Research about Success factor analysis through storytelling and success example

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Abstract: Consumers who satisfied with their experience are remember it. Event that their satisfied story is made a new event and this is connected by increasing of sales. Marketer in charge began to try to make subject of conversation that stimulate consumers' sensitivity. These methods can drive active participation of users.

It may stimulate more consumer's sensitivity and improve personal sensitivity and value to consumption culture that include story in design. There are so many successful cases by this method.

We were studied in these cases and search for successful elements. Analyze consistent and success factor who design storytelling must equip through design example that succeeds by storytelling in these research, with this, do for that purpose that present guideline about design storytelling to designers. Designers may apply element and advantages about design storytelling that succeed in own design work. It could draw success factor of design storytelling by emotion, humanity, marketing, user participation by result of this research.

Key words: storytelling, success factor, design marketing

1. Introduction
1.1 Object

Being known that age that we live is info-age so-called present and the development acceleration is changed but part advanced nation told to three adult 'Dream short history continuously mote generation's that jump over info-age already .It means not head but society which appeal in heart, our emotion that 'Dream short history continuously mote', and this can express that is age of story teller (Storyteller). Design is Seutoriteling (Storytelling) for product, therefore there is priority story (story) and design follows later. Even if convey 10 years, first standard of when we buy was not quality of thing perhaps. But, quality of thing seldom become big consideration because is to many consumers surprisingly today. A brand and design are becoming head of a family first condition. Brand is story that include company's image and trust which make the dress rather than product itself and design is sensitivity and culture

Rolf Jensen's speech that is going to become which sell episode and sensitivity the future is becoming truth. Now, in market consumers thing story that is been filled in the thing than morale buy .Do not make sense if Storytelling concept falls in modern Design. Because design that close connection is with business must have
gotten user's agreement than subjective satisfaction unlike work of art, designer must hark to user's "Story". It is that must do tangle and be design that allow fetters to scenario. That hear user's story is that designer must be listener at the same time at storyteller two faces. Can speak that open possibility always and it is Interaction design that it considers Seutoritelring justly that design unfilled space in language of metaphor that consider other person when Interaction is possible.

This research wishes to irradiate and analyzes fees that succeed in marketing by Seutoritelring and draw success factors. Success elements that draw here may act role of guideline when designers wish to do successful Design forward.

1.2 Method

Search Storytelling’s derivation of a word and meaning in this research and examine about modern Storytelling 's characteristic and value. Also, can examine effective Storytelling ’s method through Storytelling ’s process, and draw success factors through success example cases.

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2. Storytelling

Human used character and language convey own speech and ideas and appeared by writing and picture by a tool to express this also. Human had used way from the example last month that is 'storytelling' to convey own intention or state. Therefore, reference Storytelling concept in literature to approach to Storytelling been injured again digital age, if special quality of medium wants some story way multimedia and interaction enemy who is included by horse of "being digital that is digital".

2.1 The Concept of Storytelling

Define Storytelling that pass story to hearers through voice (voice) and action (gesture).Generally, story tells this word with a person who speak talk story hear and speak as process that do Interactive between celadon that exercise imagination.

Story (story), celadon (listener), speaker (teller) of Shirly Raines (Shirly Raines, story teller) exist, and define that are event that hearer takes part in speaker's talk. Current story narration may not be saying too much even though new media medium that commence internet is occupying the seat. Storytelling of this age displaced
human's action and though sight, earth's crust enemy changing our life-style leaving story that it is simple Narrative. It is to make understood and is responded also to this that hear circulator's contents filling purpose that is not language as a syllable that human is simple item human who talk says through made-up seasoning and with meaning. It would not get born and might not be transmissive that is story without two which theatrical 3 urea drips to all our human who is story teller as.

2.2 Current meaning of Storytelling

- Digital Storytelling
  - Interactive Storytelling(자넷 머레이)

Storytelling's special quality is resemblant with special quality of information-oriented society as it happens. So Information Technology (IT) may be grafted together to human knowledge school register access method called Storytelling.

2.3 extension of storytelling – Digital storytelling

Digital Storytelling? That make reader do immersion - that do to keep participation constantly - of offer of information including art is the most important target though Interactive Storytelling (Janet Meorei) Storytelling is story way that digital age requires thus. That is, if existing literary work elevates immersion because do make of story excellently digital Seutoriteling through device of composition of a picture of story unfolding, Navigation etc.. reader's immersion derive digital Storytelling person's story various medium, digital reflex, text, voice, sound, music, video, process (Floyd) that share each other through animation be. Therefore, because digital Seutoriteling switches story by multimedia work, guarantor has ability that pull person's interest and supply emotional experience.

3. Value of storytelling

3.1 Business value of storytelling – viewpoint of Expert

3.1.1 Need new mode in new media

First, digital Storytelling in busy side receive because story unfolding of some way is most natural in digital
medium inside that appear newly hailing of consumer/spectator/audience by question revert. It took more than half a century almost to settle new Storytelling 's grammar using print media that is begun by Storytelling 's discovery. Also, when film producer and spectator became skilful together in story unfolding that use silent film, although new media that is sound film became possible, ready well-matched new Storytelling techniques to sound film and it took some ten years to develop and at a minimum.

Now, digital computer synthetic new media that is a software technology multimedia to platform appear. Until techniques of well-matched story unfolding is completed to this new digital media as past, it may take fair time also. If it sees computer video game that come out these day, can know. Graphics or stereophonic sound etc. is fair level, but plot unfolding of story that conduct reality action that invite almost everything mean .Who, finalizing Storytelling techniques within this new medias first, if have manufactured the most well-matched contents to medium such as this magic, he(plain) is going to become frontrunner in busy side of this field for the first time. This, it is because became factory which produce works that command well-matched Storytelling most freely to commerce medium that is movie that American Hollyw ood becomes frontrunner of commerce movie. In this dimension justly worldwide, it is that interest about digital Storytelling is decayed.

Already, there is demand of grand digital contents in commerce movie market for computer game industry or theater, animation etc. to raise sale of some 10 trillion dollars for last every year. But, digital entertainment is situation that is not filled properly as infancy yet, therefore the South Korea in national dimension, like that invested in dimension that is with a bill to develop domestic semi-conductor industry at past, must be going to glare greater world mayor preferably through investment about digital Storytelling. But, important thing is investment in development of human resources dimension that this is creative here, like semi-conductor, have money, and is point that can not buy foreign technology.

3.2 Social/ Cultural value of storytelling
3.2.1 Everybody can storytelling.

If first is thing that specialists make digital cultural enterprise using digital media commercially, second is Storytelling for common people. First, Storytelling is not entirely novelist, play writer, specialists such as broadcasting writer or specialized field that do. Preferably, all humans disregard man and woman old and the young and everybody are practicing this in everyday life. As it talks justly each other that live together, it is that buy. That is, if human does not exchange talk everybody, it is social existence that can not live. End, happy family can see that depended on constituents buy exchange each other interesting talk how.

Modern industrial society tends to localize by conversational thing within some medium that talk. That is mean good at oral speech or, writing by way to do or write well mean. That is, prefer story unpack within some specification medium and mean which give point more. But story is possible by picture or by a gesture of body. Media of necessarily any specific story unfolding is not superior.

3.3 Development possibility of Digital storytelling

Think that digital media is connoting possibility that can act enough as medium of fair story unfolding to all
men in this veins justly. As very synthetic medium, digital media according to each merits and demerits, it is because special quality of the synthetic medium use may appear. Digital multimedia is language, it is dimension that is shoes and letter at the same time, and visual, because can mobilize to gesture through dynamic animation in dimension that is hearing enemy, anyone merits and demerits can become digital story teller because is supplemented and are embossed. All humans see that anyone does not well more because was born being designed ontologically by life science live doing Seutoritelring everybody. Only, a certain person is that drain better own story through some specification medium (by shoes, by glow or optical mark, or music) only.

Digital storytelling's target implants value on talk, and there is gracious consideration in place to use easily story through multimedia technology. This is retaining excellent sense three concretely.

3.3.1 People who do production by digital storytelling could express own without receiving corporation's limitation.

It drops but is accessible with more brand-new clothes than Hollywood movie or splendid advertisement that this is polished.

3.3.2 People who can use computer can create story everybody.

People who could not see in "Highly work that traditional media produces" present transcended space with generation and share story suddenly creating own story.

3.3.3 Digital story makes emotional experience through music, sound, individual's voice.

Story teller must think and arrange each elements (until explanation foundation in various image, music, selection of sound) of story. In fact, this is very private, and make multi dimension and very emotional experience.

4. The keynote of storytelling

The force is that is started in old human drama (episode, person, background, mysteriousness, image) as other story form, although digital storytelling is looking at virtue of modern technology severely. If there is no good story, digital storytelling may not exist. Let's consider this and discuss five characteristics.

4.1 the keynote of digital storytelling

4.1.1 plasticity & flexibility

Digital story can make complex plot using various function (versatility) of computer, and show various version of the equal event (as movie Rasyomong). Celadon (audience) undertakes a person of story, and can discuss about pole principal cause water and situation. Can make modified peculiar ethnic according to interest of celadon thanks to computer and multimedia technology.

4.1.2 universality

According as computer price drops and internet spreads, people had means that can talk by various media. It is
not supplied to everybody yet, but it is true that is going forward certainly for this direction. Anyway, could talk by private and artistic purpose against all the world celadon using a tool or machines that could utilize folk in rich person or corporation at past. "Everybody had force that can become superintendence as well as own manufacturer"

4.1.3 interactivity

Unlike movie, video, TV show, newspaper etc., "If digital story rises on web once, there is no been division between fictionist and hearer." digital storywriter shares similar experience inviting hearer. These experiences are added on talk originally and are deformed to another peculiar story. Essentially, digital storytelling everybody newcomers of story composition process become can.

4.1.4 community-building

Digital storytelling preacher Warren Hegg (Warren Hegg) insists that many people make use of computer to express force of life and force of story, and form community through stories thanks to digital storytelling exercise. Foxtail millet RAM butt (Joe Lambert) digital storytelling "Form of conversation does re-creation" speak. Because digital storytelling stores contents of life to people, community can do that is solidified.

4.1.5 share many of the same qualities like traditional storytelling

1) Digital story is advantage that is "can to listen" to familiar hearer. Because same people enter again to website, can read, and hear, and share story.

2) Digital story spoke in environment that can believe. For example, because on-line story designers invite people, plan site so that hobby may can fit and environment that is worth believing make up and share stories.
3) Digital story spoke nearly at real time at least real time. (that hear through MOO <abbreviated word of object intention type mud. Kind of role Playing game that several person participate> or episode of mud, audio clip or video image)

4) Digital story offers sense that can do feedback and "Hear and appreciation" to story teller. For example, many on-line story tellers require reaction about ideas and episode of celadon.

5. Process of storytelling

If you examine process of Storytelling, You can divide to experience, to understand, to speak, and to remember.

5.1 ‘To Experience’

See to someone in experiencing, and action that plain experiences tale, action that experience personally and understand, and include dwindlde to arrive in another imagination experience that create experience of imagination which produce within such experience.

5.2 ‘To Understand’

Such innumerable experience does not convey soon justly. This story was some story before, this talk will help though deliver to someone certainly need 'To understand' process of and so on. This goes with agonizing step before how to pass story that experience deliver. Human goes a diary by step of save that or writing does to omit at this step and repeat to own and remember occasionally.

5.3 ‘To Speak’

Meaning that this story sees here begins to occur. Used to express through several mediums such as language and writing and picture to speak and circulator does to give several Entertainment elements do as do not escape while talk and catch divine poet.

5.4 ‘To Remember’

Finally, length and length that hear that say at the same time 'To remember' process flow. When this is purpose that speak this, it is process with wave. This that speak expects that cause emotion because this story is passed successfully and feel delight when see that live up to in the expectation and remember ashes again. This that hear remembers to store to speak meaning of a word which say ruminating logic and plot of tale that happen at process and do feed back that correspond to him. Also, through this, do indirect experience. Important memory action that do code similar to him to remember again when rediscovered later of this occurs. It is known that this is Memorabilia.

These story process delivers to the third this that hear becoming person who speak by oneself through that person who hear remembers and this does to be repeated and fulfills important Storytelling's essence that do to have re-meaning being remembered through this Memorabilia
6. Success case of storytelling in design marketing

6.1 Portable phone terminal company's advertisement [Immersion]

TTL advertisement is emphasized optical part, it is advertisement that is gone to story. TTL that is used in the advertisement phrase provoked extreme curiosity and interest by this That is gone by scenario that advertisement contents also are no connectivity entirely without clearing intention of terminology.

This advertisement provided motive to become speakers story by mysticism. TTL can refer to communicative ability of image as successful case that provoke user participation is passed by Word of Mouth gradually.

6.2 17th World Cup which is held in 2002 Republic of Korea (Be the Red!)

[Fun, Immersion, Emotion, User participation]

It can speak that is the best storytelling the success example that consist through sports before Korean support.

The South Korea which relation was far with red color 2002 World Cups to represent that the country color by meter image perfectly change.

At that time, a person who put on red T-shirt or red personal ornaments did to think that have same emotion such as same position. This is not governmental direction and request of someone. Transmissive stories spread slowly on people's mouth.

"Dreams come true" Slogan created oneself story.

Red color, Red Devil, Support slogan etc... the image is fixed with soccer game as well as people's emotion.

This is participation method to consist naturally.

6.3 Bekseju [User participation]

Bekseju, which contains 10 different oriental herbs, is a popular wine in Korea. The amount of medicinal material contained in Bekseju is half the amount contained in Kang-Jang Bekseju, but one could still feel the effect of the medicine. This is a wine, when drunk in moderation that can be enjoyed by all.

Bekseju means you can live 100 years old.

Somebody said if bottle wine that is different in Bekseju half-and-half, new
story that become Osipseju was made.

Wine that rot half-and-half to Baekseju and soju and make is Osipseju.

This story is applied well that a case with Strategy Marketing.

6.4 Chew Xylitol before sleep [User participation]

Lotte company is increasing maximum sales through advertisement.
That commercials storytelling is "Chew Xylitol before sleep"
Many people think that chew gum before sleep now.
This became one motive that change existent ideas.
It is sold 4 billion in a month.

Fig 8. Chewing gum - Xylitol

6.5 bizarre rabbit – Mashimaro [Fun]

It may know well diminutively of bizarre rabbit that become more famous 'Forest story by Mashimaro'. These
bizarreness rabbit character goods can assume digitech and very
excellent model instance that storytelling meets exquisitely and
succeeds. Is it work could imagine at past? Name young rice plant
college student raised to internet cartoon site making animation by
flashlight, and catch explosive popularity by curiosity-seeking
storytelling that tally by atmosphere that is enemy age, and it
became off-line character goods finally. This doll is enjoying
popularity to do not sell because there does not exist now.

Fig 9. curiosity-seeking storytelling

6.6 'Another of family- digital' [Emotion]

It Can lift SamSung Electronic's 'Another of family- digital' to
the recent example of them.

Fill daily story that happen between family and digital medium
implants awareness for another family

Fig 10. SamSung Electronic's AD for TV
7. Success factors of storytelling

In Chapter 6, we researched marketing examples that succeed with storytelling. So we drew five success factors such as Fun, Immersion, Emotion, User Participation, and Interaction. When you make a plan for design marketing, you can expect a good result if you utilize these elements properly. Of course, although it is difficult to substitute five elements at once, the plan may still be successful.

7.1 Interest / Fun
7.2 Immersion
7.3 Emotion
7.4 User participation
7.5 Interaction

Fig 11. 5 success factors of success storytelling

8. Conclusion

We gather and held a meeting around the fireplace and campfire. Now, we can talk about experience and could be connected again by digital storytelling that use voice, picture, sound, music, as well as cyber space.

Digital storytelling is an idea that wishes to set valuable stories according to current life that draw on old story technology in new media and than change.

It is not the newest technology but human's emotion that makes storytelling effective. Finally, digital storytelling can be said as balance between estimating the value of storytelling technology with a historical basis to human center and that grasps the potential energy of a new digital tool delicately.

There is a story about selling a refrigerator and air conditioner between salesmen. It is made to happen because people think it is the best condition to sell something to a person who does not feel 'Necessity' entirely. Is this possible? Of course. It is possible. Because market moves along 'Desire', no longer 'Necessity'.

It was extracted success four elements—'Immersion', 'Interest', 'Emotion', 'Participation'—of storytelling in this research through successful case.

If you see from the viewpoint of marketing, storytelling acts a role that stimulates these desires of humans. As psychoanalyst Jacques Lacan said, "Necessity can be filled still, but desire can never be filled." is confirmed.

We live in the market. The market is not a fixed market and it changes and flows. Is the market where we are opposite? Is it the market of desire and sensitivity and episode overflow. If story overflows and sensitivity
overflows, storyteller and listener must meet each other and touch. They must have time to active communication.

Because story should be raised going ahead in design work conclusively and good story and design appeal in sensitivity, this is important in life as well as in business. In future like a dream society, importance for material becomes low and satisfaction of emotion goes important than prestige or luxury. So storyboarding is a very important in design part.

Finally, it desires to talk own hiding that is 'Emotion' in storytelling balance that move mind, and because emotion is 'Truth' of the story inside.

Many researches about this field wished to consist and fructify since this research

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