

Developing a Conceptual Framework of Threadvertising Branding: The Case of *Peg O' My Heart* (2025)

Ka Yan Chung, The Hong Kong Polytechnic University, Hong Kong

The Asian Conference on Arts & Humanities 2026
Official Conference Proceedings

Abstract

This study develops a conceptual framework of Threadvertising Branding, a new form of storytelling-based brand communication that integrates narrative immersion, platform affordances, and audience engagement on Threads, Meta's emerging text-based social platform. Using the 2025 Hong Kong film *Peg O' My Heart* (贖夢) as a case study, the research examines how the production team constructed a film character persona, Choi San Keung, to connect cinematic narrative with real-time social interaction. The campaign began when a post by a supposed netizen appeared on Threads, showing a candid photo of Choi San Keung sleeping on the MTR. Whether this post was an organic encounter, or a coordinated marketing act remained deliberately ambiguous, heightening public curiosity. Shortly after, Choi San Keung, through his Threads account, uploaded a series of late-night voice recordings and posts that blurred the boundary between fiction and reality. Over the next two weeks, this diegetic storytelling approach built emotional connection and intrigue before the official trailer was released. Subsequent events, including a face-to-face nightmare-sharing session, further encouraged audience participation and deepened the sense of co-presence with the character. Through this integrated strategy, the advertising campaign demonstrated how Threadvertising can function as pre-launch promotion, participatory narrative, and community-building mechanism. The film's eventual box office success underscores the cultural and commercial potential of such hybrid branding practices. This paper synthesizes insights from transmedia storytelling, participatory culture, and digital branding theories to propose a conceptual framework of Threadvertising Branding.

Keywords: threadvertising, transmedia storytelling, social media branding, participatory culture, Hong Kong cinema

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Introduction

The landscape of social media branding has undergone a significant transformation with the emergence of text-centric, conversational platforms such as Threads. While visual-heavy ecosystems like Instagram and TikTok have dominated digital marketing for the past decade, their saturation with high-production advertisements has led to a phenomenon known as ad blindness, where users instinctively ignore promotional content. This creates a critical research gap in understanding how non-paid, authentic social spaces can be utilized for deep narrative immersion before traditional advertising models become prevalent. Current digital communication theories frequently focus on visual aesthetics, leaving the strategic potential of text-based ambient awareness largely unexplored.

The primary objective of this research is to propose the “Threadvertising” branding framework, a hybrid branding practice that integrates transmedia storytelling with real-time participatory culture. By analyzing the Choi San Keung campaign for the Hong Kong film *Peg O’ My Heart* (2025), this study evaluates how specific platform affordances, such as high-organic-reach algorithms and conversational text, were utilized to build a persistent digital presence. This campaign occurred during a unique 2025 window when Threads was perceived as a sanctuary for authentic and non-paid interaction. This research holds significance for both the Hong Kong film industry and broader digital communication theory by providing a model for character-driven branding that prioritizes diegetic integrity over polished commercial production.

Literature Review

Narrative Transportation and the Power of Realistic Narratives

Narrative transportation refers to the psychological state where individuals become so mentally immersed in a story that they experience a loss of self-awareness and increased emotional engagement with the narrative characters (Thomas & Grigsby, 2024). Recent research suggests that the effectiveness of this process on social media is significantly influenced by the narrative’s realism. Can et al. (2025) argue that realistic fictional narratives are more potent than traditional fantasy narratives in fostering brand loyalty and attachment, as they align more closely with the user's everyday social reality. In the context of viral advertising, this immersion is further amplified by paratextual features, such as real-time likes and comments, which act as social cues that validate the story's authenticity (Seo et al., 2018; Tan et al., 2026).

Participatory Culture and the Authenticity of “Small Stories”

The digital landscape has transformed consumers into active “prosumers” who co-create brand meaning within a participatory culture (Jenkins, 2014; Jones et al., 2025). This participation is often anchored in what Georgakopoulou (2022) describes as “small stories,” which are defined as fragmented and everyday narrative snippets that emphasize spontaneity and authenticity over polished production. On microblogging platforms, these incremental updates facilitate ambient awareness, allowing audiences to develop a coherent mental model of a digital persona through constant exposure to social information (Leonardi, 2015; Levordashka & Utz, 2016). When these small stories are deployed effectively, they bypass the audience's skepticism toward hard-sell marketing and encourage collaborative storytelling (Boeck et al., 2025; Kasemsarn & Nickpour, 2025).

The Emergence and Affordances of Threads: A New Social Micro-ecosystem

The launch of Threads in 2023 represents a unique evolutionary path in social media history as it was birthed directly from an existing parent platform, Instagram (Zhang et al., 2025). While Instagram remains a visually driven environment centered on lifestyle and fashion, Threads has emerged as a text-centric microblogging platform that fosters higher engagement with topical and discursive content (Zhang et al., 2025). This structural shift creates distinct platform affordances that prioritize real-time dialogue and text-based intimacy over polished visual production. The migration of users from a visual-dominant platform to a text-heavy one allows for ambient awareness, where users develop a sense of digital closeness through constant exposure to fragmented updates (Leonardi, 2015; Levordashka & Utz, 2016). Within this unique micro-ecosystem, Threadvertising operates as a strategic branding practice that leverages high-organic-reach algorithms and voice notes affordances to create non-intrusive, personality-driven narratives. By prioritizing perceived authenticity over traditional high-production advertising, Threadvertising effectively blurs the line between organic user content and commercial promotion.

The Ontology of Persona: Navigating the Fine Line Between Person and Character

A critical challenge in character-driven digital marketing is maintaining the diegetic integrity of the persona. Torrego et al. (2021) highlight the fine line between the actual person and their digital persona, noting that audience engagement often hinges on the deliberate blurring of these boundaries. Unlike traditional celebrity endorsements that are often perceived as non-diegetic intrusions, dedicated character accounts function as real but fictional entities (Huang, 2023). This distinction is vital; while celebrity-led promotions may trigger narrative breaks due to the audience's awareness of the actor's commercial intent, a consistently maintained fictional persona can navigate the digital space as a social peer, utilizing language play and platform-specific codes to establish a credible digital presence (Virginio et al., 2025).

Para-Social Interaction and Transmedia Emotional Labor

The long-term success of digital personas is deeply rooted in para-social interaction (PSI), where users develop one-sided emotional bonds with fictional characters (Mrad et al., 2025). These relationships are characterized by high levels of empathy and social comparison, often manifesting in users providing real-life advice or emotional support to the persona (Diao et al., 2025). Furthermore, when these narratives are integrated into a transmedia storytelling framework in which the story world expands across multiple platforms, they create a sense of gothic echoes and psychological depth that resonate with contemporary audiences (Torres-Toukoudidis et al., 2024). This emotional labor performed by the audience ensures that the narrative is not merely consumed but is actively sustained as a shared cultural ritual.

Methodology

Research Design

This research employs a qualitative netnographic approach to investigate the intricate dynamics of audience engagement and narrative construction within the digital ecosystem of Threads. Netnography is particularly advantageous for this study because it facilitates the immersive observation of naturally occurring social interactions and symbolic meanings within online communities while minimizing the intrusive presence often associated with traditional

ethnographic methods (Kozinets, 2015). By focusing on the Choi San Keung campaign for the film *Peg O' My Heart* (2025), this methodology allows for a nuanced examination of how text-centric affordances and character-driven narratives influence user perceptions of authenticity on Threads. The research design is structured to capture the longitudinal evolution of audience behavior over a 107-day period, ensuring that both the immediate viral reactions and the sustained long-term loyalty are accounted for within the analytical framework.

Data Collection and Analysis

The research corpus comprises a longitudinal dataset from the @choi_san_keung Threads account, spanning from March 4 to August 15, 2025. Out of 119 initial entries, 116 posts were validated for analysis while three posts related to unrelated marketing campaigns were excluded. Data collection involved the systematic archiving of textual content, metadata, and timestamps alongside 116 associated visual assets. Descriptive transcripts were developed for all voice posts to capture verbal content and paralinguistic features including tone, pauses, and ambient noise. Furthermore, quantitative engagement metrics such as Likes, Comments, Reposts, and View counts were recorded to identify patterns of virality. A purposive subset of interactional data was also extracted from user comments to capture the specific dialogues between the character, celebrities, and general users.

The study utilizes a mixed methods framework to synthesize the gathered data through quantitative and qualitative lenses. Quantitative engagement analysis employed descriptive statistics and time series mapping to pinpoint critical incidents, such as the viral MTR photograph in Post #16, while evaluating the correlation between post formats and engagement spikes. Simultaneously, an inductive thematic analysis was applied to textual and interactional data to identify linguistic markers of persona construction and diegetic blurring. This process specifically mapped the transition from narrative engagement to promotional calls to action. Finally, a multimodal semiotic analysis assessed the candid visual aesthetics and aural intimacy of the campaign. This qualitative evaluation explored how these semiotic signs leveraged specific platform affordances to foster authenticity and a sense of co-presence among the audience.

Case Description

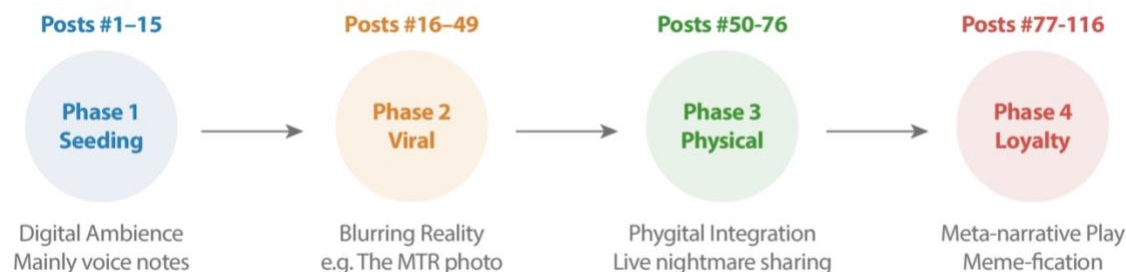
The advertising campaign for the film *Peg O' My Heart* (2025) was anchored by a dedicated Threads account for the fictional persona Choi San Keung (@choi_san_keung; acted by the director of the film Nick Cheung). Spanning a total of 107 days from March 4 to June 18, 2025, the campaign utilized 116 valid posts across four chronological phases to construct a complex state of narrative immersion (see Figure 1). The first phase, which took place between March 4 and March 7, served as an initial seeding period where the account functioned as a private diary for an individual suffering from chronic insomnia and vivid nightmares. During this stage, the content relied heavily on cryptic text updates and raw voice recordings that established an unpolished digital persona. Because there was no overt mention of the motion picture, the account appeared to the general public as a regular user sharing personal psychological struggles.

A significant narrative shift occurred during phase two from March 8 to March 12, which acted as a catalyst for reality disruption. This stage was triggered by a viral stealth shot of the character on the MTR, which circulated widely among platform users. The persona's real-time response to this external leak disrupted the boundary between the fictional storyworld and the real social environment of the platform. The narrative tension escalated on March 12 when

another character from the film, Dr. Man, allegedly intervened by confiscating the phone and banning the persona from the application. This incident led to a four-day silence that became a primary focal point for audience speculation and investigative participation.

Figure 1

The Four-Phase Narrative Architecture of the Campaign



Following the account's restoration on March 16, the campaign entered phase three, which emphasized participatory expansion leading up to the film's preview screenings. This period focused on the "Nightmare Sharing Sessions" where the character invited followers to share their own anxieties and fears. These digital interactions culminated in a physical face-to-face event on March 21, translating the virtual experience into a live collective immersion. The final phase commenced on the film's official release date of March 27 and lasted for 84 days. The narrative shifted toward a meta-engagement style where the character provided daily, humorous excuses for being unable to attend screenings of his own film, effectively maintaining audience loyalty through persistent social presence.

The efficacy of this campaign was further bolstered by the participation of established celebrities with verified blue tick badges Threads accounts such as Tyson Yoshi and Denis Kwok, who interacted with the Choi's account as regular peers. These spontaneous interactions flattened the social hierarchy and reinforced the persona's presence within the local digital community. This stood in stark contrast to the involvement of actress Fala Chen, acting as Choi's wife in the film, whose use of a personal verified account created a narrative break. While Choi maintained his diegetic integrity by refusing to acknowledge the celebrity profile of his fictional wife, the audience demonstrated a clear preference for autonomous, persona-driven narratives over traditional celebrity-led promotion.

Findings and Analysis

Quantitative Trajectory and Strategic Phase Evolution

The engagement trajectory of the Choi San Keung campaign followed a non-linear pattern characterized by narrative-driven surges that correspond to specific strategic pivots. As illustrated in Figure 2, the campaign transitioned from a baseline of ambient awareness in Phase 1 to an explosive expansion in Phase 2. This transition was catalyzed by Post #16, featuring the MTR stealth shot, which triggered a nearly 77 percent increase in mean views to 370,294.1 and a surge in mean comments exceeding 2,000 percent (refer to Table 1). These quantitative milestones indicate that the blurring of physical and digital realities effectively bypassed audience skepticism, transforming passive observers into active investigators who disseminated the narrative across the platform (Seo et al., 2018).

Figure 2
Quantitative Engagement Trajectory and Narrative Spikes

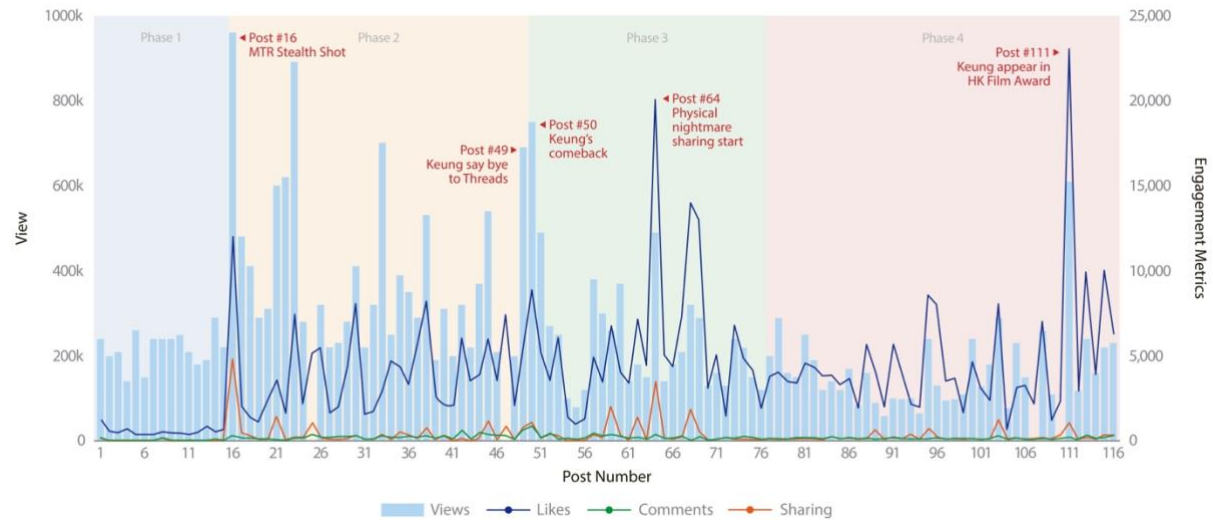


Table 1
Descriptive Statistics of Engagement Metrics by Campaign Phase (Mean Values)

Metrics (Mean)	Phase 1 (Seeding)	Phase 2 (Viral)	Phase 3 (Physical)	Phase 4 (Loyalty)
No. of Posts	15	34	27	40
Duration (Days)	4	5	11	84
Views	209,333.3	370,294.1	245,185.2	161,725.0
Likes	579.7	4,064.9	5,668.9	4,642.2
Comments	11.3	237.0	175.7	102.5
Reposts	3.2	43.0	52.7	32.7
Shares	59.8	464.9	504.1	206.7

The subsequent narrative shift in Phase 3 represented the zenith of deep emotional immersion rather than broad reach. While total views moderated compared to the viral peak of Phase 2, high-quality engagement metrics including mean likes and mean reposts reached their peaks at 5,668.9 and 52.7 respectively. This divergence demonstrates a successful transition from algorithmic discovery to a participatory culture where the audience was emotionally invested in the narrative continuation (Jenkins, 2014). The high density of interactions during the nightmare-sharing sessions confirms that the story had become a form of social currency, allowing users to move from watching the character to sharing digital co-presence with him.

The final phase demonstrated a remarkable long-tail effect that sustained engagement for 84 days following the film's premiere. Despite the expected moderation in reach, the mean like count remained exceptionally high at 4,642.2, which surpassed the viral intensity of Phase 2. This sustained loyalty reflects the successful construction of digital closeness and a persistent social presence (Levordashka & Utz, 2016). The engagement reached a final peak at Post #111 (Nick Cheung dressed up as Choi to attend Hong Kong Film Award as an award presenter), where meta-narrative play regarding the character's identity provided the ultimate social

currency. Consequently, the audience continued to interact with Choi as a social peer rather than a marketing gimmick, maintaining community humor long after the initial novelty of the campaign had dissipated.

Qualitative Analysis: Thematic Exploration of Audience Immersion

The qualitative analysis of user comments provides robust evidence of narrative transportation where followers transitioned from skeptical observers to active narrative co-creators (see Table 2). Based on the thematic coding of primary posts, the engagement patterns can be categorized into three evolving layers of immersion which directly correspond to the six themes identified during the analysis. These layers reflect a progression from objective scrutiny to subjective intimacy and finally to collective narrative maintenance.

Table 2

Qualitative Thematic Evidence of Audience Engagement

Representative Quotes (English Translation)	Behavior Description	Theme/ Code	Theoretical Significance
“Looks like a scene from <i>Peg O’ My Heart</i> ,” “The person in the photo looks too young for Nick Cheung.”	Users attempt to debunk the mystery by analyzing visual details (skin, lighting).	Investigative Participation	Controlled Ambiguity: Unresolved mystery triggers high initial reach and organic discussion.
“Brother Keung, please see a doctor for your insomnia,” “Wish you a speedy recovery, Keung.”	Users treat the fictional persona as a real individual, offering health and emotional advice.	Para-social Concern & Empathy	Para-social Interaction: The digital persona fosters an emotional bond with users beyond mere advertising.
“I will call the police to arrest Dr. Man!” “Dr. Man, give back the phone to Choi!”	Users intervene in the fictional conflict by “fighting” against other characters (e.g., Dr. Man).	Diegetic Boundary Negotiation	Diegetic Integrity: Maintaining the narrative boundary encourages users to participate in the story’s “rules.”
“Brother Keung, I had a nightmare too,” “This recording is a nightmare for all of us.”	Users contribute their personal experiences (nightmares) to the character’s thread.	Collaborative Co-creation	Participatory Culture: The audience transitions from passive consumers to active narrative contributors.
“Day 5: Another reason for not watching,” “Let me guess: tomorrow’s excuse will be ‘I have to work.’”	Users turn the character’s excuses into a daily game and predict future narrative turns.	Memefication & Social Rituals	Social Currency: Narrative elements become a shared cultural meme, sustaining long-term engagement.
“It must be Nick Cheung pretending to be Keung,” “Why did you ‘dream’ about being at the film awards?”	Users knowingly play along with the “fictional” status, even when faced with the real actor.	Meta-narrative Identity Play	Identity Negotiation: The final blurring of actor and character provides the ultimate immersion and loyalty.

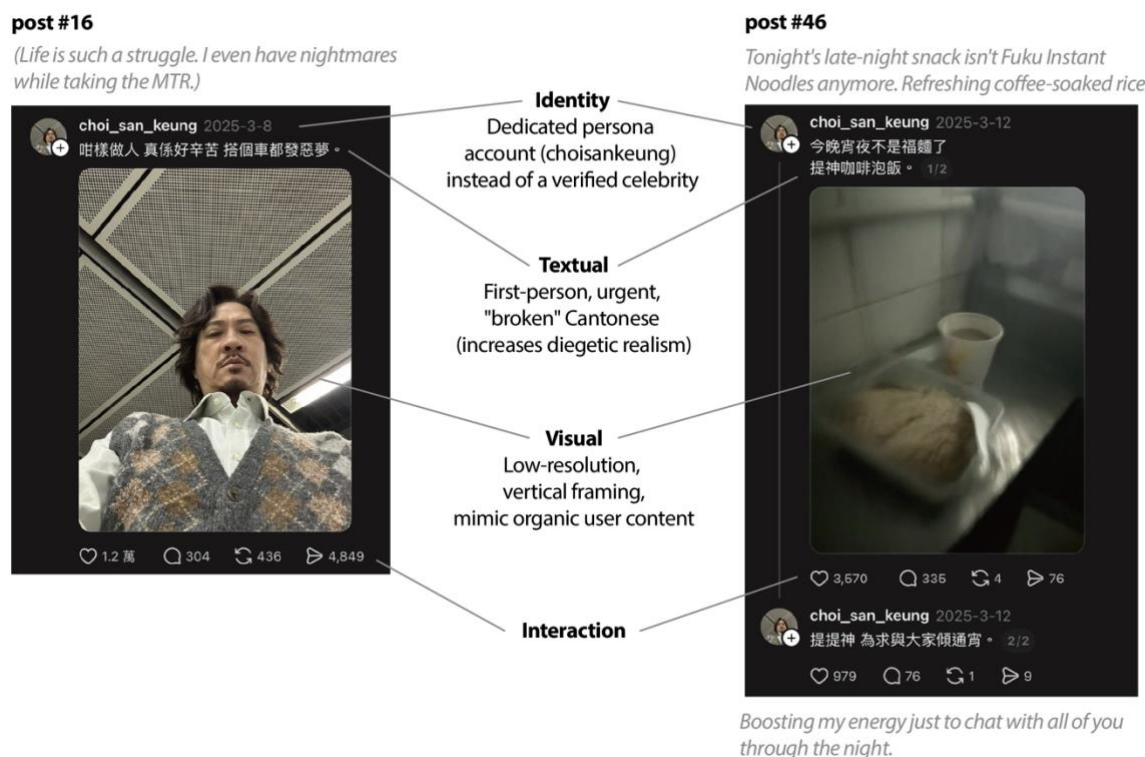
Authenticity Construction and Investigative Engagement

During the initial phase of the campaign, audience interactions were predominantly characterized by Investigative Participation directed toward the construction of narrative realism. As illustrated in the anatomy of a small story post (see Figure 3), users meticulously

analyzed paratextual features such as the character's skin texture and the specific subway lighting in Post #16 to verify his physical existence in the real world. According to the small stories theory proposed by Georgakopoulou (2022), these fragmented narrative snippets are fundamental to building digital authenticity because they mimic organic user behavior rather than polished commercial broadcasting.

Figure 3

Anatomy of Small Story Post-decoding Authenticity



Furthermore, users utilized platform affordances to corroborate the character's identity, suggesting that unpolished aesthetics possess a superior capacity to bypass audience skepticism. By aligning fictional elements with the everyday social reality of the user, the campaign successfully induced a state of immersion that validated the persona's presence before the formal plot unfolded. This initial stage established the necessary cognitive foundation for users to accept the fictional character as a tangible social entity within their digital environment.

Para-Social Intimacy and Ambient Digital Closeness

As the campaign progressed, the nature of audience engagement shifted from objective investigation to subjective intimacy, encompassing the themes of Para-social Concern & Empathy as well as Diegetic Boundary Negotiation. When the character shared personal struggles such as chronic insomnia or the diegetic crisis of having his phone confiscated by Dr. Man, the audience exhibited significant traits of para-social interaction. Instead of perceiving the character as a distant cinematic figure, users treated the fictional persona as a legitimate social peer by offering authentic health advice and emotional encouragement.

This manifestation of emotional labor indicates that constant exposure to fragmented updates fostered a state of ambient awareness among followers (Mrad et al., 2025). Consequently, the character was transformed into a familiar entity within the digital feeds of the users. The successful execution of diegetic boundary negotiation allowed the fictional narrative to coexist

with the real-time social interactions of the platform, thereby establishing a profound sense of digital closeness. The audience ceased to be mere spectators and began to perform the role of concerned companions, strengthening the relational bond between the brand persona and the consumer.

Collective Co-creation and Meta-Narrative Maintenance

The final stage of the campaign involved the execution of Meta-narrative Identity Play through the processes of Collaborative Cocreation and Memefication and Social Rituals. The audience fully embodied the participatory culture described by Jenkins (2014) by engaging in collective rituals such as tracking the character's daily excuses for avoiding cinema screenings. These excuses became a form of shared social currency that allowed users to participate in the narrative through humorous distribution and repetitive engagement within their own digital networks.

This engagement peaked during the Hong Kong Film Awards (Post #111) where the persona addressed the ongoing confusion regarding his identity as actor Nick Cheung. Rather than breaking the fictional frame, the audience knowingly reinforced the character's claim that the real-life actor on stage was merely an impostor. This collective reaction demonstrates a state of double consciousness, wherein users are fully aware of the material reality of the film promotion yet consciously choose to perform within the boundaries of the fictional world.

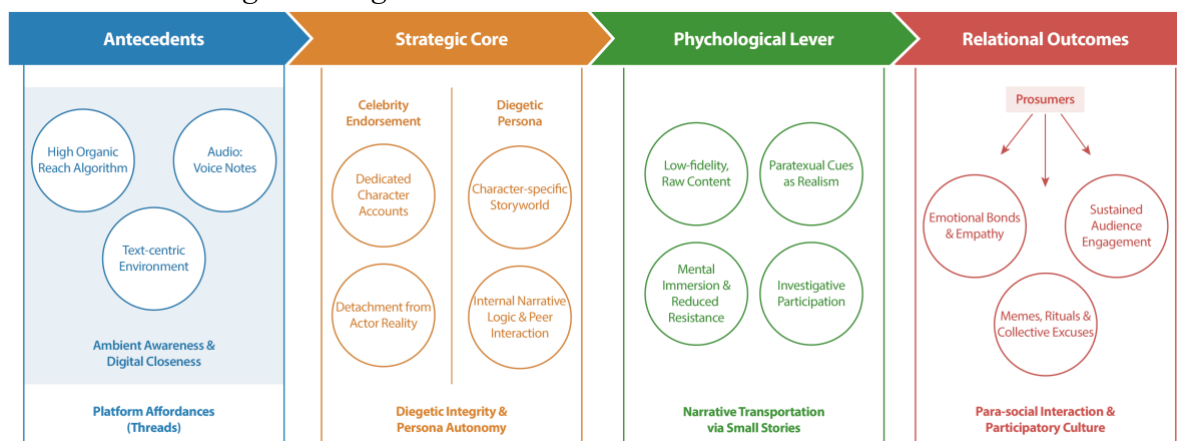
The audience actively performed the cognitive labor required to protect the diegetic integrity of the storyworld. For instance, user comments such as "Choi is the real star, the person on the film award stage is just an actor playing him" illustrate this playful ludic negotiation. Through this collaborative cocreation, users ceased to be passive consumers and instead transformed into narrative protectors who secured the survival of the persona beyond the commercial promotional cycle, marking the ultimate success of the Threadvertising framework.

Discussion: The Threadvertising Branding Framework

The Threadvertising Branding Framework is proposed as a comprehensive strategic model that integrates platform-specific functionalities with immersive narrative techniques to cultivate deep audience engagement. As illustrated in Figure 4, this framework consists of four interdependent dimensions that collectively bypass consumer resistance and foster long-term brand loyalty. The foundational level of the model relies on the unique structural properties of the Threads platform, which prioritizes text-centricity and voice note interactions to facilitate a psychological state of ambient awareness (Leonardi, 2015).

The empirical findings from the last section confirm that these platform affordances are the primary drivers of investigative participation. By utilizing fragmented updates that penetrate user feeds consistently, the campaign established a sense of digital closeness that traditional advertising cannot achieve. These affordances serve as the essential technological infrastructure that enables a fictional persona to establish a persistent social presence without the intrusive nature associated with commercial broadcasting. Consequently, the framework demonstrates that narrative transportation is most effective when the medium itself supports the perceived spontaneity of the story.

Figure 4
The Threadvertising Branding Framework



Diegetic Autonomy and the Semiotic Paradox of the Verified Badge

The strategic core of the proposed framework involves the maintenance of diegetic integrity through the utilization of dedicated character accounts rather than non-diegetic celebrity profiles. The comparative interaction between the persona of Choi and actress Fala Chen, as visualized in Figure 5, illustrates a critical paradox in modern digital branding. While traditional marketing heavily relies on celebrity social capital, the Threads ecosystem demands absolute diegetic autonomy to sustain user immersion. When Chen utilized her official verified account to interact with the character, the interaction triggered immediate narrative resistance from the audience.

This phenomenon highlights the semiotic paradox of the verified badge on text-centric platforms. Although the verified blue tick badge traditionally serves as an institutional marker of trust and authenticity in standard web environments, it underwent a semiotic inversion within the diegetic storyworld, where it was perceived as a non-diegetic intrusion. The presence of the verified badge functioned as an identity break that reminded the audience of the underlying commercial apparatus and the promotional nature of the campaign, which effectively collapsed the psychological state of narrative transportation.

The audience feedback regarding the badge as an out of character intrusion proves that modern social media users act as narrative protectors who prioritize internal narrative coherence over corporate validation. By detaching the fictional persona from the real-world identity of the actor, the narrative effectively avoids these structural breaks and allows the persona to interact as a legitimate social peer, thereby prioritizing perceived authenticity over traditional celebrity endorsement.

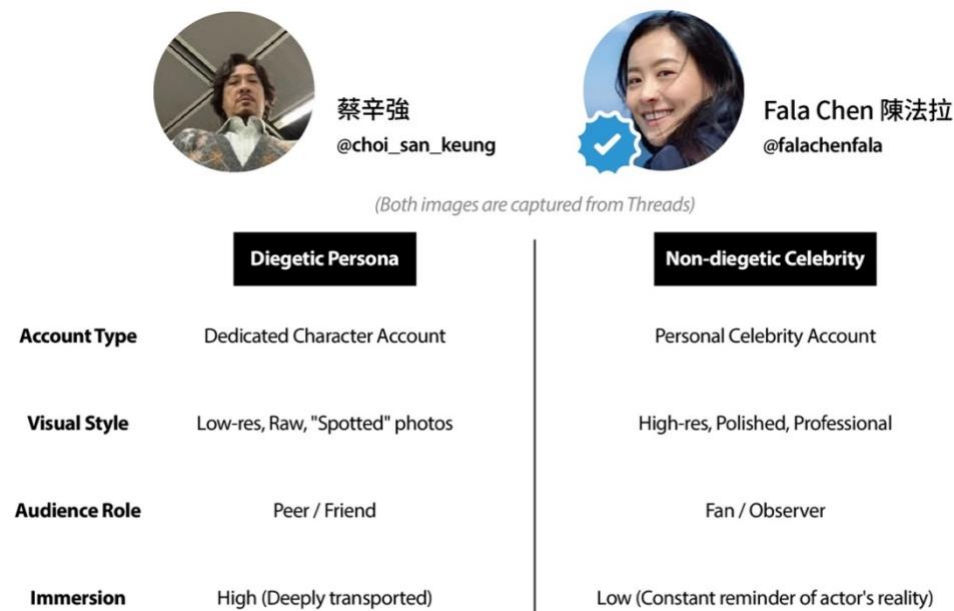
The Omnipresent Threat of Audience-Led Authenticity Audits

The strategic viability of this diegetic autonomy is further contingent upon the omnipresent threat of audience-led authenticity audits, which digital personas must constantly navigate in text-centric environments. Within the Threads ecosystem, the audience functions as active narrative protectors who continuously police the boundaries of the fictional space through rigorous textual and structural scrutiny. Had the production team of Choi San Keung deviated from the established low-fidelity aesthetic by uploading high-production drama stills or

utilizing conventional corporate marketing language, the diegetic illusion would have instantly collapsed.

Figure 5

Comparison on Diegetic Integrity: Choi San Keung vs. Fala Chen



	Diegetic Persona	Non-diegetic Celebrity
Account Type	Dedicated Character Account	Personal Celebrity Account
Visual Style	Low-res, Raw, "Spotted" photos	High-res, Polished, Professional
Audience Role	Peer / Friend	Fan / Observer
Immersion	High (Deeply transported)	Low (Constant reminder of actor's reality)

This vulnerability proves that the success of the Threadvertising framework is highly contingent upon strict adherence to platform-specific behavioral codes and first-person mundane realism. The social capital generated within this framework is entirely derived from unpolished, organic interactions, such as raw late-night voice notes, which stand in direct opposition to traditional commercial marketing collateral. Consequently, the audience is always poised to initiate an authenticity audit at the slightest non-diegetic infraction. When a campaign fails to sustain these native behavioral expectations, user engagement abruptly reverts to a cynical awareness of commercial exploitation, thereby rendering the maintenance of flawless diegetic autonomy the primary prerequisite for sustainable social branding.

From Para-Social Intimacy to Collective Co-creation

The ultimate objective of the proposed framework is the cultivation of a participatory culture wherein the audience transitions from passive spectators to active digital prosumers. According to the foundational theories of prosumerism introduced by Toffler (2022) and subsequently expanded into digital ecosystems by Ritzer et al. (2012), the boundaries between production and consumption become entirely blurred on modern interactive platforms. The empirical findings regarding the Choi San Keung campaign suggest that parasocial intimacy acts as a vital catalyst for this prosumerist transition. As users offer health advice and emotional empathy, they move beyond mere content consumption and begin to perform emotional labor, which represents the initial stage of narrative co-production.

This relational outcome culminates in collective cocreation, whereby prosumers actively generate secondary narrative content and memes that becomes integrated into the broader storyworld. Rather than focusing merely on narrative protection, this level of engagement operates as a vehicle for individual and collective identity construction. By interacting with the digital persona, prosumers generate social currency within their own peer networks, utilizing

the character's localized Cantonese humor and fictional dilemmas to perform their own cultural capital.

Consequently, the campaign ceases to operate as a top-down commercial broadcast and instead evolves into a bottom-up community ritual. The user generated replies, speculative theories, and humorous excuse sharing sessions effectively distribute the brand narrative across decentralized networks. This transition proves that digital presumption is a highly active relational negotiation, wherein the audience derives personal social value from maintaining the narrative reality, thereby ensuring long term brand resonance.

Structural Volatility and the Technological Adaptability of Personas

The strategic viability of these prosumerist rituals is, however, deeply contingent upon the micro level technological infrastructure of the host platform. This systemic vulnerability was vividly demonstrated by the recent decision of Meta to remove voice note functionalities on Threads, which presents a vital lesson regarding platform dependency in transmedia branding. Within text centric communication environments, voice messages play a singular role in bridging the gap between spoken intimacy and written textuality. As Melzner et al. (2023) observe, digital voice messages introduce a form of media orality that transmits crucial paralinguistic cues, including vocal tone, sighs, and ambient background noises, which dramatically enhance perceived physical presence and digital closeness.

The sudden loss of such audio affordances highlights the omnipresent threat of platform volatility, indicating that future iterations of the Threadvertising model must remain highly adaptable. When technical features are stripped away, transmedia digital personas must utilize linguistic and pragmatic compensation strategies to substitute for lost physical cues. According to the principles of cyberpragmatics articulated by Yus (2011), digital writers can effectively simulate physical presence through compensatory typographic and lexical strategies.

Specifically, future personas can deploy localized linguistic vernaculars, including Cantonese colloquial final particles such as *la* (啦), *ga* (㗎), or *wo* (㗎), to maintain conversational authenticity. Furthermore, the strategic use of bracketed metatextual indicators, including environmental descriptions such as (heavy traffic noise) or physiological cues such as (sighs deeply), can recreate the sensory context previously delivered by raw audio files. By utilizing these text-based substitutions, a persona can sustain a persistent physical and emotional presence, ensuring that the brand narrative remains highly immersive despite the structural volatility of host platforms.

Conclusion

This research confirms that diegetic integrity serves as the fundamental driver of deep audience immersion within social media narratives. The longitudinal analysis of the Choi San Keung campaign demonstrates a distinct transition from mere algorithmic visibility to the cultivation of sustained emotional loyalty. By utilizing the proposed Threadvertising framework, practitioners can align platform affordances, diegetic autonomy, and narrative transportation to successfully cultivate a vibrant participatory culture. These dimensions work in synergy to transform passive spectators into prosumers who actively execute prosumerist collective cocreation. Within this text centric ecosystem, these users function as narrative protectors who constantly perform the cognitive labor required to protect the internal logic of the storyworld

through rigorous authenticity audits, thereby converting narrative coherence into shared social currency.

Ultimately, the findings suggest that autonomous, character driven accounts possess a superior capacity for bypassing commercial resistance compared to traditional celebrity social capital, which frequently triggers narrative resistance through identity breaks. Although the specific execution of such campaigns must remain flexible in the face of structural platform volatility, such as the sudden removal of specific auditory affordances, the underlying psychological mechanisms of narrative transportation remain constant. Future campaigns can withstand these technological shifts through the strategic deployment of linguistic personification and textual compensatory strategies to maintain digital closeness.

Future research should investigate the integration of generative artificial intelligence in maintaining these digital personas, specifically examining how automated systems can sustain diegetic consistency across increasingly complex transmedia landscapes. Furthermore, inquiries into the psychological impact of AI driven ambient presence would provide valuable insights into the next phase of human machine interaction within the context of digital branding. This study ultimately provides a foundational model for understanding the evolving boundaries between fiction and reality in the modern era of relational storytelling.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

The author declares the use of QuillBot, an AI-assisted writing tool, solely to proofread and refine the manuscript's language by correcting grammar, spelling, and improving clarity. No other AI technologies were used in preparing this work. All research ideas, design, findings, and analyses are original and based on the author's own efforts. After using QuillBot, the author carefully reviewed and edited the manuscript, taking full responsibility for its content. The tool was only used to enhance language, as English is not the author's first language.

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Contact email: sdadcky@gmail.com