

MODERN APPROACHES FOR STORYTELLING: CASE FOR EUROPEAN AND ASIAN PRODUCERS

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Storytelling creates a new format for conveying information to the customer in digital marketing. Firstly, it investigates the problem of society and reveals issues relevant to consumers. Secondly, quality storytelling personalizes the appeal, and the consumer understands that the brand decides exactly his need. Finally, storytelling inspires new ideas and innovation for other businesses.

The central factors influencing storytelling on the brand [1]:

1. Storytelling creates neural connections. The received information makes a person parallel communications with own life or experience.
2. Reflection. The recipient of information perceives, processes it, and disseminates and displays it as a speaker.
3. Creates the production of dopamine. With this substance, the listener remembers the information better and can reproduce it.
4. Activity of the cerebral cortex. A good story that is memorable and evokes extraordinary feelings can affect the parts of the cortex that are responsible for emotions, mobility, and sensuality. A person can reproduce information with movements and gestures.

Fascinating storytelling should be accompanied by visual content. In the case of a brand success story or the implementation of a new idea in business life, graphs, diagrams and tables are widely used.

Thus, a business story should capture and constantly attract attention, be heard, and transfer the consumer to the reality of the story's hero [2]. There are three rules for the effective use of graphs, drawings, and diagrams in the creation of storytelling [3]:

Who. It is necessary to identify and justify the core audience and to reveal brand attitude. What motivates them to buy products? What can excite and disturb? The answers to these questions explain the behavior of the consumer.

What. The information must be clear, expressive, and unambiguous. After reading or listening to the story, the consumer must understand relevant and necessary information. The solutions may be different than storytelling should have a delightful final. This final must directly correspond to the commitment and slogan that the author tried to convey. For example, if the story is about the dangers of plastic toys, it should have a finale about what might happen when using or disposing of such a toy.

How. Visualization should be insightful. Information should confirm history, not distract from reality. Block diagrams, drawings with stages will be appropriate for the

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visualization of logical decision-making. To draw the audience's attention will be relevant photos of situations, visualization of trends with the selection of individual elements. Other colors and fonts are used to emphasize an important point.

When creating a business history, there are well-known principles and approaches [4].

- Classic storytelling. There are several models of history scenarios (heroes' travels, guru search, personal victory, etc.). The story has three main components: the plot, the plot, the finale. In such a story, it is clear who to love and who to hate. From the point of view of branding, the consumer receives frank 'true' information.

- Authentic history. It is necessary to make the truth of history through belonging to a part of the community. Every woman pays attention to information when it comes to dietary products. This story covers the problem of an individual woman, her life, her issues related to diet. This storytelling model is favorable for whatever audience because most consumers see their involvement in the events covered. They consider themselves part of such a story.

- Storytelling is not about sales. History does not aim to sell a product because it represents a brand. It conveys the most important information about ways to meet consumer needs. In history, the consumer must find himself and a way out to solve his problem.

- Visualization. Everyone perceives information differently: someone pays attention to colors, someone, on the contrary, needs audio. It is necessary to imagine for yourself what the potential consumer reacts to (numbers, emotions, sounds, smells, etc.).

- Conflict in history. Conflict in history must be open and understandable to the consumer to arouse him to events and reactions (care for children, protection of animals and plants, lack of resources). When the average person tells a story, he usually tells about himself, according to individual experience. Information is perceived more by empathy than by numbers.

- Surprise. Unexpected situations can attract attention and get ahead of competitors.

- Time to create. The same story will be transmitted through social networks, channels, websites, etc. Therefore, it takes time to agree on the structure and form of information. When creating a story, it is necessary to plan time not only for the creation but also for the editing and design of the story.

- The language of storytelling. It is necessary to use the natural language of consumers and use phrases and quotations of consumers for a better perception of information.

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OUTLOOK OF DIGITALIZATION OF SUPPLY CHAIN MANAGEMENT AT BELT AND ROAD INITIATIVE

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The paper demonstrates the feasibility of enhancing supply chain management by the implementation of digital technologies. Globalization of markets requires the development of current networks between distributors of European and Asian countries. Different traditions, religious notational approaches to business restrain international relations. It is essential to note that entrepreneurs from Post Soviet countries do not have the experience to enter an export market. The main reason is that they used to do business in planning and administrative management system. It means that such enterprises do not know current trends in the global trade of their products, rules of origins, requirements to

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