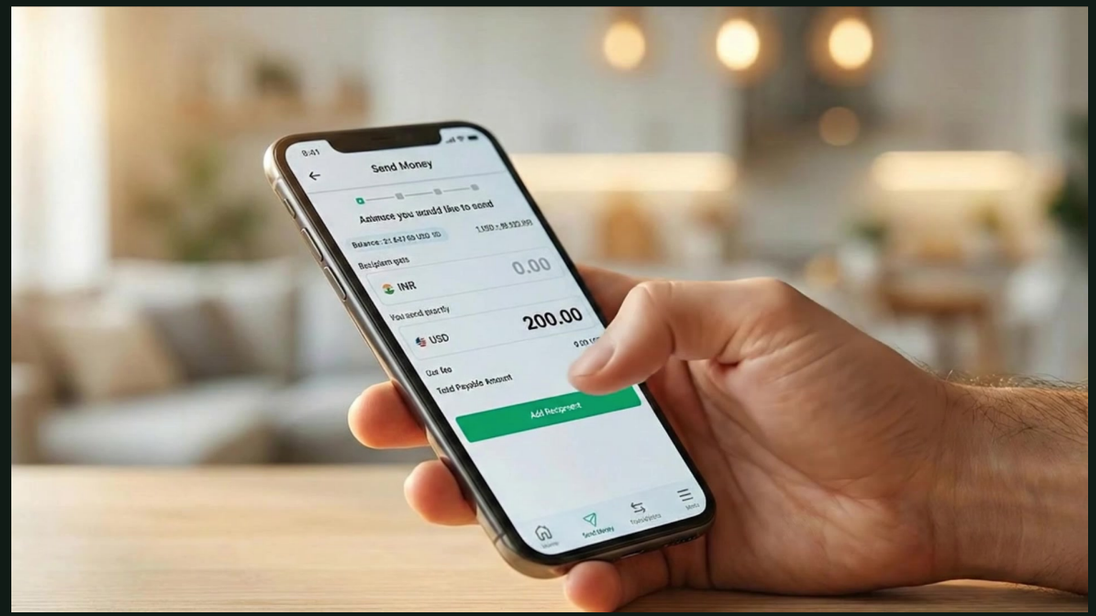
A TOWB BRAND FILM

Ready.
Set. Send.

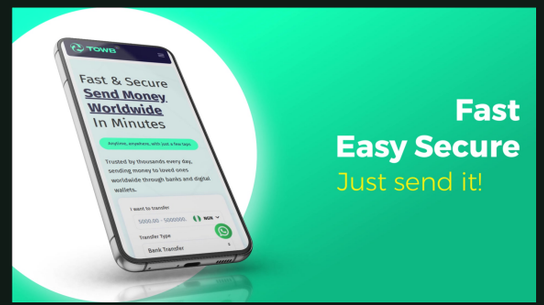
Everyday money transfer.
The rhythm of race preparation.

A shot-by-shot presentation built from the supplied film, with source frames, visual direction, sound notes and campaign intent.





RACE ENERGY



BRAND PAYOFF

40.08 SEC / 16:9 / 24 FPS / 18 SHOTS

SOURCE FILM 5(2).mp4

01 / WHY THIS FILM EXISTS

Turn a tap into momentum.

Connect an everyday transfer with the preparation and launch of a TOWB-branded race car. Purposeful gestures link the two worlds; customer reactions give the speed metaphor a human payoff.

01

Make the action familiar

A phone beside breakfast, a sender at a cafe table and a smiling recipient keep the service grounded in everyday life.

02

Build confidence

Tools, a zipped suit, an earpiece and a secured helmet create a sequence of coordinated preparation and control.

03

Release the momentum

A screen interaction leads into pedal movement, wheel spin and a departing car. The energy resolves into a direct invitation to send.

INTENDED TAKEAWAY

A clear action. A reassuring result. A brand associated with momentum.

02 / THE FILM AT A GLANCE

One idea. Eighteen editorial shots.

PART 1 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
01	**Everyday access**	00:00.000 - 00:01.042	1.042 s	Everyday context
02	**Precision begins**	00:01.042 - 00:02.375	1.333 s	Preparation parallel
03	**The first input**	00:02.375 - 00:03.000	0.625 s	Digital action
04	**The performance world**	00:03.000 - 00:05.333	2.333 s	Racing reveal
05	**Ready to perform**	00:05.333 - 00:07.458	2.125 s	Driver preparation
06	**Set the transfer**	00:07.458 - 00:09.250	1.792 s	Product interaction
07	**Driver focus**	00:09.250 - 00:11.250	2.000 s	Concentration
08	**Sender reassurance**	00:11.250 - 00:14.042	2.792 s	Sender payoff
09	**Pit-lane precision**	00:14.042 - 00:16.417	2.375 s	Technical precision

All cuts are mapped at 24 fps. Time ranges use an inclusive start and exclusive end; the frame ranges on each shot page are authoritative.

02 / THE FILM AT A GLANCE

One idea. Eighteen editorial shots.

PART 2 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
10	**Helmet secured**	00:16.417 - 00:18.417	2.000 s	Readiness
11	**Recipient delight**	00:18.417 - 00:20.792	2.375 s	Recipient payoff
12	**In the cockpit**	00:20.792 - 00:22.875	2.083 s	Anticipation
13	**Power builds**	00:22.875 - 00:24.958	2.083 s	Energy build
14	**Transaction status**	00:24.958 - 00:28.792	3.833 s	Product return
15	**Commit to movement**	00:28.792 - 00:30.708	1.917 s	Input / release
16	**Grip and acceleration**	00:30.708 - 00:33.083	2.375 s	Physical payoff
17	**Send it now**	00:33.083 - 00:36.542	3.458 s	Call to action
18	**Brand signature**	00:36.542 - 00:40.083	3.542 s	Brand memory

SOURCE: 5(2).mp4 | 1920 x 1080 px | 24 fps | 962 frames | 40.083 sec. Still-image timestamps identify moments within each continuous shot.

03 / STORYBOARD **SHOT 01**

00:00.000 - 00:01.042 / 1.042 SEC

Everyday access



FRAME A / 00:00.208 / SOURCE FRAME 5



FRAME B / 00:00.917 / SOURCE FRAME 22

ACTION

A phone displaying TOWB lies beside a croissant, mug and orange juice on a sunlit breakfast table. A hand reaches in and touches the phone.

FRAMING & MOVEMENT

Low tabletop close-up. The phone sits diagonally between a soft foreground croissant and a cup in warm window light. A slight lateral drift accompanies the hand reaching in; the touch is the main action.

STORY FUNCTION

Introduce money transfer as part of an ordinary morning.

ON SCREEN

TOWB-branded mobile page.

AUDIO / ANALYSIS NOTES*

An energetic electronic beat establishes pace; a sung hook sits over the opening.

FRAMES 0-24 / TC 00:00:00:00 - 00:00:01:01

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 02**

00:01.042 - 00:02.375 / 1.333 SEC

Precision begins



FRAME A / 00:01.250 / SOURCE FRAME 30



FRAME B / 00:02.250 / SOURCE FRAME 54

ACTION

A hand selects and lifts a chrome socket from an organised toolkit.

FRAMING & MOVEMENT

Oblique detail close-up of the toolkit. Shallow focus isolates the hand and selected chrome socket. Framing remains largely steady as the fingers select and lift the socket.

STORY FUNCTION

Match the user's touch to the preparation and precision of a racing team.

ON SCREEN

No principal campaign text.

AUDIO / ANALYSIS NOTES*

A metallic tool click punctuates the continuing electronic rhythm.

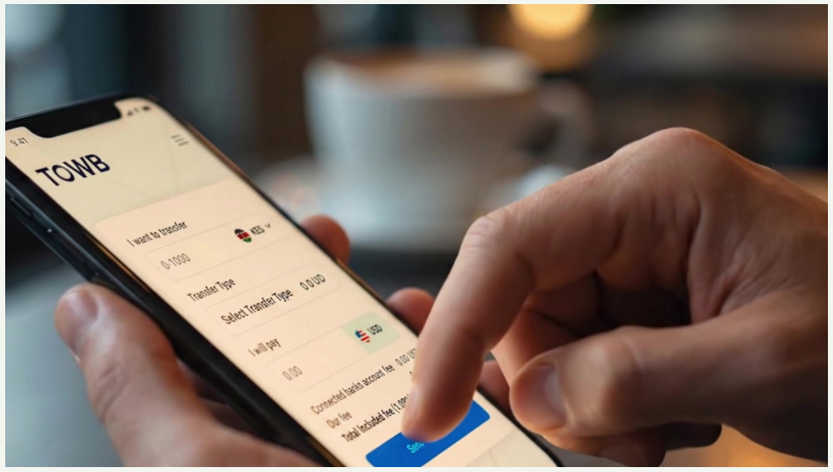
FRAMES 25-56 / TC 00:00:01:01 - 00:00:02:09

*Working audio analysis; see sound notes on page 23.

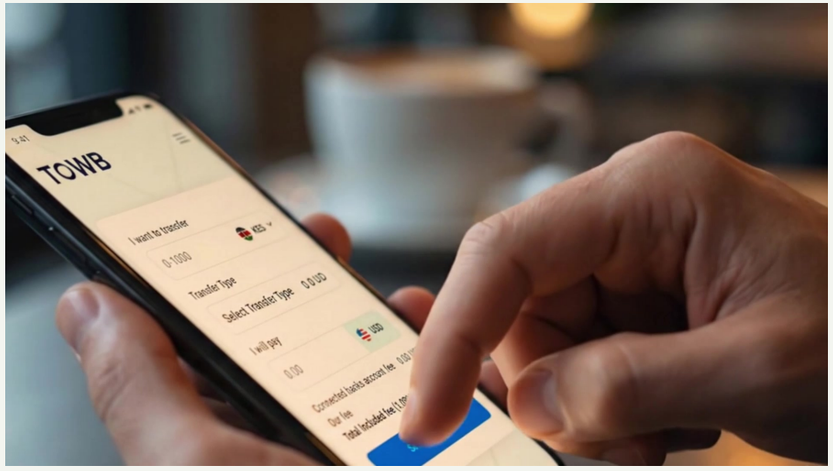
03 / STORYBOARD **SHOT 03**

00:02.375 - 00:03.000 / 0.625 SEC

The first input



FRAME A / 00:02.458 / SOURCE FRAME 59



FRAME B / 00:02.875 / SOURCE FRAME 69

ACTION

A user holds a phone showing a TOWB interface and presses a blue action button.

FRAMING & MOVEMENT

Tight phone-and-finger insert. The screen cuts diagonally across the composition against a soft café background. The camera stays close and stable while the finger presses the blue action area.

STORY FUNCTION

Return from mechanical preparation to a simple digital action.

ON SCREEN

TOWB header; a blue action button.

AUDIO / ANALYSIS NOTES*

The music carries the short insert and maintains the connection to the garage.

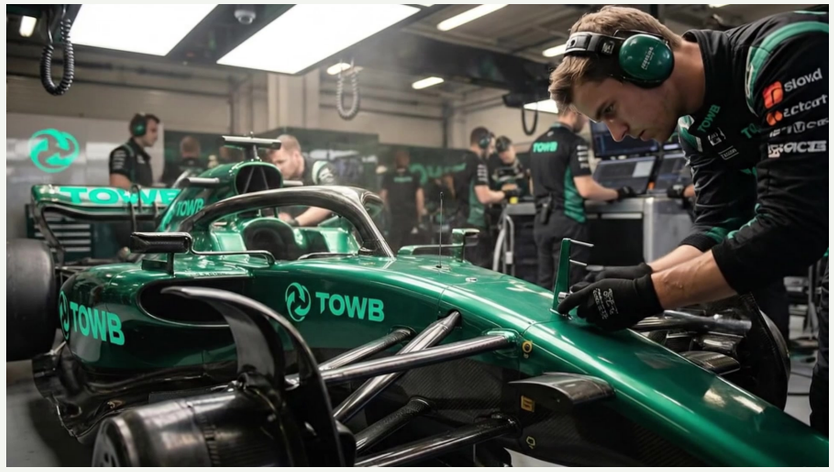
FRAMES 57-71 / TC 00:00:02:09 - 00:00:03:00

*Working audio analysis; see sound notes on page 23.

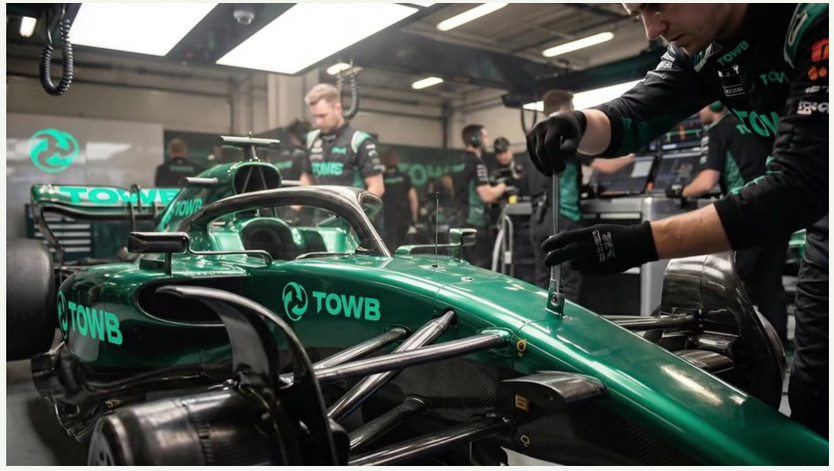
03 / STORYBOARD **SHOT 04**

00:03.000 - 00:05.333 / 2.333 SEC

The performance world



FRAME A / 00:03.333 / SOURCE FRAME 80



FRAME B / 00:05.000 / SOURCE FRAME 120

ACTION

Inside a bright racing garage, a mechanic works over a green TOWB-branded single-seater as other crew stand behind.

FRAMING & MOVEMENT

Medium-wide three-quarter view inside the racing garage. The green car creates a strong diagonal, with crew staged behind. The view stays broadly stable as the foreground mechanic finishes working and lifts his hands.

STORY FUNCTION

Reveal the racing metaphor and make the brand present in the machinery and team.

ON SCREEN

TOWB branding on the car and garage.

AUDIO / ANALYSIS NOTES*

Mechanical whirring adds texture over the music as the crew works.

FRAMES 72-127 / TC 00:00:03:00 - 00:00:05:08

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 05**

00:05.333 - 00:07.458 / 2.125 SEC

Ready to perform



FRAME A / 00:05.708 / SOURCE FRAME 137



FRAME B / 00:07.250 / SOURCE FRAME 174

ACTION

A driver pulls the zipper of a white-and-green racing suit upward to the collar.

FRAMING & MOVEMENT

Tight chest-and-hand insert. The white-and-green suit and repeated TOWB marks fill the frame. A slight upward reframe follows the hand as the zipper closes toward the collar.

STORY FUNCTION

Build readiness through a concrete tactile action.

ON SCREEN

TOWB on the suit collar, chest and sleeve.

AUDIO / ANALYSIS NOTES*

A brief zipper sound gives the preparation beat a tactile accent.

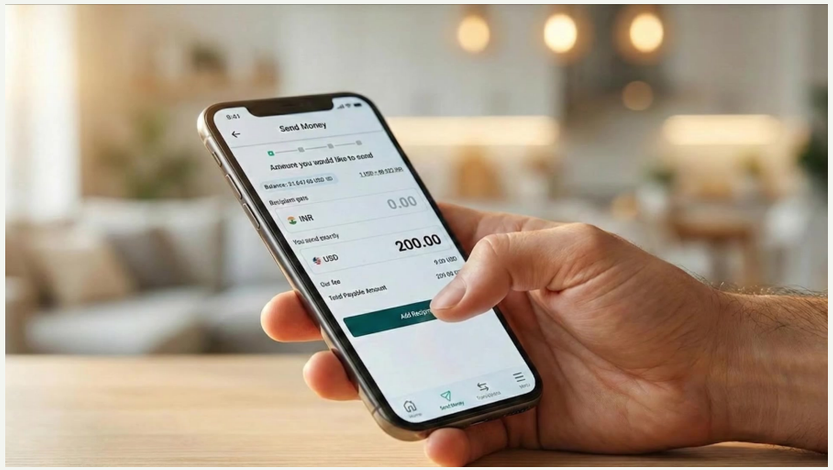
FRAMES 128-178 / TC 00:00:05:08 - 00:00:07:11

*Working audio analysis; see sound notes on page 23.

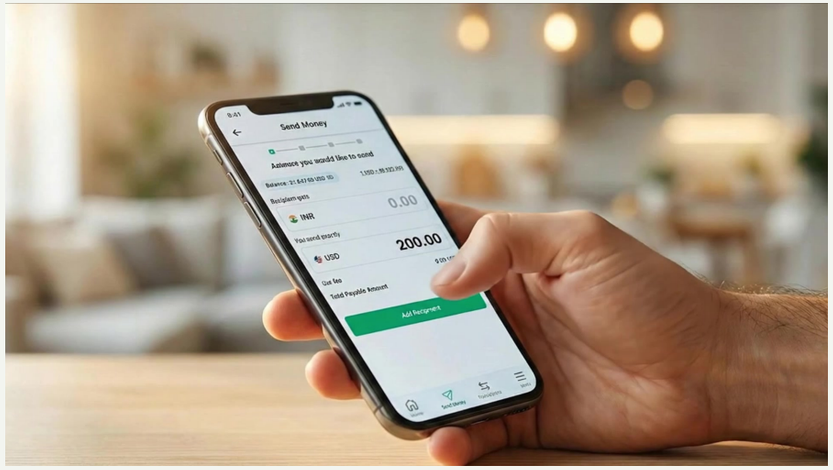
03 / STORYBOARD **SHOT 06**

00:07.458 - 00:09.250 / 1.792 SEC

Set the transfer



FRAME A / 00:07.917 / SOURCE FRAME 190



FRAME B / 00:08.958 / SOURCE FRAME 215

ACTION

A hand holds the send-money form, with USD 200.00 visible, and presses the green action area.

FRAMING & MOVEMENT

Angled close-up of the phone in one hand. Warm café bokeh separates the screen and thumb from the background. The phone shifts subtly in the hand while the thumb presses the green action area; camera movement is minimal.

STORY FUNCTION

Show the practical transaction alongside race preparation.

ON SCREEN

"Send Money"; "200.00" displayed in the form.

AUDIO / ANALYSIS NOTES*

The electronic track continues beneath the interface action.

FRAMES 179-221 / TC 00:00:07:11 - 00:00:09:06

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 07**

00:09.250 - 00:11.250 / 2.000 SEC

Driver focus



FRAME A / 00:09.667 / SOURCE FRAME 232



FRAME B / 00:10.875 / SOURCE FRAME 261

ACTION

A serious-faced driver places or adjusts a black in-ear earpiece while looking forward.

FRAMING & MOVEMENT

Frontal close-up of the driver. His eyes and earpiece remain the primary points of attention. Only slight reframing is visible while the driver adjusts the in-ear piece.

STORY FUNCTION

Convey concentration and readiness; humanise the performance metaphor.

ON SCREEN

TOWB on the suit collar.

AUDIO / ANALYSIS NOTES*

The musical pulse sustains focus through the earpiece adjustment.

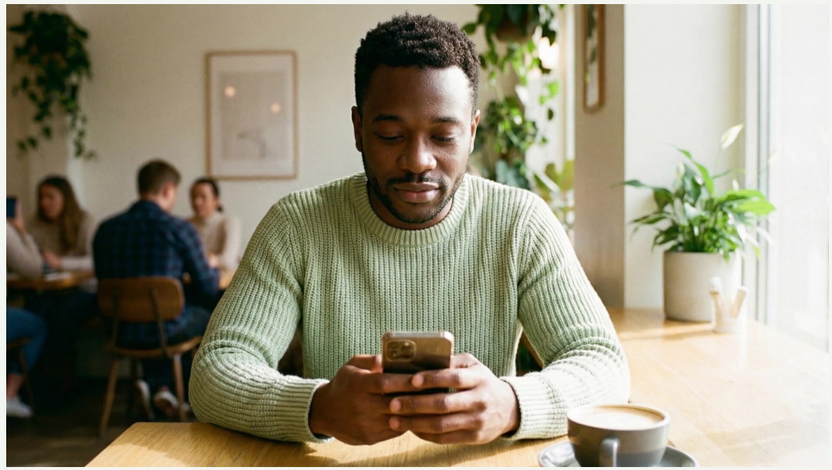
FRAMES 222-269 / TC 00:00:09:06 - 00:00:11:06

*Working audio analysis; see sound notes on page 23.

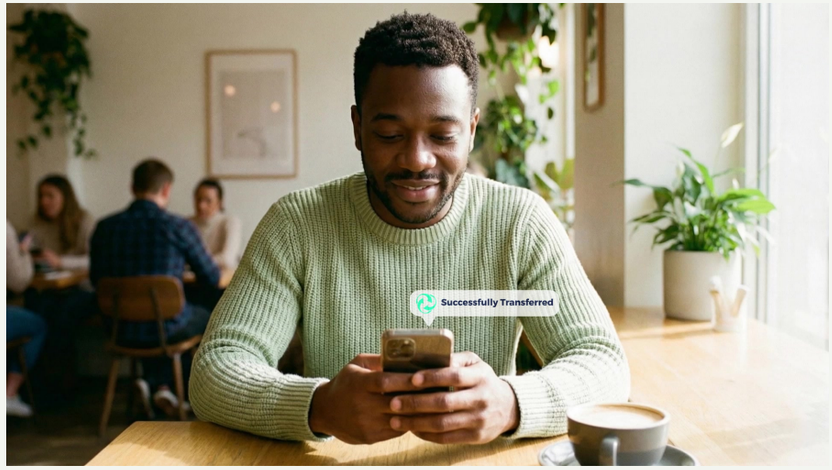
03 / STORYBOARD **SHOT 08**

00:11.250 - 00:14.042 / 2.792 SEC

Sender reassurance



FRAME A / 00:11.667 / SOURCE FRAME 280



FRAME B / 00:13.292 / SOURCE FRAME 319

ACTION

A man in a pale green jumper looks at his phone at a café table and smiles as a transfer-success bubble appears.

FRAMING & MOVEMENT

Frontal medium portrait across the café table. Soft background patrons and a foreground cup establish everyday context. The composition remains steady as he looks down, smiles and the success bubble appears.

STORY FUNCTION

Give the sender an immediate emotional payoff.

ON SCREEN

"Successfully Transferred"

AUDIO / ANALYSIS NOTES*

A digital notification accent accompanies the successful-transfer beat.

FRAMES 270-336 / TC 00:00:11:06 - 00:00:14:01

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 09**

00:14.042 - 00:16.417 / 2.375 SEC

Pit-lane precision



FRAME A / 00:14.458 / SOURCE FRAME 347



FRAME B / 00:15.958 / SOURCE FRAME 383

ACTION

A gloved mechanic operates a wheel gun at the hub of the race car's front tyre.

FRAMING & MOVEMENT

Low wheel-height close-up. The tyre fills the left side, balanced by the mechanic's arms and wheel gun on the right. Camera movement is minimal; the wheel gun and mechanic's hands provide the activity.

STORY FUNCTION

Associate transfer speed with coordinated technical performance.

ON SCREEN

TOWB car branding; incidental tyre markings.

AUDIO / ANALYSIS NOTES*

Rapid wheel-gun chatter gives this preparation shot a sharper rhythmic accent.

FRAMES 337-393 / TC 00:00:14:01 - 00:00:16:10

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 10**

00:16.417 - 00:18.417 / 2.000 SEC

Helmet secured



FRAME A / 00:16.875 / SOURCE FRAME 405



FRAME B / 00:17.958 / SOURCE FRAME 431

ACTION

The helmeted driver adjusts the chin strap with both hands outside the garage.

FRAMING & MOVEMENT

Medium close three-quarter helmet portrait outside the garage. The raised visor keeps the driver's eyes visible. Gentle framing drift accompanies the chin-strap adjustment and small head turn.

STORY FUNCTION

Finish the driver's personal preparation.

ON SCREEN

TOWB branding on the helmet and suit.

AUDIO / ANALYSIS NOTES*

A short equipment/helmet click punctuates the preparation sequence.

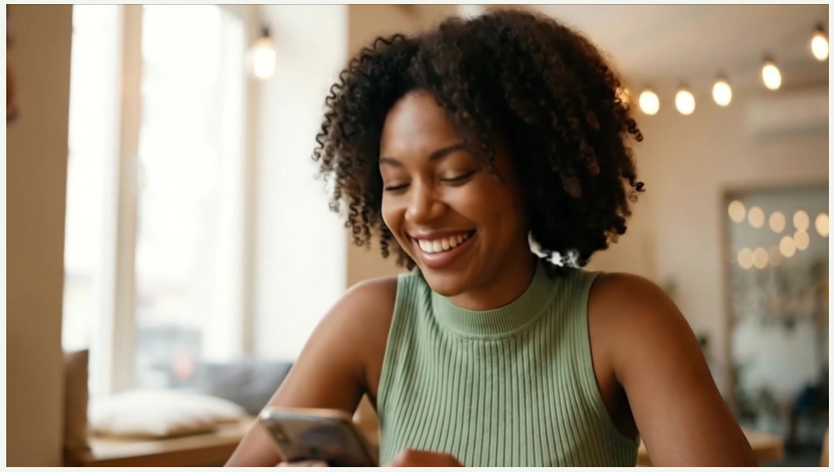
FRAMES 394-441 / TC 00:00:16:10 - 00:00:18:10

*Working audio analysis; see sound notes on page 23.

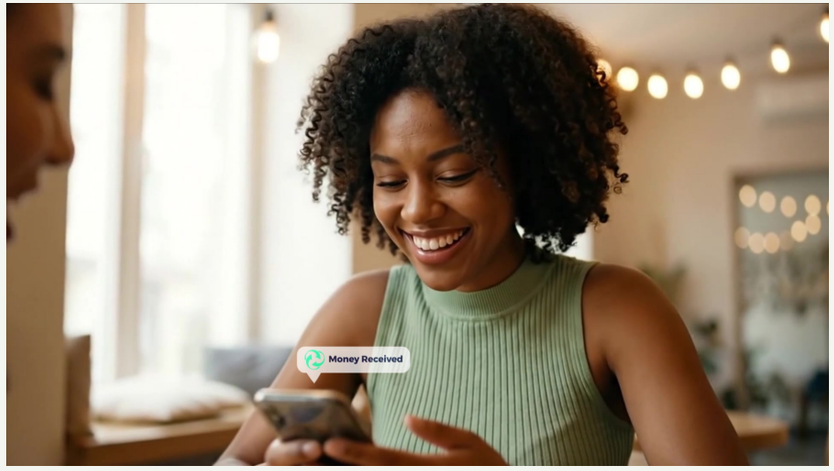
03 / STORYBOARD **SHOT 11**

00:18.417 - 00:20.792 / 2.375 SEC

Recipient delight



FRAME A / 00:18.708 / SOURCE FRAME 449



FRAME B / 00:20.083 / SOURCE FRAME 482

ACTION

A woman in a sleeveless pale green top smiles in a café, looks down at her phone, and receives a branded money-received bubble. Blurred companions border the foreground.

FRAMING & MOVEMENT

Eye-level medium close portrait in the café. Blurred companions frame the woman as she holds her phone. Gentle reframing follows her downward gaze; the phone and hands move naturally as the receipt bubble appears.

STORY FUNCTION

Complete the human sender-to-recipient benefit.

ON SCREEN

"Money Received"

AUDIO / ANALYSIS NOTES*

A notification accent and a light laugh support the recipient reaction.

FRAMES 442-498 / TC 00:00:18:10 - 00:00:20:19

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 12**

00:20.792 - 00:22.875 / 2.083 SEC

In the cockpit



FRAME A / 00:21.125 / SOURCE FRAME 507



FRAME B / 00:22.458 / SOURCE FRAME 539

ACTION

The helmeted driver is seated inside the car, framed by cockpit bodywork and the halo, glancing sideways and forward.

FRAMING & MOVEMENT

Tight three-quarter cockpit close-up. Bodywork and the halo surround the helmeted face. The camera drifts subtly while the seated driver checks sideways and then ahead.

STORY FUNCTION

Bridge from preparation to the launch.

ON SCREEN

TOWB on the helmet.

AUDIO / ANALYSIS NOTES*

A low engine rumble builds beneath the music.

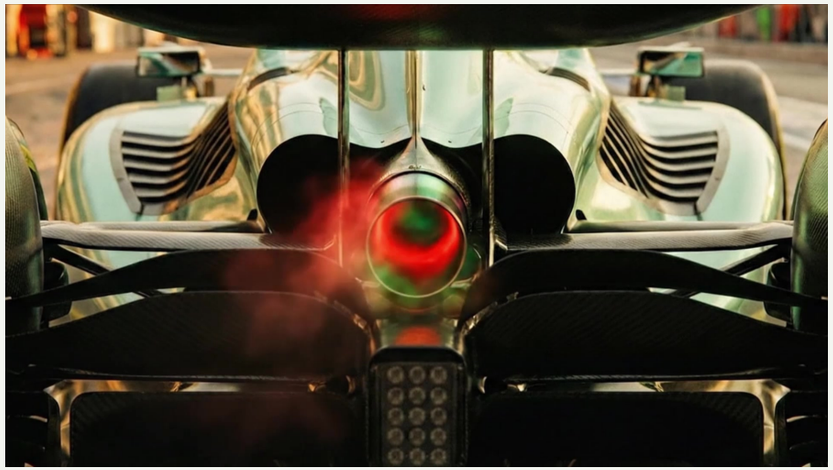
FRAMES 499-548 / TC 00:00:20:19 - 00:00:22:21

*Working audio analysis; see sound notes on page 23.

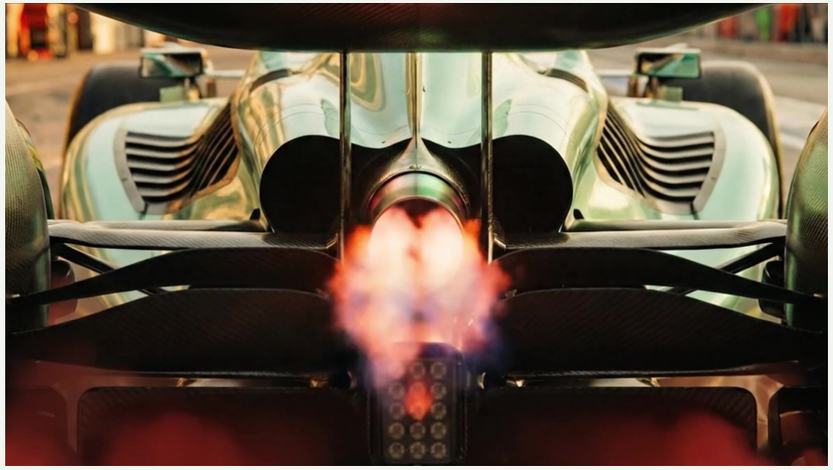
03 / STORYBOARD **SHOT 13**

00:22.875 - 00:24.958 / 2.083 SEC

Power builds



FRAME A / 00:23.292 / SOURCE FRAME 559



FRAME B / 00:24.833 / SOURCE FRAME 596

ACTION

Rear exhaust detail glows and emits visible bursts of flame while the car stays in position.

FRAMING & MOVEMENT

Centred low rear close-up. Symmetrical bodywork leads the eye to the glowing exhaust outlet. The camera stays nearly still while the exhaust glow intensifies into bursts of flame.

STORY FUNCTION

Build physical energy before acceleration.

ON SCREEN

No principal campaign text.

AUDIO / ANALYSIS NOTES*

The engine tone deepens as the exhaust becomes the visual focus.

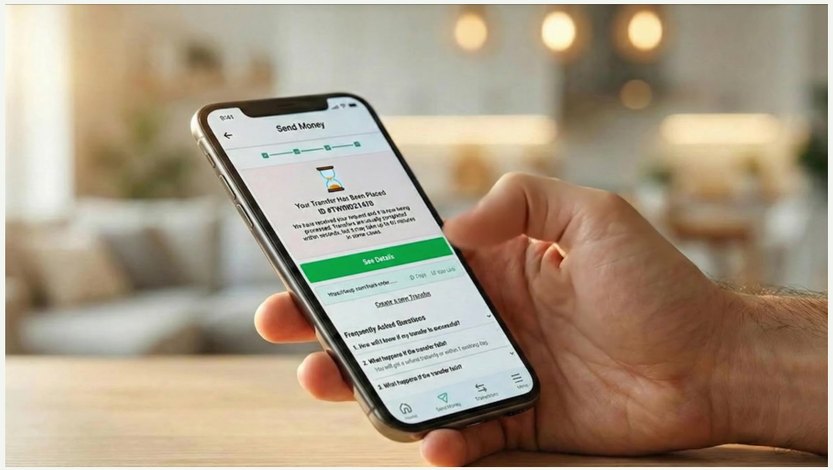
FRAMES 549-598 / TC 00:00:22:21 - 00:00:24:23

*Working audio analysis; see sound notes on page 23.

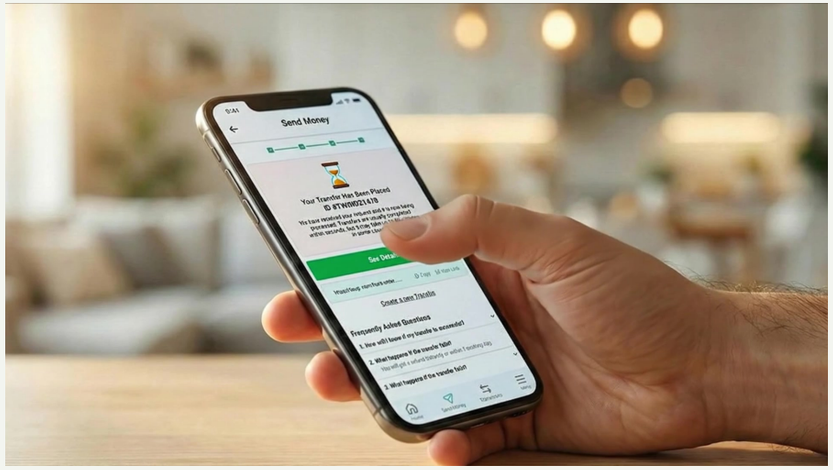
03 / STORYBOARD **SHOT 14**

00:24.958 - 00:28.792 / 3.833 SEC

Transaction status



FRAME A / 00:25.958 / SOURCE FRAME 623



FRAME B / 00:28.250 / SOURCE FRAME 678

ACTION

The phone returns in the café setting, now showing an hourglass and transfer-placement/status panel. The thumb moves onto the green See Details button.

FRAMING & MOVEMENT

Angled phone close-up against the same warm café bokeh as the earlier interface insert. The camera holds the screen while the thumb moves onto the green See Details button.

STORY FUNCTION

Reconnect the performance metaphor to the app before the final acceleration.

ON SCREEN

"Send Money" and "See Details"; an hourglass/status panel.

AUDIO / ANALYSIS NOTES*

The music bridges the return to the transfer interface.

FRAMES 599-690 / TC 00:00:24:23 - 00:00:28:19

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 15**

00:28.792 - 00:30.708 / 1.917 SEC

Commit to movement



FRAME A / 00:29.167 / SOURCE FRAME 700



FRAME B / 00:30.458 / SOURCE FRAME 731

ACTION

A view into the dark footwell shows white racing boots; the right foot extends onto a pedal.

FRAMING & MOVEMENT

Downward interior POV into the dark footwell, with pale racing boots prominent against black cockpit surfaces. Camera position stays broadly fixed while the right foot reaches toward and presses the pedal.

STORY FUNCTION

Match a digital tap to a physical input that initiates speed.

ON SCREEN

No principal campaign text.

AUDIO / ANALYSIS NOTES*

An engine rise connects the pedal action to the impending launch.

FRAMES 691-736 / TC 00:00:28:19 - 00:00:30:17

*Working audio analysis; see sound notes on page 23.

03 / STORYBOARD **SHOT 16**

00:30.708 - 00:33.083 / 2.375 SEC

Grip and acceleration



FRAME A / 00:31.083 / SOURCE FRAME 746



FRAME B / 00:32.750 / SOURCE FRAME 786

ACTION

A low side view shows the rear wheel and body of the TOWB car; the tyre spins and white smoke builds around it.

FRAMING & MOVEMENT

Low side close-up at rear-wheel height. The tyre, suspension and branded rear wing dominate the frame. The framing stays near the wheel as it spins and smoke gathers around the car.

STORY FUNCTION

Release the energy built by the preparation montage.

ON SCREEN

TOWB on the rear wing.

AUDIO / ANALYSIS NOTES*

Tyre squeal and engine energy accompany the smoke and wheel spin.

FRAMES 737-793 / TC 00:00:30:17 - 00:00:33:02

*Working audio analysis; see sound notes on page 23.

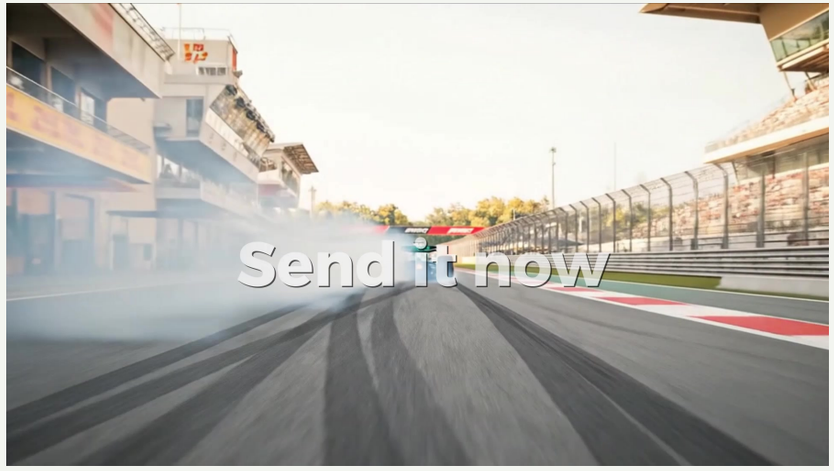
03 / STORYBOARD **SHOT 17**

00:33.083 - 00:36.542 / 3.458 SEC

Send it now



FRAME A / 00:33.333 / SOURCE FRAME 800



FRAME B / 00:35.500 / SOURCE FRAME 852

ACTION

From a low rear view the car accelerates down the pit lane, receding through smoke and leaving tyre marks. A large central Send it now title fades in.

FRAMING & MOVEMENT

Low rear wide view along the pit lane. Strong track lines converge on the accelerating car. The car rapidly recedes from the rear viewpoint; smoke disperses and Send it now fades in over the track.

STORY FUNCTION

Convert the speed payoff into the campaign call to action.

ON SCREEN

"Send it now"

AUDIO / ANALYSIS NOTES*

The accelerating engine becomes the main sound accent through the departure.

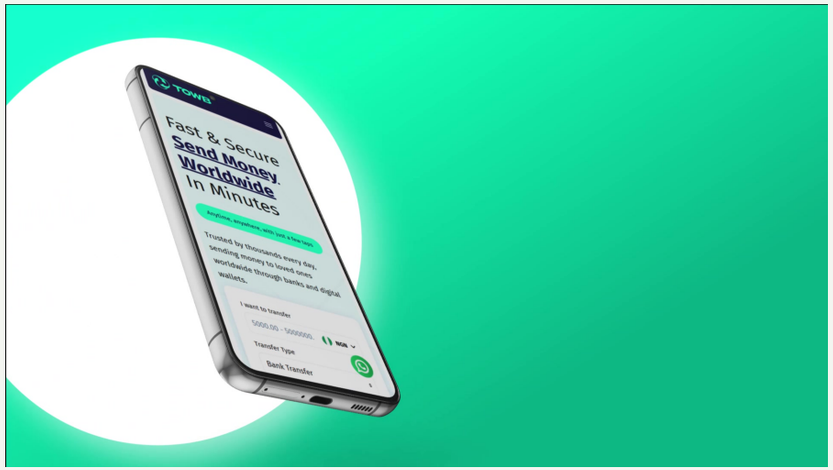
FRAMES 794-876 / TC 00:00:33:02 - 00:00:36:13

*Working audio analysis; see sound notes on page 23.

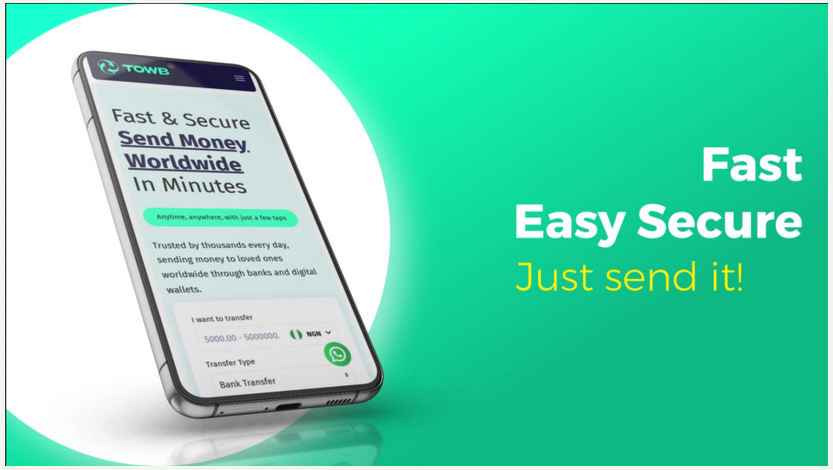
03 / STORYBOARD SHOT 18

00:36.542 - 00:40.083 / 3.542 SEC

Brand signature



FRAME A / 00:37.083 / SOURCE FRAME 890



FRAME B / 00:39.208 / SOURCE FRAME 941

ACTION

A 3D phone rotates into a three-quarter front pose against a turquoise field and white circular backing. Benefit words build at the right and hold to the end.

FRAMING & MOVEMENT

Graphic composition with a large 3D phone and white circular backing on the left; benefit copy appears on the turquoise right side. The phone rotates into a front three-quarter pose and settles; the three benefit lines reveal and hold.

STORY FUNCTION

End with a clear service proposition and repeatable brand sign-off.

ON SCREEN

"Fast" / "Easy Secure" / "Just send it!"

AUDIO / ANALYSIS NOTES*

The music resolves under a closing female voice. Working VO transcript: "With TOWB, send it fast."

FRAMES 877-961 / TC 00:00:36:13 - 00:00:40:02

*Working audio analysis; see sound notes on page 23.

04 / SOUND AND MESSAGING

Rhythm carries the idea.

An electronic music bed links domestic phone use with race preparation. Tactile accents make small actions feel decisive; engine and tyre sounds give the launch its release.

01 / MUSIC

Driving electronic rhythm

A continuous energetic track bridges the hard cuts. A sung hook acts as part of the music rather than dialogue between characters.

02 / EFFECTS

From touch to acceleration

Tool clicks, zipper and equipment details, transfer notifications, wheel-gun chatter, engine rise and tyre squeal shape the escalation.

03 / VOICE

Working closing transcript

"With TOWB, send it fast."

Attributed to the closing female voice by soundtrack analysis. Exact wording requires a final listening check.

SOURCE CAMPAIGN TEXT / VISUALLY CHECKED

"Successfully Transferred" / "Money Received"

"Send it now" / "Fast" / "Easy Secure" / "Just send it!"

Sound descriptions are working analysis notes. Music lyrics are not transcribed; no additional character dialogue is invented.

05 / SOURCE AND PRODUCTION NOTES

Faithful to the supplied cut.

SOURCE SPECIFICATION

Source video	5(2).mp4
Picture	1920 x 1080 / 16:9 / progressive
Frame rate	24.000 fps / 962 source frames
Duration	40.083 sec / end TC 00:00:40:02
Audio	Stereo AAC / 48 kHz
Visual structure	18 shots / 17 hard cuts
Reference design	source.pdf / GAAJ green-and-white identity

FRAME ACCURACY

The 36 storyboard stills are extracted from the film without changing their 16:9 composition. Times are rounded to milliseconds; frame indices retain exact edit boundaries.

EDITORIAL INTERPRETATION

The sender and recipient success graphics appear before the later transfer-status insert. Preserve this source order: the film works as a parallel promotional montage, not a real-time demonstration of a single transaction.

NOTES FOR A RECREATION

Gesture-led cuts. Carry the intent of a hand movement across the phone and racing worlds.

Readable interface. Rebuild unclear microtext from approved product copy; retain the visible hierarchy.

Brand-color continuity. Keep teal/green links across the car, clothing, interface and closing graphic.

Final reading interval. Let the completed phone pose and full closing message settle before the end.

Scope: visual sequence and on-screen copy are frame-checked. Audio is a working analysis, not a locked recording script. The film's benefit language is documented as campaign copy.