



**Advertising Strategy about Huawei Mate60 series**

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## Abstract:

Effective techniques must be employed when promoting new items within the framework of marketization. Optimal strategy selection necessitates a comprehensive comprehension of the industry and a distinct positioning of the product (Liao, 2010). Advertising in China dates back almost 3,000 years to the Yin and Zhou dynasties, where a man named Gerber promoted horse sales through inscriptions<sup>1</sup>. These inscriptions are considered to be the earliest form of advertising. The inaugural television advertising in China, promoting a specific type of wine, made its debut in Shanghai in 1979. The advertising was aired a total of eight times, and its impact was so evident that the wine was essentially sold out in all the prominent retailers in Shanghai within a span of two to three days. This demonstrates the significance of advertising in the strategy of promoting a product. The literature on advertising strategy is extensive, with comprehensive analysis and categorization of the key aspects of advertising strategy. Throughout the years, numerous theories have been devised in an effort to elucidate the reasons and methods behind the planning of advertising. Today, these unresolved inquiries persist.

This thesis seeks to unravel the four elements of product promotion strategy through an analysis of the launch and advertising of Huawei Mate60 series products, incorporating pertinent theories and tactics. The analysis of the four dimensions is expanded in order to enhance the scientific rigor and practicality of advertising tactics. This analysis highlights the significance of advertising strategy and the function of the four dimensions in strategic communication for advertising purposes. The selection of Huawei's Mate60 line of goods as a case study was based on its notable success in promotional efforts, a strong inclination towards innovative advertising models, and its distinct utilization of the four dimensions.

An in-depth analysis can elucidate the fundamental aspects of the strategy under consideration. When done correctly, it emphasizes the significance of storytelling, emotion, product power, and aesthetics as tools for evoking emotions, guiding sensory experiences, optimizing performance, and creating a certain ambiance.

This research is grounded in a comprehensive analysis of existing literature and case studies. Its aim is to gain a deeper understanding of the various aspects of strategy, a crucial topic in society that requires further analytical attention.

**Keywords:** Huawei, Advertising Strategy, Storytelling Elements, Product Power, Consumer Emotions, Aesthetics

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<sup>1</sup> It pertains to the letters engraved on the bronzes of the Yin and Zhou dynasties (Yin and Zhou being the collective term for the Shang and Zhou dynasties in ancient China, approximately 3,000 years ago).

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**Abbreviation List**

**LLC** - Limited Liability Company

**OEM** - Original Equipment Manufacturer

**TSMC** - Taiwan Semiconductor Manufacturing Company

**SMIC** - Semiconductor Manufacturing International Corporation

**BGM** - Background Music

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## Introduction

According to Mintzberg (1987), strategy is a deliberate plan or method of action that serves as a guide for addressing a particular issue. Given that strategy is an essential component of any product marketing, the need of understanding this issue is self-evident. It increases this relevance when the study of its impact on communication is also combined, this paper Outlines the theories that focus on the topic of promoting products (limited to the four dimensions presented in this paper), and analyzes those cases that involve these four dimensions on a theoretical basis. Despite its communicational and important nature, the subject has been addressed only minimally in theory, and in the field of communication science, in addition to the lack of more latitude in theory, there is concrete analysis about the empirical.

The initial phase of scientific understanding of advertising strategy involves categorizing and incorporating the most pertinent theories. The incorporation of novel (modern) theories is indeed the fundamental prerequisite for the progression of research. However, it signifies the subsequent phase of scientific understanding. The objective of this study is to facilitate the progression towards the third phase - analysis (product promotion strategy), which entails integrating social and cultural background into several types of strategy analysis.

The goal of this paper's analysis is to advocate for research on the advertising strategy of the Huawei brand. The brand implemented a comprehensive product promotion plan, which resulted in a surge of popularity among competition. Hence, desiring to acquire knowledge on utilizing storytelling to express emotions and incorporating artistic components to enhance the promotion of electronic products, while alleviating the monotony associated with scientific and technological theories. Hence, kindly acknowledge the inquiry that acts as the first premise for this thesis:

- a. What is the role of story in ads of Huawei ?
- b. What is the role of emotion in ads of Huawei?
- c. What is the role of product power in ads of Huawei?
- d. What role does aesthetic play in ads of Huawei?

The primary objective is to comprehend its function in Huawei brand advertising by utilizing the theoretical framework of the aforementioned four dimensions. The survey aims to analyze the function of story, emotion, product force, and beauty in product marketing. It will examine how the employment of these elements enables the delivery of messages that may be perceived as uninteresting to customers. The objective of this study is to emphasize the significance of Chinese culture and national ethos in comprehending and assessing information communicated through the utilization of pertinent tactics. The theory put forth for this matter is grounded on the notion that the four dimensions discussed earlier are presumed to be

inherent components in the promotional approach, serving as a core factor that can counteract negative perceptions of electronic product advertising. At their core, these dimensions facilitate purchasing decisions by transforming passive emotions into proactive ones.

The thesis is structurally organized into two primary sections. The initial chapter comprises the "four floors," which solely encompass the theoretical elements. The subsequent "story" chapter endeavors to delve into the first level of the strategy, introducing the concept of the story and expanding upon its associated emotions (mystery and curiosity) that it evokes. Additionally, it elucidates the connection between the story and advertising, with the objective of highlighting the significance of this aspect of storytelling. Following the enumeration of several hypotheses, the study proceeds to explore the concept of "Emotion" as a strategic element. This section primarily provides a summary of the definition and function of emotion in communication. Its major objective is to highlight the significance of emotion in the strategy of product marketing and to define its importance. Next, the approach focuses on the aspect of "product power". This refers to the essential support that a product provides behind all promotional techniques. Introducing this notion helps to emphasize that the success of product promotion relies on the strength and effectiveness of the product itself. Lastly, proceed to the "fourth floor" of the strategy, known as "Aesthetic". This aspect, although intangible, permeates every aspect of advertising. Its primary function is to encapsulate the pertinent concepts and underscore the crucial role that aesthetics play in advertising.

The second chapter, titled "The Analysis of Huawei Mate60 series Product Promotion Cases," aims to comprehend the significance of the four dimensions in communication and their influence on advertising. What is the reason for the abundance of narrative-based advertisements on radio and television? Can narratives exert a significant positive influence on advertising? Does presenting a product through a narrative have a greater capacity to captivate an audience compared to an advertisement that solely highlights the product's characteristics and technology? Will emotions have an impact on product promotion? Is product power a significant factor in consumer perception? Without the influence of product features, and just relying on narratives and emotions, can buyers have faith in the product? Is it essential to have aesthetics in advertising? These will also serve as the primary topics addressed in this chapter, reiterating the significance of advertising methods.

Considering that the purpose of the study was to analyze Huawei's advertising, it was deemed appropriate to concentrate the argument on the strategic aspect after thoroughly examining the concept and its influence on communication and promotion from a theoretical standpoint. Being a telecoms technology brand, it is evident that it has a distinct focus on technology. The text highlights the importance of doing a theoretical study of the product marketing problem and emphasizes the need to effectively communicate the analysis findings through advertising. Next, the paper

proceeds to examine the practical aspects by doing a theoretical analysis of the strategy at a particular era, namely under the framework of US sanctions. The brand strategically targets the Chinese market, where it competes with several electronic products. Hence, it is crucial to have a clear understanding of the intrinsic structures associated with this particular technique. Only once this verification is completed, will it be feasible to implement the entire theory. By the end of this chapter, all the theoretical arguments are validated. The purpose is to systematically analyze the brand's launch and commercials on a national or international scale. This analysis aims to comprehensively comprehend the underlying rationale behind the product promotion strategy, as well as identify the deficiencies in the product's advertising across various markets.

Prior to conducting this study, a comprehensive review was conducted on pertinent literature, scientific journal articles, and relevant publications that outline the requirements necessary for academic and scientific rigor. The articles or books mentioned in this text are highly influential and widely recognized in the academic field. It is advisable to select works that have been cited 100 times or more, as this indicates their significant impact. However, it is important to note that citation data is not the sole criterion for evaluating the quality of a text. Other factors, such as the overall excellence of the content, are also taken into consideration. Another criterion is the linguistic exclusivity of English, which is strongly tied to the language in which they are spoken.

## 1. Four Dimensions

### 1.1 Story

#### 1.1.1 Definition of Story

Narratives are structured in a certain sequence and crafted to communicate a distinct message, concept, sentiment, or principle. Prior research has elucidated the concept of a tale from several perspectives, and based on these investigations, it can be classified into three distinct dimensions:

- a. Stories derived from real-life events
- b. Stories crafted with the intention of conveying a message
- c. Stories presented in a narrative format. Narratives possess a profound emotional and imaginative impact, shaping individuals' cognition and actions

<b>Dimensions</b>	<b>Literature Review</b>	<b>Definition</b>
a.	Robinson et al. (2000)	Stories are narratives that are

		constructed around a specific event or sequence of events. Their objective is to present the facts in a way that adds significance and meaning to the event.
	Coyne et al.(2014)	Stories are narratives that are constructed from factual memories.
	Hopkinson&Hogarth-Scott(2001)	Stories are objective accounts of events, serving as a method of comprehending them and forming their perception of reality.
b.	Boje(1991)	Using stories as an instructional tool.
	Culatta et al.(1983)	Using stories as a method to evaluate the effectiveness of integrated communication performance.
	Herman(2003)	Stories are a potent and indispensable cognitive tool in the realm of communication.
	Whyte&Classen(2012)	Stories serve as a means of articulating one's own or another person's desires to others.
c.	Gudmundsdottir(1991)	Narrative is a method of conveying a sequence of events or experiences in the form of a story.

	Vincent(2002)	Narrative refers to the act of storytelling that is influenced by an individual's personal thoughts and perceptions.
	van Laer et al.(2014)	Narrative refers to the process of a tale being consumed by the recipient of the story.
	Shanka et al.(2001)	Narrative refers to the telling of a sequence of events or experiences in a cohesive and meaningful manner.

*Table 1 - What is Story*

The table clearly illustrates that the concept of story is multifaceted, as it can be focused on representing story Material or used as a means to communicate information. Indeed, the definitions of narrative and story can easily be mistaken for one another, and their connection is a subject of controversy in numerous academic investigations. According to certain scholars, narrative is a crucial method of constructing and comprehending life, and it can be equated with stories (Shankar et al., 2001). Other researchers view narrative as an individual recounting a story with personal emotions (Vincent, 2002). Thompson (1997) posits that narrative emerges from the interpretation of a story. On the other hand, van Laer et al. (2014) contend that stories are crafted by storytellers, while narratives are consumed by those who receive the stories. Indeed, storytelling is a ubiquitous occurrence in human civilization, as linguist Roland Barthes asserts: "Throughout the existence of mankind, narratives have been present in all social classes and groups, and they transcend national, historical, and cultural boundaries." "It exists, it is the essence of life" (Barthes & Duisit, 1975). According to their research, it is evident that tale and narrative are distinct ideas.

In the context of content, storytelling is not only a component of life but also a component of the consumer experience (van Laer et al., 2014). In terms of communication, storytelling is an effective method for the narrator to shape their own experience (Thompson, 1997). This paper provides a definition of storytelling based on the aforementioned studies. According to these studies, storytelling may be defined as a method of narrating that is used to communicate information, emotions, or ideas. Whether fictional or grounded in reality, narrative serves as a means for individuals to attain comprehension, facilitate communication, and shape certain perspectives.

### 1.1.2 Functions of Story

Stories are an essential component of existence, particularly in their ability to efficiently communicate information. Based on several studies, this document highlights the functions of stories in three areas:

- i: Evoking strong emotional connections
- ii: Creating efficient communication
- iii: Establishing a strong bond and sense of self

<b>Areas</b>	<b>Literature Review</b>	<b>Function</b>
i	Crouch (2013)	The theme park "theme" tames or domesticates this unfamiliarity. The utilization of well-known and easily identifiable narratives is what enhances the appeal and sense of comfort in theme parks, transforming them into engaging and recognizable environments.
ii	Thornborrow(1997)	Narratives serve as a crucial interactive tool in public discourse.
iii	Brown(1990)	Narratives are highly influential in cultivating discipline and fostering a sense of identity among individuals inside an organization.

*Table 2 - Functions of Story*

To sum up, it can be proved that a good, complete story often works in many ways. Stories can effectively convey information, culture and values; By narrating narratives that evoke strong emotions, it can elicit a deep emotional response from listeners and strengthen their bond with the story's content. This, in turn, facilitates the establishment of connections and a sense of shared identity between individuals, as

well as between individuals and organizations, ultimately fostering emotional connections between both parties.

The most influential aspect of a narrative that impacts communication and engagement is its compelling storyline, which is highly regarded by the advertising industry. Consequently, numerous companies and businesses frequently utilize storylines to enhance the content of their products, ultimately influencing consumer behavior (Dessart & Pitardi, 2019). Many advertisements tell stories, because stories can play an effective role in attracting and entertaining consumers, and stories can well convey, persuade, display and demonstrate the products and methods of use that should be used (Escalas, 2003). By creating story lines in advertisements, effective communication with consumers can be achieved. Since the early 1970s, story grammar has developed into a powerful tool for studying story understanding (David Glen Mick, 1987). Studies on advertising story grammar have proved that the use of stories in advertising has reached a certain scale and proved to be of considerable effect. At the same time, at the beginning of the 21st century, the American food and beverage industry reached out to teenagers through situational advertisements (Story & French, 2004), which, to a certain extent, shows that stories have more emotional resonance for young consumers and are thus incorporated into the advertising content. Advertising is everywhere in people's lives, but most people mistakenly think that it does not have any practical impact on us, but in fact, the elaborate stories set in each advertisement are digging our innermost fantasies and desires (Jhally, 2017). As a bridge, stories allow consumers to obtain spiritual satisfaction in advertisements. Finally develop a sense of brand identity. It is often more successful to use story plot to guide consumer behavior in advertisements. An engaging story can trigger emotional resonance of consumers, make them more easily have emotional connection with the brand, and therefore are more inclined to buy related products or services, and urge them to spend more time to understand the products or services, thus increasing the possibility of purchase. This also proves the necessity of the story dimension in product promotion.

But at the same time, we need to note that advertising videos with full story development are more accepted and recognized by consumers than ads with incomplete story development (Quesenberry & Coolson, 2019), so we should understand that it is not just adding a story in the AD to get consumers' attention, but the integrity of the story is one of the factors that affect attention. In addition, Lien and Chen (2013) found in their research that when there is no story in the advertisement, consumers pay more attention to the product itself, but this attention will be reduced in the story-based advertisement. Therefore, we should consider the impact of the story in the advertisement on the attention of the product itself when formulating the promotion strategy. Compared to more realistic advertising, story advertising does not always feature products, but is more willing to convey the brand image through emotional stories (Dessart, 2018), so storytelling advertising becomes

an effective tool to attract consumers, but not necessarily a good way to showcase the product itself.

In general, a complete story development can affect consumers spiritually. It can arouse consumers' emotional resonance to a certain extent and bring products to consumers naturally through story development, thus achieving the purpose of effectively conveying brand image. In addition, advertising can also make consumers identify with the brand through stories. Enhance the emotional connection between brands and consumers, but it is worth noting that storytelling advertisements tend to focus consumers' attention on the story rather than the product itself, so when developing a promotion strategy, the purpose of advertising should be considered to increase brand awareness or promote the product itself.

Hence, it is crucial to ensure that the narrative of the brand or enterprise remains closely intertwined with the product. Rather than being detached, the story should be intricately woven into the plot. This approach will enable consumers to associate the brand symbol or product with the story plot in their memory, thereby reinforcing the product's impact within the brand narrative. According to Cowan and Ketron (2019), when consumers are highly engaged with a product, it tends to stimulate their imagination and create more chances for interaction and discovery.

In the study of Escalas (2003), it was mentioned that powerful cleaning products appeared in the hands of housewives and solved family problems well; The coffee brand appears in the scene of family phone reunion at the most appropriate time, and the setting of these stories makes the appearance of the product more reasonable, and naturally increases the exposure of the product, which is more convincing.

The product's captivating narrative can fulfill consumers' wishes and aspirations in multiple ways, fostering greater engagement and interaction between the two parties. This ultimately leads to a more immersive and meaningful experience, hence strengthening consumers' loyalty to the brand. Brands and products engage with consumers by actively participating in the narrative. The objective is to develop successful communication with consumers, enabling them to gain a deeper understanding of the brand and product. Setting the scene and telling the story with the product as the core can make up for the lack of attention to the product itself in story-based advertising. The application of stories in advertising can be seen everywhere. Literature studies on the dimension of stories in advertising cover almost all aspects, including the aspects of stories in conveying information, generating emotional resonance and building sense of identity, which can prove the necessity of this dimension in advertising. Therefore, it is scientific to take stories as the first element of promotion strategy in this paper. In view of relevant literature and theories, scholars often think that the emotional satisfaction of the story plot is one of the reasons for attracting attention, but they ignore that the story can also attract attention

by making consumers dissatisfied with the existing product information. Therefore, this paper proposes the hypothesis that mystery and curiosity are one of the important emotional factors in storytelling advertising.

### 1.1.3 Mystery

The term "mystery" is commonly associated with the study of religion. In medieval Europe, religion used the concept of mystery as a means to exert control over society. This is mentioned in the book of 1 Timothy, which states that the mysteries of godliness are great. During that time, there was a prevailing "mystical atmosphere" where the constant cycle of birth and renewal was dominant. Additionally, there was a personal search for a genuine and reliable understanding of how the mystery of love encompasses our tumultuous era. Greek mythology, like medieval religion, is known for its enigmatic nature. Among the many intriguing figures in Greek mythology, Medusa stands out as one of the most renowned and enduring. The mysterious aspects of Medusa's story have captivated scholars, who have placed significant importance on studying her legend. This has ultimately resulted in Medusa being adopted as a contemporary symbol representing both female anger and female artistic expression (Wilk, 2000). Schimmel (1994) delves into the enigmas of numbers and highlights how people's captivation with numbers has resulted in a profusion of mathematical knowledge. Howard Zinn contends that the enigmas left behind in history, despite being a subject of discussion, are in fact trustworthy (Parenti, 1999). Johnsell thinks that the paramount inquiry in the field of biology revolves around elucidating the nature of consciousness. Does the inner awareness exist independently from the physical body? The inquiry into the nature of significance has been a central and enduring query in the field of philosophy (Searle, 1990). These investigations demonstrate that mystery has consistently been present in human civilizations as an emotional mechanism that stimulates interest and the urge to investigate, resulting in behaviors aimed at obtaining answers to the puzzle.

Nevertheless, the psychological or behavioral consequences of mystery are not one-sided. In the realm of decision making, the level of understanding of information plays a crucial role in shaping judgments. This is because the absence of sufficient information exerts a complex influence on the decision-making process (Liang et al., 2019). Edgar Allan Poe, a writer regarded as enigmatic and controversial, was considered by Mark Twain to be unfathomable. However, Poe gained popularity for his renowned Gothic horror stories. Based on the aforementioned research, the impact of mystery on cognition and behavior is intricate. It can elicit both positive behavior and negative emotions, which are influenced by individuals' subjective awareness and the sense of insecurity associated with mystery. Consequently, it is crucial to accurately gauge the level of mystery.

Mystery as a kind of human emotional experience, it can always play an unexpected effect, so in advertising also began to use mysterious elements. In the

study of Fazio et al. (1992), it is found that mystery advertisements (i.e. advertisements without brand symbols until the end of the advertisement) are more memorable by consumers than similar advertisements with brand symbols appearing at the beginning of the advertisement, which can be supported by the theory mentioned above: Mystery can trigger curiosity. Compared with products without mystery, consumers will think more about mysterious products, so that the product image will appear repeatedly in the brain and deepen the impression of the product. Therefore, mystery in advertising is an effective way to impress people. In addition, Shi (2021) adopted both mysterious and non-mysterious styles of product advertising flyers in his research experiment, and the final experimental results showed that: Consumers are more willing to pay for products promoted by mysterious means. It can be seen that mysterious appeal can generate curiosity more than other emotional states, which directly or indirectly affects consumers' purchase motivation (Hill et al., 2016). It is also the curiosity and desire to explore triggered by mystery. They will be more motivated than ever to find answers, so they will be more willing to pay for them and satisfy their thirst for knowledge. In the use of mysterious appeals, the company's marketing strategy deserves attention: the Xiaomi Su7 product launch was watched by more than 100 million people at the same time (within China), which is unbelievable anywhere. Why does an ordinary trolley press conference get so much attention from the market? One of the reasons is that Lei Jun, the founder of Xiaomi Group, promised consumers before the product launch that Xiaomi would build the first car that young people could afford, it is such a simple sentence that the mysterious appeal of consumers to the product price reached its peak, they paid attention to the Xiaomi Su7 conference, in addition to the concern about product performance. The mystery price is the key factor that consumers pay attention to. In view of the literature and cases mentioned above, it is not difficult to find that mystery has produced practical effects in advertising, so this paper holds that mystery as a necessary factor in product promotion strategy is reasonable, and the hypothesis that mystery is one of the important emotional factors in storytelling advertisements is valid.

#### 1.1.4 Curiosity

Curiosity is a prevalent mental state and personality trait that holds significance in cognitive psychology. It has a beneficial impact on cognitive function and the preservation of mental and physical well-being (HUANG et al., 2021). Simultaneously, curiosity has been defined as a state of cognitive lack resulting from perceived deficiencies in information and comprehension (Loewenstein, 1994) and is a basic aspect of our cognitive processes (Kidd & Hayden, 2015). Furthermore, curiosity can be defined as the innate drive to seek knowledge and uncover new information (Fitzgerald, 1999). It serves as a catalyst for both learning and exploration, acting as an internal motivator. Humans possess an innate curiosity, which serves as a driving force for their pursuit of knowledge purely for the purpose of acquiring

knowledge (Silvia, 2017). Curiosity is widely recognized as a significant factor in determining performance in academic environments (Reinhard Pekrun & Linnenbrink-Garcia, 2014). These studies demonstrate that curiosity plays a crucial role in encouraging exploratory behavior. People's inclination towards learning and discovery is often fueled by their innate curiosity. Simultaneously, curiosity serves as the emotional drive behind exploratory behavior (Edelman, 1997), motivating agents to engage in more effective exploration (Pathak et al., 2017) and fostering favorable subjective experiences (Kashdan et al., 2009). People can exhibit exploratory behavior by taking the initiative, which is often motivated by curiosity. And accountable for the expenses incurred during the exploration procedure.

In the development of a full story, the plot is usually not flat and boring, in order to stimulate more emotions, the story will deliberately set a turning point. Structural emotion theory (Brewer & Lichtenstein, 1982) points out that different emotional feedback can be triggered by the narrative order of story events, suspense is triggered by delaying the result, curiosity is triggered by showing the result in advance, and surprise is triggered by unexpected events (Hoeken & van Vliet, 2000), as mentioned in a study of Bermejo-Berros et al. (2022). The setting of suspense, surprise and curiosity in the story can trigger narrative tension, and curiosity plays a role in triggering and organizing suspense and surprise. In the story plot, the emotion caused by narrative tension can optimize the experience of enjoyment and make the receiver obtain emotional satisfaction. In view of the above literature on curiosity, it is clear that setting plots in stories to arouse curiosity is the key to guide exploration behavior and enhance emotional experience. Therefore, plots that arouse curiosity also appear in some advertising stories. Yang et al. (2020) mentioned in his research that AR advertising improves consumers' attention to products by increasing consumers' curiosity about advertisements, and curiosity plays an important role in memory (Gruber & Ranganath, 2019). Therefore, brand-related curiosity can enhance advertising recall (Swasy & Rethans, 1986). So as to deepen the impression of the product, to achieve the purpose of promotion.

It is precisely because the curiosity triggered by advertising stories can attract consumers' attention, some potentially harmful products are more willing to use this curiosity to promote products, such as: Adolescents gain a superficial understanding of cigarettes from blurred tobacco ads, thus generating curiosity that triggers purchase behavior (Portnoy et al., 2014), as do medical marijuana ads (D'Amico et al., 2015) and e-cigarette product ads (Margolis et al., 2018). These studies all show that the curiosity triggered in advertisements can directly or indirectly affect the effect of product promotion. Regardless of whether the purchase behavior is ultimately promoted, consumers will remember the products that arouse curiosity more. Based on the literature on curiosity mentioned above, we can make clear the importance of triggering curiosity in advertising stories for promoting products. It can not only guide consumers to explore actively, optimize the experience enjoyed in advertisements, and

obtain emotional satisfaction, but also enhance consumers' attention and memory of products, and ultimately achieve the purpose of product marketing. Therefore, the hypothesis that curiosity is one of the important emotional elements in storytelling advertising is valid.

## 1.2 Emotions

### 1.2.1 Definition

Emotion is an intricate behavioral phenomenon that involves the integration of neural and chemical processes at various levels (Lindsley, 1951). Emotional experience, on the other hand, is a significant event that takes place at the psychological level, but is ultimately caused by neurobiological processes (Barrett et al., 2007). What is the process by which emotions are generated? Several experts posit a clear correlation between motivation and emotion (Rolls, 2005). According to the research conducted by prominent classical philosophers, emotion is typically considered as the subject's substantial response to significant events, which can elicit distinct physiological changes and actions (Scarantino et al., 2021). Emotion is related to belief in the processing of prominent information (Clore, 2000). Regardless of the strength of the evidence, people still believe their own truth (Frijda et al., 2000). Emotions can also be related to mental states (Bagozzi et al., 1999), which can guide people's behaviors to a certain extent. Positive emotions show a stronger positive correlation with prosocial behaviors (Côté et al., 2011), and emotions are also somatic, that is, emotions are the perception of changes in physical patterns (Prinz, 2008). The physical changes produced by behavior act on emotions. In addition, cognitive emotions (such as surprise and curiosity) can trigger more exploratory behavior (Vogl et al., 2019), and the cost of exploration will deepen the memory of events, that is, emotions will enhance the memory of consistent or core information (Levine & Pizarro, 2004). Human emotions are very intricate, enigmatic, and prone to contradictory theories and explanations (Denzin, 1984). People and emotions are bound together, no one can live without emotions, and emotions must be released through human carriers. Scholars have long realized how important emotions are to human beings. People cannot completely control the generation and development of emotions, and emotions always affect people's thinking and behavior, so it is more necessary to study the element of emotions.

### 1.2.2 Function

Emotions are temporary psychological and physiological occurrences in humans. Emotions have the ability to alter one's attention. From a scientific perspective, emotions rapidly coordinate the reactions of several biological systems (Levenson, 1999). Positive emotions foster social closeness, whereas negative emotions create distance between individuals. Emotions have a crucial role in enhancing the chances of individual survival and reproductive success on a social

level. They serve a functional purpose by aiding in problem-solving and overcoming obstacles (Lewis et al., 2010). Furthermore, emotions serve the social purposes of fostering a sense of belonging and creating feelings of alienation (Fischer & Manstead, 2016). It is widely acknowledged that social interactions often suffer when there are difficulties in processing emotions (Niedenthal & Brauer, 2012). Emotional sentiments and cognition on a personal level work together to drive choices and behaviors in daily life (Izard, 2011). From a dynamic standpoint, while all emotions maintain their adaptive and motivating functions throughout the entire lifespan, certain emotions may become more prominent at specific life stages due to their role in facilitating the associated developmental processes (Abe & Izard, 1999).

Individuals are inherently interconnected with social networks and cannot exist in isolation from society and their social groups. Within these social ties, a multitude of events and interactions occur, which elicit a range of emotions. These feelings frequently influence and shape individuals' behaviors. Humans possess the ability to both feel and convey a wide range of emotions. Furthermore, they have the intriguing capacity to discern and interpret the intricate emotional conditions of others. Individuals establish or decline social connections based on their emotional experiences and establish, sustain, or evade obligations to social systems and communities (Gaur et al., 2014). Hence, emotions have a pervasive role in all aspects of social interactions, encompassing relationships between individuals, between individuals and objects. The influential role of emotions becomes particularly evident during the act of consumption.

### 1.2.3 Emotion and Memory

Specifically, emotion serves as an invisible bond that manipulates various functional areas of the human body. In the relationship between emotion and memory, Linda (Levine & Pizarro, 2004b) believes that emotional memories are indelible, memories built on emotional responses have more vivid and lasting characteristics, and the amygdala and hippocampal complex, as two separate memory systems, will operate synergistically when emotional (Phelps, 2004), which once again proves the role of emotion in enhancing memory. In life, memory is an important tool for understanding a person (Singer, 2010), but people are always regulating their emotions in some way, which may have an effect on emotional memory (Richards & Gross, 2006), so it is clear that emotions have a positive effect on memory in its natural state, but when people actively inhibit this emotion, memory can be impaired.

### 1.2.4 Emotion and Motivation

There is a clear relationship between emotion and motivation, which plays an important role in guiding human behavior, and the strength of this role depends largely on the interplay between the two and the control function (Pessoa, 2009), the more intense the emotion inspires the stronger the motivation, and then the more

pronounced the guiding effect on the behavior, which shows that the interplay between the emotional response and the underlying motivation produces an effect on the behavior. Emotions are also considered to be a product of Darwinian evolution and a preparatory state for motivational adjustment (Lang, 1998), and in the study of van de Ven (2015), it was also shown that benign emotions produce motivation to improve the self, and that positive emotions are highly correlated with motivation-related variables (MacIntyre, 2017), and that emotions are like the motivational key to the behavior, and that getting this key may lead to the appropriate behavior.

### 1.2.5 Emotion and Decision Making

In addition to its ability to have a direct relationship with memory and motivation, emotion is also a driver of decision-making (Lerner, 2015), although in common sense emotion is emotional and decision-making is rational, there is a mutually regulating relationship between the two of them (Phelps, 2014), and emotion is not always a harmful, irrational factor, and different models of emotion can affect decision-making in different ways (Toda, 1980). If emotions are used as a building block for acquiring emotional memories, these memories act as biases in decision-making and behavioral processes (Velásquez, 1998), contributing to "non-absolutely objective" decisions and behavioral outcomes.

### 1.2.6 Emotions in Advertising

Due to the complexity and exploitability of emotion itself, it is not difficult to find that the use of emotion in advertising can be seen everywhere. Consumers' emotions have a significant impact on purchasing behavior and consumption decisions. For example, candy products are usually considered as gifts (positive information) at special moments, so candy products are often preferred at moments such as rewards or anniversaries (Mizerski & Dennis White, 1986b). The role of emotion in advertising cannot be ignored. It can call on people to take action (Poels & Dewitte, 2019), and the more intense the emotion triggered by advertising, the more likely it is that consumers will consciously think repeatedly (Hollis, 2010), thus generating the desire to buy. However, at the same time, rational intervention will control emotional responses (Tellis & Ambler, 2007) and inhibit people's behavior, while advertising cannot limit the influence of consumers' rational thinking, so strong argumentative, positive moral and social emotions are very necessary in advertising (Kao & Du, 2020). The development direction of emotions is uncontrollable, and emotions triggered by the same events may be different, which is influenced by personal cognition, experience or state, which requires advertisements to minimize differences in feelings when creating an emotional atmosphere. Good emotional content in advertisements can not only improve consumers' memories (Mehta & Purvis, 2006), but also improve consumers' memories. High emotional advertising is also more likely to be recognized by consumers than low emotional advertising

(Hamelin et al., 2017), and memory and judgment are better when emotional information is involved (Friestad, 1986). In addition, when individuals are in a negative state, they are more willing to accept product advertisements that convey positive emotions (Kemp et al., 2013), which belongs to the emotional response under specific circumstances. Advertisements cannot predict the mood and state of consumers at that time, nor can they understand the life experience of each audience, which requires advertisements to be as positive and inclusive as possible when conveying emotions. Reduce the triggers for negative emotions. In view of the literature and analysis in this part, it is clear that the importance of emotion in human society can not only guide people to think actively, but also encourage people to take actions and enhance the memory of events. Similarly, emotion is also an indispensable part in advertising. Positive advertisements with high emotion are more likely to trigger consumers' emotional responses and gain their recognition. Ultimately, the goal of motivating consumers to make purchases is realized, so it is reasonable to use emotion as the second factor of product promotion strategy.

### 1.3 Product Power

The word "product power" has recently surfaced in Chinese marketing, referring to the capacity of a product to achieve success in the market. Product performance encompasses the capacity of a product to fulfill client requirements and desires, as well as its competitive advantages. The concept of product power primarily encompasses three key components: product innovation, product value, and product vitality. In order for a brand to achieve success in the market, the product serves as the fundamental basis, and the product force is the crucial factor. The power of a product is crucial in transforming it from being unmarketable to becoming a best-selling item, and in elevating a brand from obscurity to fame. The source cited is Liu (2009).

#### 1.3.1 Product Innovation

In the current era of rapid technological advancements and increasing customer and market expectations, organizations require product innovation and technology strategies to navigate through difficult times and guide their way forward (Cooper, 2000). Innovation leverages an organization's assets, capabilities, and procedures to introduce novel or distinct market offerings (Kanagal, 2015), hence generating significant value for brands and enterprises. Bengt-ake Lundvall's research has demonstrated the significance of product innovation from the standpoint of both users and producers (Bengt-Ake Lundvall, 1985). Additionally, there exists a strong and significant connection between the ability to innovate, competitive strategy, and production resources (Utterback & Abernathy, 1975). Product innovation is essential for enhancing the survival rate of organizations in the context of globalization. It is vital for the long-term development and success of businesses and plays a major role in maintaining competitiveness and achieving sustainable growth.

### 1.3.2 Product Value

The worth of a product is determined by the owner or purchaser's desire to keep or obtain the product. The extent to which an individual keeps or obtains a product depends on how well the product's details and performance align with the individual's value system. Therefore, for an individual, the value of a commodity comprises not just the monetary cost but also the subjective component linked to that cost (Neap & Celik, 1999). According to Robert's research, consumers tend to postpone their purchasing choice when they are uncertain about the value of a product. This highlights the significance of product value in the context of product rivalry (Swinney, 2011). An attractive product value has the ability to capture consumers' attention, leading them to perceive the product as worthy of purchase, hence boosting sales. Products that possess a high level of product value have the ability to distinguish themselves in a competitive market, establish a unique form of competition with rivals, and gain a larger portion of the market. The force of product value directly impacts consumers' willingness to accept the price of a product, and products with greater value can justify higher pricing strategies, leading to increased profits for the company.

Hence, the worth of a product is a crucial determinant of an enterprise's performance, exerting a significant influence on brand growth, market rivalry, and consumer contentment.

Hence, the potency of product value holds significant sway over the triumph of businesses, exerting a crucial influence on brand advancement, market rivalry, and client contentment.

### 1.3.3 Product Vitality

Due to the limited amount of study conducted on this topic, there is a lack of existing theoretical justification for this particular aspect. This document provides a concise summary and analysis based on current knowledge. Product vitality refers to the capacity of a product to thrive and evolve in the market, encompassing its sustained competitiveness and flexibility over its entire lifecycle, from market introduction to market exit. The product's performance at various stages is reflected by its sales, market share, profit level, and other indicators. This performance is influenced by multiple factors, including market demand, competition, and technological advancements. Products that possess robust resilience have the potential to consistently earn market acknowledgement and consumer preference in a fiercely competitive market setting, leading to enduring profitability and sustainable growth.

### 1.3.4 The Necessity of Product Power

Based on the theories discussed in this article, it is evident that product power plays a crucial role in both the brand and the product. Technological advancements

form the foundation for the research and development of every product. Hence, product power might be seen as the vehicle for technological innovation. In the intense market competition, the strength of a product is crucial for firms to attain a competitive edge. In order to differentiate itself in the market, attract a larger consumer base, and gain market share, a product must consistently enhance its quality, performance, functionality, and other aspects. As consumer expectations for product quality and performance increase, and market demands continue to evolve, businesses must continuously reinforce the strength of their products to meet consumer needs and expectations. Aligning with consumer demand is crucial for gaining consumer favor and trust, and having exceptional product quality is a significant component of brand value. By enhancing the efficacy of their products, businesses can not only cultivate a positive brand image, boost brand recognition, reputation, and loyalty, and establish a strong basis for long-term brand growth, but also fulfill consumer demands, enhance product quality and performance, thus elevating customer satisfaction and loyalty. The strength of a product is a crucial factor in ensuring the long-term success of a company. By consistently enhancing the quality and performance of their products and regularly introducing innovative and competitive new offerings, companies can maintain a competitive edge in the market and achieve continuous growth and long-term prosperity.

Hence, it is imperative for enterprises to bolster their product efficacy. Any promotional strategy relies heavily on the strength of the product. In other words, without a solid product foundation, both promotional and marketing strategies remain theoretical and ineffective. Simultaneously, the potency of a product can not only bolster the competitiveness of businesses in the market and increase brand value, but also fulfill consumer demands, foster customer contentment and loyalty, and assist enterprises in attaining sustainable growth. Hence, it is scientifically valid to consider product power as the third component of a promotional plan.

#### 1.4 Aesthetics

Some claim that aesthetics is primarily conveyed through non-verbal means, making it difficult to express in writing form. Therefore, any written discussion on the subject can only be speculative in nature (Smith & Al, 2011). Plato integrated art into various aspects of human activities by employing knowledge to attain goodness. On the other hand, Aristotle's fascination with imitation prompted him to explore art in the context of tragedy, with a primary focus on its elements, organization, and impact (Berleant, 1986). In the field of environmental design, aesthetics is frequently misinterpreted as a subordinate matter, contingent upon subjective preferences (Nasar, 1992). In these studies, aesthetics is characterized by its abstract or volatile nature. The field of aesthetics lacks definitive boundaries or a certain orientation, mostly because it exists in a state of ambiguity (Pratt, 1961). Classical theory links aesthetics with virtue, thereby defining art through the virtue theory of aesthetics (Woodruff, 2001).

Aesthetics is a philosophical discipline that examines the specific characteristics of aesthetic occurrences and elucidates their essence and significance (Vasily Sesemann, 2007). The heritage of aesthetic theory in the nineteenth and twentieth centuries was greatly shaped by the reciprocal relationship between philosophical aesthetics and the specialized culture of different creative forms. The source cited is Nielsen (2005). Aesthetics is not a standalone concept, but rather depends on different types of artwork to showcase beauty. In a historical sense, aesthetics has a significant emphasis on truth. Nielsen (2005) suggests that aesthetics is a type of knowledge that is based on humanity's overall perception of the world. In his study, Lee (1931) asserts that Kant's Critique of Judgment is a significant addition to the field of aesthetics. Aesthetics, in this context, refers to the subjective evaluation of taste.

Stolnitz (1978) argues that contemporary aesthetics emerged throughout the eighteenth and early nineteenth centuries, with the concept of "aesthetic disinterestedness" becoming the central and defining trait of that age. At this time, aesthetics had not yet been clearly defined. When studying historical and contemporary descriptions of natural beauty, certain aspects of the aesthetic experience emerged as crucial. These aspects are specifically related to the ability of natural beauty to captivate and gratify our attention. It has been observed that the aesthetics of artwork and the aesthetics of nature can complement and enhance each other. Furthermore, it is possible to derive aesthetic qualities from nature and also influence nature through aesthetics.

In summary, there is a lack of agreement over the precise definition of aesthetics. Aesthetics is a field of study that examines the essence, principles, and manifestations of beauty. It encompasses the perception, assessment, and comprehension of beauty, which possess intricate and varied attributes. Aesthetics is a topic that examines the perception and understanding of beauty in human experience and cognition. It investigates how beauty is expressed and its significance in various aspects such as art, nature, society, and human life. Aesthetics is an interdisciplinary discipline that encompasses multiple fields including philosophy, psychology, culture, and art.

#### 1.4.1 Aesthetic and Analogy/Metaphor

In addition to the inclusion of aesthetic elements, advertisements have also seen the use of argumentation schemes (mainly causality, analogy and contrast) to convey implicit messages, metaphorical analogies are frequent and ubiquitous in language and thought (Gentner et al., 2001), in conveying implicit content, i.e., by utilizing the connection that exists between the semantics and the argumentation scheme (Macagno & Walton, 2015), the argumentation scheme is an important tool for learning about concepts of change (Duit, 1991), through methods such as analogy people can more easily understand abstract concepts or accept sensitive topics, but in

advertisements it is customary to discard the product image and retain the relational structure (Gentner & Clément, 1988), and by resorting to more aesthetically pleasing imagery to convey the message to the consumer it will make the advertisement more persuasive. Traditionally the description of things focuses on those directly related to the content (Keefer & Landau, 2016), but nowadays consumers are more and more spiritually oriented, which makes the unadorned product information in advertisements less and less attention by consumers, therefore, more and more metaphorical argumentation schemes begin to appear in advertisements, and they tend to combine the aesthetics with analogies, causality, and so on, to convey the product information to consumers through the beautiful images (explicit content) to convey product information (implicit content) to consumers, and the effect of this strategy is remarkable in practice. Meanwhile, puns are becoming more and more common in advertisements, and in conjunction with analogies, they have the advantage of potential meanings and attract more attention from consumers (Tanaka, 2005).

#### 1.4.2 Aesthetic in Advertising

Aesthetics is abstract, but can be expressed through a variety of visible forms to attract people's attention, and one of the purposes of advertising is to increase consumer attention to the product. Aesthetic elements are very important in advertising, which can help consumers produce aesthetic experience and persuade consumers to pay attention to products (Asemah, 2013, p. 182); Aesthetics can also be used as a tool of cultural communication, which can concretize the core idea of advertising (Thomas et al., 2023), that is, the transformation of ideology into visible aesthetic elements in advertising. While conveying culture, aesthetic symbols arouse more conjectures from consumers through their non-literal metaphorical expressions (Köksal, 2022), which to a certain extent increase the implied content of advertisements and enrich the concept of products, which is of great significance for attracting different consumer groups. Aesthetics transmits information through visual effects, which changes the traditional communication mode and breaks the limitation of communication in text form (Contreras R, 2012), and realizes effective interaction while satisfying visual enjoyment. At the same time, however, it should be noted that transmitting information through images or other aesthetic elements may lead to information reception bias. This is due to differences in people's cognition and education levels, but there is no doubt that people show higher aesthetic responses when faced with more visually enjoyable images (Dijk, 2014). The imagination and thinking triggered by the visual effect of the advertisement enhance the effect of the advertisement (Krishna et al., 2016), which is meaningful to strengthen consumers' knowledge and memory of the product. Aesthetic feeling makes consumers more likely to accept the product and increases the interest of the advertisement. According to the literature analysis on aesthetics mentioned above, it can be proved that aesthetic elements produce effects in advertisements, which is of great significance for deepening consumers' impression on products. Communication with consumers

through aesthetics is also an indispensable method for promoting products. Images with high aesthetics make consumers more likely to accept and be persuaded. It is feasible and reasonable to take aesthetics as the fourth element of promotion strategy.

## **2. Methodology**

### **2.1 Introduction**

Following a literature review and integration of the concepts involved in the four dimensions of advertising strategy and their theories related to advertising, the focus in this chapter will be on the research methodology employed in this paper to support the empirical analysis of this thesis.

Presented first is the main methodology used in the research process, followed by a brief description of the reasons for the choice of the methodology. Next, the specific application of the methodology to the thesis will be explained, and finally the integration of theory and examples will be discussed.

### **2.2 Characterization of The Study**

In order to carry out this research, the main methods used in this paper are Qualitative Research, Literature Research and Empirical Research. Knowledge production nowadays is accelerating at an alarming rate, while also remaining fragmented and interdisciplinary, so literature research is even more important in this context (Snyder, 2019), and therefore this paper uses literature review as one of the most important research methods to ensure that the research is scientifically sound and justified. It is well known that qualitative research tends to focus on understanding the research question as a humanistic or idealistic approach (Pathak et al., 2013), which in part dictates that qualitative research in the health sciences has to overcome a great deal of bias and misconceptions (Curationis., n.d.), therefore this thesis reviews a great deal of literature and theories that are bound by science and rigor, and after integrating concepts and theories related to the topic of the thesis and reaching a conclusion, the study also combines the examples and conclusions to be analyzed in order to prove that the conclusions reached have achieved practical application in advertising, to clarify the significant role that the conclusion plays in advertising, and to re-emphasize the necessity and scientific validity of the conclusions. This thesis adopts these research methods mainly because the existing literature on advertising is very large in number and scope, that is to say, all aspects of scientific research on advertising can be found, but also because of its complex and fragmented characteristics, integrating and summarizing these literatures and theories is necessary, and at the same time in the related research, scholars prefer to adopt the method of summarizing the same argument in different instances method, or the method of proving that a certain argument has rationality in a certain instance, which

have the advantage of making the core argument of the study homogeneous, but ignoring the feature that there are often arguments of different dimensions in the instances. Therefore, this thesis divides the advertising strategy into four dimensions to summarize the theory, and chooses a representative example to be analyzed in combination with the conclusions drawn, which has the advantage of making the conclusions have a multi-dimensional perspective, and the analysis is more practical in combination with the examples.

### 2.3 Purpose of The Research

This thesis is firstly premised on the literature, so it aims to integrate the existing relevant arguments and summarize the thesis' own arguments, and at the same time to use the existing research to prove that the thesis' arguments are scientific and reasonable, and secondly, this thesis also uses the advertisement of Huawei Mate60 series products as a case study to be analysed, and the reason for choosing the advertisement of this product is that it has been successful in terms of promotional effect and it has a special R&D background, so it is considered to be significant for research and analysis. Specifically, this thesis is to find a practical and operable strategy that can bring significant promotion effect to the product in the situation of increasingly fierce competition of brands and products, and to prove the feasibility of the thesis through the examples and make it clear that how Huawei realizes the fusion of the theory and practice provides new ideas for the development of advertising in the global market.

### 2.4 Philosophy of The Study

This thesis has chosen the literature as the main source of advancement, so it can be seen that the theoretical framework of this research partly adopts interpretivism, and there is also post positivism due to the fact that the analysis of examples is also added to the research. The reason for choosing these two philosophical theories is that the research results on advertising have already covered all aspects of advertising, and a new research can only emphasize or prove the scientific validity of the existing arguments, but does not put forward new arguments on the basis of previous research, which does not have a significant effect on the development of advertising, so this thesis chooses to use the existing literature as a basis to consolidate the confusing and fragmented arguments, and to summarize the important dimensions of the advertising strategy. Immediately after that, this thesis analyzes the summarized arguments with cases, aiming at proving the scientificity and reasonableness of the arguments, and at the same time clarifying the operation methods of the theories in practice, providing diversified perspectives for the development of advertising, which, if analyzed apart from the examples, the pure arguments are too abstract to better show the scholars the actual application methods. Therefore, after a comprehensive comparison, the combination of these two philosophical theories is more conducive to realizing the

research purpose of this thesis.

## 2.5 Methodology of The Study

Before conducting a large number of literature reviews, the Huawei Mate60 series advertisements were first briefly analyzed for the possible product promotion strategies involved in the examples, and then the four dimensions involved in this thesis were proposed according to the existing research, as well as citing the relevant theories of analogy and metaphor. This means that this thesis chooses the inductive approach as the main research method, looking for patterns from a large number of advertising-related literature, and verifying the reasonableness of the arguments in this research by first hypothesizing the arguments of different dimensions and then explaining and supporting them with existing arguments, which is a more helpful way to realize the exploratory research purpose of this thesis. It also analyzes the Huawei Mate60 series' advertisement spots and posters in detail, and after the preliminary study, it is found that the advertisement spots of this new product add a lot of analogies and metaphors while combining with the aesthetics, which is very distinctive and meaningful to the development of the advertisement spots, and in this case, this thesis takes the analogies and metaphors as an important part of the advertisement strategy as well (under the dimension of aesthetics).

## 2.6 Data in The Study

After initially combining the literature and examples, this thesis proposes four dimensions which are more relevant to Huawei Mate60 series advertisements, namely Story, Emotion, Product Power, and Aesthetic, so it can be seen that this thesis mainly adopts Thematic Analysis. Regarding these four dimensions, the main research question is their roles in advertising strategies, which are summarized according to the literature and arguments related to different dimensions.

Literature	Function	Theme
<p>Stories can communicate products and how to use them (Escalas, 2003)</p> <p>Story grammar is a tool for story understanding (David Glen Mick, 1987)</p> <p>Convey brand image through emotional advertising stories (Dessart. 2018)</p>	<p>Deliver product information</p>	<p>The role of stories in product promotion strategies (including the role of stories in creating mystery and curiosity)</p>
<p>The American food industry reaches out to young people</p>	<p>Emotional</p>	

<p>through storytelling advertising (Story &amp; French, 2004)</p> <p>Tap into your inner desires through stories (Jhally, 2017)</p> <p>Advertisements with complete story development are more likely to be recognized and accepted by consumers (Quesenberry &amp; Coolsen, 2019)</p>	<p>resonance</p>	
<p>Mystery in the story makes the product more memorable (Fazio et al. 1992)</p> <p>Consumers are more willing to pay for mystery products (Shi, 2021)</p> <p>Narrative Tension Captures Consumer Attention (Bermejo-Berros et al. 2022)</p> <p>AR ads engage consumers by stimulating curiosity (Yang et al. 2020)</p> <p>The attraction of tobacco advertising to youth (Portnoy et al., 2014)</p> <p>Appeal of medical marijuana (D'Amico et al., 2015) and e-cigarette products (Margolis et al., 2018). to consumers</p>	<p>Increased attention</p>	

*Table 3 - Functions of Story*

<b>Literature</b>	<b>Function</b>	<b>Theme</b>
<p>Emotions guide behavior (Pessoa, 2009)</p> <p>Emotions are the preparatory state for motivational adjustment (Lang, 1998)</p>	<p>Promote motivation to buy</p>	<p>The Role of Emotion in Product Promotion Strategies</p>

<p>Positive emotions are highly correlated with motivation (Macintyre, 2017)</p> <p>Emotions call people to action (Pols &amp; Dewitte, 2019)</p> <p>Highly emotional ads are more likely to gain recognition and drive purchases (Hamelin et al., 2017)</p>		
<p>Emotional memories are indelible (Levine &amp; Pizarro, 2004b)</p> <p>Memory deepens when emotional (Phelps, 2004)</p> <p>Emotions have an impact on memory (Richards &amp; Gross, 2006)</p> <p>Strong emotions trigger conscious thought (Hollis, 2010)</p> <p>Good emotional content improves consumer recall (Mehta &amp; Purvis, 2006)</p>	<p>Enhanced product memorization</p>	

*Table 4 - Functions of Emotion*

<b>Literature</b>	<b>Function</b>	<b>Theme</b>
<p>Product power has a significant impact on improving brand image (Liu, 2009)</p>	<p>Increased visibility</p>	<p>The role of product power in product promotion strategy</p>
<p>Product innovation strategies (Cooper, 2000) and innovative market offerings (Kanagal, 2015) give consumers confidence in the brand</p>	<p>Enhancing consumer trust</p>	

<p>Product Value Influences Purchase Decisions (Neap &amp; Celik, 1999)</p> <p>Purchase decisions depend to some extent on the value of the product identified (Swinney, 2011)</p>	<p>Promoting purchasing behavior</p>	
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*Table 5 - Functions of Product Power*

<b>Literature</b>	<b>Function</b>	<b>Theme</b>
<p>Convincing consumers to care about the product (Asemah, 2013, p. 182)</p> <p>Metaphors spark more speculation about the product (Köksal, 2022)</p> <p>Beautiful visual effects enhance the advertising effect and make it more attractive (Krishna et al., 2016)</p> <p>Puns and metaphors provoke more thought about the product (Tanaka, 2005)</p>	<p>Boosting Attention</p>	<p>The role of aesthetics (including the analogies and metaphors involved) in product promotion strategies</p>
<p>Concretizing the core idea of an ad (Thomas et al., 2023)</p> <p>Breaking down the limitations of traditional forms of communication (Contreras R, 2012)</p> <p>Elicits a higher aesthetic response(Dijk, 2014)</p> <p>Directly relevant content is not always desired by consumers (Keefer &amp;</p>	<p>Satisfying the spiritual needs of consumers</p>	

*Table 6 - Functions of aesthetic*

After summarizing the arguments in the literature, it can be clearly recognized that these four dimensions play a role in product promotion strategy (as above), and all four dimensions are in essence to satisfy different aspects of consumer needs, including spiritual needs, emotional needs, product value-for-money needs and visual needs. After answering the four research questions, further analysis has a direction.

## 2.7 Limitations

In this thesis, only consumers in the Chinese market are considered in the analysis of examples, and there is a lack of global perspective in the selection of samples, which largely affects the degree of standardization of the conclusions of the study and makes the study more regionalized; in addition, the conclusions of this study are derived from existing literature and theories, which reduces the sense of innovation to a certain extent, and it's more of an integration and summary. Finally the problem that the literature review was bound by language had to be clarified, which led to the fact that most of the literature and theories covered in this paper were premised on English, and lacked the inclusion of literature and theories in more languages, and subsequent studies need to do more to overcome these three aspects of the problem.

## 3. Analysis on The Strategy of Huawei Mate60 series

After integrating the arguments about the four dimensions, the next step is to analyze the examples, aiming at combining theory and practice, clarifying how the theories are applied in the cases, and proving once again that the arguments put forward in this thesis are operable in practice. The first dimension of the analysis is the first dimension of the thesis: storytelling, which demonstrates the flexible application of the three arguments: product mystery, consumer curiosity, and product storytelling in practice of Huawei Mate 60series. Then it analyzes how Huawei uses the second dimension: Emotion in new product promotion, as well as clarifying the importance of consumers' emotional guidance for product promotion; followed by Huawei's technological breakthroughs in new products to support the reasonableness of the dimension of product power mentioned above, and then adding a section explaining the importance of user-generated content, a tactic that also belongs to a certain degree to the advertisement storytelling (the story of the product created by the user-created product stories) and is therefore relevant to the argument of this paper. Finally, Huawei's most recognized and loved spots by consumers are analyzed in conjunction with the fourth dimension, which analyzes the Huawei Mate60 series spots, posters, and jingles in great detail, as they contain a great deal of analogies and

implicit content that is very meaningful for the development of advertising spots.

### 3.1 Create a Sense of Mystery of The Product

The concept of a product's mystery pertains to the inherent qualities or ambiance that evokes a sense of intrigue, enigma, and allure among individuals. This sensation can arise from the design, aesthetics, functionality, or attributes of the product itself, or it can stem from a certain sense of secrecy or enigma in the product's promotion and marketing approach. Products that possess an element of enigma have a tendency to captivate consumers' inquisitiveness and fascination, hence heightening their desire to acquire further knowledge about the product. Consequently, this enhances the product's allure and its competitive edge in the market.

According to the context, we can clearly understand that mystery has a very complex impact on cognition and behavior. The lack of information caused by mystery may trigger consumers' anxiety, but it can also stimulate consumers' curiosity about products, and then take the initiative to explore in order to satisfy their thirst for knowledge. This is also the interesting part of mystery. The addition of mystery in advertisements is easier to leave a deep impression on consumers Fazio et al. (1992), and consumers are more willing to pay for mystery (Shi, 2021). Mystery appeals can stimulate consumers' curiosity more than other emotional states in advertisements, which directly or indirectly affects purchasing decisions (Hill et al., 2016). It can be seen that the emotional impact of mystery in advertising is already obvious, which is one of the reasons why more and more advertisements choose to add mystery elements.

In a departure from Huawei's customary practice, the Mate60 series was unexpectedly released without a press conference, a very unconventional decision that generated significant market interest and left the entire industry perplexed. Simultaneously, the scant yet captivating details disclosed by social media bloggers following the private test (such as the potential utilization of cutting-edge 5G technology, the potential development of the phone system by China, and the alteration of the chip developer) have prompted consumers to raise a multitude of inquiries regarding the product prior to making a purchase:

- a. Does the Mate60 series mobile phone utilize 4G or 5G technology?
- b. Based on internal sources, the chips are exclusively manufactured in China. Is that statement accurate?
- c. Will the phone continue to utilize the Android operating system, or will it adopt the newly designed Chinese system, as rumored on the Internet?

Consumers possess a significant inquisitiveness regarding this enigmatic product that hits the market abruptly and without prior notice, and they possess a strong inclination to uncover the answer. An increasing number of short video artists

and bloggers are purchasing and utilizing Mate60 series items to boost their online presence. The content they provide about these new devices, whether it is favorable or unfavorable, has sparked the curiosity of customers: Which company manufactures the chips for Huawei's Mate60 series? Why is it not publicly accessible? (ZTE International LLC has not provided a response to this question at this time). Is the 4G network being falsely advertised as 5G? The chip's specifications conform to the 5G standard; nonetheless, Huawei states that the Mate60 series does not utilize 4G technology. What is the reason for this? Does the timing of the new product's introduction to the market hold any particular importance in the selecting process? Is the timing of the Mate60 series going on sale and the visit of the US Secretary of Commerce to China merely a coincidence?

Regarding the Mate60 series, Huawei does not provide a romantic or inspirational narrative to further elucidate the product's functionality and innovation, as they did in prior product launch conferences. In contrast, the Mate60 series products do not have a new product launch conference or a comprehensive and compelling narrative, which diverges from the prior product promotion strategy. The Mate60 series products generate numerous unanswered questions for users, creating a sense of mystery and leaving room for additional contemplation (Fog et al., 2010). Unresolved questions may result in a wider range of replies. In this scenario, consumers have a higher inclination to engage in the investigation of product information, so enabling Huawei to effectively promote its products.

### 3.2 Consumer Curiosity

From the relevant literature on curiosity mentioned in this paper, we can know that curiosity is the emotional motive of behavior, and human beings are creatures full of curiosity in nature (Silvia, 2017). Driven by curiosity, consumers tend to take the initiative to explore. Promote positive subjective experience (Kashdan et al., 2009), and the sunk costs of exploration do not participate in major decisions. The setting of curiosity in advertising can trigger narrative tension, and the curiosity triggered by appropriate story plots can be used as a tool to guide and organize suspense and surprise, which can not only optimize the emotional experience of consumers, but also enable consumers to obtain spiritual satisfaction (Bermejo-Berros et al., 2022). In addition, curiosity can also increase consumers' attention to the product and enhance the memory of the product (Gruber & Ranganath, 2019), so now more advertisements begin to try to set up situations to stimulate consumers' curiosity, so as to achieve the purpose of promoting the product.

A product launch is a formal occasion organized by a company or institution to publicly declare the introduction of a new product. These events are frequently utilized to advertise, promote, and exhibit new items in order to capture the interest of the media, industry experts, and potential buyers. They can be seen as the live form of advertising. Product launch enables organizations to showcase the distinctive features,

functionalities, benefits, and differentiators compared to competitors, while effectively communicating the core value and brand image of their products to the market. Nevertheless, the introduction of the Mate60 series items elicits not a desire to purchase, but rather a sense of interest and investigation among customers. This encourages consumers to actively engage in the development of product narratives, thereby deepening their comprehension of the brand and its offerings.

Additionally, when discussing the use of consumer curiosity skills, it is important to mention a renowned corporation in Portugal. In 2007, the entertainment retailer Fnac effectively encapsulated this movement with the motto 'Fnac: agitator of curiosity'. This exceptional advertising motif encapsulates the complete history and inherent ambiguity of the shop, as well as the extensive expertise required to effectively harness curiosity for the advantage of the market (Franck Cochoy, 2016).

By consistently arousing consumers' curiosity and directing their inclination to explore, as well as incorporating an element of enigma in products to pique their curiosity, the utilization of novel technologies in product research and development, along with product innovations, can further stimulate consumers' curiosity (Franck Cochoy, 2016). The government did not give a clear answer, and consumers' curiosity was stimulated to the peak. They urgently wanted to know the answer, so they unknowingly participated in the process of finding the answer. In this process, they consciously recalled the product repeatedly, and Huawei realized the purpose of enhancing consumers' memory of the product. Under the role of the mystery of new products, consumers are led by the suspense and surprise constantly provided, and obtain more and more emotional satisfaction.

### 3.3 Storytelling by Consumers

The previous paper's theoretical knowledge demonstrates the crucial importance of effectively telling a story in promoting products. This serves as a significant method to enhance the impact and influence of product marketing, attract consumers, convey values, shape brand image, and facilitate word-of-mouth communication. However, it is common for brands and products to have a secondary role in a captivating narrative (Woodside et al., 2008). In contrast to the previous scenario, Huawei opted not to present consumers with a significant narrative about the Mate60 series during the press conference. Instead, they delegated the responsibility of creating the story to consumers. Through social media, Huawei merely disseminated some ambiguous information to consumers. In response to this uncertain information, consumers took the initiative to craft diverse storylines for the Mate60 series. These stories, authored by different consumers, subsequently proliferated through social media channels. An increasing number of consumers engaged in this procedure, so augmenting the influence and popularity of the Mate60 series. Additionally, this participation contributed to the enrichment and excellence of the tale plots. Simultaneously, Huawei can also acquire compelling consumer appeals, so

mitigating the risk of items being relegated to a peripheral position in advertising.

Rational arguments frequently struggle to prevail against narratives rooted in emotion.(Fog et al., 2010) When crafting stories for the Mate60 series, the advertisement not only focuses on the product itself, but also aims to actively involve consumers, resulting in a stronger connection with the product. Once this emotional bond is established, buyers tend to be more inclined to make purchases.

### 3.4 Manipulating Consumer Emotions

Emotion is a vital component in the strategy for promoting a product or service. Emotion and motivation have a distinct correlation (Rolls, 2005), leading to specific physiological alterations and actions (Scarantino et al., 2021). Consumers frequently make purchasing decisions based on their emotions while acquiring goods or services. Furthermore, the processing of significant or delicate information will involve the interconnection of emotions and beliefs (Clore, 2000). If the emotional elements conveyed by an advertisement inspire consumers' beliefs, then the product is not just a consumer product, but a choice of beliefs. According to the theory mentioned above, cognitive emotions such as surprise will trigger more exploration behaviors of consumers (Vogl et al., 2019), which will further enhance the memory of the product. Therefore, Huawei's new product connects advertising with political background, and they stimulate consumers' strong emotions by announcing the sanctions imposed by the United States from 2018 to now. The Chinese nation has always been a nation with the purest patriotic spirit. When they were told that Huawei's new products were developed and manufactured in such a difficult international environment, the whole Chinese market was triggered a huge surprise and strong anger, and this emotion directly affected consumers' attention to the new products. Just like the theory mentioned above, when the emotion triggered by the product rises to the level of belief, the product is no longer just an ordinary consumer product, but an outlet for consumers to vent their emotions and a choice led by belief. Moreover, the release time of Huawei's new products is also very special - during the visit of US Secretary of Commerce Raymundo, the choice of this time point undoubtedly further stimulated the long-backlog of anger and dissatisfaction of Chinese consumers, in this case, the more intense the triggered emotions, the more likely consumers to consciously and repeatedly recall (Hollis, 2010). The impact of emotions is becoming more and more obvious, and in fact the effect of emotional strategies is played to the limit by Raimondo's provocative words before China: if Huawei continues to develop its own chips, it will be more severely sanctioned. It is very ironic that Huawei revealed to consumers that the new product used its own chips, while the new product used 5G technology that was suppressed by the United States to almost stop production, these dramatic storylines were all concentrated together, pushing consumers' emotions to the peak, and the effect of the entire promotion strategy reached a climax.

### 3.5 Breakthroughs in Product Power

In the business field, there is a commonly held belief that corporate news is of lesser importance compared to industry news, industry news is of lesser importance compared to economic news, and economic news is of lesser importance compared to social news. According to Liu (2009), Huawei has the ability to generate international news and attract market attention for ordinary electronic products. The power of the product is a crucial factor in this process.

The Huawei Mate60 Pro has been released without any advertising, official announcement, or public conference. Despite the lack of outdoor marketing, it has silently made its way onto the internet and has become a highly discussed topic, ranking as the most searched keyword online. The media garnered attention for him, as customers eagerly shared their purchased mobile phones on social platforms. Additionally, the Mate60Pro saw a price surge in its initial stage, with the greatest increase reaching approximately 2000 yuan, resulting in a brand premium. In China, Huawei is almost the only company that can turn electronic products into luxury brands, maintain or even increase value. If a product can achieve this level, it must be supported by innovation and technology strategy (Cooper, 2000).

Huawei can occupy a huge market share without scientific and reasonable strategies, but the success of all strategies lies in the product power, and the value of the product itself affects consumers' purchasing decisions to a large extent (Swinney, 2011). In fact, all the promotion effects achieved are not achieved by Huawei. But on the premise of its product power to achieve, the strength of the product will have the opportunity to obtain a larger market through the use of consumer feedback. The strategic focus of all enterprises and entrepreneurs should return to the product power, allow the product to communicate and transmit information to both society and consumers. The potency of a product is the essential means for firms to get swift growth.

Huawei is a global leader in various technological fields, including communication equipment, network equipment, 5G patents, photovoltaic inverters, core routers, security monitoring chips, submarine optical cables, and the Internet of Things. Additionally, the Huawei Mate60 series is the first mass-produced smartphone in the world that supports satellite calls, ensuring connectivity even in areas with no ground network signal. Users have the ability to both initiate and receive phone conversations using satellite technology, ensuring constant connectivity. Aside from enhancing its own capabilities, Huawei also places significant emphasis on the feedback received from previous product usage. Huawei continuously enhances product specifics based on genuine customer feedback to optimize the user experience and foster a sense of respect among consumers. By emphasizing the genuine efficacy of product development, consumers can have the opportunity to experience high-quality service and cutting-edge technology. This, in turn, encourages consumers

to repeatedly invest in the product, ultimately establishing a favorable reputation in the market. The inherent power of the product serves as a catalyst, repeatedly stimulating consumers' desire to make purchases.

For Huawei's new products, one of the reasons that consumers are more willing to pay for it is that this product is independently developed in the case of the suspension of cooperation with all OEM<sup>2</sup> and semiconductor companies using American technology (including TSMC<sup>3</sup>, SMIC<sup>4</sup>), so no product is supported, no perfect strategy can be successful. The absence of product potency hampers its ability to differentiate itself from other competitors in the market, hence diminishing its competitiveness. Insufficient product potency makes it challenging to capture consumers' attention and compel them to make a purchase.

### 3.6 Utilization of Non-original Content

In China, there is a proverb that states: Even wine is intimidated by the profoundness of the alley. This is an idiom that signifies that the understanding and recognition of a good product or advantage might be negatively impacted if there is insufficient advertising or promotion. Insufficient promotion can adversely impact the popularity of a product, regardless of its quality. Advertising plays a crucial role in promoting the goods. Scientific marketing tactics are an integral part of effective advertising. Effective methods can enhance product visibility and influence, attracting greater attention to the brand and product.

In contemporary times, social media has emerged as a crucial instrument for communication in the realm of digital existence (Yogesh, 2014), more and more creators' works published on social platforms have been widely disseminated, and user-generated content and consumer-generated advertising published through social media have a positive impact on advertising effectiveness (Knoll, 2016). They often create again on the basis of formal advertising, generating advertising content for products and brands (Tuten, 2008), developing various types of advertising that attract the attention of different groups.

Huawei frequently employs the strategy of utilizing pre-existing content for marketing purposes. Huawei's marketing strategy focuses on creating an experiential connection with users rather than simply providing information. The most effective advertisements for promoting Huawei products are typically not the official advertisements themselves, but rather short videos created by online content creators. These videos are paired with suitable background music (BGM) and often have a stronger promotional impact than the official advertisements. They help to strengthen the bond between the brand and its users, while also being user-centered (Paquette,

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<sup>2</sup> Original Equipment Manufacturer

<sup>3</sup> Taiwan Semiconductor Manufacturing Company

<sup>4</sup> Semiconductor Manufacturing International Corporation

n.d.). By capturing brief movies from the user's point of view, the makers are able to more effectively fulfill the user's interest and inclination to investigate. Informal filming techniques are more closely aligned with everyday life, offering a greater sense of authenticity and persuasiveness, while also reducing the gap between customers and products. Simultaneously, designers frequently possess a superior comprehension of the prevailing components within the network, and incorporate these popular features into their product's brief videos. These movies are imbued with humor and have the capacity to captivate consumers' interest (Vanden Bergh et al., 2011). Huawei's products consistently leverage user-generated Material on social media to effectively promote their products.

However, it is worth noting that in cross-cultural marketing, the problem of the real composition of culture always exists (Declercq, 2011). Huawei's advertising content often focuses on certain regions, neglecting locations where Chinese is not spoken and cultural differences are significant. As a result, the advertising fails to effectively interact with consumers in these regions. The brand and product culture cannot be passed on to consumers. Should Huawei's advertising adhere to standardization or localization (Susan S.-C. Tai, 1997)? The lack of globalization and differentiation in advertising may be a result of ignoring the cultural diversity and difference between different regions, but it may also be a strategy of insisting on spreading regional culture. Regardless, this is a crucial aspect of Huawei's promotional strategy that requires discussion. Some scholars believe that standardized design may have an impact on the original advertising creativity (Kanso & Nelson, 2002), and the creative impact is the key to standardized advertising (Duncan & Ramaprasad, 1995). If the advertisement needs to be changed according to the market demand of different regions, the original advertising creativity will inevitably change. To meet the needs of different markets, it is necessary to give up the regional cultural connotation of the product itself. In the process of globalization, should advertising go global or keep local? It will take more debate to come to a conclusion.

### 3.7 Aesthetic and Theoretical Analysis in Advertising Films

It can be seen from the theories mentioned before that beauty plays an irreplaceable role in promoting products in advertising. It can help consumers produce aesthetic experience and persuade them to pay attention to products (Asemah, 2013, p. 182). It can also embody the concept of products through images and other symbols (Thomas et al., 2023). Indirect communication symbols can also lead to more speculation by consumers (Köksal, 2022), increase the interaction between products and consumers, and achieve the purpose of strengthening the memory of products.

Aesthetics communicates information through visual stimuli (Contreras R, 2012). An advertising image that aligns with the prevailing aesthetic preferences of the public is typically more effective in satisfying consumers' visual requirements and delivering a superior visual experience. According to Dijk (2014), people typically

have a heightened aesthetic response when they encounter visually pleasing images. Consumers may only gain the opportunity to comprehend the product by capturing their attention, and visually appealing advertising images can successfully showcase the brand's aesthetic preferences and boost the impact of the advertisement (Krishna et al., 2016). Advertising is often accompanied by words, which, when combined with an appealing image, can evoke pleasant emotions in customers. This can lead to increased engagement with the advertisement and fulfill their spiritual and emotional requirements. Advertising encompasses more than just promotional films for products; it also serves as a means of transmitting brand culture and spirit, making it a successful method of cultural communication (Thomas, 2023).

Despite its appearance as a basic landscape promo, Huawei Mate60 series advertising clip conveys a multitude of messages.



*Image 1 - Screen 1 Huawei Mate 60 series*

**Translation:**

Mate40 "Witness Poplar Euphratica"

**Explicit Content:**

Poplar euphratica forest grows in the harshest and most cruel environment, this plant is resistant to high temperature, salt alkali, drought and waterlogging, can block the invasion of sand storms on the oasis, is considered to be the backbone of the desert. "Witness Populus Euphratica" expresses admiration for this amazing plant.

**Implied Content:**

Poplar euphratica forest symbolizes tenacity, tenacity, courage to fight the spirit, always in the sand storm wind and frost loyally guard the home. Huawei uses Poplar euphratica forest to introduce more meaningful content: just like the living environment of poplar euphratica forest, the research and development environment of Mate40 series products is also very difficult, but Huawei does not shrink back and do not give up, dare to fight against hegemony, loyal to the enterprise, Mate40 series will never fall in the face of sandstorms like poplar euphratica forest, and can be released as scheduled under the sanctions policy of the United States.

**Aesthetic in Advertising:**

The deep meaning of poplar euphratica forest is used to indicate the environment in which Mate40 series products are developed and produced and the spirit of enterprises in the face of difficulties. Puns are used to reduce the aggressiveness of straightforward language and increase the aesthetic of advertising. The image of poplar euphratica forest teetering in the face of sandstorms but always insisting on not falling down allows consumers to connect the brand image with it. This more vividly expresses the firm attitude of enterprises in the face of external oppression, and the whole golden poplar euphratica forest also causes a strong visual impact to consumers, transmitting a tenacious spirit and enhancing the advertising effect.

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The living environment of poplar euphratica forest and Mate40 series products is similar, which proves the rationality of the excellent performance of the product. Therefore, it is true that euphratica forest can survive the harsh environment, and it is also true that Mate40 series can survive the sanctions of the United States.



*Image 2 - Screen II Huawei Mate 60 series*

**Translation:**

Mate50 "Crossing Kunlun"

**Explicit Content:**

In the advertisement, the explorers carry the Mate50 series over the harsh weather of the Kunlun Mountains, with the exploration of the footprints carved the meaning of the challenge, they climbed the Kunlun Mountains, and finally saw the dawn on the top of the mountain.

**Implied Content:**

Using the harsh weather and terrain conditions on the Kunlun Mountain to compare how difficult Mate50 series is developed, Huawei staff like the explorers in the advertisement, not afraid of the cold weather and rugged road on the Kunlun mountain insist on climbing, while expressing the Kunlun spirit of Huawei Mate50 series in adversity: No matter how many difficulties and obstacles, we must insist on climbing upward, lead the industry forward, do not give up, we will be able to survive in the sanctions, we will be able to see the dawn of the summit. This also reveals to consumers that Huawei has made breakthroughs in chips and operating systems.

**Aesthetic in Advertising:**

The advertisement once again uses the natural landscape (Kunlun Mountain) to compare the harsh environment in which Huawei Mate50 series is developed, so that the abstract concept of environmental conditions becomes vivid, meets the visual enjoyment of consumers, and accurately conveys the information that the research and development conditions are very difficult, and experiences challenges and finally reaches the top of the mountain to see the dawn. While realizing the beauty, it greatly satisfies the emotional needs of consumers and triggers a positive attitude of consumers (moved, excited, surprised, etc.). The good ending of the advertising story also makes consumers full of confidence in the brand.

**Argumentative Scheme:**

Causal argument: A is the cause of B. A happened, so B happened.

**A**= Successfully climbing Mount Kunlun

**B**= see the dawn

The explorers in the AD film carry Mate50 series products in the face of numerous difficulties insist on climbing up, so eventually climbed to the top of the mountain and saw the dawn, Mate50 series products also survived in harsh conditions, followed the explorers to the top of the mountain, so finally saw the dawn(analogy).



*Image 3 - Screen III Huawei Mate 60 series*

**Translation:**

Mate60 "Going Again"

**Explicit Content:**

Starting from the Brahmaputra River (the source of the river), the integration of numerous tributaries, seize the opportunity to go all out at the watershed, achieve a change of direction to reverse the weak situation, and then continue to rush forward and start again in a new direction.

**Implied Content:**

Mate60 series was the most exaggerated sanctions during the development of the United States, which almost cut off Huawei and all the foundries and semiconductor suppliers of cooperation, the company directly faced the danger of bankruptcy, at this time Huawei is like a small stream in the advertising film in the gap between the tall mountains to seek survival opportunities, during which many friends (Businesses and consumers) stood up to support and encourage Huawei, It is like a small stream encountering numerous tributaries, which come together to make the small stream gradually stronger, and then finally seek a turning point, so go all out to seize the opportunity to complete the transformation, and dare not relax after surviving but continue to work hard to start again.

**Aesthetic in Advertising:**

Huawei continues to use natural landscape as a metaphor for product development environment. In this advertisement, Mate60 series is regarded as a stream and the US sanctions as mountains on both sides of the stream. The purpose is to use landscape images to concretify information, the natural landscape itself has harmonious colors to trigger higher aesthetic reactions of consumers, and the dynamic picture of the stream fits the brand's story development. To meet the visual and emotional needs of consumers and enhance the effectiveness of advertising.

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

Small stream and Mate60 series have the same characteristics (isolated, weak), in the face of high mountains (crazy sanctions of the United States) although helpless but not willing to compromise, but desperately looking for opportunities to survive, which proves that the Mate60 series product development background is very difficult. It is true that small streams can find turning points in the cracks to transform and survive, and start again in a new direction, and it is also true that the Mate60 series can find opportunities in sanctions to transform and start again in a new direction.

The advertisement commences with a vibrant and balanced landscape that caters to the visual preferences of consumers. It also aligns with the challenges and

pressures Huawei encounters during the period of sanctions, while embodying the brand's ethos of fearlessly confronting obstacles. The advertisement effectively utilizes imagery and precise language to convey its message. This also efficiently communicates the internal philosophy of the firm and fulfills the spiritual and emotional needs of consumers.

### 3.8 Analogies in Advertising of Huawei

The core of analogy is similarity, partial similarity in different situations, support further reasoning (Gentner, 2017), the key of the reasoning process is to extract common features, and then through their similarity to get correlation, This process is characterized by a dependency between the abstraction of common features and the transfer of analogies to subjects (Macagno, 2017). Based on this feature, many advertisements choose to use the similarities between products or brands and other things to convey information implicitly, to a large extent avoid offensive and sensitive information caused by direct expressions, and increase the interest and humor of advertisements. The use of analogy in advertisements is more effective in displaying product features than the use of literal similarity comparison (Houssi, n.d.). For new products, this helps to better express abstract concepts (Goldschmidt, 2001) and enhances persuasion (Roehm & Sternthal, 2001). Huawei is very good at making advertisements by analogy, using different elements to replace the product or brand itself, on the one hand to avoid consumers' visual fatigue, on the other hand to increase the beauty of the advertisement and enhance the effect of the advertisement.



*Image 4 - Screen IV Huawei Mate 60 series*

**Translation:**

"Winding cyan veins"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The similarity between the small stream and Huawei's image in the sanctions in recent years, the small stream zigzag between the tall and difficult mountains,

justifying Huawei's difficult situation in the face of power and hegemony. It is true that the stream can only move along the narrow track between the mountains, so it is true that Huawei can only be forced to accept the sanctions policy and struggle to develop products under this condition.



*Image 5&6 - Screen V&VI Huawei Mate 60 series*

**Translate:**

"Start at the top"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The fact that a stream always originates from the highest part of a mountain range (the top of a mountain) is not a fact that it can decide by itself, and the fact that Huawei has been sanctioned and forced to survive from the most difficult circumstances is not a fact that the company can decide by itself. It is true that streams can start from the highest point and move along the terrain, so it is also true that Huawei can make continuous progress in the most difficult situations.



*Image 7 - Screen VII Huawei Mate 60 series*

**Translate:**

"Merging countless tributaries"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The stream will meet many other tributaries in the process of flowing, they merge together, united together, Huawei during the period of sanctions also received a lot of friends support, encouragement and help, so it can prove that there is a similarity between the two. It is true that streams can meet many tributaries and merge together to become stronger, so it is also true that Huawei can get support and encouragement from many friends to become stronger.



*Image 8 - Screen VIII Huawei Mate 60 series*

**Translate:**

"All for one change"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The brook looked for a turn in the existing terrain to change direction, and Huawei also insisted on looking for opportunities for corporate transformation during

the period of sanctions, so the two are similar. It is true that streams can find a turning point in the mountains to achieve a change in direction, so it is also true that Huawei can find a turning point to achieve corporate transformation during the period of sanctions.



*Image 9&10 - Screen IX&X Huawei Mate 60 series*

**Translate:**

"Facing the torrent"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

When the stream runs to the bend, because the river speed is too fast, it often collides with the river bank, and Huawei has suffered more severe sanctions from the United States in the process of realizing the transformation, which makes the transformation suffer a serious blow. From this, we can see that the two have similarities. It is true that streams can turn in rapids, and it is also true that Huawei has achieved transformation in multiple strikes.



*Image 11 - Screen XI Huawei Mate 60 series*

**Translate:**

"Rivers and rivers converge and rush forward"

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

Streams and tributaries merge together and continue to move forward, and Huawei has received a lot of outside support and encouragement to continue to develop, which proves that there is a similarity between the two. It is true that streams are getting stronger after merging with tributaries, and it is also true that Huawei is getting stronger after receiving a lot of support and encouragement



*Image 12 - Screen XII Huawei Mate 60 series*

**Translate:**

"Rivers run for thousands of miles, mountains and rivers are of one mind."

**Argumentative Scheme:**

Analogous argument: If C1 and C2 share the same property that justifies A, then A is justified in both C1 and C2.

The stream becomes strong because it flows a long way and integrates many tributaries along the way, while Huawei becomes strong because it has experienced a lot of hardships and gained a lot of support in the process, which can prove the

similarity between the two. It is true that streams can become strong because mountains provide opportunities to hone, and it is also true that Huawei can become strong because the US sanctions policy provides opportunities to hone.

The Huawei Mate60 series advertisements utilize natural events to convey a profound message to consumers. It utilizes the aesthetically pleasing color effects found in nature to fulfill the visual requirements of consumers and provide them with a visually captivating experience. Additionally, it effectively conveys Huawei's unwavering stance against power and dominance in the face of sanctions, demonstrating their refusal to surrender in challenging circumstances. The value of seeking harmony after overcoming the technological barrier to ensure survival and progress. This advertisement effectively communicates the brand concept, gains customer familiarity, and elicits pleasant feelings and a desire to purchase, resulting in successful product promotion.

### 3.9 Aesthetic and Argumentation Schemes in Advertising

The aesthetic in advertising words is very important. Like the aesthetic in advertising pictures and posters, it is more able to persuade consumers to pay attention to products (Asemah, 2013, p. 182), become a tool of cultural communication (Thomas et al., 2023), and trigger more fantasies of consumers through the images created by words (Köksal, 2022).

Aesthetic advertising words can better meet the spiritual needs of consumers than those without aesthetic ones. The imagination and thinking it triggers enhances the advertising effect (Krishna et al., 2016) and strengthens consumers' memory of products or brands. Therefore, it is of great significance to communicate with consumers through aesthetic elements. The Huawei Mate60 series, being a Chinese-made mobile phone, employs a unique Chinese advertising language to showcase a distinct oriental culture to the global audience.

#### 3.9.1 Case

i:

**Translation:**

"Colorful rivers and mountains reappear between fingers and palms"

**Use of Analogy:**

A mobile phone is a handheld electronic device. The color scheme of the Huawei Mate60 series is inspired by the scenic mountains and rivers of China. This suggests that there are similarities between the color scheme of the Huawei Mate60 series and the natural colors found in mountains and rivers. Products of different colors are real when held in the hands of users, and the imagination of mountains and

rivers of different colors is also real when held in the hands of users.



*Image 13 - Huawei Mate60 Series (green)*



*Image 14-15 - source of inspiration*

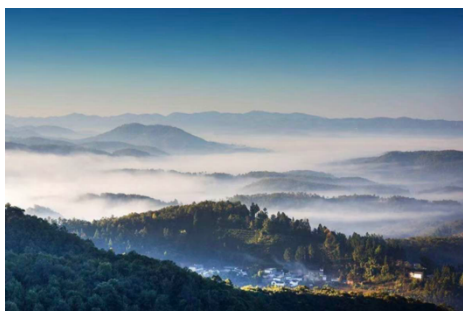
**Analogy:**

The Yarlung Zangbo River in Tibet, China, which snakes along the mountains like a green dragon, and the cyan Mate60 series derives its appearance color from this river, proving the similarity between the two. Cyan products are used in the hands of users is real, and the fantasy of Brahmaputra being held in the hands of users is also

real.



*Image 16 - Huawei Mate60 Series (purple)*



*Image 17 - source of inspiration*

**Analogy:**

Nanuo Mountain, located in Yunnan, China, is the inaugural antique tea town in the region. The mountain is adorned with purple budded tea trees, whose buds have a charming lilac hue. Upon the emergence of the nascent tea trees on the mountain, the entire landscape had a purplish hue. The appearance color of Mate60 series products (purple) comes from this mountain, which proves the similarity between the two. It is true that purple products are used in the hands of users, and the fantasy that Nan Nuo Mountain is held in the hands of users is also real.



*Image 18 - Huawei Mate60 Series (white)*



*Image 19-20 - source of inspiration*

**Analogy:**

The White Sand Mountain (the legendary home of the Sand Monk) in the Kashgar region of Xinjiang, China, is covered with white, soft, fine sand, and the exterior color (white) of the Mate60 series products is taken from this mountain, proving the similarity between the two. The white color is real when the product is held in the user's hand, and the fantasy of the White Sand Mountain being held in the user's hand is also real.



*Image 21 - Huawei Mate60 Series (black)*



*Image 22-23 - source of inspiration*

**Analogy:**

The Heidu Mountain in Qinghai, China, is pure alternating black and white, and the fact that the exterior color (black) of the Mate60 series products is taken from this mountain proves that there is a similarity between the two. The black product being held in the user's hand and used is real, and the fantasy of Heidu Mountain being held in the user's hand is also real.

This jingle for Huawei's Mate60 series compares the phone to a mountain and a river, and adds aesthetic elements to it as a tool for cultural communication (Thomas, 2023), which not only encompasses Chinese romance, but also promotes the beauty of China's mountains and rivers, so that consumers can learn more about the beauty of China's scenery, and at the same time, make them aware of the richness of the colors

contained in the scenery, and inspire a higher aesthetic. At the same time, it also makes consumers realize the rich colors contained in the scenery and stimulates higher aesthetic reaction (dijk, 2014), which increases the popularity of the corresponding scenic spots while publicizing the product.

ii:



*Image 24 - Product Launch*

**Translation:**

"Spring blossoms, the future looks promising"

**Causal Argument:**

A is the cause of B. A happened, so B happened.

**A**= Spring is coming

**B**= Flowers bloom and everything revives

Before spring comes, flowers need to survive the cold winter, and Huawei needs to survive the negative impact of U.S. sanctions before breaking through the blockade of chips and technology (analogy). Because the temperature rises in spring, flowers bloom, everything recovers, Huawei has survived because it has developed chips, and everything is developing in a good direction.

This slogan uses the natural phenomenon of blooming flowers in spring as a metaphor for the fact that Huawei has ushered in new hope after experiencing repression, which makes the slogan more beautiful rather than pale, triggering consumers' imagination about the brand (Köksal, 2022), and crystallizing the core idea of advertising (Thomas et al., 2023). Attract more attention (Asemah, 2013, p. 182), improve visual enjoyment while meeting the spiritual needs of consumers.

#### 4. Theoretical Analysis of Huawei's Adwords

The subsequent stage involves compiling a selection of the most iconic advertising catchphrases pertaining to Huawei's Mate60 product line for theoretical examination, drawing upon all the aforementioned content in this thesis.



*Image 25 - Poster I Huawei Mate60 series*

**Translate:**

"Lingxi communication, consistently available for communication"

**Explicit Content:**

In Chinese, the term "Lingxi" refers to the horn of a rhinoceros. According to ancient Chinese beliefs, the rhinoceros horn is said to have white lines that connect its two ends. It is considered to be sensitive and capable of sensing, which is why it is sometimes used as a metaphor for two hearts that are in constant communication and maintain a strong connection.

**Implied Content:**

The user and the product can achieve a high level of human-machine integration, where the product is capable of receiving and interpreting the user's thoughts, indicating a high level of intelligence. Additionally, the product has excellent network connectivity, allowing for stable and high-quality communication services to be provided to users at any time and in any location.

**Aesthetics in Advertising Words:**

By incorporating the ancient Chinese name for rhino horn and referencing an ancient Chinese legend about rhino horn, the advertisement slogan for the Mate60 series of products achieves two objectives. Firstly, it enhances the visual appeal of the

slogan. Secondly, it conveys the advanced technology and reliable network connectivity of the product's communication function.

### **Symbolic Elements:**

The advertisement portrays a stripe that serves as a bridge, connecting the left and right ends. Simultaneously, the stripe follows the outline of the phone's bezel, thereby merging the characteristics of both the Lingxi and Mate60 series products. This design choice aligns with the ad phrase.

### **Argumentative Framework:**

Analogous argument: C1 and C2 have a common trait that justifies A. Therefore, A is justified in both C1 and C2.

The Lingxi's inclusion of the same features as the communication and network connectivity technology in the product provides a valid explanation for the high stability and responsiveness of its communication function. Hence, it is quite accurate that the Lingxi can establish a secure and reliable link between the two rhino horns in any location and at any time. Similarly, it is also true that the Mate60 series of goods can maintain a stable connection with the external world regardless of the time or place.



*Image 26 - Poster II Huawei Mate60 series*

**Translate:**

"The Xuanwu architecture is highly dependable, exhibiting reliability in multiple aspects."

**Explicit Content:**

In the context of traditional Chinese culture, Qinglong, Baihu, Zhuque, and Xuanwu symbolize the directions of East, West, South, and North, respectively. In ancient Chinese mythology, Xuanwu is a mythical creature that combines the characteristics of a tortoise and a snake. It is regarded as a sign of balance, stability, and protection, and is revered for its position as a protector. Additionally, Xuanwu is associated with longevity. Hence, Xuanwu possesses the capability to safeguard in all aspects, rendering it an exceedingly dependable sacred creature.

**Implied Content:**

The Huawei Mate60 series is constructed with a robust and dependable architecture, similar to the Xuanwu, that provides comprehensive protection against external pressures, ensuring the product remains undamaged. Simultaneously, the complete device employs a comprehensive architecture that safeguards the phone from all sides - front, rear, left, right, top, and bottom - rather than just one side.

**Aesthetics in Advertising Words:**

This advertising slogan references the sacred beast Xuanwu from ancient Chinese mythology as a metaphor for the robustness of the Material used in Huawei Mate60 series products. It also symbolizes the strength of the product's architecture, emphasizing its high quality, durability, and resistance to impact.

**Symbolic Elements:**

The advertisement image showcases the product divided into three components: the front screen, the middle body, and the backshell. The backshell, resembling the structure of a turtle, symbolizes the product's robustness and ability to safeguard the delicate inner components. The sturdy shell and screen of the product are constructed using advanced Materials and processes, ensuring optimal protection for the most vulnerable part of the phone.

**Argumentative Framework:**

Analogous argument: If C1 and C2 have a similar quality that justifies A, then A is justified in both C1 and C2.

The body structure of Xuanwu is designed according to the architectural principle employed in the Huawei Mate60 series products. This design ensures the exceptional strength and durability of the product's shell, making it highly resistant to damage from any direction. Hence, it is quite accurate that the robust shell of Xuanwu

provides comprehensive protection for the body, and it is also true that the Huawei Mate60 series effectively utilizes this sturdy shell to safeguard the phone.



*Image 27-28 - Poster III Huawei Mate60 series*

**Translate:**

"An homage to the potency of hastening"

**Explicit Content:**

Displaying reverence towards the perpetually flowing river that never ceases its motion.

**Implied Content:**

Throughout the three-year period of being subjected to sanctions, Huawei has made significant progress, overcoming challenges and resolving issues. The development of the Huawei Mate60 series products occurred under these challenging circumstances. Therefore, Huawei acknowledges the river as a symbol of resilience and expresses gratitude for its own continuous progress, akin to the river's forward movement.

**Symbolic Elements:**

The advertisement features a picturesque sight of the Yarlung Zangbo water's prominent bend, where the water is nestled between towering mountains, seeking a

chance to alter its course. As Huawei faced sanctions, it actively sought an opportunity to fundamentally change itself and ensure its survival. The incorporation of the curved shape of a river bend into the camera component on the back of the phone achieves a seamless integration of technology and nature. This design also symbolizes the breakthroughs and advancements in camera-related technology in the Mate60 series, resulting in a camera function that is both fluid and robust, akin to the smooth and powerful flow of a river.

### **Argumentative Framework:**

Analogous argument: C1 has resemblance to C2 (the identical characteristic that substantiates the rationality of A).

The camera assembly of Huawei's Mate60 series product is designed in a shape that resembles the trajectory of the turning point of the Yarlung Tsangpo River. This design choice serves to demonstrate the effectiveness and capability of the product's smooth and strong camera function. Thus, it is accurate to say that the river actively seeks opportunities to change its course, much as the advancement of product development and camera technology aims to seize opportunities for innovation and progress.



*Image 29 - Product Launch*

### **Translate:**

"The nimble vessel has traversed a myriad of towering peaks"

### **Explicit Content:**

This statement originates from a vintage poetry penned by Li Bai, a renowned Chinese poet from the Tang Dynasty. It signifies that the nimble boat has successfully traversed an immense number of towering mountains.

### **Implied Content:**

Huawei fearlessly confronts and overcomes problems and obstacles, persevering even under the most difficult circumstances, ultimately attaining triumph and fulfilling its objective of producing proprietary chips. This tagline metaphorically likens Huawei and its chips to a small boat navigating through tall mountains, symbolizing the obstacles posed by the U.S. sanction policy. It highlights that despite appearing small and vulnerable, Huawei, as a telecom technology company, can overcome these challenges by demonstrating courage and resilience, ultimately achieving its goals.

**Symbolic Elements:**

A small boat refers to both vulnerable populations and small military units. It also symbolizes the microchip utilized in Huawei's Mate60 series of products.

Alpine: including formidable obstacles and demanding tasks.

Compared to the United States, Huawei is relatively feeble as a corporation. However, by refusing to surrender and persisting in its growth, it has the potential to overcome obstacles and attain triumph. While Huawei has successfully achieved its goal of developing its own chips, it has also utilized old Chinese poems to embody its entrepreneurial spirit.

**Argumentative Framework:**

Analogous argument: C1 has resemblance to C2 (the identical characteristic that substantiates the rationality of A).

The semiconductors utilized in Huawei's Mate60 line of products are exclusively manufactured within China. Huawei is currently facing challenging circumstances, and the chips they have produced can be likened to miniature boats. This analogy demonstrates the rationality of their commitment to research and development in difficult times, ultimately leading to their triumph. Indeed, it is accurate to say that a nimble and swift vessel can traverse towering mountains to reach its intended location, just as it is accurate to state that Huawei, together with its chips, possesses the capability to overcome obstacles in order to achieve survival and progress.

## Final Reflections

Based on the reasons offered in this paper, the necessary conditions to address the original question have been met. By thoroughly examining the pertinent literature and theory, as well as analyzing and summarizing the current situation, the concept is refined and included to facilitate scientific and rigorous study. The focus of study and research has consistently been around the Huawei Mate60 series products, with a particular emphasis on examining and analyzing advertising Materials such as videos and posters, as well as conferences. Having finished the entire analysis paper, which encompasses the literature study and its practical application in brand promotion and press conferences, it is crucial to address the questions posed in the introduction:

What is the significance of storytelling in the communication of Huawei Mate60 series products?

The answer is derived from a comprehensive analysis of existing research and the importance of the brand as it is observed in real-world situations. According to the arguments presented, Huawei appears to have employed a storytelling strategy, utilizing storytelling as a means of conveying their message and highlighting their product's capacity to transform passive engagement into active participation. Storytelling serves as a cognitive trigger that elicits emotional responses, hence the phrase "interest maker". It creates a favorable atmosphere, even in situations when there is a lack of interest. To clarify, the initial subordinate query has been addressed ("How can narratives be crafted and employed to communicate uninteresting information?"). Semicolon; Storytelling facilitates the communication of mundane issues such as performance and technology, making them more engaging and relatable. By including narratives, the dullness of theoretical subjects is diminished, and instead, they become intriguing and even humorous. It is worth mentioning that because to its advanced technology, this electronic device naturally demands engaging methods of conveying information. In this context, stories are found to be more effective in communication.

Next, it is imperative to address the question: what are the potential hazards associated with employing a storytelling approach? Based on the literature research, it is evident that individuals who are accustomed to communicating through storytelling typically neglect the brand and product in their stories. This detachment highlights the importance of establishing a strong connection and involvement with the brand and product.

Hence, this thesis investigates the rationality of the Huawei Mate60 series product by employing the strategy of "letting consumers tell stories". This approach not only compensates for the lack of brand and product presence in the narrative but also transforms consumers' passive reception into active creation.

What impact does emotion have on the strategic approach of the Mate60

product line?

To answer this topic, we should base our response on existing literature, supplemented with real-life illustrations, and then reach a conclusion. Huawei has a strategy of using emotions to promote their products, by evoking intense and intricate emotional responses. This is achieved by transforming stable feelings into powerful ones. Emotion refers to the emotional drive that influences conduct, and it is experienced at a sensory level. This is why it is referred to as a "behavioral enabler" since it enables the formation of a more emotionally charged environment, even in situations that are considered rational. In other words, it establishes a connection between emotions and beliefs. To clarify, the supplementary question ("How can one effectively channel and amplify emotions to convey common messages?") has been addressed. Communicating through emotions enhances the significance of discussing typical subjects, such as brand philosophy and product technology. This approach is notably more persuasive, as emotions also contribute to minimizing the level of abstraction when discussing tech products, resulting in a more enjoyable and engaging form of communication. Simultaneously, technology goods are highly conceptual and hence require a greater level of engagement and communication. In this regard, emotions, such as storytelling, have demonstrated their superior effectiveness in communication.

Next, it is imperative to examine the potential hazards associated with emotional techniques. After reviewing the research, it is evident that individuals who are used to expressing themselves through emotions typically disregard the influence of reason, which cannot be controlled. This highlights the importance of emotional intensity.

Hence, this thesis investigates the rationale behind employing the "US Sanctions Incident" as a strategy for promoting the Huawei Mate60 series. This approach not only elicits stronger emotional responses from consumers but also establishes a link between emotions and beliefs.

What is the significance of product power in the ads of Mate60 series?

Due to the limited amount of existing literature on the concept of product power, this thesis relies heavily on analyzing and researching actual situations. Huawei has consistently prioritized the enhancement of product efficacy to convey the value of its goods through scientific and technological advancements. This efficacy serves as the driving force behind the product's performance, enabling Huawei to transform replaceable electronic items into indispensable ones. Product power refers to a comprehensive ability to compete, which is demonstrated by technical expertise and high-quality service. This is why it is sometimes referred to as a "performance optimizer". Product power enables the establishment of an advanced environment, especially in situations where there are restrictions or penalties. To clarify, secondary inquiries are addressed ("How can the use of product power be justified for contested

information?"). Utilizing the power of the product enables communication on controversial subjects. In this instance, focusing on chips and performance is more appealing as it substantiates the product's worth by offering sophisticated technology and a favorable user experience. Simultaneously, high-tech items necessitate a considerable degree of technical assistance, and it is in this scenario that the efficacy of product prowess becomes apparent in terms of communication.

Next, we must analyze the risks associated with the product power plan. After reviewing the literature and case studies, it is evident that product power, when used for communication, is frequently derived from technology advancements. This highlights the need of doing technological research and scientific investigations.

Thus, this thesis study elucidates the justification behind Huawei's decision to utilize its proprietary chip in the Mate60 product line. This strategic move not only circumvents the technological restrictions imposed by the US, but also transforms consumer doubt into endorsement.

What is the significance of aesthetics in the strategy of the Mate60 series of products?

The solution should be based on a comprehensive literature review. According to the theory, Huawei frequently employs an artistic strategy to convey its products by using Chinese natural landscapes, old myths, or poems. This is achieved by transforming simple language into words and visuals that carry profound significance. Aesthetics serves as a creative catalyst, influencing our perception and creating a specific ambiance by shaping our cognitive experience. The initial subordinate query has been addressed, specifically inquiring about the utilization of aesthetics to effectively communicate direct or delicate ideas. Communicating these messages is facilitated by aesthetics, namely in the realms of cultural and political contexts. Aesthetics not only enhances the effectiveness of communication, but also contributes to the communicative essence of culture by giving context and mood. It is important to acknowledge that as a sophisticated technological device, this particular product requires enhancements in memory capacity and visual appeal. In this context, aesthetics play a crucial role in effective communication.

Thus, this thesis investigates the rationale behind employing the "aesthetic" strategy for Huawei's Mate60 series of products. This strategy not only emphasizes the brand and product's aesthetic concepts, facilitating cultural communication, but also immerses the consumer in the product's created environment, stimulating imagination and enhancing the effectiveness of the advertisement.

Furthermore, it is crucial to highlight the absence of comprehensive international viewpoints in these studies, and relying solely on the Chinese market as a research setting is inadequate. It is important to analyze the disparities among various markets. Although this thesis may have limits in this aspect, examining

product launches and advertising campaigns in other markets can provide valuable insights into understanding these variances. Moreover, in the realm of aesthetics, discussions surrounding advertising aesthetics raise questions about whether the conflicting nature of the product's image and aesthetic symbols restricts the utilization of aesthetic aspects in advertising. Does the prominence of art in advertising primarily stem from the fact that advertising aesthetics are constrained to employing abstract notions instead of tangible products? Research conducted in this field is expected to provide valuable insights into the subject of advertising aesthetics, further enhancing the argument presented in this thesis: context.

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