

STORYTELLING ADVERTISING TO PROMOTE CLIMATE NEUTRALITY: CONTENT ANALYSIS OF JOHN LEWIS'S CHRISTMAS ADVERTISEMENTS

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ABSTRACT

Stories are with us from the very beginning and are here to stay. As storytelling becomes increasingly important for advertising professionals, there is a need to discover how stories can be utilized most effectively. Climate neutrality is a crucial goal for many countries worldwide, but achieving this status cannot become a reality without the involvement of society. With constant changes in the environment, how people receive and react to information is constantly transforming. Now, more than ever, it is important to find a way to reach and encourage society to take the necessary steps towards climate neutrality. Advertising is a valuable tool to promote specific behaviors and actions. Content analysis of John Lewis Christmas advertisements enabled us to identify the most frequently used story elements by this brand and explore how those elements could be applied in advertisements related to climate change issues. Results show the main elements that contribute to the powerful stories that are memorable, engaging, and effective in achieving the brand's goals. The study provides recommendations for advertising professionals and highlights the need for future research.

Keywords: advertising, storytelling, climate change, climate neutrality, case study

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INTRODUCTION

Stories have been companions to human beings for thousands of years because they have the power to change minds and inspire action. The climate change crisis is a global threat already affecting countries worldwide (Steel et al., 2024). Storytelling is utilized in the advertising industry as a tool to promote ideas and achieve marketing goals, but convincing people to act in a certain way is becoming increasingly challenging. The current market is

extremely competitive, and there is a need to adopt methods that help create a competitive advantage while also staying true to the main goals and mission/vision (Seifert & Chattaraman, 2020). Brands use storytelling to connect with their audiences and present themselves as authentic (Martín de la Rosa & Domínguez Romero, 2016). Storytelling can help to create a strong connection with consumers and encourage loyalty (Dias ir Cavalheiro, 2021). There is a need to study practical examples of

brands using storytelling methods and create an understanding of how to help spread awareness about climate neutrality. The authors note that the storytelling method is widely used in different fields and various contexts. There is still a need for both theoretical and, most importantly, practical applications of how this method should be implemented in advertising. In this article, John Lewis commercials are used as an example of storytelling being employed to achieve advertising and marketing goals. The research goal is to identify common threads between the chosen advertisements and to determine the story elements used by the John Lewis brand to create a special bond with its audience. John Lewis was part of a research study that aimed to examine how corporate social responsibility is reported by the United Kingdom's retail brands (Jones & Comfort, 2018). Examples of studies that focus on how the John Lewis brand incorporates storytelling methods and specific story elements in its advertisements were not found. Previous studies also aimed to see how consumers are affected by retail brands (one of them being John Lewis) using storytelling as a messaging strategy for Christmas and found that there is a disconnect between attitude towards a brand and the enjoyment of the ad, but the focus was more on the reactions of audiences to the content and not the content itself (Cartwright, McCormick & Warnaby, 2016).

METHODS

A case study with a content analysis was chosen as a research method in this article. Qualitative research methods help to understand human existence and analyze specific actions or other relevant aspects of human nature (Bearman, 2019). Qualitative data is essential to understanding how to encourage changes in human behaviors related to climate neutrality. The goal of the article is to examine how storytelling is utilized in the context of advertising and identify specific story elements employed in the content, providing guidelines for engaging audiences on climate-related issues. The case study of John Lewis's advertisements was chosen because of its focus on social issues and storytelling. The brand's commercials are a valuable research subject due to their consistent efforts to present their message in a story form. The research aims to identify the story elements used in the content creation process and provide

recommendations based on the findings on how those story elements could be utilized in advertising campaigns that aim to promote climate neutrality. A case study combined with content analysis creates an opportunity to identify methods, theories, and tools most frequently used by brands to make their mark in the current market. Previous studies were focused on brands using stories to promote their ideas and create a stronger brand image (Belén Moreno-Albarracín, 2022). The data, received during content analysis, is analyzed through coding, abstracting, and grouping actions that contribute to a deeper understanding and attribution of meaning to the information (Fazeli, Sabetti, & Ferrari, 2023). Content analysis provides an opportunity to analyze content in the field of advertising, understand communication messages or other aspects of advertising more deeply, identify patterns, and draw relevant conclusions within the context of the research (Sandhu, 2023). The research was conducted to examine existing studies using content analysis to analyze advertisements. Content analysis is used in the advertising field as a method to gain a comprehensive understanding of specific types of advertisements (Mahajan, 2023), understand the advertising context (Meyer et al., 2019), and identify patterns or other relevant elements of the creation of advertising content (Auxtova & Brennan, 2024). The chosen sample for the study consisted of all Christmas advertisements created by John Lewis. Video content analysis was conducted by using other studies as an example (Iye et al., 2021) and following the steps provided by Li and Kuo (2003) to analyze content in a video form. The steps analyzed the content by looking into events, scenes, shots, audio content, and speaker identification.

RESULTS

John Lewis switched their focus from a product-oriented approach to consumer-based efforts. The transformation was achieved through the use of storytelling in their advertisements (Hanlon, 2020). It is noted that around 2010, John Lewis encountered economic difficulties but managed to perform better than other retailers, thanks to their effective marketing campaigns, such as their Christmas advertisements (Aliyev, 2015). The John Lewis brand began its Christmas advertising campaigns

in 2007 with quite simple ideas at first, and later their efforts became a phenomenon. Watching John Lewis's Christmas advertisements is like a Christmas tradition for many people. For some, John Lewis's Christmas advertisements mark an "unofficial start of the holiday season" (Kiefer, 2024). In a market filled with information, noise,

and advertisements, John Lewis Christmas advertisements offer more than just a simple encouragement to buy more. Especially with the possibilities and advantages that digital advertising has to offer, John Lewis can create something that an audience wants to watch (Hanlon, 2020).

Table 1: Chosen advertisements for content analysis

Name of the AD/Year	Main plot
Shadows (2007)	People create a woman and a dog by arranging gifts in a specific way.
Clues (2008)	The plot is about people changing into objects (gifts). 'If you know the person, you'll find the present.'
The Feeling (2009)	Kids are opening presents that are more adult-like, but the joy is so genuine.
A Tribute to Givers (2010)	The ad shows a ritual of gift-giving. Gifts are not just physical objects. Gifts are an expression of love.
The Long Wait (2011)	The story shows a child who is overly excited for Christmas morning. It is familiar that time flies a lot slower when you're waiting. The twist is that he is waiting to give his gift to his loved ones, not to receive it.
The Journey (2012)	The long journey of the snowman who is willing to bring a present to his love.
The Bear and The Hare (2013)	The story is about a bear who leaves his best friend, a hare, on Christmas. While other animals decorate and prepare for Christmas, he comes and surprises them all.
Monty The Penguin (2014)	A boy's friend and pet penguin aim to find love and Christmas brings him and his owner everything they want.
The Man on The Moon (2015)	A story about a friendship between a little girl and a man far, far away. Social commentary about taking care of the elderly and taking care of those who are alone at Christmas.
Buster The Boxer (2016)	Buster the dog and the unforgettable joy of finally receiving what he always wanted.
Moz The Monster (2017)	Overcoming fears. The gift that can create joy, happiness, and peace for a receiver.
The Boy and the Piano (2018)	It shows the story of Sir Elton John and how a gift from his childhood helped him to achieve his goals and make dreams a reality.
Edgar The Dragon (2019)	A dragon named Edgar must learn how to control his powers. A little girl helps to make him feel part of the village.
Give A Little Love (2020)	Various characters perform eight random acts of kindness while showing the story in a constantly changing style.
Unexpected Guest (2021)	The story is about overcoming barriers and finding common ground with different people. The plot shows the importance of coming back to what truly matters.
The Beginner (2022)	The story is about a man finding a new hobby. We see him learning new skills and the journey being harder than he thought. Only in the end does the viewer find out the reason behind it. The man is trying to find a common ground with his foster child.
Snapper: The Perfect Tree (2023)	The story of a unique Christmas tree that invites the family to make space for new traditions.
The Gifting Hour (2024)	A woman is trying to find the perfect gift for her sister while traveling through various stages of her life with her.

John Lewis's Christmas advertisements not only attract a lot of attention, views, and engagement but also contribute to a stronger brand image and consumer loyalty (Rudd, 2023). According to the 2025 Edelman Trust Barometer, society trusts businesses more than the media or government (Edelman, 2025). If business remains one of the most trusted institutions, it is crucial to see how brands in various fields create meaningful relationships with their audiences. John Lewis is a master of using emotional stories to achieve their seasonal goals.

The chosen case is relevant in the context of climate neutrality because of the emotional impact that John Lewis advertisements have on their audience. The emotional power of the stories is the reason why this tool should be used by various experts seeking to inspire positive changes in society. It is noted that emotionally charged stories inspire behaviours that contribute to environmental goals (Morris et al., 2019). Even if there is an understanding of the power of emotional storytelling to inspire action,

a deeper understanding of the specific storytelling elements that create emotion-based reactions is still needed. Climate change-related issues require theoretical and empirical evidence about specific storytelling elements that create a connection between the storyteller and the receiver. Stories, when done right, can create a connection even with the most sceptical and apathetic audiences (Gustafson et al., 2020). John Lewis is consistent with its emotion-based approach to storytelling and their brand communication. This manuscript aims to identify the specific elements of the stories that create emotional impact. A total of eighteen advertisements were analyzed and the main themes, elements, and other relevant information about the content were discussed. Advertisements were analyzed to identify the main story-based elements used and categorize them. The main elements of the stories are presented in the second table. The ads are determined by the last two numbers of the year they were released.

Table 2: Elements in the story of the John Lewis Christmas advertisements

AD	Story elements
2007	Three-act structure, surprise elements. The characters are humans. Imagination, joy, creativity, excitement.
2008	Music is the main storyteller. The song represents the main idea behind the advertisement. Human characters with animals and objects. No clear structure. Happiness, creativity and love.
2009	The characters are only little kids who represent the inner kids of adults. There is a twist, but no clear three-act structure. Nostalgia, joy; coming to your childhood, gratitude, joyfulness.
2010	Characters: everyday heroes, people who work important yet often overlooked jobs. Storyteller: Music is like the main storyteller. Togetherness, empathy, giving back, caring about others. Nostalgia.
2011	The story presents an emotional twist. The viewer thinks it is just a child waiting for the presents, but it is he waiting to give the present to his parents. Character: A simple hero, a selfless child. Surprise elements. Three-story structure. Music, once again, is quite simple, but sweet, peaceful, soft voice. Empathy, selflessness, family, love, kindness.
2012	Characters: The main characters are non-human. Elements of the story: three-act structure; noticeably clear desire, the journey, hero's journey with all the hard work and sacrifice that the snowman had to take. The gift of giving. More fantasy elements and magic. Love, sacrifice.
2013	More fairytale-like. With font in the beginning, introduction and Being together. A gift can be quite simple, just something that will create a feeling, an experience. Emotional song. Characters: Animals. Non-human ad. Nostalgia, sadness, and joy. Togetherness, community, being there for each other.
2014	Main points: Imagination, love. Virtues: Family. Characters: humans are the main characters. Emotions: nostalgia, joy, and dreams becoming reality. Creativity. Awe.

Table 2: Continued.

2015	Characters: Humans with fantasy elements around them. Elements: Three-act structure. Fantasy elements as a metaphor. Community, joy, empathy. Creativity is an important aspect.
2016	Character: humans with a dog. More humor, fewer tears. Joy, being a kid again. Feeling grateful, joyful, happy.
2017	Character: Everyday people + a monster. Story elements: Three-act structure; typical characters that have goodness and badness in them, the climax of the story is memorable. Sadness, shame, and loneliness transform into calm, happiness, and joy.
2018	Type of story: "From rags to riches" story type. Effective music. Three-act structure. Character: human. Celebrity power. Music is especially important for this ad. Joy, creativity, awe, love, connection, happiness, energy, curiosity.
2019	Characters: an extremely cute fictional creature. Other characters are humans. Being together, friendship, love, family. Clear three-act structure.
2020	Values: community, family, love, Characters: characters that are quite different but share the same goal of kindness. Emotions: a little less emotional. Kindness, energy. Story elements: Different animations, and a range of styles. Music is gentle but still portrays the main idea. Music is gentle but still portrays the main idea.
2021	Story elements: three-act structure. Virtues: love, family, Characters: alien and humans. Three-act structure. More focused on one journey. Music: Very gentle. Another modern cover of a popular song from earlier times. Emotions: nostalgia, acceptance, freedom, connection between living creatures.
2022	Characters: human characters. Story elements: surprise, three-act structure, twist, emotional, happiness, togetherness. Contains a call to action to support the brand's social commitment. Emotions: sadness, happiness, support, empathy.
2023	Fiction elements focused, further from everyday elements. Characters: Humans with lots of fantasy elements accompanying them. Metaphor. Three-act structure. Empathy, being more open.
2024	Music is less important with dialog being included in the story as well. Characters: human characters with a time- traveling twist. Fantasy elements are implemented very well within the main goal of the ad. Sisterhood, family, emotions: nostalgia, love.

After the analysis of the chosen articles, the story elements that are used in John Lewis advertisements were analyzed further by looking into the YouTube comments. No app or tool was used for coding the comments themselves. Manual coding of the Excel files was used to identify how the viewers accepted the comments. In the third table, the main result of the analysis is presented. The advertisements for comment analysis were chosen based on the number of views on YouTube, and the newest ad was selected due to its high rating on System1, which received the highest rating in this decade (Briggs, 2024). The sentiment analysis was conducted with the aim of identifying qualitative aspects about stories and their relation to the audience, rather than focusing on quantitative data. Comments were collected using the data extraction app OctoParse, which is noted as a useful resource for gathering information from

digital media. This specific app was chosen because of its applicability to limited programming knowledge (Kahlon & Singh, 2024). Sentiment analysis was conducted manually by reviewing the comments in the Excel file and marking them with positive, neutral, and negative colors. The sentiment itself was not the main goal of the comment analysis, with high importance being given to the deeper understanding of the stories presented in the ads and the specific story elements that were highlighted by viewers. No app or tool was used for coding the comments themselves. Manual coding of the excel files was used to identify how the viewers accepted the comments. In the third table, the main result of the analysis is presented. The choice of manual coding was taken, because of the ability to identify not only overall reaction to the comment (positive/neutral/negative), but also identify storytelling elements that could

have contributed to that kind of reaction.

Table 3: Sentiment analysis and selected comments of the chosen John Lewis advertisements

Advertisements	Sentiment analysis	Comments
The Bear and the Hare (2013)	Very positive.	<i>"Still the greatest John Lewis Christmas advert..."; "One word, nostalgia."; "...championed bold and impactful advertising that may not appeal to everyone but resonates deeply with its intended audience."</i>
Edgar the Dragon (2019)	Very positive.	<i>"...they really did well with conveying emotion through his eyes!"; "Can always judge their adverts on how much I cry/laugh - they've smashed it this year, I was bawling like a baby"</i>
Unexpected Guest (2021)	Mostly negative (125 out of 200). Positive (39) and neutral (36).	<i>"No idea who theyre doing these ads for anymore."; "John Lewis adverts aren't what they once were." "Utterly emotionless."</i>
The Beginner (2022)	Very positive.	<i>"As someone who's been in the care system myself..."; "I'm not crying, you are!"; "I wasn't expecting the ending. This brought tears to my eyes."</i>
The Gifting Hour (2024)	Mixed. More positive (127 out of 200). Negative (36) and neutral (39).	<i>Positive/mid: "As a big sister, this made me tear up." "As someone that has lost sisters"; "I don't understand how anyone is finding this confusing." Negative: "When you have to explain what an advert is about, the team that produced it have failed." "The message is sweet, but the ad itself is too fast paced and chaotic to connect with it emotionally."</i>

Based on the findings, an analysis of the ads was performed with an aim of identifying specific reasons behind positive or negative reactions. The 2013 ad was received very positively. Viewers express their admiration for the story and its emotional impact on them. One scene was mentioned a few times, where the character brought another one a gift. This story also encouraged people to share their own stories, but not as much as the 2022 one. Frequently mentioned words: cry, nostalgia, brilliant, beautiful and other positive and emotional words. This ad demonstrates the power of a strong narrative, including characters, emotions, climax, a three-act structure, and complementary story elements like music, which in this case serves as the main verbal storyteller. An ad from 2019 caused very positive reactions. One of the main elements that were noted was strong characters. Viewers noted the cuteness of the protagonist, which had great

development and left them wanting more of this story. Frequently mentioned words: "Nostalgia, adorable, cute..." The story is presented in a clear three-act structure, and the climax is especially important for the audience. Cuteness with social impact. Music is a frequently mentioned element of the story. Also, comments with repetition of the call to action were found: "Show them how much you care!" An ad from 2021 was received very negatively with only a few positive reactions. Negativity arises from subjects and characters that seem too distant from the target audience. The story left the audience without emotions; this is especially damaging for story's effectiveness. The reasoning behind such a strong negative reaction may stem from the chosen subject and characters. An ad from 2022 was received very positively and showed strong identification process. The ad is created with a clear three-act structure that surprises the viewer and makes it more memorable. This ad, in

particular, evoked strong emotional reactions, making the audience very empathetic and fostering identification with the story. This one really made people see themselves and inspired action. An ad from 2024 received mixed reactions from the audience, ranging from very positive to negative ones. Strong reactions could be a sign of successful engagement, which was the main goal. Most of the negative comments mention the story being confusing, with audiences puzzling to make sense of the situation and not the overall goal. Some viewers found the story “too fast paced to connect emotionally”. This is valid point that should be noted. Some comments were very strongly negative, with viewers wanting the Christmas season to be over just so they don't have to see the ad again, and some even saying it is “one of the worst Christmas ads ever.” Positive comments were focused on a storyline itself, the acting, music choice and touching subject. The ad allowed the audience to identify with characters and share their own stories. Overall, it could be said that the ad reached its target audience but failed to make a universal connection. In conclusion, the main storytelling elements that contribute to more positive audience reactions have been identified. The story elements and plot of the ad depend on the goal that the creator intends to achieve. Universally accepted ads should focus on characters that represent a wide variety of society members, and universal themes should become the basis for the story itself. The characters should be humans, unless non-human characters possess specific elements, such as cuteness, that compensate for the lack of human connection. If the goal is to reach a specific audience, the story can be presented with elements that are more focused and relevant to that audience.

DISCUSSION

When comparing the results with those of other studies, similarities were noted. Stories are a powerful tool for inspiring action and fostering a meaningful relationship between a brand and its audience. With climate change becoming increasingly challenging, it is important for scientists to find new ways to communicate with society. There is a need for stories to educate, engage and compel the target audience to take actions (Wang & Coren, 2024). Characters create a special bond with the receiver of the

message, making the story relatable, accessible, and inspiring a deeper emotional understanding. Characters are the fundamental elements of any story that convey the main messages that need to be portrayed (Liu, D., & Keller, 2023). The authors present five main elements that were used by various experts when creating visual stories and they are: 1) basic storytelling structure details (like three main parts); 2) infographic (the information presented in a clear way); 3) motion and animation – the story is more engaging with strong visual moments, like facial expressions and other details; 4) colors that used in stories are an important way to set the tone, give meanings and engage senses of the audience and finally 5) sound - music or other sounds used in the story (Baharuddin & Rosli, 2022). The possibility of different interpretations should be noted. The portrait of social or environmental issues should be cautioned of different interpretations of the content that is presented. For example, John Lewis's 2010 advertisement, “She's Always a Woman,” can be interpreted differently depending on the audience viewing it and how gender roles are understood (Doherty, 2024). Music is a crucial attribute that helps evoke a more emotional response (Doherty, 2024). Another essential element of the stories that are presented to audiences is the length of the advertisement. Authors have studied the role of advertisement duration and provided an idea of a 60-second compressed narrative to engage the audience (Caston, 2023). Authors note that storytelling is often used by retailers' stores not only to strengthen a brand's position in a competitive marketplace but also to acknowledge bigger societal issues, such as sustainability. However, it is also noted that companies addressing sustainability, climate change, or other related environmental or social issues must be prepared to demonstrate their commitment through actions (Jones & Comfort, 2019). Humor was found to be a more powerful tool to form an attitude towards a brand than a story based on dramatic elements (Kasilingam & Ajitha, 2022). Important notes about marketing campaigns and advertisements that incorporate storytelling are related to the ethical aspects of these campaigns, particularly in targeting young audiences. Stories are powerful, and they often draw on existing myths and ancient knowledge that is culturally important and passed down from one generation to the next. Marketing specialists who utilize

myths and knowledge should do so ethically, focusing not only on their business goals but also on the common good, and genuinely help society or convey important values. Authors note that using myths as a tool to promote materialism to audiences, especially children, is not ethical and could be harmful. The focus should be on more family and community-focused values (Kennedy, Waiguny & Lockie, 2021).

While the study helped identify relevant aspects of using storytelling in the advertising field to spread information about climate neutrality, limitations of the current research are also identified. One of the main limitations of the study was its exclusive focus on qualitative methods. John Lewis's case study, combined with content analysis creates an opportunity to gain valuable insights into how stories are used by this brand annually. A quantitative research method would help to gain insights into the audience's reactions to the advertisements. Another limitation is the lack of quantitative focus on societal reactions to the ads, as only five videos were chosen for comment analysis. There is also the narrow focus on the specific archetypes and characteristics of the characters. Future research should determine and present more specific aspects about character creation. The chosen object for content analysis is another limitation. Only Christmas advertisements of one brand were chosen for analysis, so the wider focus on emotional advertising efforts would provide a deeper analysis. Future research should focus on quantitative analysis and identify which specific storytelling elements, as identified in this research, can contribute to the creation of convincing communication about climate neutrality. Further research and knowledge from the brand's point of view would provide insight into which story methods and elements work best for them and should be utilized in future content creation. In the future, it would be valuable to compare distinct brands and their efforts to utilize the storytelling method in Christmas advertisements, not only to spread their message and achieve business goals, but also to focus on broader objectives.

CONCLUSIONS

Stories are a powerful tool for creating an emotional bond with an audience and leaving a lasting, memorable impact. John Lewis Christmas advertisements are a great example to see how

to achieve universally accepted story elements that create emotional reactions from the target audience. Brands from various fields utilize stories during the Christmas season to foster a more emotional connection with their audience. There is a clear tendency for more and more brands to use stories in various content and across different fields, sometimes unrelated to their products or services, but aimed at making an impression. John Lewis's example illustrates various story types, elements, structural details, and other elements that can be incorporated into a story. This brand changes its approach annually, but some key points remain consistent and are important to note in the context of this research. Music plays an integral part in the brand's stories and is often the only storyteller that speaks to the audience using words, not just visuals. Music is also an enormously powerful way to express emotions and create a more engaging and meaningful experience for the viewer. While creating stories in the field of climate neutrality, it is essential to examine John Lewis's advertisements, which focus on social issues. Advertisements that focus on social issues reveal important insights into the storytelling method. The main aspects of the stories are the right characters; the role of emotions and the three-act structure. Stories that focus on socially important aspects should be created to elicit more emotional reactions in the mind. John Lewis typically focused on the emotional journey that involves a change, where negative emotions are transformed into positive ones. The change from negative to positive emotions could become a powerful way to portray climate neutrality-related issues and present positive changes that society can implement. Another important lesson from John Lewis's stories is the use of the three-act structure that appears in most of the advertisements. The three-act structure is one of the most common yet effective ways to create a successful story, and it should be employed in every narrative. Another important lesson from John Lewis advertisements is the choice of characters. Stories should portray characters that are close to the target audience. Throughout the years, the stories have a common thread of portraying their characters as everyday heroes, people with ordinary lives and diverse backgrounds. The right characters can engage the audience and create a relatable experience for the end receiver of the message. When discussing climate neutrality

goals, this aspect is crucial, and everyday heroes should be the focus of the advertisements. Overall, John Lewis' advertisements present important lessons on how a brand can strengthen its image and stand for more than just its primary business goal. Storytelling can help to portray the brand's essence to the desired audience and contribute to something bigger than their economic growth. It was identified that character development that is too fast paced can contribute to a lower emotional reaction. For the advertisement to be universally accepted, it should feature basic human emotions that are universally recognized or at least incorporate elements that can unite all audiences. The story should be created with more diversity and not focus on just one part of society. In the context of climate neutrality, it is especially important to unite people, and not just invite them, so the story should be recognizable to most of its audience. Characters are especially important for the effectiveness of the story in the context of John Lewis, and those ads that were later chosen for analysis, focusing on the common sections. Characters that evoke positive emotions and express them contribute to a higher acceptance of the story itself. In the comments, the word that is often mentioned in relation to characters is cuteness. The characters being cute contributes to the story being more accepted, especially if the character is not a human, but an animal or some other creature. To increase the chances of a story being accepted by most of the audience, it should feature human characters that exhibit universal emotions, or create non-human characters that memorably express emotions, or include specific details like cuteness that replace the human element.

Recommendations for using storytelling advertising in the context of climate neutrality are as follows. There should be a clear and meaningful connection between the content and the brand's (message creator) main purpose. In the case of John Lewis, ads that focus on the brand's main purpose (shopping) seem to have a more positive impact. The structure of the story is another crucial aspect. John Lewis advertisements that use a clearer three-act structure are more emotionally engaging and effective. Characters should be created or/and chosen with the highest level of identification in mind. Characters should be relatable and recognizable. When discussing social or environmental issues, it is recommended to use

human characters or those that represent real human emotions and challenges faced by the target audience. This point is critical in the context of climate neutrality, where there is a need to inspire actions that require sacrifices and changes from society. John Lewis' case shows that characters rooted in basic human emotions are received more positively. Using science fiction characters could reduce the impact of the ad if the character development is not conducted correctly. The ad, which incorporates more science fiction elements, yet addresses very simplistic and universal subjects, can cause confusion and lead to different interpretations. All in all, storytelling is a powerful method for reaching the desired audience about important issues, such as climate neutrality. The John Lewis case proves that stories, when crafted effectively, can evoke strong emotional reactions and inspire action.

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