

Chapter 18

Use of Transmedia Storytelling Within the Context of Postmodern Advertisement

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ABSTRACT

The consumer having high brand loyalty has been replaced with the consumer with low brand loyalty who change ideas rapidly together with postmodernism. Thereby brands started to seek communication methods which may attract care and interest of consumers and which will be able to maintain long-term relationships with them. Postmodern advertising which is focused on brand has gained importance in this point. Postmodern advertising approach utilizes hyperreality for taking interest of consumer and for performing functions for creating plausibility and awareness. At this point, recently transmedia storytelling takes attraction within framework of postmodern advertising. Transmedia storytelling participates to consumers actively and presents them a fictional hyperreality brand story universe where they can direct process by participating actively. Consumers can direct process by participating to communication process and may create their own reality. Thereby they maintain long-term interaction and communication media between consumers and brand.

INTRODUCTION

Significant change is experienced in consumer trends within framework of postmodern understanding. Consumers navigate within different media organs rapidly. They react communication processes rapidly. Basically most important change is experienced in communication between consumer and brand. Consumers evolved from passive individuals who receive in communication to active individuals who participate to communication process. This new consumer does not decide after being subjected to advertising messages. It brings brands which she/he can make contribution to the top of list. Consumers can

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make rapid and instant transitions between medias and also they may change decisions between brands rapidly. Former loyal consumer was replaced with consumer which requires more effort for keeping in customer portfolio. Even consumer itself requests this effort. Postmodern consumer of recent day tries to make contribution to communication processes of brands, to announce its contribution to environment and to have symbolic meanings which are transferred by brand. Brands started to evaluate new courses where they can establish communication continuously for keeping this consumer whose loyalty was reduced. Particularly improvements in internet technology presents new media channels, social networks and long term communication opportunities with consumer for advertisers. One of these opportunities is transmedia storytelling which takes attraction of advertisement practitioners and academic people in recent time. Basically we can determine this concept as to establish a fictional brand story universe by participation of consumers. Transmedia story telling acts as tool for formation of emotional links between brand and consumers by means of interaction, interactivity and long term communication.

While telling based on straight fictionalizing is adopted in modern advertising, certain event series is not adopted in postmodern advertising. Performing ordering messages which consist of disconnected parts by audiences is aimed. In other words entire story is created by audience in postmodern advertising. Accordingly it can be said that postmodern advertising which does not straight expression understanding, do not have absolute form and works as being image oriented by addressing emotion can utilize from transmedia story which have aspect to support these properties.

Postmodern advertising presents virtual story universe for consumers due to its basic properties. This virtual story universe meet expectations of consumers. In other words we think that there is synergic interaction between post-modernist approach and transmedia story telling.

Transmedia expert Carlos Alberto Scolari (2009:599-600) mentions that brand is a fact which can generate discourse, gives meaning for consumers and establishes communication with its fans. With this respect we can say that author considers brand from symbolic perspective. Author also points out that brand expresses a value. Interpretative agreement base is created between organizations and consumers by means of this brand value. Starting from this point Scolari mentions that transmedia serves for branding which have perspective for postmodern communication objectives. Author gives importance to participation of consumer and says that *"Brand presents a value word for people and consumer decides whether she/he will be part of this world by him/herself"*. Brand is not only within story by means of transmedia storytelling. Also brand is the story. Transmedia serves for branding by utilizing from value world which is provided by brands Consumers decide whether they will be part of this world by themselves. Consumers can navigate to Instagram page of relevant content while they are watching movie, tv show or advertisement in their homes or cinemas and can share their ideas over Facebook. One of most important factors which take attraction is that consumers participate to communication process of relevant brand by their own discretion. In transmedia strategy Story universe expands in multiple media platforms and invites audience for participation. Thereby connection based on confidence is created between brand consumers. Briefly consumers embrace story or brand. Thereby they enrich fiction with new interpretations. However this case causes consumers to expect a continuous flow from brand. Therefore people who have activity in marketing communication have to design relevant story as live building. This structure grows by means of People who live in this building. People faces with layer of advertisement campaign in any course in transmedia story. Followers can find new contents which they can explore in other courses and intervene and participate them. Also new rooms, windows and mysteries can be added to architecture of story by audiences. Briefly courses which are used in transmedia story goes beyond to be only course. Courses integrate with content and deepens in hands of audience as being part of story.

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