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«Mediterràniament» des del record

Introduccion

The present research project was born with the purpose of researching and investigating the advertising technique called storytelling, currently used by many brands. In particular, this project is focused on the study of the campaign «Mediterràniament» by Estrella Damm, a Catalan beer brand known for its advertisements. All of my favourite advertisements and probably all of yours too have one thing in common: the narrative. This is known as storytelling, a technique used to capture the public using a story that can connect them with the product being sold. Commercials make you dive in on amazing stories. Whenever you are watching a good ad with great storytelling, you get to know the characters and fall in love with the scenario. I am very passionate about the way publicity can connect us with a simple story. And that is why, after weeks of thinking about it, I have decided to dedicate the time I will invest on this project into digging about what narrative publicity truly means and how it works. First of all, there is an explanation of publicity and storytelling and storydoing within it. Subsequently, there is an introduction to the brand Estrella Damm and then a complete analysis of six of the advertisements that are part of the «Mediterràniament» campaign: «Formentera» (2009), «Cyrano» (2019), «Acte I, Ànima» (2019), «Acte II, Amants» (2019), «Acte III, Compromís» (2020)



i «Amor a primera vista» (2021). To conclude the work, from the ads analysed I created a commercial for Estrella Damm, based on the pattern that the company follows and at the same time adding my personal touch.

Methodology

My research project is divided into four different parts. «Publicity», the most theoretical part in which I talk about some of the most relevant concepts of advertising that I needed in order to proceed with my project. «History of Estrella Damm», where I explain its creators, beers and the history of the brand. «Mediterràniament», a more practical part in which I analyse six commercials of this campaign. Lastly, «The creation of an advertisement», where I pour the most curious part of me to create my own commercial for the brand Estrella Damm with the pattern extracted from the analysis previously explained.

Main structure

Along this project you will find an introduction of advertising and some concepts needed to understand narrative publicity. I start with the definition of publicity, its goals and types. Then, I introduce three different concepts: storytelling, storydoing and branded content. All of them are essential to acknowledge how the «Mediterràniament» campaign works, and as I previously mentioned, it is essential to understand them in order to create the pattern of the brand when it comes to creating their commercials. Right after this you will find the story of the company Estrella Damm and how it got started on «Mediterràniament», the publicity campaign that is a clear example of storytelling. In this part of my project I dive into the story of this famous beer brand, because, as I always say, we need to go back in time if we want to understand the present. It is because of this that I go back in time to 1876, when it all began. Once Estrella Damm has been introduced, I proceed to do an analysis of six of the advertisements from this campaign: «Formentera» (2009), «Cyrano» (2019), «Acte I, Ànima» (2019), «Acte II, Amants» (2019), «Acte III, Compromís» (2020) i «Amor a primera vista» (2021). In order to make this analysis possible, I used a table in which I include: colours, place, storytelling, music, people, feelings, slogan, duration, major lines and the appearance of the product. I did this to have everything organised and be able to see the pattern followed by the company better. I chose the most important and noticeable things that can be found on an advertisement, and the ones that are the most relevant for storytelling. People can perceive all of them. Producers use them all the time to capture the attention of the audience. With the table filled and the analysis done, I comprehended that Mediterràniament is a campaign created to sell feelings while reflecting the values of the company. It is a compilation of love, summers and life in its purest state. I am now able to see the way they launch a message and a story with every video they make. For the last part of my project, I decided to create an advertisement that can reflect Estrella Damm as well, with my own input and ideas but taking into account what they have built and created along the past years. In the last part of my paper, I explained the creation of my commercial named «Mediterràniament des del record».

Conclusions

Now that my project is fully completed, I can draw a conclusion to close the project. Therefore, in this section it will be determined whether the hypothesis raised at the beginning of the study is possible to confirm or reject based on the results obtained. To begin with, I would like to remind you that the hypothesis is that products are sold by emotions, which means that brands do not sell the product itself, they create a bond with the audience. Once I have explained the stories behind six commercials of Estrella Damm, I can confidently say that this hypothesis is true.

"Mediterràniament" des del record

Les coses importants viuen sempre en
nosaltres



In every commercial analysed there is a story being told that is able to reach the people who see it. Thanks to this bond created over the years, the well known brand Estrella Damm can enjoy its great recognition. The conclusion reached, other than the hypothesis, is that the success of Estrella Damm's audiovisual fiction is due to the brand's excellent combination of all the narrative elements. The quality of the productions, the landscapes and scenarios always presented with similar characteristics, the use of music, its adaptation to what is happening in the world at that moment, the appearance of the product, the stories, arguments, dialogues ... are the key elements to create a good story. But with no doubt, what makes them the best at what they do is the ability to delve everyone into a story through the technique of storytelling, forgetting that it is advertising content that is intended to sell.

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