



UNIVERSIDADE CATÓLICA PORTUGUESA

The Relevance of Video Storytelling:
Analysing the impact of video length on
consumer engagement

A Case Study of Salsa Jeans

Carolina Oliveira Gonçalves

Católica Porto Business School

2025



UNIVERSIDADE CATÓLICA PORTUGUESA

The Relevance of Video Storytelling: Analysing the impact of video length on consumer engagement

A Case Study of Salsa Jeans

Master's Final Work in the modality of Dissertation presented to Universidade Católica Portuguesa to fulfil the requirements for the degree of Master in Marketing

by

Carolina Oliveira Gonçalves

under the orientation of

Professora Doutora Joana César Machado

Universidade Católica Portuguesa, Católica Porto Business School
Abril, 2024

Acknowledgements

I would like to express my deepest gratitude to all those who have contributed to the conclusion of this thesis.

First, I would like to thank my thesis supervisor, Prof. Dra. Joana César Machado, for her guidance, support and dedication throughout this process.

I would like to thank Mojobrands for welcoming me into their team and giving me with the opportunity to grow both personally and professionally. I would also like to thank Catarina and Cassilda, with whom I have shared this journey and without whom it would not be the same.

I want to thank my family. I am incredibly grateful to my parents and my brother. Your love, support, and encouragement have given me the comfort, stability and strength I needed. To my mom, the person with the most beautiful heart and to my dad, who teaches me every day that with hard work and dedication, I can achieve anything I set my mind to. To my brother, thank you for always being there for me, offering your care in every step of the way.

I would also like acknowledge my extended family, especially my grandparents and aunt Cristina, who have had such a positive influence on my life. Your love and resilience have shaped me into the person I am today.

To my closest friends, thank you for bringing light and joy into my life. Your love, support and presence mean the world to me. Especially, my best friend and cousin Cláudia, who has been by my side since day one. This journey wouldn't be the same without you all.

Lastly, to my boyfriend, thank you for always believing in me. Your constant encouragement, and the way you make everything feel lighter has been invaluable during this time. I could not do this without you.

Abstract

Nowadays, in the digital landscape, brands are increasingly relying on storytelling as a powerful tool to engage and connect with their audiences and, also, as a way to differentiate themselves from the competition.

This research explores the effectiveness of storytelling in video content to enhance consumer engagement with the brand on social media. In particular, it focuses on how the video length – short-form *versus* long-form – shapes storytelling strategies, in terms of structure and narrative, as well as their respective effects on audience engagement with the brand.

A case study approach was used, analysing the Portuguese fashion brand Salsa, which integrates storytelling into its marketing strategies. The data was collected through interviews with key marketing professionals working at Salsa and an analysis of engagement metrics on social media, particularly Instagram, from selected video campaigns.

The findings indicate that while storytelling strengthens brand identity and emotional connection, short-form videos tend to generate higher engagement due to their ability to capture consumer attention quickly. This is particularly relevant in the context of decreasing attention spans and the growing popularity of short-form video platforms.

Keywords: Consumer Engagement, Long-form video, Short-form video, Social Media, Storytelling, Video Content.

Resumo

Atualmente, na era digital, as marcas estão a confiar cada vez mais no *storytelling* como uma ferramenta poderosa para criarem um maior envolvimento e proximidade com os seus públicos e, também, como uma forma de se diferenciarem da concorrência.

Esta investigação explora a eficácia do *storytelling* em conteúdos de vídeo para aumentar o envolvimento do consumidor com a marca nas redes sociais. Em particular, centra-se na forma como a duração do vídeo - formatos curtos *versus* formatos longos - influencia as estratégias de *storytelling*, em termos de estrutura e narrativa, bem como os respetivos efeitos no envolvimento do público com a marca.

Foi utilizada uma abordagem de estudo de caso, analisando a marca de moda portuguesa Salsa, que integra o *storytelling* nas suas estratégias de marketing. Os dados foram recolhidos através de entrevistas com os principais profissionais de marketing que trabalham na Salsa e de uma análise das métricas de envolvimento nas redes sociais, em particular do Instagram, de campanhas de vídeo selecionadas.

As conclusões indicam que, embora o *storytelling* reforce a identidade da marca e a ligação emocional, os vídeos curtos tendem a gerar um maior envolvimento devido à sua capacidade de captar rapidamente a atenção do consumidor. Este facto é particularmente relevante num contexto de diminuição dos tempos de atenção e em que há uma crescente popularidade das plataformas de vídeos de curta duração.

Palavras-chave: Envolvimento do consumidor, vídeo de formato longo, vídeo de formato curto, redes sociais, *storytelling*, conteúdo de vídeo.

Table of Contents

ACKNOWLEDGEMENTS.....	IV
ABSTRACT	VI
RESUMO	VIII
INDEX OF FIGURES	XIV
INDEX OF TABLES.....	XVI
CHAPTER 1: INTRODUCTION	18
CHAPTER 2: LITERATURE REVIEW.....	21
2.1. <i>Storytelling</i>	<i>21</i>
2.2. <i>Video Content</i>	<i>23</i>
2.3. <i>Video Storytelling.....</i>	<i>25</i>
2.4. <i>Consumer Engagement.....</i>	<i>26</i>
CHAPTER 3: METHODOLOGY	30
3.1. <i>Research Design.....</i>	<i>30</i>
3.2. <i>Selection of the object of analysis.....</i>	<i>30</i>
3.3. <i>Data Collection</i>	<i>30</i>
3.4. <i>Data Analysis</i>	<i>33</i>
CHAPTER 4: SALSAS CASE STUDY	34
4.1. <i>The company.....</i>	<i>34</i>
4.2. <i>Salsa Social Media Strategy</i>	<i>35</i>
4.3. <i>Salsa Storytelling.....</i>	<i>38</i>
4.4. <i>Video Storytelling.....</i>	<i>41</i>
CHAPTER 5: DISCUSSION	45
CHAPTER 6: CONCLUSION	49
6.1. <i>Managerial implications.....</i>	<i>50</i>
6.2. <i>Limitations and suggestions for further research.....</i>	<i>51</i>
REFERENCES.....	54
APPENDICES.....	60
<i>Appendix 1 – Query ChatGPT.....</i>	<i>60</i>
<i>Appendix 2 – Interview Guide.....</i>	<i>60</i>
<i>Appendix 3 – Dear Summer short-form video campaign.....</i>	<i>63</i>
<i>Appendix 4 – Dear Summer long-form video campaign.....</i>	<i>63</i>
<i>Appendix 5 – “Women Never Stop Pushing” short-form video campaign.....</i>	<i>64</i>
<i>Appendix 6 – “Women Never Stop Pushing” long-form video campaign.....</i>	<i>64</i>
<i>Appendix 7 – “Is Your Insecurity Showing?” short-form video campaign</i>	<i>65</i>
<i>Appendix 8 – Christmas campaign long-form video</i>	<i>65</i>

Index of Figures

Figure 1 - Salsa Jeans' Facebook account.....	36
Figure 2 - Salsa Jeans' LinkedIn account.	36
Figure 3 - Salsa Jeans' YouTube account.....	37
Figure 4 - Salsa Jeans' Instagram account.....	37

Index of Tables

Table 1 - Characterisation of the interviewees.....	31
Table 2 - Instagram's Engagement Metrics of Video Campaigns	44

Chapter 1: Introduction

Over the last few years, mobile internet technologies have gained increasing relevance and significantly enhanced the use of social media platforms (Karampournioti & Wiedmann, 2021). To adapt to this new digital landscape, companies and brands have been compelled to embrace these platforms as a way to stay connected with their consumers, increasing their investments in digital marketing strategies (Quesenberry & Coolson, 2019). As consumers use social media to connect, communicate and access information, these platforms have evolved into powerful platforms for companies to market their products and engage with their audiences (Pertiwi & Sanusi, 2023).

However, in an environment where consumers navigate online with remarkable speed and efficiency, brands are struggling to capture their attention and make a lasting impact (Coker et al., 2017; Karampournioti & Wiedmann, 2021; Lima et al., 2024). Brands are more focused on creating relationships with customers (Pera & Viglia, 2016). As a result, they are shifting their focus from traditional advertising to more relational and engaging forms of communication. To effectively engage their audience, brands need a well-thought-out content marketing strategy (Pulizzi, 2012). In fact, consumers are becoming more resistant to overtly intrusive advertising techniques (Brechman & Purvis, 2015; Dias & Dias, 2018). This has led brands to rethink how they communicate, recognising that delivering engaging, authentic messages through social media content is crucial to success (Kemp et al., 2021).

A promising approach for brands seeking to meaningfully connect with their audiences is storytelling (Pulizzi, 2012). By crafting narratives that resonate with consumers on an emotional level, brands can foster stronger connections and create more memorable experiences (Dessart & Pitardi, 2019). Storytelling is not just a method of communication but a powerful content marketing strategy that allows brands to engage their audience in ways that go beyond simple product promotion.

In the context of the Master's Degree in Marketing at Católica Porto Business School, Universidade Católica Portuguesa, and the curricular internship at Mojobrands as a Junior Project Manager, this paper explores the effectiveness of storytelling through video content as a strategy for enhancing consumer engagement on social media. In particular, it investigates how the length of video content—short-form *versus* long-form—affects the way brands tell stories, and the level of consumer engagement generated. It is of great importance to study this topic because video marketing has become popular among consumers, helping them make purchase decisions (Lima et al., 2024). Short-form videos are dominating online trends, so a comparison of how the two types of video length can have an impact on consumer engagement is extremely interesting.

By examining elements of consumer-brand interactions, this research aims to provide insights into how brands can optimise their storytelling techniques to foster deeper engagement and build long-term relationships with their consumers.

There are several studies about short and long-form video storytelling and how each impacts consumer engagement on social media, with focus on the online interactions, such as the number of followers, likes, shares and comments. However, there is a lack of empirical research that compares both and that examines which video length is most effective in building engagement. Therefore, with this in mind, the following research questions were defined:

RQ1: Does the length of video content (short-form vs. long-form) influence the storytelling strategies, namely the structure and narrative, brands adopt in their video marketing efforts? And what are the key differences?

RQ2: How do the different storytelling strategies using distinct video formats influence consumer-brand engagement on social media?

To address these gaps, we decided to explore the case study of Salsa, a Portuguese fashion brand that incorporates storytelling as a central component of its marketing strategies. Therefore, the methodology of this work follows an exploratory case study approach, using both primary and secondary data sources: interviews with

five relevant people working at Salsa and observation of metrics relevant for consumer engagement evaluation, such as likes, number of followers, comments and shares.

This study is organised into 6 chapters: chapter 1 introduces the motivations for this study as well as the objectives. Chapter 2 presents the literature review, covering key concepts of storytelling, video content and consumer engagement. Chapter 3 outlines the research methodology, including the data collection process and the rationale behind selecting the object of analysis. In chapter 4, it is analysed the storytelling strategies implemented by Salsa as well as the brand's social media. Chapter 5 presents the interpretation of the results and a discussion of the findings. Finally, chapter 6 presents the main conclusions of the study, its limitations and suggestions for future research.

Chapter 2: Literature Review

The following chapter aims to present a literature review that serves as a basis for the research through the analysis of different concepts that are relevant to the theme. Hence, we will revise the literature about storytelling, video content and consumer engagement.

2.1. Storytelling

Storytelling has long been recognised as a powerful type of communication, capable of evoking emotions, shaping beliefs, and influencing behaviours. In marketing, storytelling is used to communicate messages to consumers as branded content is transformed into engaging stories (Dessart & Pitardi, 2019). There is no more effective strategy for convincing people than linking an idea to emotions, and the most powerful way to achieve this is through a captivating story (McKee, 2003).

To understand the concept of storytelling it can be useful to acknowledge the notion of narrative transportation theory. This theory, as mentioned by Green & Fitzgerald (2017), explores how individuals become absorbed in a narrative/story and how this can lead to cognitive, emotional and behavioural changes. Transportation is conceived by many authors as a unifying process in which all mental faculties become absorbed in the events of the narrative (Green & Brock, 2000). So, transportation can influence consumer's attitudes and contribute to the building of stronger consumer-brand relationships. Indeed, previous research found that participants who were highly transported were more likely to accept the story's plausibility (Green & Brock, 2000).

Several studies recognise the value of stories to achieve goals, connect with consumers and create long-lasting relationships (Escalas, 2004; Herskovitz & Crystal,

2010; Kaufman, 2003). In fact, stories can be more convincing to an audience than rational arguments and facts (Kaufman, 2003; Lundqvist et al., 2013). This happens because stories are more relatable, generate positive feelings in customers and in the case of transportation happening, transported audiences are less likely to counterargue the story (Green & Brock, 2000; Kaufman, 2003; Lundqvist et al., 2013). Good stories elicit less negative thoughts and as they have an entertaining nature, the audience does not expect to be influenced so the message is easily accepted (Escalas, 2004; Green & Fitzgerald, 2017).

Storytelling techniques can serve as powerful tools for delivering persuasive communication (Brechman & Purvis, 2015). When used correctly, they can influence people, create positive and unique associations with the brand, inspire consumers to become brand ambassadors, recommend the brand to others and increase their willingness to pay for it (Lund et al., 2018; Lundqvist et al., 2013).

Well-executed stories tend to be successful and include two elements: chronology, the organisation of the story events with a beginning, middle and end, and causality, which enables the audience to form connections between different elements of the story (Brechman & Purvis, 2015; Dessart & Pitardi, 2019; Escalas, 2004; Lundqvist et al., 2013). Stories also contain a plot and characters with whom consumers must identify themselves to increase the likelihood of adopting beliefs consistent with the story (Dessart & Pitardi, 2019; Escalas, 2004; Green & Brock, 2000; Green & Fitzgerald, 2017; Lundqvist et al., 2013).

Usually, stories express a situation where life is in balance and then an event happens, disturbing it (Woodside, 2010). A good story will describe how the protagonist deals with this conflict in an effort to restore balance (McKee, 2003; Woodside, 2010).

Narratives can be extremely powerful when they are able to evoke strong emotions and are seen as credible and authentic (Green & Fitzgerald, 2017; Lundqvist

et al., 2013; Pera & Viglia, 2016). However, as stories have so much power, brands need to identify the right story, as choosing the wrong one can have damaging effects on the brand reputation (Gross et al., 2019; Kaufman, 2003).

Therefore, it is important to select stories taking into consideration qualities such as credibility, authenticity and empathy (Dias & Dias, 2018; Gross et al., 2019). These qualities will help consumers to identify with the stories and, thereby, enhance their engagement with the brand, and increase brand awareness and brand loyalty (Dias & Dias, 2018).

2.2. Video Content

Content marketing focuses on delivering value to consumers through relevant information and ideas, instead of just mere selling and traditional marketing campaigns. This is achieved through the publication of various content forms, including text, images and videos (Vinerean, 2017).

Video marketing is an online strategy that leverages carefully planned video content, with content as its core and creativity as its guiding principle, to promote products and communicate brands (Dong et al., 2023).

Video content has become a powerful tool in digital marketing, and its dominance has significantly expanded with the emergence of platforms like TikTok, YouTube Shorts and other short-form video formats (Gaier, 2023a). Video marketing was seen as a dominant marketing trend in 2024 and is expected to remain so in 2025, as consumer preferences shift towards snackable, engaging content. (Bansal, 2024; Patel, 2023b).

Video content has become increasingly popular among consumers because it helps them to make purchase decisions (Lima et al., 2024). It has also gained importance for marketers, especially compared to photos, links and text (Coker et al.,

2021). Currently, 90% of businesses produce videos at least once a day and a third of them create videos daily as it is an easily adaptable format that allows for real-time engagement with audiences (Talvola, 2024). In a survey conducted by Talvola (2024), companies identified their top goal for business videos as engaging customers. However, the greatest challenge for marketers remains achieving this – creating video ads that genuinely capture customer engagement in the digital landscape (Coker et al., 2021).

In a world where the spans of attention are shorter, videos are being recognised as an effective tool for quickly capturing attention (Coker et al., 2017). Research on viral video advertisements has shown that eliciting emotions, provoking strong reactions, and sparking discussion are essential to encourage sharing and capture viewer attention (Quesenberry & Coolson, 2019).

In the online environment, video content can be of two types in terms of length: short-form video content and long-form video content. It can be difficult to define the length of short and long-form video content as it can depend on the type of platform, and many researchers specify that there is no specific duration (Maenhout, 2022). For example, in 2018 Instagram launched the IGTV feature that enabled content creators to publish long-form videos that could cross the 60-second limit. In 2020, this platform released Instagram Reel which allowed creators to share even shorter videos. Finally, in 2021, YouTube introduced YouTube Short, their 60-second video experience.

According to Xiao et al. (2019), short-form videos can be categorised as videos that last between five seconds and five minutes. The author also explains that short-form videos are a type of video content that can be shared and viewed on social media short video platforms within 3 minutes. However, the trend of shortening videos and reducing them to a few seconds is becoming increasingly popular. Therefore, several authors refer to short-form videos as videos with a duration of 1 minute or even less (Cao et al., 2021; Gan et al., 2023; Xiao et al., 2023). Ma et al. (2020) concluded that the duration of 30 seconds was found to be the threshold value, so, videos longer than that

were categorised as long-form videos and the ones shorter than 30 seconds were considered short-form videos.

The short-form video market has been expanding at a remarkable rate (Dong et al., 2023) and short-form videos have become popular as the success of TikTok has compelled other social media platforms to invest in vertical short-form video features (Menon, 2022). Characters, narrative and atmosphere play a crucial role in short videos, and as consumers use this type of content to learn about the brand and its products, brands must consider these elements, as well as the credibility of the information conveyed (Dong et al., 2023).

2.3. Video Storytelling

Digital storytelling refers to the marketing strategy of using digital media to tell a story (Dias & Dias, 2018; Jager et al., 2017; Kaur et al., 2024; Nicoli et al., 2022), and it can include a digital representation of a story using images and videos (Choi, 2018). In video storytelling, brands use images to tell stories that communicate their actions and ideas (Lima et al., 2024; Lund et al., 2018).

According to Pera & Viglia (2016), digital storytelling is extremely powerful for consumers and businesses as it enhances the emotional aspect of consumer relationships, turning an individual consumption experience into a shared, collective experience. Video storytelling enables the representation of experiences that are not always adequately captured through verbal interviews due to their sensory and audio-visual nature, which creates a more immersive and emotional experience (Jager et al., 2017; Nicoli et al., 2022). Several studies explain that compelling visuals make the content more attractive, strengthening the narrative, making it easier for viewers to understand and relate to products and evoking emotions, enhancing their connection with the brand (Jager et al., 2017; Lima et al., 2024; Pertiwi & Sanusi, 2023).

Unlike traditional advertising, video storytelling provides a more engaging format that overcomes attention barriers and boosts engagement, as visual narrative allows viewers to interpret meaning more quickly (Lima et al., 2024; Nikulina et al., 2024). The ease with which images are understood, combined with their ability to provoke quick emotional responses, highlights the superior impact of visual content in narrative communication (Nikulina et al., 2024). As a result, video storytelling offers a distinct advantage in crafting memorable and influential consumer experiences.

Video ads with storytelling generate more favourable brand responses, such as positive word-of-mouth and higher intentions to share, and are more likely to be viewed (instead of skipped), leading to higher levels of engagement (Coker et al., 2021; Coker et al., 2017; Dong et al., 2024; Nicoli et al., 2022; Quesenberry & Coolson, 2019). However, for this to happen brands must tell the right story to the correct audience, featuring characters they can relate to in order to evoke the appropriate emotions (Quesenberry & Coolson, 2019).

Although there are several studies about short and long-form video storytelling, there is a lack of empirical research that compares both types of video content. Therefore, it would be interesting to try to understand if the length of video content influences the storytelling strategies that brands adopt and, if so, what are the key differences in storytelling approaches when using short-form video compared to long-form.

2.4. Consumer Engagement

In today's landscape, consumer experiences are less focused on the products and more on the relationships and connections they build (Pera & Viglia, 2016). However, it has become increasingly difficult to sustain a long-term relationship with consumers as they exhibit growing levels of impatience and higher demands and

expectations (Lima et al., 2024; Pansari & Kumar, 2017). Therefore, it is particularly important that brands engage in online interactions with their target consumers, encouraging meaningful discussions that are shared online and creating engaging content (Kemp et al., 2021; Nicoli et al., 2022; Pertiwi & Sanusi, 2023; Vivek et al., 2012), as engagement is broadly acknowledged as necessary for a brand's growth because it has the potential to increase trust, and, consequently brand loyalty and reputation, drive sales and recommendations, and generate higher profits in the long-run (Kumar et al., 2010; Lima et al., 2024; Nicoli et al., 2022; Vivek et al., 2012).

The concepts of consumer and customer engagement are synonymous, but customer engagement refers to the interaction of customers with the brand, while consumer engagement refers to the interaction of a wider audience, whether they are customers or not. In this case, we will focus on evaluating consumer engagement, since in online interactions, not everyone who interacts with the brand is a customer. However, it is still interesting to understand the concept of customer engagement.

Customer engagement (CE) has emerged as a critical concept in marketing and encompasses a multidimensional approach that integrates cognitive, emotional, behavioural and social elements (Brodie et al., 2011; Dessart & Pitardi, 2019; Lima et al., 2024; Peltier et al., 2020; Vivek et al., 2012; Vohra & Bhardwaj, 2019).

Kumar et al. (2010) define CE as the active interaction between a customer and a firm, its prospects, or other customers, encompassing both transactional and non-transactional activities. Bowden (2009) interprets CE as a psychological process that fosters customer loyalty and Brodie et al. (2011) define it as a psychological state that arises from the participation and involvement of customers with a brand.

According to Vivek et al. (2012), CE represents the level of an individual's involvement and connection with an organisation's products/activities, involving all the interactions between the brand and the customer, that can be initiated either by one or the other. CE can be manifested cognitively, affectively, behaviourally, or

socially. In their research, the authors developed a framework of CE, in which they explain that customer participation and involvement are factors that positively influence CE, and, thus, they work as antecedents of CE. On the other hand, CE affects the value individuals expect to derive from the experience, their trust, loyalty and affective commitment to the brand, so, these constructs act as consequences of CE.

Several authors, define CE based on the new forms of media and in the context of brand communities and social media. They refer to it taking into consideration the numerous ways in which customers can interact with a brand and with other customers online, using indicators such as the number of brand followers, likes, shares and reviews (Kemp et al., 2021; Vohra & Bhardwaj, 2019).

This literature review reveals a lack of consensus on a precise definition of engagement. Nevertheless, researchers generally associate it with developing relationships with customers through initiatives designed to encourage individuals to engage and form connections with brands (Vivek et al., 2012). There are also several authors who approach CE from a behavioural standpoint, which includes both passive activities such as content consumption (following, reading, watching) and more active actions such as contribution (posting UGC) (Machado et al., 2019; Peltier et al., 2020).

Consumers have different motivations to interact with brands on social media and brands must understand them to be able to develop meaningful social media strategies. According to Azar et al. (2016), consumers can be divided into four types based on their motivations to interact with brands on social media and the level of their interactions. So, consumers can be segmented into: 'brand detached' – consumers who have the lowest level of interaction and whose main motivation to engage is trust; 'brand profiteers' – those who have a medium level of interaction and whose motivations are related with seeking for information and looking for good deals or rewards, but who can also be driven by hedonic purposes; 'brand companions' – consumers who also have a medium level of interaction and are motivated by social influence and by entertainment; and, finally 'brand reliants' who are the most

committed consumers with high levels of interaction and whose motives range from purposive (gather information) to hedonic motives (entertainment and social influence) (Azar et al., 2016).

Companies are changing their focus from “selling” to “connecting emotionally” with their customers (Pansari & Kumar, 2017), and it is possible to do that by creating engaging content, for example, through, digital storytelling (Nicoli et al., 2022). As it was already explained in the first part of this chapter, stories help consumers to identify with the brand and its products, creating self-brand connections (Escalas, 2004). By identifying with the stories and connecting with the brand, consumers become more encouraged to engage with brands, and more likely to become loyal (Choi, 2018; Gross et al., 2019; Karampournioti & Wiedmann, 2021; Kemp et al., 2021). The identification with the stories helps to experience an emotional process that also induces engagement (Hong et al., 2022; Júnior et al., 2023; Nicoli et al., 2022). Indeed, it is widely recognised that customer-directed communication can effectively foster engagement with the brand (Brodie et al., 2011; Kemp et al., 2021), which can lead to an increase in firm sales and profitability (Vivek et al., 2012).

Considering this review of the literature, it seems interesting to understand how the two different types of video formats affect consumer engagement on social media, focusing on online interactions, such as the number of followers, likes, shares, and comments. In addition, it may also be important to understand which specific emotions are most effective in building consumer engagement on social media.

Chapter 3: Methodology

3.1. Research Design

The main objective of this study is to explore the effectiveness of storytelling through video content as a strategy for enhancing consumer engagement on social media. Given this goal, we adopted an exploratory research approach to gain in-depth knowledge about the storytelling strategy developed by a brand and followed a single-case study. A case study is a research methodology that explores a “contemporary phenomenon within its real-life context, especially when the boundaries between the phenomenon and context are not clearly evident” (Yin, 2003, p. 13).

3.2. Selection of the object of analysis

For the selection of the object of analysis, we tried to consider brands that had worked with Mojobrands Brand Lifestyle, the creative agency where the author of this thesis completed her curricular internship and also brands that employed storytelling techniques in their campaigns and marketing strategies. Therefore, Salsa was believed to be a relevant case study for generating meaningful insights as it had previously been a client of Mojobrands and it is a brand that integrates storytelling in its campaigns.

3.3. Data Collection

Primary data was collected through qualitative interviews with people involved in the creation of Salsa’s storytelling on social media. These included Daniela Neto, Brand & Marketing Manager, Ana Berenguer, Brand & Communication Specialist,

Hugo Fortuna, Digital Content Coordinator, Tânia Rodrigues Digital Marketing Team Leader and Rita Coelho, Social Media Specialist (see Table 1).

Name	Age	Gender	Position in the company	Years in that position	Years in the company	Main Responsibilities
Ana Berenguer	29	Female	Brand & Communication Specialist	2 years (since July 2023)	4 years (since May 2021)	Communication strategy and campaigns
Daniela Neto	34	Female	Brand & Marketing Manager	1 year (since January 2024)	7 years (since September 2018)	Brand strategy and campaigns
Hugo Fortuna	32	Male	Digital Content Coordinator	4 years (since June 2021)	8 years (since January 2017)	Production and management of digital content and campaigns
Tânia Rodrigues	31	Female	Digital Marketing Team Leader	5 months (since October 2024)	3 years (since April 2022)	Digital Marketing & Social media (paid content)
Rita Coelho	25	Female	Social Media Specialist	6 months (since September 2024)	6 months (since September 2024)	Social media management (organic content)

Table 1 - Characterisation of the interviewees (own development).

An interview guide was designed with the help of ChatGPT, by explaining what type of questions were important for these interviews. In the Appendices section, the question submitted to ChatGPT (Appendix 1) and the interview guide (Appendix 2) can be found. The interview guide was improved and adapted to ensure that it met the objectives of the study, exploring the themes of storytelling, the process of creation, types of video content and emotional triggers. As the interviews were in-depth and semi-structured, the guide served as a flexible framework, and it was adapted for each interview based on the expertise of the participant.

The interviews were complemented with secondary data, which include Salsa's video storytelling content and also the metrics for the evaluation of consumer engagement on social media, such as the number of likes, comments and shares of the videos analysed. A total of 6 videos, 3 short-form videos and 3 long-form videos, published between 2022 and 2024 were chosen based on their storytelling characteristics as well as the length of the video. The videos analysed included: 2 videos from the "Dear Summer" campaign, one with 30 seconds (Appendix 3) launched on May 2024 (short-form video) and one with 1min17s (Appendix 4) launched on June 2024 (long-form video); a short-form video from the "Women Never Stop Pushing" campaign with 30s (Appendix 5) and a long-format one from the same campaign with 1min (Appendix 6), both published in October 2022; a 20-second video (short-form) from the "Is Your Insecurity Showing?" campaign published on March 2023 (Appendix 7) and a Christmas campaign with 1 minute and 30 seconds, published on December 2022 (Appendix 8). Therefore, for the short-form videos we chose videos with a length up to 30s and for the long-form videos we selected videos with a length between 1 and 2 minutes.

All of the videos considered were published on Facebook, Instagram and YouTube, with the exception of the long-format version of the "Women Never Stop Pushing" campaign which was only published on Instagram. For this reason and to

facilitate the analysis of the videos and the level of consumer-brand engagement they stimulated, we decided to analyse only the video engagement metrics on Instagram.

3.4. Data Analysis

After collecting the data, an analysis was carried out to compare the main conclusions of the literature review with the findings from the interviews. By integrating multiple techniques, this research allowed us to obtain diverse perspectives and contributed to an extended assessment of the evolution of storytelling in video content.

Chapter 4: Salsa's Case Study

4.1. The company

Salsa Jeans is a Portuguese clothing brand founded in 1994, in Ribeirão, Vila Nova de Famalicão by Irmãos Vila Nova (Salsa Jeans, 2025d). With an absolute commitment to quality, innovation, and craftsmanship, the brand has consistently pushed the boundaries of denim design, offering products that enhance self-confidence and self-expression, and establishing itself as a global reference in the denim industry.

From its origins in Portugal, Salsa Jeans has expanded worldwide, opening stores across Europe, the Middle East, and beyond. The brand's journey has been marked by revolutionary product launches, such as the "Wonder" Push-Up jeans in 2007 and the "Secret" Push-In jeans in 2008, both designed to complement and enhance the natural shape of the body. This dedication to fit and comfort has earned Salsa a reputation for producing some of the best jeans in the world.

At the heart of Salsa Jeans is a strong purpose: "Pushing Them Forward". The brand strives to empower individuals, especially women, by providing them with jeans that are not just a piece of clothing, but a symbol of strength and confidence. This philosophy is embedded in Salsa's four core values:

1. Jeans for Everybody – Designed to fit a variety of body types, ensuring that everyone can find their perfect fit.
2. Proudtuguese – Inspired by Portugal's rich cultural heritage, incorporating traditional materials, architecture, and landscapes into its designs.
3. Craftsmanship – Precision-made jeans, from design to final production, with attention to every detail.

4. People & Planet – A strong commitment to sustainability with initiatives such as Betterwash, plastic reduction and carbon neutrality goals set for 2040.

Salsa Jeans operates with a fully integrated omnichannel strategy, ensuring a seamless customer experience across its physical stores, online platforms, and shop-in-shops. With over 190 Salsa stores in more than 40 countries, the brand reaches millions of customers worldwide, offering not only denim but also a wide range of apparel designed for modern lifestyles.

As the world evolves, Salsa Jeans remains steadfast in its mission to innovate while staying true to its roots. With passion, expertise, and a relentless pursuit of excellence, Salsa Jeans continues to redefine the denim industry, ensuring that every pair of jeans tells a story of confidence, craftsmanship, and sustainability.

4.2. Salsa Social Media Strategy

Salsa has a very strong presence on social media, communicating on platforms such as Instagram, Facebook, LinkedIn and YouTube. Instagram and Facebook are the platforms where the brand is most present, publishing content almost every day.

Regarding Salsa's Facebook, the brand is close to reaching the mark of 1 million followers, also with an engaged community (see Figure 1). Their content is similar to Instagram but more focused on showcasing their products, new collections and promotions rather than the content with influencers. They also encourage comments and shares and actively respond to their customers. On this platform, the tone of voice is friendly and informative, with call to actions that encourage followers to participate in discussions, share their experiences, and visit the online store for exclusive offers.



Figure 1 - Salsa Jeans' Facebook account (Salsa Jeans, 2025a).

Salsa's LinkedIn has a smaller community, with 20,000 followers (see Figure 2). On this platform, the brand shares information about company milestones, achievements and news as well as job postings and insights into the company culture. Hence, the brand approaches this platform with a more professional and formal tone of voice.



Figure 2 - Salsa Jeans' LinkedIn account (Salsa Jeans, 2025c).

On YouTube Salsa has an audience of 10,000 subscribers and their content is specially focused on the brand's campaigns showing their collections, as well as behind-the-scenes videos (see Figure 3).

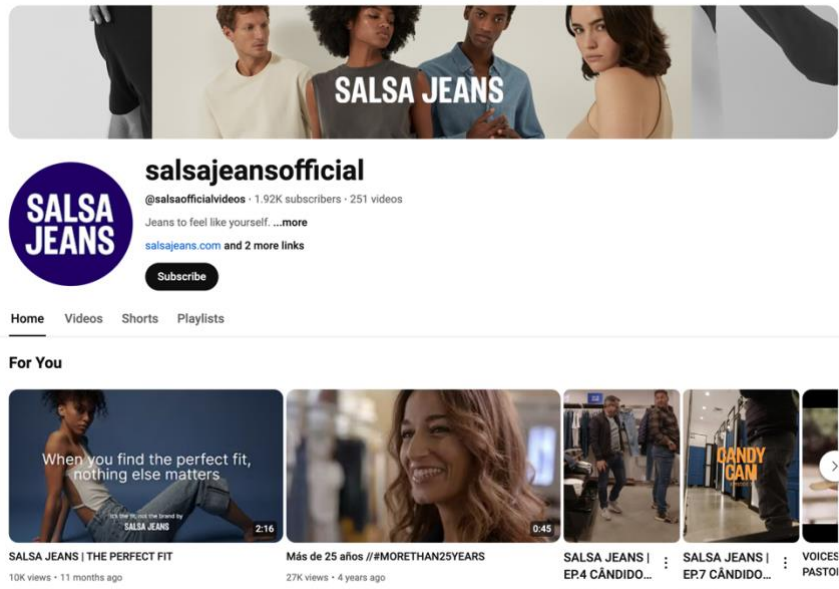


Figure 3 - Salsa Jeans' YouTube account (Salsa Jeans, 2025e).

Finally, on Instagram, Salsa has reached 240,000 followers, which indicates that the brand has a high level of awareness and a relevant community on this social media platform (see Figure 4). Their content receives thousands of likes and numerous comments, indicating active interaction from their audience as they incentivize it to boost engagement and respond to comments and messages to foster relationships. On this platform, the brand adopts a vibrant, engaging but sophisticated tone of voice.



Figure 4 - Salsa Jeans' Instagram account (Salsa Jeans, 2025b).

Salsa's Instagram content is diverse and strategically designed to align with its brand identity. The brand publishes mainly high-quality videos and photos of its campaigns and collections, showcasing its products and highlighting new arrivals and styling options. The brand also publishes content made in collaboration with influencers, fostering a sense of community and authenticity and ensuring customers feel connected and represented. Finally, the brand publishes behind-the-scenes content with insights into the design and manufacturing process, offering a glimpse into the brand's craftsmanship.

4.3. Salsa Storytelling

For Salsa, storytelling is an essential tool that allows people to identify with the brand and recognise themselves in the brand. According to all the interviewees, Salsa recognises the value of storytelling and tries to "provide something emotional that ends up being what often brings the person to us and what ends up making the person loyal". As Hugo Fortuna explained Salsa has realised that "the customer tends to be more receptive to meaningful content that tells you something".

Salsa's storytelling creation process involves the Brand Team as well as the Digital Team. According to interviewees Ana Berenguer and Daniela Neto, Salsa always tries to apply its values and mission when developing this type of content, which is extremely important to ensure that the content is in line with the brand. The Brand Team already "knows who they're talking to and what the brand stands for". So, the story is defined by the Brand Team in line with Salsa's mission and vision, and as Ana Berenguer mentioned, the creation of the concepts always has to be adapted according to the target audience, the time of the year and what they want to communicate. The Brand Team identifies a communication need, and then, as a team, tries to find ways to respond to that need through brainstorming. When the team comes up with a good idea, they need to ensure that it can be implemented across the

different channels, which is not always the case. Once the idea has been validated, it is finally executed. Following, the Digital Content Team “starts exploring (...) how the content is going to be communicated to the customer”, specifically how the narrative can be communicated clearly and visually through video content, photography and campaigns. This team is, therefore, involved in the entire content creation process, including filming, shooting and campaign production.

As Salsa is a clothing brand, it is essential to show the products and stimulate purchase intention, and this sometimes overlaps with the need to create engaging stories and storytelling campaigns. Hugo Fortuna mentioned that “it is important for the brand to work on content with storytelling, but the focus must always be on the product.”, and that is why Salsa’s tries to balance both. For example, the 2024 summer campaign was divided into 4 entries. The first 3 videos were communicated between March and May and had a much more commercial nature. These videos conveyed a message of continuity and could be related to each other, but they also made sense individually, to fulfil their purpose of selling the product, and because they had a commercial aesthetic, they were limited to 30 seconds. The last video, which was 1 minute long, “was a video that we made to close the story, and in this one, we were able to explore the inspirational aspect a little more; it still shows the product but it's not as obvious”. Therefore, as noted by Hugo Fortuna, it is difficult for the brand to balance the production of storytelling content with more commercial content. Although storytelling is very important and sometimes it is what differentiates the brand from the competition, Salsa cannot override its commercial needs. For this reason, for Salsa, it is important to find an appropriate balance between the two.

The main objectives that Salsa seeks to achieve when using storytelling content are to improve brand awareness, strengthen and consistently communicate its brand identity, foster a deeper emotional connection with customers, and ensure the audience relates to the message – ultimately increasing interest in the brand and its products. As Tânia Rodrigues mentioned, “We aim to bring them into the Salsa

world". With this type of content, the brand also aims to increase engagement, build a loyal community, and, thereby, drive sales.

As Salsa is a clothing brand with its own language and a very defined audience, it cannot follow all the trends. Salsa's team always makes sure that its campaigns convey the brand's mission, vision and values, which helps the public understand the brand's purpose and perceive the brand as authentic. Also, Salsa does not venture into areas where it does not feel comfortable and does not communicate topics that do not represent what the brand stands for.

Salsa has three pillars that stand behind the brand: 'Jeans for Everybody', 'Prouduguese' and 'Sustainability'. Therefore, any content created must be based on the 'Jeans for Everybody' pillar, which is more related to women's confidence and empowerment. The team always tries to make sure that the message of the campaign and the content are aligned with the audience the brand is talking to and their concerns. Additionally, as Hugo Fortuna highlighted, the timing of a campaign must align with the consumer's seasonal mindset. For example, in a campaign that runs from March to June, the storytelling evolves to reflect seasonal changes – starting with products appropriate for the end of the winter/beginning of spring in March and gradually transitioning to summer pieces by June. This approach ensures that customers find the content relatable and relevant at the time of communication.

Typically, the brand content is transversal to any platform, so it is not adapted. However, instead of adapting the content, the brand adapts the way the content is communicated. For example, the copy that accompanies the video can be adapted if it is for Facebook or Instagram. So, Salsa does not adapt the content itself or the way it is produced; but it can adapt the way it is distributed, for example, the copy.

When creating storytelling content, it is essential that the customer is able to understand the message the first time they see it, otherwise it will be ignored. There are types of messages that work better in terms of consumer engagement. Tânia

Rodrigues explains that when Salsa created more controversial and disruptive content, the audience reacted much more, although not always in a positive way.

Salsa's content strategy is strongly anchored in its brand values, with a particular emphasis on promoting women's confidence and empowerment. These emotional appeals are central to the brand's storytelling and are consistently reflected in its video campaigns. As demonstrated in the "Women Never Stop Pushing" campaign, Salsa strategically leverages emotional and inspirational messaging to promote empowerment, and, thereby, to connect more deeply with its target audience.

Moreover, Salsa has made conscious efforts to create more disruptive and bold content, positioning itself as a brand that challenges traditional norms. This is particularly evident in campaigns such as "Is Your Insecurity Showing?", which presents a provocative narrative aimed at breaking societal taboos and boosting women's self-confidence. Such disruptive campaigns can provoke immediate emotional reactions, leading to higher levels of engagement as audiences feel compelled to react, share, and comment on content that resonates with their personal experiences (Green & Fitzgerald, 2017). While this approach generated considerable engagement, it also attracted some negative feedback, suggesting that emotional appeals, particularly those that challenge the *status quo*, can evoke mixed reactions from audiences.

4.4. Video Storytelling

When analysing Salsa's videos notable differences were found between the short and long-formats. The key distinction between the two formats lies in the length of the videos, with short-form videos not exceeding 30 seconds and long-form videos ranging from 1 to 2 minutes.

While the content in both formats is often similar, the presentation, pacing, and mood tend to vary in ways that reflect the specific goals and constraints of each format.

The “Dear Summer” campaign provides a clear example of how pacing and mood are adapted based on the video length. The short-form video is characterised by a fast-paced rhythm, lively, energetic music and quicker scene transitions, which are designed to capture attention immediately. In contrast, the long-form video adopts a more reflective tone, with calmer, instrumental music and slower pacing that allows for more in-depth storytelling. These differences reflect not only aesthetic choices, but also strategic decisions, as the brand aims to effectively respond to different viewer expectations and attention spans.

Interestingly, the short-form version of the “Dear Summer” campaign was still able to convey a complete story in a condensed format, which speaks to the power of efficient storytelling. The fact that certain scenes were omitted in the short version, but the core message remained intact, suggests that Salsa strategically prioritised capturing attention quickly while maintaining brand coherence.

In the case of the “Women Never Stop Pushing” campaign, the short-form video highlights how Salsa uses fast imagery and quick cuts to create an inspirational feel, while the long-form video allows for a more nuanced exploration of each woman’s story. This difference in narrative depth can be understood in the context of emotional resonance. While short-form videos may succeed in creating an immediate emotional impact, long-form videos provide space for the audience to connect with the brand’s narrative on a deeper, more personal level. As such, the longer format is better suited to campaigns like “Women Never Stop Pushing,” which benefit from a slower, more immersive storytelling experience.

However, what stands out is the continued trend of short-form videos generating higher engagement in terms of likes, shares, and views (see Table 2). This pattern suggests that while long-form videos may foster deeper connections, short-

form videos generate immediate reactions that align with the fast-paced, interactive nature of social media platforms such as Instagram and TikTok. The "Is Your Insecurity Showing?" campaign, with its brief 20-second runtime, is a particularly compelling example of this; despite its brevity, the video was able to elicit significant engagement, particularly in terms of shares and comments, which points to the high viral potential of short-form content.

The higher engagement metrics for the short-form versions of the "Dear Summer," "Women Never Stop Pushing," and "Is Your Insecurity Showing?" campaigns, as demonstrated in Table 2, indicate that short-form content tends to generate more interaction.

The differences in engagement are particularly interesting when considering the type of content found in the comments. While many comments are simply emojis or brief affirmations, campaigns such as "Is Your Insecurity Showing?" and the Christmas campaign, induced a more thoughtful and positive feedback, which reflects a deeper emotional involvement with the content. These more emotional narratives resonate with certain segments of the audience on a personal level, potentially fostering brand loyalty in ways that more commercial content cannot.

Video Campaign	Length of the video	Number of likes	Number of comments	Number of shares	Number of views
Dear Summer	Short-form	195	9	33	16,9k
Dear Summer	Long-form	143	3	19	15,8k
Women Never Stop Pushing	Short-form	463	27	-	41,5k
Women Never Stop Pushing	Long-form	294	16	-	32,5k

Is Your Insecurity Showing?	Short-form	495	30	122	50,6k
Christmas Campaign	Long-form	585	50	-	36,3k

Table 2 - Instagram's Engagement Metrics of Video Campaigns (Salsa's Instagram, 2025).

An analysis of the engagement metrics reveals that videos with emotional or inspirational appeals consistently performed better in terms of audience engagement. For instance, the Christmas campaign, with its emotional narrative of loss and recovery, and the "Women Never Stop Pushing" campaign, characterized by its inspirational storytelling, achieved notable levels of engagement. These findings are supported by literature that suggests that there is a positive link between emotionally charged content and consumer interaction (Dong et al., 2023).

Overall, the findings suggest that Salsa's strategic use of emotional and inspirational storytelling significantly increases engagement. However, the varying reactions to more disruptive content underline the need for brands to carefully balance innovation with audience expectations, ensuring that their messages remain both impactful and well received.

Chapter 5: Discussion

The primary objective of this research is to examine whether and how the length of video content (short-form *vs.* long-form) influences the storytelling strategies brands adopt in their marketing efforts, particularly the storytelling structure and narrative strategies. Additionally, this study explores how these different storytelling approaches shaped by distinct video formats, impact consumer-brand engagement on social media. The findings presented in this chapter directly address these objectives, demonstrating how video format (short-form *vs.* long-form) impacts both the storytelling structure and consumer engagement strategies at Salsa.

Storytelling is an important type of communication that helps brands connect with their audience by evoking emotions and influencing behaviours (Dessart & Pitardi, 2019; Escalas, 2004; Green & Fitzgerald, 2017; Lund et al., 2018; Lundqvist et al., 2013). The literature suggests that by immersing audiences in compelling narratives, storytelling can enhance brand credibility, strengthen brand loyalty, and create positive associations (Dias & Dias, 2018; Lundqvist et al., 2013; Pera & Viglia, 2016). In line with these insights, Salsa strategically incorporates storytelling into its marketing efforts, ensuring that its narratives resonate with consumers, foster identification with the brand, and differentiate the brand from competitors. By crafting authentic and relatable stories that reflect the brand's values, Salsa aims to stimulate emotional connections with its audience, encouraging long-term brand loyalty and a deeper consumer-brand engagement.

Salsa implements storytelling through video content, leveraging its immersive and emotionally engaging nature (Lima et al., 2024; Nikulina et al., 2024) to communicate the brand's identity and values. As revealed by the interviews, Salsa maintains a consistent and well-defined tone of voice, ensuring that its video content aligns with its mission, while resonating with its target audience. Specifically, the

brand adopts a tone suited to its mature consumers, avoiding an overly youthful or humorous language that may not align with their preferences. This strategic approach reinforces the authenticity and credibility of Salsa's brand narratives, which, as the literature suggests, are critical for fostering consumer engagement and brand loyalty (Dias & Dias, 2018; Gross et al., 2019; Lima et al., 2024; Pertiwi & Sanusi, 2023). By integrating storytelling into its video content, Salsa not only enhances consumer-brand connections but also adapts to contemporary digital marketing trends where visual narratives play a crucial role in capturing audience attention (Dong et al., 2023; Nikulina et al., 2024).

While video storytelling serves as a compelling strategy for brand communication, the format in which it is delivered – particularly the length of the video – plays a crucial role in shaping its effectiveness. Several researchers have suggested that short-form and long-form videos serve different purposes, with short excelling at capturing attention quickly and driving engagement, while longer videos allow for more in-depth storytelling and emotional resonance (Coker et al., 2017; Dong et al., 2024; Lima et al., 2024; Quesenberry & Coolsen, 2019). Furthermore, the rapid consumption of video content has become a common trend (Coker et al., 2017), and short-form video marketing has expanded significantly, gaining widespread popularity (Dong et al., 2023; Menon, 2022).

Salsa carefully implements both short and long-form video contents using storytelling techniques. The selection of video length depends on the objective of the campaign. For example, short-form videos are preferred when the objective is to generate quick recognition, whereas long-form videos are used to develop a more in-depth narrative.

Regarding the storytelling structure, we found that Salsa does not adapt the narrative or the structure depending on the length of the video. Instead, what changes is the way the content is presented. Typically, the teams create videos for longer formats, aiming to tell a story that lasts between 30 seconds and 1 minute. For shorter

formats, the brand edits the footage without changing the narrative, ensuring it remains coherent while being conveyed in a much shorter time. Moreover, a faster pace is employed in shorter videos to capture the viewer's attention within the first three seconds. This finding was supported by video analysis, which indicated that while the core content remained the same, short-form videos were presented at a significantly faster pace, with livelier music and fewer scenes compared to long-form videos.

While video format influences the way stories are conveyed, its impact extends beyond storytelling effectiveness to shaping consumer-brand engagement. Engagement is a crucial factor in brand growth, as it fosters trust, loyalty, and interaction between consumers and brands (Kumar et al., 2010; Lima et al., 2024; Nicoli et al., 2022; Vivek et al., 2012). Several researchers suggest that different video formats elicit distinct patterns of engagement, with short-form videos often generating immediate reactions, such as likes and shares, while long-form content encourages deeper involvement and emotional connection (Brodie et al., 2011; Kemp et al., 2021; Nicoli et al., 2022). As consumer behaviours evolve, understanding how video storytelling strategies impact engagement is essential for brands aiming to build strong relationships with their audiences.

This research aligns with the existing literature, as short-form videos demonstrate higher levels of engagement on social media, particularly in terms of likes, comments, shares and views. As previously noted, this pattern can be explained by the trend of rapid consumption of videos (Coker et al., 2017). The rise of platforms such as TikTok and Instagram Reels has further popularised short-form videos, which is consistent with a decline in attention spans (Coker et al., 2017; Dong et al., 2024; Menon, 2022). Consequently, audience retention decreases as video length increases, making it less likely that viewers will watch longer videos in their entirety. Moreover, interviewees emphasised that, as attention spans continue to fall, capturing consumer interest within the first three seconds of a video is critical. This initial hook may play a

more decisive role in engagement than either the video's storytelling content or its overall length.

Overall, these findings highlight the critical role of video format in shaping consumer engagement, rather than storytelling strategy alone. While Salsa maintains a consistent narrative structure across different video lengths, the presentation – through pacing, music and editing – varies to align with audience viewing behaviours. The dominance of short-form videos in social media engagement underscores the importance of immediacy, requiring brands to capture attention within the first few seconds. By strategically adapting the delivery of its storytelling without modifying its core message, Salsa effectively preserves brand coherence while maximising engagement.

Chapter 6: Conclusion

The present research analyses the role of storytelling in video content and its impact on consumer-brand engagement. Throughout the study of the Salsa brand, this paper provides relevant insights into how different video formats influence storytelling strategies, particularly in terms of structure and narrative, and the respective responses they induce in the audience.

The findings suggest that storytelling is a valuable tool for brands seeking to build stronger relationships with their consumers, increase engagement, and differentiate themselves from competitors (Dias & Dias, 2018; Gross et al., 2019; Kaufman, 2003; Lund et al., 2018; Lundqvist et al., 2013; Pera & Viglia, 2016). Specifically, the research highlights that short-form video content tends to generate higher levels of engagement due to its ability to quickly capture attention, align with consumers' viewing habits (Coker et al., 2017; Dong et al., 2024), and encourage interactions such as likes, shares, and comments. However, long-form video storytelling remains relevant for building deeper emotional connections and delivering more detailed brand narratives.

The analysis of Salsa's marketing and storytelling strategies revealed that the brand successfully integrates storytelling within its digital strategy, balancing its commercial needs with emotional and aspirational content. These findings contribute to the growing body of research on digital marketing and storytelling, reaffirming the importance of creating strategic, authentic, and well-structured narratives in the digital era.

6.1. Managerial implications

This study provides valuable insights for brand managers seeking to optimise video storytelling strategies to enhance consumer engagement. As storytelling becomes increasingly relevant in digital marketing, brands must carefully assess how video length and content structure impact audience interaction on social media. The findings from this research offer key takeaways for marketing professionals.

Firstly, this research highlights the crucial role of storytelling in marketing. To maximise its effectiveness, brand managers must align narratives with the brand identity and values, incorporating authentic and relatable themes that evoke positive emotions and build connections. Additionally, balancing promotional content with storytelling elements that reflect consumers' aspirations and lifestyles is essential to drive engagement without appearing overly commercial.

Second, this study underscores the relevance of short-form videos in driving engagement by quickly capturing attention – particularly on social media platforms, where users prefer brief, digestible content. However, long-form videos remain valuable for deeper storytelling, offering a more immersive brand experience and fostering stronger emotional connections with consumers. Although they may generate fewer interactions in terms of likes and shares, they play a crucial role in reinforcing brand values and building long-term brand affinity. Therefore, the choice of video length should be guided by the brand specific objectives.

Finally, another critical insight from this study is the importance of first impressions in video storytelling. With attention spans diminishing, capturing the audience's interest within the first three seconds of a video is essential to prevent audience dispersion. If a video fails to engage viewers almost immediately, they are likely to scroll past it without absorbing the intended message. This suggests that

brand managers should prioritise designing an impactful start to draw viewers in quickly.

For brand managers, video storytelling represents a powerful tool for engaging audiences and strengthening consumer-brand relationships. However, success requires strategic planning and continuous performance evaluation. By effectively leveraging both short-form and long-form videos, creating emotionally compelling narratives, and aligning storytelling with brand identity and commercial objectives, brands can maximise the impact of their video marketing efforts in today's competitive digital landscape.

6.2. Limitations and suggestions for further research

Despite its contributions, this research has a few limitations that might limit its implications. Firstly, only one brand and one industry were analysed, in this case, Salsa, which is present in the fashion industry. In future research, it would be interesting to explore different industries, such as technology, health or entertainment, to assess if the conclusions also apply in other contexts.

Secondly, the analysis was mainly based on qualitative methods. While this study provided valuable insights into engagement metrics, future research could include a more in-depth quantitative analysis - such as tracking conversion rates and purchase behaviour - which could enhance the understanding of the impact of storytelling on sales and brand loyalty.

Lastly, this research examined storytelling techniques but did not conduct a detailed analysis of which specific emotional triggers are most effective in different contexts. Future research could explore consumers' emotional responses to storytelling.

By addressing these issues, future research can further enhance understanding of the role of storytelling in digital marketing and help brands optimise their communication strategies.

Declaration of Generative AI and AI-assisted technologies in the writing process

During the preparation of my written work/dissertation, “The Relevance of Video Storytelling: Analysing the impact of video length on consumer engagement – A Case Study of Salsa Jeans”, ChatGPT was used to assist in the generation of questions for the interview guide. After using this tool(s)/service(s), I have reviewed and edited the content as necessary and take full responsibility for the content of the work submitted. I also declare that I am aware of and respect the Artificial Intelligence Code of Conduct of Católica Porto Business School.

References

- Azar, S. L., Machado, J. C., Vacas-De-Carvalho, L., & Mendes, A. (2016). Motivations to interact with brands on Facebook - Towards a typology of consumer-brand interactions. *Journal of Brand Management*, 23(2), 153–178.
<https://doi.org/10.1057/bm.2016.3>.
- Bansal, D. (2024). Digital Marketing Trends For 2025 And Beyond. *Forbes*.
<https://www.forbes.com/councils/forbesbusinesscouncil/2024/11/13/digital-marketing-trends-for-2025-and-beyond/>.
- Bowden, J. (2009). The Process of Customer Engagement: A Conceptual Framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
<https://doi.org/10.2753/MTP1069-6679170105>.
- Brechman, J. M., & Purvis, S. C. (2015). Narrative, transportation and advertising. *International Journal of Advertising*, 34(2), 366–381.
<https://doi.org/10.1080/02650487.2014.994803>.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252–271.
<https://doi.org/10.1177/1094670511411703>.
- Cao, X., Qu, Z., Liu, Y., & Hu, J. J. (2021). How the destination short video affects the customers' attitude: The role of narrative transportation. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102672>.
- Choi, G. Y. (2018). Learning through digital storytelling: exploring entertainment techniques in lecture video. *Educational Media International*, 55(1), 49–63.
<https://doi.org/10.1080/09523987.2018.1439710>.
- Coker, K., Flight, R., & Baima, D. (2021). Video storytelling ads vs. argumentative ads: How hooking viewers enhances consumer engagement. *Journal of Research in Interactive Marketing*, 15(4), 607–622. <https://doi.org/10.1108/JRIM-05-2020-0115>.
- Coker, K., Flight, R., & Baima, D. (2017). Skip it or View it: The Role of Video Storytelling in Social Media Marketing. *Marketing Management Journal*, 27(2), 75–87. <https://www.researchgate.net/publication/327755028>.

- Dessart, L., & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research*, 104, 183–195. <https://doi.org/10.1016/j.jbusres.2019.06.045>.
- Dias, L., & Dias, P. (2018). Beyond Advertising Narratives: Josefinas and their storytelling products. *Analisi. Quaderns de Comunicació i Cultura*, 58, 47–62. <https://doi.org/10.5565/rev/analisi.3118>.
- Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2023). Short video marketing: what, when and how short-branded videos facilitate consumer engagement. *Internet Research*, 34(3), 1104–1128. <https://doi.org/10.1108/INTR-02-2022-0121>.
- Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, 14, 168–180. <https://doi.org/10.2307/1480384>.
- Gaier, J. (2023a). Top 5 Marketing Trends For 2024. *Forbes*. <https://www.forbes.com/councils/forbescommunicationscouncil/2023/10/30/top-5-marketing-trends-for-2024/>.
- Gan, J., Shi, S., Filieri, R., & Leung, W. K. S. (2023). Short video marketing and travel intentions: The interplay between visual perspective, visual content, and narration appeal. *Tourism Management*, 99. <https://doi.org/10.1016/j.tourman.2023.104795>.
- Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701–721. <https://doi.org/10.1037/0022-3514.79.5.701>.
- Green, M. C., & Fitzgerald, K. (2017). Transportation Theory Applied to Health and Risk Messaging. *Oxford Research Encyclopedia of Communication*. <https://doi.org/10.1093/acrefore/9780190228613.013.261>.
- Gross, T., Cook, A. V., & Anderson, S. (2019). A new age of storytelling How digital reality could help marketers tell better stories. *Deloitte Insights*. <https://www2.deloitte.com/content/dam/Deloitte/br/Documents/technology/Deloitte-a-new-age-of-storytelling.pdf>.
- Herskovitz, S., & Crystal, M. (2010). The essential brand persona: Storytelling and branding. *Journal of Business Strategy*, 31(3), 21–28. <https://doi.org/10.1108/02756661011036673>.
- Hong, J., Yang, J., Wooldridge, B. R., & Bhappu, A. D. (2022). Sharing consumers' brand storytelling: influence of consumers' storytelling on brand attitude via emotions and cognitions. *Journal of Product & Brand Management*, 31(2), 265–278. <https://doi.org/10.1108/JPBM-07-2019-2485>.

- Jager, A., Fogarty, A., Tewson, A., Lenette, C., & Boydell, K. (2017). Digital storytelling in research: A systematic review. *The Qualitative Report*, 22(10), 2548–2582. <https://doi.org/10.46743/2160-3715/2017.2970>.
- Júnior, J., Limongi, R., Lim, W., Eastman, J., & Kumar, S. (2023). A story to sell: The influence of storytelling on consumers' purchasing behavior. *Psychology and Marketing*, 40(2), 239–261. <https://doi.org/10.1002/mar.21758>.
- Karampournioti, E., & Wiedmann, K. (2021). Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions and behavioral intention. *Internet Research*, 32(7), 228–259. <https://doi.org/10.1108/INTR-09-2019-0377>.
- Kaufman, B. (2003). Stories That Sell, Stories That Tell. *Journal of Business Strategy*, 24(2), 11–15. <https://doi.org/10.1108/02756660310508155>.
- Kaur, J., Saini, S., Behl, A., & Poonia, A. (2024). Impact of Digital Storytelling on Improving Brand Image Among Consumers. *Journal of Promotion Management*. <https://doi.org/10.1080/10496491.2024.2403760>.
- Kemp, E., Porter, M., Anaza, N. A., & Min, D. J. (2021). The impact of storytelling in creating firm and customer connections in online environments. *Journal of Research in Interactive Marketing*, 15(1), 104–124. <https://doi.org/10.1108/JRIM-06-2020-0136>.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>.
- Lima, J., Teixeira, S., & Moreira, J. (2024). Digital Storytelling Impact on Consumer Engagement. *Marketing and Smart Technologies*, 344, 293–307. https://doi.org/10.1007/978-981-99-0333-7_22.
- Lund, N., Cohen, S., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of Destination Marketing and Management*, 8, 271–280. <https://doi.org/10.1016/j.jdmm.2017.05.003>.
- Lundqvist, A., Liljander, V., Gummerus, J., & Van Riel, A. (2013). The impact of storytelling on the consumer brand experience: The case of a firm-originated story. *Journal of Brand Management*, 20(4), 283–297. <https://doi.org/10.1057/bm.2012.15>.

- Ma, R., Shao, B., Chen, J., & Dai, D. (2020). The impacts of online clothes short video display on consumers' perceived quality. *Information, 11*(2). <https://doi.org/10.3390/info11020087>.
- Machado, J., Vacas-de-Carvalho, L., Azar, S., André, A., & dos Santos, B. (2019). Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research, 96*, 376–385. <https://doi.org/10.1016/j.jbusres.2018.07.016>.
- Maenhout, W. (2022). *Length does matter: The effectiveness of long-form versus short-form video marketing according to advertising context and viewer age*. Universiteit Gent.
- McKee, R. (2003). Storytelling That Moves People: a conversation with screenwriting coach Robert McKee. *Harvard Business Review, 80*, 51–55.
- Menon, D. (2022). Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism. *Telematics and Informatics Reports, 5*. <https://doi.org/10.1016/j.teler.2022.100007>.
- Nicoli, N., Henriksen, K., Komodromos, M., & Tsagalas, D. (2022). Investigating digital storytelling for the creation of positively engaging digital content. *EuroMed Journal of Business, 17*(2), 157–173. <https://doi.org/10.1108/EMJB-03-2021-0036>.
- Nikulina, O., van Riel, A., Lemmink, J., Grewal, D., & Wetzels, M. (2024). Narrate, Act, and Resonate to Tell a Visual Story: A Systematic Review of How Images Transport Viewers. *Journal of Advertising*. <https://doi.org/10.1080/00913367.2024.2309921>.
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science, 45*(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>.
- Patel, L. (2023b, December 18). 10 Marketing Trends That Will Dominate In 2024. *Forbes*. <https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2023/12/18/10-marketing-trends-that-will-dominate-in-2024/>.
- Peltier, J., Dahl, A. J., & Vander Shee, B. (2020). Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. *Journal of Research in Interactive Marketing, 14*(2), 239–268. <https://doi.org/10.1108/JRIM-01-2020-0010>.

- Pera, R., & Viglia, G. (2016). Exploring How Video Digital Storytelling Builds Relationship Experiences. *Psychology and Marketing*, 33(12), 1142–1150. <https://doi.org/10.1002/mar.20951>.
- Pertiwi, E., & Sanusi, A. (2023). Storytelling in the Digital Age: Examining the Role and Effectiveness in Communication Strategies of Social Media Content Creators. *Media and Islamic Communication*, 4(1). <https://doi.org/10.30863/palakka.v4i1.5082>.
- Pulizzi, J. (2012). The Rise of Storytelling as the New Marketing. *Publishing Research Quarterly*, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5>.
- Quesenberry, K., & Coolsen, M. (2019). Drama Goes Viral: Effects of Story Development on Shares and Views of Online Advertising Videos. *Journal of Interactive Marketing*, 48, 1–16. <https://doi.org/10.1016/j.intmar.2019.05.001>.
- Salsa Jeans. (2025a). *Salsa Jeans' Facebook*. <https://www.facebook.com/SalsaJeansOfficial/>.
- Salsa Jeans. (2025b). *Salsa Jeans' Instagram*. <https://www.instagram.com/salsajeansofficial/>.
- Salsa Jeans. (2025c). *Salsa Jeans' LinkedIn*. <https://www.linkedin.com/company/salsajeans/>.
- Salsa Jeans. (2025d). *Salsa Jeans' Website*. <https://www.salsajeans.com/>.
- Salsa Jeans. (2025e). *Salsa Jeans' YouTube*. <https://www.youtube.com/@salsaofficialvideos>.
- Talvola, E. (2024). 2024's Top Business Video Trends: Infographic. *Animoto*. <https://animoto.com/blog/news/2024-business-video-trends-infographic>.
- Vinerean, S. (2017). Content marketing strategy: definition, objectives and tactics. *Expert Journal of Marketing*, 5(2), 92–98.
- Vivek, S., Beatty, S., & Morgan, R. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>.
- Vohra, A., & Bhardwaj, N. (2019). Customer engagement in an e-commerce brand community: An empirical comparison of alternate models. *Journal of Research in Interactive Marketing*, 13(1), 2–25. <https://doi.org/10.1108/JRIM-01-2018-0003>.
- Woodside, A. (2010). Brand-consumer storytelling theory and research: Introduction to a psychology & marketing special issue. *Psychology and Marketing*, 27(6), 531–540. <https://doi.org/10.1002/mar.20342>.

- Xiao, L., Li, X., & Zhang, Y. (2023). Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective. *Journal of Retailing and Consumer Services*, 70. <https://doi.org/10.1016/j.jretconser.2022.103170>.
- Xiao, Y., Wang, L., & Wang, P. (2019). Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions. *Advances in Social Science, Education and Humanities Research*.
- Yin, R. (2003). *Case Study Research: Design and Methods* (3rd ed., Vol. 5). Sage Publications.

Appendices

Appendix 1 – Query ChatGPT

"Hello. Could you generate a questionnaire of 15 to 20 questions for an interview with a clothing brand? I would like to ask about their use of storytelling as a marketing strategy, to find out more about how they implement it, what strategies they use, to describe their storytelling and the process of creating storytelling, if it has always been an important strategy for the brand, what are the indicators they use to understand if storytelling is working, if they believe that these stories contributed the success of the brand, I also want to understand if there are different approaches implemented in storytelling in short-form video content compared to long-form and if there are, what are those differences, I want to know if they notice differences in consumer engagement in terms of storytelling compared to other types of content and in terms of different durations and when implementing storytelling what strategies work best. Some examples of questions are: Describe [brand's name] storytelling. Describe the process of creation of storytelling. Has storytelling been important for [brand's name]? What indicators do you use to understand whether storytelling is working?"

Appendix 2 – Interview Guide

1. Name.
2. Position in the company.
3. How long have you worked for the company?
4. How long have you worked in this position in the company?

General Storytelling

5. Can you describe how Salsa uses storytelling as a marketing strategy?

6. How do you integrate storytelling into your overall social media marketing strategy and how do you define this approach?
7. How do you decide which type of storytelling best aligns with Salsa's values and mission?
8. Has storytelling always been an important strategy for Salsa or has the use of storytelling evolved?

Storytelling Creation Process

9. Can you explain the process of creating a storytelling campaign for Salsa and who is involved?

Success Indicators

10. What are the main objectives they seek to achieve through the use of storytelling?
11. What metrics or indicators do you use to assess whether the storytelling is being successful (achieving the defined objectives)?
12. How do you measure consumer engagement (likes, shares, comments, reviews, number of views, clicks on the video, conversion rate, bounce rate) specifically related to this storytelling campaign content compared to other types of content?

Impact of Storytelling

13. Do you think these storytelling campaigns have directly contributed to Salsa's success? If so, how?
14. What was Salsa's most successful campaign with storytelling as its central focus?

Video Format and Storytelling

15. When creating storytelling content, how do you decide whether to use short or long video formats?

16. What are the main differences in the storytelling approach used in short-form videos (e.g. TikTok, Instagram Reels) compared to the approach taken when using long-form videos (e.g. YouTube)?

17. Do you notice differences in consumer engagement with the brand's content when using storytelling in short-form and long-form videos? What differences do you observe?

Consumer Engagement and Strategy Effectiveness

18. Are there specific platforms where storytelling is more effective in engaging your audience?

19. Do certain types of storytelling content (e.g. humour, drama, inspiration) perform better in short-form videos than in long-form videos? How do you explain these differences?

Emotional Factors

20. What types of emotional appeals do you use when creating storytelling content?

21. How do you adapt these emotional stimuli to different audiences or platforms?

22. Have you noticed any specific trends in the way different types of storytelling, based on different emotional stimuli, influence engagement with the brand's content?

23. How do you ensure that the content you publish is consistent with the brand's message and is perceived as authentic?

Appendix 3 – Dear Summer short-form video campaign



Appendix 4 – Dear Summer long-form video campaign



Appendix 5 – “Women Never Stop Pushing” short-form video campaign



Appendix 6 – “Women Never Stop Pushing” long-form video campaign



Appendix 7 – “Is Your Insecurity Showing?” short-form video campaign



Appendix 8 – Christmas campaign long-form video

