero	Recognized, Innovative, Responsible, Insistent, Motivate, Inspiring, Brave, Unbeatable	Adidas	Athletic, Pioneering, Innovative, Inspiring, Energetic
Creator	Influential, Iconic, Creative, Innovative, Revolutionized, Convenient	Fenty Beauty	Inclusive culture, Multiple choices for different skin colors, Confident, Empowered

Table 3.14 (continued): List of Sampled Brands Reflecting 12 Brand Archetype

Archetype	Archetypal Description	Brand	Brand's Styling Description
Lover	Classic, Exquisite, Legendary fashion, Timeless elegance, Luxury, Sophisticated, Enduring	Chanel N°5	Classic Elegance, Luxurious brand, Romantic, High-end, Noble, Beautiful, Eternal grace
Jester	Iconic, Colorful, Playful, Delightful, Enjoyable, Popular, Lighthearted	Old Spice	Entertaining, Classic masculine image, Affordable, Humorous narration
Everyman	Approachable, Convenient, Affordable, Entertaining,	Maybelline	Affordable, Meet daily makeup needs, Multiple choices, Cost-effective

Table 3.14 (continued): List of Sampled Brands Reflecting 12 Brand Archetype

Archetype	Archetypal Description	Brand	Brand's Styling Description
Caregiver	Caring, Effective, Self-accepting, Confidence regaining, Protective	Anessa	Anti-UV, Protecting, Gentle, Caring, Stay active under the sun
Ruler	Luxury, Pioneering, Superior, Perpetual, Prestigious, Impeccable	BOSS	Pioneering, Mastery of order, urban elite, Successful, Powerful, Confident
Innocent	Pure, Simple, Caring, Soothing, Natural, Effective, Safe, Gentle	Aveeno	Pure, Innocent, Protecting, Stay active, Comfortable, Refresh energy, Daily usage

Table 3.14 (continued): List of Sampled Brands Reflecting 12 Brand Archetype

Archetype	Archetypal Description	Brand	Brand's Styling Description
Sage	Esteemed, Renowned, Rigorous standards, Inclusive culture, Knowledgeable	Guerlain	High-end, Luxury, Effective skin care ingredients, Scientific, Professional
Explorer	High-tech, High-quality, Innovative, Creative, Responsible, Safe, Pioneering, Professional	*La Mer*	Pioneering, Age defying skincare, Independent beauty, Innovative, Ocean-Orientation, Natural friendly

Celebrities are supposed to have a positive public image and thus can be a dynamic role model among their audience and meet the ethical benchmarks of the study. According to Ohanian's Source Credibility Theory (1990), celebrities gain popularity through 3 dimensions, attractiveness, expertise and trustworthiness.

Consequently, to better analyze celebrity's style and archetypal positioning,

celebrities' public images, personalities and business values are key concepts

for analyzing consistency. Moreover, this research utilizes mega celebrity with

more than 1 million followers as research target. As the raw data pool from famous

celebrities could provide abundant effective message for further research. Further,

the social media engagement between celebrities and fan base could illustrate the

efficiency of sponsored-advertisements. Table 3.15 below shows sampled celebrities

and their followers amount on Instagram or Weibo.

Table 3.17: Sampled Celebrities and Their Followers Amount

Sampled Celebrities	Number of Followers (Until October 5, 2023)
Jeffree Star	14 million followers on Instagram
Becky G	37 million followers on Instagram
Yiming Su	1.8 million followers on Weibo
Rihanna Fenty	150 million followers on Instagram
Marion Cotillard	1.7 million followers on Instagram
Kevin Hart	170 million followers on Instagram
Nikkie	18 million followers on Instagram
Urassaya Sperbund	12 million followers on Instagram
Chris Hemsworth	57 million followers on Instagram
Jennifer Aniston	42 million followers on Instagram

Constance Jablonski	10 million followers on Instagram
Michelle Yeoh	24 million followers on Instagram

The Table 3.16 shows the sampled brands with their corresponding celebrities. Incidentally, the samples video is attached simultaneously.

Table 3.18: Archetypal Brands and Corresponding Celebrities with Sampling Advertisements

Brand Archetype	Celebrity	Brand & Products	Advertisement Samples
Outlaw	Jeffree Star	Jeffree Star Cosmetics	https://www.youtube.com/ watch?v=wv-BbSdZkLo (Jeffree Star Cosmetics, 2022)
Magician	Becky G	ColorPop's Hola Chola Collection	https://www.youtube.com/ watch?v=piWJdY0T-QE (ColorPop Cosmetics, 2018)
Hero	Yiming Su	Adidas' Men Shower Gel	https://m.weibo.cn/det ail/4918271168479623 (Adidas, 2023)
Creator	Rihanna Fenty	Fenty Beauty	https://www.youtube.com/ watch?v=Vb9xbvH-x4c (Fenty Beauty, 2021)

Table 3.16 (continued): Archetypal Brands and Corresponding Celebrities with

Sampling Advertisements

Brand Archetype	Celebrity	Brand & Products	Advertisement Samples
Lover	Marion Cotillard	Chanel N°5 Fragrance	https://www.youtube.com/ watch?v=qeMqcApmS7g (Chanel, 2020)
Jester	Kevin Hart	Old Spice Moisturize with Shea Butter Body Wash	https://www.youtube.com/ watch?v=c5RYK_hH704" https://www.youtube.com/ watch?v=c5RYK_hH704 (Old Spice, 2020)
Everyman	Nikkie	Maybelline	https://www.youtube.com/ watch?v=tkOnMQ-tmso (Maybelline, 2022)
Caregiver	Urassaya Sperbund	Anessa Beauty Suncare	https://www.youtube.com/ watch?v=xNenVnGYYzE (Anessa, 2023)

(continued)

Table 3.16 (continued): Archetypal Brands and Corresponding Celebrities with

Sampling Advertisements

Brand Archetype	Celebrity	Brand & Products	Advertisement Samples
Ruler	Chris Hemsworth	BOSS Bottled Eau de Parfum	https://www.youtube.com/ watch?v=sPi0UbYtv9Y (Boss, 2020)
Innocent	Jennifer Aniston	Aveeno Daily Moisturizer	https://www.youtube.com/ watch?v=v-GvzSJNRuA (Aveeno, 2023)
Sage	Constance Jablonski	Guerlain Abeille Royale Advanced Youth Watery Oil	https://www.youtube.com/ watch?v=T-o2BI3m3uA (Guerlain, 2022)
Explorer	Michelle Yeoh	*La Mer skincare products*	https://www.youtube.com/ watch?v=RFxTxZp5z60 (La Mer, 2023)

It is acknowledged that celebrities are regarded as person-brands, different from traditional product brands (Close, Moulard & Monroe, 2011). But celebrity is not a manifestation of objectifying characters. On the contrary, celebrities' behavior patterns and intentions contain positive commoditized labels that are generally recognized by society, and then better priced for their online promotion in commercial activities based on their popularity and reputation. Consequently, person-brands refer to a "persona, well-known or emerging, who are the subject of marketing, interpersonal, or inter-organizational communications" (Close et al., 2011).

As for the dimensions of selecting an appropriate celebrity to present corresponding brand archetype, external and internal factors of celebrity would be essential elements for the research results. Basically, externally and internally attractive factors includes but not limited to physical appearance, style and fashion, grooming and personal care, personality traits, values and beliefs, work ethic and professionalism (Thompson & Hirschman, 1995). Based on the dimensions mentioned above, the congruence between brand styling and celebrity styling is concluded as below. By the way, characteristics of celebrities are included in the form of adjectives via the research towards celebrities' works and social media activities. The Table 3.17 below illustrates consistency between sampling brands and celebrities.

Table 3.19: Consistency Between Sampling Brands and Celebrities

Brand	Brand's Styling Description	Celebrity	Celebrity's Styling Description
Jeffree Star Cosmetics	Unique makeup style, Strong online presence, Fashionable, Unisex beauty	Jeffree Star	Edgy Fashion, Colorful makeup and dressing, Tattoos, Confident, Attractive, Gender fluidity
ColorPop	Colorful, Inclusive, Imagery, Reachable, Girly packaging	Becky G	Young Latina artist, Fashion streetwear, Glamorous red carpet dressing, Bold, Confident
Adidas	Athletic, Pioneering, Innovative, Inspiring, Energetic	Yiming Su	Determined, Active, Energetic, Olympic champion snowboarder, Young, Confident, Positive

Table 3.17 (continued): Consistency Between Sampling Brands and Celebrities

Brand	Brand's Styling Description	Celebrity	Celebrity's Styling Description
Fenty Beauty	Inclusive culture, Multiple choices for different skin colors, Confident, Empowered	Rihanna Fenty	Pioneering trendsetter, Inclusive to different culture, Confident, Innovative artist
Chanel N°5	Classic Elegance, Luxurious brand, Romantic, High-end, Noble, Beautiful, Eternal grace	Marion Cotillard	Famous Oscar actress, Academy Award for Best Actress, French elegance, Charming, Independent, Confident, Effortless grace
Old Spice	Entertaining, Classic masculine image, Affordable, Humorous narration	Kevin Hart	Casual, Down to earth, Humorous, Confident, Friendly, Smart

Table 3.17 (continued): Consistency Between Sampling Brands and Celebrities

Brand	Brand's Styling Description	Celebrity	Celebrity's Styling Description
Maybelline	Affordable, Meet daily makeup needs, Multiple choices, Cost-effective	Nikkie	Friendly, Creative, Dutch transgender makeup artist, Bold, Positive, Brave, Confident
Anessa	Anti-UV, Protecting, Gentle, Caring, Stay active under the sun	Urassaya Sperbund	Beautiful, Famous actress, Smart, Fashion, Charming, Active, Sophisticated
BOSS	Pioneering, Mastery of order, urban elite, Successful, Powerful, Confident	Chris Hemsworth	Masculine, Charming, Handsome, Energetic, Outdoorsy lifestyle, Environmental activist, Famous actor

Table 3.17 (continued): Consistency Between Sampling Brands and Celebrities

Brand	Brand's Styling Description	Celebrity	Celebrity's Styling Description
Aveeno	Pure, Innocent, Protecting, Stay active, Comfortable, Refresh energy, Daily usage	Jennifer Aniston	American sweetheart, Famous actress, Beautiful, Confident, Casual chic, Sports lover, Healthy lifestyle
Guerlain	High-end, Luxury, Effective skin care ingredients, Scientific, Professional	Constance Jablonski	Famous supermodel, Elegant, Sophisticated, Minimalist aesthetics, Natural beauty
La Mer	Pioneering, Age defying skincare, Independent beauty, Innovative, Ocean - Orientation, Natural friendly	Michelle Yeoh	Famous actress, Academy Award for Best Actress, Chinese Kungku star, Mature, Beautiful, Independent, Confident

This research aims to explore how global personal care products utilize celebrities in presenting 12 brand archetypes. Moreover, the sampling celebrities are from different countries. Additionally, endorsing advertisements of corresponding celebrities provide efficient data in presenting 12 brand archetypes from a global
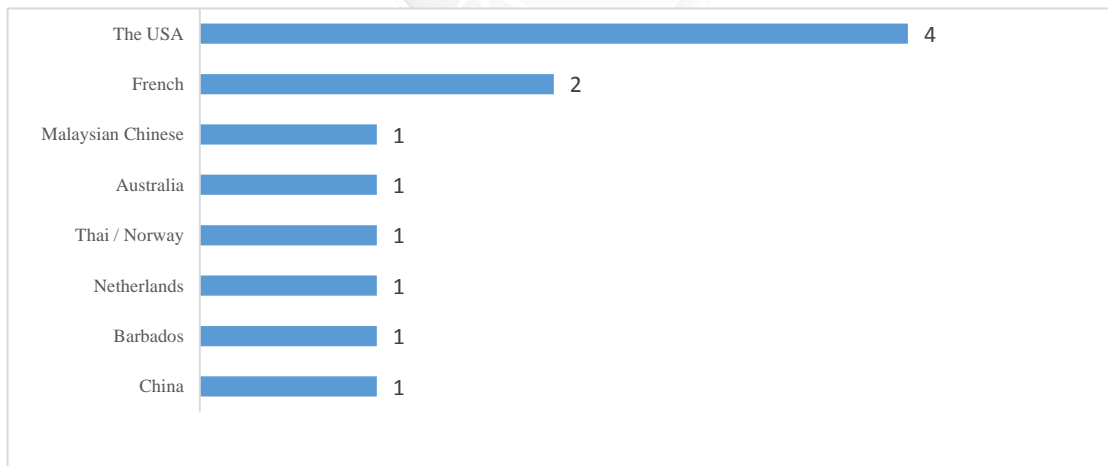
perspective via archetypal information with high exposures online.

Figure 3.1: Nationalities of Sampled 12 Archetypal Representative Celebrities

Many celebrities are from the USA. They are Jeffree Star, Becky G, Kevin Hart and Jennifer Aniston, who correspondingly endorse brands of Jeffree Star Cosmetics, ColorPop, Old Spice and Aveeno. The number of celebrities from French

ranked the 2nd. Marion Cotillard endorsed the brand of Chanel. Moreover, Constance

Jablonski endorsed Guerlain.

The online personas of celebrities have rich connotations. In addition, with

time changing and trend development, celebrity public image would include richer

dimensions to maintain their popularity and authenticity. As long as the celebrity's

general image aligns with the ideal image that the brand needs, public image can be

adapted and evolved via crafting a compelling story as needed. In short, making

appropriate adjustments to online image output could establish genuine alignment

between celebrities and brands.

In this study, no scientific judgment was introduced regarding whether

the advertising included false claims (e.g., the efficacy of skin care products).

The research sample was selected solely based on the suitability of the brand

reputation and public relations effects obtained at the current research stage for

this research. This study only categorizes the information in the advertisements

and does not reflect the position of the major investigator's selection preferences.

3.3 Research Procedure

This research aims to explore the application of impression management

and storytelling techniques via celebrities in presenting 12 brand archetypes. Hence,

the first thing to do is to gain reliable and comparable qualitative data (Cohen &

Crabtree, 2008) through the advertisement pool.

After defining the primary data of sampled brands which can well present

12 brand archetypes, it will be easier to establish a basic framework for research

subjects. In addition, the general guideline from brands facilitates a deeper

exploration of the relationship between the brand and the celebrity.

Corresponding to the source credibility scale (Ohanian, 1990), representative

celebrities who ever endorsed related brands were observed in terms of social media

images firstly, including attractiveness, expertise, and trustworthiness. After that,

the commonalities between brand positioning and celebrity style can be effectively

associated for the next phase.

Then, descriptive information of 12 advertisement videos from corresponding

brands on digital platforms will be identified for analyzing additional storytelling

techniques. However, there is no restriction on the type of celebrities in order to

obtain a higher degree of latitude for research materials. Besides, impression

management reflecting 12 Brand Archetypes which contains social setting,

appearance, and manner of interacting from celebrities will be investigated

simultaneously. Last but not least, all the analysis of video clips in this thesis

will be conducted in the same standardized coding conditions.

3.4 Research Instrument and Data Analysis

To better address the objectives mentioned above, the textual analysis was employed to identify the application of impression management and storytelling techniques via celebrities in 12 Archetypes of branding.

The conceptual framework presented in Chapter 2 serves as a qualitative analysis tool to understand deeper the relationship among brand, celebrity, and brand archetypes. Each archetype contains a specific celebrity for further analysis. The posted contents on the social media platform accounts of the 12 celebrities mentioned above, including YouTube, Instagram, Bilibili and Xiaohongshu, will be textually analyzed in detail to demonstrate better how brands utilize celebrity endorsement to present 12 brand archetypes under impression management.

Secondary data regarding each type of 12 brand archetypes and relevant celebrities would be examined. All the raw data online, including posts and sampled advertisements by relevant celebrities on social media platforms, would be collected for data analysis. Insights of brands and sentiments of celebrities would be revealed in the beginning. After matching the public impressions of celebrities and corresponding brand positioning, the paid advertisements by brands would be classified by textual analysis to further examine the storytelling techniques presented by celebrities. Each of the sampled brands would at least contain one video clip since it can effectively reflect the communication objective and relative archetype.

As for the first research question on impression management of celebrities before endorsement, the contents selected for textual analysis are supposed to include

three key elements reflecting social setting, appearance, and manner of interacting

from celebrities. The Source Credibility theory (Ohanian, 1990) and Dramaturgy

theory (Goffman, 1956) will be utilized to analyze celebrities' behavioral

characteristics to better manage the consistency between brand archetypes and

celebrity public images. Hence, it would be much clearer to see what is the key factor

to influence endorsement choices for public relations works of the brand.

As for the second research question on storytelling techniques, several

storytelling models would be used as a guideline connecting the process between

celebrities and brand archetypes based on story rendering to increase the validity of

results.

Data analysis of this study was conducted based on the following steps:

Step 1: Identifying Brand Archetypes

Generally, famous brands are equipped with strong brand archetypes.

Hence, determining the brand archetype of the research subject based on the analysis

of previous advertising campaigns and customer word of mouth is the first step in

the research procedure.

Step 2: Identifying Images of Celebrities via Social Media Platforms

Based on the external image of the celebrity and the publicity content

preferences of posts, the characteristics of the celebrity would be investigated to

establish an effective connection to the relative brand archetype.

Step 3: Classifying Celebrities Based on 12 Brand Archetypes

After connecting the relationships between brand positioning and celebrity image, 12 brand archetypal analysis is beginning to take shape. The sampled posts and advertisements would be selected based on purposively responding to the research questions mentioned above. In addition, posts with high viewership and interaction rates from collaborations between celebrities and brands are prioritized because it proves that the core values in the campaign resonate with the public's emotions.

Step 4: Exploring Consistency between Brands and Celebrities

Based on the scale of three dimensions, including attractiveness, expertise and trustworthiness, celebrities would be classified into exact categories corresponding to concrete archetypes for further analysis.

Step 5: Impression Management Analysis

Celebrity is conceptualized as an organic and ever-changing performative practice rather than a set of intrinsic personal characteristics or external labels (Marwick & Boyd, 2011). According to the Dramaturgy theory (Goffman, 1959), impression management can enhance social interactions with target audiences. Hence, celebrities generally polish their posts sharing to establish specific positive impressions among the fan club base to maintain their reputations. In addition, impression management would be explored within the framework of Dramaturgy (Goffman, 1959). Based on the content shared by celebrities on social media, the value orientation between social setting, appearance and manners of interacting can be

further delineated in detail to gain a deeper understanding of the type of public

perception to which the celebrities belong, and better analyze the image management

of the celebrities.

Step 6: Storytelling Techniques Analysis

A story can contain words, images, visualizations, video, or any combination

(Kosara & Mackinlay, 2013). In order to better ascertain the perceptual archetypal

branding logic, storytelling techniques embedded in advertising can establish an

effective guidance for branding mechanisms. Humans have always tied facts together

into stories, effectively presenting information and making a point in a memorable

way (Kosara & Mackinlay, 2013). To textually analyze storytelling techniques,

three elements of the sampled data would be examined as followings:

A) Spoken and written words in posts and videos

The monologues appearing in the videos would be scientifically recorded.

Moreover, the rhythm and structure of storytelling from the celebrity would be

simultaneously analyzed in detail. As for the words about the expressed emotions

in the video would be identified and interpreted based on previously designed and

archetype-related scales.

B) Image in Posts and Videos

The selected celebrities' images would be analyzed for the style positioning

within the contents of their regular posts. For example, the daily routine shared in the

account is considered intellectual, aesthetic, or daily life record-oriented side. After

that, based on the analysis of the above conditions, it would be easier to further

identify the celebrity's public image.

C) Background Music Ambient Sounds and Sound Effect

Music's attention-gaining value interacted with music-message congruency

to produce a significant effect on cognitive measures of ad performance (Kellaris,

Cox & Cox, 1993). Hence, it is acknowledged that music or sounds occurring in

advertisements play essential roles in evoking empathy and resonance with the

audience. As for the background music, ambient sounds in ads, it can be classified

into various types. The attributes of music and sound utilized in the sampled data

of this study include lively and light music, introspective and soothing music,

clean white noise, rhythmic and enthusiastic music, etc. While for the sound effect,

as artificial sounds, it could provide a sense of realism and evoke emotions to set

a scene without using words or dialogue (Track Club, 2022). Besides, due to the large

number of classifications of sound effects, in this study, as long as the sound effects

are artificially synthesized, they are categorized as sound effects without being more

specifically classified. Moreover, for modern online promotional videos, there is

no limit to pick up a single type of music. Based on different content plots, different

music is attached to the video. Or sometimes, to leave the audience a more direct

feeling of the circumstance, the natural sounds are recorded directly, to enhance

a more direct hearing impacts from the first-person perspective. All in all,

the attributes mentioned above are considered in the coding process of this study.

In particular, multiple storytelling techniques would be explored according

to the characteristics of celebrity styling and product positioning. In addition to

traditional models - the first-person, the third-person and the absent narrator narration,

some new storytelling techniques used in content marketing including the 4P Model

(Promise - Picture - Proof - Push) and the BAB Model (Before - After - Bridge)

would be analyzed as well.

Different scenarios in advertising include varying requirements of

storytelling techniques, presentation structure and the amounts of anticipated

interactions (Kosara & Mackinlay, 2013) would also be examined. The analysis of

the dimensions mentioned above would reveal whether there is a consistency

between brand archetypal positioning and storytelling of celebrities.

3.5 Validity

This study ensures validity by applying the 12 Brand Archetypes (Jung,

1919) together with two theories - Theory of Dramaturgy (Goffman, 1959)

and Source Credibility Theory (Ohanian, 1990) - as a framework for analyzing

the sampled data. By examining the essence of 12 Brand Archetypes, the way

that brands utilize celebrity to present brand archetypes via impression management

and storytelling techniques would reveal the relationship among brand, celebrity

and public recognition towards archetypal brand DNA.

3.6 Reliability

To ensure the reliability of this research, the second coder would also

textually analyze 30% of the total 12 advertising samples so as to reach the unified

findings. The second coder working in the marketing department of a well-known

airline company is an expert in advertising and celebrity economy. Inter-code

reliability by two coders would then be computed to illustrate the reliability of

the data analysis.
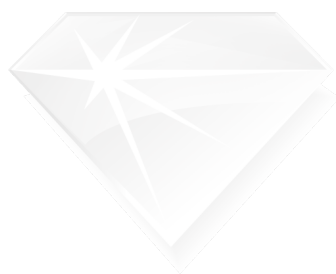
CHAPTER 4

FINDINGS

This chapter illustrates the findings of the research that investigated the role

of celebrity in brand archetypal presentation through impression management and

storytelling techniques under the management of the corresponding brands. As for

the methodology, textual analysis is utilized to explore the effectiveness of impression

management and storytelling techniques in archetypal branding, with the raw material

totaling approximately 62 minutes 3 seconds over a period from December, 2018 to

June, 2023.

4.1 Findings on Sampled Celebrities' Characteristics

Due to the fact that this research utilizes global brands as samples to analyze

the relationship among brand, celebrity and brand archetypes, celebrities are from

different countries to represent the diversity of brand communications styles.

According to Table 4.1, four celebrities are from U.S. (Jeffree Star, Becky G, Kevin

Hart, and Jennifer Aniston), two celebrities are from France (Marion Cotillard and

Constance Jablonski), one is from Thailand (Urassaya Sperbund, nickname called

Yaya) and one is from Malaysia (Michelle Yeo). The famous makeup YouTuber,

called Nikkie, is from the Netherlands. Rihanna Fenty, a globally famous singer,

is from Barbados. Lastly, Yiming Su, the Olympic champion snowboarder, is from

China.

Table 4.1: Sampled Celebrities Categorized by Country of Origin

No.	Country of Origin	Sampled Celebrities
1	United States of America	Jeffree Star, Becky G, Kevin Hart, and Jennifer Aniston
2	France	Marion Cotillard and Constance Jablonski
3	Thailand	Urassaya Sperbund
4	Malaysia	Michelle Yeo
5	The Netherlands	Nikkie
6	Barbados	Rihanna Fenty
7	China	Yiming Su

When analyzing sampled celebrities based on three dimensions of source credibility (Ohanian, 1990), results show that 12 celebrities can find a balance among three dimensions - attractiveness, expertise, and trustworthiness (Ohanian, 1991), but with some focus on each.

Celebrities establish trustworthiness (Ohanian, 1991) through their works, images, and reputations. As for the work-orientation, the professional knowledge embedded in celebrity positioning could leave good impressions on target audiences. For instance, Jeffree Star and Nikkie, they are all famous makeup artists.

Consequently, when they endorsed cosmetics products, their trustworthiness could be based on their occupations. For other celebrities, if their occupations are not directly relevant to endorsed products, their trustworthiness with target audiences would be aroused by their positive public images and good reputations.

Attractiveness (Ohanian, 1991) is closely associated with visual expressions or verbal expressions from celebrities. As for visual expressions, aesthetic standards play essential roles in celebrity online exposure. For example, brand archetypes that require charming image output would have strict management to aesthetic output. For archetypes of the Outlaw, the Magician, the Creator, the Lover, the Everyman, the Caregiver, the Ruler, the Innocent, the Sage and the Explorer, their sampled product categories are personal care products relative to cosmetics, sunscreen, perfumes, toiletries, and skincare. Due to the products above contributing to creating more attractive images for customers, corresponding celebrities are supposed to establish fascinating images to resonate with target audiences.

For the dimension of verbal expressions or verbal cues, it provides a medium for cultural meaning transformations embedded in brand positioning, from celebrity to brand and lastly leading to consumers (Carroll, 2009). Verbalizing the meaning of product functions could be regarded as a means of identification (Carroll, 2009). Brands could be distinguished from an abundant category of products due to the memorable quotes or plots in celebrity endorsement. Consequently, it is easy to learn that verbal expression from celebrities is an important perceived value for target

audiences. Contrary to traditional aesthetic-orientation branding, attractive storytelling elements embedded in verbal expression include authenticity, conciseness, reversal, and humor are significant guarantees in brand communications. It highlights the logical and immersive narration in branding. Accordingly, attractive narration based on archetypal positioning should be placed in the first place rather than merely enhancing attractive appearance. However, there are also some celebrities who pay attention to both verbal and visual expressions, such as Jeffree Star and Nikkie. Due to the fact that they are makeup tutorial Youtubers, they are required to share the delicate makeup strategies in an easy-to-understand way. It is related to their professional attributes and product characteristics, so there is a need to strike a balance between the two dimensions.

Lastly, as for the dimension of expertise (Ohanian, 1990), integration between brand characteristics and lifestyles or occupations of celebrities could effectively promote public awareness of expertise. For instance, Becky G (Nast, 2021) and Jeffree Star (Nast, 2020) are also famous in the beauty industry, and they have their own cosmetics brands. But their expertise has been presented via different foundations. Firstly, Becky G is a popular singer, preferring wearing different makeup in both on-stage and private life scenarios. Delicate or edgy makeup style is part of her life attitude and habit. While for Jeffree Star, his expertise in cosmetics industry is showed off through his impressive makeup tutorials, which is closely associated with his occupation.

Table 4.2: Description of Sampled Celebrities Based on Three Dimensions of Source

Credibility

No.	Sampled Celebrities	Dimensions of Source Credibility (Ohanian, 1990)		
		Attractiveness	Expertise	Trustworthiness
1	Jeffree Star	- Edgy Fashion - Unique Tattoos - Attractive dressing	- Famous makeup artist -Well-known makeup tutorial YouTuber	- Sincere experience sharing - Professional makeup skills
2	Becky G	- Beautiful - Dynamic - Attractive appearance	- Professional singer - Fashion icon	- Good reputation - Positive image
3	Yiming Su	- Masculine - Dynamic - Young - Appealing	- Olympic champion snowboarder	- Successful snowboarder and Famous student at Tsinghua University

(Continued)

Table 4.2 (Continued): Description of Sampled Celebrities Based on Three

Dimensions of Source Credibility

No.	Sampled Celebrities	Dimensions of Source Credibility (Ohanian, 1990)		
		Attractiveness	Expertise	Trustworthiness
4	Rihanna Fenty	- Attractive superstar - Elegant - Charming - Pioneering fashion	- Famous singer and businessman	- Positive public image - Good reputation - Sincere sharing - Inclusive mind
5	Marion Cotillard	- French elegance Fascinating - Confident - Beautiful icon	- Academy Award for Best Actress - Effortless elegant	- Good reputation - High industry evaluation - Capable and independent female image
6	Kevin Hart	- Humorous - Attractive - Positive	- Famous comedian and actor - Distinctive street wearing	- Good reputation - Positive public image - Sincere and down-to-earth sharing

(Continued)

Table 4.2 (Continued): Description of Sampled Celebrities Based on Three

Dimensions of Source Credibility

No.	Sampled Celebrities	Dimensions of Source Credibility (Ohanian, 1990)		
		Attractiveness	Expertise	Trustworthiness
7	Nikkie	- Attractive - Confident - Expressive - Appealing	- Famous makeup tutorials Youtuber - Fashion icon - Goodwill Ambassador	- Sincere and honest sharing - Convincing expression
8	Urassaya Sperbund	- Charming - Beautiful - Dynamic - Fashion	- Famous actress and model in Thailand - Popular high-end fashion icon	- Good reputation - Positive public image - Sincere sharing
9	Chris Hemsworth	- Gorgeous Masculine Attractive	- Famous actor Famous environmentalist	- Good public image - Sincere sharing - Environmental protector - Good reputation

(Continued)

Table 4.2 (Continued): Description of Sampled Celebrities Based on Three

Dimensions of Source Credibility

No.	Sampled Celebrities	Dimensions of Source Credibility (Ohanian, 1990)		
		Attractiveness	Expertise	Trustworthiness
10	Jennifer Aniston	- American sweetheart - Beautiful - Charming Fashion	- Famous actor Ageless elegance	- Sincere sharing - Independent businesswoman and actress Professional fashion icon
11	Constance Jablonski	- Fascinating - Confident - Charming - French elegant Graceful	- Famous model - Charming dressing style High-end fashion icon	- Recognized ambassador of Estée Laude - Professional model - Sincere sharing Good reputation

(Continued)

Table 4.2 (Continued): Description of Sampled Celebrities Based on Three

Dimensions of Source Credibility

No.	Sampled Celebrities	Dimensions of Source Credibility (Ohanian, 1990)		
		Attractiveness	Expertise	Trustworthiness
12	Michelle Yeoh	- Attractive - Brave - Elegant - Beautiful - Graceful	- Well-known actress and producer - Academy Award for Best Actress - Chinese Kungfu actress	- Positive image - Ageless elegance Self-discipline

4.2 Findings on Research Question #1

The #RQ1 is about how global brands use celebrity endorsement to present

12 brand archetypes through impression management. According to the research

results, the three emerging themes collected from the textual data are shown as

follows: 1) endorsement and lifestyle integration, 2) archetypal performances

and 3) psychological dimensional performances. Firstly, the emerging theme of

endorsement and lifestyle integration include 3 sub themes, occupation, public image

and hobby of celebrities. Subsequently, the emerging theme of archetypal

performances include 4 sub themes, which are gender stereotype impression,

12 brand archetypal characteristics, verbal communication style and nonverbal

communication. Lastly, the emerging theme of psychological dimensional

performances includes 2 sub themes and they are self-discipline and self-motivation.

The Table 4.3 illustrates emerging themes and sub themes of researching question one.

Details are shown below.

Table 4.3: Emerging Themes and Sub Themes of #RQ1

Themes of/#RQ1			
Emerging theme	Endorsement and lifestyle integration	Archetypal performances	Psychological dimensional performances
Sub themes	- Ocupaion - Public image - Hobby	- Gender stereotype impression management - 12 brand archetypal characteristics - Verbal Communication style - Nonverbal communication	- Self-discipline - Self-motivation

4.2.1 Illustrations of the Emerging Theme of Endorsement and Lifestyle
Integration

The emerging theme of endorsement and lifestyle integration is inspired by
Chapple and Cownie's (2017) work about the integration between the trustworthiness
of paid endorsements and YouTube lifestyle Vloggers. According to Dramaturgy
theory (Goffman, 1959), lifestyle is closely related to back-stage behaviors.
Hence, it could provide a more thorough understanding of celebrities' real-self
characteristics. Moreover, the integration of endorsing brands and private lifestyles
leaves hints about the social setting and manner of interacting of corresponding
celebrities. As for the sub-themes of occupation, public image and hobby, they are
concluded from the advertising raw data, where celebrities show off some relative
information on their online posts or work results.

Twelve sampled celebrities all share endorsement and lifestyle integration in
archetypal branding communication, which is a base to promote brand identification.
Celebrity endorsements and lifestyle integration usually represent an aspirational
lifestyle that consumers might aspire to adopt, which is simultaneously regarded as
celebrity behavioral emulation (Moraes, 2016). Mutually, celebrities adapt themselves
to social trends to enhance interaction with their fan base. Consequently, in business
endorsement, they are supposed to exaggerate and emphasize a lifestyle consistent
with the brand's positioning. Therefore, celebrities could establish emotional

connections to reach archetypal branding alignment by creating a positive and healthy image that appeals to target audiences.

A. Occupation

The connections between occupation and brand archetype draw a convincing scene to target audiences towards brand identification. For instance, for the archetype of the Outlaw, the Hero, the Creator, the Everyman, the Caregiver and the Sage, the occupation characteristics and capability requirements are in line with the functional characters of products. When celebrities' endorsed products have daily usage needs in their working scenarios, it could further build trustworthiness among target audiences (Giousmpasoglou, Brown & Cooper, 2020). The connections between brand archetype and celebrity occupation are shown in the table below. The examples include 6 brand archetypes, which are the Outlaw, the Hero, the Creator, the Everyman, the Caregiver and the Sage. In addition, corresponding celebrities' occupation contain relevant archetypal characteristics connected with connotations of brand archetypes. The Table 4.4 illustrates connections between brand archetype and celebrity occupation.

Table 4.4: Connections Between Brand Archetype and Celebrity Occupation

Brand & Archetype	Celebrity & Occupation	Connection
Jeffree Star Cosmetics & The Outlaw	Jeffree Star & Makeup Youtuber	Edgy fashion cosmetics products and untraditional makeup artist
Adidas & the Hero	Yiming Su & Snowboarder athlete	Snowboarder athlete requires toiletries with good quality.
Fenty Beauty & the Creator	Rihanna Fenty & Famous singer of color	Famous singer and business woman of color devotes to designing cosmetics for women of all skin tones.
Maybelline & the Everyman	Nikkie & Makeup artist	Famous makeup artist utilizes affordable cosmetics products to update tutorials.
Anessa & the Caregiver	Urassaya Sperbund & Actor	Famous actor needs sunscreen's protection to finish her professional job.
Guerlain & the Sage	Constance Jablonski & Model	Model needs professional skincare knowledge to show off their femininity and be better at their job.

B. Public Image

In this research, public image refers to the perception, reputation, and overall impression that a celebrity presents to the public. Subsequently, it could be regarded as stereotype-recognition from audiences' perspectives. In this dimension, it contains the archetype of the Jester, the Lover, the Ruler, the Innocent, and the Explorer. Referring to 5 corresponding celebrities, they are all famous actors. They have portrayed classic characters on screen and left a favorable impression on the audience, thus being able to effectively connect with connotations of brand archetypes. In addition, it is worth noting that well-known actors may have portrayed many different styles and types of screen images, which makes their character and image more multi-faceted. However, when it comes to endorsement, the image that best matches the brand archetype needs to be carefully selected for packaging and promotion.

Table 4.5 shows linkage between endorser's role in film and archetypal presentation. The sampling famous role of endorser reflects relevant archetypal characteristics, which builds a bridge between public image and archetypal presentation.

Table 4.5: Linkage Between Endorser's Role in Film and Archetypal Presentation

Brand & Archetype	Name	One famous film reflecting archetypal image
Old Spice & the Jester	Kevin Hart	Central Intelligence
Chanel & the Lover	Marion Cotillard	La Vie en rose
Boss & the Ruler	Chris Hemsworth	Thor
Aveeno & the Innocent	Jennifer Aniston	Friends
La Mer & the Explorer	Michelle Yeoh	Everything Everywhere All at Once

C. Hobby

An activity or interest which is undertaken for amusement, relaxation, or personal fulfillment rather than as a primary source of revenue or responsibility is referred to as a hobby (Tracy, 2023). A public figure's widely known hobbies could effectively fill in the missing components of the celebrity so as to reach a wider range of fan bases. For instance, the archetype of the Magician's sampled celebrity is Becky G. She endorsed ColorPop's cosmetics products in 2019 (Jiménez, 2019). Moreover, she launched her new cosmetics brand, Treslúce, to celebrate her Latin heritage in 2021 (Dube, 2021). Becky G is a famous Latin singer and songwriter. She earns high popularity among the younger generations because of her talents in music editions, beautiful makeup style and impressive dressing fashion. She reaps pleasure and confidence in wearing makeup, and it aligns with ColorPop's product positioning.

Hence, her hobby and sense of style could illustrate the connotations of the Magician archetype.

4.2.2 Illustration of the Emerging Theme of Archetypal Performances

Archetypal performances are defined by the performances of celebrities in endorsing advertisements. It concisely summarizes the on-camera (front-stage) behavior of celebrities associated with brand archetypes, which also reflect situations about social setting, appearance and manner of interacting of celebrities. As for the sub-theme of gender stereotype impression management, it is inspired by Grau and Zotos' researching topic associated to gender stereotypes in advertising. Moreover, the 12 archetypal characteristics are connected with the definitions of the 12 brand archetypes' theory (Jung, 1919). Lastly, sub-themes of nonverbal and verbal communication styles are originated from the dimension of manner of interacting from Dramaturgy theory (Goffman, 1959).

A. Twelve Brand Archetypal Characteristics

Due to the fact that this research focuses on the presentation of brand archetypes through celebrity endorsement, celebrity impression managements are supposed to focus on the connotations of archetypal definitions. The Table 4.5 below shows archetypal characteristics of corresponding celebrities in presenting 12 brand archetypes. Moreover, descriptions towards archetypal characteristics are adopted the form of adjective words for analysis. The Table 4.6 below illustrates details about 12 brand archetypal characteristics.

Table 4.6: Twelve Brand Archetypal Characteristics

Brand Archetype	Celebrity	Archetypal Characteristics
Outlaw	Jeffree Star	Untraditional, Pioneering and niche fashion
Magician	Becky G	Sweet, Brave, Sincere
Hero	Yiming Su	Determined, Diligent, Talented, Brave
Creator	Rihanna Fenty	Inclusive cultural acceptance, Creative
Lover	Marion Cotillard	Grace, Charming, Fascinating
Jester	Kevin Hart	Humorous, Down-to-earth
Everyman	Nikkie	Friendly, Warm-hearted
Caregiver	Urassaya Sperbund	Beautiful, Confident, Elegant
Ruler	Chris Hemsworth	Masculine, Handsome, Self-discipline
Innocent	Jennifer Aniston	Friendly, Kind, Positive, Beautiful
Sage	Constance Jablonski	Calm, Gentle, Elegant
Explorer	Michelle Yeoh	Brave, Strong, Grace

B. Gender Stereotype Impression Management

In this research, gender stereotype involves beliefs or expectations about the behaviors, dressings, characteristics, responsibilities associated to traditional gender stereotyping recognition. In the advertisement with gender stereotype impression management, it could directly reach resonance for many audiences. Because ideal stereotyped image exposures have been founded in our cultural recognition since youths (Cusumano & Thompson, 1997). Even though affirmative and feminist movements have raised awareness, ideal image based on gender stereotypes still   plays essential role in advertising. Because utilizing cliché styles in brand communications sometimes influence brands' reputations and word-of-mouths.

As for masculinity, the archetype of the Ruler and the Hero, are all classic male characters in advertising story setting. For instance, the Ruler needs to show the control of disorders to prove his success. Chris Hemsworth's endorsement of Boss's perfume, aims to demonstrate the positive psychological cues that perfume gives to successful men. Hence, he insists on showing off his masculinity, self-discipline, and control in order to reinforce the archetype of Ruler. For the archetype of the Hero, the shower gel advertisement of Adidas is the selected sample. The corresponding endorser is Yiming Su, a professional snowboarder athlete. The journey of an athlete to chase an Olympic gold medal is already a trustworthy heroic story. Moreover, showing the masculinity in training of the athlete is also

a process to prove the hardness in achieving dreams, which could make the story

more inspiring. Consequently, for the elements of exercising, sweating, panting,

and both of the body languages and determined facial expressions from Yiming Su

are all convincing factors to tell a heroic-like athlete's true story.

C. Verbal and Nonverbal Communication Style

Communication style is divided into verbal and non-verbal communication.

As for verbal communication, it articulates the way that narrator conveys information,

ideas, and emotions through verbal expressions (Gottberg, 2020). In addition, verbal

communication style could be regarded as attractiveness of celebrities, too. In this

research, the representatives of celebrities specializing in verbal communication are

Jeffree Star, Becky G, Kevin Hart, and Nikkie, and their corresponding archetypes

are the Outlaw, the Magician, the Jester, and the Everyman.

As for Jeffree Star and Nikkie, both of them are famous makeup artists

and keep updating makeup tutorials on YouTube. According to their occupation

characteristics, it is a necessity for them to make their makeup strategies output easy

to understand and leave audiences' memorable points. Hence, their videos are

equipped with high requirements for verbal expressions so that it can make them

distinguish from hundreds of makeup YouTubers. Jeffree Star specializes in satirical

comments towards various makeup products through concise and sincere experience

sharing. In addition, the vivid expression make the introduction of product more

attractive and memorable. The example below illustrates the the connection between

edgy product positioning and the potential weird side of human beings, which reflects

product's characteristics through Jeffree Star's attractive verbal expressions.

> "The Psychedelic Circus Collection is really about
>
> unleashing your inner freak about really being yourself
>
> tapping it into that really weird side that we all have and just
>
> expressing it with the makeup."

Nikkie's communication style is positioned as energetic, enthusiastic,

sincere, and informative sharing. Specifically, the example below shows how Nikkie

professionally introduces advantages of cosmetic products according to consumer's

usage scenarios. For instance, bride is potential to be emotional in her wedding.

Hence, the waterproof guarantee of mascara is necessary. Moreover, Nikkie explained

the makeup process step by step, which is easier for audiences to follow up the bridal

makeup tutorials.

> "We're gonna coat our top lashes with the Maybelline
>
> Sky High Mascara. This is waterproof. I mean do I need to
>
> explain. If you're gonna cry, if you're gonna get emotional plus
>
> if you have lashes that don't really hold curl well. And first I'm
>
> gonna coat the tips very lightly. So that has soft layer of
>
> mascara. Then I dip back in and I start working on the base
>
> and this mascara is insane for keeping curl and just making
>
> sure your lashes are lifted lengthened and volumized. I mean

look at that. I know I don't have the best lashes. But like this

mascara keeps them up. I love it…"

The Magician's corresponding celebrity is Becky G, famous as a Latin

singer and songwriter. With talents in songwriting, verbal expression is simultaneous

a way for artist to convey her emotions and life attitudes. For instance, the sampling

description below shows the beauty of cosmetics products via personification

and attractive expressions.

"I would say like my top three is Muñeca Chola. That

liquid lip is just like speaks to me on a soul level. I would say

Mija is also like... It's like such a comforting name that we've

heard as like little girls. You know what I mean. Like your

deal is either call you Mija, Chola. And so like that's another

favorite one. And then I would say Lola also holds a very

special place in my heart."

Subsequently, Becky G shared her preferences about cosmetics products

so as to highlight product's attractiveness. And trustworthiness through the given

information is achieved through sincere verbal expressions. Though Becky G

Is a famous singer, she also shares similar aesthetic standards towards cosmetics

products as usual, which somehow narrows the gap between famous singer and

ordinary person. Accordingly, her expression style is natural and friendly. Details

are shown in the paragraph below.

"Can you really ask a woman if they prefer nude lipstick or bold lipstick? Because I feel like I'm the kind of person that like wants to wear both you know like when I go on stage. Sometimes I like want glitter on my eyes and like a nude lip and then sometimes I just want like a full lash and like a red lip. So it just kind of depends."

Lastly, the Jester archetype's celebrity is Kevin Hart. To fulfill the output of Jester image, Kevin Hart utilizes "serious humor" shaping his public image. Through a talk-show like communication with interlocutor, he introduces Old Spice's shower product in a humorous way, about teaching audiences how to use Old Spice to regain confidence and entertainment in the interview.

"Finally, the most important tip Bam Bam. You need to look smell and feel fresh at all times. It is very distracting to the person sitting across from you when you do an interview and they can't concentrate because you stink, Bam Bam. How bad is it! You gotta use what I use Bam Bam. Use Old Spice moisturized with shea butter. You see how luscious and silky smooth my skin is. If you would close your eyes and I said to touch my skin and touch your baby skin."

D. Nonverbal Communication

Revealing the research results, nonverbal communication includes 2 elements: body language and clothing choices.

A. Body Language

Body language could be considered as non-verbal behavior (movements and postures, facial expression, glances and eye contact, automatic reflexes, spatial and tactile behavior) which is 'meaningful' in both real and intentional made-up communication (Korte, 1997). As for the archetypes that utilized the emphasis of body language, they are the Hero and the Magician.

In Adidas' advertisement of the Hero archetype, celebrity is Yiming Su. His snowboarder performances show his brave heart, strong determination, and self-motivation through body language on screens. The body language mostly focuses on sporting or exercising performances. Sweaty clothes and tight muscles simultaneously imply an athlete's sporty spirit. The picture below captures Yiming Su's intense preparations for the coming snowboard game in Adidas' advertisement.

Figure 4.1: Yiming Su's Exercising Performance in Adidas' Advertisement

Source: Adidas. (2023). *Yiming Su and adidas shower gel.* Retrieved from

https://weibo.com/2954186642/N7FjCzzW7.

ColorPop's advertisement of the Magician archetype, Becky G utilizes

vivid and natural body language to manage intimacy with audiences so as to convey

friendly impression management. For instance, in the sampling video, Beck G

participated in the special "truth or tequila" game by sharing her experience and

drinking tequila. Moreover, she interacted with the camera, such as having a toast

as if she was talking with a friend face to face.

Figure 4.2: Game of Truth or Tequila Feat. Becky G via ColorPop's Advertisement

Source: ColorPop. (2018). *Truth or tequila feat. Becky G!.* Retrieved from

https://www.youtube.com/watch?v=piWJdY0T-QE.

In the Innocent archetypal advertisement, Jennifer Aniston's facial

expressions had a shift from feeling exhausted to being energetic. By emphasizing

functional characters of the Aveeno product, the change of Jennifer Aniston's facial

expressions reinforces the innocent healing from Aveeno again, that's helping each

customer to refresh their body, mind, and life.

B. Clothing Choices

Clothing choices are the decisions people make when deciding

which type of clothes to wear in different contexts or for specific purposes

(Piacentini& Mailer, 2004). In some contexts, clothing choices could be considered as

first-impression 'business card'. Because proper dressing style is a symbol of respect

and expertise in many professional contexts. Further, it could leave an impact on

wearer's employment chances as well as how others perceive his professionalism,

from which it could leave hints to audiences about the wearer's corresponding social

status, fashion taste and life attitudes. Moreover, people's self-esteem and confidence

could be affected by their dressings due to the fact that clothing has a favorable

psychological impact (Isaksen & Roper, 2012).

In Jeffree Star's advertising video, the emphasis of niche fashion

costumes is consistent with the Outlaw positioning. As a professional makeup artist,

makeup is an integral part of Jeffree Star's style. In addition, dressing style paired

with bold makeup could better attract audiences' attentions. The Figure 4.4 presents

Jeffree Star's edgy dressing and makeup style.

Figure 4.3: Example Picture of Jeffree Star's Dressing and Makeup Style

Source: Jeffree, S. (2023). *Scorpio palette & collection reveal.* Retrieved from

https://www.youtube.com/watch?v=XCuQU_uUD4w.

In the Lover archetypal advertisement from Chanel, Marion Cotillard wore an elegant dress to portrait the ideal charming image. The well-tailored dresses reveal a woman's elegant figure, and the chemistry between Marion Cotillard and her male companion demonstrates the fantastical intimacy and mystery between lovers. And the Figure 4.5 below presents a glance of the romantic setting in Chanel N°5's advertisement.
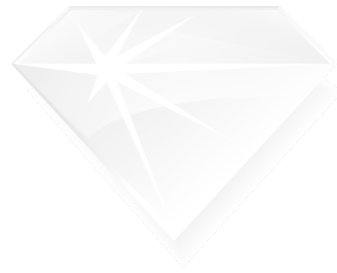
Figure 4.4: Marion Cotillard in the Chanel N°5's Advertisement

Source: Schroeder, R. (2020). *Go behind the scenes with Marion Cotillard for*

channel No.5. Retrieved from https://www.harpersbazaar.com/uk/beauty/

fragrance/a34490327/chanel-no5-marion-cottiliard-campaign-film/.

Lastly, the Ruler archetypal advertising is Boss' perfume. And the corresponding celebrity is Chris Hemsworth. To better depict the urban elite and highlight the ruling brand archetype, Chris Hemsworth was dressed in a suit to reflect his workplace sophistication. At the same time, his morning workout in a sporty suit suggests that he is a self-disciplined person who still pays attention to body management in his busy schedule. Accordingly, details mentioned above are shown in Figure 4.5 and Figure 4.6.

Figure 4.5: Chris Hemsworth in Hugo Boss Perfume's Advertisement
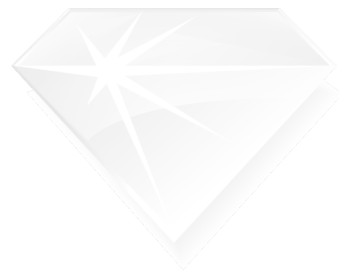
Source: Boss, H. (2020). *Chris Hemsworth for the New BOSS Bottled Eau de Parfum.* Retrieved from https://www.youtube.com/watch?v=sPi0UbYtv9Y.

Figure 4.6: Chris Hemsworth's Sporting Performance in Hugo Boss Perfume's

Advertisement

Source: Boss, H. (2019). *Chris Hemsworth is every inch the A-list star as he films*

a commercial for hugo boss in New York. Retrieved from

https://www.dailymail.co.uk/tvshowbiz/article-7765751/Chris-Hemsworth-

films-commercial-Hugo-Boss-New-York.html.

4.2.3 Illustration of the Emerging Theme of Psychological Dimensional

Performance

After analyzing exterior performances of celebrities, mental states of

celebrities might lead to fans' worship (McCutcheon, Ashe, Houran & Maltby, 2003)

due to the fact that it could arouse deep resonance with the medium of effective

interactions between celebrities' ideal performances and vertical interest fan base.

Positive psychological implications embedded in celebrities' performances inspire

good word-of-mouth and subsequently meet with consumers' mental needs.

Therefore, the emerging sub-themes of self-discipline and self-motivation are

analyzed in detail in this part.

A. Self-discipline

In this research, psychological dimensional performances refer to positive

psychological implications, which are associated with potential and capacity to thrive,

excel, and function optimally in multiple areas of lives (Diamond & Allcorn, 1985).

As for its broader connotations, positive emotions, strengths, resilience, and overall

well-being are all part of it.

As for the Sage archetypal advertisement, Guerlain's corresponding celebrity is Constance Jablonski. She is a renowned model. In order to show her energetic mental state and fascinating charisma in front of the camera, she has very strict standards for her figure management and skincare process, and constantly pursues self-discipline in every detail of life (Sheeluxe, 2022). Hence, she has set up a healthy life model via conveying a key message that people could discover more beautiful moments through the usage of professional knowledge and pursuits for self-discipline.

For the Ruler archetype, Boss invites Chris Hemsworth to be the ambassador of Boss Fragrance. He pursues a high degree of self-discipline both in his private life and in advertisements, thus setting a positive example for his fans. Inspired by the advertisement and Chris Hemsworth's daily routine, it could be drawn to the conclusion that the hectic pace of both life and work is not an excuse for not exercising. Having a better handle on the order of life could help people to control over the direction of complicated livings.

B. Self-motivation

The ability to initiate and sustain one's own drive and enthusiasm to pursue goals, accomplish activities, and achieve personal or professional objectives without the need for external influence or pressure is referred to as self-motivation (Geller, 2016). When the spokesperson has a clear self-motivational image, it creates positive publicity for the brand and sets a good example for fans.

The Explorer archetypal brand is La Mer, and the corresponding celebrity

endorsement is Michelle Yeoh. Michelle Yeoh has an extensive career in acting.

After practicing ballet from a young age, she gave up her ballet dream due to

a physical injury, then she competed in the Miss Beauty contest (Wikipedia

Contributors, 2023). But just being a beautiful and elegant lady is not Michelle's

dream. Through her hardness and determinations, she then became a famous Chinese

martial arts actress globally. In addition, at the age of 60, she became the first Asian

actress to win the Academy Award for Best Actress (Zornosa, 2023). Age is just

a number for her, she continues to break through the boundaries of being an actress

and expanding her career possibilities when she has already achieved success and

fame. All the performances of Michelle are a great illustration of self-motivation,

which is similar to La Mer's mission to explore the oceans and draw out potent

age-defying ingredients to develop skincare products (Argintar, 2013).

4.3 Findings on Research Question #2

The RQ#2 is about how global brands use celebrity endorsement to present

12 brand archetypes through storytelling techniques. Based on the literature review

and raw data from research materials, 3 emerging themes are concluded to answer

the research questions. The emerging themes include 1) spoken and written words,

2) authenticity and realism and 3) sensory appeal.

Before presenting and analyzing emerging themes in detail, the storytelling

techniques of 12 archetypal advertisements would be presented to make a further link

between storytelling techniques and emerging themes. The Table 4.7 illustrates

emerging themes and sub themes of the researching question two.

Table 4.7: Emerging Themes and Sub Themes of #RQ2

Themes of #RQ 2			
Emerging Theme	Spoken & Written Words	Authenticity and Realism	Sensory Appeal
Sub theme	- Dialogues - Jingles and Catchphrases - Lyrics of background music	- Wellness & self-care tips - Educational content	- Sound - Touch - Visual imagery

4.3.1 Illustration of Sampled Advertisements' Storytelling Techniques

Average narration techniques provide basic structures for analyzing

information dissemination modes. According to the inspiration of literature review

and collected data, 5 storytelling techniques are illustrated in detail to further analyze

the connection between storytelling techniques and the presentation of brand

archetypes. The storytelling techniques are 1) 4P model with the "promise - picture -

proof - push" procedure (GreatContent, 2019), 2) Before - After - Bridge (BAB)

model (GreatContent, 2019), 3) first-person narration (MasterClass, 2021),

4) third-person narration (Straub, 2022), and 5) absent narrator narration (Jahn, 2022).

To articulate storytelling techniques performances on varying 12 samples, some advertisements merely utilize one narration technique to drive the story plot forward, which include brands of Jeffree Star cosmetics, Anessa, La Mer, ColorPop, Boss and Chanel. While for the emphasis of functional characteristics of products, the combinations between BAB and 4P model with first, third or absent narrator narration are also good practices to present archetypal images. And the corresponding brands are Guerlain, Adidas, Old Spice, Maybelline, Aveeno and Fenty Beauty. With regard to the results of storytelling techniques performances, Table 4.6 illustrates the narration structure. The Table 4.8 illustrates concise descriptions of storytelling techniques appearing in sampled 12 archetypal advertisements. Moreover, sample advertisements are divided into single storytelling technique and two storytelling technique usages in archetypal advertisements.

Table 4.8: Storytelling Techniques of Sampled 12 Archetypal Advertisements

Brand Archetype & Brand	Narration Structure	Description
Single storytelling technique usage in archetypal advertisements		
The Outlaw & Jeffree Star Cosmetics	First-person narration	Through exaggerated graphic conflict and infectious language, Jeffree Star demonstrates the original design intent and brand concept

		of the outlandish makeup products.
The Caregiver & Anessa		With a simple and vibrant visual setting, it shows how the actress, Urassaya Sperbund gained confidence to glamorize under the sun.
The Explorer & La Mer	First-person narration	Through the first-person perspective narration from the endorser, Michelle Yeoh, she shares her life attitudes verbally and further links her life inspiration with La Mer's brand concepts. The advertisement echoes *Everything Everywhere All At Once*'s filmmaking technique, the rapid switching of shots suggests the passage of time and highlights the theme that life is worth exploring without boundaries.

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description
Single storytelling technique usage in archetypal advertisements		
The Magician &	Third-person	The Magician image is polished by the

| ColorPop | narration | relaxing and enjoyable interview chats, which recalls Becky G's story of pursuing her musical dreams. |
| The Ruler & Boss | Absent narrator narration | The narrator of this advertisement is absent but leading the story plot from an all-knowing angle. And it further provides an objective perspective to unveil the life tracks of Chris Hemsworth. The Ruler image of an urban elite is created through a patchwork of slice-of-life pieces related to self-motivation. |

(Continued)

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description
Single storytelling technique usage in archetypal advertisements		
The Lover &		This advertisement utilizes absent narrator

Chanel		narration and without appearing any dialogues between characters. By freely switching scenario settings and mixing the reality and imagination, it drives the story plot from an all-knowing angle. A romantic lover is portrayed through a combination of reality and fiction plots.
Two storytelling technique usage in archetypal advertisements		
The Jester & Old Spice	BAB Model + First-person narration	The advertisement is a humorous interview between two men about how they smell fresh after using Old Spice body wash products.

(Continued)

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description
Two storytelling technique usage in archetypal advertisements		
The Everyman &	BAB Model +	The advertisement is a makeup video in

| Maybelline | First-person narration | which Nikkie talks about how to achieve stunning bridal makeup by using cost-effective and affordable makeup. |
| The Innocent & Aveeno | BAB Model + First-person narration | The advertisement tells the story of Jeniffer's skin rejuvenation through the use of Aveeno's natural products, along with the restoration of order to her chaotic life tracks. |

(Continued)

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements.

Brand Archetype & Brand	Narration Structure	Description
Two storytelling technique usage in archetypal advertisements		

Brand Archetype & Brand	Narration Structure	Description
The Sage & Guerlain	BAB Model + Third-person narration	The story plots are driven by third-person narration through the Q&A talking format. It leaves viewer a sense of immersion by capturing a conversation between the pharmacist and Constance Jablonski, with the camera mimicking a third-person point of view, realistically recording the conversation between the two characters. Moreover, natural body language and emotional reactions appearing in the video provide a trustworthy scenario of presenting functional performances of Guerlain's products.

(Continued)

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description
Two storytelling technique usage in archetypal advertisements		

Brand Archetype & Brand	Narration Structure	Description
The Hero & Adidas	BAB Model + Absent narrator narration	The advertisement tells how Adidas' shower gel allows athletes to rejuvenate their skin and to train with a better spirit. Consequently, it emphasized that Adidas is a loyal partner for the self-disciplined person who is strong-mind enough to conquer the heights of his domain.

(Continued)

Table 4.8 (Continued): Storytelling techniques of Sampled 12 archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description
Two storytelling technique usage in archetypal advertisements		

Brand Archetype & Brand	Narration Structure	Description
The Creator & Fenty Beauty	First-person narration + 4P Model	The advertisement aims to strengthen the Creator archetype with the makeup product meeting with all skin tones' needs. Rihanna illustrates functional characteristics of Fenty Beauty through first-person perspective. Promise Introduce the origin of the product name and design inspiration, so as to lead to the effectiveness of the product (Bright Fix Eye Brightener of Fenty Beauty) performance.

(Continued)

Table 4.8 (Continued): Storytelling Techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description

Two storytelling technique usage in archetypal advertisements		
The Creator & Fenty Beauty	First-person narration + 4P Model	Picture Showcase the product's 16 shades meeting with all consumer's needs and tutorial of application, drawing a picture to consumers that Bright Fix Eye Brightener's trustworthy quality is suitable for all skins. Proof Rihanna shares her own experience of utilizing Bright Fix Eye Brighter product in professional working scenarios and private life. In addition, Rihanna's glamorous image also demonstrates Bright Fix Eye Brightener's effectiveness by emphasizing the product's moisturizing ingredients and wearable natural makeup.

(Continued)

Table 4.8 (Continued): Storytelling techniques of Sampled 12 Archetypal

Advertisements

Brand Archetype & Brand	Narration Structure	Description

Two storytelling technique usage in archetypal advertisements		
The Creator & Fenty Beauty	First-person narration + 4P Model	Push Bright Fix Eye Brighter is favored by Rihanna for its easy-to-use and highly effective makeup effect. Whether consumers prefer delicate makeup or natural look, they are encouraged to try this product to gain confidence and charisma as Rihanna.

4.3.2 Illustration of the Emerging Theme of Spoken and Written Words

The emerging theme of spoken and written words are concluded from video raw data. Obviously, analysis towards storytelling often focuses on lingual perspective. To better attach with the consistency among advertising lingual expressions, the sub themes of dialogues, jingles and catchphrases and lyrics of background music are also included in the researching scale to better draw a comprehensive results of storytelling effectiveness in archetypal advertisements.

Spoken and written words in archetypal advertisements refer to dialogues, jingles and catchphrases appearing on videos according to the researching scale of this article. The spoken and written words might be elicited by endorsers or be presented by subtitles on the video screen.

The purpose of spoken and written words in storytelling techniques does not merely focus on ornate rhetoric. The main objective is to prevent audiences from

distraction and to offer more immersive experience to evoke resonances. According to

sampled data, the functional characteristics of products would be unobtrusively

embedded in advertising taglines. As exposure and distribution of advertisements

have increased, the image and reputation of brands would be developed

simultaneously. Therefore, based on the archetypal positioning, the style of spoken

and written words is supposed to attach great importance to emotional connections

and further influence consumer behaviors via crafting memorable and persuasive

elements in stories. The Table 4.9 illustrates style of spoken and written words in

sampled advertisements.

Table 4.9: Style of Spoken and Written Words in Sampled Advertisements

Storytelling Techniques	Style of Spoken and Written Words
First-person narrator narration	It adopts a down-to-earth language to share the endorser's own story. The trustworthiness of expressions is tightly connected with endorser's personal charisma. Further, it might lead to

	memorable jingles or catchphrases at the end of the video by highlighting functional characteristics as well as sublimating understanding of brand's concept.
Third-person narrator narration	It usually introduces main ideas of advertisements via the form of conversations (dialogues) with other interlocutors. The tone of dialogue depends on the positioning of corresponding brand. Moreover, the protagonist (endorser) will imply the product's information through humorous expressions or professional opinions. Hence, audiences' perceptions would be enhanced by relaxing interactions between characters in advertisements.

(Continued)

Table 4.9 (Continued): Style of Spoken and Written Words in Sampled

Advertisements

Storytelling Techniques	Style of Spoken and Written Words
Absent narrator narration	1) The sampling videos of Chanel and BOSS take absent narrator narration as a medium to present brand archetypes of the Lover and the Ruler. However,

	the endorsers mentioned above seldom have dialogues, only repeating product's name, or campaign's slogan at the end of the video. Consequently, the lyrics of background music are a container for endorsers to express emotions. 2) It strengthens the archetypal positioning via highlighting jingles and catchphrases (it usually appears in the subtitles or is repeated verbally by the endorser) in compact storyline. Accordingly, it illustrates the advertising story through an all-knowing perspective although the narrator is not a character in it. Hence, the spoken and written words need to be memorable and persuasive to arouse visual imagery.

<div align="right">(Continued)</div>

Table 4.9 (Continued): Style of Spoken and Written Words in Sampled

Advertisements

Storytelling Techniques	Style of Spoken and Written Words
BAB model	BAB model is specialized in breaking down functional information into a cohesive and digestible format. Hence, audiences' attentions would be driven by the

	solution method via highlighting the usefulness of products. What's more, the comparison between the before and after situations would make the advertising information more convincing and easier to understand via attractive dialogues presented by endorsers.
4P model	4P model aims to prove the product's effectiveness and trustworthiness via emphasizing a compelling hook step by step. And jingles or catchphrases are supposed to be consistent with the logic of storyline structure. Hence, the spoken and written words in 4P model are required to be equipped with higher logical standards compared with other narrative modes.

4.3.3 Illustration of the Emerging Theme of Authenticity and Realism

The emerging theme of authenticity and realism is directly inspired by the information rooted in the advertisement of Guerlain, Jeffree Star cosmetics and Maybelline, with the brand archetype as the Sage, the Outlaw and the Everyman.

As for the authenticity, it refers to the reliability of information conveyed by celebrities. Their authentic expressions in storytelling could offer useful knowledge for audiences.

Specifically, the interlocutor of the endorser, Constance Jablonski, is a skincare expert. Consequently, the dialogues between characters would include many trustworthy skincare information, which belongs to the dimension of wellness and self-care tips. Moreover, the educational contents are contained in general personal care products due to the fact that the endorser would present correct usage methods, especially in the cosmetics and skincare product categories.

When it refers to realism, it means realistic meaning to target audiences in learning and intimating celebrities' skills. For instance, makeup tutorials of both Jeffree Star and Nikkie help ordinary audiences to better utilize makeup to express themselves in both physical and mental dimensions so as to gain attractive appearance and confidence.

In conclusion, the emerging theme of authenticity and realism, effected by wellness & self-care tips, educational content and makeup tutorials, is concluded to be a medium to better reach archetypal presentations.

Table 4.10: The Presentation of Authenticity and Realism Based on Different
Storytelling Techniques

Storytelling Techniques	Description

First-person narrator narration	It often illustrates authenticity and realism related information through endorser's personal experience. In the advertisements, the narrator is compared to be a teacher, demonstrating the product's functionality in an easy-to-understand manner consistent with the brand's positioning.
Third-person narrator narration	The endorser is not necessary to take the role as a teacher in the advertisements. The narrator is supposed to provide an objective perspective to drive the story plots so as to further prove the authenticity and realism of brands, making the witness and understanding towards the whole story more persuasive and convincing.

(Continued)

Table 4.10 (Continued): The Presentation of Authenticity and Realism Based on

Different Storytelling Techniques

Storytelling Techniques	Description

Absent narrator narration	It fosters a sense of approval to authenticity and realism via visual setting to arouse resonance. Compared with first-person and third-person narration, the absent narrator narration won't rely so much on dialogues to prove authenticity. On the contrary, by enhancing screen setting, it could make the authentic information present in a straightforward way rather than inspecting hints in conversations.
BAB model & 4P model	They provide extra structure to convey information under the usage of first-person, third-person, and absent narrator narrations. By digesting key information of story plots, BAB model and 4P model aims to present information in a logical way. When audiences gain resonance in receiving information, the key information embedded in advertisement would be more convincing.

4.3.4 Illustration of the Emerging Theme of Sensory Appeal

According to Roose and Mulier's work (2020), sensory appeals might leave impacts on consumers' perceptions, both positive and negative thoughts. And after

carefully identifying elements embedded in archetypal advertisements, it is concluded

that sound, touch and visual imagery could craft a more attractive storytelling and

thus reach resonances with potential consumer groups. Hence, the sub themes under

the emerging theme of sensory appeal are summarized as sound, touch and visual

imagery.

Touch refers to tactile features of products. For instance, in personal care

product advertisements, especially in the cosmetics, skincare, toiletries and sunscreen

categories, advertising footage is required to demonstrate the texture of products so as

to make initial impressions of products' quality on consumers.

As has been noted in Alexomanolaki, Loveday and Kennett's work (2007),

music serves as an index of the advertisement spot in addition to its semantic role

in viewer's memory. To better explore connections between the usage of sounds

and the presentation of brand archetypes, the music genre, sound effects and tempo

dynamics are evaluated in analysis of advertising storytelling. For instance, the music

genre of advertisement includes rhythmic music and light music, which are consistent

with the speed of dialogues or the story plots. As for sound effects, it is usually

utilized to raise awareness or attract attentions, such as the sound of bell. While for

the tempo dynamics, it often echoes with characters' behavioral tempos. If the main

character in the video is exercising, the tempo dynamics would become faster so as to

catch up with the story plots. Briefly, the usage of sounds is supposed to be in line

with brand archetypal positioning, it could further arouse emotional resonances with audiences.

Visual imagery refers to provoking audience's imagination and empathy with diverse visual presentations. According to the positioning of brand archetypes, some archetypes require logical persuasion in verbal storytelling, while some archetypes need to present fantastic visual storytelling, especially focusing on aesthetic standards, to arouse emotional connections. For instance, to promote the archetype of the Ruler, the urban elite's dressing codes are directly persuasive to target audiences. Sometimes words are the icing on the cake, but an intuitive visual presentation can better directly capture the audience's attention. The Table 4.11 below illustrates sensory appeals in 12 brand archetypal advertisements.

Table 4.11: Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Outlaw & Jeffree Star Cosmetics	First-person narration	1. Clean background setting and exotic makeup create a visual impact. 2. Clean background setting and exotic makeup create a visual impact. 3. Utilize sound effects to highlight key points of product's characteristics.

(Continued)

Figure 4.7: Example Picture of Jeffree Star in the Outlaw (Jeffree Star Cosmetics)

Advertisement

Source: Jeffree, S. (2022). *Psychedelic circus palette & collection reveal.* Retrieved

from https://www.youtube.com/watch?v=wv-BbSdZkLo.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Caregiver & Anessa	First-person narration	1. Dynamic music echoes the sound of endorser's steps under the sunshine. 2. The music has a strong sense of rhythm, consistent with the rhythm of endorser's speech. 3. The fresh blue scenery setting echoes the blue sky. And the transparent water balloon imitates the protection given to skins via Anessa product.

(Continued)

Figure 4.8: Example Picture of Urassaya Sperbund in the Caregiver (Anessa)

Advertisement

Source: Anessa. (2023). *Anessa beauty suncare by Urassaya Sperbund.* Retrieved

from https://www.youtube.com/watch?v=xNenVnGYYzE.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Explorer & La Mer	First-person narration	1. Minimalist video screen setting highlights the main character.

(Continued)

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Explorer & La Mer	First-person narration	2. The campaign references and imitates the music and editing techniques of the movie of Everything Everywhere All at Once to emphasize the charisma of endorser and further connects the movie's theme with the brand's concept.

(Continued)

Figure 4.9: Example Picture of Michelle Yeoh in the Explorer (La Mer)

Advertisement

Source: La Mer. (2023). *Michelle Yeoh x La Mer: The concentrate.* Retrieved

from https://www.youtube.com/watch?v=RFxTxZp5z60.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Jester & Old Spice	BAB Model + First-person narration	1. Introduce the dialogue with amusing sound effects and music to attract attention. But mostly ambient sounds allow audiences to focus on the product introductions embedded in dialogues.
		2. The man on the right has the cowboy's sword on the wall of his house. Meanwhile, Kevin has motorcycle helmets in his locker at home. Both objects have metaphors for exploring the unknown like a cowboy, which are consistent with cowboy's image often seen in Old Spice's campaigns.

Figure 4.10: Example Picture of Kevin Hart in the Jester (Old Spice) Advertisement

Source: Old Spice. (2020). *Cold as balls: How to crush interviews with Kevin Hart.*

Retrieved from https://www.youtube.com/watch?v=c5RYK_hH704.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

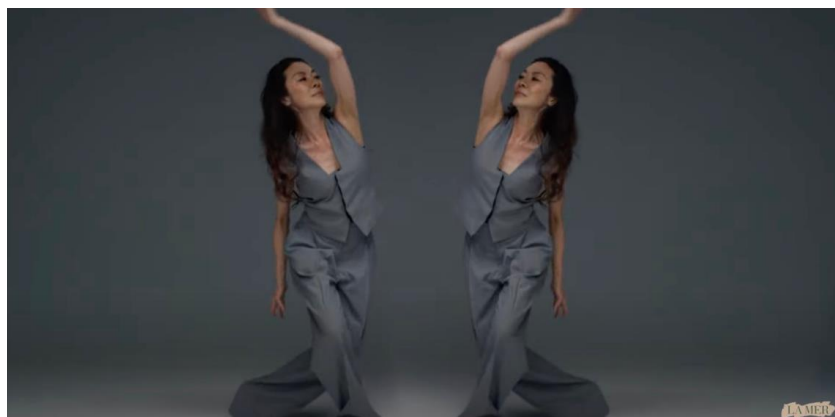| Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Everyman & Maybelline	BAB Model + First-person narration	1. The simple scene setting highlights the main characters, and the gentle lighting echoes the sweetness of the wedding.

(Continued)

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Everyman & Maybelline	BAB Model + First-person narration	2. When there is dialogue in the video, the music with rhythms in the video is very weak, so as to emphasize the dialogue itself. When there are only subtitles on the screen and without characters or dialogue, the rhythmic music in the background becomes louder.

(Continued)

Figure 4.11: Example Picture of Nikkie in the Everyman (Maybelline) Advertisement

Source: Maybelline. (2022). *Three wedding bridal looks with Nikkie tutorials.*

Retrieved from https://www.youtube.com/watch?v=tkOnMQ-tmso.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Innocent & Aveeno	BAB Model + First-person narration	1. Music and sound effects match the mood board of advertisement and sounds of environment. 2. Lifelike settings provide a sense of familiarity through visual presentations.

(Continued)

Figure 4.12: Example Picture of Jennifer Aniston in the Innocent (Aveeno)

Advertisement

Source: Aveeno. (2023). *Aveeno & Jennifer Aniston.* Retrieved from

https://www.youtube.com/watch?v=v-GvzSJNRuA.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Creator & Fenty Beauty	First-person narration + 4P Model	1. Simple scene setting highlights the endorser's glamour. 2. The brown color tone is consistent with the brand's concept - a makeup brand also suitable for all black skin tones. 3. The advertisement utilizes a soft sound effect to introduce the advertising theme. Moreover, the background music is similar to high fashion show's song, which underlines the premium positioning of the makeup brand.

Figure 4.13: Example Picture of Rihanna Fenty in the Creator (Fenty Beauty)

Advertisement

Source: Fenty Beauty. (2021). *Bright fix eye brightener.* Retrieved from

https://www.youtube.com/watch?v=Vb9xbvH-x4c.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Magician & ColorPop	Third-person narration	1. Utilize relaxing music to connect the scene transitions 2. Utilize pure white background to emphasize the characters' make-up, and picnic setting creates a fresh and relaxing visual scene.

(Continued)

Figure 4.14: Example Picture of Becky G in the Magician (ColorPop) Advertisement

Source: ColorPop. (2018). *Truth or tequila feat. Becky G!*. Retrieved from

https://www.youtube.com/watch?v=piWJdY0T-QE.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Sage	BAB Model + Third-person narration	1. The video background is Guerlain's skincare laboratory in France, directly visualizing the positioning of classic, professional and luxurious French skincare product to target audiences.

(Continued)

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Sage	BAB Model + Third-person narration	2. The music is gentle and similar to French chanson's tonality.

(Continued)

Figure 4.15: Example Picture of Constance Jablonski in the Sage (Guerlain)

Advertisement

Source: Guerlain. (2022). *Guerlain: My royal moment starring Constance Jablonski.*

Retrieved from *https://www.youtube.com/watch?v=T-o2BI3m3uA.*

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Hero	BAB Model + Absent narrator narration	1. It features visual art effects through mixing and editing multiple scenarios to show the athletes' private life and training routine. 2. High-paced drums create an energetic atmosphere that echoes emotional expressions of subtitles.

(Continued)

Figure 4.16: Example Picture of Yiming Su in the Hero (Adidas) Advertisement

Source: Adidas. (2023). *Yiming Su and Adidas shower gel.* Retrieved from

https://weibo.com/2954186642/N7FjCzzW7.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	Storytelling Techniques	Descriptions (Sound, Touch, Visual Imagery)
The Ruler	Absent narrator narration	1. Visualize daily life of an urban elite through multi-scene transitions. 2. Rhythmic music echoes the uplifting moments in life.

(Continued)

Figure 4.17: Example Picture of Chris Hemsworth in the Hero (Boss) Advertisement

Source: Boss, H. (2020). *Chris Hemsworth for the New BOSS Bottled Eau de*

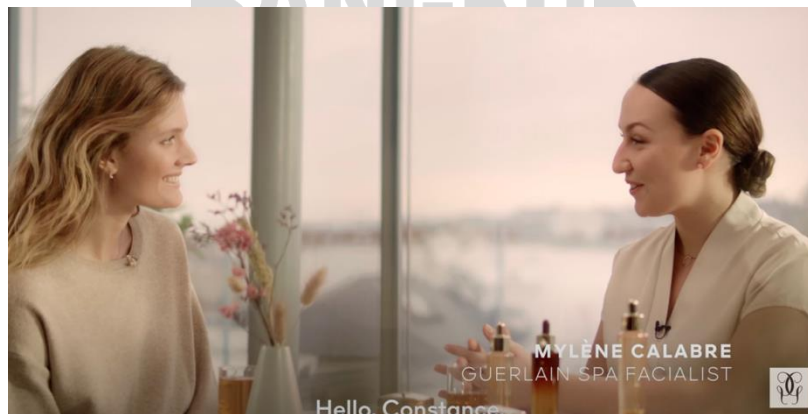*Parfum.* Retrieved from https://www.youtube.com/watch?v=sPi0UbYtv9Y.

Table 4.11 (Continued): Sensory Appeals in 12 Brand Archetypal Advertisements

Sensory Appeals in 12 Brand Archetypal Advertisements		
12 Archetypes & Brands	**Storytelling Techniques**	**Descriptions (Sound, Touch, Visual Imagery)**
The Lover	Absent narrator narration	1. Transitioning from a midnight street scene to the fictional surface of the moon, the video creates an ambiguous and romantic atmosphere for the protagonists through an infectious combination of real and imaginary scenes. 2. The music is an enabler of the storyline and brings out the lingering romantic chemistry between the protagonists to its fullest extent.

Figure 4.18: Example Picture of Marion Cotillard in the Lover (Chanel)

Advertisement

Source: Schroeder, R. (2020). *Go behind the scenes with Marion Cotillard for channel No.5.* Retrieved from https://www.harpersbazaar.com/uk/beauty/ fragrance/a34490327/chanel-no5-marion-cottiliard-campaign-film/.

With regard to the research results, it presents the way of celebrities in presenting 12 brand archetypes via impression management and storytelling techniques. Celebrities aim to polish their public image via purposive behavioral management so as to enhance positive and ideal characters. By enhancing the integration between endorsement and lifestyle, archetypal and dimensional performances, more details of the celebrities would be shown to target audiences and further arouse potential resonances. As for the storytelling techniques, under the usage of memorable and attractive spoken and written words appearing in

the advertisement, presenting authentic and realistic knowledge to audiences and stimulating sensory appeals via sound, touch and visual imagery, it could provide immersive experience to audiences and better understand the key message embedded in story plots. Consequently, the mixture of careful impression management and attractive storytelling techniques from celebrities provides a good way to present 12 brand archetypes.
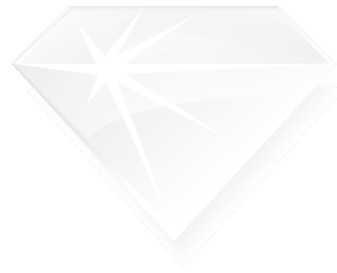
CHAPTER 5

DISSCUSSION

This chapter illustrates the corresponding conclusion and discussion of

research results. It includes findings related to previous studies, theoretical

connotations, and expected implications. Meanwhile, the limitations of this study,

recommendations of application and further researched topics are also concluded

in this chapter. Listed below are the following subsections of this chapter:

5.1 Summary of Findings

5.2 Discussion of Findings

5.3 Limitations of the Study

5.4 Recommendations of Application

5.5 Recommendations of Further Researched Topics

5.1 Summary of Findings

The results of textual analysis yield findings for the two proposed research

questions as follows.

5.1.1 RQ#1: How do global brands use celebrity endorsement to present

12 brand archetypes through impression management?

It was found that the use of celebrity endorsement involves three emerging

themes – 1) Endorsement and lifestyle integration, 2) Archetypal performances,

and 3) Psychological dimensional performances.

A. Endorsement and Lifestyle Integration

Before officially endorsing products, the PR team of brands would firstly consider the consistency between the celebrity's lifestyle and the endorsement's required characteristics (Alsmadi, 2006). The lifestyle presentation of celebrities would be influenced by their word of mouth originating from behaviors, occupations, and hobbies.

Slices of lives shape celebrities' personalities in a more touchable way for average fan base, so that fans could show their favor and preferences to specific celebrities reflecting ideal images (Stefanone & Lackaff, 2009). But sometimes, ideal private life scenarios are polished by intentional exposure. For instance, celebrities positioned as high-end class would intentionally post luxurious lifestyle implying high social distance so that they could attract fans eager for richness and satisfy their confusions to delicate life (Leban, Thomsen, Wallpach & Voyer, 2021). However, not all celebrities positioned as upper class have achieved financial independance.   If their behavioral modes are not in line with their word-of-mouth, reputations of celebrities might be ruined by the paradox between lifestyle and identity positioning.

As for the concept of occupation, it is a career label displaying specialized skills of celebrities. In general, based on average evaluation criteria, chosen occupations could reflect one's accumulating experience and expertise in a specific

field (Siemens, Smith, Fisher & Jensen, 2008). Consequently, emphasizing

occupation in celebrity endorsement could further manage the trustworthiness to

ensure the source credibility towards consumers. When celebrities are outstanding

or reach marvelous achievements in a specific area already, their inspiring experience

could leave positive psychological hints to target audiences and further arouse

resonance with potential consumer groups.

Hobby is a mirror of physical conditions, mental state and financial situations,

etc. For example, celebrities prefer golfing and play golfs as routines, which reveals

their healthy lifestyles and economical foundations. In addition, showcasing hobbies

to the public, celebrities could also attract fan groups sharing   the same hobbies,

and subsequently enhance interaction with fan base to gain their preference and

loyalty (Burns, 2010).

B. Archetypal Performances

To ensure the exposure of archetypal branding, corresponding archetypal

performances are required to be conducted in a proper way. According to the results

of this research, the archetypal performances are related to gender stereotypes,

archetypal positioning, verbal and nonverbal communication style.

Choosing celebrities based on gender stereotype standards is a common way

to shape ideal images and avoid potential controversy (Antoniou & Akrivos, 2020).

Though such kind of impression management couldn't meet every type of customer

profile, it still provides a conservative approach to engage with customer base.

For example, affected by traditional understandings, the brand archetype of the Lover and the Hero are classic examples to showcase femininity and masculinity. Romantic intimacy and inspiring heroic journey are classic plots in strengthening archetypes, but it would not be a cliche by adding elements of contemporary trends. For instance, a romantic lover is not a hothouse flower; she can utilize elegance and wisdom to discover more possibilities in life. For the Hero, he does not necessarily go to the battlefield to fight with enemies. If he is keen to be indomitable to deepen the field of specialization, he would be the hero of his own life field.

Archetypal performances reveal alignment between brand and celebrity positioning. For mega celebrities, in order to reach more groups of fan base, they have posted many materials to shape their online images. But in endorsing advertisements, some characteristics would be taken into more consideration and need more exposures. To better achieve the effectiveness of archetypal advertising, advertisements are supposed to illustrate more details about celebrities reflecting   the connotations of 12 brand archetypes (Bechter, Farinelli, Daniel & Frey, 2016).   For instance, in the Outlaw advertising, celebrities prefer vivid expressions and edgy dressings are of great importance in the output of impression management.

As has been noted in the research, both verbal and nonverbal communications play an essential role in shaping archetypal performances (McNulty, 2007). For the verbal communication, it commonly refers to expression styles. To be serious or humorous, verbal expressions are supposed to be in line with brand

positioning. For instance, the Jester archetype requires humorous and funny talking styles to establish a down-to-earth image and bring laughter to audiences. While for the archetype of the Sage, the professor is supposed to convey knowledgeable information to audiences in a serious and patient way so as to win trustworthiness among target consumers. As for the nonverbal dimension, it involves the interpretation of messages conveyed without the usage of words, such as body language, facial expressions, and the clothing choices (Wiener, Devoe, Rubinow & Geller, 1972). Details embedded in nonverbal communication could reach a more comprehensive understanding of interpersonal interactions. Because subtle cues reflecting emotional states and behavioral preferences could enhance the overall effectiveness in communication (Wiener et al., 1972). Simultaneously, it allows audiences to reach a more realistic side of celebrity and further establish trustworthiness mutually (Boone & Buck, 2003).

C. Psychological Dimensional Performances

The psychological dimensional performances contain two sub-themes in the research results, including self-discipline and self-motivation. Psychological dimensional performances are also an essential part of shaping ideal images to target audiences (Swan & Combs, 1976). Positive hints embedded in advertisements shape attractive life models to audiences, meeting their psychological needs (Swan & Combs, 1976). Moreover, advertisements disseminate the values of positive living to the public, which could also be considered as part of corporate responsibility.

Self-discipline and self-motivation echo the connotations of corresponding

archetypes, which strengthens the trustworthiness of storytelling. For instance,

referring to the archetype of the Sage and the Ruler, relative celebrities showcase

strong self-discipline in daily behaviors. The acquisition of knowledge and the control

of orders require hundreds of efforts. Moreover, the faith to reach pursuit demands

self-discipline to stay gold.

The selected sample of Hero's advertising is tightly related to the athlete's

struggles on the sports field. Moreover, self-motivation embedded in sport's spirit

encourages athlete to perform his best in the competitions. What's more, the

psychological changes of the athletes can be depicted in a more objective way to show

how ordinary people overcome difficulties and become heroes when facing challenges.

The rendering of these great psychological qualities is conducive to building a

positive image of the brand and encourages the audience to be influenced by positive

emotions and thus strive to follow their dreams (Richins, 1991).

5.1.2 RQ#2: How do global brands use celebrity endorsement to present

12 brand archetypes through storytelling technique?

It was found that celebrity endorsement involves usage of a single

storytelling technique and a combination of two storytelling techniques. In terms

of single storytelling technique usage, three techniques were used. They are

first-person narration, third-person narration and absent narrator narration.

The first-person narration focuses on direct emotional expressions. It features personal experiences to increase empathy with audiences by enhancing narrative hook (Keen, 2006). As for the third-person narration, it presents main themes of advertisements to audiences via a subjective perspective. By managing the interactions between characters in advertisements, the intriguing plots would lead audiences seamlessly into the immersive experience so as to foster a sense of empathy (Chen & Yao, 2022). Lastly, the absent narrator narration crafts the story via flexibly shifting scenes and narrative perspectives of the story from an all-known angel (Stern, 1991). It breaks down complicated scene-setting related information into a cohesive and digestible format, and further enhances the retention of advertising information.

In the sampling advertising videos, the first-person narration often utilizes one character to drive the story plot. While for the third-person narration, it generally includes 2 characters to enhance the storytelling. As for the absent narrator narration, the number of characters appearing in video is not the first consideration to drive story plots. Instead, illustrating the advertising story from an all-knowing angle is essential to achieve communicating objectives. In this research, only 2 brand archetypes adopt absent narrator narrations in advertising storytelling. Specifically, the Ruler archetype illustrates the life track of a successful man, endorsed by Chris Hemsworth. Moreover, in the archetypal advertisement of the Lover, the researching sample   is Chanel. The story illustrates the intimacy between a gentleman and a lady. In addition, it presents story plots through the mixture of both imagination and reality   to

emphasize the romantic atmosphere between lovers.

According to the discovery above, it could draw a conclusion that the mission of characters in archetypal advertisement is to be a hook to drive story plots and reinforce archetypal image. Consequently, performances of characters in advertisements are supposed to be consistent with storylines. The number of characters is not as important as the persuasive effects presented by endorsers. Additionally, memorable elements in archetypal advertisements are aroused by celebrities' resonating narration. In conclusion, attractive plots could maintain the trustworthiness between the endorsing narrator (celebrity) and target audiences so as to make the story more impactful.

Utilizing single endorser to present the whole archetypal story is a considerable way to save budgets in certain degrees. Hence, it explains the reason why some advertising samples adopt first-person narrator narration (with the quantity of 7 samples) to present brand archetypes. Firstly, the selected sample of this research utilize mega celebrity to present archetypal stories. The budget of inviting famous celebrity to endorse product is expensive than average (micro) celebrities. Hence, it's significant to combine story plots and brand positioning via effective endorsement. Specifically, in the single narrative scenario, details of the endorser could be maximized to attract attentions from their fans. Moreover, scripting and filming costs of a single narrator are more cost-effective than those of multi-narrator or multi-perspective narrations.

In terms of multiple storytelling technique usage, two storytelling models are used. They are 1) 4P model with the "promise - picture - proof - push" procedure (GreatContent, 2019) and 2) Before - After - Bridge (BAB) model (GreatContent, 2019). Based on the storytelling model mentioned above, the perspective narration, from first-person narration, third-person narration, to absent narrator are contained to craft archetypal advertising stories.

The 4P storytelling technique model manages 4 components, which contains "promise", "picture", "proof" and "push" to access effective archetypal advertising in brand communication. The descriptions of "promise" arouse audiences' expectations by presenting brand's ideal functional characteristics. Subsequently, the "picture" part, reflecting ideal imagery consistent with archetypal themes reinforces the brand's positioning to deepen the connections and resonance to target audiences. Thirdly, the "proof" provides trustworthy evidence to enhance the credibility of the product's functional performance. Lastly, the "push" component is in line with calling to actions, which aims to generate purchasing intentions based on the understanding   and preferences towards brands and corresponding products.

The BAB storytelling model provides logical sequences to address the effectiveness of the product in a more persuasive way. The "before" process refers to scenarios before the usage of product. It aims to establish emotional connections via depictions of potential annoying situations, troublesome challenges, and countless struggles in daily lives. As for the "after" scenarios, it highlights payoff resolutions

by showcasing endorsing celebrity's transformation journey. Lastly, the "bridging element" of achieving solution leads memorable plots to target audiences so as to form good-word-of-mouth to the brand. Shortly, the logical persuasion of BAB model utilizes straight-forward storytelling line to strengthen the main ideas of advertising (Babcock, 2020). It could effectively avoid a mishmash of too many elements that would interfere with the target audience's access to key information.

The brands try to "simplify branding information into memorable message." The maintenance of archetypal message and memorable plots in brand's advertisements requires simplicity, which showcases concise themes to target audiences (Periasamy, Subramaniam & Gruba, 2017). In archetypal visual advertising, with the mixture of visual expressions and musical rendering, transformation of the video scenes, background music or sound effects directly or indirectly involve much information. Moreover, audiences' attentions might be distracted by too many details appearing in advertisements. For instance, audiences were attracted by the appearance of endorser rather than his or her endorsing product. Consequently, distilling complicated details into concise and memorable statements in line with archetype could enhance the explicitness of advertising message. Further, target audiences would be much easier to emotionally resonate with archetypal advertising stories.

The essence of brand could be illustrated by impactful statements. For instance, the slogan of archetypal advertising often adopts a concise narration,

which leaves a lasting impression on the audiences (Boush, 1993). The design of word usage simplification in advertising needs creativity and innovation, which also reflects trendy thoughts of today's society. Hence, it is easy to understand the reason of many cosmetics and skincare products embedded information of female independence in advertisements. Because the independent merit is a base to establish an ideal female image. The influential message of archetypal advertisements guides the audiences to engage with brand and further cultivate their brand loyalty (Laub et al., 2018). The expression is the spirit of storytelling techniques. Simplify branding information into memorable message devotes to successful brand communication.

In addition, the brands try to foster "a sense of resonance." In brand archetypal communication, the usage of celebrities' impression management and storytelling techniques aim to foster a sense of resonance with audiences (Bechter et al., 2016). Celebrity presents attractive characteristics through the management towards dimensions of attractiveness, expertise, and trustworthiness. By emphasizing one dimension among attractiveness, expertise and trustworthiness, the popularity among audiences would be increased.

As illustrated in this research's results, trustworthiness is a fundamental considering element for audiences to understand the brand's positioning and to showcase relevant favor to brand's quality (Wang & Scheinbaum, 2018). Specifically, through the package of archetypal storytelling, trustworthiness of celebrity might be affected by celebrity's physical appearance and reputations among fan base

(Stanley et al., 2012). Because the endorsing image of celebrity establishes an ideal figure resonating with audiences. Simultaneously, specialized knowledge also leads to trustworthiness in target audiences (Onu, Nwaulune, Adegbola & Kelechi, 2019). When explicitness of functional characteristics is in line with consumer's physical or mental needs, it would naturally build emotional connections between consumers and brands (Di Bartolomeo & Papa, 2019). Moreover, to enhance the expertise showcasing in advertisements, celebrities are supposed to pay attention to the verbal and nonverbal expressions in endorsing advertisements, making communication style consistent with archetypal positioning.

5.2 Discussion of Findings

The findings reveal how the use of celebrity endorsements involves archetypal presentations. In this part, the findings are discussed in relation to previous research, relevant theories, and researcher's expectations.

5.2.1 Discussions in Relation to Previous Research

5.2.1.1 Discussions of Impression Management in Relation to Previous Research

As Yoo (2022) has mentioned in study that celebrities enhance intimacy to fans by sharing details of daily lives and engaging in 'self-expression', such as setting modest life model to the public in order to reinforce resonance and arouse good impressions.

In this research, 'self-expression' of celebrities is not merely focused on verbal expressions. Moreover, the nonverbal expressions via impression management of celebrities are devoted to fulfill the theoretical analysis of 'self-expression' in the researching filed of celebrity economics. For instance, the analysis of nonverbal communication concluded from researching raw data includes two emerging sub themes, which are clothing choices and body language. Specifically, clothing choices of celebrities indicate social status, life attitude and aesthetic standards of corresponding celebrities. Hence, selections of clothing reflect 'self-expression' in certain degrees. Additionally, body language reflects the narrator (celebrity)'s psychological states and reveals hidden thoughts. Therefore, analyzing the consistence between body language expressions and verbal communication emotions reveals the bridging point of celebrities' behavioral patterns and archetypal positionings.

To reveal the maintenance between celebrities' impression management and 12 brand archetypal presentations, three segments under the impression management scale are analyzed textually. They are integration between endorsement and lifestyle, archetypal performances, and psychological dimensional performances.

With regards to the research results, endorsement and lifestyle integration are strengthened by occupation, word of mouth and hobby of celebrities. Through intentional and unintentional exposures to fan base, details of both private

lives and public performances shape a more subjective perceptions of celebrities

and somehow arouse a sense of closeness between celebrities and fans (Yoo, 2022).

Generally, occupation mirrors celebrity's professional knowledge and

passions for work. According to Siemens, Smith, Fisher and Jensen's research (2008),

when a familiar endorser was utilized, brand's perceptions would be more favorable

when the product is in line with the endorser's occupation. Moreover, celebrities'

performances in the working field might resonate with peers or encourage average

audiences to take work seriously. While for word of mouth, it showcases a more

objective evaluation from a third perspective. Were word of mouth in line with

celebrity's positioning, it will enhance the credibility of the image (Thomas, Fowler

& Saenger, 2020). In addition, hobby simultaneously shapes celebrity's psychological

state and real-self in leisure life. Exposing hobbies to fans is also a means to address

additional optimistic elements in the establishment of positive images (Stănculescu,

2011).

Overall, archetypal performances enhance audiences' perceptions to

12 brand archetypes. It is of great importance for celebrities to perform corresponding

connotations of archetypal definitions in endorsing advertisements so as to ensure

the integration between brand positioning and celebrity style. Efficient brand

communication requires specific and concise characteristic performances.

Consequently, according to consumers' physical and mental needs towards brands,

celebrities utilize gender stereotype impression management (Siibak, 2009),

archetypal behavioral patterns (Centeno & Wang, 2017), verbal and nonverbal communication styles (Rupp, 2014) to craft attractive images and expose to the public. With archetypal performances, unconscious resonance shapes 12 brand archetypes' perceptions among consumers. Additionally, consumers would easily make a linkage between specific ideal images and abstract branding concepts.

Research has shown that psychological dimensional performances encourage the recognition of 12 brand archetypes. In this research, self-discipline and self-motivation (Lozanski & Lavrence, 2019) aligns with audiences' expectations to brand archetypes. Positive implications embedded in advertisements leave positive psychological satisfactions to target audiences (Lozanski & Lavrence, 2019). Nowadays, consumers are not merely satisfied with functional usage of products. Optimistic life attitudes hinted in brand concepts could arouse bravery and confidence when encountering troublesome situations in this fiercer competitive society.

5.2.1.2 Discussions of Storytelling Techniques in Relation to Previous Research

As Christophe (2019) reveals presentations of visual storytelling in advertisements, it provides theoretical inspirations to further analyze verbal storytelling in archetypal advertising presentations. Specifically, the analysis of verbal storytelling in this research includes single storytelling techniques and extra storytelling modes. For instance, single storytelling techniques refer to first-person narration, third-person narration to absent narrator narration. As for extra storytelling

modes, it means archetypal advertisements adopt extra story structures, such as 4P

and BAB storytelling model to drive the story plots.

The usage of single storytelling technique in archetypal

advertisements lacks enough illustration of brand's functional characteristics.

However, audiences could appreciate aesthetic-related images of celebrities easily

and frequently compared with advertisements with the usage of multi-characters.

Hence, single storytelling technique enhances trustworthiness of products via

celebrity's attractiveness. Moreover, single storytelling techniques often choose single

narrator (character or endorser) to present the whole advertising story. Because it

could enhance the length of advertisements by eliminating extra story plots or

interactions between multi-characters so as to save budgets of advertising

designments and campaign promotions.

Compared with single storytelling techniques, extra storytelling model

usage could offer a more direct understandings to brands among target consumers.

Generally, some advertisements think highly of aesthetic standards, aiming to achieve

magnificent effects through visual narration. However, the superimposition of

too many aesthetic-related elements could sometimes distract audience's attention

and affect their understandings to advertisements (Wang, Ma, Chen, Ye & Xu, 2020).

Consequently, adopting a single line (focus on one perspective to present the whole

story) to illustrate a story based on the 4P and the BAB model could arouse better

understandings among audiences. By highlighting memorable plots (Loewenstein,

Raghunathan & Heath, 2011), and functional characteristics of products (Shi, Lu,

Zhou, Sun, Wang & Geng, 2021), straight-forward narration (McQuarrie & Mick,

1999) from celebrity endorsements could convey useful information about

brands to the public. In addition, with the exaggeration of celebrities' charms,

the functional narration over products positioning would become more trustworthy,

and subsequently better achieve archetypal communication goals.

The switch of scenes in advertisements provides more perspectives

to illustrate stories. Meanwhile, with the usage of music or sound effects

(Martín-Santana, Reinares-Lara & Muela-Molina, 2015), and sensory appeals

(Roose & Mulier, 2020) could bring an immersive experience to audiences,

which simultaneously better trigger spiritual resonance with target groups so as

to reach good-word-of-mouth to the wide recognition of brand archetypes.

5.2.2 Discussions in Relation to Relevant Theories

Findings can be discussed based on three relevant theories – Dramaturgy

(Goffman, 1959), Source Credibility Theory (Ohanian, 1991), and Brand Archetype.

This research further analyzes the Dramaturgy (Goffman, 1959) effects in

celebrity marketing under the social background of the blurring boundary between

front-stage and back-stage behaviors (Efthymiou, Orphanidou & Panayiotou, 2020).

Due to the phenomenon that celebrities prefer showcasing details of their private lives

to fan groups, from public traffic (online social media platforms: YouTube, Instagram

and Tik-Tok, etc.) to private traffic (chatting groups of Line/ Facebook/ Instagram) in order to enhance intimacy with target groups (Zou, 2023). This online activity behavior somehow switches private back-stage performances to the public, which could reflect more perspectives of celebrities, excepting from the required-manners from endorsing brands. By revealing celebrities' hobbies and lifestyles, positive merits hinted in posts would help celebrities attract more fans and further enhance their mutual reliability (McNealy & Mullis, 2019). That's saying, when celebrities gain satisfying feedback from fans, they will be equipped with more motivation to present more details about their lives. As for their fans, after experiencing effective interactions with their favorite life models, they would show more preference and trust to corresponding celebrities (Gamson, 2011). Consequently, the bond of trustworthiness and loyalty would be stably established.

The Source Credibility Theory crafted by Ohanian (1991) presents adequate explanations to the dimension of attractiveness, expertise, and trustworthiness. In this research, the scale of source credibility provides an effective framework to analyze the impression management of celebrities, which is devoted to exploring an integration between brand's positioning and celebrity's sense of style (Holmes & Redmond, 2012). This effective tool could somehow ensure the data validity and guide the directions for further research. For instance, by analyzing celebrities' public images, it would be easier to determine the relationship between celebrity's narration with personal characteristics and the presentation of corresponding brand archetype.

The research results provide more details on enhancing archetypal impression management via celebrity endorsements. In Ohanian (1991)'s research, attractiveness, expertise and trustworthiness of celebrities are analyzed solely. However, this research reveals that the trustworthiness of celebrities could be influenced by celebrities' attractiveness and expertise simultaneously. In addition, the attractiveness of celebrities is not merely focused on physical attractions; impressive verbal expressions in archetypal presentations are also devoted to reinforcing attractiveness. Moreover, expertise and trustworthiness are intertwined (Rittz Digital, 2023). Specifically, expertise provides a foundation to establish trustworthiness. Additionally, trustworthiness could also reflect professional skills in a certain degree. All in all, trustworthiness of celebrity has a positive effect on both advertising credibility and brand credibility (Hussain, Melewar, Priporas, Foroudi & Yusef, 2020).

Further, the analysis of archetypal performances of celebrities is also bond to impression management, which updates the connotations of impression management to be in line with celebrity economy development in nowadays society. Details of congruence between source credibility and celebrities' archetypal performances are shown in the Figure 5.1 below.

Figure 5.1: Congruence between Three Dimensions of Source Credibility and

Celebrities' Archetypal Performances
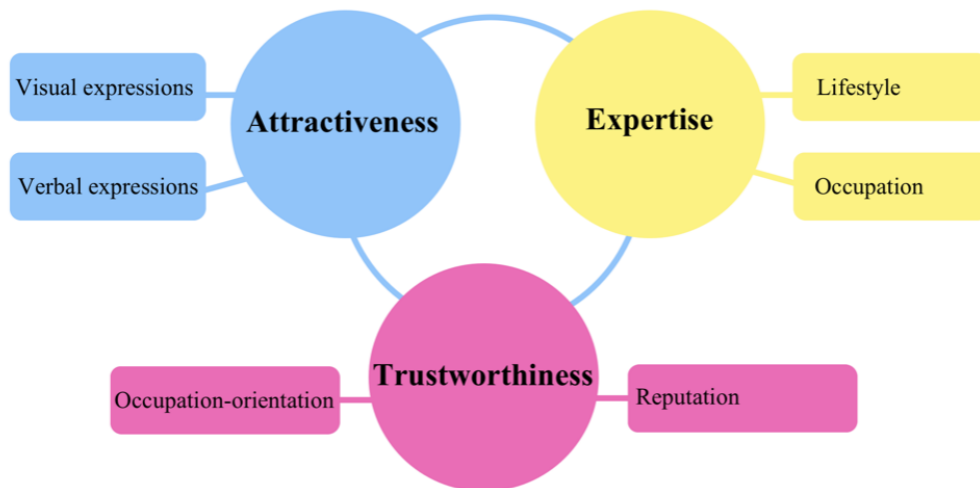
Lastly, the Brand Archetype (Jung, 1919) originally plays essential roles

in brand marketing. In the past, female personal care products are often associated

with the Lover archetype (Jung, 1919). However, as social status of females has been

improved compared with the 20th century, female consumers have more psychological

needs in choosing personal care products (Suelin, 2010). Hence, the female personal

care products contain more brand archetypes in advertisements than before.

For instance, the sampling brand of presenting the Explorer archetype in this research

is La Mer. As for the endorser, Michelle Yeoh, shows bravery to explore more

potentials in being a mature and progressive actress, which echoes with psychological

states of women yearning for career success. Consequently, the 12 brand archetypes

theory (Jung, 1919) still has practical meanings in business markets.

5.2.2.1 Celebrities Enhancing Source Credibility in Presenting

Figure 5.2: Source Credibility Model in 12 Brand Archetypal Presentations12 Brand

      Archetypes

Attractiveness	Expertise	Trustworthiness
• Outlaw	• Hero	• Everyman
• Magician	• Creator	• Caregiver
• Lover	• Ruler	• Innocent
• Jester	• Sage	
	• Explorer	
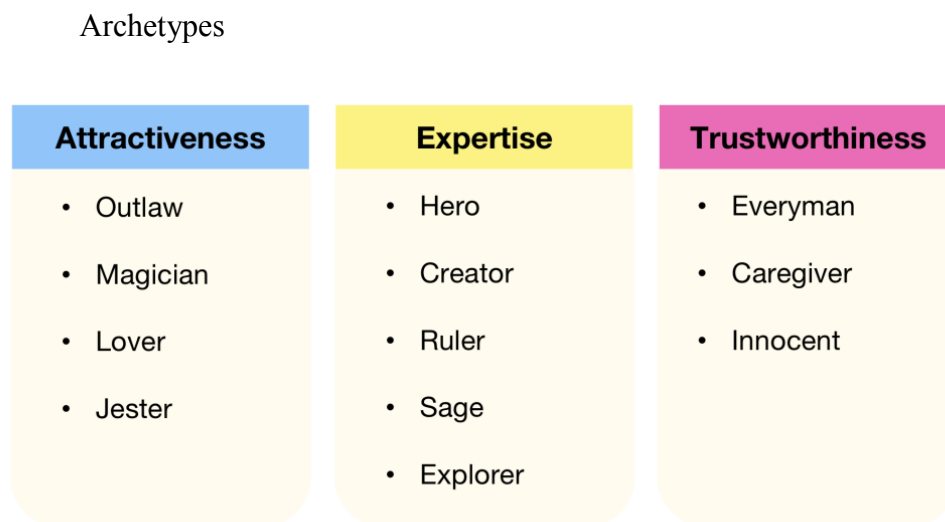
      Ohanian (1991) proposed that people tend to be persuaded by

credible sources. To better arouse resonances among target audiences, celebrities

intentionally reinforce their impression management by emphasizing at least one

dimension of source credibility theory (Ohanian, 1991), including attractiveness,

expertise and trustworthiness (Jin & Phua, 2014). Additionally, celebrities'

performances are consistent with archetypal characteristics, aiming to alter audiences'

perceptions via enhancing credible sources. Consequently, researching results show

that varying brand archetypes might show a slight bias in favor of the emphasis

towards attractiveness, expertise or trustworthiness in advertisements. The details

of bias from corresponding brand archetypes are shown in the Figure 5.2.

Accordingly, for brand archetypes of Outlaw, Magician, Lover and Jester, they are keen to establish ideal images to target consumers through attractive verbal (Qudratova & Yigitaliyeva, 2021) and visual expressions (Margariti, Hatzithomas, Boutsouki & Zotos, 2022) in showcasing attractive personalities in advertisements. Secondly, when it comes to archetypal images of Hero, Creator, Ruler, Sage and Explorer, they are supposed to be well equipped with relevant professions. Consequently, emphasizing expertise in corresponding advertisements could make the story more convincing (Tabassum, Khwaja & Zaman, 2020).

Lastly, archetypes of Everyman, Caregiver and Innocent attach importance to approachable, pure and safe characteristics in advertisements. Hence, the trustworthiness embedded in advertising storytelling would be of great significance. Therefore, celebrities ought to provide trustworthy information (Hussain, Melewar, Priporas, Foroudi & Yusef, 2021) in archetypal branding endorsements.

5.2.2.2 Choices of Storytelling Techniques in Archetypal Advertisements

Conveying a story through different narrator-narrations could arouse varying reactions and resonances among audiences. For archetypal advertisements, to better enhance ideal image presentation, they are supposed to adopt appropriate storytelling techniques to illustrate brand concepts. Figure 5.3 describes a model of varying storytelling techniques in presenting 12 brand archetypes.

Figure 5.3: Storytelling Model in Presenting 12 Brand Archetypes

1	**First-person narration**	Outlaw, Caregiver, Explorer, Jester, Everyman, Innocent, Creator
	• Arouse empathy and acquire inspiration in similar experiences.	
2	**Third-person narration**	Magician, Sage
	• Deliver precious possessions to a wider audience.	
3	**Absent narrator narration**	Lover, Ruler, Hero
	• Film-like lifetime stimulates enthusiasms.	
4	**BAB model**	Sage, Hero, Jester, Everyman, Innocent
	• A sparkling solution adorns a simple life.	
5	**4P model**	Creator
	• Chart the vision of a better life step by step.	

The brand archetypes employing first-person narratives in advertisements are committed to generating emotional resonance with audiences through the endorser's own experiences and stories (Tsai, 2020). Meanwhile, when the advertising scenes focus more on the endorser, it can maximize the endorser's charisma. Consequently, the target audience who shares similar attributes with the endorser could be inspired (Carlson, Donavan, Deitz, Bauer & Lala, 2020) and have a more immersive experience with the introduction from the first-narrator perspective (Gan, Shi, Filieri & Leung, 2023).

Brand archetypes utilizing third-person narration in advertisements aim to enable audiences to better understand brand concepts from an objective perspective (Huyssteen, 2023). Moreover, third-person narration pays attention to what useful information audiences could dig out from brand concepts in archetypal advertisements. Hence, delivering entertainment (Myers, Royne & Deitz, 2014), encouragement (Ilicic, Baxter & Kulczynski, 2016) and knowledge (Muda, Musa, Mohamed & Borhan, 2014) to audiences is memorable highlights in archetypal advertisements with third-person narrations.

Absent narrator narration in archetypal advertisements often drives story plots with film texture. The combination of multiple film-like scenes reveals highlights of ideal life, evoking corresponding brand archetypal connotations. Consistent with Goffman's Dramaturgy theory (1959), life is compared to a drama. Additionally, absent narrator narration strives to maximize cinematic highlights of life through reversal (Focke, Ruenzi & Ungeheuer, 2020), accentuation (Sreejesh, Paul, Strong & Pius, 2020), and exaggeration (Luo, Cheng, Zhou, Yu & Lin, 2021). Thus, it could leave potent emotional resonances with audiences.

The BAB narrative model focuses on solutions that highlight ideal situations by contrasting before and after states. For archetypal advertisements requiring emphasis on functional characteristics (Breaux, 2022), the BAB model could leave memorable plots to target audiences via strengthening turning points after utilizing specific products (Otamendi & Sutil Martín, 2020). Consequently,

the sparkling of solution ideas embedded in advertisements could stimulate sympathy

and resonance among target groups.

Lastly, the 4P model leads audiences to better understand

archetypal brand concepts step by step. By illustrating the inspirations, origins and

benefits of products, presentations of archetypal information could be more attractive

and convincing (Greenspan, 2023). Furthermore, the 4P model of advertisements

could be more persuasive via showcasing beneficial promises and vivid pictures

to reach solid acceptance and concrete actions from target audiences (Clark, 2008).

Subsequently, the push of arousing preferences for specific archetypal brands could be

more memorable.

5.2.3 Discussion in Relation to Researcher's Expectations

This research adopts personal care products as researching category. Mostly,

personal care product often emphasizes safety, purity and effectiveness (functional

characteristics) in campaigns. While for the archetype of the Jester, it is often related

to a classic scenario that delicious food brings laugher and enjoyment in traditional

advertisements. For example, the Mc Donald's and M&M are recognizable examples

in presenting the Jester archetype (Anita, 2022). Interestingly, with the development

of modern campaign designments, the promotion of personal care products could be

also focused on conveying functional characteristics in an entertaining way.

Specifically, the Old Spice is a male toiletry product brand. It utilizes humorous story

to make audiences memorize products. Hence, with the diversification of value-

preferences, brand archetypes representing different values can create emotional connections with varying group of consumers to further achieve their communication objectives.

As expected, brand's archetypal presentations have linkage with celebrity endorsements. When it comes to the first researching question, celebrities generally utilize impression management to strengthen the brand archetype output to target audiences. Accordingly, expertise, attractiveness and trustworthiness of celebrities provide effective guidance in understanding the emerging themes in advertising endorsements. Moreover, the researching result also shows that attractiveness, expertise and trustworthiness of celebrities are not solely independent. Attractiveness and expertise from celebrities' archetypal performances can reinforce their trustworthiness among target audiences. Because the trustworthiness of celebrities could be influenced by their reputation and occupation. In other words, reputation could be aroused by attractiveness. Meanwhile, occupation could also reveal celebrities' expertise in a specific filed (Zhao, Liu, He, Lin & Wen, 2016). Hence, this research fulfills the connotations of impression management with trendy examples.

With regards to the second research question, inspired by the traditional narration style of novels and films, the first-person narration, the third-person narration and the absent narrator narration are chosen to analyze the storytelling techniques of celebrity endorsements. Moreover, after analyzing modern narrative

strategies in advertising marketing, BAB model and 4P model are selected to reveal the narrative effectiveness of endorsements in presenting 12 brand archetypes. The usage of two storytelling techniques provides more functional-related characteristics of products in a more digestible way for average consumers. However, the budgets of designing advertising scripts and video shooting could be higher than those of single storytelling technique usage in archetypal advertisements.

5.3 Limitations of the Study

Although this research provides insights regarding storytelling techniques and impression management of celebrity endorsement in terms of the presentation over 12 brand archetypes, there are still limitations as follows.

First of all, in terms of sample selections, the sampled product category focuses on personal care product from cosmetics, fragrance, skincare to toiletry items, nevertheless these products generally do not share the same group of target audiences. Consequently, the illustration towards storytelling techniques focusing on different target groups of consumers might lack comprehensive storytelling presentations which may not yield insights of archetypal narrations.

Secondly, merely the qualitative application through textual analysis methodology depended on the researcher and second coder's expertise and experience in manifesting emerging themes, which might lead to an inadequate understanding towards the researched topic. Subsequently, further quantitative research might better

examine the efficiency of impression management and storytelling techniques through celebrities to confirm the results of this research. Due to the fact that researched topics associated with social science construct would present trustworthy insights into the Humanities quantitatively.

Lastly, with regard to data collection, this study merely identified advertising samples with limitation over time period, from 2018-2023, neglecting the fact that global brands also launch campaigns based on differentiation of cultural backgrounds and latest social trend in varying countries and territories. Consequently, there is room for improvement in the articulation to the localization of storytelling techniques and archetypal endorsement selections.

5.4 Recommendations for Further Application

With regards to the researching results, the analysis of impression management and storytelling techniques from celebrity endorsements in 12 brand archetypal presentations involves a comprehensive exploration of how celebrities manage their public image, construct narratives and the resulting impact on consumers perceptions over 12 brand archetypal recognition. It contributes to a deeper understanding of the dynamics among celebrities, brands, and brand archetype. Therefore, findings of this research could refine a more comprehensive understanding towards celebrity marketing, thus providing practical guidance to scholars, brand managers, and consumers.

5.4.1 Recommendations for Scholars in the Field of Celebrity Economics

The result of this research bridges the gap between effectiveness of celebrity endorsement and recognition of 12 brand archetypes. After clarifying the usage of impression management and storytelling techniques embedded in advertising campaign, it could logically identify persuasive elements resonating with target audiences. And the persuasive elements could arouse inspirations among scholars in constructing relative surveys to promote the development of celebrity economics and improve the endorsing communication framework.

Moreover, after evaluating celebrities' credibility, values, and relevance to the positioning of brand, it could help scholars better understand the corresponding strategies in crafting and maintaining celebrities' public image. Hence, the process of building consumers' trust and perceptions through enhancing the alignment between celebrity's image and brand archetype could be manifested clearly and further refine the theoretical approach to celebrity economics.

5.4.2 Recommendations for Brand Manager

Taking the results of this research as references, brand manager could better enhance the effectiveness of endorsements and further reinforce brand public images. Nowadays, in the era of rapid development of the Internet, it is increasingly difficult to design product promotion projects on different platforms and to reach target audiences directly. Meanwhile, the cost of advertising investment is getting higher and higher. What's more, some inappropriate celebrity endorsements might cause

controversy, though celebrities themselves have gained popularity already.

For instance, senior executives of Adidas claimed that "serious issues" affected

the Yeezy partnership with Kanye West, namely his antisemitic remarks and

troubling public comments about slavery (Valinsky, 2023). In addition, Adidas also

encountered financial loss ($1.3 billion in revenue of the year 2023) and reputation

damage by Kanye's inappropriate expressions (Valinsky, 2023). Apparently,

reputations and trustworthiness of celebrities would be ruined easily if they

don't have strict standards towards their behaviors and speech. Therefore, it is

of great importance to choose appropriate celebrities to better illustrate brand stories.

By utilizing effective storytelling techniques in campaign design, it could save budget

to reach cost-effective communication goals and gradually form good words of mouth

among consumers. Moreover, the creative ideas embedded in campaign designs,

including crafting images of both celebrities and brands, leave an impact on the

development of the advertising industry and are devoted to establishing more practical

examples in brand PR works.

    5.4.3 Recommendations for Consumers

    For average consumers, when they understand the logic of promoting

products from popular brands, they can deeper understand the brand DNA to reach

new trend segments in business market. Besides, after clarifying the resonance

process based on archetypal recognition, consumers could choose items reflecting

ideal psychological implications. Consequently, the chosen items could satisfy both

functional and emotional needs for target consumers to establish ideal images in

communication. Simultaneously, if consumers can stay awake to the bombardment

of advertising, it would help them avoid falling into the trap of consumerism.

Furthermore, consumers can choose their favorite brands more efficiently by saving

time and budget based on the influence of brand archetype theory.

5.5 Recommendations for Future Research

As product function differences are vanishing, archetypal branding offers

a way to achieve distinction from fiercer competitions in emerging markets

(Laub et al., 2018). Future research could examine cognitive response to storytelling

of archetypal presentations and resonance with celebrity endorsements. Since this

research does not fill the gap between archetypal recognition and narrative persuasion

among target audiences. Further, it is also a practical research topic about whether

there is a connection between celebrity impression management and narrative style

on the purchasing intention of the target customer group.

The lengths of varying advertisements could be different with the usage of

single storytelling techniques and two storytelling modes in archetypal

advertisements. Generally, archetypal advertisements utilize two storytelling models

to present more information about brands and products. Hence, the lengths of

advertisements with the usage of BAB storytelling and 4P storytelling models could

be longer than those of single storytelling techniques. What's more, the length of

advertisement might influence consumers' opinions on products' physical and psychological characteristics. Therefore, the comparisons of differentiation between the usage of single storytelling techniques and two storytelling techniques in consumers' resonance to archetypal presentation deserves further research.

Based on different sociocultural background and geopolitical differentiation, storytelling techniques and impression management styles from varying celebrities might present in different ways. Hence, the comparisons towards dimensions mentioned above could illustrate more holistic understandings about archetypal presentations across intercultural communication, which is simultaneously be a guidance for international cooperates to facilitate their product localization.

Lastly, more categories of products could be explored to reveal how global brands were presented with the use storytelling techniques and impression management via celebrity endorsements, with both micro and mega celebrities in presenting 12 brand archetypes. Hence, it could enhance a theoretical structure to better achieve brand communication objectives with cost-effective endorsing budgets.

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APPENDIX

1. The Innocent Archetype – Aveeno

Figure 1: Aveeno Print Advert on alpropharmacy.com

Source: *Aveeno Archives*. (n.d.). Alpro Pharmacy. Retrieved from

https://www.alpropharmacy.com/oneclick/brand/aveeno/.

The Innocent archetype strengthens genuine, kind and straightforward

characteristics (Dvornechcuck, 2023). The innocent core values are dependability

and honesty (Dvornechcuck 2023), without aggressiveness. Normally, Aveeno's

advertisements can help people feel reassured by the natural and nonpolluting

features. Because it will emphasize the beauty of origin and the product's gentle

nature and safety guarantees for babies and families. Consequently, the innocent

brand archetype and the natural, non-irritating nature of the products can be

effectively linked, making Aveeno an accessible and reassuring brand for mother

and child care.

2. The Sage Archetype - TED talks (Technology, Entertainment, Design)

Figure 1: TED Talks Poster

Source: Harris, J. M. (2020). *How to become a TED Talk Speaker In 8 Easy Steps.*

Ghostwriters & Co. https://ghostwritersandco.com/how-to-become-a-ted-

talk-speaker-in-8-easy-steps/.

The sage archetype is equipped with extreme power in discovering truth

and wisdom, and then such kind of power will be passed on to others and then turns

to be a beacon of light for others to move on. While for TED, it is a brilliant platform

for spreading ideas. TED Talks includes influential videos by experts from various of

fields, subtitled in over 100 languages. Whether it's life wisdom, current affairs,

professional knowledge, etc., the TED talk always leaves the audience with a

powerful insight to better understand and use their knowledge, which is the essence

of the sage brand archetype.

3. The Explorer Archetype - DJI

Figure 2: DJI AIR 2S Poster

Source: Thomas. (2021). *Nouveau DJI Air 2S, le drone le plus polyvalent en 2021.*

StudioSPORT. Retrieved from https://blog.studiosport.fr/nouveau-dji-air-

2s-2021/.

The explorer archetype focuses on independent, spirited and restless

characteristics (Tillman, 2019). Belief in the pursuit of ideals is the source that ignites

the passion of explorers. DJI is famous for its aerial photography and videography

technologies. And in the advertising campaign, DJI is keen to show that the filming

equipment is extremely stable and can produce superb images in all kinds of extreme terrain and bad weather. Like the archetype of the explorer who ventures to the summit, overcoming hardships and dangers just for the pursuit of ego, DJI's equipment accompanies the explorer across mountains, rivers, lakes and seas, just to realise the dream in his heart, never compromising and never giving up.

4. The Outlaw Archetype - DIESEL

Figure 3: DIESEL Poster
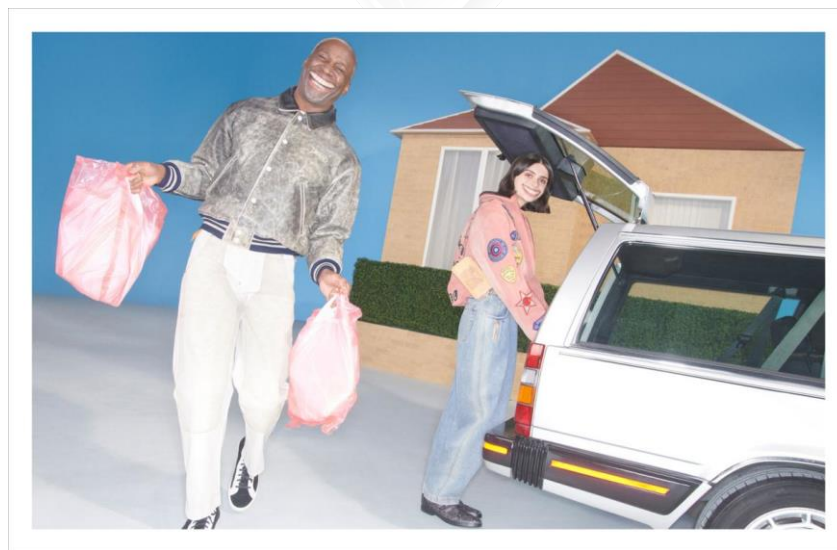
Source: User, A. (2021). *Diesel x Diesel - The Fake Smiles Campaign*. THE FALL.

Retrieved from https://thefallmag.com/diesel-x-diesel-fake-smile-campaign-fashion-collection/.

The outlaw archetype yearns for liberation from oppression. They never obey the traditional standards. As for DIESEL, a denim brand that took the world by storm at the end of the 20th century is back in the public eye with the Y2K retro wave, bringing an optimistic and radical vibe with a spiritual younger generation label that dares to defy red tape. Though dressing smart is a mainstream to present identities and social statuses in nowadays society, models of DIESEL prefer to display clothes details in a comical and foolish way. Just as the poster shown above, the model's fake smile is a response to the embarrassment and irony of today's young people suffering from social phobia. And this kind of non-mainstream fashion posters can reflect the avant-garde spirit of the outlaws.

5. The Magician Archetype - Disney

Figure 4: Disneyland Park Poster & Godmothered Movie Poster

Source: Walt Disney World. (2023). *Everything about Baby Einstein* Wiki. Retrieved

from https://everything-about-baby-einstein.fandom.com/wiki/Walt_Disney_

World.

The magician archetype is a healing role to turn everything into joy and

hopes. The slogan of Disneyland is where dreams come true. In today's stressful

society, everyone wants to guard their inner precious wonderland. And Disney allows

children and adults to glimpse the happiness of life through a series of animated

characters stories. Anything is possible in Disney because of magic and courage.

Disney's series of films, songs and publicity will deepen such kind of impression

in the minds of the public. The energy that audiences gain from Disneyland can

encourage them to keep positive in real life. And that is the eternal magic from

the magician archetype.

6. The Hero Archetype - Nike

Figure 5: Nike Poster

Source: *Hitesh Bhasin. Marketing91*. (2018). Retrieved from

https://www.marketing91.com/swot-nike/.

Those who respect the self-sacrifice, endurance, and fortitude required to

overcome hardship and evil are said to admire heroes (Margaret Pott Hartwell, Chen,

J. C., Spector, M., Ogilvy, J., & Chen Design Associates., 2012). The positive

implication from products of the Hero archetype to consumers is that everyone can be

the hero after gaining courage to climb to the top of mountain. As for Nike, it is a

world famous sport brand. And there is a strong resonance between competitive sport,

often accompanied by unknown reversals and challenges, like heroes exploring a

bright future in a sea of unknowns. The colour palette of the poster is visually

striking. In the misty darkness, the fluorescent Nike logo and the running female

model merge into one, like a brave female warrior walking alone in the darkness,

conquering the unknown with courage, and this is the hero.

7. The Creator Archetype – Apple

Figure 6: MacBook Poster on telecomtalk.info

Source: *Why does MacBook doesn't support touchscreen and FaceID, Apple*

Explains. (2023). Https://Telecomtalk.info/. Retrieved from

https://telecomtalk.info/why-apple-macbook-miss-touchscreen-face-

id/476698/.

The creators utilize their imagination and creativity to push the boundaries of

what is real. Hence the brands with creator archetype is often regarded as the pioneer

of the industry. As for Apple, it is an industry leader in the number of electronic

products. Especially every time it adds a new product feature, it sets a new wave of

trends in the industry. The MacBook achieves superb laptop longevity by relying

on the innovation of a small chip. Like its slogan, small chip, giant leap, it's like

astronauts leaving footprints on the moon for the first time, achieving a giant step

in human exploration. And Apple has also facilitated people's lives with its highly

sophisticated scientific process. And this is the ability and vigor of the creator to

turn corruption into magic and dreams into reality.

8. The Ruler Archetype – Rolex

Figure 7: Rolex Poster on Instagram

Source: *ROLEX on Instagram: "Tennis legend @rogerfederer wearing the new*

explorer II. The Rolex Testimonee has illuminated h… | Rolex explorer ii,

Rolex explorer, New rolex. (2023). Pinterest. Retrieved from

https://www.pinterest.fr/pin/337347828344001246/.

Ruler is a representative of high-end social status and power. In addition,

taking control is an essential part of rulers. Hence, it is easy to see that products

with Ruler archetype is undoubtedly luxurious brands with social distance. Rolex

is a world-famous watch brand. Its logo is a crown, which is also regarded as the

symbol of superior power. Rolex's poster style is minimalism with grace and luxury.

As for their endorsements, they are often pioneers in a specific filed. They are as

knowledgeable about their field of expertise as Rolex is about its precise control of

time. Just like the model in the poster above, he is Roger Federer, a legendary tennis

talent. In addition, tennis is an aristocratic sport, which is a perfect match for Rolex's

brand positioning.

9. The Caregiver Archetype – Dove

Figure 8: Dove Poster on Instagram

Source: Dove. (2022). *Dove global channel on Instagram.* Retrieved from

https://www.instagram.com/p/CmbzD4doP3P/?utm_source=ig_web_

copy_link.

Caregiver is a gentle image like an angel with hundreds of pure love.

Its traditional representative is family. Hence, many well-known wash brands,

mother and baby brands are equipped with caregiver archetypes -- dedicated to giving

the most gentle and reassuring care to the family. But nowadays, with the awakening

of the sense of freedom and liberation, the connotation of caregiver has shifted from

caring for family members to another trend, that is, loving yourself. Taking Dove

as an example, their December 2022 campaign is #NotesToSelf, which is meant

to encourage women not to forget to take care of themselves even in the midst

of their busy lives. After all, loving yourself is the foundation of loving others.

A toiletries company committed to caring for consumers from the mental and physical

aspects, which is the core spirit of the brand with caregiver archetype.

10. The Everyman Archetype - McDonald

Figure 9: McDonald Poster on Instagram

Source: *McDonald's on Instagram: "scroll for spicy stories to tell in the drive thru.".*

(2021). Retrieved from https://www.instagram.com/p/CVnrQKRJPvO/?utm_

source=ig_web_copy_link.

The everyman archetype emphasize a sense of belongings. There is not

an obvious boundary for classifying people and everyone is equal there. As for the

advertisements of McDonald, it strives to present its brand image in a relaxed and

pleasant way, bringing it closer to its consumers. The clean and comfortable dining

environment, the affordable prices and the menu adapted to the eating habits of local

consumers create a sense of belonging beyond the appetite satisfaction.

11. The Jester Archetype - M&M's

Figure 10: Poster on Pinterest
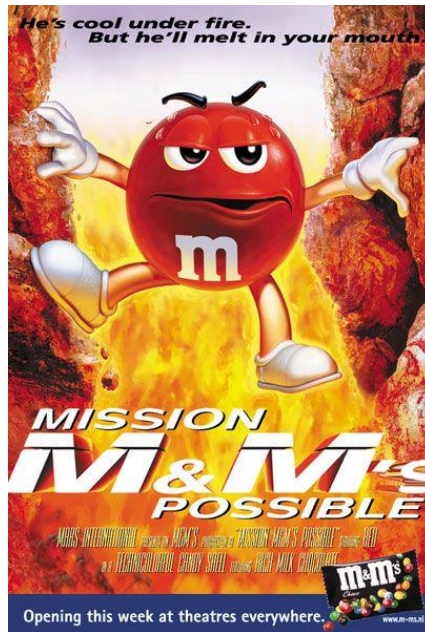
Source: *Pin on M&M's*. (n.d.). Pinterest. Retrieved from

https://www.pinterest.com/pin/1266706116008637/.

The Jester archetype is a symbol of joy and pleasure. It emphasizes pleasing

entertainment during brand communication. Actually, brands with Jester archetype

often utilize bright color and humorous slogans in their advertisements to attract

attentions. As the poster shown above, M&M's chocolate is anthropomorphized to tell

consumers about the wonderful taste buds experience in a relaxed and pleasant tone.

Hence it is easy for audience to gain the key message that having M&M's chocolates

will be an entertaining journey with laughter.

12. The Lover Archetype – Chanel

Figure 11: Poster on Chanel. Com

Source: Theo Wenner. (2023) *THE CHANEL SPRING-SUMMER 2023 PRE-COLLECTION CAMPAIGN,* Retrieved from https://www.chanel.com/ sg/fashion/news/2023/01/chn-ss23-pre-collection-campaign-alias.html.

The lover archetype includes magnetic and romantic characteristics. Lovers of elegant images show their confidence and wisdom through inner beauty and exterior etiquette. As Chanel's poster shown above, in a dimly lit movie theater, a spotlight focuses on the face of a model. Dressing Chanel suits, even in ordinary life scenes, each individual is the protagonist of life and can be the center of attentions. In addition, it will simultaneously leave positive psychological implication to consumers. That is even in the most ordinary life scenes, as long as they have confidence and faiths, every corner of life can be transformed into high fashion show

scenarios, providing models with stages to show unlimited charm. And this is exactly the spirit of Chanel, the embodiment of beauty and love, the archetype of lover.

Table 1: Jeffree Star's Image According to Source Credibility Dimensions

Michelle Yeoh's Image According to Source Credibility Dimensions	
Attractiveness	Jeffree has attractive appearance with edgy fashionable makeup and dressing style.
Expertise	1. Jeffree specializes in colorful makeup with niche style. 2. Jeffree's makeup tutorials are easy to understand.
Trustworthiness	1. Jeffree would holistically analyze the strengths and weaknesses of makeup products. Reviews from Jeffree Star's channel are trustworthy. 2. Jeffree is a sincere celebrity, preferring recommending cost-effective make products to fan base, not only focusing on luxurious brands recommendations.

Table 2: Becky G's Image According to Source Credibility Dimensions

Becky G's Image According to Source Credibility Dimensions	
Attractiveness	1. Attractive Latin young lady.
Expertise	1. Becky G is a popular Latina artist, specializing in songwriting and singing. 2. Becky G has glamorous performance in red carpet dressing.
Trustworthiness	Establish trustworthy interactions with fan base through positive public image and popular music works.

Table 3: Yiming Su's Image According to Source Credibility Dimensions

Yiming Su's Image According to Source Credibility Dimensions	
Attractiveness	1. Su Yiming has young and energetic public image.
Expertise	1. Su Yiming is a renowned Chinese snowboarder, an Olympic champion and former child actor. 2. Su Yiming studies in Tsinghua University for his bachelor's degree.
Trustworthiness	1. He won the gold medal in the Big Air event in Beijing 2022 Winter Olympics and thus established trustworthy interaction with fan base via his reputations.

Table 4: Rihanna 's Image According to Source Credibility Dimensions

Rihanna 's Image According to Source Credibility Dimensions	
Attractiveness	1. Rihanna embraces high fashion and couture, gaining high praise in rep carpet dressing and street wearing. 2. Rihanna is confident to show her beauty and figure by anti-body shame.
Expertise	1. Rihanna is a famous singer globally. 2. Rihanna is also a successful business woman and she is the founder of Fenty Beauty and Savage X Fenty.
Trustworthiness	Rihanna's trustworthiness is based on her reputations and sincere recommendations on social media platforms.

Table 5: Marion Cotillard 's Image According to Source Credibility Dimensions

Marion Cotillard's Image According to Source Credibility Dimensions	
Attractiveness	1. Marion Cotillard's styling is regarded as classic French elegance. 2. Marion Cotillard's wonderful performances in various of films have depicted her as a charming, elegant, independent and role model-like female actress.
Expertise	1. Marion Cotillard has collaborated with prominent fashion houses and designers such as Christian Dior, which add to her fashion business credibility. 2. Marion Cotillard is an Academy Award-winning actress who has long been a fixture in the entertainment industry.
Trustworthiness	Marion Cotillard has maintained a positive public image and is widely regarded as a trustworthy and reliable fashion industry icon.

Table 6: Kevin Hart's Image According to Source Credibility Dimensions

Kevin Hart's Image According to Source Credibility Dimensions	
Attractiveness	1. Kevin Hart is famous comedian and actor. 2. Kevin Hart has positive and humorous public image.
Expertise	1. Kevin Hart's expertise lies in comedy and acting. 2. Kevin Hart has distinctive style in street wearing.
Trustworthiness	His recognizable achievements in entertainmet industry have helped him establish trustworthy relationships with target audiences.

Table 7: Nikkie's Image According to Source Credibility Dimensions

Nikkie's Image According to Source Credibility Dimensions	
Attractiveness	1. Nikkie has confident and positive public image. 2. Nikkie's makeup tutorials are attractive and easy to understand.
Expertise	1. Nikkie is highly regarded for her expertise in makeup and beauty. 2. Nikkie became a Goodwill Ambassador at the United Nations in 2020 (Folley, 2022).
Trustworthiness	Nikkie has a positive and trustworthy reputation in the beauty industry so as to achieve trustworthiness with target audiences.

Table 8: Urassaya Sperbund's Image According to Source Credibility Dimensions

Urassaya Sperbund's Image According to Source Credibility Dimensions	
Attractiveness	1. Urassaya Sperbund is a famous actress and model from Thailand. 2. Urassaya Sperbund's confident and positive image has made her one of the most popular new generation of actresses.
Expertise	Urassaya Sperbund's abilities to represent and navigate different cultural contexts can impact her expertise in fashion and entertainment industy.
Trustworthiness	Urassaya Sperbund's acting skills and modeling career have contributed to her credibility as an entertainment industry professional and thus receive trustworthy relationship with fans.

Table 9: Chris Hemsworth's Image According to Source Credibility Dimensions

Chris Hemsworth's Image According to Source Credibility Dimensions	
Attractiveness	1. Chris Hemsworth is widely considered as a gorgeous, masculine and attractive actor. 2. Chris Hemsworth has not been involved in significant controversies or scandals. 3. Chris Hemsworth is a famous environmentalist.
Expertise	Chris Hemsworth's acting talent and versatility in playing diverse parts, in addition to his physical beauty, have contributed to his general popularity.
Trustworthiness	1. Chris Hemsworth's fantastic performances in fashion and entertainment industry have helped him to gain good reputations among peers and fan base. 2. Chris Hemsworth's commitment to his family and personal values can contribute to his perception as a trustworthy actor.

Table 10: Jennifer Aniston's Image According to Source Credibility Dimensions

Jennifer Aniston's Image According to Source Credibility Dimensions	
Attractiveness	1. Jennifer Aniston is often noted for her ageless beauty. 2. Jennifer Aniston is regarded as American sweet heart. Because she once starred in the well-known role of Rachel in Friends and thus gaining high popularity. 3. Jennifer Aniston is a fashion icon. Her dressing style is characterized by clean lines, neutral colors, and well-tailored clothing. And this dressing style is defined as "Rachel's style" (Sangster, 2022).
Expertise	Jennifer Aniston is well-known not just for her acting abilities, but also for her ageless and classic elegant style.
Trustworthiness	Jennifer Aniston has a long and successful career as an actor, and she is frequently commended for her work ethic and devotion to her craft. Hence, she successfully establishes her trustworthy image in the entertainment industry.

Table 11: Constance Jablonski's Image According to Source Credibility Dimensions

Constance Jablonski's Image According to Source Credibility Dimensions	
Attractiveness	1. Constance Jablonski is a famous French model with elegant and charming public image. 2. Constance Jablonski has been one of the most recognized ambassadors of Estée Lauder since 2010. Her fascinating fashion styles gain many popularities and reputations (Whiston-Dew, 2014).
Expertise	Constance Jablonski specialties include modeling, fashion, and the entertainment sector. She has a successful runway modeling career, having appeared in various fashion shows and advertisements for leading designers and luxurious companies.
Trustworthiness	Constance Jablonski's distinguishing performances in fashion industry have helped her build trustworthiness among target audiences.

Table 12: Michelle Yeoh's Image According to Source Credibility Dimensions

Michelle Yeoh's Image According to Source Credibility Dimensions	
Attractiveness	1. Michelle Yeoh is a famous Malaysian Chinese actress. She is renowned for her ageless elegance and bravery of seeking potentials of being a mature actress. 2. Michelle Yeoh is also a popular Chinese Kungfu actress in many famous action films. Her independent and confident image attract many fans.
Expertise	Michelle Yeoh is a well-known actress and producer who has received international recognition for her contributions to the film industry. Moreover, she received the Best Actress trophy at the 95th Academy Awards in 2023 (Zornosa, 2023).
Trustworthiness	1. Michelle Yeoh can provide trustworthy information on her own experiences in the entertainment industry, including her acting career, collaborations with other filmmakers, strategies to overcome cultural shocks and path to success. 2. Michelle Yeoh's positive image could help her to build friendly and trustworthy relationships with audiences.

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