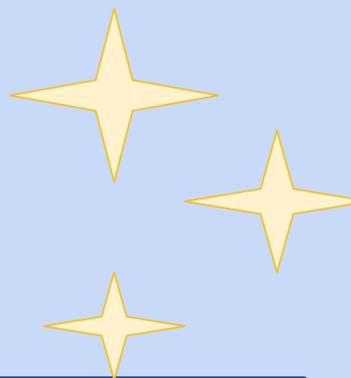


# How do Marketing Narratives Transform Otherwise Ordinary Products into Aspirational Lifestyle Brands?



## Why is this question important?

- In today's oversaturated market, businesses need effective ways to stand out and engage buyers
- By studying both psychology and narrative techniques, this research can help companies understand how to build stronger connections with consumers
- It encourages buyers to become more aware of how they are influenced

## What kind of data will be collected?

- Quantitative data will be collected by categorizing and ranking marketing strategies based on their efficiency and measuring estimated changes in consumer engagement.
- Qualitative data will be collected by analyzing the language, visuals, and emotional appeals used in marketing campaigns, as well as gathering insights from established brands like Louis Vuitton or Hermès

## What have others done and why is this project different?

- Others who have explored topics similar to this have focused solely on theory; this research combines consumer psychology with real marketing applications.
- It goes beyond analyzing advertisements by testing strategies in real-world or simulated campaigns. This dual approach of theory and practice makes the findings both academically valuable and practically useful.

### The Power of Stories in Marketing



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