

# Storytelling on television has been a key aspect of entertaining and engaging audiences for decades

 By [Candy Dempers](#), issued by [MediaHeads 360](#)

8 Feb 2023

From the late seventies, television has become a staple with South African audiences, from bunny-ears, decoders to dishes, and streaming devices.



Dallas, The Fresh Prince of Bel-Air, Live Sport, Noot Vir Noot, Surf Show Pick A Box and the on-set of 24hr local news channels has seen TV morph itself into the giant it is today.

Storytelling has been a key tool in the television matrix and has helped the medium develop affinity with audiences. It allows viewers to escape their daily lives and experience a world filled with characters and situations that resonate with them. Whether it is a drama series that explores complex relationships, a comedy that makes us laugh, or a documentary that informs us about an issue, television storytelling can evoke strong emotions and engage us in a shared experience. As we watch a show, we connect with the characters and identify with their struggles, joys, and triumphs.

This shared connection creates a sense of community and a sense of belonging, as we come together to discuss, analyse, and debate what we have seen. Different channels, programmes and content angles have started unlocking and showing the diverse experiences of people from all walks of life, providing a platform for underrepresented voices, and helping to promote greater understanding and empathy among viewers. Television storytelling is a means of bringing people together, fostering community, and creating a shared sense of purpose and meaning.

In recent years, with the rise of branded content and content integration, storytelling has taken on a new dimension and has become an increasingly popular tool for advertisers. Branded content refers to the subtle integration of brands into television shows, while content integration refers to the integration of products and services into the storyline of a show. These two forms of storytelling on TV have proven to be highly effective in building brand awareness, creating emotional connections with viewers, and driving consumer engagement.

One of the main benefits of storytelling on TV using branded content is that it allows brands to build brand awareness and create an emotional connection with viewers. This type of advertising is often more memorable and impactful than traditional advertisements, as it allows brands to highlight their products in a more organic and relatable way. For example, a beverage company might create a branded content series that follows the story of a group of friends on a road trip, highlighting the role that their products play in fuelling the adventure. This approach allows the brand to connect with viewers on a subtly connected and engaged level.

Another advantage of storytelling on TV using branded content is that it allows brands to reach a large and diverse audience. Television remains one of the most widely consumed forms of media, and by incorporating branded content into popular shows, brands can reach a broad and diverse group of people. This type of advertising also has the advantage of being shareable, as viewers are likely to talk about and share the story with others, which can help to extend the reach of the brand even further.

In addition to branded content, content integration is another effective form of storytelling on TV. This approach involves incorporating products and services into the storyline of a show, allowing brands to highlight their products in a more natural and organic way. A fashion brand might partner with a daily soap opera to feature its clothing in several key scenes or have a lead character drive a certain car. This approach allows the brand to reach a large and engaged audience and create a lasting impression, without feeling intrusive or disrupting the flow of the story.

A key benefit of content integration is that it allows brands to differentiate themselves from the competition. By incorporating their products into the storyline of a show, brands can create a unique and memorable brand identity that sets them apart from other brands. This can help to increase brand recognition and recall, as viewers are more likely to remember the brand if it is associated with a compelling story.

Content integration is a cost-effective advertising strategy. While traditional television advertising can be expensive, content integration can be produced at a lower cost because it is integrated into existing programming and story lines. By reaching a large and engaged audience, brands can often see a higher return on investment compared to other forms of advertising.

Finally, storytelling on TV using branded content and content integration allows brands to build a relationship with their target audience. By creating relatable and engaging stories that align with their values and interests, brands can build trust and loyalty with their target audience. This can help to increase brand advocacy, as viewers are more likely to recommend the brand to others and make future purchases.

Marketers that aren't considering the opportunities of branded content and on-screen integration are placing their clients' campaigns on mute. MediaHeads 360 have embraced the television space with the same enthusiasm and passion we have for radio. Our team has developed a deep understanding of the fast-paced world of live TV and pre-produced shows. With an astute grasp of the medium and an expert understanding of what brands want to achieve, we'll make your campaign worth watching!

## ABOUT CANDY DEMPERS

Candy Dempers has loved all things media for twenty-three years. A sales and marketing specialist, her first love was radio and bringing brands and platforms together.

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