

**STORYTELLING AS A TOOL FOR INCREASING THE
PSYCHOLOGICAL EFFECTIVENESS OF ADVERTISING**

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***Summary.** This article explores how to improve the psychological effect of advertising through storytelling in the digital economy era. The article points out that the essence of marketing is to stimulate consumers' demand for products, and storytelling is an effective marketing tool. In the digital age, companies can use digital platforms, big data, digital advertising and other means to accurately convey brand stories to consumers. At the same time, companies need to understand consumer behavior, market trends and digital marketing skills, and master accurate marketing language and concepts. Through storytelling, companies can transform products from abstract concepts into concrete realities, establish dialogues with consumers, create more consumer demand, build product culture and brand culture, help consumers build brand awareness, and improve brand recognition.*

Well-known marketing experts and writers such as Jonah Berger, Annette Simmons and Gary Vaynerchuk have emphasized the importance of stories in marketing. Jonah Berger pointed out in "Contagious: Why Things Catch On" [1] that stories are a powerful tool for spreading information and triggering word of mouth. Annette Simmons proposed in "The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling" that stories can influence people's decisions and behaviors [2]. Gary Vaynerchuk emphasized the role of stories in social media marketing in "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World", arguing that stories can attract fans and build brand loyalty.

There is a well-known Chinese folkloric tune called "Thirteen Spices," which uses the packaging paper's origin and value to promote the product, and a touch of flattery is added [4, p. 61]. At the same time, corresponding traditional instruments such as "ice cups," two small copper bowls with a diameter of 10–12 cm, are used to produce crisp and pleasant sounds, signifying that merchants selling cold drinks, fruits, pears, peaches, and various dried fruits are nearby. Companies do not necessarily need profound and moving narratives to create marketing campaigns. What is important is that through the medium of "storytelling," consumers can form a basic understanding of the product in their minds [4, p. 62].

One such TV commercial that has captivated many Chinese people is one featuring an elderly couple saying, "I won't accept any gifts this year, and I will only accept Melatonin." Despite the slogan containing numerous grammatical

errors, it conveys intuitive information to consumers and provides a direct solution to the problem of gift-giving in the current era [5, p. 62]. With the development of technology, digital advertising – found in apps, web browsers, and short videos – is becoming more popular, with companies having more space for choice in terms of mode and content [6, p. 63]. It can be delivered more accurately using a multi-module approach and screening data, with consumer behavior described with increasing accuracy.

Meanwhile, in an information age, companies are under more scrutiny. How can we have sufficient ability to deal with potential public relations crises while developing our own corporate brand? To avoid public relations crises, corporate behavior should be standardized to align with its own brand values and principles [6, p. 61].

Conclusion. With the rapid development of the digital economy and the support of big data, digital advertising can be pushed more accurately and appropriately to every consumer, allowing companies to transform products from abstract concepts to concrete realities and engage consumers in a dialogue. This process creates more consumer demand, builds product culture and brand culture, and also helps consumers establish brand awareness and increase brand recognition.

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