



PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
HIGHER NATIONAL SCHOOL OF JOURNALISM AND INFORMATION SCIENCES
Information Sciences Departement



Advertising communication through storytelling

A semiological analysis of "CASH Assurances" TV advertising from
8 to 18 April 2022

Dissertation submitted in partial fulfillment of the requirements for
the Master's degree in journalism and information sciences

Field : Institutional communication

Class : 2024

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Academic year: 2023/2024

الاتصال الاشهاري عبر السرد القصصي
دراسة سيميولوجية للإشهار التلفزيوني لمؤسسة Cash
Assurances من 8 الى 18 افريل 2022

مذكرة ضمن متطلبات نيل شهادة ماستر في الصحافة وعلوم الاعلام

تخصص: اتصال مؤسساتي

دفعه : 2024

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Dedication

To the little girl in me who dared to dream and to the young adult who worked tirelessly to make those dreams a reality—YOU DID IT!

I dedicate my study to my incredible parents, my father ALI Akilal and my mother KARIMA Ait Bessai who have been my unwavering pillars of strength and wisdom. Your endless support has illuminated my path, even in the darkest times. Thank you for instilling in me the values of perseverance and curiosity, and for believing in my dreams even when I doubted myself.

To KAMEL my brother and IMANE my sister, who have been my closest allies and my greatest source of joy. Your patience and understanding have been my refuge. Through every challenge and triumph, you have been my constants, reminding me to laugh, to hope, and to push forward.

To my dear friends—each of you has been a beacon of light on this journey.

You know who you are, your faith in me has been both humbling and empowering. Thank you for walking beside me, for the laughter and the late-night talks, and for making this journey unforgettable.

Acknowledgments

First and foremost, I offer my deepest gratitude and praise to the Almighty Allah, whose boundless grace and mercy have granted me the strength, patience, and perseverance to undertake and complete this study.

I am profoundly grateful to my supervisor, Mme Ghediri Karima, for her exceptional understanding and unwavering support throughout this journey. Her insightful feedback, patience, and encouragement have been instrumental in navigating the complexities of my particular circumstances.

Special thanks to Mme Meriem Bouzeboudjen and Khadija Tibourtine from Cash Assurances for their invaluable guidance and assistance during my fieldwork.

I would also like to extend my heartfelt thanks to all my professors at the higher national school of journalism and information sciences . Your advice, guidance, and unwavering commitment to my academic and personal growth have shaped my journey in countless ways.

Abstract

In the intensely competitive landscape of modern business, effective advertising communication with consumers is critical for success. Among various strategies, storytelling has proven to be particularly potent due to its ability to communicate simply and in a unique way . Storytelling captures attention and conveys a company's values and ethos through diverse techniques and narrative forms. This study, titled "Advertising Communication Through Storytelling: A Semiological Analysis of Cash Assurances' TV Advertising from April 8 to 18, 2023," investigates the role and efficacy of storytelling in advertising. Through a combination of semiological analysis and document review, this research examines how storytelling elements are integrated into advertising strategies.

Focusing on Cash Assurances as a model, the findings illustrate how well-crafted storytelling narratives in advertisements can convey a coherent storyline and effectively communicate a brand's values and objectives with the right selection of storytelling components, from plot to characters, creating a dynamic narrative which adds depth and coherence to the story, conveying complex themes and values in an engaging and meaningful way. The study population encompasses all the advertisements within the TV advertising campaign launched from April 8 to 18, 2023. The sample is represented by all the advertising flashes in which the character "Nessime" appeared as a main character. This research adopts narrative theory and the Roland Barthes approach in semiological analysis, using technical breakdown, observation, and interviews as research tools. It aims to bring a new perspective on how companies use storytelling in their communication strategies, crucially understanding its impact and identifying core elements that lead to the formation of well-crafted advertising.

Keywords: Storytelling, advertising communication, advertising campaigns, story, company's brand , narratives .

ملخص

في ظل المشهد التنافسي الشديد للمؤسسات ، يعد الاتصال الاشهاري الفعال مع المستهلكين أمراً حاسماً للنجاح. من بين الاستراتيجيات المختلفة، أثبت السرد القصصي فعاليته الكبيرة في الحملات الإعلانية بسبب قدرته على الاتصال بشكل أبسط و أكثر تميزاً . لا يلتقط السرد القصصي الانتباه فحسب، بل ينقل أيضاً قيم وأخلاقيات الشركة من خلال تقنيات وأشكال سردية متنوعة. تدرس هذه الدراسة، التي تحمل عنوان "الاتصال الاشهاري من خلال السرد القصصي: دراسة سيميولوجية للاشهار التلفزيوني لمؤسسة Cash Assurances التلفزيونية من 8 إلى 18 أبريل 2023"، دور وفعالية السرد القصصي في الإعلانات. من خلال الجمع بين التحليل السيميولوجي ومراجعة الوثائق، تفحص هذه الدراسة كيفية دمج عناصر السرد القصصي في استراتيجيات الإعلان.

بالتركيز على Cash Assurances كنموذج، تُظهر النتائج كيف يمكن للسرد القصصي المصمم بشكل جيد في الإعلانات أن ينقل قصة متماسكة ويعبر بفعالية عن قيم الشركة وأهدافها مع الاختيار الصحيح لمكونات السرد القصصي، من الحكمة إلى الشخصيات، مما يخلق سرداً ديناميكياً يضيف عمقاً وتماسكاً للقصة، وينقل القيم والموضوعات المعقدة بطريقة جذابة وذات مغزى. تشمل عينة الدراسة جميع الإعلانات ضمن حملة الإعلانات التلفزيونية التي أطلقت من 8 إلى 18 أبريل 2023. تمثل العينة جميع الومضات الإعلانية التي ظهر فيها شخصية "نسيم" كشخصية رئيسية. تعتمد هذه الدراسة على نظرية السرد ومقاربة رولان بارت في التحليل السيميولوجي، باستخدام التحليل الفني، الملاحظة، والمقابلات كأدوات بحثية. تهدف إلى تقديم منظور جديد حول كيفية استخدام الشركات للسرد القصصي في استراتيجيات التواصل الخاصة بها، مما يعد ضرورياً لفهم تأثيره وتحديد العناصر الأساسية التي تؤدي إلى تشكيل إعلان مصمم بشكل جيد.

الكلمات المفتاحية: السرد القصصي، الاتصال الاشهاري، الحملات الإعلانية، القصة، علامة الشركة التجارية، السرديات

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Introduction

In today's rapidly changing business environment, companies face uncontrollable external forces that demand constant adaptation. The goal becomes staying ahead of the curve in a highly competitive market, ensuring a strong consumer presence.

We are bombarded with over 5,000 brand messages daily, yet only register around 86, and a mere 12 leave a lasting impression. This reality pushes companies to adopt innovative strategies to differentiate themselves.

The most common point in these mind sticking advertisings is the use of stories in its conception ;Stories are one of the most ancient forms of human expression, and that's why storytelling is a powerful and trending tool in modern advertising. It transcends mere product promotion, allowing companies to communicate their values and objectives, forging a deeper connection with consumers.

This research delves into the captivating world of storytelling within advertising campaigns, taking Cash Assurances company as compelling model.

In the methodological part, this study uses a semiological analysis based on Roland Barthes' approach, along with in-depth documentation, to explore the successful storytelling in advertising campaigns. This approach is employed to address our central problem statement and conclude the study with impactful results.

Chapter 1, titled "Fundamentals of Advertising Communication," lays the groundwork by establishing a comprehensive understanding of advertising's role. We delve into definitions, functions, and diverse campaign types, equipping ourselves to appreciate the strategic landscape of persuasion.

Chapter 2, titled "Storytelling as an Advertising Communication Tool for Companies," shifts the focus to storytelling itself. We explore the concept in its entirety, examining its components and fascinating evolution within the advertising realm. Trends in storytelling, the influence of cinematic narrative, and its profound contributions to effective communication are all meticulously dissected.

Chapter 3, "Field Work," brings our theoretical framework to life. We introduce Cash Assurances and delve into the captivating process behind their advertising campaigns.

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1 . Problem statement:

In light of a highly competitive world, every company is striving to prove its existence in the marketplace and beyond, in the public's minds.

Since companies evolve in a dynamic environment, they have to interact with economic, social, and cultural variables, and strive to keep up with technological and digital advancements and trends to meet the required standards in the global marketplace.

Due to this overcrowded marketplace, consumers are exposed to a remarkable number of choices when it comes to products and services. This incites companies to actively forge robust ways of communication in order to successfully connect with their public.

Advertising undeniably reigns as the foremost promotional tool. Have we ever seen a newspaper without a picture? Or a book without a cover? Thus, an advertisement is seen as the storefront of the company, reflecting its image and values via more exciting content. Storytelling communication is among the tactical advertising strategies to catch attention.

Not only have storytelling and its conception and narratives in corporate communication been studied in the past, but storytelling in advertisements has been proven to efficiently merge brand communication with its public.

The research question that will guide and fulfill the purpose of the study is:

- **How does the “CASH Assurances” company communicate through storytelling in its advertising campaigns?**

This thesis aims to provide an understanding of three research questions. Based on this research problem the following questions are addressed:

1/ What are the core elements that storytelling must focus on in the conception of any advertisement?

2 / What strategic considerations and creative processes does "CASH Assurances" employ in crafting storytelling elements to effectively communicate with its targeted public?

3 / What are the key economic, social, and cultural variables that influence the storytelling approach of "CASH Assurances" in its advertisements?

- Research hypothesis:

A clear well-defined hypothesis in this research outlines the anticipated meaningful relationship between variables ,and they are mentioned as the following :

- Integrating storytelling elements in advertising campaigns contributes to more coherent story creation.
- Using storytelling narrative techniques helps Cash Assurances convey its brand values effectively.
- Aligning a brand's storytelling with specific Algerian cultural signs increases its relevance .

2- Research motivations:

"The research process is complex and demanding, requiring strong motivation to overcome challenges and maintain long-term commitment. In addition to the need for understanding, the main sources of motivation include the need for accomplishment, the desire to complete a project or realization, and a great deal of determination."¹

Major motivations are cited:

- Personal curiosity about the creative processes behind advertisements.
- Deep-seated interest and passion for the world of art and cinema specifically interest in storytelling and narratives as lifelong fascination with the power of stories.
- We conducted this research because the subject of storytelling in advertising communication requires further study, especially here in Algeria.

3- Research aims:

The ultimate goal of scientific research does not stop at knowing the reality of the phenomenon under study; Rather, the process goes beyond that to(understanding, identifying and interpreting it).

- This study will try to contribute to academic knowledge by connecting theoretical understanding and practical implications in the world of advertising communication.
- It contributes to the field of Advertising communication to provide insights for companies to create more compelling, effective advertisements campaigns.
- Studying the concept of storytelling that is considered as one of the powerful tools in advertising communication thus in institutional communication.
- To identify core elements that lead to the formation of an effective advertisement.

¹ Rolland Viau , 'La motivation dans la création scientifique' recently published by Presses de l'Université du Québec

4- The significance of the study:

While the effectiveness of storytelling in advertising is widely accepted, ongoing research is crucial for companies to refine their strategies and maximize the impact of their campaigns.

Moreover, studies in marketing or in advertising field of study often tend to focus solely on the "what" - the effect of storytelling on a company's image.

However, this research delves deeper analyzing how companies use storytelling in their communication strategies is crucial before understanding its impact.

but also contributes to a broader understanding of the changing of consumer behavior and thus the evolving landscape of advertising communication.

Here's why research in this area holds significant value:

- It brings a new perspective and a different approach more than what Algerian companies commonly apply in their strategies.
- It will give a push to communication and cultural studies that can examine efficient variations in storytelling in advertising in multiple societies.

- Spatial Dimension:

Insurance company "CASH Assurances" TV advertising campaign specifically the third flash ad as mentioned as Nassime's episode.

- Temporal Dimension:

* For semiological analysis (advertising campaign launched from 08 to 18 April 2022)

* Documents analysis and occurred interviews in Second semester from April to May 2024.

5- Research method:

A methodology is a set of organized steps that a researcher must follow within the framework of applying specific rules that enable him to reach the desired result. In other words, the methodology is to subject the researcher's research activity to precise organization, in the form of known steps in which he determines his research path.

The descriptive analytical research aims to understand the nature and characteristics of the phenomenon under study in a precise way.

- It seeks to gather comprehensive information about the phenomenon from various aspects.
- It helps to identify whether there are any reciprocal effects between phenomena or whether they interact with each other.
- It investigates the factors that contribute to the emergence and development of the phenomenon

Methodological framework

-It focuses on collecting real and reliable data from various sources.

In this case, the study would aim to describe how Cash Assurances uses storytelling techniques in their advertising campaigns. How they tailor their storytelling to different audiences.

- the study analyze how different storytelling elements (character types, plot structure, emotional appeals) are used and whether they correlate with specific campaign objectives .

- Beyond description, the study can go a step further. It analyses the relationships between these storytelling elements and specific campaign goals.

- It will analyze and provide a detailed description of how storytelling is used, identifying common themes, narrative structures in this campaign in question of the company in question Thus understanding the causal relationship between storytelling elements and its engagement in advertising campaigns .

- Semiological analysis:

Semiotic analysis is used as a method in our study , according to Roland Barthes: "It is the meticulous examination of the deep levels of iconic or linguistic messages, alike. The researcher adheres to neutrality and objectivity towards the message on one hand, and seeks to achieve semantic integration by evoking aspects: 'psychological, social, cultural...' that could support the analysis on the other hand."²

In order to systematically achieve the research objectives, we adopted *the approach of researcher Roland Barthes*, which divides the process of analyzing the message into three levels: the denotative level, the connotative level, and the level of analyzing the linguistic connotations of the message.

a / Denotative level:

This level embodies the elements of analogy, functional referential citation, and direct visual representation, with its sensory and perceptual dimensions detached from profound semantic concepts. Focusing on immediate visual perception rather than conveying deeper meanings.

In this stage, we will work on breaking down the sample advertising messages into their smallest units. This stage involves achieving a superficial reading of the iconic and auditory material that makes up the flash. We will also rely on a specific process for the technical cutting of television flashes, which comes in two levels which are) the image strip and the sound strip) will be pointed in the research tools and practical chapter -

b / Connotative level :

This is achieved primarily by introducing secondary and cultural connotative meanings to the denotative meanings of the first level and by returning to the diverse intellectual concepts and rhetorical dimensions to understand them.

² Roland Barthes, *Éléments de sémiologie*, In revue Communications, 1964.p 53

The ideological field is broad, meaning it is related to elements and values other than the representation element. Meaning is possessed by the cultural reference³. it is based on the retrieval of all thematic, intellectual, cultural, and perceptual concepts and on the multiplicity of image readings.⁴

Having meticulously dissected the advertising flashes into individual shots and analyzed their visual elements (as outlined previously), we now enter the interpretation stage. Here, our focus shifts to uncovering the "why" behind these visuals. We'll delve into the deeper meanings embedded within the chosen elements of the sample advertisements, exploring the subtle and implicit messages they convey.

c / Linguistic level :

In addition to the denotative and connotative levels, Barthes introduces another message, the "linguistic message", which involves identifying and establishing the explicit meaning, clarifying the symbolism of the image, and delimiting its evocative density while emphasizing its elements.

We'll examine in this third level of analysis linguistic message accompanying the advertising image. We'll explore its dual-pronged role, encompassing both "reinforcement" and "alternation." Reinforcement involves analyzing the set of meanings conveyed by the image, while alternation delves into the interplay between the iconic representation and the meaning of the accompanying text.

6- Study population and sample:

Researchers today rely on sampling from the research population to conduct their field research and other types of research in order to access information and facts that fulfill the ultimate purpose of the study.

Our study population encompasses all the advertisements within the advertising campaign that was launched on television channels from April 8 to 18, 2022, which is equivalent to exactly 4 advertising flashes (episodes) as they were called.

- Study sample:

Among the methods used to extract the sample, we find: the purposive method, the systematic method, and the random method. The choice of sampling method depends on the research question and the type of data that is being collected.

³ Jean- Michel Adam, Marc Bonhomme, *L'Argumentation Publicitaire, Rhétorique de l'éloge et de persuasion, L'analyse des divers aspects du discours publicitaire*. Éd, Armand Colin, 2005.. P 176.

⁴ أحمد يوسف: : التحولات السيميائية، الخطاب البصري، السينما والفتوغرافيا الأيقونية، مجلة كتابات معاصرة، العدد 32، 1997، ص

In the context of this study, we rely on the purposive sampling method, which is based solely on the personal judgment of the usefulness of the choice in achieving the final research results.⁵

Due to the difficulty of conducting the study on the entire research community, we selected our study sample, which is represented by the advertising flashes in which the character "Nessim" appeared (a main character specifically in the advertising flashes for Cash Assurances)., analyzing all the shots in which the character "Nessim" appeared. This includes the entire third advertising flash and the other shots that embody the character "Nessim".

Therefore, by analyzing how storytelling is used in this sample, which correctly represents the research community, we have an attempt to explain and analyze the use of storytelling in the advertising campaign for the institution.

7- Research tools :

Since the Roland Barthes approach in semiological analysis is used in this study, selecting the most appropriate analysis tools to achieve research aims is a must for careful consideration of several fundamental criteria to ensure a scientifically sound choice.

a/ Observation :

it is a positive intervention of the researcher's mind in organizing this process at the level of understanding the elements that constitute the problem, defining the internal relationships between its elements, and the external relationships that connect it to other problems.⁶

All of this was accomplished using some necessary tools and methods from internal documents specific to Cash Assurances, and based on observations made during the internship in parallel with the progress in research and study, specifically regarding the preparation of the communication strategy for the institution and understanding all the tasks of the team responsible for preparing the advertisement.

b/ Technical breakdown :

The purpose of technical breakdown is to divide the advertising or cinematic work into shots that are easy to handle cinematically.⁷

Technical breakdown focuses on the technical aspects of filmmaking, like camera operation, lighting setup, or editing techniques. It analyzes how these elements were achieved on a practical level⁸

It s a methodical script that puts into analysis :

- The first level: This level relates to all the elements that fall within the image strip :

- Shot number and duration

⁵ أحمد بن مرسل ، مناهج البحث العلمي في علوم الإعلام و الإتصال (الجزائر : ديوان المطبوعات الجامعية، الطبعة الثانية ، 2005 ، ص180
Ibid p69 ⁶

⁷ <https://m.ahewar.org/s.asp?aid=105110&r=0> , Article written by Ibrahim Ayach in 7 /08/2007 in art and literature section , seen on 2 / 06/2023 at 22 : 34 h

⁸ <https://www.cinecreatis.net/lexique/decoupage-technique/> seen on 3 /6/2023 at 10 : 56 h

- Shot framing
- Camera movements
- Description of the general atmosphere of the shot

- The second level: This level will include all the elements that fall within the sound strip:

- Speech or dialogue
- Sound effect
- Music

c / Interviews :

Interviews are a direct method of data collection in research. it helps explore the "why" behind certain behaviors or identify shared patterns amongst the research subjects.⁹

Interviews go beyond surface-level data and they are a technique aimed at seeking information and investigating data, with the purpose of obtaining insights driven by the researcher on one hand, and an individual or group on the other, thus serving as a "direct personal means."¹⁰

In this research it will allow us to explore the "why" behind storytelling process and decisions to understand the nuanced application of storytelling in advertising and the purposes companies aim to achieve with their narratives.

Interviews with industry professionals like communication and Marketing directors, creative agencies and university professors who share their experiences and perspectives on what makes storytelling effective in advertising can help us gather insights into the creative process and decision-making regarding storytelling. Also explore diverse viewpoints and learn from the "how" companies implemented storytelling strategies .

8/ Adopted Theory :

Narrative theory is a communication / marketing theory conceptualized by 20th-century communication scholar Walter Fisher. It explores content, themes and guiding principles that make stories compelling and inspiring that resonates with consumers . according to this theory all human communication need to be seen as stories based on the conception of homo narrans that means storytelling humans.¹¹

This theory is applied in many fields (in advertising communication especially) For instance, organizations use narratives in order to help consumers identify and connect with them well.

The narrative theory assumptions and its Implications on the study:

⁹ Angers, Maurice : Initiation Pratique a la Méthodologie des Sciences Humaines by casbah Université, Alger. 1997. P140.

¹⁰ Taylor SJ and Bogdan R (1984) Introduction to Qualitative Research Methods. New York: Wiley Interscience.

¹¹ Walter R.Fisher ,Narration as a human communication paradigm the case of public moral argument, communication Monographs, Volume 51,;arch 1984 p1

- Stories evoke emotional connection in effective advertising. So in our study, it helps us explore how emotions are elicited through storytelling elements and contribute to the brand enhance.

Besides, It helps to analyze specific advertising campaigns and identify the narrative structure used therefore showing the thematic messages conveyed through the ad's story and how they connect with the company values and aspirations.

- Power of storytelling as the crucial tool of communication .thus it helps us to focus more on how storytelling and advertisement narratives is effective in advertising campaigns.

- Stories and narratives are used to capture attention to aim for persuasion and audiences influence .in our study ,it examines how storytelling techniques contribute to the advertising aiming message and how are advertisement characters portrayed and how viewers identify in them .

As said the narrative theory is the most adequate one for this study it identifies key elements like plot, character, setting, and theme and analyze how these elements create structure and meaning in storytelling advertisements.

9 / Definition of key concepts:

Since systematic research is based on a set of concepts and terms, we will work in this stage to define the most important concepts and terms, which represent the main variables of our study.

• Communication:

The word "communication" has its root in the Latin verb "communicare", which means "to share" or "to make common."It means the transmission of information- based message that is conveyed from a sender to a receiver using some medium, such as sound, written signs, bodily movements.¹²

- Procedural definition:

Communication is the transmission of information in the form of message through channel whether verbal (words , spoken words) or non-verbal(gestures and mimics) .

• Company: According to

International Labor Organization

The institution is any economically independent organization within a specific legal and social framework, aiming to integrate production factors for the production or exchange of goods and services.

¹² Losee, R., "Communication Defined as Complementary Informative Processes," Journal of Information, Communication, and Library Science, 5(3), pp 1-15: 1999

Lord Lindley : A company is an association of many persons who contribute money or money's worth to a common stock and employ it for some common purpose.

- Procedural definition

A company is a unit and a system composed of interconnected subsystems group where each element relies on the other parts, considering their relationships with the external environment to achieve company's goals. This company varies based on its nature (public or private), activity domain (economical, political ..) and its size (startup, big ones).

• Advertising:

Advertising is a sort of communication that is used to promote a product, service, or brand. It is an effective way to reach large or specific audiences with targeted messages.

According to **Australian Association of National Advertisers (AANA)** :

Any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer, over which the advertiser or marketer has a reasonable degree of control, and that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organization or line of conduct.¹³

- Procedural definition:

Advertising is a strategic way that aims to persuade and influence people to take a specific action towards a product or a service and affecting him to behave in a certain way through media, social media, prints etc

•Advertising campaign :

An advertising campaign is a set of promotional activities developed in accordance with the marketing program and aimed at consumers representing appropriate market segments, in order to cause their reaction and find a solution for the strategic or tactical objectives of a company.¹⁴

- Procedural definition:

An advertising campaign is a series of advertisements designed specifically to promote and publicize a product or service for the brand over a specified period. It is a very effective marketing tool and may take multiple media forms, such as television, radio for example.

• Storytelling :

Composed of story and telling and it is the vivid description of ideas, beliefs, personal experiences, and life-lessons through stories or narratives that evoke powerful emotions and

¹³ Australian Association of National Advertisers Report AANA, Sydney FEBRUARY 2021, seen on 15/02/2024 at 15:00 h.

¹⁴ Evans, J. R. & Berman, B. 1995. Principles of Marketing (3rd edition.). Prentice Hall p37.

insights. It is characterized by portraying internal entities in an attractive way, contributing to strengthening the connection with readers.¹⁵

- Procedural definition:

Storytelling is a technique that focuses on presenting the story in a captivating and attractive way, whether it is realistic or fictional holding an emotional persuading message in it to enhance interaction with the presented subjects.

10/ Literature review:

In the context of presenting the researchers' cognitive efforts related to storytelling in advertising communication, we note the scarcity of studies and research that have addressed this crucial topic. Among the most important studies, we find :

1/ The Campaign as a Tale – The usefulness of storytelling techniques in Marketing Communications Campaign Development reference thesis prepared by Irina Bucsa submitted to the University of Bedfordshire, in partial fulfillment of the requirements for the degree of MA Research in APRIL 2014.

The study confirmed the overall acknowledgement of storytelling as a very effective communication tool, but one not viewed as an integral element in the planning and development process of a marketing communications campaign.

These are the main research question:

- 1 /What are the current approaches in the development of integrated marketing communications campaigns employed by students in the field?
- 2/ What is the nature and extent of storytelling in marketing communications?
- 3/ How do consumers interact with the storytelling element and how does advertising contribute to myth generation and preservation in modern society?

The first chapter looks into current approaches in the development of integrated marketing communications campaigns at a university level. The second one discusses the importance of advertising in this generation. The third one presents a tentative framework, which adds storytelling to the campaign development process some of the mixed methods are used at different stages in this qualitative study included semiotic research, textual and discourse analysis and ethnographic techniques. it was extended to adopt a multi-method approach, data also being collected quantitatively via a questionnaire.

data has been gathered on campaign development techniques employed by students at an undergraduate level, which was further corroborated by a survey carried out in an online environment.

As a result, the study confirmed that students base their way of creating marketing communications on research and creativity. It revealed that people interact with stories

¹⁵ Olivier Serrat, the Knowledge Management Center, Regional and Sustainable Development Department, Asian Development Bank, October 2008]

differently, according to their favorite childhood fairy-tale. Thus , storytelling being a very powerful tool in establishing good connection

This study helps the research study by demonstrating the integration of storytelling as a core element in campaign development, thus filling the gap Bucsa identified. This can be especially relevant when exploring the structured narrative elements, character development, and their roles in creating dynamic narratives in advertising. It can also help highlight best practices.

2

جماليات البنى السردية في الاشهار التلفزيوني دراسة تحليلية سيميولوجية لاشهار شكولاتة "كيندر بوينو" في المجلة /
2023, الطبعة الاولى , الجزائري لالمن الانساني / The aesthetics of narrative work in television
(Semiological analysis study of – advertising "Kinder Bueno " chocolate ,prepared by
Boudhiba el Atra in 2022.

The research study attend to analyze a television advertising discourse related to food product, specifically Kinder Bueno chocolate. It explores both showing and implicit content of the advertising discourse, seeking to convince consumer and prefer it over other products .This study is formulated through a question that states:

- How are the aesthetics of the narrative structures manifested in the advertising of Kinder Bueno chocolate?

The study employs a semiological approach, examines the narrative structures of the advertisement, that intensively employs cinematic language investigate its meanings, and establish connections between its variables to evoke aesthetic reactions.

Therefore, the researchers follow steps related to semiotic text analysis, including:dissecting the film into shots, images, scenes, and sequences titled with specific themes, and summarizing the events of each scene.

In general, concludes that the advertising discourse extensively emphasizes linguistic, iconic, and formal aesthetics. It achieves this through the intensive use of cinematic language elements.

3/ The Drive behind Storytelling what are the storytelling practices of German premium automotive Brands?" prepared by Elvir Osman (2021), Jönköping University, International Business School.

This thesis discusses the effectiveness of storytelling in TV advertisements for distinguished German car brands. It explores the impact of storytelling in promoting different products, building brand identity, and influencing consumer attitudes. The study's research question is: What are storytelling practices among German premium automotive Brands?

It focuses on qualitative content analysis and examines advertisements for Mercedes, Audi, and BMW, totaling 54 ads. Categories for analysis include defining the ad message, characters used, presence of conflict, turning point in the story, values conveyed, and the role of the ad story in emphasizing the brand identity and future vision. Results indicate that storytelling is effective in TV ads for German cars, as it successfully communicates car

Methodological framework

features, builds a positive brand image, and connects ad story events with the values and characteristics offered by the brands.

Chapter one:

Fundamentals of advertising communication

The study of advertising is one of the modern trends in managerial thought, as it is considered one of the main activities in the field of marketing goods and services for many institutions. The increasing use of advertising as an influential tool in the success of many institutions has led to its recognition as one of the main means relied upon by marketers or producers to achieve communication with their customers, maintaining their loyalty to their products without them switching to competing products

1 -1/ The concept of advertising communication :

1-1-1/ Definition of advertising communication :

.Advertising communication is not a new concept; its history dates back to ancient times. At each stage of its development, it reflects the surrounding cultural and civil environment. In ancient times, the inscriptions found on pyramids and ancient temples announced the history of previous civilizations with all their values, traditions, and customs.

In the early stage of ancient history, proclamations, signs, and symbols were effective means of reaching the public. Town criers would announce state news and the arrival of ships and goods, and they would roam the markets to advertise their wares. Shops used signs and symbols outside their establishments to indicate the type of trade or services they offered, such as the cup and snake for pharmacy, and the wooden shoe for the cobbler and shoemaker.

The development of advertising went through several stages. During the pre-printing stage, illiteracy led to the use of inscriptions, proclamations, signs, and symbols as means of conveying advertising messages. The advent of printing enabled advertising to reach a larger audience. The spread of education and the appearance of newspapers and magazines helped enhance this development. Advertising gained importance during the Industrial Revolution due to the increase in production volume and the diversity of competition, becoming an essential economic necessity for producers, distributors, and consumers. With the development of communication and transportation means, sciences, and arts, and the emergence of modern inventions, advertising evolved in its methods and the level of its writing, design, and production.

Definition of advertising communication: The word is divided into two parts :

a – Communication :

The Oxford dictionary defines it as :The result of any action (physical, written, or verbal) that conveys meanings between two individuals. ¹⁶

The term "communication" is derived from the Latin word "communis" which means common or shared or spread through participation. When we communicate, we work on establishing a share with another party in information, ideas, and attitudes. In Arabic, it holds the same meaning as it refers to establishing a connection between the parties involved in the communication process. It is also derived from the word "communicare," which means to establish a community or share, and in Arabic, it means to convey an idea or opinion to a number of individuals and link them together.

- Operational definition :

the act of transmission, inquiry, or exchange of any verbal or non-verbal information between influential and affected parties through a certain canal for a specific aim .

¹⁶ <https://www.oxfordlearnersdictionaries.com/definition/english/communication>

b-Advertising:

The Oxford dictionary defines it as : the oxford dictionary defines it as :advertising is noun that design the activity and industry of advertising things to people on television, in newspapers, on the internet, etc.¹⁷

- Technical definition:

Fadil Dalio defines it as "a set of means directed at informing the public and convincing them to buy or adopt a product or service, primarily based on persuasion (addressing the mind) and arousing desire (addressing instincts)" .¹⁸

Armand Dayan sees : advertising as: "the transfer of information from the advertiser to a specific audience of consumers about a product or service, with the aim of influencing the behavior of these consumers to make them more accepting and demanding of the advertised product or service, or less resistant or likely to turn away from it" .¹⁹

- Operational definition: it is an activity through which certain messages are directed to a selected group of the audience to inform them and influence them to purchase goods and services.

c - Advertising communication :

- Technical definition :

It is a discussion, meeting or other communication with an Advertiser concerning either a specific request for proposal, a specific proposal, or a specific purchase that includes Advertising. For purposes of this definition, "communication" shall include telephone calls, faxes, letters, and email messages.²⁰

The American Marketing Association's definition of advertising, sees advertising as: "various activities that lead to the publication or broadcasting of visual or auditory advertising messages"²¹

- Operational definition:

It is the process and act of communication adopted by the institution in its external communication with its audience. Its aim is to create an impact by convincing this targeted audience by the advertiser and prompting them towards a specific behavior, such as proceeding to purchase or engage with the advertised service.

¹⁷ <https://www.oxfordlearnersdictionaries.com/definition/english/advertising> seen on 10/05/2024 at 17h06

¹⁸ .2 Fadil Dalio, "Corporate Communication," Dar Al Fajr for Publishing and Distribution, 1st ed., Cairo, 2001, p. 21.

¹⁹ Armand Dayan, "La publicité," Presses Universitaires de France, 4th ed., Paris, 1990, p. 7,.

²⁰ <https://www.lawinsider.com/dictionary/advertising>, seen on 1/12/2024 at 22h25

²¹ www.mqrketingamericanassociation

1-1-2 / Functions of Advertising communication :

In competitive and diverse markets where customer preferences dominate and numerous organizations strive to present their products to consumers, advertising becomes crucial. Advertising serves several important functions , in this study some of the key functions that advertising are mentioned :

- Persuasion and convincing customers to buy products that meet their needs and desires. Advertising does this by effectively communicating the unique selling points of the product. ²²

- Differentiation and helping products stand out in a crowded marketplace. Through creative and distinctive advertising campaigns, companies can differentiate their products from those of competitors, making them more attractive to consumers.

- _ Protecting and defending producers by communicating the real benefits and values of their products to consumers. This is particularly important in markets where misinformation or competitor claims can influence consumer perceptions.

- Addressing false claims made by competitors and this by providing accurate information and reinforcing positive product attributes, advertising helps maintain a product's reputation. advertising helps maintain a dynamic and responsive market environment.

1-1-3/ Types of advertising communication :

Major advertising types that companies use to advertise as cited :

1 / Print Advertising :Print advertising, one of the oldest methods, involves promoting a brand in physical newspapers, magazines, and brochures. Despite digital media's growth, many consumers still enjoy physical content.

- Newspapers and Magazines : Ads can be full-page or smaller inserts in publications . Pricing depends on ad size and placement, with prime spots like the back cover costing more.

- Brochures and Flyers :businesses can highlight their products and services in brochures and flyers. These can be handed out in stores, at events, or in high-traffic areas.

2 / Radio and Podcast Advertising : Targeting specific listeners by choosing relevant radio channels or podcast types can be highly effective. Sponsored messages can resonate well, as 54% of podcast consumers are more likely to consider brands they hear advertised. Additionally, businesses can start their own podcasts to highlight their expertise and brand story.

²² Gillian Dyer , advertising as communication , Taylor and Francis e-library , London ,2009p 3

3 / Broadcast, Video, and TV Advertising : TV advertising reaches a broad audience, potentially millions of viewers at once. However, tracking ROI and sales impact is more challenging than online advertising. TV ads are also expensive, priced by the second and varying based on airtime, program, and channel. High-quality video content detailing a product's value or problem-solving capabilities is crucial. Online video campaigns are easy to create with tools like free online video makers.

4 / Online Search Advertising : the extensive internet usage is driving more businesses to invest in online advertising. The goal is to reach their audience where they spend the most time.

In order to track the immediate reach and results of their online campaigns, Digital ads come with built-in tools and analytics, enabling real-time insights into sales sources and quick optimizations for better performance. Various digital methods are available to promote businesses online:

A. Pay-Per-Click : is an online advertising model where advertisers pay each time someone clicks on their ads via a search engine. Unlike organic traffic methods like SEO, PPC relies on paid opportunities to generate clicks. When users search for something, the search engine results page (SERP) displays a list of links.²³

B. Native Advertising : involves sponsored content that blends seamlessly with the surrounding content. This approach is less intrusive than pop-ups or banner ads, making visitors more likely to trust it. Native ads aim to create a mutually beneficial experience: businesses promote their products to a relevant audience, and users enjoy content with minimal disruption.

C. Display Banners : typically featuring rich images or videos with layered text and a call-to-action (CTA).²⁴

5 / Social Media Advertising : Social media marketing stands out because it allows for authentic audience engagement. Advertisers can personalize their ads to fit target audience parameters and interact with those who engage with the promotion. Social media is offering several leading platforms to choose from based on the target audience and goals. By 2021, global social media marketing spend topped \$180 billion, primarily on mobile advertising. This figure is expected to surpass \$350 billion by 2026.

6 / Direct Mail : It can be used direct mail for coupons, promotions, and business updates, often including a website link or QR code for more information.

7 / Outdoor Advertising : also known as Out-of-Home (OOH) advertising, includes posters, billboards, point-of-sale displays, and street furniture. This form of media targets consumers when they are out and about, aiming to capture their attention with visual impact.

²³ <https://www.wix.com/blog/amp/online-advertising>, seen on 14/05/2024 at 12h15

²⁴ ibid

8 / Product Placement : or embedded marketing, involves incorporating specific brands or products into films or TV programs. This technique subtly promotes products within entertainment content, reaching audiences in an engaging and natural context.

1- 2 / the concept of advertising campaign

1-2-1 / Definition of advertising campaign:

Advertising campaign:

technically , It is defined as a group of different advertisements in one or more media outlets, targeting a specific audience with a unified goal. These campaigns can vary in duration depending on the company's objectives and rely on repetition and intensive advertising messaging to enhance the company's and product's image in the minds of the target audience.²⁵

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC).

This activity impacts society as a whole, being an economic necessity for economic growth and a social necessity adopted by media outlets to address all segments of society. It works to increase the recipient's awareness of the service or product, thus enhancing their capability.²⁶

Operationally , An advertising campaign is essentially an advertising activity and one of the most important communication arts. It aims to influence the knowledge, behavior, and attitudes of the recipient, thereby fostering their cultural development.

1-2-2 / Conception of advertising campaign:

An effective advertising campaign requires a strategic approach. So the goal is to attract, engage, and convert potential customers while differentiating the offering from competitors. Based on the document, the conception of an advertising campaign includes several key elements:

1/ Understanding the Product:

Innovation and differentiation are crucial for a product to stand out in the market. Businesses should focus on creating unique and innovative products. Communication adds value by ensuring the audience is aware of the product's qualities, thereby creating desire and perceived value.

²⁵ Advertising and Promotion: An Integrated Marketing Communications Perspective" 11th edition by George E. Belch and Michael A. Belch page 142

²⁶" The influential power of advertising campaigns and their role in developing community culture College of Education, Al-Azhar University, Issue: (174, Part Three) July 2017, page 565"

2/ Market Research:

Thorough market research is essential to understand trends, customer needs, and competitive positioning. Identifying the target audience accurately, including their demographics, psychographics, and behavior, is a key step in this process.

3 / Budget Planning:

Investing in communication is vital for business growth. The budget for communication should be determined based on market research, competitive analysis, and strategic goals. Proper budget allocation ensures that the campaign has the necessary resources to succeed.

4 / Crafting the Message:

this the most crucial step in the whole campaign conception, because developing a creative and memorable idea distinguishes the product from competitors . The message should be relevant to the target audience and simple enough to be easily understood and remembered.so many techniques are used in this part ,major ones are cited :

- The bandwagon effect: this technique is about creating demand and hype for a product, because someone else has it.²⁷

- Typography: this technique works best for large brands, with easily recognizable font based logos.

- Color psychology: it is using colors to evoke emotions in your target audience that encourage them to take action. Color psychology and appealing to a target audiences emotion are often used together in advertising.

- Testimonials: as a form of social proof , People respond well to positive reviews or accounts of users they can relate to, using a product or service and sharing their experiences with it²⁸

5 / Strategy Development:

Choosing the right moment to launch the campaign and prioritizing actions that will yield the highest return on investment are critical strategic decisions. Aligning the campaign with market trends and consumer behaviors helps maximize its impact.

6 / Choosing the Right Media:

Selecting appropriate media channels that effectively reach the target audience involves considering costs, impact, and audience engagement. A diverse range of media options, including television, radio, print, digital, and out-of-home advertising, should be utilized to broaden reach and engagement.

²⁷ Marc Mireault, Le ministère du Développement économique, de l'Innovation et de l'Exportation , Guide de planification d'une campagne de communication Savoir communiquer, une démarche accessible à tout entrepreneur Gouvernement du Québec, 2008 p , 5 -10.

²⁸ Ibid 25-26

7 / Execution and Implementation:

High-quality production of advertising materials is essential to enhance the message's impact. Ensuring the product's availability and visibility in the market supports the advertising efforts, making it easier for consumers to purchase the product.

8 / Evaluation and Adjustment:

Continuously monitoring and evaluating the campaign's effectiveness through metrics such as recall, brand association, and sales impact is crucial. Gathering feedback and making necessary adjustments can improve the campaign's performance and effectiveness.

Essential factors for the effective advertising message :

To make an advertising message effective and achieve its goal at the right time and with minimal cost, its design must be based on sound scientific and artistic principles. The general principles that advertisers should consider are as follows

- **Attention:** this is the first step in the mental process leading to a purchase. The primary function of advertising is to attract potential customers. The means used to capture consumers' attention include the special coverage of the advertising campaign, visuals, colors, and the size and placement of the ad in newspapers and magazines, among other factors. ²⁹

- **Interest:** there is a significant difference between seeing or hearing an ad and feeling or sensing it. A reader may pass by an ad without noticing it because it did not pique their interest.

- **Deviation from the norm:** Straying from the usual can capture attention. An unusual design can draw viewers' attention to the rest of the ad content.

- **Ease of Understanding:** To be easily understood, the ad should be simple in its wording and structure, without complex or technical language

- **Persuasiveness:** A persuasive ad reassures the reader or listener and makes them believe its content. If the audience is convinced by the ad, they are more likely to consider purchasing the product, either immediately or in the future. A persuasive ad has two main qualities: its ability to overcome consumers' inherent caution about spending money, as consumers will only spend if they find the product's benefits to be greater than the money they have; and its ability to create or change purchasing habits in favor of the advertised product.

²⁹ L. Leduc : « La publicité : une force au service de l'entreprise », Paris, 1993, P 05.

1-2-3 / Strategies for effective advertising campaigns :

Advertising appeals are the carefully crafted strategies that advertisers employ to capture the attention of their target audience and motivate them to take specific actions. These appeals act as the "hooks" in advertisements, making the messages more engaging, compelling, and memorable. By getting to know all the different types of appeals, advertisers can create a deep connection with their audience, catering to various human emotions, logic, and desires.

A . Emotional appeals :

It aims to connect with the audience on a deep, emotional level by invoking feelings such as fear, happiness, sadness, or anger.

- Connecting through emotions: Advertisers tap into the audience's emotions—joy, sadness, fear, anger, or surprise—to make their message memorable and impactful.
- Connecting through storytelling: To forge an emotional bond, advertisers use vivid images and compelling stories. By presenting relatable characters and situations, they evoke empathy and identification from the audience.
- Evoking a reaction: they are designed to provoke specific feelings—like inspiration, empathy, or motivation³⁰. This emotional response can drive audiences to take actions such as buying a product or supporting a cause.
- enhancing brand loyalty: emotional connections with a brand can foster loyalty, encouraging consumers to return and make repeat purchases.
- Aligning with values: means to align their messages with the audience's values, such as family, community, or social responsibility. This strategy creates a positive link between the brand and these cherished values.

B. Rational appeals : they are grounded in logic and reason, providing factual information and evidence to persuade the audience that a particular product or service is the best choice. This approach aims to convince the audience that the product or service is the best choice based on clear, objective criteria.

- Focusing on benefits : to highlight the specific benefits of a product or service. Advertisers emphasize attributes like superior quality, outstanding performance, and cost savings to persuade the audience that their offering stands out in the market.
- Using facts and figures :. By presenting research findings, data points, and testimonials, advertisers provide concrete evidence to support their arguments, making the message more convincing.
- Comparing to competitors : Rational appeals frequently involve comparisons with competing products or services. This method helps consumers see the clear benefits of choosing one product over another.

³⁰ GillR, corporate storytelling as an effective internal public strategy ,International Business and management ,2011,p67.

- Encouraging analysis : Rational appeals encourage the audience to evaluate the presented information critically and make informed decisions.

- Building credibility : using rational appeals can significantly enhance the credibility of a brand or product. By relying on objective evidence and logical reasoning, advertisers can establish their offering as trustworthy and reliable

C. Humorous appeals : it use humor to make advertisements more entertaining and memorable. By incorporating funny scenarios, witty dialogues, or playful visuals, these ads aim to create a positive and enjoyable experience for the audience.

- Creating positive associations: Humor can make a brand feel more likable and approachable, this helps build a strong brand identity.

- Grabbing attention: Funny ads naturally draw attention since people are drawn to things that amuse them

- Standing out: it helps a brand or product stand out from the competition, it can be a unique feature that gives a competitive edge in the market.

D. Celebrity appeals : it leverage the fame and credibility of well-known public figures to endorse a product or service. This type of appeal relies on the idea that consumers are more likely to trust and be influenced by someone they admire.

- Boosting credibility: When celebrities endorse a product, it often gains credibility, which can enhance the perceived quality or value of the product.

- Creating Familiarity: celebrities are instantly recognizable, making the product they endorse feel more familiar and relatable.

- Inspiring: it can make audiences desire the lifestyle or values they represent, motivating them to buy the product.

- Eliciting emotional responses: Celebrity endorsements can stir emotions such as admiration, trust, or respect. These feelings can transfer to the product or service, making it more appealing.

- Grabbing attention: it makes advertisements stand out and capture attention, boosting the chances that people will remember the product or service being promoted.

E. Fear appeals : which are designed to evoke a sense of fear or anxiety in the audience, compelling them to take action to avoid a negative outcome. These appeals are often used in public service announcements and health-related advertisements.

- Highlighting a danger: Fear-based ads identify potential threats, like health risks or financial losses, to create a sense of urgency and stress the importance of taking action.

- Creating anxiety: These ads provoke fear or anxiety by showcasing the negative outcomes of inaction, such as illness, injury, or financial trouble. This emotional response motivates the audience to act.

- providing a solution: Fear-based ads offer a way to mitigate the fear or anxiety, typically by purchasing the advertised product or service

- Urgent call to action: Fear-based ads include a call to action, urging the audience to act immediately to avoid the negative consequences.

F. Scarcity appeals: this kind create a sense of urgency by suggesting that a product or offer is limited in availability. This tactic plays on the audience's fear of missing out (FOMO) and encourages quick decision-making. For example, a retail advertisement might promote a "limited-time sale" or a "limited edition" product, urging customers to act fast before the opportunity disappears.

G. Social proof appeals : it relies on the influence of others to persuade the audience. This approach often includes testimonials, reviews, or endorsements from satisfied customers or influencers.

Chapter summery

From what it is explored in the chapter , it is clear now that advertising communication has evolved significantly from its ancient origins, reflecting cultural and technological advancements at each stage of its development. Initially reliant on proclamations, signs, and symbols, advertising expanded with the advent of printing, education, and mass media, becoming essential during the Industrial Revolution. Today, advertising communication is a strategic activity involving the exchange of information to influence consumer behavior and preferences. It serves multiple functions, from creating awareness and interest to driving desire and prompting action. Advertising not only differentiates products in a crowded marketplace but also adds psychological value, influences consumer choice, and shapes market dynamics. The diverse types of advertising—from print and broadcast to digital and outdoor—highlight the versatility of this field. Moreover, effective advertising campaigns, defined by their strategic planning and execution, leverage various emotional, rational, humorous, and celebrity appeals to engage and persuade target audiences. Overall, advertising communication remains a critical component of modern marketing, driving economic growth and enhancing consumer experiences.

Chapter two:

Storytelling as an advertising communicational tool to companies

Storytelling lies at the heart of advertising, transforming mundane products into compelling narratives that resonate with audiences on a personal level. By crafting stories that evoke emotions, spark curiosity, or deliver a powerful message, advertisers can break through the noise of traditional marketing and create meaningful connections with consumers

2-1/The concept of storytelling:

2-1-1/ The definition of storytelling:

It is divided into two parts :

a- Story :

In the Arabic language:

- The word "story" means news or a tale. To narrate a story is to recount events or news.
- According to Cambridge dictionary: a description of a series of real or imaginary events which is intended to entertain people³¹

- Technical definition :

It is essentially it is the plot of the script that you propose to write during the fellowship programme. The most elementary definition of a story here would be that it is composed of a series of experiences that arise out of the main character's struggle with a situation that has significantly disturbed his life in either a positive or a negative way.³²

b/ Narration

The term "narration" appears in several Arabic lexicons. In the book *Lisan al-Arab* by Ibn Manzur, it is defined as, "Narration is something presented in a sequence, one thing following another consistently... One narrates an event well if it follows a logical sequence."

- **Technical definition:** It refers to: "The term encompassing the telling of an event, events, news, or stories, whether based on reality or imaginative creation. Narration is a fundamental pillar in storytelling, ensuring the coherence of events."³³

- Operational definition:

The process of describing or recounting a sequence of events, experiences, or information to an audience, typically characterized by the use of a structured framework

Storytelling definition:

- According to Oxford dictionary : Story-telling, or the communicative act or process of relating a sequence of events or giving an account of a situation, as distinguished from either the narrative which it produces or from the story.³⁴
- Technical definition:

³¹ <https://dictionary.cambridge.org/dictionary/learner-english/story>

³² Nancy L.Stein , the definition of a story, journal of pragmatics(6) North Holland publishing company, 1982, P491

³³ - شريط أحمد شريط، تطور البنية الفنية في القصة الجزائرية المعاصرة، دار القصبة لمنشر الجزائر، طبعة مارس 2009، ص 41

³⁴ <https://www.oxfordreference.com/display/10.1093/oi/authority.20110803100222999>

-According to Chip and Dan Heath : storytelling is the art of using stories to convey a company's brand values, mission, and vision in a way that resonates with its target audience.³⁵

-It is also known as: "A simplified application of the human communication model in which individuals simplify complex knowledge into stories that are narrated and shared among groups of individuals ."³⁶

-According to Harvard business association : " storytelling is a tool through which events are narrated within exchange of ideas it fills the brand with resonant and relevant meanings ."³⁷

- Operational definition :

Storytelling can be defined as an external communication tool. It can be a real or fictional story, but it carries an emotional message that embodies values. It is presented in an attractive or wonderful way to enhance the relationship and build deeper communication with the targeted audience.

2-2-2 / Types of storytelling :

To effectively utilize storytelling in brand promotion, understanding its main types is essential , it is mentioned :

a / According to the canal: depends on the mean used to evoke the message

- Oral storytelling:

The oldest form of storytelling, oral storytelling, plays a significant role in many cultural traditions. Historically, it involved singing songs, telling stories, and reciting poetry to live audiences³⁸. Today, oral storytelling thrives on platforms like radio and podcasts, and on social media where individuals share jokes and personal stories, blending traditional and digital storytelling.

- Written Storytelling:

A popular storytelling form, written storytelling encompasses books, newspapers, magazines, and banners. People engage with written stories for entertainment, education, and discovery, making this form effective for marketing. Online articles and blogs also contribute to this category, merging written and digital storytelling.

- Visual storytelling :

From ancient paintings to modern digital media, visual storytelling has always been integral

³⁵ Stephen Denning ,the leaders guide in storytelling ,jossey-bass a wiley imrint ,san Francisco ,2011 p04

³⁶ Michal petit, Audreyklesta, management d'équipe-conceptste pratique- Dunod , paris,2000,p222

³⁷ <https://www.harvardbusiness.org/the-science-behind-the-art-of-storytelling/>
<https://www.harvardbusiness.org/the-science-behind-the-art-of-storytelling/>

³⁸ Yee bee choo,Tina Abdullah ,Storytelling vs.Oral storytelling an analysis of the art of telling stories noz and then ,universal journal of educational reseach 8 5A,46-50,2020page 48

to human culture. Today, it includes movies, TV shows, photos, videos, infographics, animations, and memes³⁹. Brands leverage visual storytelling in marketing campaigns through TV ads, social media photos, and more, often combining visual and digital elements.

- Digital Storytelling :

The most recent storytelling form, digital storytelling, integrates all previous forms via the Internet. Content marketing involves photos, videos, articles, blogs, audio recordings, and interactive elements like games. This method transforms passive audiences into active participants, enhancing engagement and storytelling impact.

b - According to message or plot : In this study main ones are evoked :

- Origin stories : it details how a company was founded, including its ideation, rationale, brainstorming, and initial struggles. Specifics like founding dates and locations make the story authentic and trustworthy.

- Failure stories : it resonate deeply as they highlight the struggles before achieving success. For example, KFC's story is popular because its founder's numerous failures ultimately led to success, inspiring a connection with his passion and perseverance.

- Success stories :A brand's success story highlights significant milestones and achievements, fostering trust and emotional connection with customers. Sharing these victories helps to build a positive brand image.

-Customer stories : featuring real-life experiences and testimonials, powerfully promote businesses. They provide potential customers with relatable scenarios, demonstrating how products or services can solve their problems and establish credibility.

- Product stories:it educate customers about a product's value and usage. They highlight a problem, explain how the product addresses it, and showcase its effectiveness. These narratives are crucial in the product development process to increase engagement, empathy, and loyalty.

Types of Stories : multiple kinds of stories are existing and choosing one for the advertising message is crucial , there are the main ones :

- **Personal stories** : are the most common type. Here, the manager shares some of their personal experiences related to significant life events that have meaning or are inspirational. These stories can be categorized into subtypes, such as those that mention specific people or places and deal with exciting life events.

- **Historical stories** :retell events and news from past periods, usually more than thirty years

ago, making them valuable material⁴⁰. Despite the time gap, these stories provide many benefits by teaching history, offering enjoyment, and presenting intriguing and valuable information.

- **Educational stories** :these stories convey information and guidance to audiences in various fields. Different formats can be used to achieve specific goals, making them useful for educating or directing the audience.
- **Science fiction stories** : explore scientific and technological advancements, presenting them in either a positive or negative light. They stimulate thinking and raise questions about the future.
- **Mythical Stories** :blend reality with fiction and often go beyond the bounds of logic and reason. These stories tend to offer wisdom or lessons derived from ancient tales.
- **Mystery Stories** : are a form of adventure built around a problem that needs solving, often involving a mysterious element that remains hidden until the end. Throughout the story, the audience engages in guessing and anticipation, making this type of story reliant on suspense and excitement to capture and maintain the audience's attention until the conclusion.

2-1-3 / Components of Storytelling :

Several key artistic elements must be considered to add excitement and engage the customer. These elements include:

1 / The Idea

It serves as the general framework or material that narratively presents the events of the story. A successful writer refines their idea before starting to write the story. A well-understood idea will be effectively executed, making the story interesting, engaging, and meaningful.

2 / The plot

consists of a beginning, middle, and end. A story cannot exist without a plot, which outlines the events. When the idea is clear, the manager can lay out a sequence of events, focusing on causes and effects.⁴¹The plot involves constructing the story logically and convincingly so that events and characters are interconnected, creating a cohesive whole.

3/ The characters

They drive the events in the story. Strong storytelling will make the brand a character in the life of the consumer. This helps consumers relate more convincingly to the characters,

⁴⁰ -زايد السعدي فاطمة، فن الكتابة و التعبير، الطبعة الأولى، مكتبة الرسالة لمنشر، 2008، ص49

⁴¹ <https://online.hbs.edu/blog/post/data>

storytelling?c1=GAW_CM_NW&source=US_T_MARKET_PMAX&cr2=content__-__us__-__marketing__-__BwE

making the brand more memorable.⁴²

4 / The conflict

The time, place, narrative style, and rhetorical skills in storytelling will make the story more attention-grabbing. Various methods can be employed:

- Directly : The writer narrates the story from an external position regarding the events.
- First-person narration : The author writes from the perspective of one of the characters.
- Documentary style : The author presents the story through a collection of letters, diaries, or various documents.

5/ Décor :

Décor pertains to the setting, the physical environment in which characters perform their acts. It's essential to consider what the décor, setting, and physical environment in which users perform their actions are like. Effective storytelling does not overlook the setting, as interactions between characters and their environment often reveal much about their motivations and behaviors. In advertising, paying attention to the opportunities or obstacles present in users' environments is crucial for understanding and enhancing the narrative.

2-2/ storytelling in advertising communication :

2-2-1 / Evolution of storytelling in advertising:

Storytelling has been our primary medium of expression. Ancient tribes gathered around campfires, listening intently as elders narrated tales of gods, heroes, and cosmic events. These stories served not just as entertainment but as valuable lessons, passing down wisdom and preserving traditions.

As societies evolved, storytelling mediums diversified—from oral narratives to written manuscripts, theatre, and eventually cinema and television. Each transition brought a richer, more immersive experience, yet the core principle of conveying a message through a narrative remained unchanged.

With the advent of modern technology, storytelling has found a new home in TV advertising. Brands use stories to create emotional connections with audiences, making their messages more relatable and memorable. Through compelling narratives, advertisements can transcend mere product promotion, becoming memorable stories that resonate with viewers' lives and values. This evolution highlights the enduring power of storytelling, adapting to new formats while retaining its core function of connecting and communicating deeply with audiences.

With digitalisation and new technologies occurred after the industrial revolution and

⁴²- <http://www.forbes.com/sites/work-in-progress/serets-to-storytelling-for-brandmarketing-success/>.2020-06-19

internet revolution , digital storytelling had humble beginnings, starting with straightforward blog posts and email newsletters that primarily highlighted product features and company updates. However, as digital platforms advanced, so did storytelling techniques. Advertisers began integrating multimedia elements such as images, videos, and interactive content, creating more dynamic and engaging narratives. This shift marked the onset of a transformative era where storytelling transcended mere product descriptions to offer immersive experiences that captivated audiences on a deeper level.⁴³

Then in the age of social media and content creation proliferation of social media platforms like Facebook, Instagram, and Twitter revolutionized digital storytelling by giving marketers diverse and dynamic avenues to narrate their brand stories. These platforms enabled real-time storytelling, blending text, images, and videos to create richer, more engaging content. The emergence of YouTube, and later TikTok, underscored the significance of video content, positioning it as a cornerstone of digital storytelling strategies. Brands began to harness the power of video to connect with audiences, fostering deeper engagement and creating memorable brand experiences.

2-2-2 /Techniques and Characteristics of Storytelling in Advertising Campaigns

For Effective storytelling in advertising it is a must to focus on triggering positive emotions that resonate with the audience. This aligns with the understanding that emotional appeal, especially positive emotions, plays a crucial role in shaping consumer perceptions and decisions.

1. Neuroscientific insights : Understanding the neuroscience behind storytelling is key. Stories that first calm the instinctual "reptilian brain" (focused on safety and security) and then evoke positive emotions through the limbic system (emotional center) are more likely to engage and persuade audiences.

2 . Memorability: Stories that stick in the minds of consumers have specific characteristics. According to Chip and Dan Heath, authors of "Made to Stick," memorable storytelling in advertising possesses five essential traits:⁴⁴

- **Simplicity:** Clear and easy to understand narratives.
- **Unexpectedness** : Elements of surprise or intrigue that capture attention.
- **Concreteness** : Using vivid details and specific examples to make the story tangible.
- **Credibility:** Stories that are believable and trustworthy.
- **Emotional resonance** : Evoking emotions that connect with the audience's values and aspirations.

⁴³ <https://reporter.rit.edu/tech/evolution-storytelling-seen-on-14/05/2024> at 18h56

⁴⁴ Yael Gabison ,Boostez vos presentations avec le storytelling edition eyerolles,paris 2013 p36

3. creative differentiation : Stories can differentiate a brand by conveying its unique values, mission, and personality. This differentiation helps in standing out in a crowded marketplace and building a distinct identity that resonates with target audiences.

2-2-3/ Storytelling as communicational tool in advertising communication to companies :

Storytelling is powerful tool in Advertising communication from a psychological perspective to a company's tool to create campaigns sticking in mind . because it taps into fundamental aspects of human cognition and emotion. Stories engage our imagination, allowing us to experience situations vicariously and empathize with characters. This emotional engagement makes information more memorable and impactful, as our brains are wired to remember narratives better than abstract facts.⁴⁵ Additionally, stories often mirror the structure of human experience, with beginnings, challenges, and resolutions, providing a framework for understanding and meaning, which is in In order :

- Build brand identity :storytelling can establish a strong brand identity by fostering an emotional connection with the audience and setting the business apart from its competitors.
- Connecting with customers :By sharing stories about the company's values, products, or services, businesses can forge deeper connections with customers and cultivate brand loyalty.⁴⁶
- Generating sales :Compelling narratives that illustrate the impact of a company's products or services can attract and retain customers, ultimately boosting sales.
- Building trust and credibility :stories emphasizing a company's commitment to social responsibility, sustainability, or ethical practices can enhance trust and credibility with customers and stakeholders.
- Attracting investors: storytelling can attract investors by showcasing the company's growth potential, unique value proposition, and dedication to long-term success.
- Differentiating from competitors :narratives highlighting a company's unique qualities and strengths can distinguish it from competitors in a crowded market.

⁴⁵ GillR, corporate storytelling as an effective internal public strategy ,International Business and management ,2011,p65.

⁴⁶ Nancy L.Stein , the definition of a story, journal of pragmatics(6) North Holland publishing company, 1982, P491

Chapter Three:

Field work

2-1/ Cash Assurances company and its advertising campaign

2-1-1/ CASH Assurances company overview



Founded :	1996
Key dates :	1999, entered into activity / 2015, creation of Aglic (personal insurance subsidiary)
Founders :	Sonatrach Group
Company type :	Stock company "spa"
Siège social :	Algiers
Headquarters :	135 boulevard des martyrs, Sirius mhamed, Alger,Algérie
CEO :	Wided Belhouchet
Shareholders :	Sonatrach (64%) Naftal SPA (18%) Caar (12%) Ccr (6%)
industry :	Property and liability insurance , Reinsurance
Products :	Insurance / Reinsurance
Subsidiaries :	Aglic
Human capital :	681 employees
Website :	https://www.cash-assurances.dz/
Total equity:	12,9 milliards dzd in the end of 2020 (97.64 millions usd)
Revenue :	14,1 milliards dzd in the end of 2020 (106.68 millions usd)
Net profit :	671 millions dzd in 2020 (5.08 millions usd)

About CASH ASSURANCES Company :

The Hydrocarbon Insurance Company, known as "Cash," is an Algerian company specializing in damage insurance since its establishment in 1996. Founded by the Sonatrach group and the Algerian Insurance and Reinsurance Company "caar," it began operations in 1999 as a joint-stock company (SPA) under the ordinance [95-07] related to insurance. It is currently the youngest insurance company with 100% public capital. In 2015, Cash Assurances created its life insurance subsidiary, Algerian Gulf Insurance Company Spa (Aglic), in partnership with the Kuwaiti Gulf Insurance Group and the Algerian National Bank (BNA).

Initially focused on managing risks related to hydrocarbons, Cash quickly expanded its services to provide insurance management, assistance, and advice to individuals, professionals, and businesses. Its specialization remains in managing significant risks, particularly those associated with the energy and industry sectors.

For over a decade, Cash has been actively diversifying its business portfolio. While maintaining its dominance in its core segment, the company strategically developed its offerings for enterprises, especially SMEs, showing a notable 9% growth by the end of 2017, surpassing market trends.

•Products of Cash Assurances:

*** Primary Personal Insurances:**

- Automobile Insurance
- Natural Disaster Insurance
- Comprehensive Home Insurance
- Travel Insurance
- Merchant and Artisan Insurance
- Business Insurances:

Covering various risks, these can be subscribed individually or within a comprehensive package, including:

- Fire and Explosions
- Machinery Breakdown
- Water Damage and Floods
- Theft and Property Damage
- Terrorism and Civil Unrest
- Storms, Hurricanes, Snow Weight
- Agricultural Insurances:
- Poultry and Livestock Farming

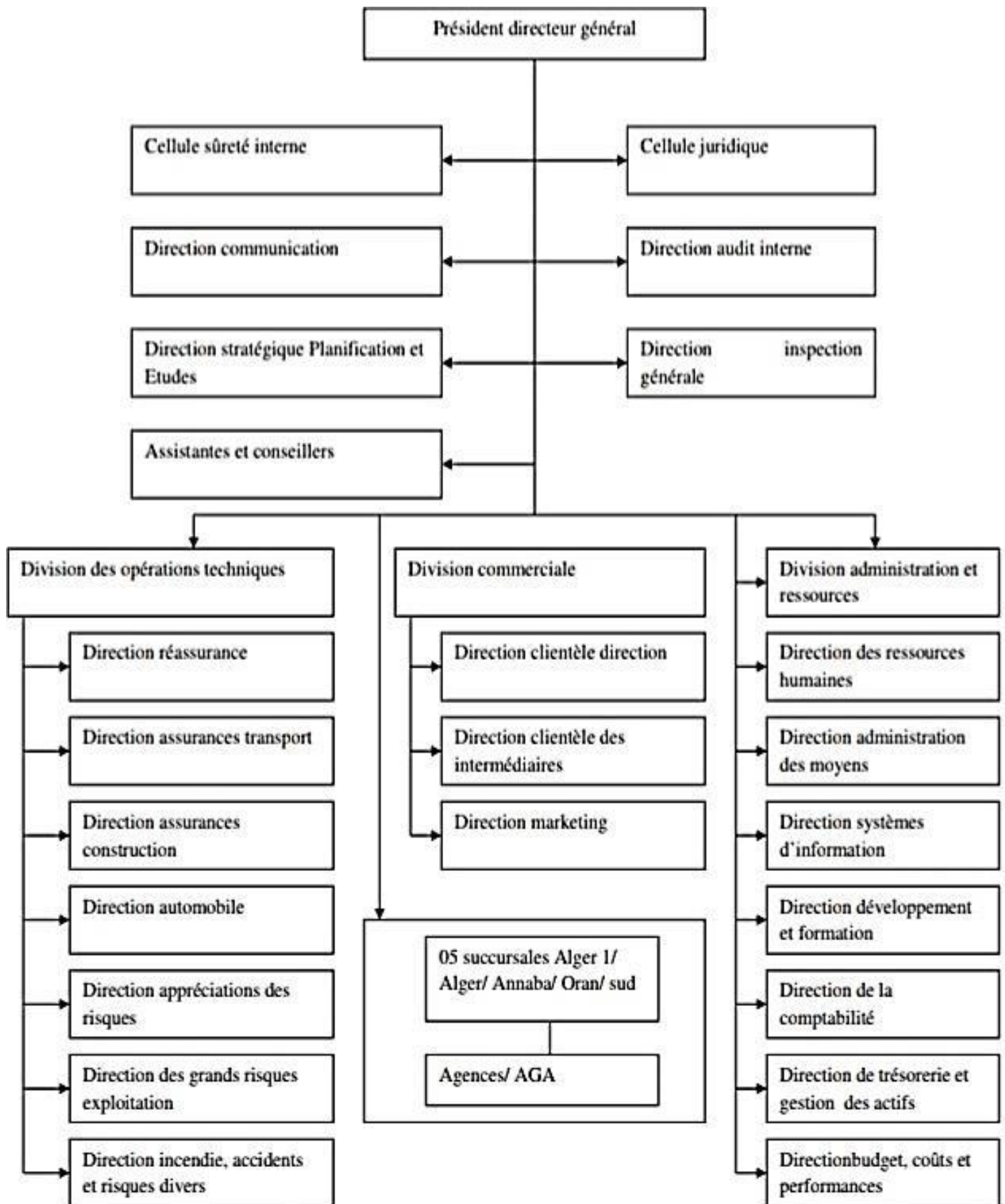
- Apicultural Farming
- Plastic Farming Operations
- General Agricultural Operations
- Agricultural Equipment Insurance

CASH Assurances Organizational chart:

To align with its strategic development plan, CASH adopted a new organizational structure based on four activity pillars (technical, commercial, resources, and finance). This structured framework aims to ensure efficiency and meet the objectives set for each center of responsibility or Strategic Business Unit (SBU) outlined in its plan.

• Marketing and communication division:

In 2017, a significant milestone was achieved in the restructuring of the company, particularly in technical and commercial aspects. A commercial division, encompassing marketing, direct customer relationship management, and intermediary-related functions, was established. Additionally, a communication department was linked to the general management, tasked with enhancing CASH's interactions with its environment (local, regional, and international media, general public, businesses, etc.). The year 2017 also witnessed the establishment of a training department and another focused on budgetary oversight, costs, and performance



Organizational chart of Cash assurances company

2-1-2 / Summery of the Cash Assurances advertising campaign

1 / Context of this ad campaign

CASH ASSURANCES company worked with AMACHAL creative and digital agency to make 4 episodes (capsules) and one major spot regrouping the 4 characters , using storytelling as a tool in it, we are going to see the whole process of the ad campaign conception

Some interviews with the cash assurance marketing and communication director Mm Meriem Bouzeboudjen are occurred as two other interviews with the assistant director Mm Tibourtine Khadidja .

CASH Assurances is renowned for its extensive experience and expertise in the business sector, particularly in industrial and construction insurance, supporting significant projects for its clients. This is the general perception of CASH Assurances among the public. Most Algerians associate CASH Assurances with corporate insurance, unaware that it also offers services for professionals and individuals. To address this gap and raise awareness about CASH Assurances among the target audience, the idea of creating and launching a Brand and Image campaign was conceived.⁴⁷

Cash Assurances has been a leading player in the insurance industry for over 20 years, specializing as the top provider in construction insurance. The company prides itself on its high-quality services and technical expertise, setting it apart in a competitive market. However, Cash Assurances is often perceived as primarily catering to industrial and high-risk sectors, which may limit its appeal to a broader audience.

The insurance market is growing continuously, presenting numerous opportunities for expansion. Yet, the company faces significant threats from new and existing private and national competitors who are consistently enhancing their offerings.

Cash Assurances targets a diverse audience, including individuals, professionals, and companies. Its marketing efforts focus on a broad demographic of men and women aged 18 to 65 years. More specifically, the core marketing target is men and women aged 30 to 60 years, aiming to capture this vital segment effectively. Cash assurances through this ad wants to achieve :

Marketing Objectives:

- Confirm its leadership position
- Demonstrate the added value the brand has provided since its inception, and even more so now
- Show that the brand continually expands its products and services to meet various needs

Communication Objectives:

Interview with Mme Meriem Bouzeboudjen the cash assurance ;marketing and communication director qt 12⁴⁷
/ 04/2024 at 09:30h

- Build brand image
- Create and reinforce brand awareness
- Unite existing customers and attract new prospects
- Contribute to the creation of brand preference
- Highlight the differentiators between the brand and its competitors

The key messages that cash assurances wanted to assure for this campaign:

- "CASH Assurances, an undeniable leader, supports its insured clients in evaluating their risks and provides effective and innovative insurance solutions."
- "Partnering with CASH Assurances means having a reliable, modern, and efficient company by your side."
- "Innovation and digitalization are at the core of CASH Assurances' strategic approach."⁴⁸

Tone and Style of the Campaign:

- An emotional, impactful, and timeless tone that can be used over the long term and periodically
- A modern and innovative style, consistent with the brand's identity

A / Campaign concept :

Family is sacred to each person, and everyone wishes the best for their loved ones, sharing both their best and worst moments with them. Therefore, the campaign concept is based on this touching aspect, proposing an emotional narrative that depicts a typical day in the life of an Algerian family, highlighting each family member and their wonderful journey with CASH Assurances, overcoming challenges and achieving success. Each character will represent a specific segment of the target audience.

The family consists of:

- The mother, a caring homemaker who has maintained a warm and welcoming home for everyone.
- The father, an entrepreneur working hard to succeed in various construction projects.
- The daughter, who has recently started her own business, ambitious and motivated, using her car to deliver products.
- The son, a pastry chef, sharing his passion and expertise with his customers.

Each character faces life's harsh realities, which slightly hinder their progress. Fortunately, CASH Assurances steps in to help them move forward, live peacefully, and succeed.

⁴⁸ Occured interview with the assistant director Mm Tibourtine Khadidja on 2/05/2024 qt 11 h 20

Structure of the Advertising ads :

1. Introduction of the characters and their connections to success.
2. Life's challenges: accidents, earthquakes, etc.
3. Resolution and ensuring family and domestic security.

B /Launching plan :

The campaign for CASH Assurances is structured into two main phases. Phase 1, scheduled for April to May, focuses on capitalizing on the high audience engagement during Ramadan through significant media presence. Phase 2, from September to December, aims to relaunch the campaign to prepare for contract renewals and further customer engagement.

In Phase 1, the campaign kicks off on April 3 with a reveal on social media platforms, accompanied by the start of digital advertising. Following this, on April 8, the teaser for the campaign will be launched across various social media channels to generate initial buzz.

From April 5 to April 19, the campaign extends to radio channels, ensuring a wider reach among listeners. Concurrently, between April 8 and April 18, an urban billboard campaign will be deployed across three regions to maximize visibility. Finally, on April 20, the television campaign will be launched on popular TV channels, aiming to engage viewers effectively.

TV plan :

The TV media plan for CASH Assurances is meticulously designed to ensure maximum audience engagement during prime time, leveraging both private and public TV channels. The campaign will run from April 8 to April 18, featuring a combination of 45-second main spots and 30-second capsules.

During this period, the campaign will be aired across several popular TV channels, including el-Nahar, el-Chorouk, El-Djazairia One, Canal Algérie, and ENTV. The advertisements will be strategically scheduled to coincide with prime time slots at 7:30 PM, 8:30 PM, 9:00 PM, and 10:30 PM. This timing is chosen to capture the highest viewership, ensuring broad exposure and engagement with the target audience.

In total, the campaign will achieve 198 airings, striking a balance between the longer 45-second spots and shorter 30-second capsules. This balanced approach aims to create a lasting impression on viewers while optimizing the frequency of ad exposure.

The TV media **Excellence** plan as called has been crafted with excellence in mind, aiming to leave a strong impact and achieve optimal repetition during prime time. This comprehensive strategy highlights CASH Assurances' commitment to reaching a wide audience effectively, ensuring that their message is delivered consistently across multiple platforms.

- Radio plan :

The media plan for a radio advertising campaign by CASH Assurances, running from April 5 to April 19. The campaign featured 25-second spots in both Arabic and French Analyze it well and write it into a text across several popular radio stations: El Bahdja, Radio Chaîne 3, and Jil FM.

- Dates: April 5 - April 19
- Ad Duration: 25 seconds
- Total Spots: 107

Broadcast Times (Drive Time):

- 07:55
- 08:12
- 08:27
- 08:57
- 09:27
- 16:02
- 16:27
- 16:42
- 16:56

The media plan ensures visibility on high-audience channels during peak listening hours, which are adjusted for the specific needs of Ramadan. And all the provided chart details the distribution of these spots across different stations and times, showing an organized schedule designed to maximize audience reach during the specified period.

- Digital plan :

the digital media plan for CASH Assurances, which is executed in three phases: Teasers, Reveal, and Capsules. Each phase aims to build engagement and visibility on social media platforms such as Facebook , Instagram and YouTube

1. Teasers (Phase 1):

- Content: 4 teasers (one per character)
- platform: Facebook and Instagram
- Frequency: One teaser per day

2. Reveal (Phase 2):

- Content: A 45-second spot
- Boost Duration: 5 days

- Platform: Facebook, Instagram, and YouTube

3. Capsules (Phase 3):

- Content: 30-second capsules (one per character)
- Frequency: One capsule every two days
- Platform: Facebook and Instagram

2 / General Description of the selected flash ads :

Advertisement title : "The Story of Nassime"

Duration: 30 sec

Number of Shots: 9 shots

Advertisement title : "The principal flash ad"

Duration: 45 sec

Number of Shots: 30 shots

Advertisement title : "The story of the mother"

Duration: 30 sec

Number of Shots: 10 shots

1-Advertising Idea:

The goal is to promote the services of Cash Assurances, an Algerian insurance company. It aims to capture the audience's attention and introduce them to its services, focusing in this third episode on a type of insurance, namely construction insurance, through our character Mr. Nassime, a pastry chef .

This episode was a one of the episodes of the advertising campaigns that was launched on 8 to 18 April 2022 on TV channels , radio channels and digital platforms too.

2 - Narrative Structure:

This fourth advertisement for Cash Assurances is a promotional piece that introduces the company's services through the story of Nassime, a pastry chef and an owner of a bakery . The advertisement begins in a charming pastry and bakery shop nestled in a calm and lively street. The scene is set with the warm, inviting atmosphere of the shop where the pastry chef, who is also the owner, is seen diligently working alongside his assistant. The ad captures the essence of his daily interactions with customers, highlighting the passion and dedication he pours into his craft.

The narrative takes the audience through various aspects of his life, showcasing not only his professional dedication but also his personal moments, creating a holistic view of his character.

As the story unfolds, an unfortunate incident occurs—a fire breaks out in the shop, the ad poignantly portrays the devastation and despair that follows the incident, emphasizing the gravity of the situation.

However, in the midst of this crisis, Cash Assurances steps in to support him. The company's timely intervention and comprehensive insurance coverage help the chef rebuild his shop and restore his livelihood.

- Characters

The central character of the analyzed ad is Mr. Nassime, the pastry chef and the bakery owner . He is portrayed as an experienced and dedicated professional who is passionate about his work. The seven secondary characters from the coworker , the two clients that are a ;idle age woman and another old ;and in the shop ,the two clients exiting the shop on fire and the little girl as Nassime s daughter. These characters are adding authenticity to the scene and highlighting the collaborative nature of the Nassime personal and professional life .

- Casting :

The choice of actors and characters in this ad is crucial to its effectiveness. Nassime is played by a seasoned actor who convincingly conveys the character's experience and expertise. The three supporting actors also deliver natural and believable performances.

- Time :

The ad's runtime of 30 seconds is well-paced, keeping the audience engaged without becoming overwhelming. This concise format is particularly effective in today's fast-paced digital landscape, where viewers have short attention spans.

- Setting :

The ad takes place on a pastry and a bakery shop , a setting that is both relevant to the product being advertised (bussiness insurance) and visually appealing. The site's busy atmosphere and visible baking equipment provide context for Mr NASSIME s work and reinforce the message of protecting business projects and jobs .

In this sample having the third flash ad , shots from the fourth one and other shots from the major ad of 45 seconds that describes for us the whole nassime journey , a client profile to Cash Assurances company , effectively used storytelling in the third flash ad and in the the fourth one too to convey its message. By following Nassime's day on the job, the ad allows viewers to connect with the character and understand the importance of construction insurance. The ad's emotional appeal is further enhanced by the upbeat music and the satisfied expressions on the faces of Mr. Nassime .

The ad's attention to detail is evident in the realistic portrayal of the construction site setting and the authentic interactions between the characters. These details add credibility to the ad and make it more relatable to viewers.

The third advertisement flash or episode as it is mentioned in cash assurances intern documents for ,is a well-crafted and effective piece that successfully promotes the company's Business Insurances: fire and explosions insurance services. The ad's strong narrative, relatable characters and attention to detail make it a compelling watch that is likely to resonate with potential brand values and objectives.

2-1-3/ Technical breakdown of the selected shots in the advertising campaign

Sound track			Picture track						
Sound effects	Sound and dialogue	Background music	Visual content	On-screen text	Camera movement	Camera angle	Shot size	Shot length	
None	من صغري و انا نحب لعجينة	enthusiastic	The camera frames a bakery on the street. A young woman exits the bakery, descending the stairs and carrying a white pastry box in her hand.	None	truckling	Wide angle	Establishing shot	3 sec 07	1
None	ريحة القاطو اللي يطيب كي يدور بينا	enthusiastic	The camera shows Nassime, the baker and pastry chef, in his shop, decorating a selection of his pastries on the table next to another worker.	None	Static	Normal angle	Medium long shot	2 sec 02	2
None	عاهدت نفسي بش ندير	enthusiastic	Nassime, the pastry chef, carefully and meticulously decorates the pastries, with a smile on his face.	None	Tilt handheld	Low angle	Medium shot	2 sec 02	3
None	كل المجهودات	enthusiastic	Nassime, the pastry chef, hands a cake cutting tool	None	Static	Normal angle	Cowboy shot	3 sec	4

	اللي عليا , حليت الحانوت ديالي باش نوفر		to the worker next to him to cut the dough on the table, speaking with a smile.						
None	الحلوى للناس اللي دايرة بيا , الباتيسرس داري الثانية	enthusiastic	Nassime, behind the pastry counter, gestures towards the pastries with his hands, speaking to a female customer as he fills a white cardboard box for her. Another male customer waits his turn.	None	Handheld	Normal angle	Medium wide shot	4 sec 01	5

None	بان ناجحي و فخري فيها	enthusiastic	Nassime looks at the woman with a smile, nods, and hands her the cardboard box.	None	Handheld	Eye level angle	Medium close-up shot	2 sec	6
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None	و زيد على هذا عندي , Assurances	enthusiastic	The customer takes her order, the white pastry box, and raises her eyebrows and head.	None	handheld	Eye level angle	Medium close-up shot	09 sec 1	7
None	Incendie مع شركة التأمين اللي متهلية فينا	enthusiastic	Nassime welcomes a customer into the shop with a hand gesture and greets him with a smile on his face to take his order.	None	Tilt handheld	Low angle	Cowboy shot	5 sec 03	8
None	Cash Assurances لتأمين نجاحكم	enthusiastic	In this scene, the Cash Assurances brand logo appears in French, followed by its slogan: "For your success" and finally its website.	Brand logo + لتأمين نجاحكم +	Static	Normal angle	Full shot	5 sec 02	9

Fast shoes steps	املاكو	enthusiastic	A man and a woman run out of Nassime's pastry shop to escape a fire that has broken out in the shop.	None	Static with handheld at last	Normal angle	Long shot	1 sec 04	20
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None	عمرو ما يطيح	enthusiastic	Nassime, the pastry chef, stands next to a man in a classic suit with a black briefcase in hand. They are both standing in front of the bakery where the fire broke out, and Nassime points to it with his hand.	None	Static	Hip level angle	Medim wide shot	sec 0,8	24
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None	هذا وعدنا لكل	enthusiastic	Nassime looks at the man, who nods in return and puts his hand on his chest, contemplating the shop.	None	Static	Shoulder level angle	Medium shot	1 sec 07	25
None	الجزائريين في تامين ارزاقهم	enthusiastic	The camera frames a family of five (the mother, the daughter Maryam, Nassime's young daughter, and the father of the family, Said) gathered together, all sitting on the couch in the living room, where Nassime has arrived carrying a white pastry box.	None	Push in	Normal angle	Full shot	2 sec 04	26

None	None	Enthusiastic	The camera shows the family gathered in the living room, where the daughter Maryam is talking to her father Said, while the son Nassime and his young daughter are also talking together with smiles on their faces.	None	Push in	Normal angle	Full shot	4 sec 07	1
None	نسيم دارلنا القاطو اللول ديالو فيها , هذي الدار	Enthusiastic	The son Nassime talks to his young daughter with a smile on his face.	None	handheld	Dutch angle	Medium close-up shot	3 sec 04	4

Denotative and connotative level analysis of the selected shots:

- **Shot 01**



- Denotative Level:

In a long establishing shot, lasting 3 seconds, the scene opens with a wide-angle view of a bustling street, where the director showcases a bakery and pastry shop, the sign above the shop reads Pâtisserie Viennoise indicating it is a bakery specializing in pastries. The shop's sign and store exterior are in beige with a few green plants around the entrance. In natural daylight, take center stage. Two persons blurred out of focus are passing by as a woman exits the shop, descending the stairs with a traditional white pastry box in her hand. The red color is noticeable in the woman's jacket. The scene is dominated by beige/light yellow suggesting mild sunlight with the natural light; black is used in the exterior structure of this bakery.

- Connotative Level:

This shot serves to introduce the setting of the commercial and piques the viewer's curiosity about the story that will unfold. The director's choice to include blurred pedestrians subtly reinforces the idea of an active community life / normal day on the street. The camera shifts to a closer view of the bakery, revealing its modern décor through the storefront window.

A tracking shot follows the casually dressed customer as she descends the stairs. The red color of her jacket draws attention to her figure, emphasizing her presence in the scene. The traditional white common pastry box in Algeria, serves as a subtle hint of the bakery's offerings. It evokes a daily enjoy or celebration.

The director uses a combination of black symbolizing strength and authenticity of the shown shop, beige, and light yellow associated with joy and relaxation to create a visually appealing and inviting space. The natural lighting enhances the sense of comfort and tranquility, while the presence of green plants adds a touch of nature and serenity.

The scene transitions the signature music of Cash Assurances company . This simple yet uplifting classical piece relies on the piano and violin absent of any sound effects ,which maintains the calm atmosphere without distracting the viewer.

- **Shot 02**



- Denotative level:

In a medium long shot that lasts 2 seconds, we find that the scene takes place in a professional kitchen, evident from the stainless steel surfaces, various culinary equipment, and the organized workspace. There are two individuals in the kitchen: Nassime in the foreground and one in the background. Both are involved in preparing food.

Nassime in the foreground is wearing a white apron and a chef's hat and a grey shirt . He is closely inspecting and handling some food items.

The other worker in the background, also wearing a similar outfit but a green shirt, he is engaged in mixing or preparing ingredients at a counter.

Various kitchen tools and ingredients are visible, including bowls, containers, and what appears to be a mixer. On the table, there are red items (possibly pastries) and dough balls, indicating ongoing food preparation.

Neutral tones dominate the scene, such as whites, grays, and browns, giving a clean, professional look. The red pastries in the foreground provide a visual focal point, it adds a pop of color, drawing the viewer's attention. . Same simple enthusiastic previous music is used and no sound effects are employed.

- Connotative level analysis:

First of all , the presence of professional kitchen equipment and attire (chef hats and aprons) connotes a high level of skill and expertise and its commitment to quality. It suggests that Nassime is not merely cooking but engaging in a specialized craft, possibly in a high-end or artisanal bakery.

The focused expression of the man in the foreground and his careful attention to the food item suggests precision and dedication to his craft, characteristics often associated with professionalism and long culinary expertise.

The act of Nassime closely inspecting and decorating the food item implies a creative process. In the culinary world, this can be seen as an artistic endeavor, where taste, presentation, and technique are paramount. It signifies attention to detail and a focus on the aesthetic appeal of the food, further highlighting the artistry involved in culinary work.

Nassime and the other worker are engaged in tasks that appear routine and labor-intensive, connoting the hardworking nature of culinary professions. The background character's repetitive mixing motion and the foreground character's careful examination suggest the everyday, meticulous labor required in this field.

This scene can evoke the broader narrative of behind-the-scenes work in food preparation, often unseen by those who enjoy the final product.

This shot may also suggest cultural or social roles associated with chefs and bakers. Historically, chefs have been seen as both artisans and laborers, playing a vital role in culture and society by providing food that is both sustenance and a form of cultural expression.

- **Shot 03:**



- Denotative Level:

In this low angle shot, which lasts 2 seconds, the director's intention is to spotlight Nassime, who is seen smiling warmly, deeply engaged in his task at the table. The background is intentionally blurred, hinting at a bustling baking workspace, yet keeping all attention on Nassime. He is clad in a light-colored polo shirt and a pristine white apron, suggestive of a professional kitchen environment. Nassime delicately holds a small utensil, likely a pair of tweezers, poised with a tiny dab of cream, ready to add a meticulous touch to his creation. The scene is dominated by clean, neutral tones of white and grey, illuminated by strong artificial lighting, which highlights the clinical precision and care Nassime applies to his craft. Accompanying this visual is a simple, upbeat musical score that enhances the sense of enthusiasm and positive energy in the workspace, without any distracting sound effects to divert attention from Nassime's focused expression and actions.

- Connotative Level:

On a deeper, more symbolic level, the company's goal with this shot is to foster a sense of empathy and connection between the audience and Nassime. By showcasing Nassime's joyous engagement in his work, viewers are encouraged to feel a personal connection to his passion and dedication. Nassime's smile is not just an expression of happiness; it communicates a profound satisfaction and fulfillment derived from his craft. His joy is contagious, suggesting that there is a deep sense of pride and pleasure in his work as a pastry chef.

The act of Nassime using tweezers to apply cream speaks volumes about his commitment to precision and excellence. This meticulous attention to detail is emblematic of a professional who is dedicated to quality and perfection. It implies that each small task is approached with care and expertise, reinforcing the notion that Nassime's creations are not merely pastries but works of art crafted with love and skill.

Furthermore, Nassime's poised and confident posture conveys a message of assurance and competence. His body language suggests that he is not only proficient in his field but also comfortable and confident in his environment. This demeanor implies that Nassime is a seasoned professional who has honed his skills to a high level, capable of delivering exceptional results consistently.

- **Shot 04 :**



- Denotative level:

In a normal angle shot that lasts 3 seconds, the director shows us Nassime and another worker in a kitchen, wearing white aprons and chef hats. They are engaged in a cooking activity, making dough or pastries. The worker on the left is focused on his task, using a small circular tool on a dough sheet, while Nassime on the right appears to be assisting or supervising. while the other seems to be instructing and assisting. The background shows kitchen cooking ingredients, like a rolling pin is placed on the counter, several eggs in a blue container and bowls and other kitchen tools are visible in the

background.

Also tray with what looks like pre-formed dough balls is placed on the counter. Predominantly neutral and soft colors, with a focus on white (aprons, hats), and some contrasting colors (green shirt, silver kitchen tools). Same simple enthusiastic music with no sound effects are employed.

- Connotative level analysis:

The overall scene, with its focus on food preparation, connotes domesticity and care. Preparing food is often associated with nurturing and providing for others, suggesting themes of hospitality and affection. The interaction between the two men, where one seems to be guiding or teaching the other, connotes a sense of collaboration, mentorship, and shared learning. This could symbolize the transfer of skills or knowledge, a common theme in culinary arts. It connotes a sense of collaboration and possibly mentorship. The body language and positioning suggest that the men are working together, with Nassime teaching the other worker.

The setting, including the professional kitchen and the men's attire, connotes a sense of professionalism and culinary expertise. The engaged expressions and focus on the task at hand suggest that the activity is not just a job but also a passion and an enjoyable pursuit.

So in this scene it firstly sets the stage with a focus on the craft and the skill involved in cooking, highlighting teamwork and learning. The second image transitions to the human element, emphasizing warmth, customer service, and personal connection. Together, these shots suggest a culinary space where professionalism and personal touch coexist and the joy of creating something together. Making the environment both proficient and welcoming. It symbolizes unity and the importance of working together towards a common goal. This is a powerful message in various social contexts, promoting teamwork and mutual support.

These layers of meaning that Cash Assurances wanted to put inside the work , creates together a multifaceted representation reveals themes of collaboration, craftsmanship, enjoyment, domesticity, and cultural significance that Cash Assurances wanted to make the viewers feel and have that emotional link with Nassime.

- **Shot 05 :**



- Denotative level :

In this wide shot that lasts 4 seconds , Nassime the pastry shop owner is set behind the counter wearing a white hat and a light-colored shirt. He appears to be engaged in serving or packing cookies in a white medium sized box . The interior is clean and well-lit, with pastries and cookies displayed in glass cases. A woman in a light-colored coat standing in front of the counter, facing the baker. While an older man with glasses and a darker jacket standing to the right, also facing the counter .

Neutral tones dominate the scene, such as whites, grays, and browns, giving a clean, professional look with a cozy vibe . Same simple enthusiastic music with no sound effects are employed.

- Connotative level :

In this shot, The attire of the baker, particularly the white hat, connotes professionalism and adherence to culinary traditions and the setting in a bakery evokes a sense of tradition and community

The interaction between the baker and the customers suggests a warm, friendly atmosphere it is like he knows them for a while meaning he has a solid customer base . The baker's smile and the casual posture of the customers imply a welcoming environment. The natural yellow lighting and the neat arrangement of the bakery items contribute to a sense of comfort and homeliness.

The presence of both an older man and a less younger woman suggests the bakery caters to all generations, reinforcing the idea of a longstanding community hub. The older man's casual leaning against the counter might indicate a sense of familiarity and routine, possibly a regular customer. The decorative items and the overall aesthetic of the shop especially the white traditional sweet box that is common in Algeria proves that it is situated in a broader sociocultural context where traditional, small-scale businesses are valued amidst a rapidly modernizing world.

- **Shot 6 :**



- Denotative Level :

in this medium close-up shot of 2 seconds The image shows two people, with the focus on Nassime in the foreground. He is wearing a white chef's hat and a light-grey colored shirt talking and smiling widely. The second person is only partially visible from behind.

The background is blurred appears to be likely the interior of the bakery and pastry shop meaning he is behind the counter and the details of the setting behind are not clearly visible.

Soft natural yellow lightning and with neutral tones are used like white ;the same simple enthusiastic music with no sound effects are employed .

- Connotative Level :

In this shot , Nassime's wide smile connotes happiness, friendliness, and warmth. This expression suggests a welcoming and hospitable attitude, which is often associated with chefs or people involved in food preparation and service.

The chef's hat as said in the previous shot is a symbol of culinary expertise and professionalism. It connotes a level of skill and dedication to the craft of cooking, indicating that the person takes their role seriously.

The interaction, with Nassime smiling at the other women , connotes a sense of connection and engagement which suggests a positive relationship, possibly between a chef and a customer .

This evoke a sense of community and inclusiveness, suggesting that the environment which the pastry shop is one where people are valued and respected. This is reinforced by the positive demeanor and friendly expression of Nassime in the foreground.

Besides , Nassime 's smile evoke a sense of comfort and trust, making viewers feel at ease and welcomed. This emotional resonance is powerful in contexts like commercial exchanges. His status with his job' s suit symbolize pride in one's work and the joy derived from performing a job well. This can reflect broader themes of job satisfaction and the importance of enjoying one's profession.

- **Shot 07 :**



- Denotative level :

The background is blurred but suggests an indoor space with a window that shows a scenic view outside the bakery possibly a park or garden.

In this medium close-up shot that lasts 2 seconds , An older woman with short hair and glasses is shown , wearing a light jacket and a red scarf. She is smiling and seems to be

engaged in conversation or interaction with someone off-screen.

The woman is extending her arms, holding a rectangular white box towards someone off-screen. The background remains the same, maintaining the indoor setting with the scenic view.

Natural lighting and neutral tones are used like yellow, white and brown. The same enthusiastic music with no sound effects are employed.

- Connotative level :

The woman's smile and relaxed posture, along with her casual but neat attire, suggest she is comfortable and approachable. The red scarf can symbolize warmth and affection, adding to her welcoming appearance.

Her direct gaze and smile indicate she is actively engaging with another person, implying a moment of connection or communication.

These shots tell a moment of a positive interaction, likely involving a meaningful exchange.

The act of extending a box suggests a gesture of receiving. The box could be indicating a moment of thoughtfulness or celebration.

The movement from holding the box to extending it forward can symbolize transition or the passing of something important from one person to another, emphasizing the relational dynamic.

The woman's smile and the act of receiving a box suggest a scenario of warmth, kindness, and connection. The setting adds a peaceful, inviting backdrop, enhancing the overall mood of the scene.

In this shot, the literal elements (the older woman, the box, the setting) form the basic structure of the story. In advertising, these elements are crucial in creating an immediate, recognizable scene that viewers can relate to. The character of Nassime is shown in a simple act of giving.

The colors mentioned above are for giving a cozy warm place especially with a natural lighting. Cash Assurances simple enthusiastic music is used with no sound effects employed.

The deeper meanings and values put (warmth, human connection) enrich the story, adding emotional and cultural dimensions. It is shown that Nassime's shop has its own customers and the interaction with the lady proves the whole process of his deep work and him trying to keep good quality until delivering them to his customers.

The deeper cultural myth here would be the idealization of human connections and the inherent goodness in acts of giving and receiving meaning the exchange in it.

For Cash Insurance, this connotative layer helps convey their values of trust, care, and personal connection with clients. By using Nassime, a real client profile, the advertisement grounds its narrative in authenticity and relatability, enhancing brand identity.

- **Shot 08 :**



- Denotative level :

With a cowboy shot that lasts 5 seconds , the director shows the interior of a bakery or pastry shop. In the scene Nassime is behind the counter looking at the man wearing a white polo shirt and a white chef's hat and another man, a customer, who is wearing a dark quilted jacket and glasses.

The customer is pointing at or reaching for a round pastry or pie in a glass display counter appearing to be engaging in the processing of purchasing.

The Shelves in the background hold various decorative items, including what appear to be plates and other ornaments. Artificial lightning with a side of natural yellow lightning is used and a simple enthusiastic previous music with no sound effects are employed.

- Connotative level :

In this shot, we find the interior of the bakery and pastry Shop connotes a place of comfort and community, associated with everyday life and small indulgences. Also it emphasizes the shop's attention to detail and ambiance.

Nassime standing behind the counter wearing the chef's hat symbolizes professionalism, culinary expertise, and tradition; more over his attire and posture suggest he is approachable yet professional as said. The white shirt and hat might imply cleanliness and a focus on quality.

About the act of the customer pointing at the pastry indicates familiarity with the products and possibly a routine interaction, suggesting a local and loyal customer base.

The interaction between the baker and the customer can symbolize a relationship built on trust and community.

The pastry itself can also imply a homemade quality, drawing a connection to family and heritage.

we can interpret that the scene as representing more than just a simple commercial exchange. It portrays a slice of life in a small community, where the local bakery is a hub of daily interactions. The professionalism of the baker and the engagement of the customer hint at a deeper cultural appreciation for quality, tradition, and community values.

- **Shot 09 :**



- Denotative level :

This shot contains the Cash Assurances logo appearing firstly on the top of the white background that is "CASH ASSURANCES" in bold, red capital letters.

Then below "CASH ASSURANCES", there is Arabic text: "لتأمين نجاحكم" appearing next. - A web address is provided: "www.cash-assurances.dz".

The primary color used is red, which stands out against the white background and the font is bold, suggesting modernity and confidence.

- Connotative level:

First of all, we will analyze the "CASH ASSURANCES" part :

The word "CASH" in bold red letters suggests immediate, tangible benefits or services, evoking a sense of reliability and promptness.

The word "ASSURANCES" in black bold letters indicates insurance services, which provides a sense of security and trust.

So the combination implies a company that offers prompt and reliable insurance solutions.

Secondly , the arabic Text "التأمين نجاحكم" Translates to "To ensure your success". This phrase conveys a promise of protection and support for personal or business endeavors, appealing to the aspirational and safety needs of the audience.

The color red is often associated with strength, power, and urgency. In this context, it can imply the company's strong and proactive approach to providing insurance.

Thirdly, the Web Address part :

The presence of a website address in red in a rectangular form to capture attention and to imply modernity and accessibility (for further information, the customer could reach the company). suggesting that the company values digital engagement and customer convenience.

The use of both French and Arabic indicates that the target audience is bilingual, likely in Algeria where both languages are commonly spoken. It reflects the cultural and linguistic diversity of the target suggests inclusivity and a broad reach, making the brand accessible and relatable to a wider audience.

With these words , Cash Assurances promises success and security, reinforcing the brand's commitment to its clients' well-being and prosperity.

Overall, the semiotic elements work together to create an image of a trustworthy, inclusive, and modern insurance provider committed to supporting its clients' success.

Linguistic message analysis :

Mr Nassim's voice is heard, sounding middle-aged, in a voice-over. He speaks in an Algiers dialect of Algerian Arabic: "من صغري و انا نحب العجينة" meaning, "Since I was young, I've loved dough." This indicates his fondness for dough, bread, and pastries from a young age.

This shot sets the stage for Nassim's personal story, providing a glimpse into his childhood and his early passion for baking. By highlighting his love for dough from a young age, the advertisement establishes a deep, lifelong connection to his craft.

The use of the Algiers dialect creates a sense of familiarity with the audience, preserving the cultural identity of Algeria.

This background information humanizes Nassim and makes him relatable to the audience. It demonstrates that his journey is driven by passion, which adds authenticity to the narrative. For the advertisement, this personal history helps build a strong foundation for why Nassim would value reliability and security in his business—qualities that Cash Insurance offers.

Mr. Nassim's voice is heard again, sounding middle-aged, in a voice-over. He says in the Algiers dialect: "ريحة القاطو اللي يطيب كي يدور بينا," meaning "The smell of baking pastries surrounds us." This phrase is used alongside a scene of decorating pastries, emphasizing the delicious aroma they emit once decorated.

This shot evokes sensory imagery, drawing the audience into the scene with the familiar and comforting smell of freshly baked pastries. By engaging the senses, the advertisement creates an emotional and nostalgic connection with the audience. The smell of baking pastries is universally associated with warmth, home, and care, which subtly aligns with the

feelings of safety and reliability that an insurance company aims to convey. This sensory detail also reinforces Nassim's dedication to his craft and the quality of his products, suggesting that his business is one worth insuring.

Mr. Nassim's voice continues, saying: "عاهدت نفسي باش ندير" ("I promised myself to do it"), synchronized with a shot of him meticulously decorating pastries on a table.

This shot reveals Nassim's determination and commitment to his goals. It shows that he is not only passionate but also driven and self-motivated. This personal promise highlights his integrity and perseverance, qualities that resonate well with an audience looking for trustworthy and dependable service providers. For Cash Insurance, associating their brand with a character who exemplifies these traits helps build a narrative of mutual trust and reliability. Nassim's personal commitment mirrors the brand's commitment to its clients.

Mr. Nassim's voice is heard again, saying: "المجهودات اللي علي حليت الحانوت ديالي باش نوfer" ("All the efforts that I have, I opened my shop to offer"), parallel to a scene of him teaching another pastry maker.

In this shot, Nassim's hard work and dedication to opening his shop are emphasized. This line showcases his entrepreneurial spirit and the significant efforts he has invested in his business. By highlighting the hard work behind his success, the advertisement portrays Nassim as a diligent and ambitious individual. This connection reinforces the idea that his shop is not just a business, but a dream realized through perseverance. For the insurance company, this reinforces the narrative that they are there to protect such hard-earned successes, making their services appear essential and valuable.

Mr. Nassim's voice continues: "الحلويات للناس اللي دايرين بيا، الباتيسري داري الثانية" ("Sweets for people around me, pastry is my second home"), as he interacts with a customer, offering her a box of pastries at the front of the shop.

This shot illustrates Nassim's connection to his community and his shop. Referring to his pastry shop as his "second home" conveys a deep sense of personal investment and pride. It also underscores the communal aspect of his work—he bakes for the people around him, making his shop a community hub. This communal focus aligns with the insurance company's values of community support and protection. By protecting Nassim's business, Cash Insurance is shown to be protecting a vital part of the community.

Mr. Nassim's voice is heard again, saying: "بان نجاحي و فخري فيها" ("My success was shown and my pride in it"), as he talks and smiles at a customer while handling her order.

Nassim's sense of pride in his success is highlighted in this shot. It indicates that his hard work has paid off, and he takes great pride in what he has achieved. This pride translates to a quality product and a reputable business, which in turn, needs reliable insurance. For the advertisement, this success story showcases the positive outcome of dedication and the importance of safeguarding such achievements. It subtly suggests that with the right support—like that from Cash Insurance—anyone can secure and protect their hard-earned success.

Mr. Nassim's voice continues: "و زيد على هذا عندي" Assurances incendie" ("In addition to that, I have fire insurance"), shown alongside a shot of the customer taking the box of pastries from Nassim, smiling, and thanking him.

Introducing the practical aspect of fire insurance directly connects Nassim's personal story to the product being advertised. This shot provides a real-world example of how Cash Insurance supports its clients, protecting their livelihoods from unforeseen events. It shifts the narrative from personal and emotional elements to practical and essential needs, showing that the insurance company offers concrete benefits that ensure the continuation of Nassim's success story.

Mr. Nassim's voice is heard again, saying: "مع شريك التأمين اللي متاهلي فينا" ("With the insurance partner that takes care of us"), alongside a scene of Nassim talking to an older male customer, showing him various pastries.

This shot emphasizes the supportive relationship between Nassim and Cash Insurance. It highlights the trust and reliability Nassim places in his insurance provider, portraying Cash Insurance as a dependable partner. This partnership is key to Nassim's peace of mind and continued success. For the audience, it suggests that choosing Cash Insurance means gaining a supportive ally who will be there in times of need, reinforcing the brand's reliability and customer-focused approach.

A middle-aged woman's voice is heard in a voice-over, saying: "التأمين نجاحكم Cash Assurances" ("Cash Assurances to insure your success"), coinciding with the appearance of the company's logo, website, and slogan: "To insure your success."

The concluding shot in this ad episode ties the entire narrative together by presenting the company's slogan. It succinctly communicates the core message of the advertisement: Cash Insurance is there to ensure and protect the success of its clients. By aligning this message with Nassim's story, the advertisement reinforces the idea that the company's services are integral to achieving and maintaining success, making a compelling case for potential customers to trust Cash Insurance with their own businesses and personal successes.

2 / Selected shots from the principal flash ad (45s) of the cash assurance campaign ad

- **Shot 20**



- Denotative level:

In this long normal angle shot that lasts 1 second, the director depicts the exterior of a bakery with the sign "Pâtisserie Viennoiserie" that was displayed as usual in an urban street, two individuals are seen exiting quickly the shop on the stairs, one person is a man wearing a dark jacket, denim blouse and a black pants. the other person is a woman wearing a red hijab, red coat with a black pants.

The shop is on fire with an amount of smoke visible inside the bakery. The entrance is flanked by plants in pots. Natural daylight is used and a simple enthusiastic previous music with quick footsteps on the stairs sound is employed.

- Connotative level :

The French words "Pâtisserie Viennoiserie" written on the bakery shop suggest a European, specifically French sophistication touch.

The presence of smoke and fire and the individuals' hurried exit imply danger and emergency situation. It suggests sense of crisis, chaos, and the disruption of everyday life. The bakery which is a crucial and routine place, being on fire, creates contrast and sense of alarm. It emphasizes the sudden interruption of the bakery's everyday tranquility by the fire or explosion.

The woman's red outfit evokes an emotional intensity and danger since she is escorted by the man meaning trying to protect her. The green plants by the bakery entrance contrast with the chaotic scene, symbolizing normalcy and life.

The sudden distraction of this peaceful calm bakery by a fire introduces a narrative of threat to cultural and social norms. It represents the plot in the story meaning the element that bothers the calm atmosphere of the narrative story structure.

The scene of a bakery on fire with the two individuals running and escaping creates a dramatic and memorable narrative. It sets moments of danger, urgency, and the need for protection for unpredictable situations.

The fire represents unexpected disasters and crisis and it reinforces the need of being prepared and protected which is why the insurance company Cash Assurances is essential for peace of mind.

By showcasing a real-life scenario with a client profile, Cash Insurance builds credibility and trust. Cash Assurances wants its clients to perceive the company as understanding and responsive to real-life risks and concerns.

- **Shot 24**



- Denotative level :

In this hip level shot, that lasts 0,8 seconds, we find the exterior of the bakery named "Pâtisserie Viennoise" where two persons, one in a grey classical suit with a briefcase and white copy book, and Nassime pointing with his right hand at his shop wearing a casual style denim blouse and a black pants, standing next to each other looking at the partially closed shutter of the shop which seems to have been on fire due to the black traces on the shop entrance. Some green plants are around the place.

Natural lighting is used and an enthusiastic previous music with no sound effects are employed.

- Connotative level:

Chapter Three: Field work

As said In the previous shot analysis, the French writing Pâtisserie Viennoiserie symbolize quality and a European touch . The pastry metal shutter is partially down, indicating it is closed and had an incident à fire due to the black material around the shop .it evoke a moment of transition or recovery.

Even the fact the shop is just shut partially means an ongoing recovery, aligning with the Cash Assurances company's role in providing continuous support and stability during crises.

The whole scene is based on a dramatic narrative strategy captures attention and makes the advertisement memorable.

The suited man next to Nassime suggests professionalism representing an insurance agent of Cash Assurances it s either in evaluation or inspection mode .

The shared moment of Nassime and the other suited man on the bakery entrance implies a collaborative effort, indicating the involvement of the Cash Assurances company in addressing what comes after the crisis. It helps humanizing the brand as much possible by creating the character's experiences in the potential customers to see themselves in the same situation from empathy to deepening their connection to the brand.

Nassime seems concerned about his shop represents the everyday person that can be in his place , making the narrative relatable and personal. Plants in the entrance add a touch of and greenery and vitality like a sign that the shop will continue to see the light .

- **Shot 25**



- Denotative level :

In this shoulder level angle shot that lasts 1 second, two men are showed , Nassime on the left is wearing a denim . And looking at the other man on the right and seems to be in a state of conversation or interaction.

That man is dressed in a formal grey suit and tie with dark hair and beard with a clock on his hand . He is also looking at Nassime, talking to him and placing his hand on Nassime's arm and then returning it to his chest looking up at something.

The background appears to be a stone building with some brown framed windows and some light near it , they seem standing in front of a building that can be residential .

Natural lightning and shades of brown are used and an enthusiastic music with no sound effects are employed.

- Connotative level:

First of all , the setting symbolize stability, tradition, and permanence. It implies a well-established, secure environment.

Then , Nassime wearing denim blouse signifies informal and a working class background , a practical style for every day . But the other man who represents a Cash Assurances agent wearing the suit represents professionalism, and business that requires formality .

This contrast highlights the story of an ordinary individual (Nassime) interacting with an authoritative figure. It reflects the idea that Cash Insurance caters to the needs of everyday people (represented by Nassime) while maintaining professionalism and reliability (embodied by the man in the suit).

The physical interaction between Nassime and the Cash Assurances agent signifies an emotional serious conversation from support ,comforting and solidarity to a business agreement because Nassime seems the concerned one of his loss while the Cash Assurances agent appears authoritative and comforting.

The supporting gesture is crucial in storytelling as it builds empathy and trust with the audience. In the context of advertising, such an image conveys a message that the company is approachable and supportive, fostering a sense of security and trust in their services.

This interaction implies a scenario where personal and professional worlds meet meaning where insurance company gets into the client's life specifically into Nassime's passion (his burnt bakery).And this interaction is seen as narrative arc where Nassime gets the help and this reinforce the company's message of Cash Assurances company being always for its customers need , support and help whatever, whenever and wherever they are .

This emotional connection through narrative techniques emphasizes how this technique is used to build empathy and trust, crucial elements in effective storytelling.

- **Shot 26**



- Denotative level:

This full shot that lasts 2 seconds appears to take place in a living room in day light, a natural lightning coming from a big window covered by grey curtains. The room contains red leather sofas, a wooden coffee table with teapot and some tea cups and a painting on the wall.

There are five persons in the room. From right to left :An older man who is Nassime s father appears with gray and white hair , glasses, in a white blouse and brown pants, seated next to a young woman Maryam who is Nassim s sister with short hair, in a white blouse, seated on another part of the sofa next to the window holding a tablet.

Another old woman who is the mother of nassime is noticed wearing a typical Algerian dress (djeba) with a scarf on her shoulders ,with her hair held directing her face to the little girl .this child in a colorful orange dress, seated , looking down at what her father(Nassime is presenting.Nassime is wearing a blue shirt is bending over, appearing to hold a white box then talking to the little girl .

Natural daylight with a touch of yellow artificial lightning are used and a enthusiastic previous music with no sound effects employed.

- Connotative level:

The director in this shot wants to show the family gathering in the living room To present a united multigenerational family from the elder people to the little girl . The act of Nassime presenting something to his little daughter implies a moment of sharing care and traditional bonding .especially with the close physical proximity and the interaction between the family members suggest affection and warmth .The natural light adds more warmth to the atmosphere.

The young woman holding a tablet in her hand indicates the integration of new technologies into the family's life, reflecting contemporary family dynamics are present.

Especially that she is seating next to her father which represent stability and security. Besides , Nassime his role as family provider too .That what makes the balance between all the family members between old and new values and creates the narrative of family love .

Even with the narrative elements like dressing code , clothes style (djebba) and decorative pieces like metal teapots and cups and the painting with the sofa style , they all target specific customers demographics that make the scenes more relatable and realistic to people with the same lifestyle or backgrounds .

By showing Nassime in a familiar, warm environment, the ad effectively communicates the idea that Cash Insurance supports and protects families. the traditional and modern elements used in this scene blending with natural lightning and atmosphere creates a powerful his visual storytelling which is crucial for emotional connection and memorability .

Linguistic message analysis

Mr. Nassime's voice is heard, sounding middle-aged, in a voice-over. He speaks in an Algiers dialect of Algerian Arabic: " « في املاكو » " (in his properties).The words accompanie a scene where customers existing Nassime's pastry shop stairs during a bakery fire. These words املكو placing him in a context of ownership and responsibility. The dramatic incident of the fire emphasizes a critical challenge he must face.

The use of the Algiers dialect " Darija" creates a sense of familiarity with the algerian audience, keeping the cultural identity.

Mr. Nassime's voice is heard again, saying: " « عمرو ما يطيح » " (it will never collapse). These words accomanie the scene where Nassime stands with a Cash Assurances employee in front of the burned bakery. In this shot , it evoked a sense of hope and strong will , despite the destruction, Nassime maintains a firm belief in his ability to recover, which is reinforced by the supportive presence of the insurance agent.

Mr. Nassime's voice continues, saying: " « هذا وعدنا لكل » " (this is our promise / word for all) , it accompanie the scene where Cash Assurances agent supporting Nassime after the incident. The linguistic message is presented alongside a scene where the Cash Assurances agent stands by Nassime after the fire. In this shot Cash Assurances conveys a strong message of solidarity and reliability from the insurance company. It emphasizes that their support is not just a service but a committed partnership during difficult times.

Mr Nassime s middle aged voice saying " الجزائريين في تأمين ارزاقهم " Translates as (Algerian to insure their livings) .These words are said in a secne where Nassime is sitting with his family, all in the living room talking with eachother in a warm atmosphere, with the said words ,Cash Assurances assure and value the family future .

3/ Analysis of the selected shots from the fourth episode of the cash assurance campaign ad:

- Shot 01



- Denotative level:

This full shot that lasts 4 seconds appears to take place in a living room in day light, a natural lightning coming from a big window covered by grey curtains. The room contains red leather sofas, a wooden coffee table with teapot and some tea cups and a painting on the wall.

There are five persons in the room. From right to left :An older man who is Nassime s father appears with gray and white hair , glasses, in a white blouse and brown pants, seated next to a young woman Maryam who is Nassim s sister with short hair, in a white blouse, seated on another part of the sofa next to the window holding a tablet.

Another old woman who is the mother of nassime is noticed wearing a typical Algerian dress (djeba) with a scarf on her shoulders ,with her hair held directing her face to the little girl .this child in a colorful orange dress, seated , looking at what her father(Nassime .Nassime is wearing a blue shirt sitting and talking to the little girl .

Natural daylight with a touch of yellow artificial lightning are used and a enthusiastic previous music with no dialogue employed .

- Connotative level:

The director in this shot wants to show the family gathering in the living room To present a united multigenerational family from the elder people to the little girl . The act of Nassime talking to his little daughter implies a moment of sharing care and traditional bonding .especially with the close physical proximity and the interaction between the family members suggest affection and warmth .The natural light adds more warmth to the atmosphere.

The young woman holding a tablet in her hand indicates the integration of new technologies into the family's life, reflecting contemporary family dynamics are present.

Especially that she is seating next to her father which represent stability and security. Besides , Nassime his role as family provider too .That what makes the balance between all the family members between old and new values and creates the narrative of family love .

Even with the narrative elements like dressing code , clothes style (djebba) and decorative pieces like metal teapots and cups and the painting with the sofa style , they all target specific customers demographics that make the scenes more relatable and realistic to people with the same lifestyle or backgrounds .

By showing Nassime in a familiar, warm environment, the ad effectively communicates the idea that Cash Insurance supports and protects families. the traditional and modern elements used in this scene blending with natural lightning and atmosphere creates a powerful his visual storytelling which is crucial for emotional connection and memorability .

- **Shot 04:**



Denotative analysis:

This medium close up shot that lasts 3 seconds , depicts Nassime with short grey hair and a slight beard, wearing a denim shirt. He appears to be talking to a little child who is partially visible on the right side of the shot with a slight visible orange collar. They are having a conversation full of smiles . The background is out of focus, suggesting a close-up shot to the interaction happened between Nassime and the other child. Artificial lighting is on the sides of the two persons side profiles , no sound effects are used with an enthusiastic music employed .

- Connotative level:

First of all, it shows Nassime one of Cash Assurances clients , his clothing style reinforces the notion of him friendly and approachable, an everyday familial setting. His facial expression while talking to his daughter with a slight smile and focused relaxed eyes evoke sense of care and affection . This father daughter relationship seems positive and warm. His posture means an intimate moment, potentially between a parent and child is taking place which evoke themes of family bonding, trust, and emotional support. It associates Cash Insurance with modern values of family and their understanding to the Algerian family dynamics. A soft natural light and some blurs in the background are employed to make the view focus on the moment Nassime and his daughter share , it shows the intimacy and the emotional personal link and engagement between them . In this scene, Nassime's journey and experiences with the insurance company intersect . His story acts as a testimonial, providing a personal touch that humanizes the brand representing any typical Algerian father that works to provide for his family.

Linguistic message analysis

In this selected flash ad , this first shot where Nassime appears , has no dialogue and no voice over , it has only simple music giving calm warm atmosphere in the living room . then in this scene , an elder woman s voice who s acting as the mother of Nassime saying « هذا وليدي نسيم دارلنا القاطو اللول ديالو فيها » " (This is my son Nassime who made his first cake in it). The word "وليدي" (my son) adds a personal touch, emphasizing family pride and connection. "القاطو اللول ديالو" (his first cake) highlights personal achievement and progress to become who he is for now .

2-2-2/ Study results and findings :

Through Nassime's stories, Cash Assurances wants its viewers to see the brand as more than just an insurance provider. The narrative adds layers to the brand's identity, showcasing its understanding of customer needs and emotions. This transformation helps in building trust and loyalty as the audience begins to see the brand as a partner in their life journey. For instance, showing Nassime's dedication to family or professional goals mirrored by the company's commitment to supporting these endeavors reinforces the credibility of Cash Assurances' brand message.

So this approach effectively humanizes the brand, making it more accessible and personable. By depicting Nassime in various scenarios that potential customers might find themselves in, the brand bridges the gap between the company and its audience, fostering a stronger emotional connection. From plot, characters, setting, music and decor, these elements ensure that the narrative is not only engaging but also logically structured, making it easier for the audience to follow and relate to. By incorporating challenges and resolutions within Nassime's story, the advertisements keep viewers interested and emotionally invested in the outcome.

Through Nassime's experiences, themes such as security, trust, and commitment are illustrated in a way that resonates with the audience. This method of storytelling makes the brand's values more tangible and meaningful, ensuring that the message is not lost in abstract concepts but grounded in everyday life experiences. This strategic choice ensures that a broad audience can see themselves reflected in Nassime's journey, making the story more relevant and engaging. It also highlights the brand's understanding and appreciation of its customers' needs and aspirations. The choice of the linguistic elements, cultural symbols and also the music enhance the emotional impact of the narrative, making it more memorable and engaging. Music plays a crucial role in setting the mood and reinforcing the message being conveyed, ensuring that viewers associate positive emotions with the brand.

These following findings underscore the strategic use of storytelling in Cash Assurances' advertising campaigns, highlighting how narrative elements enhance brand identity, communication, and values :

- 1** - Cash Assurances use character-driven storytelling like Nassime's journey and experiences as a tool, humanize the brand well.
- 2** - Storytelling narratives transform the brand from a faceless entity into a relatable and empathetic figure.
- 3** - Aligning Nassime's personal values and experiences with Cash Assurances' core principles of quality, dedication, and customer satisfaction, the brand reinforces its commitment to these ideals. It enhances the authenticity of the narrative, making the brand's promises more credible and trustworthy.

4 - The use of structured narrative elements, including plot twists and character development is important to add depth and coherence to the story.

5 - These storytelling techniques help convey complex themes and values, making the overall narrative more engaging and meaningful.

6 - The choice to focus on Nassime's profile as a representative of Cash Assurances' client base creates a compelling and credible story.

7 - The background identity music used in Cash Assurances' campaigns complements the visual storytelling by maintaining a positive, focused, and memorable tone.

8 - Aligning the brand's storytelling with broader cultural and ideological values increases its relevance and appeal. Cash Assurances is positioned not merely as an insurance provider but as a facilitator of personal and professional fulfillment, resonating strongly with contemporary values and aspirations.

9 - The well-conceived and structured storytelling campaigns effectively achieve Cash Assurances' brand communication objectives.

Conclusion

Incorporating storytelling into advertising campaigns enables brands to go beyond mere promotion, transforming marketing efforts into memorable experiences that engage and captivate audiences. the case of cash assurances demonstrates the practical benefits of storytelling in advertising. By weaving stories that highlight the security, reliability, and convenience of cash assurances, companies can alleviate consumer concerns and build confidence in their services. This approach not only makes the brand communicate uniquely but also underscores the value proposition of the products offered. Especially that ,advertising strategies evolve, brands are also exploring the impact of immersive technologies like virtual and augmented reality which offer new dimensions for storytelling in advertising.

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Appendices

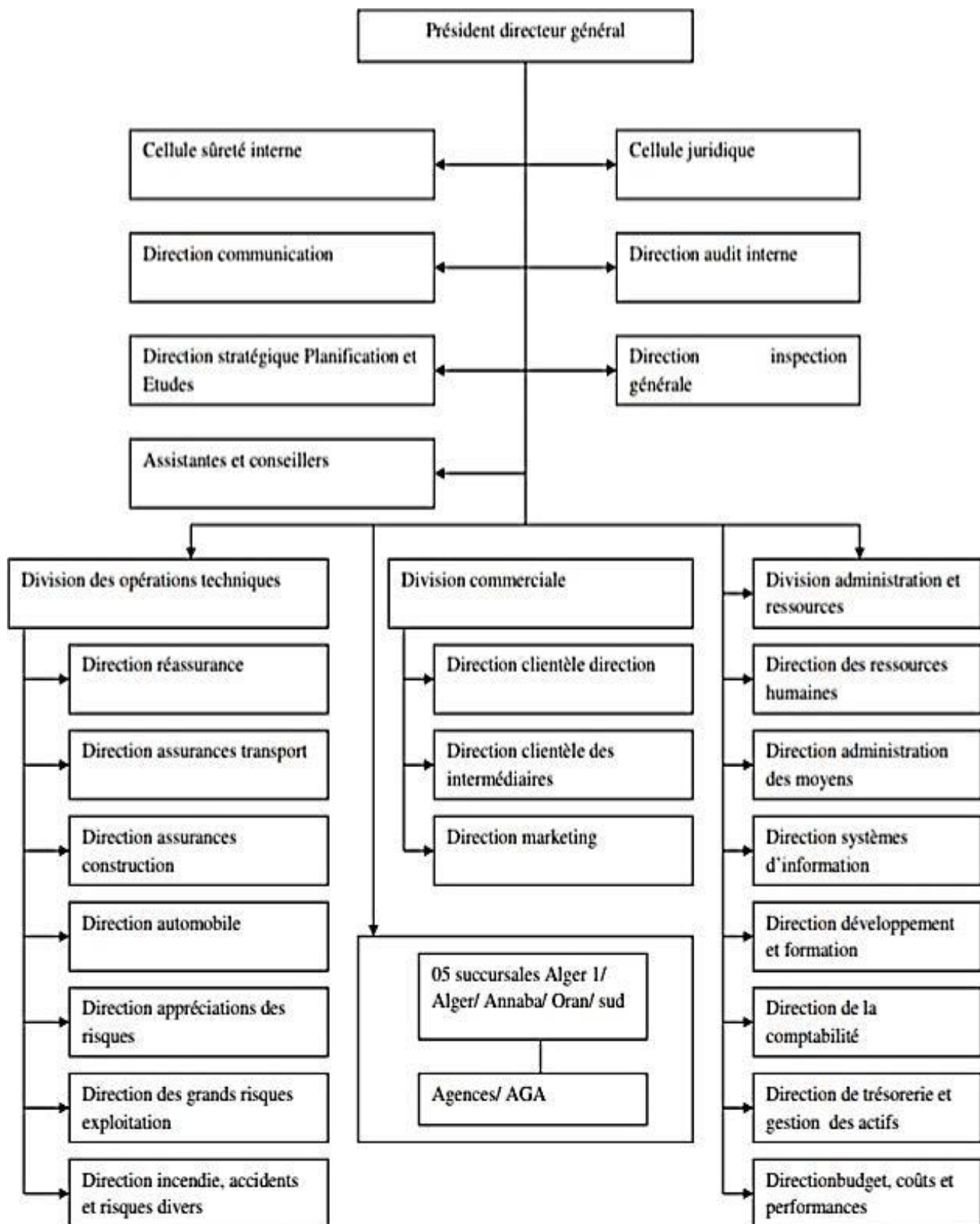


Image 1: the Cash assurances organizational chart



Image 2: a young woman exiting the bakery with a box in her hand

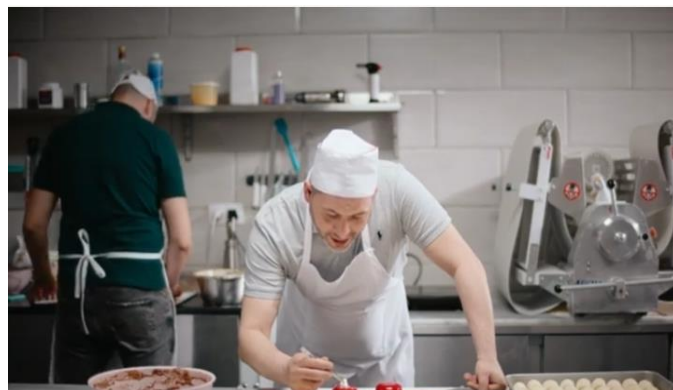


Image 03: Nassime decorating sweets on his workplace in the bakery

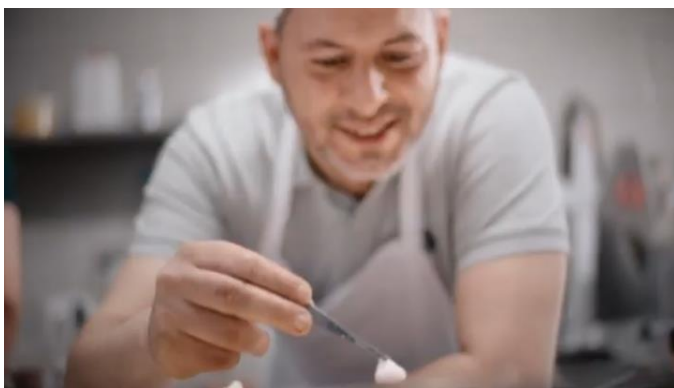


Image 04: Nassime decorating with precision



Image 05: Nassime and his coworker cutting dough



Image 07: Nassime getting the two clients' order



Image 06: Nassime smiling at a middle-aged woman



Image 09 : Nassimeis getting a client s order



Image 08: the young lady getting her box



Image 11: the two bakery clients running from the fire



Image 10: Cash Assurances logo



Image 14 Nassime standing zith Cash Assurances agent who comforts him



Image 12: Nassime and Cash Assurances agent standing out in front of the burnt shop



Image 16: Nassime with a box in his hand zith the whole family together in the living room



Image 15: Nassime talking and smiling to his daughter



Image 17: the whole family together in the living room

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