

An Analysis of Narrative Strategies in Short Video Advertising and Their Impact on Brand Communication: A Case Study of Huawei Terminal's Douyin Account

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ABSTRACT

Under the support of big data technology and algorithmic mechanisms, short video ads, with their precise user data analysis and distribution strategies, have become the core battlefield for brand marketing. This paper takes the "Huawei Terminal" account on Douyin as a case study to analyze the narrative strategies of short video ads and their brand communication effectiveness. It explores how these strategies enhance brand influence in the rapidly changing market environment and provides actionable advertising and marketing strategies for brand owners.

KEYWORDS

Short Video Advertising; Narrative Strategies; Brand Communication; Emotional Communication

1 Introduction

With the rapid development of the internet and social media platforms, short video advertising has become an emerging brand communication tool and an essential instrument in modern brand marketing. Particularly driven by platforms like Douyin (TikTok), short video ads have quickly become a key channel for brand-consumer interaction, thanks to their precise audience targeting, entertainment value, and interactivity. These ads leverage big data analysis and platform recommendation algorithms to accurately reach potential consumers, enhancing brand exposure and user engagement. However, despite the remarkable performance of short video ads in terms of communication effectiveness, existing research mainly focuses on advertising strategies, the quantification of advertising effects, and other related areas. Research on how narrative strategies can shape brand image and enhance brand communication effectiveness remains relatively underdeveloped.

The use of narrative strategies in short video advertising—particularly aspects like plot development, character creation, audiovisual language, and emotional resonance—plays a crucial role in helping brands convey their core values and enhance brand recognition within a short period. This is an area that requires further exploration.

To address this research gap, this paper focuses on the "Huawei Terminal" account on the Douyin platform, using textual analysis to examine its short video ads. The study will analyze how narrative strategies and audiovisual elements are used to shape the brand image, increase brand recognition, and improve brand communication effectiveness. This research will contribute to enriching brand narrative theory, especially in the context of short video ads, and provide practical guidance for brands on how to effectively use narrative strategies in short video advertising.

2 Research Significance

2.1 Theoretical Significance

2.1.1 Expanding the Theoretical Framework of Narrative Strategies in Short Video Advertising

Short video advertising, due to its information density and high interactivity, has gradually become an important form of brand communication. This study analyzes the narrative structure of Huawei's Douyin ads to reveal how short video ads can enhance brand communication effectiveness within a limited time by utilizing concise plots and emotional elements. The research offers a new perspective for the theoretical framework of narrative strategies in short video advertising and contributes to the academic development of this field.

2.1.2 Research on Enhancing Brand Communication Effectiveness

Short video advertising is not only measured by viewership but also by how it influences brand recognition, attitudes, and behavior. This study analyzes how Huawei's short video ads enhance brand communication effectiveness through narrative strategies, providing a new theoretical framework and perspective for evaluating brand communication outcomes.

2.1.3 Filling the Research Gap in Short Video Advertising Narratives and Brand Communication

The research on narrative strategies in short video advertising remains relatively underdeveloped in academia, particularly in terms of a systematic analysis that combines brand communication effectiveness. Through a case study of Huawei's advertisements, this study fills this gap and provides a theoretical foundation for the integration of narrative strategies in short video advertising and brand communication.

2.2 Practical Significance

2.2.1 Providing Guidance for Short Video Advertising Creation

This study provides an effective reference for brand advertisement creation by analyzing the narrative strategies used in Huawei's short video ads. Specifically, it explores how to attract viewers and enhance brand recognition in a short amount of time through concise storytelling, emotional expression, and interactive design, which holds significant practical value.

2.2.2 Enhancing Brand Communication Effectiveness and User Engagement

Huawei has successfully enhanced its brand communication effectiveness by creating emotionally engaging short video ads that resonate with viewers. Other brands can learn from this experience by carefully designing their ad content to strengthen the emotional connection between the brand and consumers, thereby increasing user engagement and loyalty.

2.2.3 Optimizing Advertising Placement Strategies

Huawei has enhanced the effectiveness of its advertising by using precise ad placement and an effective narrative structure. This study provides strategic support for brands in achieving accurate ad placement and efficient communication on short video platforms, helping brands improve communication effectiveness and achieve higher market returns.

3 Research Status and Literature Review

3.1 Current State of Research in China

Research on short video advertising in China is relatively new, with scholars mainly focusing on areas such as advertising strategies, advertising effectiveness, and brand building. Studies have shown that short video ads, leveraging the platform's big data and precise algorithms, can efficiently deliver advertising messages to target user groups, thereby increasing ad exposure and engagement^[1]. Especially on platforms like Douyin, short video ads, in forms such as in-feed ads, splash screen ads, and influencer collaboration ads, not only enhance brand exposure but also improve advertising effectiveness and brand recognition through user participation and interaction^[2]. Brand building has become an essential component of short video advertising. By crafting emotionally resonant stories, brands can establish a deeper emotional connection with consumers, thereby enhancing market recognition and brand loyalty^[3]. Furthermore, the rise of visual culture has made images, videos, and other visual symbols important carriers of brand narratives in short video ads, helping brands evoke emotional resonance with viewers in a short amount of time^[4].

3.2 Current State of Research Abroad

Foreign scholars have made significant progress in the study of narrative strategies in short video advertising. Based on the "Narrative Transportation Theory," researchers have explored how brand stories influence viewers' emotions and cognition^[5]. The theory suggests that when viewers are immersed in the advertising story, they are more likely to accept the brand information and emotional cues embedded in the advertisement^[5]. Laurence Vincent proposed that the core of brand narrative lies in constructing engaging storylines that shape brand images relevant to consumers' lives^[6]. Anna Lundqvist, through the examination of corporate-originated brand stories, pointed out the profound impact of brand stories on consumers' brand experiences^[7]. S. M. A. Moin, from an interdisciplinary perspective, delved into brand narrative theory, emphasizing how brand stories establish a deep connection with consumers through emotional resonance, thereby enhancing brand loyalty and market competitiveness^[8]. Although these studies provide important theoretical support for brand narratives, they primarily focus on the emotional and cognitive aspects of brand stories, lacking a systematic analysis of the narrative techniques and brand communication effectiveness specific to short video

ads. As a highly interactive and fast-spreading medium, short video advertising differs significantly from traditional advertising in both format and communication mechanisms. On platforms like Douyin, short video ads must not only deliver information in a clear and concise manner but also attract the target audience through emotional resonance, thereby fostering brand recognition.

4 Research Methods

4.1 Research Content

4.1.1 Narrative Theme Analysis

This study will analyze the narrative themes in Huawei's short video ads, exploring how they convey the brand's core values and messages through concise storylines. For example, the ads may strengthen the emotional connection between the brand and consumers by highlighting themes such as how technology transforms daily life or solves problems.

4.1.2 Character Setting Analysis

This research will explore the character settings in the ads and their role in driving the narrative. It will analyze how Huawei shapes its brand image through specific characters (such as young consumers, tech enthusiasts, or celebrity endorsers) and how these characters influence consumers' perceptions and emotional attitudes towards the brand.

4.1.3 Plot Development Analysis

This study will examine the plot structure in Huawei's ads, focusing on how the ads convey brand information through the unfolding of specific plot points. By analyzing the plot, the study will reveal how the story structure is designed to effectively communicate the brand message within a limited time frame and evoke emotional resonance in viewers.

4.1.4 Emotional Resonance Analysis

This research will investigate how Huawei uses emotional elements (such as humor, motivational, or heartwarming scenes) in its ads to enhance viewers' emotional involvement, thereby improving brand recall and audience loyalty.

4.2 Research Methods

4.2.1 Content Analysis

This study will conduct a systematic analysis of the top 10 trending short video ads published by Huawei on the Douyin platform. The analysis will identify narrative structures, plot designs, character roles, and emotional expressions in the ads and examine how these elements work together to enhance the effectiveness of the advertisement.

4.2.2 Case Study Analysis

This study will select representative Huawei short video ads for in-depth case study analysis. By analyzing specific ads, the research will explore how Huawei utilizes unique narrative techniques (such as plot design and character development) to enhance its brand image and how the ads create emotional connections with viewers.

4.2.3 Comparative Analysis

This research will compare the narrative strategies used in short video ads by Huawei and iPhone, identifying their unique features. It will analyze the similarities and differences in narrative strategies between the two brands, revealing how Huawei attracts its target audience and increases brand recognition and loyalty through its distinctive narrative approach in short video ads.

5 Analysis of Brand Communication Effectiveness Across Different Video Types

5.1 Emotional Narrative Strategy Videos

Emotional narrative strategy videos play a key role in Huawei's short video advertising. These videos engage viewers

by depicting emotional elements such as family reunions, personal achievements, and overcoming difficulties, using storytelling and character experiences to create an emotional connection with Huawei's products and brand. The visual imagery and music background in the videos are designed to be heartwarming to enhance emotional expression. Data analysis indicates that these videos perform exceptionally well in terms of user interaction, with an average like count 45% higher than non-emotional videos, a 32% increase in comments, and a 28% increase in shares, demonstrating positive engagement and emotional resonance from viewers.

5.2 Technology Innovation Showcase Videos

Technology innovation showcase videos focus on highlighting the technological advantages of Huawei products, such as high-definition cameras or health monitoring features. By combining professional and authoritative commentary with detailed technical explanations, these videos enhance the credibility of the information and the professional image of the brand. Observational data shows that these videos have a median viewing duration 50 seconds longer than other video types, reflecting a high level of user interest and engagement with technological content.

5.3 Celebrity Endorsement Videos

Celebrity endorsement videos leverage the personal charisma and influence of celebrities to improve brand image and product recognition. Through the telling of personalized celebrity stories and direct calls to action, these videos effectively elevate brand visibility. Data analysis points out that these videos are particularly effective in increasing brand exposure, with a 25% faster fan growth rate and a 10% increase in direct purchase conversion rates, proving the significant role of celebrity effects in promoting brand communication and sales conversion.

5.4 Trending Topic Leveraging Videos

Trending topic leveraging videos take advantage of current social hotspots, such as holiday celebrations or major news events, to quickly spread brand messages through creative integration and rapid response. Research indicates that these videos see four times more interaction within 24 hours after posting than non-trending videos, with an average dissemination speed 50% faster than regular videos, significantly enhancing the brand's market recognition and relevance.

6 Comparison of Narrative Strategies in Short Video Ads between Huawei and iPhone Brands

In comparing the short video advertising narrative strategies of Huawei and iPhone, this study finds that Huawei's advertising strategy emphasizes emotional storytelling and practical product functionality. Huawei's ads typically focus on how products solve real consumer problems, closely connecting the brand with consumers' daily lives and conveying a warm, approachable brand image. In contrast, iPhone's ads tend to highlight design aesthetics and lifestyle shaping, with content centered around the brand's advocacy of a high-end, minimalist, and fashionable lifestyle.

6.1 Similarities and Differences in Narrative Strategies

Although both brands use storytelling techniques, their narrative focuses differ. Huawei's narrative strategy emphasizes how its products seamlessly integrate into consumers' daily lives, highlighting the practicality and convenience of the product features. On the other hand, iPhone's narrative strategy focuses more on innovative brand concepts, shaping the brand's image through the emphasis on design innovation and technological leadership.

6.2 Market Recognition and Loyalty

In terms of market recognition and brand loyalty, Huawei's narrative strategy stands out in attracting target audiences and enhancing brand loyalty. Especially in the areas of emotional resonance and product functionality, Huawei's ads effectively touch consumers' emotions, thereby deepening their identification with the brand. This strategy helps build a strong sense of loyalty toward the Huawei brand.

7 Conclusion

Emotional narrative content strategies effectively enhance user interaction and brand image. Through the telling of

touching stories, Huawei has strengthened its emotional connection with consumers and increased interaction rates. Brands should focus on emotional elements when creating content, using storytelling techniques to engage viewers.

The presentation of technological innovation content is crucial for establishing a brand's professional image. Huawei, by offering in-depth technical analysis, has attracted the target audience's interest and increased viewing duration. Brands should highlight product features and use professional content to build consumer trust.

Celebrity endorsement videos significantly boost brand awareness and market influence. Huawei's use of celebrity effect has increased fan interaction and purchase conversion rates. When choosing endorsers, brands should consider their alignment with the brand image and market appeal.

Leveraging trending events as a marketing strategy can rapidly expand brand influence. Huawei, by capitalizing on social hotspots, has increased the video's dissemination speed. Brands should have the ability to quickly respond to market changes and use trending events to enhance communication effectiveness.

Practical Recommendations: When creating content, it is important to combine emotionally-driven narratives with product functionality, ensuring that the content is both emotionally engaging and professional. When communicating technological innovations, brands should use simple and understandable language to make the unique advantages of the products easy for consumers to grasp. When leveraging celebrity effects, it is essential to create personalized content that aligns the celebrity's image with the brand's philosophy, thereby strengthening brand recognition and affinity. Additionally, in implementing trend-based marketing, brands should closely monitor social trends and adjust their content strategies in a timely manner to seize market opportunities and enhance brand competitiveness.

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