The communication effectiveness of advertainment: An empirical study about branded mini-webisodes

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We wish to publish the abstract in the online proceedings.

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Abstract

The practice of advertainment/branded entertainment is a convergence of advertising and entertainment where the brand is integrated into the entertainment. Branded mini-webisodes, where stories in a web series are tailored to a brand's characteristics, products, or services, are a recent innovation of advertainment. Through the construction of storylines, character development, and emotional resonance, branded mini-webisodes subtly convey a brand's values and enhance consumers' recognition and favorability toward the brand. Based on the transportation-imagery model and narrative transportation theory, this survey analyzed 350 participants with experience in consuming branded mini-webisodes. The highlights of the study results are: Comprehension fluency and imagery fluency influence audiences' narrative transportation into the branded mini-webisode, which later strengthens audiences' attitude toward the branded mini-webisode and the advertised brand. Such positive sentiment could grow audiences' intention to spread positive WOM, interest in continuous viewing, and motivation to purchase from advertised brands.

Keywords: advertainment, brand entertainment, branded mini-webisode, narrative transportation, comprehension fluency, imagery fluency