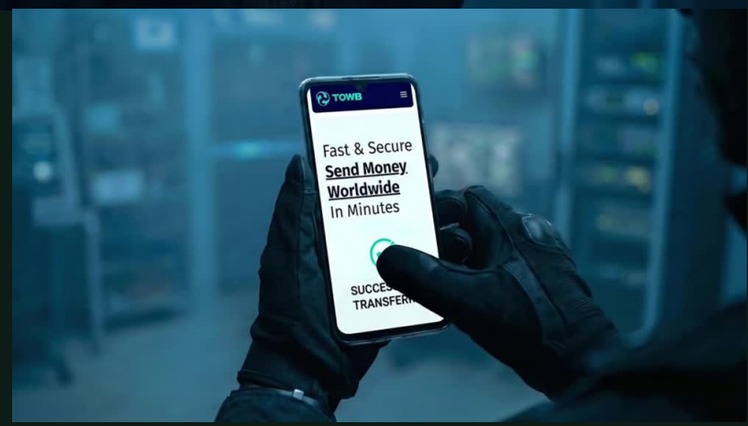
A TOWB BRAND FILM

Seconds to spare.

One mission. One unexpected priority.
A transfer before the final countdown.





A professional shot-by-shot presentation based on the supplied film, following the design and editorial structure of source.pdf.

40.125 SEC / 16:9 / 1920 x 1080 / 24 FPS

01 / WHY THIS FILM EXISTS

Make speed unforgettable.

Use an action-movie emergency to dramatize a simple idea: sending money with TOWB fits into a moment, even when every second feels precious.

01

Hook with urgency

Surveillance screens, a forced entry and a countdown borrow the language of a thriller. The opening earns attention before introducing the service.

02

Reverse the expectation

The operative checks his phone while headquarters becomes impatient. The contrast makes the transfer reveal the center of the joke.

03

Anchor the brand

Two phone inserts, a dedicated benefit card and a final URL turn the entertainment into a recognizable product story.

INTENDED TAKEAWAY

A fast transfer, even when the clock is ticking.

02 / THE FILM AT A GLANCE

Seventeen shots. One comic reversal.

01-03	00:00.000 - 00:05.958	**Infiltration**	Surveillance / spray / forced entry
04-05	00:05.958 - 00:08.208	**The stakes**	Operative reaction / device insert
06-11	00:08.208 - 00:21.250	**The interruption**	Phone use / command reactions / TOWB reveal
12-13	00:21.250 - 00:26.750	**The payoff**	Transfer confirmation / control-room exchange
14	00:26.750 - 00:30.750	**The benefit**	Green product card and animated copy
15-16	00:30.750 - 00:35.500	**The resolution**	Final countdown / headquarters celebration
17	00:35.500 - 00:40.125	**The destination**	Search animation / TOWB.com hold

SOURCE: Swat_1.mp4 / 963 frames / 40.125 seconds. All storyboard images are extracted from the supplied cut. Time ranges follow the edit; the final graphic begins with a transition at approximately 35.500 seconds.

03 / STORYBOARD **SHOT 01**

The surveillance hook

00:00.000 - 00:02.708 / 2.71 SEC



Frame at 00:00.667



Frame at 00:02.167

ACTION

Four CRT monitors fill a blue-lit security room. The operative appears in the upper-right feed and raises an aerosol can toward the surveillance camera.

FRAMING & MOVEMENT

Wide, nearly locked composition. The chair and monitor stack frame the action within a screen.

STORY FUNCTION

Establish the covert-mission genre immediately, then direct attention to the operative.

SOUND DIRECTION / PROPOSED

Electronic room tone, monitor interference and a restrained tension pulse.

03 / STORYBOARD **SHOT 02**

Blind the camera

00:02.708 - 00:04.083 / 1.37 SEC



Frame at 00:03.042



Frame at 00:03.792

ACTION

A high-angle surveillance view reveals the operative spraying directly toward the lens. A cloud spreads across the image beneath the recording graphics.

FRAMING & MOVEMENT

Wide-angle overhead view; the arm and aerosol move toward the viewer.

STORY FUNCTION

Turn the surveillance setup into a direct visual interruption and accelerate the opening.

SOUND DIRECTION / PROPOSED

Aerosol hiss and static; carry the pulse across the cut.

03 / STORYBOARD SHOT 03

Break into the room

00:04.083 - 00:05.958 / 1.88 SEC



Frame at 00:04.542



Frame at 00:05.583

ACTION

The operative kicks through a glazed barrier and moves toward a wall-mounted electronic device with a red digital display.

FRAMING & MOVEMENT

Lateral medium-wide action view. The kick, broken glass and forward movement carry the shot.

STORY FUNCTION

Deliver the action-film spectacle and reveal the physical objective.

SOUND DIRECTION / PROPOSED

Glass impact, falling fragments and heavy footfalls.

03 / STORYBOARD **SHOT 04**

Face the pressure

00:05.958 - 00:07.333 / 1.38 SEC



Frame at 00:06.292



Frame at 00:07.042

ACTION

The operative pauses in the smoky room, looking forward with a tense, alert expression.

FRAMING & MOVEMENT

Frontal medium close-up. Blue haze separates the black tactical costume from the background.

STORY FUNCTION

Give the audience a human reaction before the device insert.

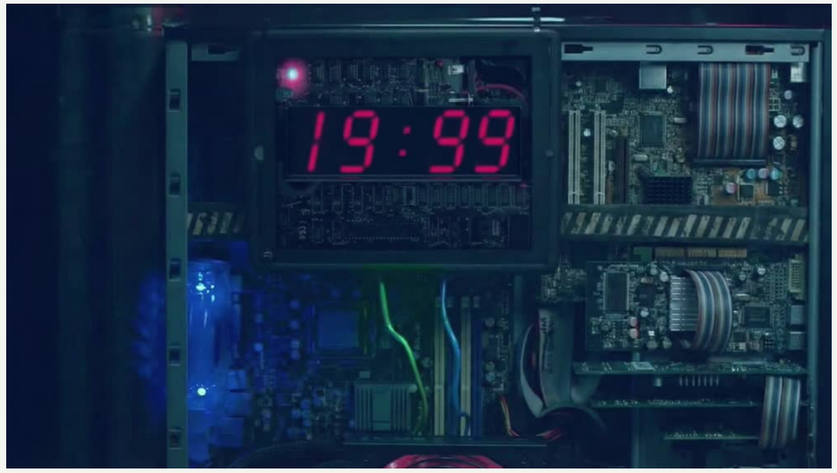
SOUND DIRECTION / PROPOSED

Brief breath and low suspense tone under the reaction.

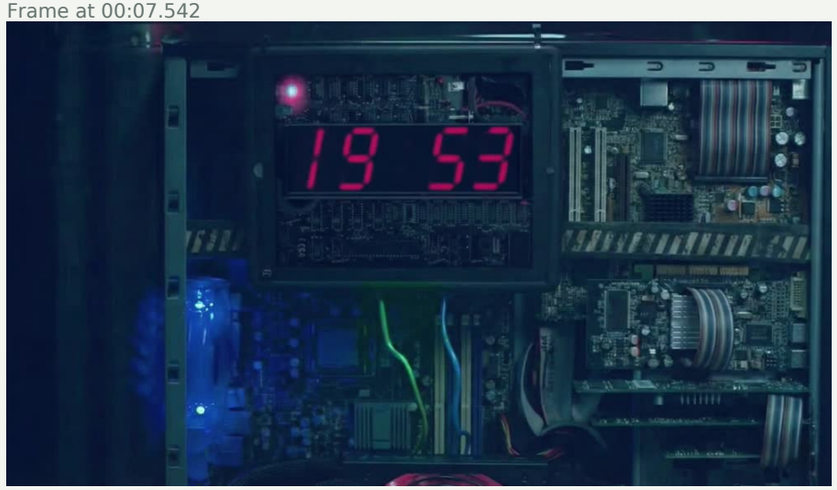
03 / STORYBOARD **SHOT 05**

The ticking stakes

00:07.333 - 00:08.208 / 0.88 SEC



Frame at 00:07.542



Frame at 00:08.042

ACTION

A close insert isolates the red numeric display and exposed electronics.

FRAMING & MOVEMENT

Tight frontal detail; the illuminated digits dominate the dark circuit board.

STORY FUNCTION

Make time pressure legible and motivate the next action.

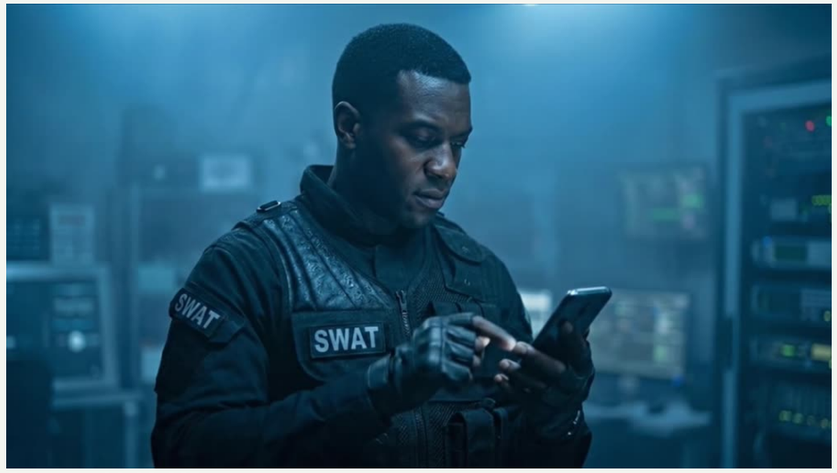
SOUND DIRECTION / PROPOSED

Electronic ticks or beeps, punctuated by a short tension accent.

03 / STORYBOARD **SHOT 06**

The unexpected priority

00:08.208 - 00:10.125 / 1.92 SEC



Frame at 00:08.667



Frame at 00:09.750

ACTION

The operative takes out a smartphone and taps the screen instead of attending to the device.

FRAMING & MOVEMENT

Medium portrait in the same cool room; eyes and hands drop toward the phone.

STORY FUNCTION

Begin the comic reversal: an everyday mobile task interrupts the apparent emergency.

SOUND DIRECTION / PROPOSED

Keep the suspense bed; add restrained phone interaction sounds.

03 / STORYBOARD **SHOT 07**

Command loses patience

00:10.125 - 00:15.292 / 5.17 SEC



Frame at 00:11.417



Frame at 00:14.250

ACTION

A headset-wearing woman addresses the operative from a control room. Her gestures and expression intensify as the framing tightens.

FRAMING & MOVEMENT

Frontal medium shot progresses toward a close portrait. Maps and seated personnel establish command headquarters.

STORY FUNCTION

Play urgency against the operative's calm distraction; build the central contrast.

DIALOGUE / AUDIO ANALYSIS

Commander: “What are you doing, soldier? The bomb is about to explode!”

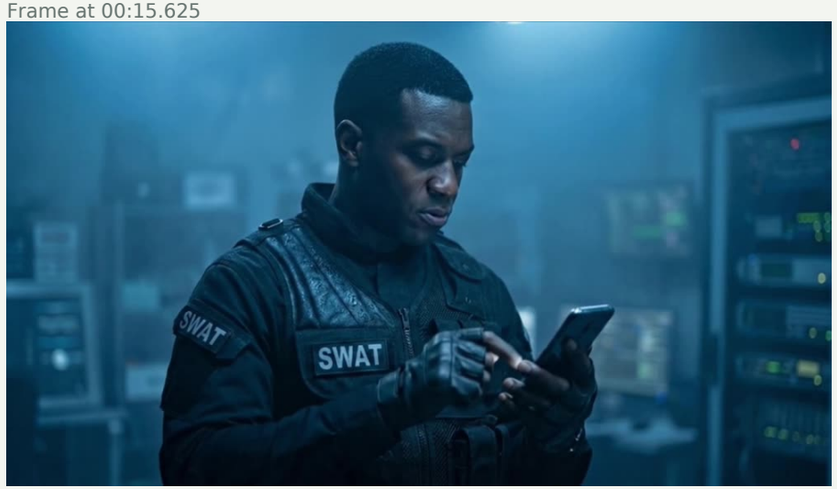
03 / STORYBOARD SHOT 08

Still on the phone

00:15.292 - 00:16.625 / 1.33 SEC



Frame at 00:15.625



Frame at 00:16.375

ACTION

Back in the device room, the operative continues tapping, maintaining attention on the handset.

FRAMING & MOVEMENT

Medium portrait; matching costume, position and blue lighting preserve continuity.

STORY FUNCTION

Extend the delay just long enough to prepare the product reveal.

DIALOGUE / AUDIO ANALYSIS

Operative: “I am sending money to my dad in Africa.”

03 / STORYBOARD SHOT 09

Reveal TOWB

00:16.625 - 00:18.083 / 1.46 SEC



Frame at 00:17.000



Frame at 00:17.792

ACTION

A gloved hand holds a phone upright. The TOWB header is visible as the screen displays a loading animation.

FRAMING & MOVEMENT

Close product insert, screen facing the viewer; shallow background detail.

STORY FUNCTION

Identify the service and make the source of the distraction explicit.

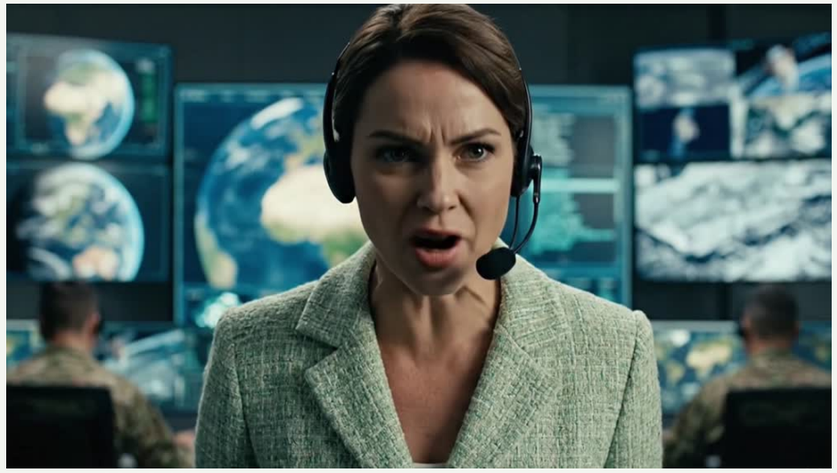
SOUND DIRECTION / PROPOSED

A subtle loading cue; avoid overwhelming the short product insert.

03 / STORYBOARD **SHOT 10**

The reaction beat

00:18.083 - 00:19.417 / 1.33 SEC



Frame at 00:18.417



Frame at 00:19.167

ACTION

The woman in the command room returns in a tighter frame, reacting with visible frustration.

FRAMING & MOVEMENT

Close-up at eye level, with the monitor wall softly legible behind her.

STORY FUNCTION

Use a quick reaction to punctuate the brand reveal.

DIALOGUE / AUDIO ANALYSIS

Commander: “Right now?!”

03 / STORYBOARD SHOT 11

Complete the task

00:19.417 - 00:21.250 / 1.83 SEC



Frame at 00:19.875



Frame at 00:20.875

ACTION

The operative continues using the phone, with a composed, focused expression.

FRAMING & MOVEMENT

Return to the established medium portrait and handset position.

STORY FUNCTION

Keep the personal task at the center of the joke before showing its outcome.

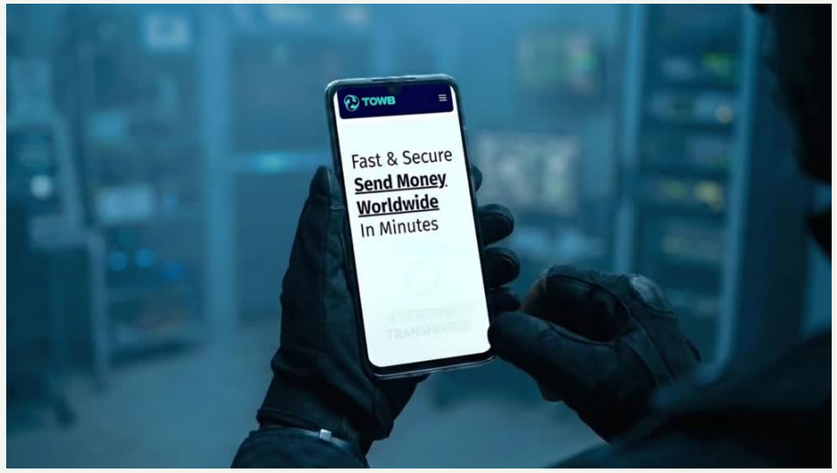
DIALOGUE / AUDIO ANALYSIS

Operative: “Relax, it's TOWB. He already received the money.” (Continues into the phone insert.)

03 / STORYBOARD **SHOT 12**

Transfer confirmed

00:21.250 - 00:23.125 / 1.88 SEC



Frame at 00:21.708



Frame at 00:22.750

ACTION

The phone screen reads “Fast & Secure / Send Money / Worldwide / In Minutes.” The interface then presents a successful-transfer state.

FRAMING & MOVEMENT

Tight product close-up. The gloved finger interacts with the lower screen.

STORY FUNCTION

Make the mobile transfer result visible; this is the product demonstration beat.

DIALOGUE / AUDIO ANALYSIS

Operative, continuing: “He already received the money.” The successful-transfer screen delivers the visual payoff.

03 / STORYBOARD SHOT 13

Explain the interruption

00:23.125 - 00:26.750 / 3.62 SEC



Frame at 00:24.042



Frame at 00:26.042

ACTION

A uniformed man joins the woman in the control room. He speaks and gestures while she turns toward him.

FRAMING & MOVEMENT

Eye-level medium two-shot with an active operations room behind them.

STORY FUNCTION

Provide the conversational payoff and bridge from narrative to explicit advertising.

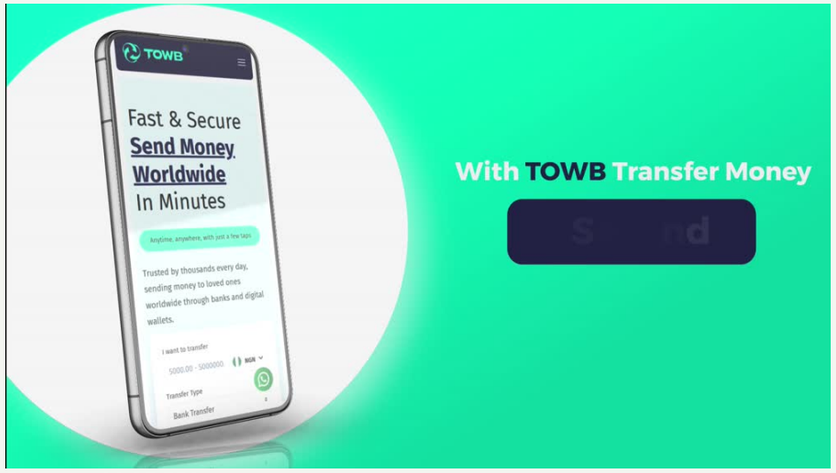
DIALOGUE / AUDIO ANALYSIS

Soldier: “Commander, it also has the low fees and best rates.”

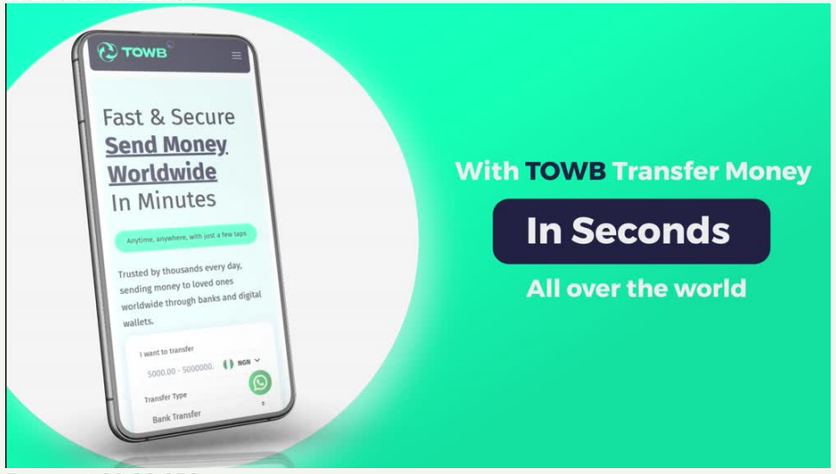
03 / STORYBOARD **SHOT 14**

State the benefit

00:26.750 - 00:30.750 / 4.00 SEC



Frame at 00:27.750



Frame at 00:29.958

ACTION

A rendered smartphone rotates against a vivid green background. Copy resolves beside it: “With TOWB Transfer Money / In Seconds / All over the world.”

FRAMING & MOVEMENT

Graphic product shot; animated rotation settles into a readable front three-quarter view.

STORY FUNCTION

Translate the comic story into a direct brand promise.

DIALOGUE / AUDIO ANALYSIS

Voiceover: “With TOWB, transfer money in seconds all over the world.”

03 / STORYBOARD **SHOT 15**

Return to the countdown

00:30.750 - 00:33.750 / 3.00 SEC



Frame at 00:31.500



Frame at 00:33.167

ACTION

The edit returns to the device. Gloved hands bring cutting tools toward the wiring; the display is shown at 00:05 and later 00:01.

FRAMING & MOVEMENT

Extreme close-up of the prop device, hands and timer.

STORY FUNCTION

Resolve the action-film setup after the transfer has completed. The displayed timer is dramatic, not a real-time clock.

SOUND DIRECTION / PROPOSED

Resume the countdown tension, followed by a decisive action accent.

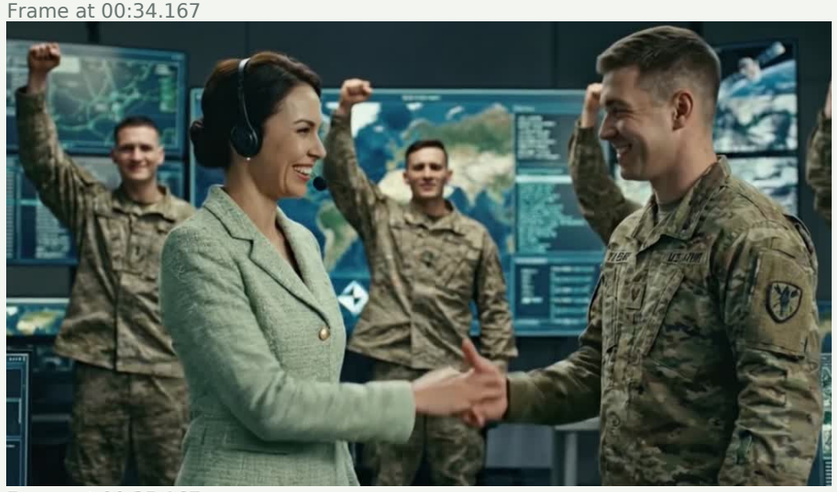
03 / STORYBOARD **SHOT 16**

Release the tension

00:33.750 - 00:35.500 / 1.75 SEC



Frame at 00:34.167



Frame at 00:35.167

ACTION

Back at headquarters, the woman and uniformed man smile while personnel behind them raise their arms in celebration.

FRAMING & MOVEMENT

Medium two-shot with celebratory movement in depth.

STORY FUNCTION

Confirm the successful narrative resolution and leave the characters on a positive beat.

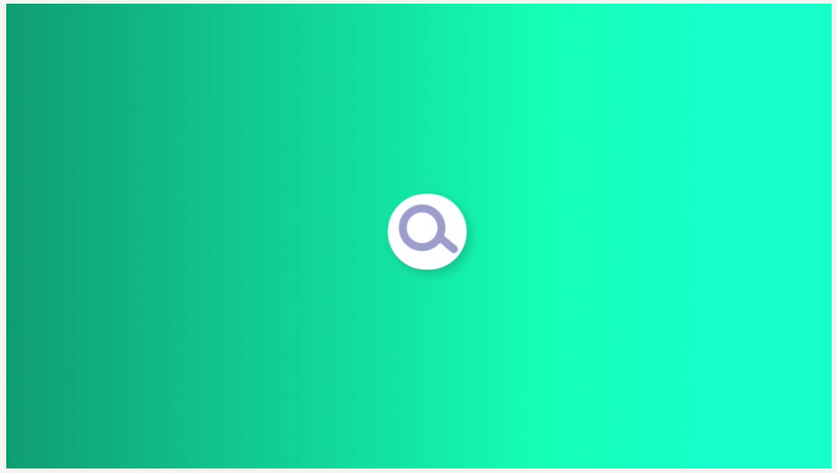
SOUND DIRECTION / PROPOSED

Celebratory reaction and a brief musical release.

03 / STORYBOARD **SHOT 17**

The final destination

00:35.500 - 00:40.125 / 4.62 SEC



Frame at 00:36.667



Frame at 00:39.208

ACTION

The live-action scene gives way to a green gradient. A search icon expands into a white search bar and the address TOWB.com appears.

FRAMING & MOVEMENT

Centered motion graphic with a clean final hold.

STORY FUNCTION

End with one memorable destination and allow time to read it.

DIALOGUE / AUDIO ANALYSIS

Voiceover: “Visit TOWB.com and try your first one today.”

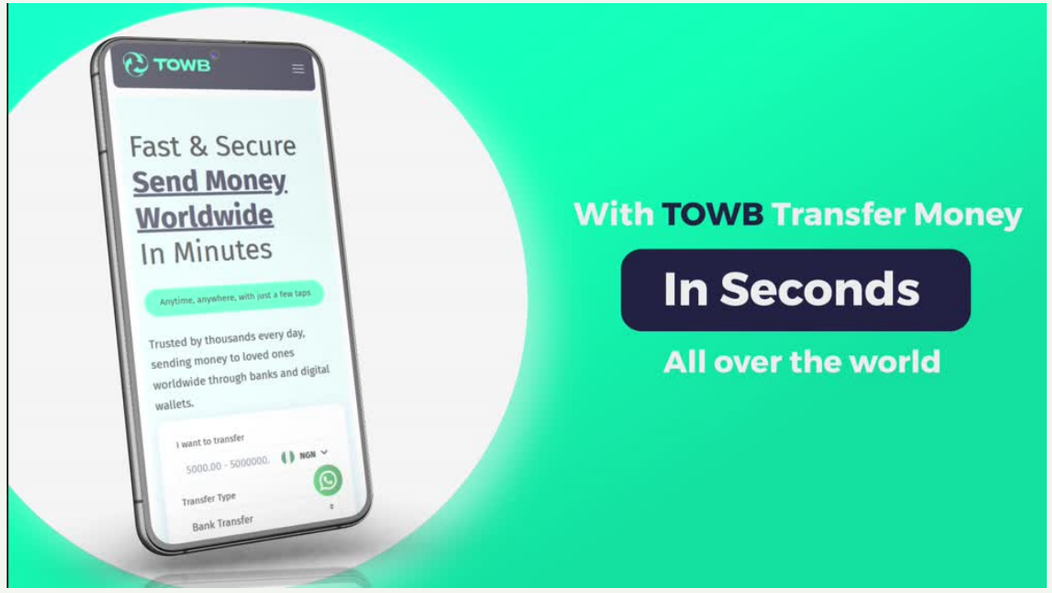
04 / THE CRAFT

Urgency meets effortless.



Cool blue / narrative

The device room uses blue haze, dark costume and red digits. Headquarters adds maps, screens and human reaction. Keep these spaces distinct while matching the operative across returns.

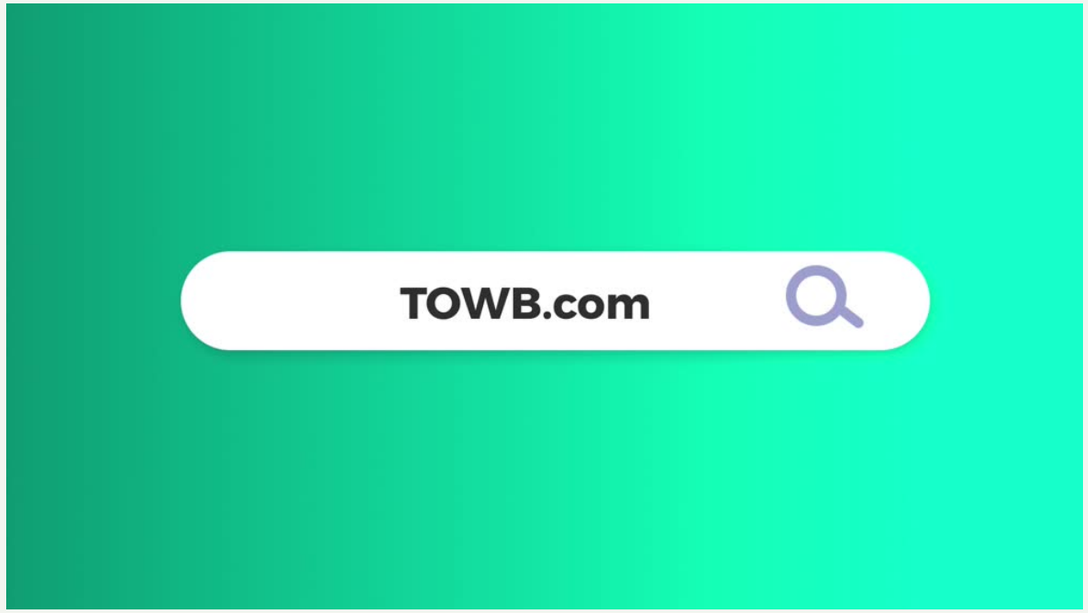


Bright green / brand

The green product card and search-bar ending create a clear visual break. Maintain the TOWB header, white phone screen and readable end URL as the recurring brand anchors.

05 / THE FINAL IMPRESSION

Remember TOWB.



ON SCREEN

TOWB.com

The address is the last visual anchor. The animated search bar turns the brand reveal into a clear next step.

SOURCE & INTERPRETATION

Frames, on-screen copy and shot order are taken from Swat_1.mp4. Story function and sound direction are editorial interpretation. Dialogue is based on automated source-audio analysis and may need a final listening check. The product screen says “In Minutes,” while the benefit card says “In Seconds”; both are retained as shown. These are film claims, not independently verified service-performance statements.