Exploring the Power of Images and Videos in Visual Storytelling and Content Marketing: Airtel Ovajara as a Paradigm

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ABSTRACT

This study examined the significant power of images and videos in visual storytelling and content marketing using Airtel Ovajara as a paradigm. In today's digitally saturated landscape, the inability of content marketers to capture attention, convey complex ideas, and build brand authenticity using good images and videos has left some businesses in constant battle for audience/customer acceptability. Employing the Consumer behaviour theory which provided insights into the psychological processes that influence consumer responses to images and videos in visual storytelling, the paper explored the strategic ways in which Airtel Ovajara used images and videos to craft compelling narratives that not only showcased the brand but also fostered genuine connections with customers. The study adopted the mixed research methodology of content analysis and Key Persons Interviews (KPI) to understand the common themes, strategies and elements that position Airtel Ovajara's visual storytelling as a successful marketing strategy. The use of images and videos as part of this strategy has revolutionised how brands engage with consumers, offering a dynamic way to communicate messages and evoke emotions. The study recommended a valuable insight into the strategic use of visual content to build stronger connections with audiences, demonstrating that effective visual communication was key to contemporary marketing.

INTRODUCTION

An adage says that "a picture is worth a thousand words". What this implies is that a good story is not always about words; it can be about images which portray how powerful images can be. Corroborating this view, Clarke (2023) posits that "a compelling photograph speaks volumes, often doing the heavy lifting in storytelling by setting the tone, mood, and context". Wikipedia (2024) also admits that "complex and sometimes multiple ideas can be conveyed meaningfully by a single still image,

more effectively than a mere verbal description" In the contemporary digital landscape, visual storytelling stands as a pivotal element of successful content marketing strategy. The use of images and videos not only captivates and maintains the attention of audiences but also enhances message retention and emotional engagement (Smith, 2021). Also in his submission, Clarke (2023) writes:

> If you've ever been captivated by a photograph, you already understand the immense power of images. A single photo can evoke emotions, trigger memories, and even compel action – much like a good story can. As a Personal Branding Photographer, I often find myself in between photography and storytelling. Today, I want to dive into how these two crafts intertwine and how quality images can make your story memorable, but also relatable and impactful (n.p.)

The above views support further the captivating power of a good and quality image or video in telling a story and ensuring resonating effects on the users of the image or video especially as there are a thousand and one images and videos at the disposal of the audience. Moriarty (2005) defines visual storytelling as the art of conveying messages, ideas and narratives through visual elements such as images, graphics, videos, or films. Visual storytelling is also, the use of images, graphics, and other visual elements to craft narratives that are engaging and easily understood by the viewer. This method exploits the human propensity to process visual information faster and more effectively than text, enabling storytellers to convey complex ideas quickly and memorably (Moriarty, 2005). The rapid evolution of media consumption habits, influenced by the proliferation of internet access and the existence of social media platforms such as TikTok, Facebook, Instagram, YouTube, WhatsApp, LinkedIn etc. has heightened the importance of visual content. As a result, marketers are increasingly leveraging the power of visual storytelling to differentiate their brands in a crowded marketplace (Jones & Taylor, 2020). Visual content basically serves as a critical driver of user engagement and interaction. Studies have shown that posts incorporating images produce 650% higher engagement than text-only posts (Williams, 2019). In line with this thought, World Train (2024) adds that visuals have the capacity to convey complex messages and evoke emotions more efficiently than text. They provide an instant connection with the audience. Expounding on the psychology of visual communication, Pinnacle College (2024) posits that:

> In an age where attention spans are shrinking and information overload is the norm, the power of visual storytelling has emerged as a critical tool for effective communication. Images and videos have the unparalleled ability to capture attention, evoke emotions, and convey complex messages in a succinct and engaging manner (n.p).

Similarly, video content is not just preferred by users; it is also more likely to inspire trust in a brand and motivate consumer action. According to recent research, 64% of consumers make a purchase after watching branded social videos (Khan, 2022). This underscores the significance of integrating visual media into comprehensive marketing and strategies. Furthermore, the psychological impact of visuals cannot be underestimated. The human brain processes images 60,000 times faster than text, which means that viewers can comprehend visual information more quickly and easily (Lee, 2018). This rapid processing makes videos and images ideal for conveying

complex information succinctly and effectively. Emotional resonance, facilitated by visual cues, plays a substantial role in enhancing consumer connections to a brand. Emotive storytelling through visuals can lead to stronger emotional responses and greater brand loyalty (Peterson, 2021). However, the challenge for marketers lies in not only creating visually appealing content but also in crafting narratives that resonate deeply with their target audience. It involves an understanding of the cultural and psychological factors that influence audience perceptions and behaviours (Zhang, Kim, Gatti & Escalos, 2019).

As the digital media environment becomes increasingly visual with the aid of technology, which includes the use of short-form videos on platforms like Facebook, TikTok and Instagram, Brown (2020) argues that emerging technologies like augmented reality (AR) and virtual reality (VR) are set to redefine the ways in which brands engage with consumers. All of these interestingly have redefined how brands connect with customers. In today's digitally saturated landscape, businesses face increasing challenges in capturing audience attention and conveying complex messages effectively. Airtel Nigeria, a leading telecommunication company, has used images and videos in their content marketing efforts to stand out in the market. However, the impact of these visual storytelling strategies on customer engagement, brand awareness and ultimately, business outcomes remain unclear. The inability of content marketers to capture attention, convey complex ideas, and build brand authenticity with the use of good images and videos has been a major challenge to content marketers which is why most brands are in constant battle for audience/customer acceptability. The effort to effectively utilise images and videos in storytelling is now becoming more crucial for content marketers. This study therefore explored the compelling potential of using images and videos to weave narratives as a transformative force in content marketing. It provided a comprehensive analysis of the strategies adopted by Airtel Ovajara to enhance viewer engagement, investigated the effectiveness of visual storytelling in engaging audiences as well as identified some best practices for incorporating visuals into storytelling for marketing purposes. Visual storytelling therefore offers unique strengths, allowing the network company to tailor its message for maximum impact. The emotional resonance fostered by Ovajara visual storytelling no doubt heightens brand identity, simplifies complex ideas, and ultimately drives engagement and conversions. Through the strategic integration of images and videos, marketers can enhance brand visibility, drive user engagement, and ultimately influence consumer behaviour.

THEORETICAL FRAMEWORK

The study was anchored on **the** consumer behaviour theory propounded and shaped over time by John Dewey, Harvey Leibensten and James Engel. The theory explores the processes and influences that drive individuals and groups to select, purchase, use, and dispose of goods, services, experiences, or ideas. This theory helped in understanding how audiences perceive and engage with visual content as this is essential in content marketing. Consumer behaviour theory provides insights into the psychological processes that influence consumer responses to images and videos in visual storytelling (Solomon 2018). It examines how individuals make decisions to purchase and interact with products or services. According to Solomon Bamossy, Askegaard and Hogg (2019), consumers often rely on visual cues, such as images and

videos, to form perceptions, emotions, and attitudes towards brands and products. Gummerus Liljander & Weman (2012) have shown that customers are more likely to engage with brands that create an emotional connection with them than others. This emotional connection can be created through various means, such as storytelling (Woodside, Sood & Miller, 2017), brand identity (Aaker, 1996), and customer experiences (Schmitt, 2011). In content marketing, visual storytelling leverages these consumer behaviours by strategically using compelling visuals to evoke emotions, create brand associations, and ultimately influence consumer decision-making processes. Moreover, Kotler and Keller (2020) emphasise that understanding consumer behaviour in response to visual stimuli is essential for marketers to design effective content marketing strategies. The theory offered the basis on which Airtel Nigeria analysed how individuals interact with images and videos in visual storytelling, tailoring its content to resonate with the target audience, enhance engagement, and drive desired consumer actions.

In the context of this study, the theory played a crucial role in understanding how audiences perceive and engage with visual content. For instance, understanding that consumers value convenience and variety, some companies that offer subscription services such as Airtel Nigeria, Netflix, MTN, Spotify etc. offer monthly subscriptions that provide unlimited access to their services. This aligned with the theory that consumers prefer easy access and ongoing satisfaction rather than a single purchase. Also, some companies that manufacture smartphones such as iPhone and Samsung Galaxy continually add new features such as better cameras, facial recognition and AI capabilities, banking with the latest technology and convenience as well as social status. Each of these product types demonstrates how deeply consumer behaviour theory such as perceived value, convenience, self-concept and lifestyle compatibility are integrated into product development and marketing strategies. Thus, the theory provided a valuable background into how consumer behaviour is affected by the compelling images in Airtel Ovajara video to subscribe to the brand. Using this theory also, consumers can interpret and respond to visual elements in Airtel Nigeria's Ovajara campaign, highlighting the significance of utilizing images and videos to captivate and influence consumer perceptions and behaviours in visual storytelling marketing.

IMAGES AND VIDEOS IN VISUAL STORYTELLING

Images and videos have a profound impact on visual storytelling. This is because they possess the ability to convey complex information and evoke emotions more effectively than text alone (Lester, 2013). In his study, Tahir (2023) argues that human brains process visuals 60,000 times faster than text and can understand a picture much faster than reading a sentence. The same is applicable to video which can tell a good story without a single word. A good example is a two-minute no-sound video that trended recently on social media (WhatsApp) about an Indian teenager who arrives at a shopping mall and on hearing the sound of the exit bell, an indication that the door of the lift is about to shut, horridly dashes into the waiting lift already filled with people. The door of the lift which is technically configured to only accommodate a specific number of people could not close as the indicator light shows overload, suggesting that somebody has to drop. There is an air of uneasiness among the people as everyone expects the other to comply. But the young man whose presence

caused this uneasiness remains complacent and insensitive to the consequences of his action. After a few seconds of obstinate resistance to take necessary action, a physically challenged woman in clutches decides to alight from the lift. The door finally shuts and the lift ascends. Such a video tells a whole lot of powerful stories even without words. It successfully describes the nature of human life as being selfish, insensitive, loss of empathy, lacking manners, having poor ethics and always feeling right. Another example is *The Black Hole*, a short video produced by Future Shorts on YouTube with a single actor whose greed and avariciousness lead him to destruction. Rather than be contented with the money the *Black Hole* has released to him, he chooses to enter into the safe box and is eventually consumed by his greed. The video even without words symbolises a void or insatiable desire on the part of man. It is his irresistible urge for more money that leads to his destruction. These two videos among many others, tell good stories without words in just a few minutes which therefore underscore the power of visuals in storytelling and attention-grabbing. In the context of digital media, Bryant and Pila, (2017) argue that videos, in particular, have proved to be effective in capturing audience attention and conveying information. Zetti (2008) identifies video as 'conveying complex information that creates lasting impression'. The combination of moving images, sound, and music can create an immersive experience, further enhancing the impact of visual storytelling (Grodal, 2005). In other words, both images and videos serve as 'powerful catalysts' for storytelling encapsulating complex ideas and concepts in a single frame (Pinnacle College, 2024). Pinnacle College (2024) further argues:

> …in marketing and advertising, images are instrumental in capturing consumer attention and conveying brand messages. With the rise of social media platforms like Instagram and Pinterest, visual content has become indispensable for brands looking to engage with their audience effectively. By crafting visually appealing campaigns that tell a compelling story, brands can forge authentic connections with consumers and differentiate themselves in a crowded marketplace (para.6).

In view of this, businesses, marketers, content creators and network service providers have leveraged these powerful tools to create markets for their contents vis-à-vis products. Tahir (2023) identifies the benefits of visual storytelling as enhancing engagement, easy to remember, universal appeal as well as boosting shareability. An audience can easily relate to a video or image seen rather than remember a word heard or read. Studies have also shown that viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text, highlighting the unparalleled efficacy of video as a communication tool (Pinnacle College, 2024). As much as images and videos are powerful tools in visual storytelling, Tahir (2023) argues that blending them with a short word can make it even better. A good business strategist must learn to explore any available option that can enhance audience engagement. Hence some good videos and images are laced with few words which produce better results. An example is the Airtel Ovajara which combines video, images, texts and words to create appealing content which resonates with the audience. While images offer a snapshot of a moment, videos provide a dynamic medium for storytelling, allowing for narrative depth and emotional resonance while words and texts complement the narrative. With the proliferation of video-sharing

platforms like YouTube, and TikTok, video content has become ubiquitous in the digital landscape, capturing billions of views daily (Pinnacle College, 2024).

The art of visual storytelling in content marketing therefore calls for identifying your brand and target audience to engage them appropriately using the most effective tools in visual storytelling. This can be done through understanding audience demographics and tailoring it accordingly. Airtel, like many leading brands, such as MTN Nigeria, PZ Cussons and Jumia among others, emphasises the power of visuals in storytelling to enhance marketing effectiveness through visual consistency ensuring that all visuals align with the brand's colour palette, typography, and overall design language. Consistency helps in reinforcing brand identity and making it easily recognizable across different platforms (Airtel, 2020). Authenticity is another key strategy to building trust with the audience as any bit of compromise can lead to audience distrust of the brand. This can negatively affect patronage and the image of the company which will subsequently require engaging the services of a good image launder to rebuild and regain trust in the brand and of course at a huge cost. Also, exploring a variety of visual formats such as infographics and animations to live videos and virtual reality can be an effective strategy for visual storytelling and content marketing. Nevertheless, images and videos have proved to be powerful means to connect with audiences and convey messages with impact. Therefore, effectively harnessing the emotive power of images and videos enables businesses and brand managers to maintain equilibrium between their brands and the target audience thereby achieving their objectives.

CONTENT MARKETING AS A DEVELOPMENT STRATEGY

Content marketing is increasingly regarded as a vital development strategy for businesses aiming to establish a strong presence in their respective markets. This approach involves creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience, ultimately driving profitable customer action (Pulizzi, 2012). Effective content marketing strategy development requires that companies/ marketers conduct thorough audience research to understand their target audience's needs, preferences and pain points (Kotler & Keller. 2016). By means of focusing on delivering valuable information rather than direct selling, content marketing helps to build trust and credibility with potential customers, fostering long-term relationships (Holliman & Rowley, 2014). One of the primary reasons content marketing serves as an effective development strategy is its ability to enhance brand visibility and recognition. Through high-quality content, businesses can improve their search engine rankings, making it easier for potential customers to find them online (Holliman & Rowley, 2014). This increased visibility can lead to higher website traffic, providing more opportunities for conversion and sales. Airtel Nigeria, for instance, has leveraged multiple platforms to distribute the Ovajara videos, including television, social media, and YouTube. This multi-platform approach ensures maximum reach and visibility, allowing the campaign to engage with a diverse audience across different channels. The company's ability to optimise content for various platforms enhances engagement as well as reach a broader demographic Valuable content addresses the needs and pain points of the target audience as businesses can attract qualified leads and guide them through the buyer's journey (Patrutiu Baltes, 2015). This process

often involves creating various types of content, such as blog posts, e-books, whitepapers, and webinars, tailored to different stages of the decision-making process.

No doubt, content marketing is a powerful development strategy due to its ability to boost brand visibility, generate and nurture leads, and enhance customer retention. When marketers/businesses focus on creating and distributing valuable content, they aim to build lasting relationships with their audience and drive sustainable growth. Therefore, this strategy can be a powerful tool in uncovering the potential of images and videos in visual storytelling and content marketing by providing valuable information about audience preferences, competitor strategies, content effectiveness, and opportunities for strategic development.

AIRTEL OVAJARA CONCEPT

"Jara" is a Hausa word meaning 'more'. It applies when one buys an item in the market. The buyer usually requests for 'jara' to compliment the item bought. The concept, "Ovajara" is a Nigerian pidgin word meaning "excess" "abundance" or "more". It is believed that Nigerians love to be given 'jara' whenever an item or product is purchased. It does not matter how small the 'jara' is rather what matters is the satisfaction and feeling of fulfillment that come with the 'jara'. Therefore, it would not be entirely out of place to conclude that Airtel Nigeria conceived its Ovajara concept based on this premise because Nigerians love 'jara' so much so that satisfaction is derived when more is added. In most cases, companies record higher sales because of the 'jara' promo attached to it.

Airtel Ovajara video uses positive imagery that exudes positivity and warmth, smiling faces, friendly interactions, and vibrant settings are common features, conveying a tone of friendliness and reliability. The visuals often feature sleek, modern designs that reflect a contemporary tone. This includes clean lines, minimalistic layouts, and modern fonts, which appeal to a tech-savvy and forward-thinking audience. Ovajara campaign visuals also highlight people coming together, sharing moments, and staying connected. This emphasises Airtel's value of fostering connections and building communities. Airtel in Ovajara video incorporates cutting-edge graphics and dynamic animations, showcasing commitment to innovation and staying ahead in technology. The campaign also features a diverse range of people from different backgrounds, highlighting Airtel's value of inclusivity and its dedication to serving a broad demographic. Airtel Ovajara advertisements typically show real-life scenarios where the Company services are making positive impacts. For example, a family using Airtel's network to stay in touch with a loved one abroad, or young professionals leveraging Airtel's high-speed internet to advance their careers. On platforms like Instagram and Facebook, Airtel Ovajara posts engaging content that resonates with a younger audience, behind-the-scenes looks at technology, and lifestyle posts that align with the aspirations of their audience. Airtel uses high-resolution images and professionally shot videos to maintain a high standard of quality. This visual clarity reflects the brand's commitment to excellence just as the dynamic animations and vibrant graphics are used to explain complex concepts simply and engagingly. This helps in making the brand appear innovative and customer-centric, ensuring a strong, cohesive, and recognizable brand presence.

FIGURE 1: Airtel Ovajara Image

(Source:https://www.airtel.com.ng/voice/plans/Airtel-Ovajara**)**

The image in Figure 1 above shows a young girl obviously from the Gen Zs standing beside a giant-sized number eight and X alphabet suggestive of the multiple benefits and convenience a customer stands to benefit from purchasing the tariff plan. The girl stands on one leg resting part of her body on the giant figure eight which portrays reliability of the product to provide support and convenience to the user. The Company's choice of a youth is symbolic and a reflection of the larger interests of the young generation's need for more data plans to satisfy their craving for online presence, according to Airtel (2021), 'Data is life'. Consequently, the company uses the image to reflect a brand's identity, tone, and values involving careful consideration and strategic choices.

FIGURE2: https://www.youtube.com/watch?v=cnmTL2vjdJs

Figure 2 above provides the link to the Ovajara video which effectively captures stories that resonate with the Nigerian audience. Airtel Ovajara video showcases a visually engaging and emotionally compelling storytelling approach to promote a specific tariff plan that offers maximum benefits to customers as can be seen in the image and video which implies 'order 1 and get 8 instead'. The message inherent in

the Ovajara video/image is that a customer buys the tariff plan and is instantly rewarded with additional eight which enables the customer to enjoy more data for calls and browsing. On the other hand, the video story expounds the message in a more compelling manner. The story resonates around a young couple excited at the discovery of their expecting a baby. Unlike in most Nigerian families where men prefer male children, this young man chooses a girl child while his wife wants a boy child which brings their choices at equilibrium, an indication that no sex is superior to the other. With that same excitement, the couple begins preparation for the arrival of the baby, going shopping for baby apparel and house decoration. In line with Nigerian culture which values family bonding, the couple is surrounded by extended family and friends who are enthusiastic about the arrival of a newborn baby into the family. As labour sets in, the expectant mother is accompanied to the hospital and is delivered of quintuplets to her greatest amazement. The family rejoices because of this bountiful blessing contrary to the couples' expectations. The husband arrives at the hospital with joy and excitement and is further thrown into pleasant surprise at the turn of events. Ordinarily, their expectation is to have a baby but God in His graciousness gives them not just one or two as in twines but additional eight which is Ovajara. Airtel craftily uses the 'Ovajara' metaphor, which the audience can relate with, to create a compelling visual story to boost content marketing as depicted in this image.

METHODOLOGY

Mixed research methods of content analysis and Key Persons Interview (KPI) were adopted for this study. Content analysis is a systematic and transparent method for analysing texts, images or videos to identify patterns, themes or meanings (Bryman, 2020). It involves coding and categorising data to extract insights and understand the underlying messages or sentiments (Krippendorff, 2019). Through content analysis, researchers can uncover implicit meanings, cultural nuances, and communication dynamics that may not be apparent through conventional quantitative methods (Bryman, 2020). The other method is the key persons interview (KPI) which involves selecting and interviewing individuals who possess specialised knowledge or expertise relevant to the topic (Marshal; Rossman; & Vogel 2019). Through open-ended questions and probing follow-ups, researchers can gain rich, detailed insights from key persons that may not be easily obtained through other methods of data collection (Brinkmann & Kvale, 2015). This study analysed the Airtel Ovajara video campaign which was launched into the Nigerian market on September 30th, 2021. Ever since then, the product has continued to influence customers with over 2.2 million views on YouTube in the last eight months. The key persons interview method involved the collection of data from Airtel staff and Customer Care who are knowledgeable about the Company's operational activities and marketing strategies. According to Mrs Chinyere Onuhalu, Branch Manager Airtel, Wetheral Road Owerri, Ovajara offers numerous benefits to customers even as the company clearly defined what it wants to achieve with the Ovajara campaign and how it measures success through increase in brand awareness, sales drive, and building a social media follower (Personal interview, 12 June 2024). Supporting this claim also is the Airtel Customer Care which identifies the key messages and values the brand aims to communicate through storytelling by developing a compelling story that resonates with the target audience as well as aligns with brand values. It also uses a variety of channels, such as video, social media, and email marketing, to tell Ovajara story and reach out to the target audience. It further states that Airtel from time to time measures the impact of its brand's storytelling efforts to understand what is working and what is not and make adjustments as

needed (Telephone interview 19, 2024). In his own contribution, Lucky Alabi in the Escalation Desk adds that the Ovajara video was designed to encourage social sharing and engagement, which helped amplify their reach organically. According to him, Airtel incorporated elements that prompt viewers to share the content with their networks (Telephone interview 19, 2024). Through the mixed methods, the Company's strategies which have been deployed over the years were identified and further analysed under the following sub-headings:

Emotional Engagement: The video engages different visual elements such as sound, imagery, words, text and colours to evoke emotional responses. Coding for emotional expressions or emotional cues in images like facial expressions to show surprise, body language, voice modulation and scene composition all help the audience understand how emotions are effectively conveyed through visuals. Under the circumstance, "Ovajara" video campaign showcases a visually engaging and emotionally compelling storytelling approach to promote a specific data plan. There are expressions of joy and happiness heralding the safe delivery of the babies. Usually, the arrival of a new baby (babies) into the family is a thing of joy. Family and friends of the couple are beside them to celebrate their bundle of joy. This is typical of a Nigerian family. The use of imagery is extant as in the display of the baby's shoes and clothing with the inscriptions, "It's a boy" and "It's a girl" on them. This is a message to families to accept whatever sex their baby is as no gender is superior to the other. The video displays beautiful colours and imagery. The colours are displayed as part of the decoration for the arrival of the baby. This is because colours are visually stimulating and attract attention. Children naturally love colours because it catches their attention. Generally, children's love for colours is a combination of innate biological factors, developmental stages and the influence of their environment. All of these are aptly captured in the video to emotionally engage the audience

Target Audience: Ovajara video seems to target a youthful demographic population, possibly Nigerian youths who are in the productive stages and require more data plans to perform their daily tasks. The present generation of youths is tech-savvy because of their early exposure to technology and devices like tablets, smartphones and computers. These devices offer a wide range of functions that appeal to the youth such as social media, streaming and gaming. To achieve this, they need a good data plan that can support their daily online activities. This increases their desire for more data plans to satisfy their needs. Airtel considered this strategy and came up with Ovajara data bundle (Customer Care 19 July, 2024). There is the use of contemporary energetic music and relatable scenarios suggestive of an appeal to a tech-savvy and socially active audience.

Narrative Technique: The Airtel Ovajara campaign video follows a linear narrative structure, which means that the story unfolds in a chronological sequence from beginning to end. This technique ensures clarity and ease of understanding for the audience, as events progress logically without jumping back and forth in time. The campaign uses a storytelling format to illustrate the benefits of the Ovajara service, combining visuals of family and friends connecting and sharing moments with the convenience and affordability of the product. This narrative approach aims to create an emotional connection with the audience, positioning the product as a solution that enhances relationships and experiences.

Visual Elements: The video uses strong visual storytelling elements to enhance the narrative. High-quality visuals, including close-up shots of characters, scenic backgrounds, and dynamic transitions, create a visually appealing experience. The use of vibrant colours, energetic scenes, and expressive facial expressions further enhances the emotional impact of the story. The video employs high-quality production values, dynamic camera work, and seamless editing to capture the attention of viewers. The use of lively animations and authentic interactions between characters adds to the overall appeal of the campaign.

Brand Messaging: Airtel Nigeria's branding is strategically integrated throughout the video, with a clear emphasis on the Ovajara tariff benefits such as cost-effectiveness, convenience, and connectivity. The brand image showcases a young girl standing beside a boldly enlarged number 8 with the letter X capped with Ovarjara. The brand's logo, colours, and tagline are consistently displayed to reinforce brand recall and recognition. Clear and punchy brand statements accompany the end of the video as a mark of emphasis, for example, a voiceover saying "Get 8 times the values of every recharge plus 1000 naira welcome bonus with double data with Ovajara when you buy or activate a new cell". The Ovajara campaign video effectively communicates the brand's message of connectivity, inclusivity, empowerment, reliability, innovation, and positive emotional impact. Through compelling storytelling and relatable scenarios, Airtel reinforces its identity as a trusted telecommunications provider dedicated to enhancing the lives of its customers by keeping them connected.

6.6 Engagement and Call to Action (CTA): Whether the tariff plan is encouraging viewers to learn more, sign up, or make a purchase, effective CTAs guide the audience towards the desired action (Airtel, 2018). The campaign encourages viewer engagement through relatable scenarios, emotive storytelling, and clear calls to action such as signing up for the Ovajara tariff or visiting the Airtel website for more information. By creating a sense of urgency and offering a solution to a common need, the campaign positively affects consumer behaviour by effectively motivating them to take action.

No doubt, Airtel Nigeria's "Ovajara" video campaign effectively utilises visual storytelling techniques, emotional appeal, and clear messaging to promote the Ovajara tariff plan to a target audience. Through content analysis and KPI, the paper identified key strategies deployed by Airtel to captivate and persuade customers, ultimately driving engagement and action towards the desired outcome.

DISCUSSION OF FINDINGS
Results from the analysis show that the company has focused on value which can be deduced from the title, Ovajara. This suggests that the campaign highlights how Airtel offers more value to customers, through data plans, recharge bonuses, or other features. People are always drawn to getting value for their money through recharge. Therefore, values involve making careful consideration and strategic choices in terms of colour palette which is red and consistently used across all visuals. This reinforces brand recognition as well as suggests passion. This paper made an effort to identify some best practices adopted by Airtel to incorporate visuals into storytelling for marketing purposes through brand consistency which ensures that visuals align with the overall brand identity and messaging. The consistent use of local relevance, colours, fonts, and design elements helps reinforce brand recognition and storytelling cohesion. The Ovajara video effectively taps into emotions, showcasing family bonds,

friendships, connections, and shared experiences. These universal themes resonate with the audience on a personal level, making it more memorable and engaging. The video's use of appealing aesthetics captures the viewer's attention. The high production quality and engaging cinematography contribute to making the campaign visually compelling and attractive to the target audience.

Airtel aligns the Ovajara campaign with current social trends and behaviours, emphasizing the effectiveness of visual storytelling in engaging audiences and the importance of staying connected and sharing moments with loved ones. This social relevance makes the campaign relatable and timely, increasing its appeal to the audience. The campaign effectively communicates the key benefits of the Ovajara tariff, highlighting its affordability, convenience, and connectivity features. The message is straightforward and easy to understand, ensuring that viewers grasp the value proposition quickly and are more likely to take action. The campaign incorporates interactive elements that encourage viewer engagement. This experience enhances brand-customer interaction and maintains brand consistency throughout the campaign. This consistency builds trust and recognition among consumers, reinforcing Airtel's position in the market and enhancing Ovajara's marketability.

One of the strategies for effective content marketing according to Airtel (2021) is the utilisation of emerging technologies like augmented reality (AR) and virtual reality (VR) to create immersive visual experiences. This immersive experience remains one of the best practices for incorporating visuals into storytelling for marketing purposes. These technologies can provide innovative ways to engage with the audience and enhance storytelling. The Ovajara's unique narrative sets Airtel apart from competitors and generates interest in the product. Nevertheless, Airtel Nigeria's Ovajara video stands out as a compelling and marketable brand due to its emotional appeal, vibrant visuals, social relevance, clear messaging, interactive elements, brand consistency, and innovative approach. By incorporating these key strategies, the campaign effectively captures audience attention, drives engagement, and strengthens the brand's market position. Also, the campaign is a huge success, with over 2,238,267 million views in the last six months, and 452,000 user-generated videos on the Airtel website. The campaign also increased brand awareness and engagement among Nigerian average families, helping Airtel Nigeria stand out in a competitive market.

CONCLUSION

Visual storytelling utilising images and videos are potent tool in content marketing, enabling brands to connect with audiences on a deeper and more emotive level. With the mixed methodology used for this study, Airtel Ovajara has proven to be a reliable product designed to unlock valuable insights into audience preferences, company strategies, content effectiveness, and strategic development opportunities. It has also proven that visual content is a key driver in engaging and influencing consumer behaviour. As brands continue to invest in visual storytelling, the power of images and videos in content marketing will remain a crucial element in building brand awareness, driving engagement, and fostering meaningful connections with target audiences.

RECOMMENDATIONS

Based on the findings, the study recommended a valuable insight into the strategic use of visual content to build stronger connections with audiences, demonstrating that effective visual communication was key to contemporary marketing. To effectively engage customers/audiences and enhance brand messaging and content marketing, Airtel should adopt the User-Generated Content (UGC) strategy to encourage

customers to create and share their own content related to the brand, as user-generated materials enhance authenticity and credibility.

Airtel, in deploying visual storytelling techniques to engage target audiences, should focus on stories that reflect the values, aspirations, and challenges of its target audience as a way of enhancing viewer engagement and driving the marketing process.

Airtel should equally use all identifiable best practices such as professionalism and consistency in tone, identity and value to incorporate visuals into storytelling for marketing purposes.

Effective implementation of these strategic recommendations enhances the brand's visual storytelling and content marketing efforts, making Airtel more innovative in communication, engaging with modern consumers and driving business growth in the 21st century.

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