



The Role of Storytelling in Advertising and Enhancing Brand Awareness: A Study on Canva

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Abstract – Storytelling has emerged as a powerful communication strategy in contemporary advertising, enabling brands to move beyond product-centered promotion and establish meaningful emotional connections with consumers. This study examines the role of storytelling in advertising and its contribution to enhancing brand awareness, with particular reference to Canva, a widely used visual communication and design platform. The study explores how Canva uses narratives, relatable experiences, visual content, user-generated stories, and emotionally engaging campaigns to communicate its brand identity and values. It focuses on the relationship between storytelling elements and consumers' ability to recognize, recall, and associate themselves with the brand. The study also considers how digital and social media platforms amplify storytelling by encouraging audience interaction and content sharing. A descriptive and analytical approach is proposed to examine the effectiveness of storytelling in creating brand visibility and strengthening consumer engagement. The study suggests that consistent, authentic, and visually compelling narratives can enhance brand recognition and recall while contributing to stronger consumer-brand relationships. The findings are expected to provide useful insights for marketers seeking to integrate storytelling into advertising strategies and strengthen brand awareness in an increasingly competitive digital environment.

Keywords - Storytelling, Advertising, Brand Awareness, Canva, Brand Recognition, Consumer Engagement, Digital Marketing, Visual Communication, Brand Recall, Emotional Branding, Social Media Marketing, Consumer-Brand Relationship.

I. INTRODUCTION

1. Need of the Study / Statement of the Problem

In today's highly competitive digital marketplace, businesses constantly seek innovative ways to capture consumer attention and establish strong brand identities. Traditional advertising methods are gradually becoming less effective as consumers are exposed to a large volume of promotional content every day. As a result, storytelling has emerged as a powerful marketing technique that enables brands to create emotional connections with consumers while effectively communicating their values and purpose.

Canva, one of the world's leading online graphic design platforms, has successfully adopted storytelling in its advertising campaigns to engage users, inspire creativity, and strengthen brand recognition. Through relatable stories and user-centric narratives, Canva builds trust, enhances emotional engagement, and improves brand recall among its target audience.

Although storytelling has gained popularity in digital advertising, there is limited research specifically examining how Canva's storytelling advertisements influence consumers' brand awareness, emotional attachment, brand recognition, and recall. Therefore, this study aims to analyze the effectiveness of storytelling in Canva's advertising and its contribution to enhancing brand awareness.

2. Objectives of the Study

- To understand how storytelling in Canva's advertisements creates brand awareness among consumers.
- To examine how storytelling in Canva's advertisements builds emotional connections with consumers.
- To analyze the impact of storytelling on consumers' brand perception, recognition, and recall.

3. Scope of the Study

The study focuses on analyzing the effectiveness of storytelling in Canva's advertisements and its influence on brand awareness among consumers. It examines various dimensions of storytelling, including emotional appeal, authenticity, creativity, and brand narratives. The research is limited to consumers who are aware of Canva advertisements and uses primary data collected through structured questionnaires. The findings will provide useful insights for marketers, advertisers, and businesses interested in adopting storytelling strategies to strengthen brand awareness and customer engagement.

4. Chapter Scheme

Chapter 1 – Introduction

This chapter introduces the research topic, explains the need for the study, presents the problem statement, objectives, scope, and organization of the project.

Chapter 2 – Research Methodology

This chapter describes the research design, data collection methods, sampling technique, sample size, data analysis tools, and limitations of the study.



Chapter 3 – Review of Literature

This chapter presents previous research studies related to storytelling, digital advertising, brand awareness, emotional branding, and identifies the research gap.

Chapter 4 – Company and Industry Profile

This chapter provides an overview of Canva, its business model, services, digital marketing practices, and the digital advertising industry

II. RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive research design to examine the role of storytelling in Canva's advertisements and its impact on brand awareness among consumers. Descriptive research is appropriate because it helps describe consumer opinions, perceptions, and experiences regarding storytelling in advertising. It enables the researcher to collect factual information and analyze the relationship between storytelling and brand awareness without manipulating any variables.

Research Approach

The study follows a quantitative research approach. Quantitative research involves collecting numerical data through a structured questionnaire and analyzing it using statistical techniques. This approach helps measure consumers' perceptions of Canva's storytelling advertisements and evaluate their influence on brand awareness.

Sources of Data

The study is based on both primary and secondary data.

Primary Data

Primary data will be collected directly from respondents using a structured questionnaire prepared through Google Forms. The respondents will consist of Canva users and individuals who are aware of Canva advertisements.

Secondary Data

Secondary data will be collected from:

- Research journals
- Books
- Company website (Canva)
- Published articles
- Online databases
- Previous research studies
- Marketing reports

Data Collection Method

A structured questionnaire will be used to collect primary data from the respondents. The questionnaire consists of close-ended questions based on a five-point Likert scale to

measure respondents' opinions regarding storytelling and brand awareness.

Sampling Technique

The study uses Convenience Sampling, a non-probability sampling technique. Respondents are selected based on their availability and willingness to participate in the survey. This technique is suitable because the research targets consumers familiar with Canva advertisements.

Sample Size

The study considers 200 respondents for collecting primary data. The sample size is considered sufficient to analyze consumer perceptions and draw meaningful conclusions.

Target Population

The target population includes:

- Canva users
- Students
- Working professionals
- Digital marketers
- Individuals who are aware of Canva advertisements

Area of the Study

The study is conducted in Hyderabad, Telangana, among consumers who have knowledge of Canva and its advertisements.

Time Period of the Study

The study is conducted during August 2026.

Tools Used for Data Analysis

The collected data will be analyzed using Microsoft Excel.

The following statistical tools will be used:

- Percentage Analysis
- Mean
- Standard Deviation
- Regression Analysis
- Charts and Graphs

These tools help understand consumer responses and determine the relationship between storytelling and brand awareness.

Research Framework

Independent Variable (IV)

Storytelling in Advertising

Dimensions

- Authenticity
- Emotional Appeal
- Creativity
- Visual Storytelling
- Relatability
- Brand Narrative
- User-generated Stories



- Social Media Storytelling

↓

Dependent Variable (DV)

Brand Awareness

Dimensions:

- Brand Recognition
- Brand Recall
- Brand Familiarity
- Brand Visibility
- Top-of-Mind Awareness
- Brand Association

Limitations of the Study

The study has the following limitations:

- The research is limited to consumers who are aware of Canva advertisements.
- The study is conducted only in Hyderabad; therefore, the findings may not represent consumers from other regions.
- The research relies primarily on questionnaire responses, which may contain personal bias.
- The sample size is limited to 200 respondents.
- Time and resource constraints may affect the scope of data collection.
- Consumer opinions may change over time due to changing market trends and advertising strategies.

III. REVIEW OF LITERATURE

Study 1

Kang, Hong, and Hubbard (2020) conducted a quantitative study to examine the effectiveness of storytelling in advertising. The researchers found that storytelling advertisements generate stronger emotional engagement, improve consumers' attitudes toward a brand, and are more memorable than conventional advertisements. The study concluded that storytelling plays a significant role in enhancing brand awareness and consumer engagement.

APA Citation

Kang, J., Hong, S., & Hubbard, G. (2020). The impact of storytelling in advertising on consumer engagement and brand attitude. *Journal of Marketing Communications*.

Study 2

Sianani (2025) conducted a systematic literature review on authentic storytelling in digital marketing. The study concluded that authentic storytelling strengthens emotional connections, increases consumer engagement, and enhances brand loyalty. The findings also highlighted that storytelling creates trust and long-term relationships between brands and customers.

APA Citation

Sianani, M. (2025). Authentic brand storytelling: A systematic literature review. *Journal of Digital Marketing Studies*.

Study 3

Moin, Hosany, and O'Brien (2020) examined storytelling in promotional videos using an empirical research approach. The study revealed that storytelling effectively communicates brand values, increases emotional engagement, and improves brand recall among consumers.

APA Citation

Moin, S., Hosany, S., & O'Brien, J. (2020). Storytelling through promotional videos and consumer engagement. *Journal of Business Research*.

Study 4

David A. Aaker (1991) introduced the Brand Equity Model and identified brand awareness as one of the most important dimensions of brand equity. According to the study, consumers are more likely to purchase brands they recognize and trust.

APA Citation

Aaker, D. A. (1991). *Managing Brand Equity*. New York, NY: Free Press.

Study 5

Kevin Lane Keller (1993) developed the Customer-Based Brand Equity (CBBE) Model, emphasizing that strong brand awareness improves brand recognition, recall, customer trust, and long-term customer relationships.

APA Citation

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.

Study 6

Bansal and Rana (2023) investigated the effectiveness of social media advertising on brand awareness using a survey-based quantitative approach. The study found that social media advertisements significantly improve consumer engagement, brand recognition, and overall brand equity.

APA Citation

Bansal, R., & Rana, P. (2023). Effectiveness of social media advertising on brand awareness. *International Journal of Marketing Research*.

Study 7

Efendioglu and Durmaz (2022) studied consumers' perceptions of social media advertisements. The findings indicated that positive advertising experiences strengthen



brand awareness, improve brand associations, and positively influence purchase intentions.

APA Citation

Efendioglu, A., & Durmaz, Y. (2022). Consumer perceptions of social media advertisements and brand awareness. *International Journal of Business and Management*.

Study 8

Escalas (2004) conducted experimental research on narrative advertising and found that storytelling encourages deeper information processing, creates emotional connections, and positively influences consumers' attitudes toward brands.

APA Citation

Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1–2), 168–180.

Study 9

Fog, Budtz, and Yakaboylu (2005) explained that storytelling enables organizations to communicate their identity, values, and mission effectively while creating memorable customer experiences.

APA Citation

Fog, K., Budtz, C., & Yakaboylu, B. (2005). *Storytelling: Branding in Practice*. Springer.

Study 10

Pulizzi (2012) identified storytelling as one of the fundamental elements of content marketing. The study concluded that storytelling increases customer engagement, strengthens brand communication, and enhances customer relationships.

APA Citation

Pulizzi, J. (2012). *The Rise of Storytelling in Content Marketing*. Content Marketing Institute.

Gap Identification

The structured review of literature indicates that several researchers have examined storytelling as an effective advertising strategy for enhancing emotional engagement, brand awareness, and customer loyalty. Studies by Aaker (1991), Keller (1993), Kang et al. (2020), and Escalas (2004) have established the importance of storytelling and brand awareness in influencing consumer behaviour.

However, there is limited research focusing specifically on Canva, one of the fastest-growing digital design platforms. Most previous studies have examined storytelling in general advertising, social media marketing, or content marketing, without analyzing how Canva's storytelling

advertisements influence consumer perceptions, brand recognition, and brand recall.

Furthermore, very few studies have investigated this relationship in the Indian context, particularly among students, professionals, and digital content creators who actively use Canva. Therefore, this study aims to bridge this research gap by examining the role of storytelling in Canva's advertisements and its impact on brand awareness among consumers.

IV. COMPANY AND INDUSTRY INTRODUCTION

Introduction

The rapid growth of digital technology has transformed the way businesses communicate with their customers. Digital platforms have become essential tools for marketing, branding, and customer engagement. Among these platforms, Canva has emerged as one of the world's leading online graphic design applications, enabling individuals and organizations to create professional-quality visual content with ease. Canva has gained popularity by combining user-friendly design tools with effective storytelling-based marketing strategies that inspire creativity and strengthen brand awareness.

This chapter provides an overview of Canva, its history, business model, products and services, marketing strategies, and the digital design industry in which it operates.

Company Profile – Canva

Canva is an Australian multinational graphic design software company founded in 2013 by Melanie Perkins, Cliff Obrecht, and Cameron Adams. The company is headquartered in Sydney, Australia. Canva was established with the vision of making graphic design simple and accessible to everyone, regardless of their technical skills.

Today, Canva serves millions of users across more than 190 countries and is available in over 100 languages. It offers an easy-to-use drag-and-drop interface that allows users to create presentations, posters, social media graphics, videos, brochures, resumes, business cards, and many other visual designs.

Company Overview

Particular	Details
Company Name	Canva Pty Ltd.
Founded	2013
Founders	Melanie Perkins, Cliff Obrecht & Cameron Adams
Headquarters	Sydney, Australia



Particular	Details
Industry	Graphic Design Software / SaaS
Business Type	Private Company
Services	Graphic Design Platform, Content Creation, Video Editing, AI Design Tools
Website	www.canva.com

Vision

To empower everyone in the world to design anything and publish anywhere.

Mission

Canva's mission is to make graphic design simple, affordable, and accessible to individuals, businesses, educational institutions, and non-profit organizations worldwide.

Products and Services

Canva provides a wide range of digital design solutions, including:

- Presentation Design
- Social Media Graphics
- Posters and Flyers
- Business Cards
- Infographics
- Resume Templates
- Video Editing
- Whiteboards
- Website Builder
- AI-powered Design Tools (Magic Studio)
- Logo Design
- Brand Kit
- Document Creation

Business Model

Canva follows a Freemium Software-as-a-Service (SaaS) business model.

The company offers free access to basic design tools while generating revenue through premium subscription plans such as Canva Pro, Canva Teams, and Canva Enterprise. Additional revenue comes from premium templates, stock photos, videos, printing services, and AI-powered design features.

Marketing Strategies of Canva

Canva has become one of the fastest-growing digital brands through effective marketing strategies, including:

- Storytelling-based advertisements
- Content marketing
- Social media marketing
- Influencer marketing
- User-generated content
- Email marketing

- Referral programs
- SEO and digital advertising
- Educational campaigns
- Community engagement

Storytelling plays a central role in Canva's marketing by showcasing how users solve real-life problems through creativity and design.

SWOT Analysis of Canva

Strengths

- Easy-to-use interface
- Large template library
- Affordable pricing
- AI-powered design tools
- Strong global brand

Weaknesses

- Limited advanced editing compared to Adobe products
- Internet dependency
- Premium features require subscription

Opportunities

- Expansion in AI-powered design
- Growth in digital marketing
- Educational partnerships
- Enterprise solutions

Threats

- Competition from Adobe Express, Microsoft Designer, Figma, and VistaCreate
- Rapid technological changes
- Cybersecurity concerns

Industry Introduction

Digital Graphic Design and Online Advertising Industry

The digital graphic design industry has experienced rapid growth due to increasing demand for visual content across websites, social media, digital marketing campaigns, education, and business communication. Organizations now rely heavily on digital platforms to promote their products and services using visually appealing content.

The increasing adoption of digital marketing, artificial intelligence, and cloud-based software has accelerated the growth of online design platforms such as Canva. Businesses of all sizes use these platforms to create advertisements, promotional materials, presentations, and social media campaigns.

The advertising industry has also shifted from traditional media to digital channels, making storytelling an essential strategy for attracting and retaining customers. Consumers are more likely to engage with advertisements that



communicate emotions, experiences, and brand values through compelling narratives.

Market Trends

Some major trends shaping the digital design and advertising industry include:

- Growth of AI-powered design tools
- Increasing use of short-form video content
- Personalized digital marketing
- Interactive storytelling
- Mobile-first content creation
- Expansion of influencer marketing
- Cloud-based collaboration tools
- Automation in content creation

Major Competitors of Canva

- Adobe Express
- Figma
- VistaCreate
- Microsoft Designer
- Piktochart
- Visme
- Snappa

Chapter Summary

Canva has established itself as one of the world's leading online graphic design platforms by simplifying the design process and leveraging storytelling-driven marketing strategies. Its innovative business model, user-friendly interface, and continuous technological advancements have contributed to its global success. The digital design and advertising industry continues to grow rapidly, creating significant opportunities for companies like Canva. Understanding Canva's business environment and industry context provides a strong foundation for analyzing the role of storytelling in enhancing brand awareness among consumers.

V. DATA ANALYSIS AND INTERPRETATION

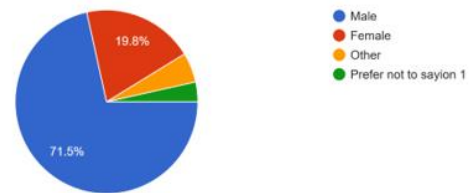
Gender

Table 1 – Gender Distribution of Respondents

Gender	Respondents	Percentage
Male	123	71.5%
Female	34	19.8%
Other	9	5.2%
Prefer not to say	6	3.5%
Total	172	100%

1. Gender

172 responses



Interpretation: The gender distribution shows that male respondents constitute the majority of the sample, with 71.5% (123 respondents), followed by female respondents at 19.8% (34 respondents). Respondents identifying as Other account for 5.2% (9 respondents), while 3.5% (6 respondents) preferred not to disclose their gender. The distribution indicates that the study includes respondents from different gender categories, with male respondents forming the largest proportion of the sample.

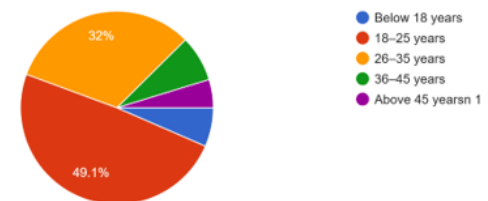
Age

Table 2 – Age Distribution of Respondents

Age Group	Respondents	Percentage
Below 18 years	12	7.1%
18–25 years	83	49.1%
26–35 years	54	32.0%
36–45 years	15	8.9%
Above 45 years	5	3.0%
Total	169	100%

2. Age

169 responses



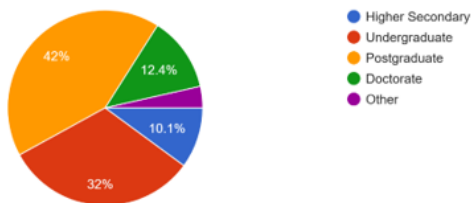
Interpretation: The age distribution shows that respondents aged 18–25 years constitute the largest group, accounting for 49.1% (83 respondents) of the total sample. This is followed by respondents in the 26–35 years age group, representing 32.0% (54 respondents). Respondents aged 36–45 years account for 8.9% (15 respondents), while 7.1% (12 respondents) are below 18 years. The above 45 years category represents 3.0% (5 respondents). Overall, the sample is predominantly composed of young respondents, with those aged 18–35 years accounting for 81.1% of the total respondents.



Educational Qualification

Table 3 – Educational Qualification of Respondents

Educational Qualification	Respondents	Percentage
Higher Secondary	17	10.1%
Undergraduate	54	32.0%
Postgraduate	71	42.0%
Doctorate	21	12.4%
Other	6	3.6%
Total	169	100%

3. Educational Qualification
169 responses

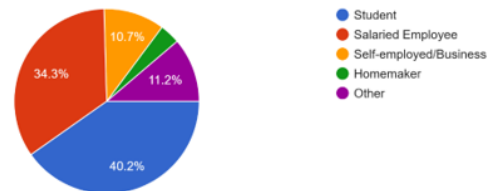
Interpretation: The educational qualification profile indicates that postgraduate respondents constitute the largest group, accounting for 42.0% (71 respondents) of the total sample. This is followed by undergraduate respondents at 32.0% (54 respondents). Respondents with a doctorate qualification account for 12.4% (21 respondents), while 10.1% (17 respondents) have completed higher secondary education. A small proportion of respondents, 3.6% (6 respondents), fall under the other qualification category. Overall, the respondents represent a diverse range of educational backgrounds, with postgraduate and undergraduate respondents together constituting the majority of the sample.

Occupation

Table 4 – Occupation-wise Distribution of Respondents

Occupation	Respondents	Percentage
Student	68	40.2%
Salaried Employee	58	34.3%
Self-employed/Business	18	10.7%
Homemaker	6	3.6%
Other	19	11.2%
Total	169	100%

Interpretation: The occupation-wise distribution shows that students constitute the largest group of respondents, accounting for 40.2% (68 respondents) of the total sample. This is followed by salaried employees, who represent 34.3% (58 respondents). Respondents engaged in other occupations account for 11.2% (19 respondents), while self-employed/business respondents represent 10.7% (18 respondents). Homemakers constitute the smallest group, with 3.6% (6 respondents). Overall, the sample represents respondents from diverse occupational backgrounds, with students and salaried employees forming the majority of the respondents.

4. Occupation
169 responses

To understand how storytelling in Canva's advertisements creates brand awareness among consumers.

Emotional Response	Emotional Connection	Emotional Engagement	Emotional Appeal	Brand Awareness	Correlation
4	4	4	12	9	0.198092
3	4	4	11	11	
4	3	4	11	12	
4	3	3	10	12	
4	4	3	11	11	
4	4	3	11	11	
4	5	5	14	10	
4	4	5	13	12	
4	5	4	13	12	
4	4	4	12	11	
4	4	4	12	12	
3	3	4	10	10	
5	5	5	15	14	
3	4	3	10	10	
4	4	4	12	12	
5	4	4	13	12	
4	3	4	11	12	
5	2	1	8	11	
5	5	5	15	13	



4	2	3	9	7
4	3	4	11	11
4	5	3	12	13
5	2	1	8	11
5	2	1	8	11
4	3	4	11	12
4	4	4	12	10
1	1	1	3	3
3	5	5	13	14
1	3	4	8	9
1	2	1	4	7
1	2	1	4	7
5	4	2	11	5
1	1	1	3	9
5	3	4	12	10
2	3	1	6	9
5	2	1	8	11
1	5	5	11	10
2	4	2	8	11
4	5	4	13	7
2	4	5	11	13
5	3	2	10	10
5	3	5	13	9
5	5	4	14	11
2	5	4	11	14
2	4	2	8	13
3	2	4	9	11
5	2	3	10	12
3	4	4	11	11

4	5	3	12	9
3	3	3	9	12
5	5	2	12	11
3	5	3	11	12
3	4	3	10	8
5	5	2	12	12
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4	4	4	12	13
4	5	4	13	10
5	2	5	12	9
3	4	4	11	11
5	4	3	12	9
4	2	3	9	7
3	2	4	9	12
4	5	1	10	14
5	4	3	12	12
1	3	2	6	14
5	4	4	13	13
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3	3	1	7	12

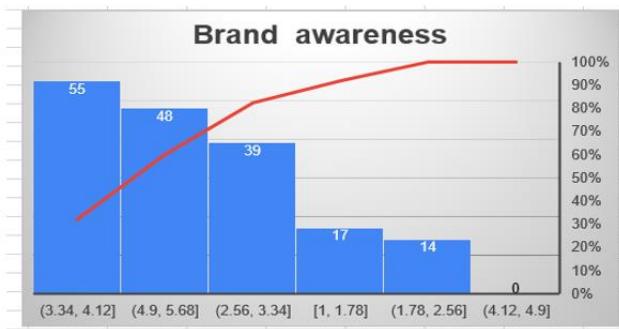


5	4	2	11	10	
5	3	4	12	11	
5	4	3	12	9	
4	4	3	11	11	
5	4	3	12	7	
3	3	3	9	11	
4	5	3	12	11	
3	5	3	11	10	
5	3	5	13	10	
4	5	3	12	10	
3	3	5	11	10	
1	4	4	9	13	
1	3	2	6	10	
3	2	4	9	11	
1	4	5	10	14	
2	5	3	10	11	
4	2	5	11	12	
3	3	2	8	12	
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4	2	4	10	8	
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4	4	5	13	12	
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4	5	4	13	11	
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2	4	5	11	10	



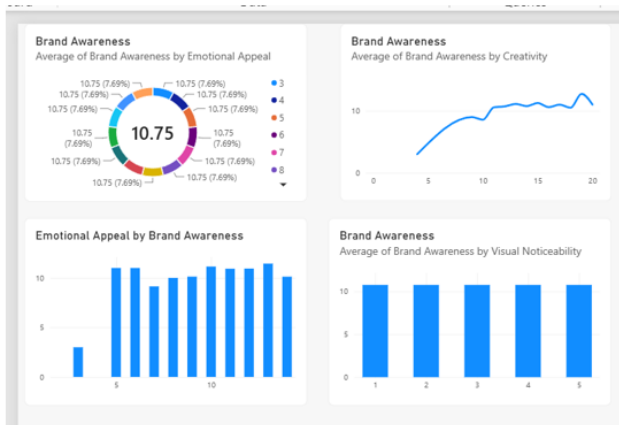
3	2	5	10	12	
3	4	4	11	12	
5	4	5	14	12	
5	2	4	11	10	
4	4	3	11	6	
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3	4	4	11	9	
4	4	5	13	9	
5	5	5	15	11	
5	3	4	12	10	
4	4	5	13	10	
3	4	2	9	12	
4	5	5	14	11	
4	5	3	12	10	
2	1	4	7	9	
1	4	3	8	11	
3	3	5	11	12	
4	4	5	13	12	
3	3	1	7	13	
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4	3	5	12	13	
2	3	4	9	11	
3	4	5	12	11	
3	3	5	11	12	
5	3	3	11	8	
4	3	3	10	13	
2	2	1	5	14	
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5	4	3	12	10	
4	5	4	13	10	
1	2	1	4	12	
1	5	5	11	12	
2	3	4	9	10	
3	2	3	8	13	
5	4	2	11	11	
5	4	2	11	10	



Interpretation

The correlation analysis shows a positive relationship between Emotional Appeal and Brand Awareness, with a correlation coefficient of $r = 0.198$. This indicates that as consumers' emotional response, emotional connection, and emotional engagement with Canva advertisements increase, brand awareness also tends to increase. However, the relationship is weak, suggesting that emotional appeal alone may not strongly determine consumers' brand awareness.



To examine how storytelling in Canva's advertisements builds emotional connections with consumers.

Emotional Response	Emotional Connection	Correlation	Story Relatability	Emotional Connection	Correlation	Story Authenticity-UGS	Emotional Connection	Correlation	Positive Feeling	Emotional Connection	Correlation	Emotional Engagement	Emotional Connection	Correlation
4	4	0.148659397	4	4	0.226154349	4	4	0.134830809	4	4	0.060875909	4	4	0.19948
3	4		3	4		4	4		3	4		4	4	
4	3		3	3		4	3		4	3		4	3	
4	3		4	3		4	3		3	3		3	3	
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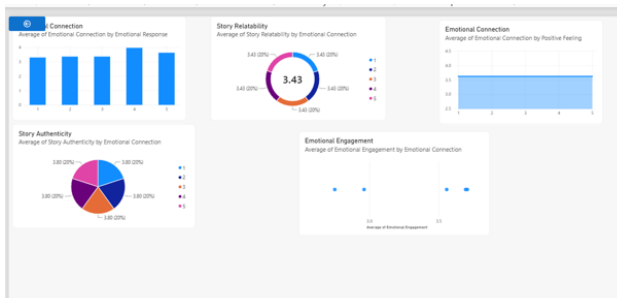
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Interpretation

The correlation analysis shows that all five storytelling-related variables have a positive relationship with Emotional Connection, although the relationships are weak. Story Relatability ($r = 0.226$) has the highest correlation, indicating that relatable stories are more closely associated with consumers' emotional connection. Positive Feeling ($r = 0.061$) has the weakest relationship.

To analyze the impact of storytelling on consumers' brand perception, recognition, and recall.

	A	B	C	D	E	F	G	H	I
1	SUMMARY OUTPUT								
2									
3	Regression Statistics								
4	Multiple R	1							
5	R Square	1							
6	Adjusted R	1							
7	Standard Error	1.2E-15							
8	Observations	110							
9									
10	ANOVA								
11		df	SS	MS	F	Significance F			
12	Regression	3	416.6909	138.897	9.61E+31	0			
13	Residual	106	1.53E-28	1.45E-30					
14	Total	109	416.6909						
15									
16		Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
17	Intercept	-3.1E-15	6.47E-16	-4.80118	5.2E-06	-4.4E-15	-1.8E-15	-4.4E-15	-1.8E-15
18	Positive Br	1	1.12E-16	8.94E+15	0	1	1	1	1
19	Brand Rec	1	1.1E-16	9.12E+15	0	1	1	1	1
20	Brand Rec	1	1.15E-16	8.7E+15	0	1	1	1	1
21									
22									

The regression analysis was conducted with Brand Awareness as the dependent variable and Positive Brand Perception, Brand Recognition, and Brand Recall as independent variables.

- Multiple R = 1.000, indicating a perfect positive relationship between the predicted and actual Brand Awareness values.
- R Square = 1.000, which means the three independent variables together explain 100% of the variation in Brand Awareness.
- The Adjusted R Square = 1.000, confirming the same model fit.
- The Significance F = 0, indicating that the regression model is statistically significant.
- The coefficients for Positive Brand Perception, Brand Recognition, and Brand Recall are all 1, showing that each variable contributes directly to the calculated Brand Awareness score.
- The p-values are 0 for all three independent variables, indicating statistical significance in this regression output.

Findings

- Storytelling in Canva advertisements has a positive relationship with emotional connection.
- Story Relatability showed the highest correlation ($r = 0.226$).
- Emotional Engagement showed a positive correlation ($r = 0.199$).
- Emotional Response showed a positive correlation ($r = 0.149$).
- Story Authenticity/UGS showed a positive correlation ($r = 0.135$).
- Positive Feeling showed the weakest positive correlation ($r = 0.061$).
- Overall, all the storytelling factors showed positive but weak relationships with emotional connection.

Suggestions

- Use relatable stories that consumers can easily connect with.
- Include real-life and authentic experiences in advertisements.
- Increase emotional engagement through meaningful storytelling.
- Use creative visuals and simple narratives.
- Include user-generated stories (UGS) to improve authenticity.
- Create advertisements that generate positive feelings among consumers.
- Test different storytelling formats to understand consumer responses.

VI. CONCLUSION

The study concludes that storytelling in Canva advertisements plays an important role in creating emotional connections with consumers. Relatable and engaging stories show a stronger relationship with consumers' emotional connection. Authentic storytelling and user-generated content can further support emotional engagement. Therefore, Canva advertisements can benefit from using simple, relatable, authentic, and emotionally engaging storytelling to connect better with consumers.

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