

## Storyboard Studies as an Attention-Grabbing Element in Advertisements; Beko Example

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**ABSTRACT:** Storytelling is a key component of advertising, serving as a powerful tool to bring brands to life and make a lasting impression on consumers. By weaving narratives that resonate with audiences, advertising can create a connection, stir emotions and leave a memorable impression. In essence, storytelling in advertising is akin to creating a compelling story that captivates individuals and draws them into the brand's narrative.

The purpose of Storyboarding is to engage and empathize with the target audience. It communicates the connection between the ad's message and the needs of the target audience. The more the message is dramatized with an emotional experience, the more the target group will be more strongly influenced by the ad. In other words, they feel that they are the protagonists of the ad. Thus, they confuse the difference between their subconscious and conscious minds. Teaching Storyboarding in Advertising, which is the subject of this study, is the effect of the image in the minds of the audience. This can be a positive or negative cognitive effect, through a combination of pleasure or pain in the advertisement.

The main purpose of this research is to show the different effects and functions of the storyboard, which is a key element to attract social attention in advertisements. Since the storyboard has an important function and impact in advertising, the connections and interactions between them are explained and exemplified. Storytelling is an ancient tradition that people have used for generations to pass on their experiences, knowledge and connect with others. In marketing and advertising, storytelling plays an important role in appealing to audiences' emotions and encouraging audience engagement. This study discusses the appeal of storyboards used in advertising through the example of Beko.

**KEYWORDS:** Visual Storytelling, Advertising, Storytelling in Marketing, Storyboard.

### INTRODUCTION

In this article, we present the emergence and impact of advertising, as well as the role and function of storyboards in advertising. In advertising, storyboards play an important role in how the target audience perceives a product or service. They convey the message and promote the product or service. Just as in the Middle Ages, the emergence of comic strips and illustrations on walls and in caves in ancient times was accompanied by inscriptions and written symbols. This was the first means of exchanging messages and engaging in dialogue among people. Today, with the advancement of technology, illustrations and comic books are being integrated into advertising. Advertising is a way to increase sales and build trust between the product or service and the target audience. It informs, reminds, strengthens relationships, etc. Through advertising, the consumer is persuaded. The clearer the message, the better the sales process becomes.

As society progresses, consumers are making increasingly difficult choices when purchasing products or services. Among the many factors that influence consumers' purchasing decisions, advertising and promotion carry significant weight. Advertising serves as a tool for companies

to not only provide information about their products but also to convey their brand image, values, and messages to customers. The impact of a successful advertising campaign is undoubtedly noteworthy. For this reason, businesses make significant investments in and place great importance on this aspect of marketing to achieve their goals and gain a competitive advantage.

The success of an advertisement largely depends on its content. Creativity and innovation play a crucial role in distinguishing a brand from others and establishing unforgettable connections between customers and companies. Marketers place great value on creative and effective content because it is precisely what consumers expect from an advertisement. In fact, consumers are selective not only when making purchasing decisions but also when evaluating advertising materials.

Businesses have continuously researched the most efficient tools to market their products and services, transforming advertising and marketing into dynamic professional sectors that offer both challenges and rewards. The marketing environment has undergone significant changes since 2015, surpassing the level of transformation seen throughout the history of television, which dates back to the 1940s. (Robert

McKee, 2018) The decline in TV advertising and the overhaul of marketing strategies can be attributed to the impact of ICT on media, the widespread availability of high-speed Internet, and the emergence of new TV platforms that are more appealing to Millennials and Generation Z, who tend to disregard traditional television and mentally block billboard advertisements.

Secondly, banner blindness is a phenomenon that affects consumers' ability to notice and interact with advertisements. However, in today's changing consumer landscape, storytelling has become increasingly important. This is especially true for Generation Z, who expect brands to demonstrate authenticity and transparency through storytelling. By embracing this change, some companies and advertising agencies have shifted their advertising strategies away from hard selling and toward tactics that emphasize storytelling. Videos, in particular, have emerged as the most effective tool for storytelling in advertising.

The practice of storytelling itself has a long history rooted in indigenous peoples and early nations. Over time, storytelling has evolved from oral traditions to digital and multimodal forms of expression. Archaeologists even suggest that storytelling predates writing and emphasizes its importance as a social and cultural activity in various human cultures. Today, storytelling can take various forms and be conveyed through different modalities and media.

An engaging and innovative narrative enhances the clarity, persuasiveness, and memorability of the message. (Robert McKee, 2018) Storyboards, which play an important role in the film and media industry, especially for producers and advertisers, have a significant responsibility in conveying the imagination and creativity of the director and producer, and in providing a structure for the audience to think and understand the concept of the message.

## 1. Storytelling

### 1.1. Overview of Storytelling

Thousands of years ago, people left their emotions, histories, life experiences, and collective stories on stones and cave walls. Images, symbols, typography, and graphic design elements were carved to convey cultural and visual stories (Poulin, 2012). However, over time, the ways in which people express their emotions and communicate with each other have changed. People expressed their emotions and communicated by drawing pictures and carving symbols in places that were important to them, such as the Chauvet Cave in France and the Cave of the Monsters in Egypt.

The expressions, symbols, and drawings found in the Chauvet Cave in France are said to be 30,000 years old. The symbols, expressions, and drawings in the Chauvet Cave depict animals such as eagles, peacocks, deer, and bison, as well as themes related to daily survival. The symbols and drawings in Chauvet Cave are works of art that showcase the skills of talented craftsmen and masters. These drawings also reflect a universal language that all people can enjoy and understand.

“Cave of Monsters” is an almost ancient rock art work discovered in Gulf Kabir in 2002. The Cave of Animals consists of countless inscriptions, symbols, and drawings of wild animals such as elephants, ostriches, wild asses, and giraffes. There are also thousands of human figures celebrating, dancing, and interacting in domestic scenes. There are also images depicting the achievements of worshippers and hunters, bow battles, and hundreds of hand drawings (Wadi Sura II - Cave of the Beasts, 2010). Technology has shaped how we interact with each other, how we express ourselves, and how we tell our stories. Today, technology has contributed to the creation of moving images, television, digital media, mobile media, and social media.

## 2. Definition of Visual Storytelling

Visual storytelling is the use of images to capture the audience's attention, evoke emotions, and motivate them. If we break down the term “visual storytelling” into three words, “visual,” “story,” and “narrative,” these three words represent the process of creating a good story and conveying the intended message.

### 2.1. Elements of Visual Narrative

To convey the message of a good story in a clear and targeted manner, rely on three parts: beginning, middle, and end. There are two main factors related to message delivery: information-based appeals and emotion-based appeals (Fogg et al., 2010, p. 44). Whatever the story, it should aim to convey a message. These conflicts, which typically involve good versus evil and the hero versus the antagonist, are the driving force behind a good story. As humans, we are always motivated by competition to maintain balance in our lives. If the balance in our lives is disrupted and peace is lost, we will do our best to restore it, even if we don't want to, and we will try to restore and resolve it.

Characters in a story are one of the fundamental elements of storytelling. Every story has characters, and each one has a role to play and a purpose in the story. The presence of each character is essential to a successful story. A successful conflict in a story involves a protagonist who is on the side of good and an antagonist who is on the side of evil. The hero's goal is to triumph over evil. The antagonist can take different forms, such as physical or psychological. The obstacles and problems the hero faces can be static, like a mountain to climb, but the antagonist's deeper psychological meaning is fear (Fogg et al., 2010, p. 36). The artistic arrangement and organization of events is referred to as the “plot.” On the other hand, the plot refers to a chronological sequence of events and the effects the audience derives from the raw material of the plot.

## 3. Advertising

The word “advertisement” comes from the French word “reclame.” The message of advertising is to clarify the location and price of the product or service that the consumer can obtain. The more the advertising message aligns with the product or service, the higher the likelihood of it being

purchased by customers and consumers. The characteristics that define an advertisement include presenting a creative idea and reliable information to gain the trust of the target audience, and working on emotions to be remembered for a longer period. Advertising holds an important place for both buyers and sellers (TAŞYÜREK, 2010). Advertising comes first when offering a product or service to customers, and it encompasses everyone from large companies to small local stores. Advertising comes in different forms depending on the message and target needed to motivate viewers and customers. Today, a common form of visual advertising is an informational advertisement that promotes a product or service. It is typically displayed on walls, streets, television, and smartphones. As a result, companies compete to produce higher-quality and more effective advertisements to attract more viewers (Sethia, 2007).

In the early days of advertising, people promoted their products and services through word of mouth, and the conversation between the seller and the target audience was aimed at meeting their desires and needs. Purchasing and selling were conducted in this manner. The form of communication and value conveyed through speech has an undeniable impact on the buyer and target audience. The tools of purchasing and selling are entirely dependent on the use of conversational communication between them. The more emotional the form of verbal communication, the more effectively it can be sold.

As in ancient and medieval times, advertising research and studies have confirmed that our country's development and creativity are not so different from the rest of the world. On the contrary, advertising has emerged in a powerful and creative way. In our country, advertising has been carried out through town criers. Of course, the purpose of the newspaper published at that time was to educate people and society and to facilitate their daily needs and problems. (Ünsal, 1971) Throughout the years, the most important purpose of advertising has been to raise awareness and facilitate the functioning and development of society. Over the years, advertising has evolved to the present day.

#### **4.The Function of Advertising**

The message of advertising is to attract the attention of the target audience and customers, make them aware of the product or service, and ensure that they understand the clear message of the advertisement. After all this effort, the next step is to encourage the target audience to purchase the product or service on sale. This increases the profitability of the brand. The more the advertising message is infused with emotion to solve the consumer's problems and meet their needs and desires, the more successful the advertisement becomes, as it stays in memory and encourages the viewer and consumer to purchase more. With every increase in purchase intent, advertising creates brand loyalty among people and demonstrates the success of the advertisement. (Dib, 2016) The most popular goals and objectives in advertising are to attract attention, solve a problem or desire, persuade, increase sales, remind, and provide information about the price and where to find the product or service.

#### **5. Storytelling in Advertising Design**

Storytelling consists of targeted messages aimed at a limited audience. Its purpose is to attract attention, encourage the audience to connect with themselves, and encourage them to make purchases. (Gabriel Dolan, Yamini Naidoo, 2013) This study by Gabriel Dolan and Yamini Naidoo provides compelling evidence that storytelling is becoming increasingly widespread and popular as a means of developing emotional connections and interactions between people.

#### **6.The Importance of Storyboards in Advertising**

Storyboards are hand-drawn or software-generated images customized by Illustrator. Storyboards are illustrations created to understand and facilitate the production process of a film or advertisement. They detail the target message, including the selection of main characters, type of shot, how the message will be conveyed, the plot, camera direction and positioning, and storytelling. (Taggart, 2023) Of course, it is undeniable that the history of the modern storyboard is based on two conflicting stories: the first is Howard Hughes' 1930 film *Hell's Angels*, and the second is Walt Disney's 1933 animated film *Three Little Pigs*.



Image 1: Emma Taggart, *Three Little Pigs*. 1933

Storyboards are a tool that helps you simplify and clarify the pre-production stage. Storyboards can be used in two main formats: traditional or thumbnail. Storyboards are typically used as a series of sequential drawings to illustrate the pre-production stage before starting a film or animation, and are an important tool for writers and directors. However, storyboards can sometimes be unnecessary, especially for commercials such as Performans, as they are presented in front of a live audience. However, they are an indispensable tool in other areas of production, such as TV commercials and animation. The biggest benefits of using storyboards are time savings and visual assistance. The greatest benefit of using storyboards is that they save time and provide strong visual assistance while clarifying all the necessary shooting sequences for the commercial and product in a graphic form. At the same time, they simplify the production process (Piper, 1944). A combination of design-focused thinking, visual thinking, and narrative can create storyboards. This also helps in the creation of the innovation management process (BUIJS, 2007). According to Buijs, we can create a storyboard by combining Design Thinking and Visual Thinking theories with narrative theory, which can support the process of Innovation Managers.

#### 7. Storyboard as a Type of Advertising: The Beko Example

Renowned illustrator Necmi YALÇIN designed this advertisement for Beko using storyboard drawings. The illustrator communicated extensively with the director and producer in order to better understand the pre-production drawing and selection process. This not only streamlines the production process and accelerates completion time but also helps the production and advertising company reduce expenses and material costs. Thanks to accurate and detailed drawings and scenes, there is no need to produce virtual or rehearsal scenes.

Today, there are two types of storyboards: one for large companies and firms, and the other for advertising agencies. The first type of storyboard is characterized by minimal graphic detail and a focus on illustrating the major and important events in the advertisement. The second type of storyboard, on the other hand, emphasizes fine details in the illustrations of characters, events, and locations, along with the background and message targeted at the audience. (Yalçın, 2024) Illustrators and artists engage in in-depth communication with the director, producer, or advertising agency, enabling them to better understand the pre-production sketching and selection process. This streamlines the production process during filming, accelerates completion times, and contributes to reduced expenses and material costs for the production and advertising agency.

Thanks to accurate and detailed drawings and scenes, there is no need to produce virtual scenes or rehearsal scenes. In some cases, advertisers work with illustrators to provide details about the appearance of characters, the type of environment, lighting, clothing, accessories, and hair. This way, the production process takes less time, is faster, and costs less money.

This storyboard example is from a large company. It was created to draw the target audience's attention to the specific message of the Beko electric refrigerator company. The way the characters are drawn and designed in the storyboard is inspired by the path the character will follow in the story, and the storyboard sequence is created based on the plot and narrative structure of the script.

Since the storyboard belongs to a large company, it provides detailed information about the characters, locations, and events, along with the background and message aimed at the target audience. When designing characters, the goal is to know the characters, events, and locations in the finest detail, along with the background and message aimed at the target audience. It is undeniable that the effects of film shooting and production on the narrative can be transformed into a visual narrative



Image 1: Necmi Yalçın, The Beko Inheritance (Miras Beko Storyboard), 2024

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The storyboard follows the first shot because it emphasizes detail and importance in depicting events. However, it also draws the vehicle, directing and showing the camera's

direction from the starting point to the end point. Camera shots and camera movements signal zooming in (Zoom In) and zooming out (Zoom Out).



Image 2: Necmi Yalçın, The Beko Inheritance (Miras Beko Storyboard), 2024

In the third storyboard image, when we look at Necmi Yalçın's storyboard sketch, we see that he focused on the intensity of the colors at first glance. The blue-gray and beige-yellow tones have a strong impact on the storyboard. These colors represent the atmosphere of night and morning. At the same time, since they come from a wealthy and luxurious class, the quality of the furniture design in their homes gives

us a sense of their sophisticated tastes, status, and family wealth.

However, the paintings hanging on the wall in the background hint at their love for classical traditional heritage. Indeed, the central painting hanging on the wall is a portrait of their father. Additionally, it depicts a conversation between the brother and sister about the legacy of the Beko refrigerator.

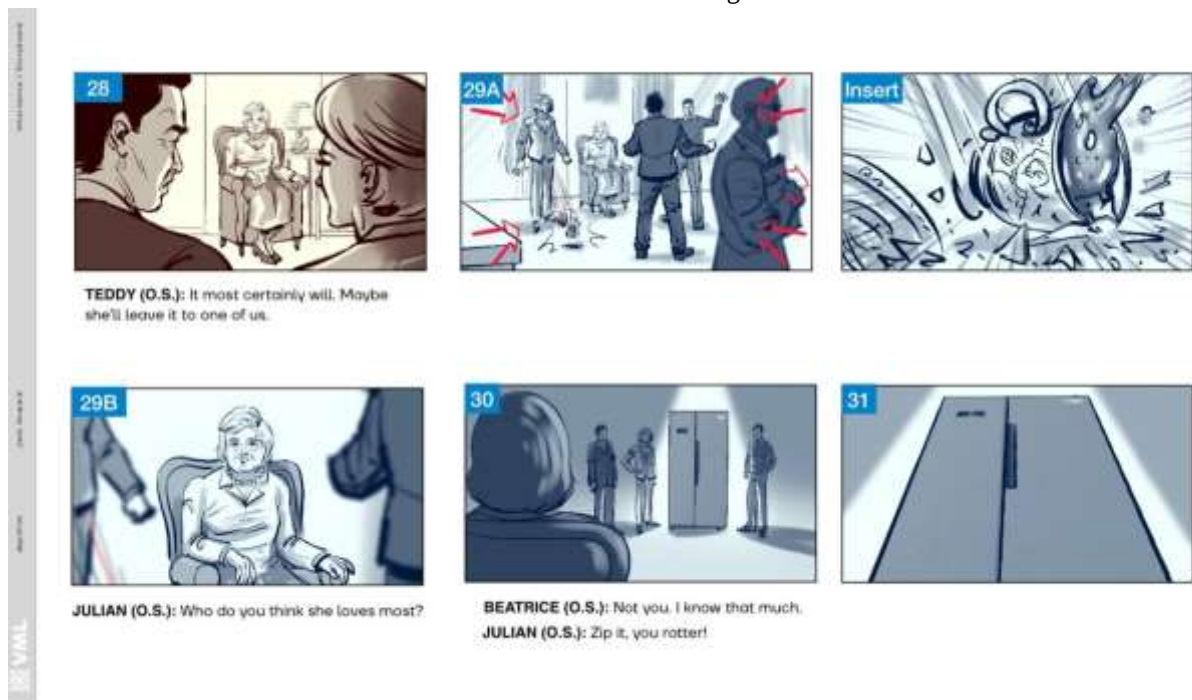


Image 3: Necmi Yalçın, The Beko Inheritance (Miras Beko Storyboard), 2024

As a classic traditional wealthy family, the quality of their accessories, clothing, and hairstyles clearly shows their personality traits and rigid nature. The elderly woman's immobile sitting posture is a sign of a relaxed, calm, and gentle personality.

However, in this scene, after the lawyer leaves, we see the sisters fighting over the inheritance of the Beko refrigerator. The reason for all this is that their father left his inheritance to his wife.



Image 4: Necmi Yalçın, The Beko Inheritance (Miras Beko Storyboard), 2024

In the final scene, the happy elderly woman is depicted sitting in front of the refrigerator, as if it were a person sitting next to her. In this way, the legacy of the Beko refrigerator is emphasized, and through these details, the refrigerator's enduring strength and high quality over time or across generations are explained.

The most important feature of storyboards is that they are easy for everyone to understand. Advertisements and films that use storyboards in their work are very popular and make the work more effective and of higher quality. This study highlights the storyboard creation process and its impact on optimizing the production process.

It is undeniable that all people are different, and artists are no exception. Since every person has different talents and skills, this diversity brings perfection with it. All of these differences can be utilized by bringing them together in a single project. The concept behind this expression is that it can be used to facilitate the production process for storyboard artists; through this collaboration, the director communicates with the storyboard artist and provides them with the script and full details of the commercial. In this way, the production process is planned from start to finish.

On the other hand, it simplifies the production process, speeds up production time, and helps production and advertising companies spend less on expenses and materials. (Howard, 2024) Because of the accurate and detailed drawing of scenes, there is no need to produce virtual scenes or rehearsal scenes. At the same time, the production process is completed with less energy and fatigue waste.

## CONCLUSION

There should be a connection between the storyboard designer and the product or advertisement. This work is important in terms of understanding Necmi Yalçın's work and how important the details he uses are. Every movement and color Necmi uses has a powerful form of expression. Necmi Yalçın, who has managed to attract the attention of a wide audience in the world of storyboarding, has succeeded in establishing a deep connection with directors, producers, and advertising agencies and conveying their messages to viewers. The artist Necmi conveys the message to the audience in a simple and informative way. Furthermore, when we examine Necmi's storyboards, we see that the graphics interact with the themes and events in the script and convey them to the audience through advertising. By offering the target audience a different experience, it can create awareness. In this way, it can attract the attention of viewers from different cultures. The success of artist Necmi's storyboard is an important example of how a scripted message can be skillfully conveyed to the audience through a storyboard, emphasizing the importance of creating a storyboard before any advertising work.

A storyboard plays a very important role in the production process of an advertising agency or film production. Storyboards have been shown to positively influence the development of the viewer's creativity and imagination. They help the viewer establish connections between what they read and what they see, create a plot in their mind, and bring it to life. The time spent watching is ideal for thinking about, interpreting, and questioning what is being watched. Because of evolution of the technological age, developments in digital

storyboarding have reduced production and advertising agency costs. As a result of developments in production and media, augmented reality storyboards are becoming increasingly accessible and important. They are a unique medium with their own dynamics, serving as a bridge between producers and viewers to convey the intended message.

This study aims to suggest the importance of presenting storyboards that are rich in illustrations, drawings, and visual flows to the audience by presenting the different possibilities that storyboards offer for advertising to production, media, or advertising agencies. In this sense, the study reveals that producers take advantage of the possibilities offered by storyboards to move away from the need for experience in creating a virtual stage or rehearsal stage, emphasizing the importance of the possibilities that storyboards offer to readers, viewers, and target audiences.

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