Stories often focus on interpersonal relationships. In this research, we explore whether lonely consumers are more or less likely to be transported by a narrative advertisement. In a series of studies, we find that lonely consumers are less transported by narratives that have a social focus, while consumers who are not lonely are more transported by socially-focused narrative ads. We believe this reduction in transportation is due to the inability of lonely consumers to imagine themselves in the socially-focused narrative and thus they do not empathize with the characters. Consistent with prior narrative advertising research, transportation leads to higher evaluations of the products in the ads.