

Storytelling and Brand Identity in Cultural Digital Archives Industry

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Abstract

This study identifies a causal relationship among storytelling marketing strategies, consumer identity, and consumer intentions toward cultural and creative brands that use digital archives for marketing Chinese calligraphy, ancient paintings and literature. We show that storytelling can affect culture identity through event marketing. Brand identity and culture identity exert positive cultural influences on consumer brand opinions. Thus, producers or marketers of cultural brands could improve consumer–brand relationships by promoting cultural stories at exhibitions associated with their brands. To attract visitors, they could arouse cultural resonance by sharing the creative ideas that inspired their unique products. Our proposed approach could impress visitors and increase their awareness of the refined products offered by cultural brands.

Keywords: Storytelling, Event Marketing, Cultural Identity, Brand Identity, Cultural and Creative Industry.