

A Narrative Strategy of Storytelling Advertising Videos: Heineken's Case

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ABSTRACT: The purpose of this paper was to explore the narrative strategy of storytelling advertisement videos for a beer brand Heineken. Heineken was one of the most active advertisers who had made very impressive ad videos. The author selected five story driven advertisement videos which had been most frequently watched by Internet viewers. Those were "The Insider", "Odyssey 2011", "Heineken lip gross", "Italy Activation Milan AC vs. Real Madrid", "the Match". The five selected videos have 90 second running time. The target videos were repeatedly watched and the expected key image cuts and key verbal copies were captured as well. To categorize the narrative structure and key copies of each video, Fog, Budtz & Yakaboğlu's four element model of storytelling and Gustav Freytag's three act structure or five stage model of a plot were exploited as underlying theories. Most of the ad videos had clear boundary between or among the stages of the plot and used emotional appeals including humor and sexual appeals. This paper found that the target videos used visual rhetorics to enhance the viewers' persuasion and comprehension. It also revealed that the target videos took advantage of football match as an emotional engagement to get ad viewers closely banded with Heineken.

Keywords: narrative, storytelling, message strategy, emotional appeal, emotional engagement

INTRODUCTION

Nowadays people live in a myriad of advertisements. Obviously the eventual aim of the ad is to persuade readers or viewers to buy something or to switch brands. Not a few studies reveal that the persuasive ads positively influence brand image and customer brand loyalty[1,2,3]. To accomplish the company's marketing goals, advertisers always have to find out the creative ways that can attract the attention of consumers and influence their feelings toward the brands. The message conveyed through advertising influences the purchasing decisions of consumers. In a dictionary sense, a creative strategy can be defined as an outline of what message should be conveyed, to whom, and with what tone

which is generally the result of a team composed of copywriters, art directors and creative directors[4]. In many cases creative strategy and message strategy have been used somewhat synonymously. Each advertiser should use different creative strategies and appealing methods in order to obtain his target consumers' attentions. In other words advertisers use different ways of thinking to create persuasive expressions and catchy slogans that capture consumer attention. One of the most effective ways of making people feel really good about a brand is to tell stories relevant to the brand. In the last few years, the leading beer brands have made very creative storytelling videos and aired them in online and TV. For example, in 2014 the Budweiser company (Anheuser-Busch's flagship brew) released a heart

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breaking beer commercial which covered the story of friendship between a puppy and a horse. And a couple of Heineken's ads have won marketer of the year in Cannes Lions International Festival of Creativity last three years. The story-driven ads of the global beer companies have been recognized as one of the best heartstrings. The touching messages were transmitted through internet and attracted a huge amount of attention of potential customers. As consumption of mobile TV increases, people are able to watch tons of advertising videos through personal mobile phone. Social network means contributes to consumers' easier access to advertising videos[5, 6]. YouTube also makes the advertisers free from the straight jacket of a 30-second TV commercial. In addition to the storytelling videos, the leading beer brands are also recognized for excellency in making very creative and interesting print advertisements. Comprehending beer advertising exemplars will give us invaluable implications in terms of advertising creative strategies.

Creative executives also need to understand both verbal and visual structures of narratives used in the successful advertising exemplars in order to find out why or how these companies could make audience highly emotional and gain authenticity and attention-getting power. In this study, Heineken was selected as a target beer brand because it had been recognized not only for the world's third largest brewer but also for its outstanding ability for creative advertising. In sum, the purpose of this study is to analyze narrative strategies used in Heineken's storytelling advertising campaigns on online and TV and find out some implications of the ad creative strategy.

LITERATURE REVIEW

Advertising Appeals

In business dictionary, advertising appeals are defined as distinctive claim of an advertising. In Anne Marie's individual homepage, advertising appeals are defined as the persuasive pressures that stimulate a person to buy a product or service by speaking to an individual's needs, interests or wants[7]. Advertisers exploit some forms of appealing techniques to influence a customer's buying motives because his

purchase decisions are often made on the basis of both emotional and rational motives. Many researchers presented the classification of advertising appeals. Ashwini Ambekar presented advertising appeals that advertising agencies and companies have used in recent years[8]. He divided ad appeals into emotional, rational, sexual, humor and adventure. Haley, Staffaroni, Fox[9] focused on non-verbal factors and classified them as music, behaviors, model, and backdrops. Kim Junghyun[10] classified ad appeals into model, information transmission, sophistication, humor, musical backdrop. The most common way of classification is that of emotional appeal and rational appeal. Rational appeals focuses on individual's functional needs for a brand and presents rational reasons for buying and key benefits of consumers for use of a brand. They will be more effective than emotional ones when they are applied to comparison, the slices-of-life, and testimonial types of advertisement. Emotional appeals are quite relevant to psychological and social needs of customers. They take advantage of customers' psychological and social emotions such as love, friendship, fear, sorrow, nostalgia, and sex. In recent years, many popular Korean brands such as Bacchus, KCC Switzen and SK Telecom execute heartwarming TV commercials which can stimulate emotional responses and lead to customers' positive attitudes towards the brands. Advertising with emotional appeals is liked more and ultimately create a more positive attitude towards a brand[11]. Well-liked advertising clearly enhances the level of both memorability and persuasion.

Message Strategy

In discussing advertisement issues, the message strategy and the creative strategy are frequently mingled with each other. In fact, an ad consists of both message strategy which is for the guidelines on "what to say" and creative execution which is for "how to say"[12]. Frazer[13] presented seven alternative message strategies. However, he still doubted the clear separation of creative execution from message strategy. Message structure is a framework to describe the techniques employed in commercial messages. Taylor[14] suggests six major message strategies: ego, social, sensory, routine, acute need,

ration. Six segments are originated from two basic typology of advertisements emerged: transmission and ritual. These two classifications are similar to the terms of informational and transformational respectively[15]. Advertising that has been categorized as ritual is typically defined as utilizing emotional means and strategies to reach consumers[12,16,17]. Out of six segments of message strategy, ego, social, and sensory are for ritual category while routine, acute need, and ration are included in the informational category. The messages of ego segment indicate how the individual would like to be perceived by others and typically related to self-actualization[14,15]. The messages of social segment indicate that consumers should be able to gain social approval and enhance their social experiences through brand consumption. Advertisements in the sensory segment use a sense of touch, smell, taste, sight or sound.

Advertising Campaign Storytelling

An advertising campaign is a specific course of action designed to advertise a company, cause, or product that employs an intentional and carefully coordinated series of marketing tools in order to reach the target audience[18]. It consists of a series of advertisement messages that share a single subject. Advertising campaigns appear in different media channels across a specific time frame. The campaign theme is generally embedded in the various promotional mix such as prints, online video, TV commercials, personal selling and promotional activities.

Due to information overload today, consumers are better informed than ever and they tend to selectively accept and retain marketing information. To make ad content be more emotional and memorable, brands need to be less like marketing machines and more like friends, telling stories and sharing experiences. Today's consumers who live amid the flood of advertisement are searching for marketing communications that are more authentic and emotional and storytelling may be a means to that end. In fact, many leading brands create story-driven videos and load them on online. In addition, ads audience increasingly consume television and commercial messages through mobile TV, a system that conveys the television content to the mobile phone.

Especially in Korea where about 80% of population is equipped with digital multimedia broadcasting (DMB)[19] (Lim, Ri, Egan, Biocca, 2015). Therefore consumers are more likely exposed to story-driven videos which have been made as the part of a brand's ad campaign. For example, in 2011 Heineken's "The Entrance" web campaign was the second-most watched web ad in the latest Ad Age Viral Video Chart with nearly a million views in a week. The initial commercial in a new campaign is frequently loaded on Web sites first before a new campaign ad being viewed on TV. The digital element allows advertisers to put their creative advertisement at lower cost.

Due to a fierce competition on the market, the most common and probably the best option for alcohol advertising is storytelling. There are many famous brands that successfully do it. Heineken is one of them. To create emotional and memorable story telling in ads, advertisers should be able to understand the fundamentals of strong scene construction and the essential elements of the ad narratives such as character development, themes, conflicts and plots. Fog, Budtz & Yakaboylu[20] presented message, conflict, character and plot as the four effective elements of storytelling in their study.

A message or theme is the point that is consistently reflected not only in a single story but also in the whole advertising campaign like the latest Heineken's campaign theme "Open your world". By the time the audience reaches the end of the ad campaign, they should get this point. In fact, the whole object of everything in the advertising campaign is to build a case for this point. Audience can easily understand what sort of campaign a company try to develop through the specific message. Advertisers then should be able to make simple and clear wording and visual presentation which covers all promotional and advertising activities. In general stories, conflict and tension play a role of increasing suspense since we have no idea how these people will behave with each other in the next moment. In ad cases, conflict and tension are also essential factors to stimulate viewers' attentions and curiosities because dramatic tensions make audience members expect something to happen. The conflict in a ad is very critical factor in that the characters go th-

rough a meaningful changes in their lives through the conflicts and the viewers then become easily empathy to the characters' plights. They put themselves in the place of the characters and relate to characters' situations and decisions on the level of emotion and thought.

To deliver a key message to audience properly, each character of the story has his marked individuality. Characters are those who behave according to their underlying themes. According to fairy tale model of Fog, Budtz & Yakaboylu[20], the persons connected with the storytelling events are categorized into hero, adversary, supporter and beneficiary. In addition to the above sub elements of character, character's appearance, dialogue and action are also powerful sub tools for communicating some useful information to audience.

Plot refers to the sequence of events inside a story which affect other events through the principle of cause and effect[21]. It includes actions and reactions and a cause and effect series of things happening to propel a character from a beginning, through a middle to an end. According to Wikipedia, today screenwriters generally divide plot structure into three acts: the setup, the confrontation and the resolution. In fact, the three act structure is similar to Gustav Freytag's pyramid which divides a drama into five parts: exposition, rising action, climax, falling action, and denouement[21]. Physical backdrop or setting is one of the most important factors for giving an effective communication to audience. A setting is the place where advertising events are taking place. The foreground and sound of a scene has become one of the important factors in advertisement videos because they plays a role of stimulating target audience's imagination about what sort of actions might expect to take place. The background emphasize the character's emotions rather than simply describing them, and impact viewer more fully. For example, a coastal port where many large size merchant ships come and go and a main character stands on a ship will give viewers a very distracted mood and a tension.

METHODS

Sample Selection

This paper aimed to analyze message strategies used in Heineken's storytelling advertising campaigns on online and TV and gain some practical implications about beer advertisement. Specifically it analyze the narrative structures and key copies of the storytelling advertisement videos which have been loaded on Internet. As a surging amount of multimedia contents and videos including TV commercials have been made available online, more and more population might be exposed to advertisement. Heineken is one of the most active advertisers who has made very impressive ad videos and loaded online. The author selected five storytelling advertisement videos which had been most frequently watched by Internet viewers. Those are "The Insider", "Odyssey 2011", "Heineken lip gross", "Italy Activation Milan AC vs. Real Madrid", "the Match". All of the selected videos have 90 second running time.

Analysis Method

The author watched five target videos repeatedly and captured the expected key image cuts and key verbal copies. The narrative analysis was performed based on Fog, Budtz & Yakaboylu's four element of storytelling such as message(theme), character, conflict and plot. And sub-elements of character and plot were also exploited as basis of the narrative analysis. Character was divided into four categories: hero, adversary, supporter, and benefactor. The sub-elements of the plot was divided into five stages based on Gustav Freytag's three act structure which eventually divides drama into five parts: exposition, rising action, climax, falling action, and denouement. The narrative of each Heineken ad videos was categorized based on the above analytical tools. In addition, the physical setting of the narrative was described.

RESULTS OF NARRATIVE ANALYSIS

Insider

Heineken has performed "Open Your World" global ad campaign for a long-time basis from 2010. The Insider is one of "Open your City" series which is part of "Open Your World" ad campaign. The consumer benefit which "Open your City" ads imply was to enjoy unpredictable and unforgettable night. The

key copy of "Open your City" was "Open up your city and a bottle of Heineken too while you're at it for an unforgettably good time." The main purpose of the "Open Your City" campaign was to allow Heineken drinkers to escape their usual routine and venture backstage of famous cities to explore the unexpected. The Insider also aimed to inspire tourists to move away from their usual tour course to discover the secrets of Paris. The beginning setting was a peaceful boat marina at Seine River. This is the peaceful place where most viewers never expect any unique events. The hero was sitting at a street cafe seeing a tourist group that was about to get on a cruise boat. He hijacked the tourist group(exposition stage/ benefactor) and takes them into a riotous underground club in the Catacombs(rising action/supporter), and finally gets them dancing the can-can(climax/supporter). He also saves one tourist from being mugged by a group of mime artists(conflict/adversary). From the narrative structure point of view, this ad lacks both falling down and denouement stage. The hero takes them to a hidden gems of the city rather than the same old tour. The main message is to encourage an adventurous experience with Heineken beer in the city.

The arousal of emotions is one of the many features of adventure activities. This ad encouraged tourists to take a risk and look for a backstage of the city rather than the same old place. The hero took away tourists' fear and apprehension and had them run counter to emotions such as fun, enjoyment and the sense of achievement. Humor was used to manipulate emotions with the projection of danger and transform the adventure experience positively. Each image at the below was one of images at exposition, rising action, conflict, climax, and denouement stage respectively from the left to the right. At the first image the hero gives a tour guide with a bottle of Heineken beer in return for a guide flag. It used a sort of visual rhetoric in that the tour guide was portrayed as a symbol of routineness while the hero was symbolized as a novelty.

The Odyssey

"The Odyssey" borrowed Greek mythology story and applied it to the narrative structure of the ad. The maritime setting made us remind the story that Odysseus overcame countless obstacles during his long journey home at sea. The protagonist in the ad was portrayed as a very talented man in various entertaining activities such as b-boying, tap dancing, diving, limboing or salsa dancing. The video began with the scene that the hero come up to the deck holding a rope from the sea(exposition stage). On the deck he met with many tourists and ran into a beautiful woman and get her a bottle of beer(rising action/supporter). He also morphed into different men as he made his way through the ship. Toward the end of the ad, just as all the ship's crew and tourists were most thoroughly impressed, a woman asks the captain, "Who is that man?" The captain knowingly replies, "that can't be just one man." This implies that every man can be a hero. And this scene is for the climax stage in that people on the deck recognized the identity of the protagonist and the captain(adversary) changed his negative attitude into positive towards the hero. When the hero threw himself from the deck into sea, everyone was bewildered(falling action stage). But when they saw many same men wearing different costumes on a raft, they were impressed(denouement). This stage was the reverse point which turned audience's scary feeling into a touching moment.

The key copy was "that can't be just one man" which eventually could be induced into the main theme, "everyone is legendary at something." Just as Odyssey myth gives us a lesson of how Odysseus grows spiritually from his mortal experience when he returns home, the protagonist of the ad shows more humble and spiritually inclined attitude in the end. Each image at the below was one of images at exposition, rising action, climax, falling action and denouement stage respectively from the left to the right.





Italian Activation AC Milan vs Real Madrid

Heineken has been one of the biggest sponsorship with UEFA for Champions League. Heineken advertiser organized a fake classic music concert. This ad was made in a form of candid camera based on the secretly devised fake events. On the night of the October 21st the Real Madrid played Champions League match against AC Milan. Heineken advertiser convinced several university professors, girlfriends, and several bosses to convince their students, boyfriends and employees to go to a concert on that night. All of them could not say no and had to go to the classical concert[22]. As fifteen minutes passed after the concert had started, the insert dialogues began to present on the stage screen as follows;

Hard to say no to your boss, isn't it? To your girlfriend? And to the match?

How could you even have thought of missing the big match?

Are you still with us? Real madrid and Milan are now on the pitch.

Let's enjoy the match together.

The insert dialogues of the ad continued to say:

Over 1.5 million watched this ad live on Sky Sport and ten million saw the events on news the day after. Over five million visitors on the Internet in the two weeks after the event. Many soccer fans appreciated the events on their blogs, forums and social networks.

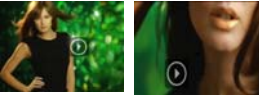
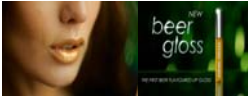






The very reason why people were so impressed with this ad was not simply because they could watch what they wanted to but because Heineken Company showed much delicacy of feeling for them. As a result, the many soccer fans might have a strong sense of identity with the event organizer, Heineken Company. Especially, the wording of "Are you still with us?" created a sort of pun that could suggest two or more meanings for an intended rhetorical effect. In here, "us" might mean either all of

soccer fans or Heineken consumers. The most scenes of the video consisted of words rather than images in order to put video viewers across the whole event. There was no specific hero in this video. Therefore, the event organizer's preparation itself to make many supporters was for an exposition stage. The process that many accomplices(supporters) convinced their boyfriends, students, and husbands was for the rising action stage. At least at this point, the victims were adversary because if they were not convinced to come a fake concert, the event would be failed. When all accomplices and victims entered concert hall, the tension between accomplices and victims reached a climax. Actually the time when the insert letters started to be presented on the screen was for the denouement of the story. The key copy of the ad might be "Are you still with us?" And main message was that "Heineken goes always with the soccer fans." The important success factor of the ad was the ability to portray situations which could create emotional connections with people.

Heineken Lip Gloss

Heineken created and launched the beer gloss, the first beer flavored lip gloss. In this way Heineken offered beer drinkers an entertaining brand experience for Valentine's day: a real long delightful beer taste on the mouth. Actually, Beer Gloss was sold out in two weeks and in a few days the news about this product turns all over the world through social network[23]. They performed a short-term communication campaign to promote both online and offline sale. This campaign was very successful in Italy in 2010. The ad was so successfully executed as well in that both word and visual image were ideally combined and maximized advertising effectiveness. The ad emphasized sexual appeal of the product. The song of the ad is "love's in the air," a 1977 disco song sung by John Paul Young. Sex appeals remain a common advertising technique used in various media to draw consumer attention. It has become a powerful means in recent advertisements. This vi-

Table 1. Combination between word and image

Word	Visual image	Word	Visual image
This Valentine's day give her a new sensation.		New beer gloss! The first flavored lip gloss!	
The fragrant hops. And lightening soft broth.		The shining lips. The golden highlight.	
And an irresistible taste. really irresistible.		Thanks to its real action, moisturizing for her, refreshing for him.	
Beer gloss on Valentine's day. A gift for her that makes you happy too.		The perfect valentine's gift for her that makes you happy too.	

deo also implied sex-related benefits especially for male partner even if lip gloss was a female consumer product. The ad started by saying that Heineken created first beer flavored lip gloss. Both word and image were perfectly matched with each other as follows;

The color of the backdrop of each scene was mostly green so that people could easily recognize the product was made by Heineken. The white broth was one of the brand associations which put people in mind of beer broth while the golden chips reminded us of beer itself. Actually the white color was symbolized as the lightness of beer lip gloss while gold color represented the taste of hops. In addition, this ad contained a viewing context of humor: the male character squeezed woman's lips through his finger and tasted the lip gloss from the finger. The male character's behavior incited unclear and funny mood. Research reveals that humorous content incite a positive mood, which increase the affect and intensity of perceived humor in the advertisements[24]. The words of "an irresistible taste of lip gloss" was one of the metaphors for an sexual desire. The statement that "the gift for her that makes you happy" was also used as a metaphor for sexual appeal. The key copy was "the perfect valentine's gift."

The Match

Heineken released a 90 second video ad as a part of the social media campaign in 2015. The beginning setting of the video was a coastal port where a lot of sea crew moved around for loading and unloading. The bustling atmosphere with the sound of a boat whistle implied a last minute departure for the long journey. A supervising sailor checked out the fact that the UEFA final match would be held in a minute. He rushed to prepare with his colleagues for being able to watch the match on the ship(exposition stage; colleagues are his supporters). They even tore off a thick ship window for magnifying TV screen and even dove into the sea to rip off a screw of the ship(rising action stage). They rigged up a makeshift satellite dish so they could get TV signal and watch the game at sea(climax). Finally, all crews changed their costumes for a party and gave a shout of joy raising their glasses of Heineken beer (denouement). Heineken's 'Champion Of The Match' campaign celebrated the UEFA Champions League, offering fans the chance to create a truly great match night for them and their friends, ensuring they do not just watch the match but they champion it.

The video ended with an impromptu deck party



amid hearty cheers. Drinking beer with colleagues during the sporting games created strong feelings of identity and unity. The video showed that Heineken penetrated into the slices of soccer fans' real lives and invoked their emotions. There was no key copy because this video consisted of only non-verbal scenes. The main message can be induced from non-verbal story as "create a truly great match night." This message encourages people to have more interest in enjoying soccer match which eventually leads to a positive consumer engagement in terms not only of personal level (self-esteem and intrinsic enjoyment) but also of social-interactive level (participation and sociating). Each image at the below was one of scenes at exposition, rising action, climax and denouement stage respectively from the left to the right.

DISCUSSION AND CONCLUSIONS

Discussion of Findings

The purpose of this paper was to illuminate the narrative strategy of five target videos. The target videos depended mostly on visual narratives except "Heineken Lip Gloss" that used voice over narration. The usage of verbal dialogues were very limited. To achieve the goal of the study, five storytelling advertisement videos were selected on Internet. The target videos were repeatedly watched and their expected key image cuts and verbal copies were captured as well. To categorize the narrative structure and key copies of each video, Fog, Budtz & Yakoboylu's four element model of storytelling and Gustav Freytag's three act structure or five stage model of plot were exploited as underlying theories. In addition, character was divided into four categories: hero, adversary, supporter, and benefactor. The physical settings and key copies were also illuminated.

"The Insider" was one of "Open your City" ad series which introduced a hidden gems or unique spot of the city. The main message was to encourage

people to take an adventurous experience with Heineken beer by visiting a hidden spots of the city rather than following the same old tour. Humor was used to manipulate emotions with the projection of danger. "The Odyssey" borrowed Greek mythology story and thus had a similar narrative structure as that of Greek myth. It had relatively clear boundary between or among five stages of a story plot. The key copy was "that can't be just one man" which eventually can be induced into the main theme, "everyone is legendary at something." "Italian Activation AC Milan vs. Real Madrid" was a candid camera typed ad video based on the fake event. The successful factor of the ad video was not simply because they could watch what they wanted to but because Heineken Company showed pretty much delicacy of feeling for them which eventually incited their touching emotions. The key copy of the ad might be "Are you still with us?" The main message was that "Heineken goes always with the soccer fans." "Heineken Lip Gloss" ad video was made in line with a short term advertisement campaign for selling beer flavored lip gloss. This ad was so successfully executed partly because both word and visual image were ideally combined and maximized advertising effectiveness. It used both sexual and humorous appeals effectively. The key copy was "the perfect Valentine's gift." However, it did not follow a step-by-step narrative structure because it directly focused on the product features rather than an indirect approach. The key message of "The match" was to encourage people to enjoy soccer match which eventually led to a positive customer engagement with the advertising company in terms not only of personal level but also of social-interactive level.

Implications

The common features of the target videos' narratives were as follows: First, they focused more on visual rhetoric rather than on verbal copy. The visual

rhetoric can be described as a form of communication that uses images for creating meaning or constructing an argument[25]. Visual rhetoric is a sort of creative techniques to persuade the audience by using the distinct characteristic of visual symbols. For example, all target videos put up the picture marked with Heineken's red star and ad campaign slogan at the last cut of the video. Second, each ad video included a joyous party as a part of content. A party was ultimately used as one of the brand associations to remind ad viewers of alcoholic beverages including beer. Brand associations are any pathways linked in memory to a brand. In "Insider," two kinds of parties(an underground mask ball and a cancan dance party) were held to create a sensation and a heady atmosphere. "The Odyssey" included a party which all the characters had hilarious time from the hustle and bustle of cruise travel. Third, the target ad videos are bound up with sporting games. In fact, sports is one of the most common themes in beer advertisement. Many famous beer brands have done sponsorship campaigns and ad videos as Heineken has done. However, Heineken has always stayed ahead by coming up with something creative. Both "Italian Activation" and "The Match" were examples. Heineken considers a sporting match not just as one of the leisures but as a part of life. These two ads encouraged audience to engage in creating a truly meaningful match night. The festive and dramatic ambience of the match night allowed Heineken and the audience to be emotionally linked. This was one of the consumer engagement forms which both advertiser and audience got together and created a new meaning and value about the football match. Even though these ads could not directly connect to consumer purchasing behaviors, they at least might enhanced emotional level of brand engagement in that ad audience experienced pleasure while viewing the video. This study was to ensure that the message strategy issue would be able to link to the brand engagement.

Limitations and Future Research

Despite the findings and implications, the current paper only dealt with Heineken's advertising videos. Therefore, its findings might not be directly applied

to other global beer brands. However, they could be borrowed and applied partially to any beer brands as Heineken has been one of the leading advertising gurus. Especially, the issues of visual image strategy and emotional engagement through advertising could be applied to the future research for narrative comparison between or among the beer brands. From the findings a couple of subjects could be drawn for future researches as follows; First, how visual rhetoric can be used in beer advertising videos? Second, what sort of brand associations beer brands use in their advertising videos? Third, how beer brands take advantage of consumer engagement through advertising?

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