A GAAJ CREATIVE REEL

The red relay.

Six characters. Five transfers.
One unforgettable hoodie.







A shot-by-shot presentation of the supplied reel, with exact cut timings, original frames, visual direction and the purpose of each moment.

15.29 SEC / 9:16 VERTICAL / 24 FPS

SOURCE: 01(1).mp4 / 12 EDITORIAL SHOTS

01 / WHY THIS REEL WORKS

A visual idea that passes between people.

A red floral hoodie jumps between six people in the city. Repetition builds anticipation; the closing details and back graphic connect the spectacle to GAAJ.

01

Catch attention

An impossible wardrobe transfer interrupts an ordinary street scene. The first effect establishes the rule quickly and invites the viewer to follow the next wearer.

02

Build recognition

Red fabric and yellow-orange flowers remain the visual anchor across different ages, outfits and activities. The wearer changes while the recognizable idea continues.

03

Leave the brand in view

The final four shots shift from transfers to the back mark, floral detail, full outfit and closing turn. The agency identity becomes the final visual memory.

AUDIO / SOURCE NOTE + PROPOSED DIRECTION

No intelligible dialogue was detected. Suggested sound treatment: a continuous rhythmic bed, a short accent for each transfer, then a clean finish on the GAAJ reveal. These are proposed cues, not a transcription of the mix.

02 / THE REEL AT A GLANCE

Twelve shots. Five transfers.

The hoodie passes through six wearers, then the film settles into four fashion and branding shots.

SHOT	IN / OUT	DURATION	EDITORIAL MOMENT	PICTURE
01	00:00.000 - 00:00.167	0.167 s	The original wearer	Headphones / original wearer
02	00:00.167 - 00:01.708	1.542 s	The first transfer	Woman to coffee-carrying man
03	00:01.708 - 00:01.875	0.167 s	The new wearer	Coffee man / reaction insert
04	00:01.875 - 00:03.333	1.458 s	From coffee to shopping	Coffee man to older shopper
05	00:03.333 - 00:04.000	0.667 s	The shopper portrait	Shopper / cafe frontage
06	00:04.000 - 00:05.958	1.958 s	The cycling handoff	Older shopper to cyclist
07	00:05.958 - 00:08.250	2.292 s	A passing surprise	Cyclist to man at signal pole
08	00:08.250 - 00:11.000	2.750 s	The final transfer	Phone user to final wearer
09	00:11.000 - 00:11.792	0.792 s	The back signature	Rear garment / brand reveal
10	00:11.792 - 00:12.542	0.750 s	The floral detail	Pocket / floral hem detail
11	00:12.542 - 00:13.625	1.083 s	The complete look	Full outfit / final wearer
12	00:13.625 - 00:15.292	1.667 s	The closing turn	Closing portrait / rear brand

SOURCE: 01(1).mp4 / 720 × 1280 px / 24 fps / 367 frames / 15.291667 seconds

All 11 boundaries are hard cuts. In points are inclusive; out points are exclusive. Shots 01 and 03 each last only four frames.
Two stills on a storyboard page show moments within that shot. The garment transformations do not create additional cuts.

03 / STORYBOARD **SHOT 01**

00:00.000 - 00:00.167 / 0.167 SEC

The original wearer.



Frame at 00:00.000

00:00:00 @ 24 fps



Frame at 00:00.125

00:00:03 @ 24 fps

ACTION

A young woman wearing red headphones stands on a cobbled street in the red floral hoodie, with pink bottoms visible beneath it.

FRAMING & MOVEMENT

Medium portrait with the woman in three-quarter profile. Pale stone buildings and a green shopfront frame the vivid red garment.

STORY FUNCTION

Identify the hoodie immediately. This opening image supplies the visual reference for every transfer that follows.

ON-SCREEN COPY

No advertising text overlay.

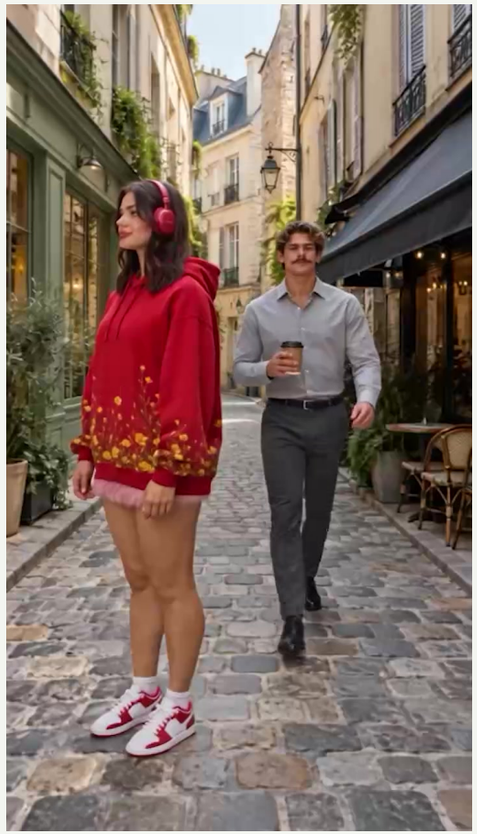
EDIT / CONTINUITY NOTE

A genuine four-frame opening insert. It cuts wider at 00:00.167; the brief duration is retained in the edit map.

03 / STORYBOARD **SHOT 02**

00:00.167 - 00:01.708 / 1.542 SEC

The first transfer.



Frame at 00:00.333

00:00:08 @ 24 fps



Frame at 00:01.542

00:01:13 @ 24 fps

ACTION

In a wider view, a man carrying coffee approaches the woman. The hoodie lifts off her and wraps onto him; her mint overshirt and white top are revealed as she reacts.

FRAMING & MOVEMENT

Full-body street two-shot. The space between the figures keeps the flying garment visible, while their reactions make the impossible exchange easy to read.

STORY FUNCTION

Introduce the reel's central rule: the same hoodie can jump between people. Surprise creates the reason to keep watching.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

Transfer 01 of 05. The fabric movement and change of wearer happen within this continuous shot, not through an additional cut.

03 / STORYBOARD **SHOT 03**

00:01.708 - 00:01.875 / 0.167 SEC

The new wearer.



Frame at 00:01.708

00:01:17 @ 24 fps



Frame at 00:01.833

00:01:20 @ 24 fps

ACTION

The man now wears the red floral hoodie and holds his coffee. He glances aside in a very brief portrait before the next encounter.

FRAMING & MOVEMENT

Medium portrait that brings his face, cup and the newly acquired hoodie together in one clear image.

STORY FUNCTION

Confirm the result of the first transfer. The quick insert resets attention before the pattern repeats.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

This is the second four-frame shot, from 00:01.708 to 00:01.875. It is an actual edit, not an extracted transition frame.

03 / STORYBOARD **SHOT 04**

00:01.875 - 00:03.333 / 1.458 SEC

From coffee to shopping.



Frame at 00:02.000

00:02:00 @ 24 fps



Frame at 00:03.167

00:03:04 @ 24 fps

ACTION

The man walks beside an older woman wearing a beige beret and sunglasses, with a paper shopping bag in each hand. The hoodie flies onto her, revealing his gray shirt again.

FRAMING & MOVEMENT

Wide, frontal two-person composition on a paved street. The walking figures and open center allow the garment's movement to connect both bodies.

STORY FUNCTION

Repeat the visual rule with an unexpected new wearer. The contrast in age and activity makes the same garment feel adaptable and playful.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

Transfer 02 of 05. Keep the shopping bags, blue blouse, coffee cup and gray shirt as continuity anchors around the effect.

03 / STORYBOARD **SHOT 05**

00:03.333 - 00:04.000 / 0.667 SEC

The shopper portrait.



Frame at 00:03.417

00:03:10 @ 24 fps



Frame at 00:03.875

00:03:21 @ 24 fps

ACTION

The older shopper walks past a cafe in the red hoodie. Her beret, sunglasses, blue shirt edge and shopping bags remain visible.

FRAMING & MOVEMENT

Medium-to-three-quarter portrait with a red awning and pavement behind her. The shorter view gives a clear look at the floral hem.

STORY FUNCTION

Let the new look register before the next handoff. The repeat of a wearer portrait gives the fast sequence a recognizable rhythm.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

A separate 16-frame shot. The next cut widens to reveal the approaching cyclist.

03 / STORYBOARD **SHOT 06**

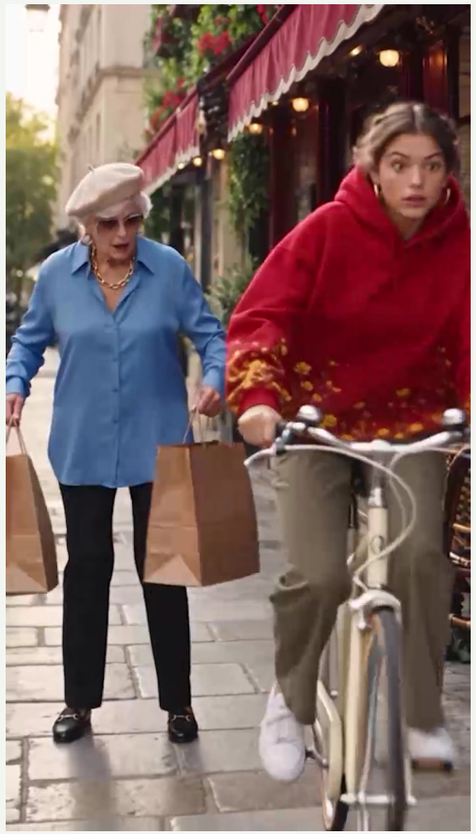
00:04.000 - 00:05.958 / 1.958 SEC

The cycling handoff.



Frame at 00:04.125

00:04:03 @ 24 fps



Frame at 00:05.750

00:05:18 @ 24 fps

ACTION

A cyclist approaches behind and to the shopper's right. The hoodie leaves the shopper and wraps around the rider as she pedals forward; the blue blouse becomes visible again.

FRAMING & MOVEMENT

Wide sidewalk composition holding both the standing shopper and moving bicycle. The garment crosses the frame before the cyclist passes closer to camera.

STORY FUNCTION

Add speed and a new mode of movement to the relay. The bicycle carries the visual idea into the next street encounter.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

Transfer 03 of 05. The rider and the floating garment move inside one continuous editorial shot.

03 / STORYBOARD **SHOT 07**

00:05.958 - 00:08.250 / 2.292 SEC

A passing surprise.



Frame at 00:06.083

00:06:02 @ 24 fps



Frame at 00:07.292

00:07:07 @ 24 fps

ACTION

A man leans beside a traffic-signal pole while looking at his phone. As the cyclist passes, the hoodie transfers onto him. He reacts, pushes away from the pole and moves off.

FRAMING & MOVEMENT

Wide street view with the pole anchoring the right side. The cyclist crosses the background while the recipient's reaction brings the action toward the foreground.

STORY FUNCTION

Extend the chain into another everyday activity. The phone user's surprise keeps the repeating effect lively instead of mechanical.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

Transfer 04 of 05. The man's black T-shirt is visible before the effect; his departure remains part of this shot.

03 / STORYBOARD **SHOT 08**

00:08.250 - 00:11.000 / 2.750 SEC

The final transfer.



Frame at 00:08.542

00:08:13 @ 24 fps



Frame at 00:10.833

00:10:20 @ 24 fps

ACTION

A young woman walks while looking at her phone. The hoodie-wearing man moves behind her and the garment transfers to her. Her phone falls to the roadway as she looks down.

FRAMING & MOVEMENT

Moving street two-shot that keeps the final woman prominent. The man passes behind her, then the framing settles on her red hoodie, denim shorts and reaction.

STORY FUNCTION

Complete the relay and choose the final wearer for the closing showcase. The dropped phone adds a brief physical reaction before the fashion views begin.

ON-SCREEN COPY

No advertising text overlay.

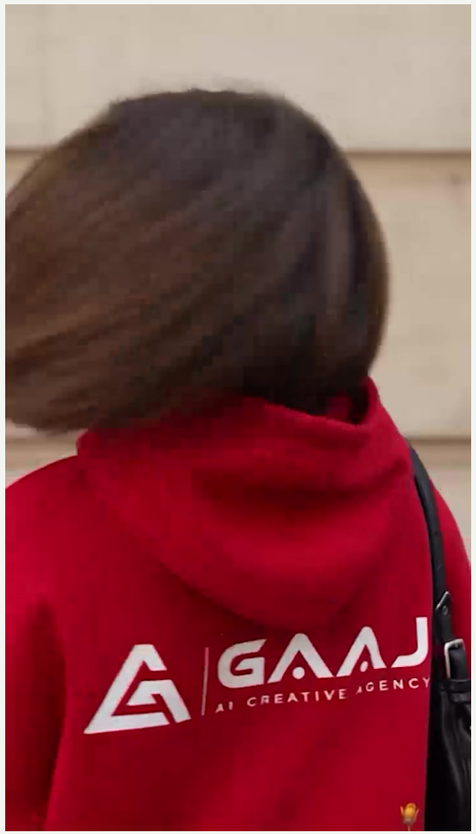
EDIT / CONTINUITY NOTE

Transfer 05 of 05. The fall is visible, but the film does not establish phone damage. The next cut moves to the garment's rear branding.

03 / STORYBOARD **SHOT 09**

00:11.000 - 00:11.792 / 0.792 SEC

The back signature.



Frame at 00:11.125

00:11:03 @ 24 fps



Frame at 00:11.500

00:11:12 @ 24 fps

ACTION

The camera shows the final woman from behind and slightly to the side. Her hair moves as she turns her head, revealing the white GAAJ graphic across the hoodie's back.

FRAMING & MOVEMENT

Tight rear three-quarter portrait. The hood, shoulder bag strap and white mark dominate the frame, shifting attention from the wearer chain to the brand.

STORY FUNCTION

Connect the visual spectacle to GAAJ. The agency identity is revealed as part of the garment rather than a separate title card.

VISIBLE BRAND TEXT / ON GARMENT

GAAJ
AI CREATIVE AGENCY

EDIT / CONTINUITY NOTE

The lettering is printed on the garment. Preserve its wording and the source image; it is distinct from the document's standard GAAJ header logo.

03 / STORYBOARD **SHOT 10**

00:11.792 - 00:12.542 / 0.750 SEC

The floral detail.



Frame at 00:11.875

00:11:21 @ 24 fps



Frame at 00:12.333

00:12:08 @ 24 fps

ACTION

A close view isolates the red fabric, kangaroo pocket and yellow-orange floral motif near the hem. The wearer's hands touch and adjust the lower edge.

FRAMING & MOVEMENT

Garment detail insert with the face outside the frame. The red field and dense floral border fill the vertical composition.

STORY FUNCTION

Give the hoodie its own design moment. The close-up makes the recurring motif readable after the faster transfer effects.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

The source reveals the floral design, but does not establish its manufacturing technique. No claim of embroidery or a specific fabric is made.

03 / STORYBOARD **SHOT 11**

00:12.542 - 00:13.625 / 1.083 SEC

The complete look.



Frame at 00:12.708

00:12:17 @ 24 fps



Frame at 00:13.417

00:13:10 @ 24 fps

ACTION

Against a pale stone wall, the woman adjusts the hoodie and settles into a full-body pose. Denim shorts, white socks, green-and-white trainers and a black shoulder bag complete the look.

FRAMING & MOVEMENT

Stable, full-length fashion view with clear head-to-toe space. The neutral wall emphasizes the red hoodie and its floral sleeves and hem.

STORY FUNCTION

Show the complete silhouette after the detail insert. The outfit view gives a brief pause before the final, closer brand turn.

ON-SCREEN COPY

No advertising text overlay.

EDIT / CONTINUITY NOTE

The same final wearer, accessories and wall carry into the closing shot. This is an observed styling view, not a separate product sales offer.

04 / THE FINAL IMPRESSION SHOT 12

00:13.625 - 00:15.292 / 1.667 SEC

The idea ends with GAAJ.



Frame at 00:13.833

00:13:20 @ 24 fps



Frame at 00:15.083

00:15:02 @ 24 fps

ACTION & FRAMING

In a closer portrait, the woman brushes her hair back and turns her body. The view moves toward her shoulder and back, ending on the white GAAJ mark above the floral hem. Medium fashion portrait developing into a rear three-quarter view. The movement finishes with the garment branding clear in the vertical frame.

VISIBLE GARMENT BRANDING

GAAJ

AI CREATIVE AGENCY

ENDING & SOURCE NOTES

The film ends on the wearer and the hoodie, with no separate endcard or sales CTA.

Every still and time range comes from 01(1).mp4. Story-function notes are editorial interpretation. Suggested sound cues on page 02 are proposals; the original soundtrack contains no intelligible dialogue detected in review.