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Storyboarding & Development Edition

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EDITION
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Empowering Agencies Through Limitless Visualization

Most agencies know creative teams like to toe the line between big ideas and what's actually possible. But those ideas are often shut down by timelines, budgets, and slow production processes.

In agency life, momentum is everything and second chances to sell the work don't exist.

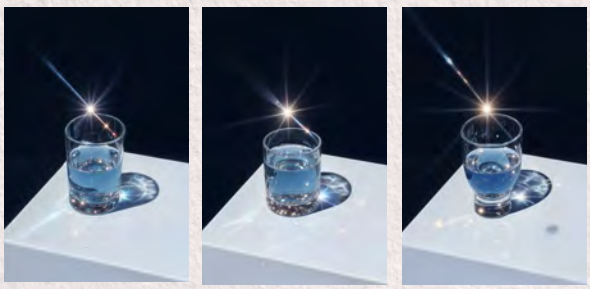
AI tech like Leonardo.Ai slots into the moments where your team needs speed, clarity, or creative range. There's no clunky plugins. No lag. Just a straight line from concept to image, built to match your style and pace. Whether the team's armed with sketches, brand assets, or moodboards, this is a way to get ideas out of their head and onto the screen – fast.

Here's how leading agencies are already working with Generative AI to get the most out of their creative process:

01 Storyboarding
02 Concept Development
03 Treatments
04 Pitch Proposals

Traditional storyboarding has always been a grind and good artists are rare.

So, teams waste hours and hours hunting through stock libraries, briefing illustrators, and hoping they'll nail the vision. And that's before the rounds of feedback... By the time the visuals come together, the original idea has lost its sparkle.

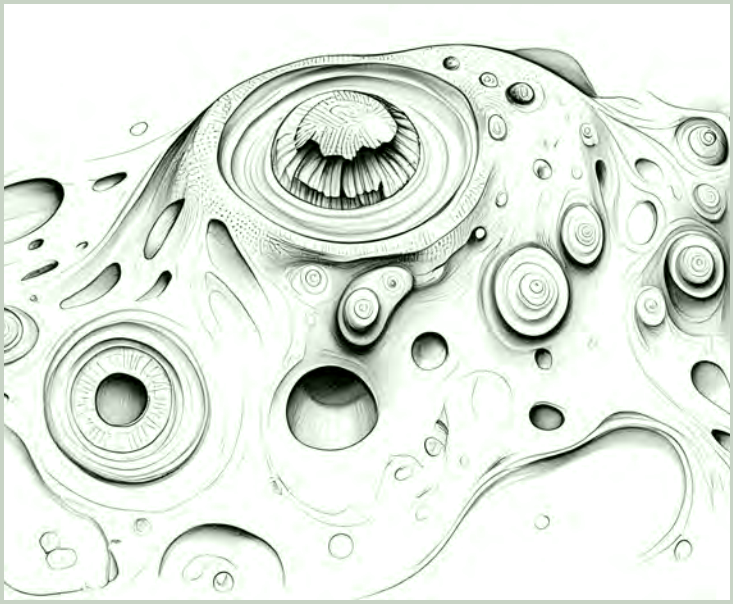


Even if teams do find the perfect stock image, the rest of them rarely hit the mark. Not to mention the hassle of licensing and the visual mishmash from different stock sources.

Pulling together a quality storyboard that meets the deadline is a mammoth effort.

CO-CREATE ON THE FLY

With Leonardo.Ai, your team can bring their ideas to life visually during their conversations.



As the idea shifts — no matter how abstract — so will the resulting image.

TEAMS ARE ALREADY USING LEONARDO.Ai TO DEVELOP STORYBOARDS BY:

- Uploading reference images to direct the look and feel.
- Visualizing and evolving ideas together on the fly.
- Making responsive edits to lighting, angles, or the setting without needing to go back to square one.
- Exploring different styles, from illustrative sketches to polished renders.
- Using simple instructions to adjust camera angles.
- Locking in a consistent visual style that fits the brand or brief.
- Walking clients through the vision.

This creative evolution helps get everyone on the same page faster.

Instead of describing a scene and hoping it lands, teams can shape it based on live client feedback.

Depending how they control Leonardo, it can help them brainstorm, suggest new directions, and keep that much-needed project momentum going.

LOCKING IN A SIGNATURE STYLE

The Style Reference feature lets agencies input custom visual styles based on the job at hand, whether it's a certain type of colour treatment or lighting aesthetic.

Then they can apply these desired styles across each storyboard to give the ideas a consistent, recognizable look – no matter who's designing.

CREATING OWNABLE VISUAL ELEMENTS

All teams have to do is input a handful of references and Leonardo.Ai will apply them to create a signature aesthetic.

These design elements can be replicated across every project to keep things feeling consistent and cohesive.

KEEPING FACES FAMILIAR

With Character Reference, teams can reference specific faces or identities and keep them locked across every frame. Whether it's real people or fictional characters, Leonardo lets creatives upload an image and generate that character into new visuals.

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Talent can be quickly dropped into other scenes or environments, different outfits, or even new poses. And their proportions, styling, and features will stay consistent from start to finish.

There’s not enough time. Not enough support. It’s all too hard to visualize. But good ideas deserve to be seen.

Strong ideas sadly don’t get the chance to fail – they’re usually sent to the idea graveyard before they’re even shown to client.

Agencies can use Leonardo to visualize those once-impractical ideas.

Trickier concepts that need specialized styles or talent aren’t usually done justice. Most agencies have to cut creative corners thanks to expensive or long production processes. But you don’t have to compromise any more, even in the early stages.

REFINING IN REAL-TIME

Creative work is rarely right the first time. Part of the process is iterating and adjusting things as the brief changes or feedback comes in.

With Leonardo.Ai, when elements need polishing or styles swapped before a deadline, the concept can evolve as fast as required.

This kind of real-time editing means creative directors aren't waiting weeks for revisions. It's just a case of tweaking, showing them, tweaking again if necessary, then getting it over to the client or production. And it's not only creative directors who benefit, clients can see those changes right away, which means more productive feedback and faster approvals.

There's zero need to start from scratch.

FINDING THAT FLOW STATE

Leonardo’s Flow State feature can explore different creative directions without any change in momentum.

01

02

03

04

Powered by fine-tuned models and a real-time preview engine, Flow State lets teams drop in a loose concept and parameters, which lets them see a diverse range of ideas or styles instantly

And if they’re not spot on, hitting *More Like This* will test and learn what is.

Flow State can help creatives explore new visuals without the overhead, and even stumble upon fresh directions they might not have considered.

One of the most important parts of securing business or getting the client's final tick of approval is the presentation. That deck needs to deliver.

Instead of spending ages colour-matching or going over the client's style guide, you can now polish concepts instantly with the director, creatives, and client.

Punctuating slides with beautiful visuals is one thing, but communicating the concept is what will make it buyable. Traditional resourcing for treatments can chew up precious time and money.

ON BRAND AND ON BRIEF

Agencies don't have to waste time hunting for stock images or waiting for custom mock ups. When the concept's ready but the treatment isn't, it might be time to free up design resources with Leonardo.

After inputting brand material a few times, Leonardo will start to behave like a designer who's already across the brief. It could create sustainable-looking cups for *Boost Juice* or an in-situ OOH campaign for *BMW*.

HERE ARE SOME WAYS AGENCIES USE LEONARDO IN THEIR TREATMENTS:

- Building consistent visuals across the entire deck to best support your message.
- Creating realistic mockups without the need for a studio.
- Dropping in contextual or location-specific imagery that enhances the story.
- Generating visuals that are on-brand with the client's guidelines.

Glitter
Labs
Purifying
Cleanser

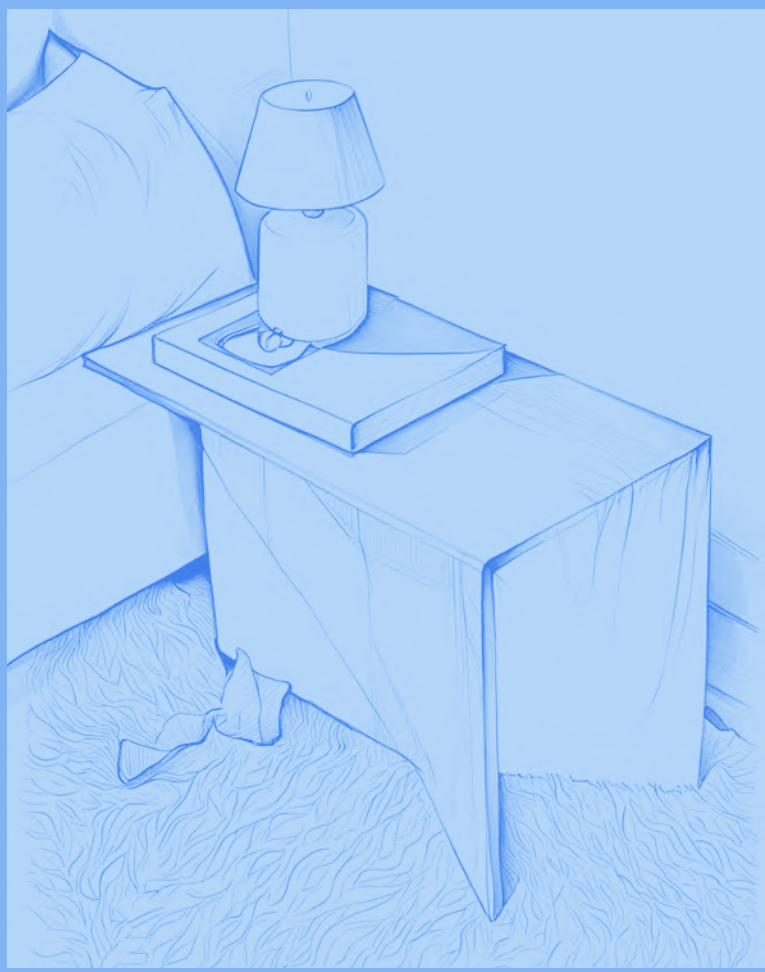
REFERENCING THE RIGHT WAY

Bringing a sketch or idea to life while matching the client's look and feel can be challenging. It might take weeks to design.

Using the *Content Reference* feature, you can create brand consistency from start to finish in a matter of moments and get to production sooner.

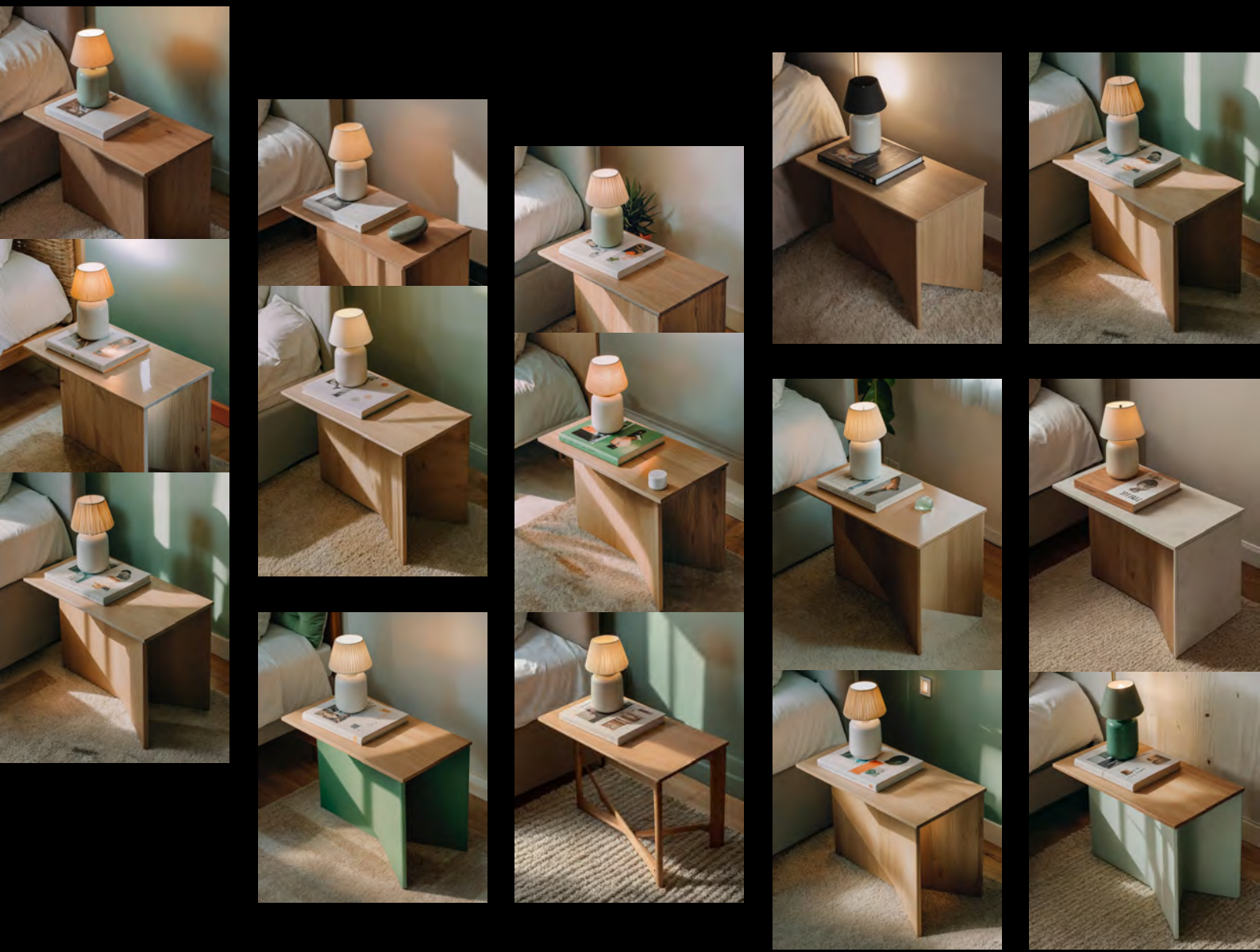
THIS REFERENCE TOOL IS INVALUABLE BECAUSE IT LETS TEAMS:

- Convert rough logo concepts into refined design options.
- Transform interior design sketches into realistic visualizations.
- Create compelling billboard mockups from basic layout drawings.
- Develop engaging environmental design concepts from simple sketches.



Adapting projects like spatial design or advertising campaigns aren't off the table with *Content Reference* either.

Creatives can use their rough visions to get the ball rolling. Then use Leonardo to shape them executionally – fully realized, and hopefully fully approved.



Most people just want to speak naturally and have their tools speak the same language. Leonardo.Ai makes prompting more intuitive.

All teams have to do is describe what they want in everyday language, and let the tech take it from there.

Adding simple directions like "*make the lighting warmer*", or "*swap the environment to outside*" will allow the ideas and visuals to evolve. Think of it like a back and forth conversation.

AI programs like Leonardo will cut the hassle, so teams can stay focused on the creative bigger picture. Play around with it.

Three Leonardo.Ai Tools with Limitless Capability

IMPROVE PROMPT

Start with simple language in your instructions, then let Leonardo.Ai add detail and depth for a much more refined prompt.

EDIT WITH AI

Input changes like "Swap the red sofa for blue" or "Make the background more abstract" and watch them happen right away.

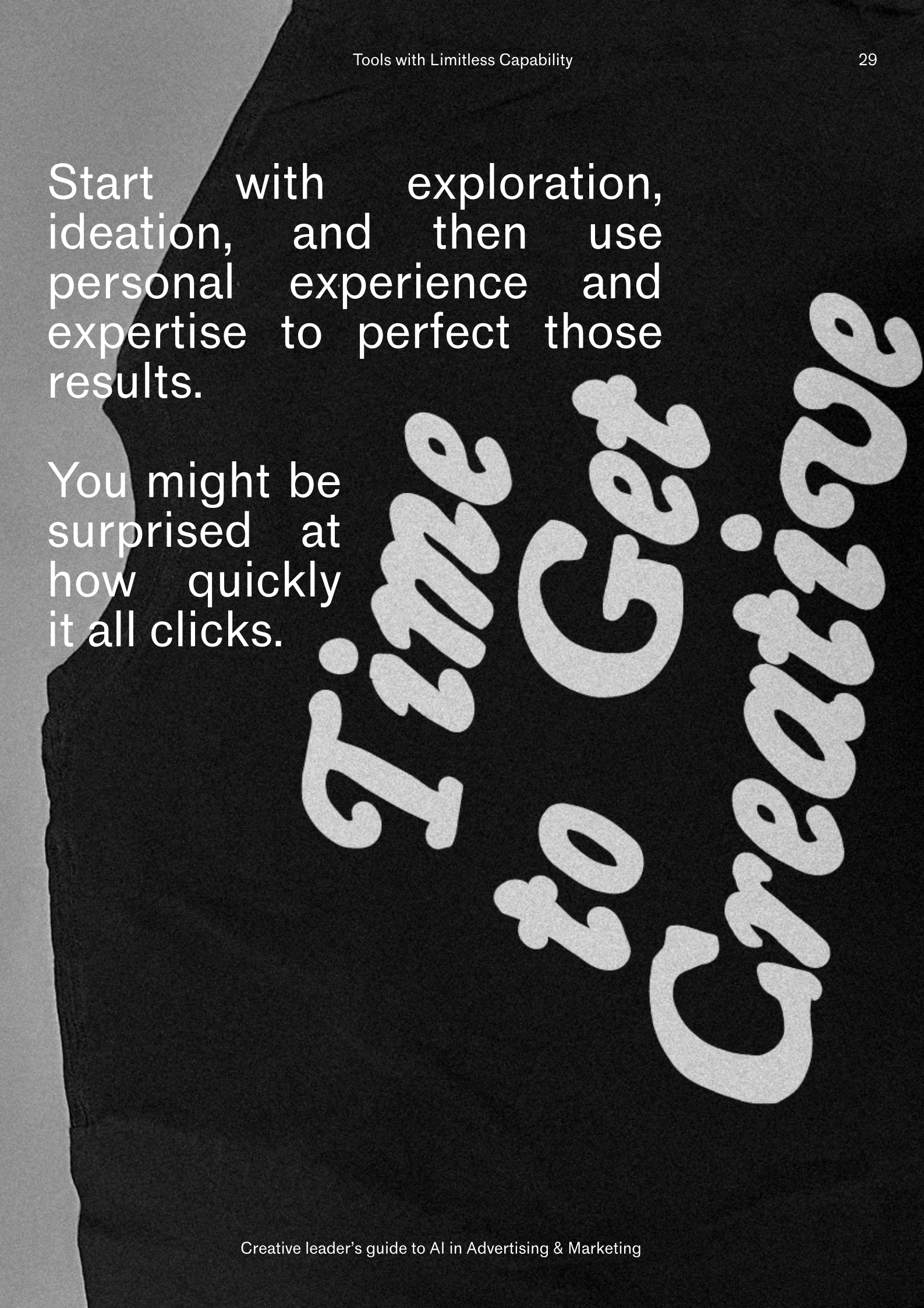
DESCRIBE WITH AI

Upload a reference image, and let the AI do the work by generating the perfect prompt to create something similar. No overthinking needed.

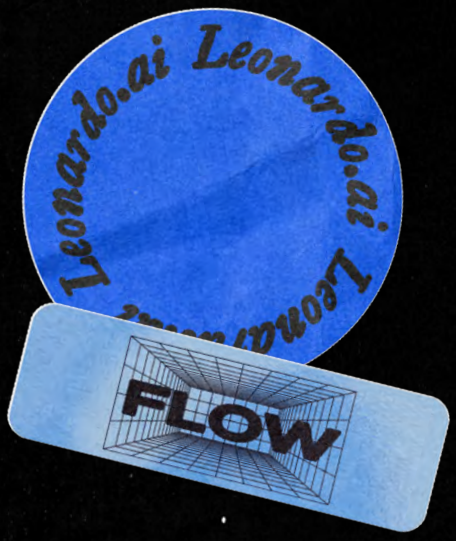
Just start with something simple, like on-brand background imagery for the next pitch or creds deck. Leonardo's system will adapt to whatever instructions it's given.

Start with exploration, ideation, and then use personal experience and expertise to perfect those results.

You might be surprised at how quickly it all clicks.



LEONARDO.AI IS A COMPREHENSIVE AI CONTENT PRODUCTION SUITE, EMPOWERING MILLIONS OF PEOPLE TO BRING THEIR IDEAS TO LIFE THROUGH PRODUCTION-QUALITY IMAGES AND VIDEOS. TRY LEONARDO.AI TODAY.



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