

Accepted Manuscript

Do ads that tell a story always perform better? The role of character identification and character type in storytelling ads

Laurence Dessart

PII: S0167-8116(17)30091-5

DOI: <https://doi.org/10.1016/j.ijresmar.2017.12.009>

Reference: IJRM 1242

To appear in: *International Journal of Research in Marketing*

Received date: 9 November 2016

Please cite this article as: Laurence Dessart , Do ads that tell a story always perform better? The role of character identification and character type in storytelling ads. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. *Ijrm*(2017), <https://doi.org/10.1016/j.ijresmar.2017.12.009>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



**Do ads that tell a story always perform better? The role of character identification and
character type in storytelling ads**

Author information

DESSART Laurence (corresponding author)

KEDGE Business School

680 Cours de la Libération

33405 Talence Cedex

France

laurence.dessart@kedgebs.com

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/7240488>

Download Persian Version:

<https://daneshyari.com/article/7240488>

[Daneshyari.com](https://daneshyari.com)