Original Article

Corporate Storytelling and Brand Identity: Narrative Strategies in Stakeholder Communication

Adaobi Nkemdilim Okafor

Department of Mass Communication University of Lagos, Nigeria.

Abstract - In an increasingly competitive and transparent marketplace, corporations must build authentic connections with their stakeholders through compelling communication strategies. This paper explores the role of corporate storytelling in shaping and reinforcing brand identity. It examines how narrative techniques are employed to communicate brand values, mission, and culture across different stakeholder groups, including customers, employees, investors, and the public. Drawing on interdisciplinary research from branding, marketing, organizational communication, and narrative theory, the study analyzes key strategies used in successful corporate storytelling and their impact on stakeholder perception and engagement. Case studies from leading brands are used to illustrate best practices and challenges. The paper argues that strategic storytelling not only humanizes the brand but also fosters trust, loyalty, and emotional resonance among stakeholders, thereby becoming a critical component of contemporary brand management.

Keywords - Corporate Storytelling, Brand Identity, Stakeholder Communication, Narrative Strategy, Organizational Communication, Brand Narrative, Brand Engagement, Corporate Reputation, Strategic Communication, Emotional Branding.

1. Introduction

1.1. Background: Rise of Storytelling in Corporate Communication

Over the past two decades, storytelling has emerged as a powerful strategy in corporate communication, driven by the growing need for brands to create meaningful connections with their audiences. In an era saturated with information, facts alone no longer suffice to capture stakeholder attention or loyalty. Instead, narrative has become a central tool for companies to humanize their brand, differentiate themselves in competitive markets, and emotionally engage with both internal and external stakeholders. This shift is rooted in the understanding that people are naturally drawn to stories they help individuals make sense of complex ideas, evoke empathy, and inspire action. As a result, corporations are increasingly integrating storytelling into their marketing, branding, internal communications, and corporate social responsibility initiatives to craft cohesive and compelling brand identities.

1.2. Purpose and Significance of the Study

This paper aims to explore how corporations use storytelling as a strategic tool to construct and communicate brand identity to various stakeholders. It investigates the narrative techniques that are most effective in different contexts and how they align with a company's core values and branding objectives. The significance of this study lies in its interdisciplinary approach, combining insights from branding, marketing, narrative theory, and stakeholder communication. In doing so, it highlights the transformative potential of storytelling not merely as a communication tactic, but as a holistic framework for shaping stakeholder perceptions, fostering emotional engagement, and driving long-term brand loyalty.
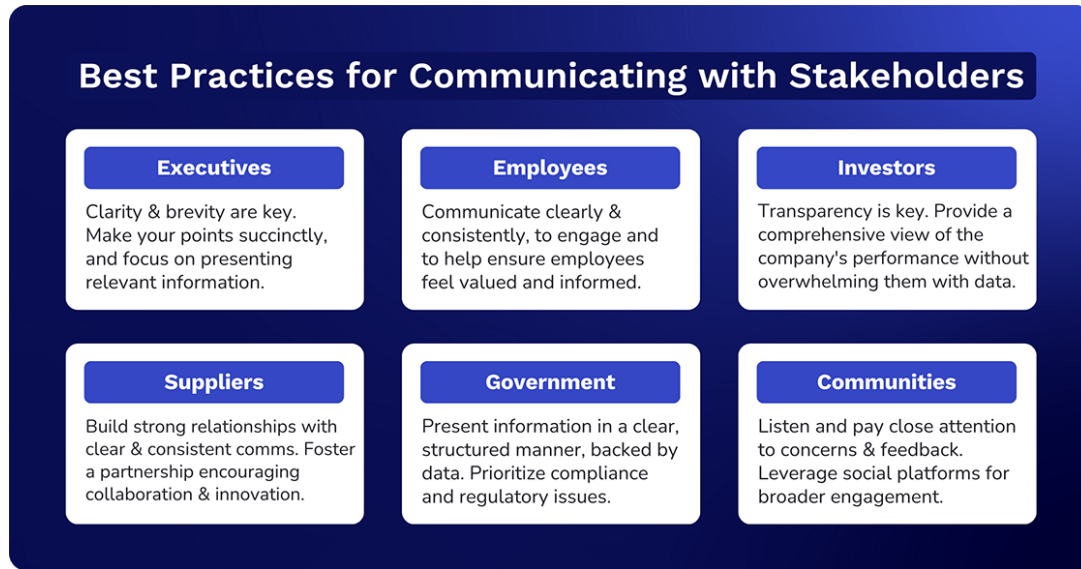
Fig. 1 Best practices for communicating with stakeholders

1.3. Structure of the Paper

This paper is organized into several key sections. The introduction outlines the background, purpose, and guiding questions. The second section develops a conceptual framework by defining corporate storytelling, examining brand identity, and discussing stakeholder communication. The third section delves into specific narrative strategies used in corporate storytelling, including narrative elements, alignment with brand identity, and multichannel storytelling approaches. Subsequent sections (not detailed here) will analyze stakeholder-specific storytelling practices, provide illustrative case studies, explore ethical challenges, and conclude with key insights and future directions.

Table 1: Stakeholder Communication Matrix

Stakeholder Group	Communication Objective	Preferred Channels	Narrative Style	Key Message Focus
Employees	Align with company vision	Internal emails, town halls	Inspirational	Company growth and values
Customers	Build brand loyalty	Social media, newsletters	Relatable	Product benefits and customer stories
Investors	Demonstrate financial health	Annual reports, investor meetings	Data-driven	Return on investment and market position
Community	Showcase social responsibility	Community events, local media	Empathetic	CSR initiatives and community impact

2. Conceptual Framework

2.1. What is Corporate Storytelling?

Corporate storytelling refers to the deliberate use of narrative techniques to communicate an organization's values, mission, history, and aspirations to its stakeholders. Unlike traditional marketing messages, which focus on product features or statistics, storytelling weaves these elements into engaging, emotionally resonant narratives that foster deeper connections. Historically, corporate storytelling began with origin stories narratives about how a company was founded, often emphasizing determination, innovation, or purpose. Over time, this practice evolved to encompass broader themes, such as social responsibility, employee empowerment, and customer transformation. Today, corporate storytelling is recognized as an essential component of brand communication strategies, particularly in a digital age where audiences expect authenticity and transparency. It leverages the

structure of storytellingcharacters, conflict, and resolution to make corporate messages more relatable and memorable.

Table 2: Key Elements of Corporate Storytelling

Element	Description	Purpose/Role
Narrative Techniques	Use of characters, conflict, resolution in storytelling	To engage audiences emotionally and make messages relatable
Origin Stories	Founding stories emphasizing determination, innovation, or purpose	Establish brand heritage and authenticity
Broader Themes	Social responsibility, employee empowerment, customer transformation	Reflect brand values and mission
Emotional Engagement	Creating narratives that connect on an emotional level	Foster trust, loyalty, and deeper stakeholder connections
Authenticity & Transparency	Genuine, honest storytelling in the digital age	Meet modern audience expectations and build credibility

2.2. Role in Modern Branding

In modern branding, storytelling plays a central role in differentiating a brand and building emotional engagement. A well-crafted brand story offers more than information; it provides a coherent identity and worldview that stakeholders can relate to and align with. For example, brands like Nike or TOMS Shoes have successfully used storytelling to frame themselves not just as businesses but as movements, built on narratives of empowerment or social change. Through storytelling, a brand communicates its essence its "why" which becomes a powerful tool for fostering trust and loyalty. Furthermore, in an age of social media and real-time engagement, brand stories are no longer monologues; they are dialogues, often co-created with customers and communities who participate in and propagate the narrative.

2.3. Brand Identity

Brand identity is the collection of visual, verbal, and emotional elements that define how a brand presents itself to the world and how it wants to be perceived. It includes components such as the brand's mission (its purpose), vision (its long-term goals), core values (the principles guiding its actions), personality (the tone or human traits associated with the brand), and positioning (how it differentiates from competitors). These elements form the foundation of all brand-related communications, and they must be consistently reflected in storytelling to ensure coherence and authenticity. A company's brand identity acts as the narrative framework that guides the stories it tells shaping the themes, tone, characters, and messages conveyed.

2.4. Relationship Between Identity and Image

While brand identity refers to how the brand wants to be perceived, brand image is how it is actually perceived by stakeholders. This distinction is crucial in storytelling because mismatches between identity and image can lead to dissonance, distrust, or reputational damage. Effective storytelling helps bridge this gap by aligning internal messaging with external perception. When stories authentically reflect the brand's identity and are consistently reinforced across touchpoints, they shape a positive brand image that resonates with stakeholder values and expectations. Thus, storytelling becomes a strategic tool not only for expressing identity but also for managing and shaping brand image in the eyes of various audiences.

2.5. Stakeholder Communication

Stakeholder communication encompasses the methods and messages a company uses to engage with its various audiences, including customers, employees, investors, partners, the media, and society at large. These stakeholders have diverse expectations and interests, making it essential for brands to tailor their narratives accordingly. For instance, customers may seek inspiration or alignment with personal values, while investors may

prioritize long-term vision and transparency. Internal stakeholders like employees require stories that reinforce purpose, motivation, and belonging. Effective stakeholder communication ensures that each narrative is adapted to the specific needs, concerns, and communication styles of the audience, while remaining rooted in the brand's identity and values.

2.6. Internal vs. External Stakeholders

Internal stakeholders primarily include employees, management, and sometimes shareholders who are directly involved in the organization's operations. These groups require narratives that reinforce organizational culture, clarify goals, and foster a sense of shared purpose. External stakeholders, on the other hand, encompass customers, partners, regulators, communities, and the broader public. Their engagement with the brand is more transactional or observational, and thus storytelling must work to establish credibility, trust, and emotional connection. Although the message and tone may differ, both types of storytelling must be coherent and aligned to prevent fragmentation in the brand narrative.

Table 3: Components of Brand Identity

Component	Description	Role in Storytelling
Mission	The brand's core purpose	Guides the narrative's "why"
Vision	Long-term goals	Provides future direction and aspiration
Core Values	Principles that guide brand actions	Shape the moral or ethical tone of stories
Personality	Human traits or tone associated with the brand	Influences storytelling style and voice
Positioning	How the brand differentiates from competitors	Defines the unique angle of the narrative

2.7. Communication Channels and Expectations

Different stakeholder groups consume stories through different channels, each with its own format, tone, and limitations. For internal stakeholders, common channels include town halls, newsletters, intranets, and leadership speeches. External stakeholders are reached via social media, advertising campaigns, public relations, websites, investor presentations, and media coverage. Digital media has especially transformed stakeholder expectations stories must now be real-time, interactive, and visually engaging. Moreover, transparency and authenticity are paramount; audiences are increasingly skeptical of overly polished or insincere messages. Hence, effective corporate storytelling must not only be strategic but also agile and adaptive across multiple communication platforms.

3. Narrative Strategies in Corporate Storytelling

3.1. Core Elements of a Corporate Narrative

At the heart of every compelling corporate story are the fundamental elements of narrative structure: a clear plot, identifiable characters, a central conflict or challenge, and a resolution. The plot outlines the journey the company or its stakeholders undertake whether it's the origin story of a founder, the development of a breakthrough product, or the impact of a sustainability initiative. Characters may include the founder, employees, customers, or even the brand itself personified. Conflict introduces tension or obstacles, such as market challenges, social issues, or industry disruptions, which add drama and human interest. Resolution offers a satisfying conclusion, often reflecting how the brand's values and actions helped overcome adversity. These elements make corporate stories memorable and emotionally resonant, enabling stakeholders to connect with the brand on a deeper level.

Table 4: Core Elements of a Corporate Narrative

Element	Description	Example
Plot	The journey undertaken by the brand or its stakeholders	A startup's growth from garage to global company
Characters	The people or entities involved (e.g., founder, employees,	Founder as visionary; customers as changemakers

	customers, or brand as persona)	
Conflict	The tension, problem, or challenge that drives the story	Industry disruption, environmental crisis, or social inequality
Resolution	The outcome or transformation that resolves the conflict	Successful product launch, market leadership, or impactful social campaign

3.2. Archetypes and Narrative Structures (e.g., Hero's Journey)

Brands often rely on established narrative archetypes to create familiarity and impact. These archetypes such as the Hero, the Sage, the Caregiver, or the Explorer offer a psychological shorthand that stakeholders intuitively understand. For instance, Apple is often seen as the "Innovator" or "Magician," transforming technology into empowering tools, while Dove positions itself as the "Caregiver," promoting real beauty and self-acceptance. One of the most commonly used narrative frameworks is the Hero's Journey, which involves a protagonist who ventures into the unknown, overcomes challenges, and returns transformed. This structure is effective for positioning the brand or customer as the hero who, through the brand's help, achieves a meaningful transformation.

3.3. Strategic Alignment with Brand Identity

For corporate storytelling to be effective, it must be strategically aligned with the brand's core identity. Every narrative whether an advertisement, a press release, or an internal video should reinforce the brand's mission, values, and personality. This alignment ensures consistency, which is essential for credibility and trust. For example, if a brand claims to value sustainability, its stories should regularly highlight environmental initiatives, partnerships, or customer actions that reflect that commitment. Consistency of tone is also important; a luxury brand must maintain a refined and exclusive narrative voice, while a youth-focused brand may adopt a playful and energetic tone. Ultimately, strategic alignment ensures that storytelling isn't just decorative it becomes a powerful expression of what the brand truly stands for.

Table 5: Strategic Alignment with Brand Identity

Story Element	Alignment Focus	Implication
Mission & Values	Story themes reflect what the brand stands for	Reinforces brand authenticity and purpose
Brand Personality	Tone and style consistent with brand voice	Ensures coherence across communications
Customer Experience	Stories validate and echo real customer journeys	Builds emotional engagement and trust
Visual Identity	Use of consistent visuals and symbols	Supports brand recognition and memorability

3.4. Alignment with Corporate Values and Culture

Storytelling must also mirror the internal realities of the company its culture, behaviors, and ethical stance. Stakeholders are quick to identify dissonance between what a brand says and what it does. Thus, stories should emerge from genuine company practices and experiences, not marketing spin. A culture of openness, inclusivity, and innovation, for example, should be evident not only in the company's internal communications but also in the stories it shares externally. This alignment builds internal engagement and pride among employees while reinforcing external credibility. The most powerful stories are those that stem from real company actions and values, demonstrating integrity and transparency.

3.5. Multichannel Storytelling

In the digital age, corporate storytelling takes place across a multitude of platforms, each with unique formats and audience expectations. Digital platforms like websites and social media allow for dynamic, interactive storytelling through blogs, videos, infographics, and user-generated content. Advertising campaigns offer high-impact narrative arcs that can be extended across TV, print, and online. Annual reports and corporate responsibility disclosures provide more formal narratives tailored to investors and regulators. Visual storytelling through photos, animations, and short films has also become vital in creating emotional impact and enhancing

message retention. The challenge lies in maintaining narrative consistency while adapting content for each channel. Successful multichannel storytelling involves an integrated strategy where each piece of content reinforces the overarching brand story, customized for its specific medium and audience.

4. Storytelling Across Stakeholder Groups

4.1. Customers

For customers, storytelling is a vital tool for creating emotional branding and fostering loyalty. Unlike transactional communication that focuses on product features or pricing, emotional branding connects with customers on a deeper psychological and emotional level. Stories that evoke feelings of belonging, aspiration, or identity can transform customers from passive buyers into active brand advocates. For example, a brand story that highlights overcoming adversity or a shared value like sustainability helps customers see themselves reflected in the brand's narrative. Moreover, consumer storytelling and brand co-creation have emerged as powerful trends in which customers participate in shaping the brand story by sharing their own experiences and testimonials. This co-creation not only enhances authenticity but also creates a community around the brand, where customers feel a sense of ownership and engagement that drives long-term loyalty.
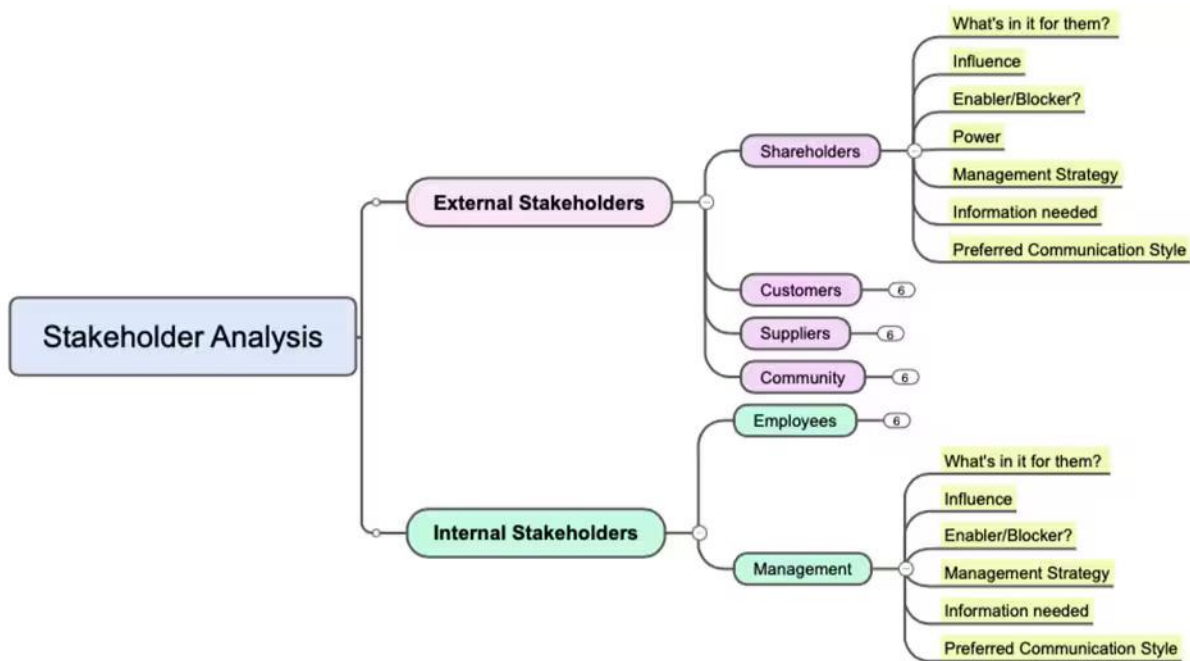

Fig. 2 Stakeholder Analysis

4.2. Employees

Within organizations, storytelling serves as a cornerstone of internal branding and corporate culture. Employees are key stakeholders who influence brand reputation externally, and compelling internal narratives can cultivate a shared sense of purpose and identity. Storytelling helps communicate the company's mission, values, and history in ways that make them tangible and meaningful to employees. When employees understand and emotionally connect with the brand story, they become motivated brand ambassadors who embody those values in their work. Moreover, storytelling is an effective tool for employee engagement and retention, as narratives about personal growth, teamwork, and innovation foster pride and loyalty. Stories about leadership challenges or success reinforce a culture of transparency and trust, making employees feel valued and aligned with the organization's vision.

4.3. Investors and Partners

For investors and business partners, corporate narratives need to emphasize transparency, vision, and credibility. Investors seek assurance that a company has a sustainable strategy and ethical governance, which storytelling can convey by highlighting milestones, strategic direction, and risk management. Narratives in investor relations are often data-driven but are more compelling when framed within a story about growth potential, innovation, or market leadership. This strategic storytelling builds confidence and trust, essential for securing investment and partnerships. Additionally, stories that demonstrate the company's responsiveness to challenges and adherence to values reassure stakeholders about long-term viability. Thus, corporate storytelling in this domain balances factual reporting with a narrative arc that underscores resilience and foresight.

4.4. The Public and Media

When engaging with the public and media, storytelling plays a critical role in managing reputation and crisis communication. Public narratives often serve to shape societal perceptions, build goodwill, and respond to controversies. In times of crisis, clear and honest storytelling helps maintain or rebuild trust by openly addressing issues, demonstrating accountability, and outlining corrective actions. Furthermore, brand activism and purpose-driven narratives have become increasingly important as consumers and media scrutinize companies' social and environmental impact. Brands that authentically tell stories about their commitment to causes such as environmental sustainability, diversity, or community development can enhance their public image and differentiate themselves. However, this requires careful alignment between narrative and actions, as any perceived dissonance may provoke public backlash.

Table 6: Storytelling across Stakeholder Groups

Stakeholder Group	Storytelling Purpose	Key Themes & Techniques	Desired Outcome
Customers	Build emotional connection and brand loyalty	Identity, aspiration, sustainability, co-creation	Transform passive buyers into brand advocates
Employees	Foster internal culture and alignment with brand values	Mission, values, personal growth, transparency	Cultivate pride, engagement, and retention
Investors & Partners	Convey strategy, credibility, and long-term vision	Growth potential, resilience, ethical governance	Build trust and secure investment
Public & Media	Manage reputation and respond to crises	Accountability, activism, transparency	Maintain or rebuild public trust

5. Case Studies

5.1. Example 1: Patagonia – Environmental Storytelling and Authenticity

Patagonia is widely recognized for its authentic environmental storytelling that deeply aligns with its brand identity as an environmentally responsible company. Its narratives focus on conservation, sustainability, and ethical production, often featuring stories of activists, environmental campaigns, and the impacts of climate change. This storytelling not only educates and inspires stakeholders but also reinforces Patagonia's reputation for integrity and commitment to the planet. By transparently sharing both successes and challenges, Patagonia cultivates strong emotional connections with customers and employees who share its values, thus driving loyalty and advocacy.

5.2. Example 2: Apple – Innovation Narrative and Brand Myth

Apple's storytelling revolves around the narrative of innovation, creativity, and empowerment. It has successfully crafted a brand myth centered on visionary leadership, user-centric design, and technological disruption. Apple's stories often position the company and its customers as heroes who challenge the status quo and "think different." This narrative creates a powerful emotional bond with users who see themselves as part of an elite, innovative community. Apple's controlled and consistent storytelling across product launches, advertising,

and corporate communications amplifies this myth and maintains a sense of anticipation and excitement around the brand.

5.3. Example 3: Unilever – Sustainability and Stakeholder Engagement

Unilever integrates storytelling into its sustainability initiatives, positioning itself as a purpose-driven brand committed to improving social and environmental outcomes. The company's narrative highlights partnerships with communities, sustainable sourcing, and health and well-being campaigns. Unilever's approach uses multichannel storytelling to engage diverse stakeholders, from consumers to investors, showing measurable impact and transparency. This narrative strategy strengthens stakeholder trust and differentiates the brand in a crowded market, while promoting long-term business sustainability.
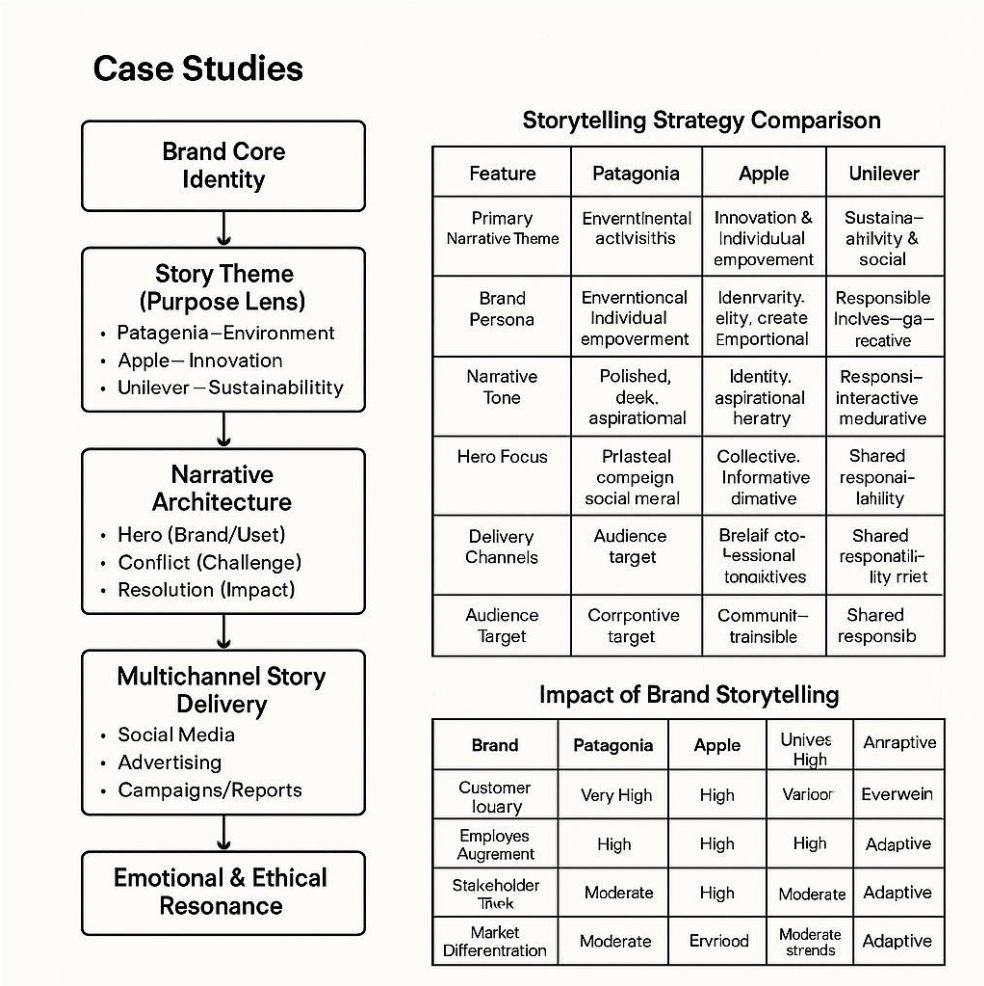

Case Studies

Storytelling Strategy Comparison

Feature	Patagonia	Apple	Unilever
Primary Narrative Theme	Envorntinental activisithis	Innovation & Individulual empovement	Sustaina– ahilvity & social
Brand Persona	Enverntioncal Individual empoverment	Idenrvarity. elity, create Emportional	Responsible Inclves—ga– recative
Narrative Tone	Polished, deek, aspiratiomal	Identity. aspirational heratry	Responsi– interactive medurative
Hero Focus	Prlasteal compeign social meral	Collective. Informative dimative	Shared responai– lahility
Delivery Channels	Audience target	Brelaif cto– ⌐essional tonaixtives	Shared responatili– lity rriet
Audience Target	Corrpontive target	Communit– trainsible	Shared responsib

Impact of Brand Storytelling

Brand	Patagonia	Apple	Unives High	Anraptive
Customer louary	Very High	High	Varioor	Everwein
Employes Augrement	High	High	High	Adaptive
Stakeholder Trivek	Moderate	High	Moderate	Adaptive
Market Differentration	Moderate	Ervriood	Moderate strends	Adaptive

Brand Core Identity
↓
Story Theme (Purpose Lens)
- Patagenia−Environment
- Apple− Innovation
- Unilever −Sustainabilitity
↓
Narrative Architecture
- Hero (Brand/Uset)
- Conflict (Challenge)
- Resolution (Impact)
↓
Multichannel Story Delivery
- Social Media
- Advertising
- Campaigns/Reports
↓
Emotional & Ethical Resonance

Fig. 3 Case Studies

5.4. Comparative Analysis of Techniques and Results

Comparing these cases reveals commonalities and distinctions in storytelling strategies. All three leverage authentic narratives aligned with core brand values, but their focal themes differ Patagonia on environmental activism, Apple on innovation and identity, and Unilever on sustainability and social impact. Each employs multichannel storytelling but adapts tone and content based on audience: Patagonia's grassroots activism stories resonate with niche, passionate customers; Apple's polished narratives appeal to tech enthusiasts and creatives; Unilever's data-backed stories reach broad stakeholder groups emphasizing corporate responsibility. These varied

approaches illustrate how narrative strategies must align with brand identity and stakeholder expectations to achieve credibility and engagement.

Table 7: Storytelling Channels and Techniques

Brand	Storytelling Channels Used	Key Techniques	Audience Targeting Strategy
Patagonia	Website, documentaries, social media	First-person activist stories, transparency	Eco-conscious consumers, activists, employees
Apple	Product launches, ads, keynote events	Cinematic visuals, minimalistic messaging	Creatives, tech adopters, innovation seekers
Unilever	CSR reports, brand campaigns, social media	Impact metrics, partnership narratives	Investors, consumers, NGOs, communities

6. Challenges and Ethical Considerations

6.1. Risks of Manipulation or Inauthentic Storytelling

A significant challenge in corporate storytelling is avoiding manipulation or the perception of inauthenticity. When stories exaggerate or misrepresent facts to create a more favorable image, stakeholders may perceive the brand as untrustworthy, which can damage reputation irreparably. Stakeholders today are highly skeptical and empowered by social media to call out discrepancies. Therefore, brands must ensure their narratives are truthful, transparent, and rooted in actual practices. Ethical storytelling involves a balance between persuasion and honesty, avoiding "greenwashing" or other forms of misleading communication.

6.2. Story-Consistency in Crisis Situations

Maintaining consistency in storytelling during crises is another challenge. In times of reputational threat, companies might be tempted to change their narrative rapidly or issue conflicting messages, which can erode stakeholder trust. Effective crisis communication requires a consistent, clear story that acknowledges the issue, demonstrates responsibility, and outlines corrective actions. Aligning crisis narratives with long-term brand identity helps reassure stakeholders that the company's core values remain intact despite setbacks, preserving credibility over time.

Fig. 4 Ethical storytelling strategy

6.3. Cultural Sensitivity and Inclusiveness in Narratives

Corporate stories increasingly need to reflect cultural sensitivity and inclusiveness, especially for global brands operating in diverse markets. Narratives that ignore cultural nuances or exclude certain groups risk

alienating stakeholders or sparking backlash. Inclusive storytelling involves recognizing and valuing diversity in language, visuals, and themes, ensuring representation and respect for different identities and experiences. This approach not only avoids ethical pitfalls but also enriches the brand narrative by broadening its appeal and relevance.

Table 8: Ethical vs Manipulative Storytelling

Aspect	Ethical Storytelling	Manipulative/Inauthentic Storytelling
Accuracy	Rooted in verifiable facts, transparent voices	Exaggerates, cherry-picks, greenwashes
Consent & Agency	Storytellers aware of purpose, medium, usage	Subjects misinformed or tokenized
Tone	Respectful, dignity-focused	Emotional manipulation to sway opinion
Transparency	Open about limitations, context, conflicts	Hides or spins controversial elements
Alignment with Values	Reflects actual practices and values	Marketing over substance

7. Conclusion

Corporate storytelling has transitioned from a mere marketing tactic to a strategic cornerstone in stakeholder communication, serving as a powerful means of fostering trust, emotional engagement, and alignment with brand values across diverse audiences including customers, employees, investors, and the public. By embracing authentic, transparent, and purpose-driven narratives, organizations can humanize their brand, making it more relatable and credible in an era where stakeholders demand sincerity and accountability. The integration of storytelling across both internal and external communication channels helps companies build deeper, long-lasting relationships, supported by emotional branding and clear organizational purpose. As digital technologies continue to evolve, storytelling now extends far beyond traditional media, leveraging platforms that enhance reach, interactivity, and engagement. Looking ahead, immersive technologies such as augmented reality (AR) and virtual reality (VR) are poised to revolutionize narrative delivery, offering stakeholders more interactive and memorable experiences, while artificial intelligence (AI) enables unprecedented personalization, adapting content to individual needs and behaviors. However, these innovations bring heightened expectations for ethical storytelling and narrative consistency, as stakeholders will increasingly evaluate the authenticity of brand messages against real-world actions. For corporate strategists and communicators, this means embedding storytelling as a core component of their communication and brand strategies crafting inclusive, value-aligned, and transparent narratives that resonate across stakeholder groups while also reflecting the company's lived values. Staying informed about emerging storytelling trends and technologies will be essential for maintaining relevance and fostering ongoing engagement. Furthermore, ensuring that storytelling practices are ethically grounded and consistent across all platforms is vital to sustaining stakeholder trust and navigating the complexities of a fast-changing communication landscape. Ultimately, by mastering the art of meaningful and ethical storytelling, organizations can create powerful connections that not only reinforce brand identity but also drive long-term loyalty, resilience, and success in an increasingly transparent and expectation-driven world.

References

[1] Zimand-Sheiner, D. (2024). Four dimensions of brand storytelling: Framework for managing and analyzing online brand stories. *SAGE Open*. |Google Scholar| Publisher Site|

[2] Roy, S., Sural, S., Chhaya, N., Natarajan, A., & Ganguly, N. (2020). An integrated approach for improving brand consistency of web content. *arXiv*. |Google Scholar| Publisher Site|

[3] Aluchna M, Hussain N, Roszkowska-Menkes M. Integrated Reporting Narratives: The Case of an Industry Leader. Sustainability. 2019; 11(4):976. https://doi.org/10.3390/su11040976 |Google Scholar| Publisher Site|

[4] Vidrih, M., & Mayahi, S. (2023). Generative AI-driven storytelling: A new era for marketing. *arXiv*. |Google Scholar| Publisher Site|

[5] Sacco, F. and Conz, E. (2023), "Corporate heritage communication strategies of iconic Italian brands: a multiple case study", Corporate Communications: An International Journal, Vol. 28 No. 7, pp. 19-43. https://doi.org/10.1108/CCIJ-12-2021-0136.|Google Scholar| Publisher Site|

[6] Boje, D. M. (2005). *Storytelling Organizations*. Sage. |Google Scholar|

[7] Weick, K. E., & Browning, L. D. (1986). Argument and narration in organizational communication. *Journal of Management*, 12(2), 243–259. |Google Scholar| Publisher Site|

[8] Kemp, A., Gravois, R., Syrdal, H., & McDougal, E. (2023). Storytelling is not just for marketing: Cultivating a storytelling culture throughout the organization. Business Horizons, 66(3), 313–324. https://doi.org/10.1016/j.bushor.2023.01.008 |Google Scholar| Publisher Site|

[9] Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1–2), 168–180. |Google Scholar| Publisher Site|

[10] Spear, S., & Roper, S. (2013). Using corporate stories to build the corporate brand: An impression management perspective. *Journal of Product & Brand Management*, 22(7), 472–483. |Google Scholar| Publisher Site|