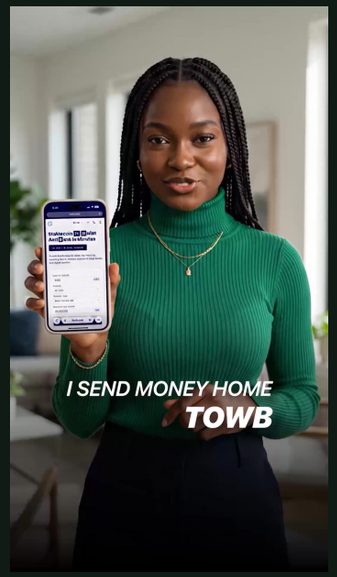
DIRECT ADDRESS, PRODUCT INTERFACE AND WEBSITE CTA

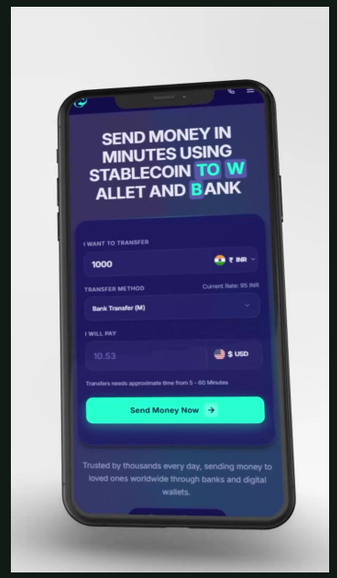
Send it home.

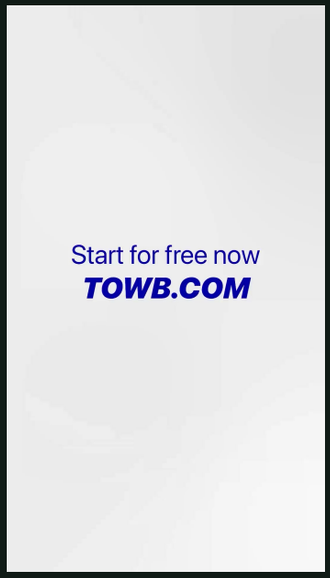
Keep it simple.

A presenter-led TOWB film moves from a personal message to a clear website invitation.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.





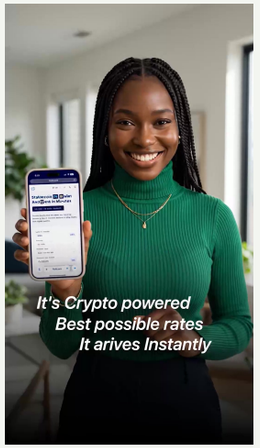


18.77 SEC / PORTRAIT / 30 FPS

01 / WHY THIS FILM EXISTS

Give the message a human face.

Introduce TOWB through a presenter holding her phone, reinforce the message with animated captions, then show the transfer interface and finish with a direct website invitation.



01

Start with a person

Direct eye contact, a visible phone and a bright home setting establish a conversational introduction to sending money home.

02

Show the service

Build three benefit captions beside the presenter, then move into a floating phone with a transfer form and a prominent action button.

03

End with the website

Replace the phone with a simple invitation and TOWB.COM. Give the website several seconds on screen before fading the entire frame down.

INTENDED TAKEAWAY

Creative message: connect a personal send-money-home story to a clear TOWB website destination.

02 / THE FILM AT A GLANCE

From direct address to a product-led invitation.

01 Introduce the presenter and sending money home
00:00.000 - 00:03.267 / 3.27 s

02 Build the crypto and rate captions
00:03.267 - 00:06.167 / 2.90 s

03 Complete the benefit stack and hold her reaction
00:06.167 - 00:07.633 / 1.47 s

04 Transition from the presenter to a floating phone
00:07.633 - 00:09.000 / 1.37 s

05 Present the transfer form and its action button
00:09.000 - 00:13.267 / 4.27 s

06 Wipe to the invitation to start
00:13.267 - 00:14.567 / 1.30 s

07 Reveal TOWB.COM, hold, then fade out
00:14.567 - 00:18.767 / 4.20 s

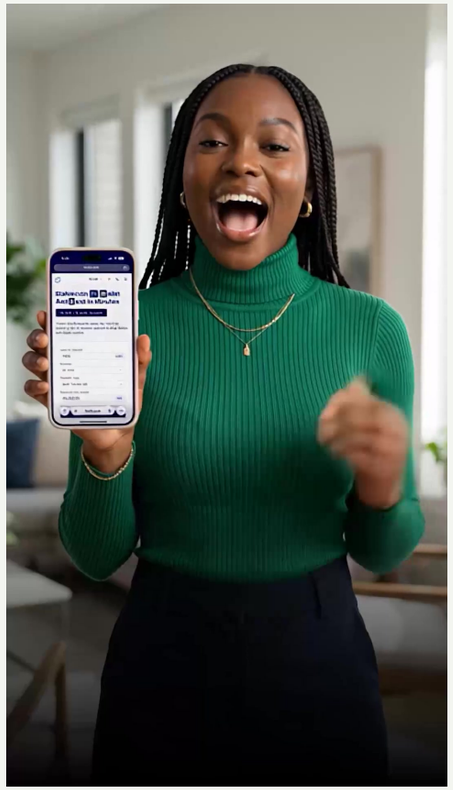
FORMAT: 1080 x 1920 px / 9:16 / 30 fps / 18.767 seconds / Presenter + phone graphic + CTA

Seven visual beats cover the complete film. Boundaries mark caption stages, transitions and graphic changes, not seven separate camera cuts. Full portrait frames are preserved. Screen copy and interface values are recorded as supplied; audio dialogue is not transcribed.

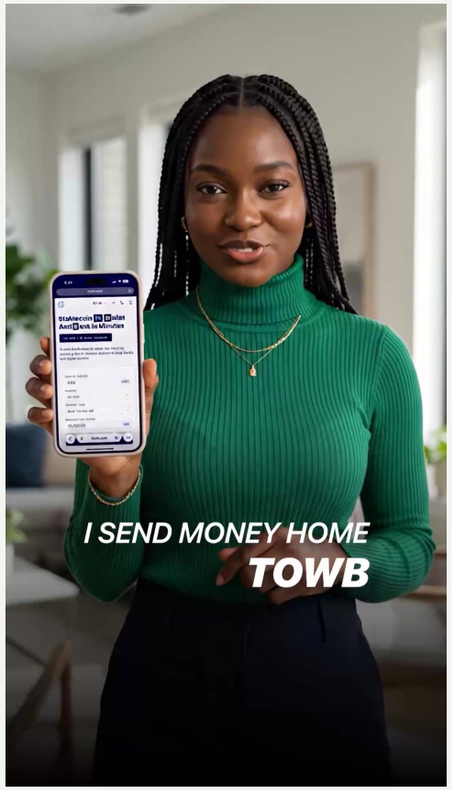
03 / STORYBOARD **BEAT 01**

Introduce the presenter and sending money home

00:00.000 - 00:03.267 / 3.27 SEC



Frame at 00:00.400



Frame at 00:02.733

ACTION

A smiling woman with long braids faces the camera in a bright living room. Wearing an emerald ribbed turtleneck and dark trousers, she holds a phone upright in her right hand, screen facing forward. Animated white lettering builds into "I SEND MONEY HOME", followed by the bold name "TOWB".

FRAMING & MOVEMENT

Use a steady frontal medium-long portrait view. Place the phone on the viewer's left beside her face. Keep the windows, plants and seating softly visible behind her, with a dark gradient below supporting the captions.

STORY FUNCTION

Introduce the service through a personal, conversational message while keeping the phone visible as the product cue.

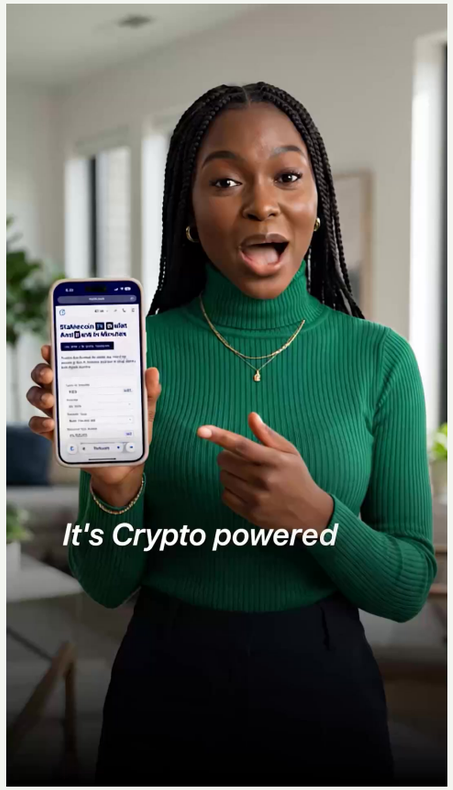
PRODUCTION DIRECTION

Preserve direct eye contact, gold jewelry and small free-hand gestures. Keep the phone facing forward and retain the staggered caption reveal, with TOWB heavier and larger than the first line.

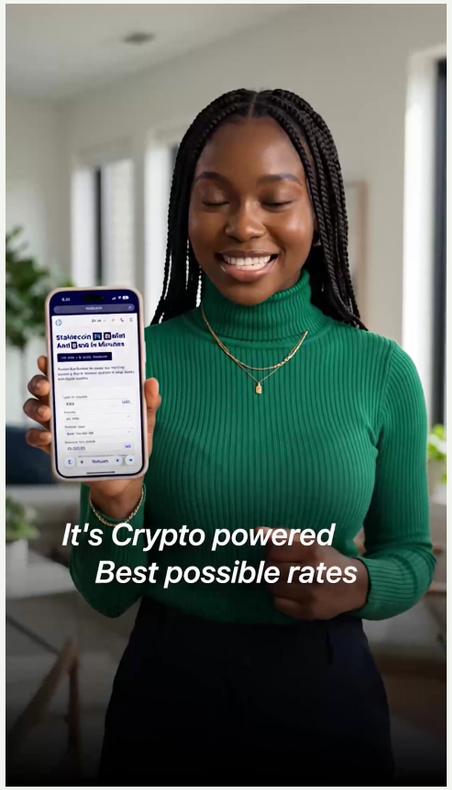
03 / STORYBOARD **BEAT 02**

Build the crypto and rate captions

00:03.267 - 00:06.167 / 2.90 SEC



Frame at 00:04.000



Frame at 00:05.667

ACTION

The first message compresses and clears. The presenter points toward the phone with her free hand, then continues speaking with small emphatic gestures. A new white italic caption appears: "It's Crypto powered". A second line builds beneath it: "Best possible rates".

FRAMING & MOVEMENT

Maintain the same portrait setup and screen-facing phone. Keep her face unobstructed and position the two caption lines across the lower torso, using the existing darker lower area for contrast.

STORY FUNCTION

Move from the personal opening to the film's first two stated service benefits.

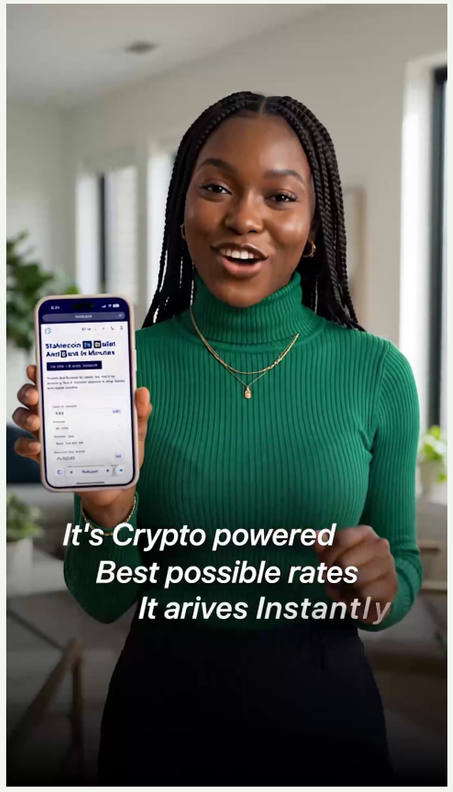
PRODUCTION DIRECTION

Preserve the pointing gesture and the sequential arrival of the two lines. Keep their capitalization and wording as shown in the source; avoid adding a new product interaction or changing what is displayed on the phone.

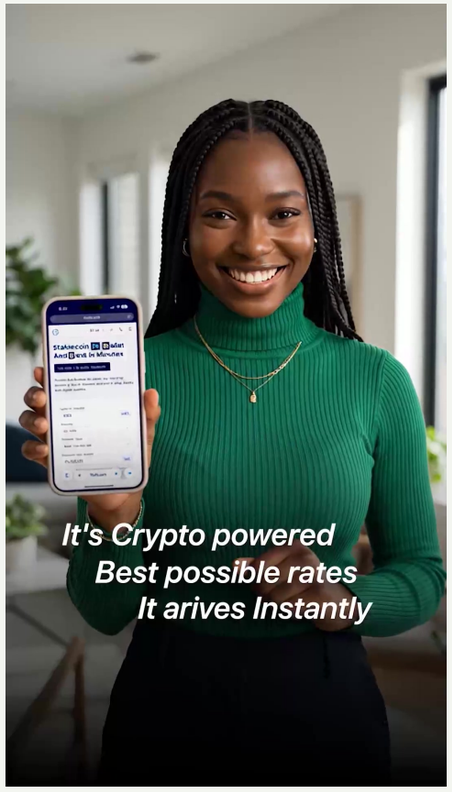
03 / STORYBOARD **BEAT 03**

Complete the benefit stack and hold her reaction

00:06.167 - 00:07.633 / 1.47 SEC



Frame at 00:06.567



Frame at 00:07.500

ACTION

A third line animates beneath the existing captions: "It arrives Instantly". The presenter finishes the spoken passage, lowers her free hand toward her waist and settles into a broad smile while keeping the phone raised. All three benefit lines remain visible together.

FRAMING & MOVEMENT

Retain the steady direct-to-camera composition, with her face above the three-line caption stack and the phone to the left. Keep the home environment softly focused behind her.

STORY FUNCTION

Complete the on-screen message and create a smiling pause before the visual transition into the interface.

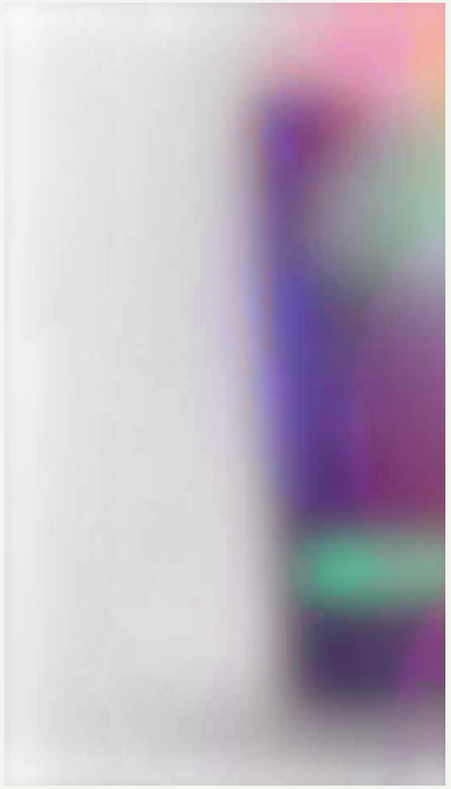
PRODUCTION DIRECTION

Preserve the exact source caption "It arrives Instantly", the stacked layout and the final smile. Hold the phone at the same height and end this beat just before the colored blur transition begins.

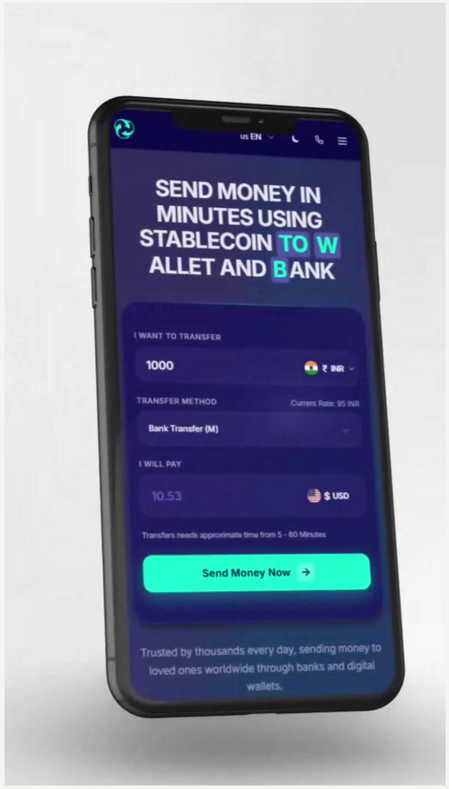
03 / STORYBOARD **BEAT 04**

Transition from the presenter to a floating phone

00:07.633 - 00:09.000 / 1.37 SEC



Frame at 00:07.933



Frame at 00:08.767

ACTION

The presenter softens out of focus as purple, blue and warm-colored light washes cross the frame. The scene changes to a black phone floating against a pale background. Its purple transfer screen begins blurred, then sharpens as the handset settles into a tilted three-quarter view above a soft ground shadow.

FRAMING & MOVEMENT

Use a full-frame blur and color transition, then center the isolated phone vertically. Keep generous pale space around the device and show its rounded frame, screen and cast shadow.

STORY FUNCTION

Shift attention from the presenter to the service interface while maintaining visual continuity through a soft graphic transition.

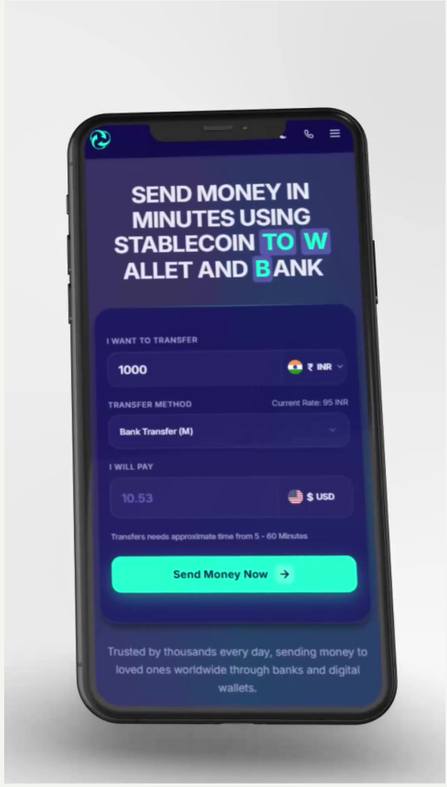
PRODUCTION DIRECTION

Preserve the colored wash, temporary defocus and subsequent sharpening. Use a representative blurred transition frame alongside the resolved device, and let the phone's subtle rotation continue into the next beat.

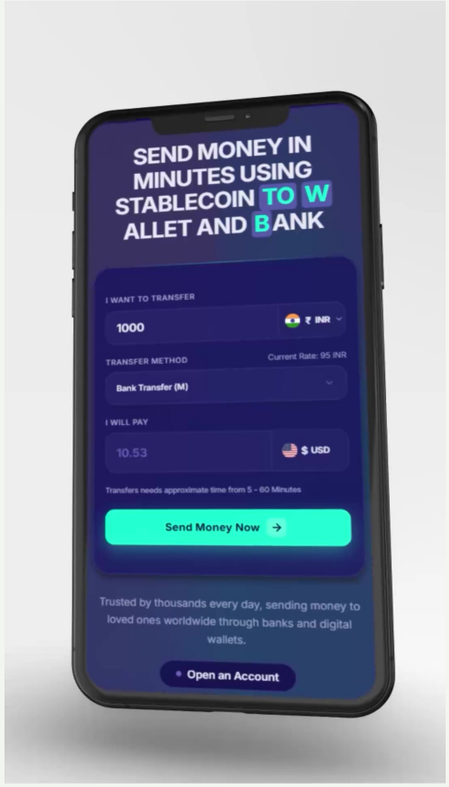
03 / STORYBOARD **BEAT 05**

Present the transfer form and its action button

00:09.000 - 00:13.267 / 4.27 SEC



Frame at 00:10.500



Frame at 00:12.900

ACTION

The floating phone turns gently while the purple interface stays visible. Its headline promotes sending money using stablecoin to a wallet and bank. The form shows 1000 INR, "Bank Transfer (M)", "Current Rate: 95 INR" and a payment value of 10.53 USD. A note displays an approximate 5 - 60 minute transfer time above "Send Money Now"; "Open an Account" appears below.

FRAMING & MOVEMENT

Keep the complete handset centered above its soft shadow. A slow change from one oblique angle toward the other adds depth while the bright turquoise action button remains the strongest interface accent.

STORY FUNCTION

Give the viewer time to register the transfer form and its primary action after the presenter-led introduction.

PRODUCTION DIRECTION

Preserve the displayed values, purple layout, turquoise button and source headline wrapping. The screen remains static as the phone moves; no tap, completed transaction or confirmation is shown. Small copy stays visible in the source frames.

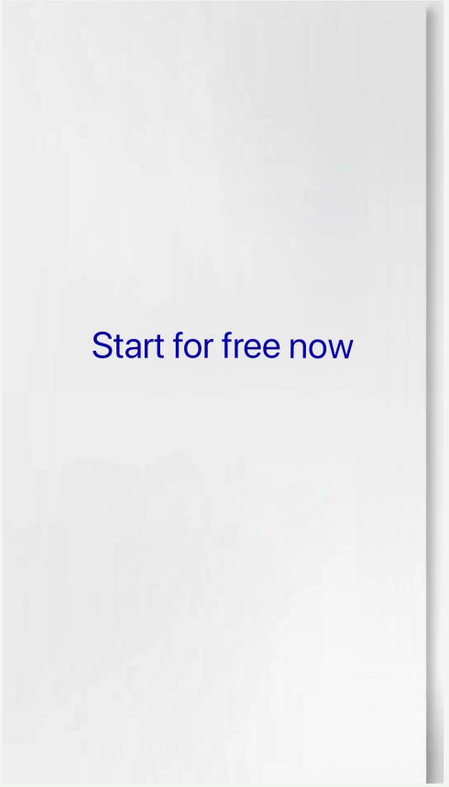
03 / STORYBOARD **BEAT 06**

Wipe to the invitation to start

00:13.267 - 00:14.567 / 1.30 SEC



Frame at 00:13.800



Frame at 00:14.433

ACTION

A pale vertical panel with a soft edge shadow slides from left to right, progressively covering the floating phone. Dark blue text reading "Start for free now" appears near the center of the new pale field as the device disappears behind the wipe.

FRAMING & MOVEMENT

Keep the transition full height and moving horizontally across the portrait canvas. Hold the invitation around the visual center, with broad empty space above and below it.

STORY FUNCTION

Simplify the visual field and shift the viewer from observing the product to considering the next action.

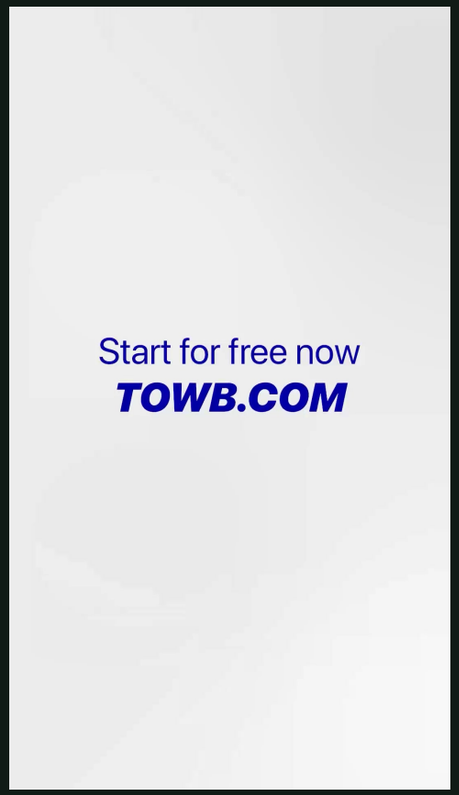
PRODUCTION DIRECTION

Preserve the left-to-right wipe, its narrow shadow and the exact line "Start for free now". Allow the phone to disappear completely before the website reveal becomes the focus.

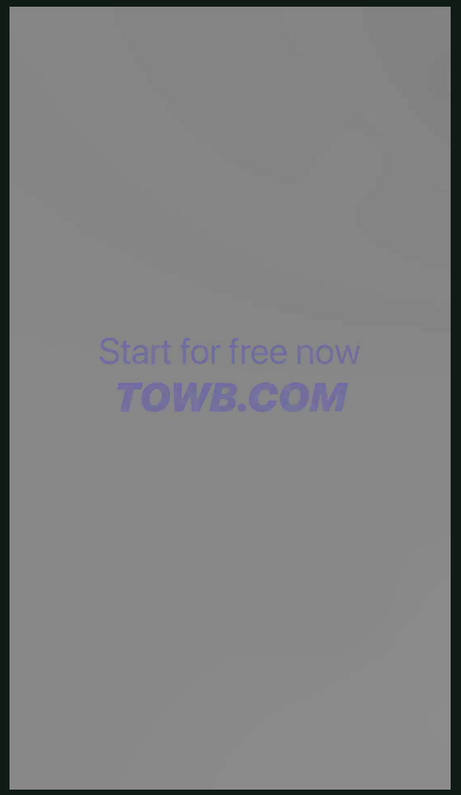
04 / THE FINAL IMPRESSION

Reveal TOWB.COM, hold, then fade out

00:14.567 - 00:18.767 / 4.20 SEC



Frame at 00:15.667



Frame at 00:18.200

ACTION

Bold italic "TOWB.COM" rises into place beneath "Start for free now". The completed two-line end card holds on the pale background. At approximately 00:17.800, the whole image begins fading down, reaching near-black by the final source frame.

FRAMING & MOVEMENT

Use a static, centered end-card composition. Keep the website larger and heavier than the invitation above it, with the same dark blue color and generous surrounding space. The fade affects the entire frame evenly.

STORY FUNCTION

Leave a clear destination on screen long enough to read, then close the film with a controlled fade.

PRODUCTION DIRECTION

Preserve the exact URL "TOWB.COM" and its reveal from below. Maintain the readable hold before the fade begins at frame 534, and retain the complete fade through the end of the 18.767-second source.