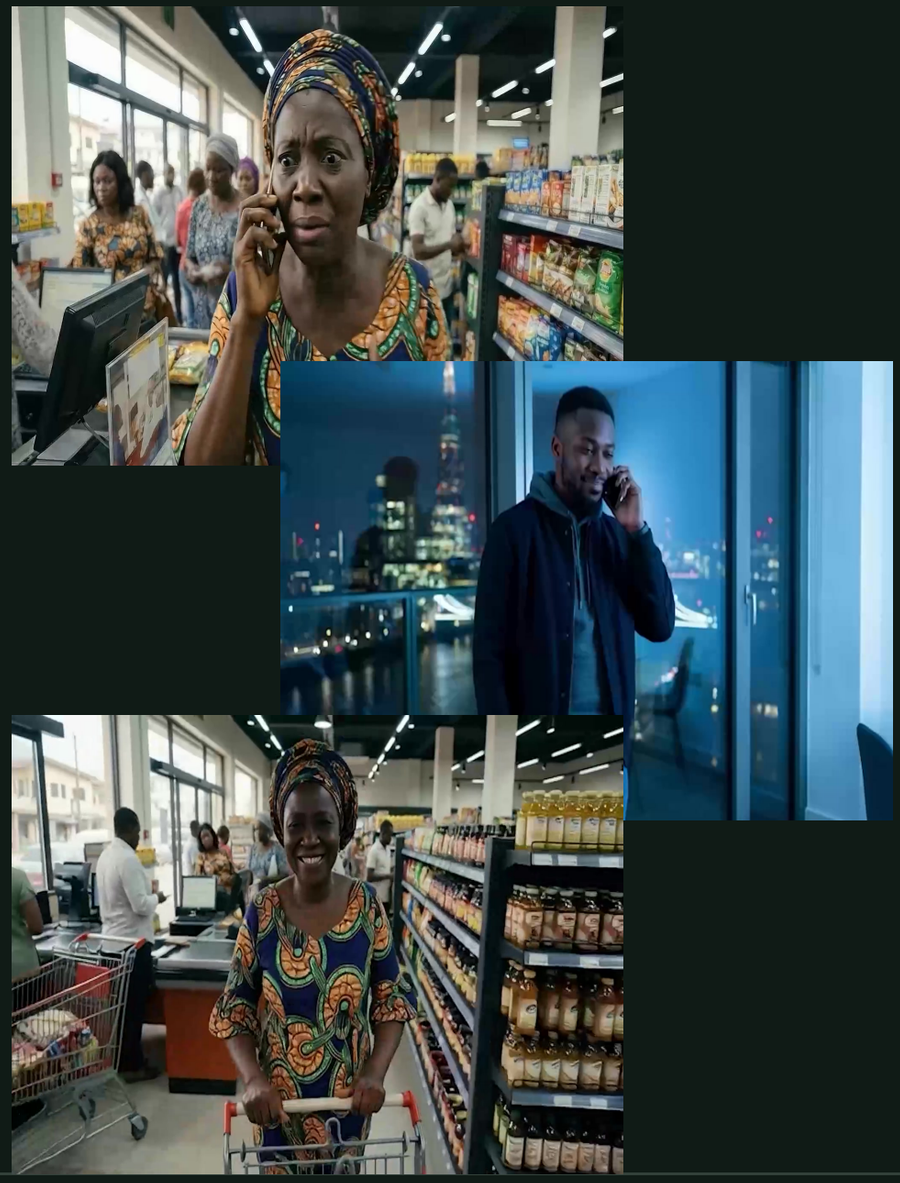
A TOWB BRAND FILM

Care across the distance.

A difficult moment. A call to her son. Support that reaches home.

The creative blueprint for production: shot design, performance direction and campaign intent.

36.16 SEC / LANDSCAPE / 25 FPS



01 / WHY THIS FILM EXISTS

Make distance feel smaller.

Follow a mother’s declined payment, her call to her son abroad and his mobile transfer. Resolve the story with her relieved smile at the checkout.



01

Establish the need

Use the checkout, worried reaction and readable decline message to create a clear, everyday problem.

02

Connect the family

Bridge the daylight supermarket and the son’s night-time city setting through their call and his phone interaction.

03

Connect to TOWB

Return to the payment attempt, show the mother’s relief and finish with the TOWB.com service message.

INTENDED TAKEAWAY

Help family across the distance. TOWB.com - Send money worldwide in minutes.

02 / THE FILM AT A GLANCE

From a declined payment to a relieved smile.

01 An ordinary shopping trip
00:00.000 - 00:02.680 / 2.68 s

02 The first payment attempt
00:02.680 - 00:05.080 / 2.40 s

03 A worried reaction
00:05.080 - 00:07.600 / 2.52 s

04 Insufficient funds
00:07.600 - 00:09.680 / 2.08 s

05 A call for help
00:09.680 - 00:12.440 / 2.76 s

06 Her son answers abroad
00:12.440 - 00:17.320 / 4.88 s

07 Send help from the phone
00:17.320 - 00:19.960 / 2.64 s

08 Try the payment again
00:19.960 - 00:22.600 / 2.64 s

09 Relief at the checkout
00:22.600 - 00:27.600 / 5.00 s

10 TOWB.com: the final message
00:27.600 - 00:36.160 / 8.56 s

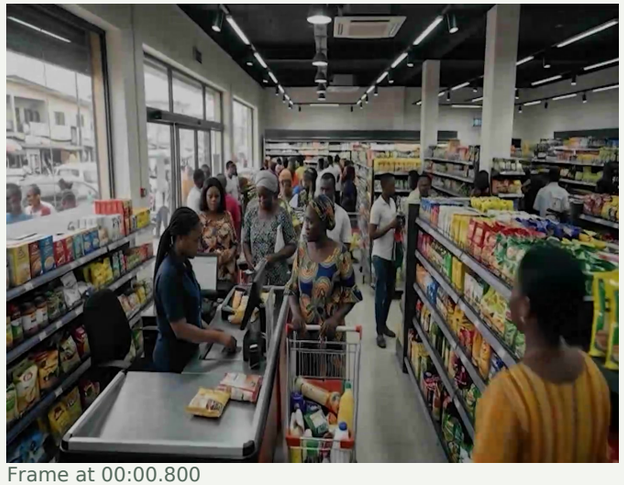
FORMAT: 1440 x 1080 px / 4:3 / 25 fps / 36.16 seconds

Preserve the mother’s dress, headwrap and checkout props. Contrast the two locations through daylight and cool night lighting. The return to her smiling departure uses a fade through black; dialogue is not transcribed.

03 / STORYBOARD **SHOT 01**

An ordinary shopping trip

00:00.000 - 00:02.680 / 2.68 SEC



Frame at 00:00.800



Frame at 00:02.400

ACTION

Open on a busy supermarket checkout with customers, carts and stocked aisles. Establish the mother among the shoppers waiting to pay.

FRAMING & MOVEMENT

Use a high, wide view down the checkout lane, gradually revealing the store from the opening fade.

STORY FUNCTION

Set the everyday context before a small financial crisis interrupts it.

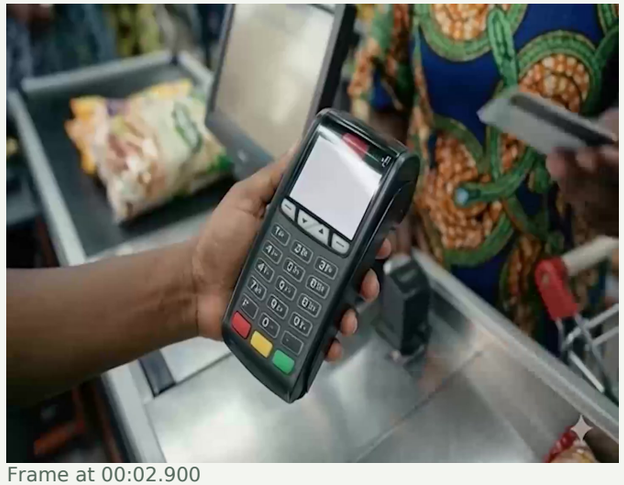
PRODUCTION DIRECTION

Keep the patterned dress and matching headwrap identifiable within the busy store.

03 / STORYBOARD **SHOT 02**

The first payment attempt

00:02.680 - 00:05.080 / 2.40 SEC



Frame at 00:02.900



Frame at 00:04.900

ACTION

Have the mother present her bank card to the handheld payment terminal at the checkout. Keep the cashier’s hand supporting the reader.

FRAMING & MOVEMENT

Cut to a close insert of the card, terminal and hands, with groceries and the mother’s patterned clothing behind.

STORY FUNCTION

Focus attention on the transaction that will trigger the problem.

PRODUCTION DIRECTION

Make the card-to-reader interaction legible and preserve the same terminal for the later return.

03 / STORYBOARD **SHOT 03**

A worried reaction

00:05.080 - 00:07.600 / 2.52 SEC



Frame at 00:05.300



Frame at 00:07.420

ACTION

Show the mother looking toward the cashier, then lowering her gaze with concern. Let her expression tighten subtly.

FRAMING & MOVEMENT

Use a close side portrait with the waiting customers softly blurred behind her.

STORY FUNCTION

Make the payment problem personal before revealing its cause.

PRODUCTION DIRECTION

Keep the reaction restrained and dignified, with natural eye movement and facial tension.

03 / STORYBOARD **SHOT 04**

Insufficient funds

00:07.600 - 00:09.680 / 2.08 SEC



Frame at 00:07.820



Frame at 00:09.500

ACTION

Present the payment terminal with its red decline message clearly displayed. Hold it steady in the cashier’s hand.

FRAMING & MOVEMENT

Use a tight angled insert that makes the screen the dominant element.

STORY FUNCTION

Explain the obstacle directly and unambiguously.

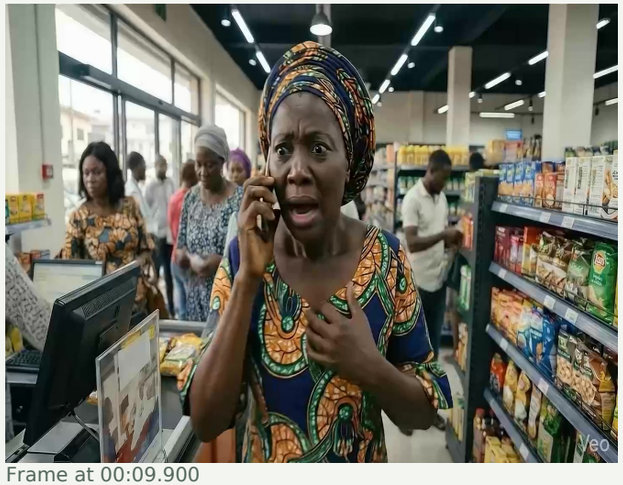
PRODUCTION DIRECTION

SCREEN COPY: DECLINED / INSUFFICIENT / FUNDS. Keep the message readable throughout the hold.

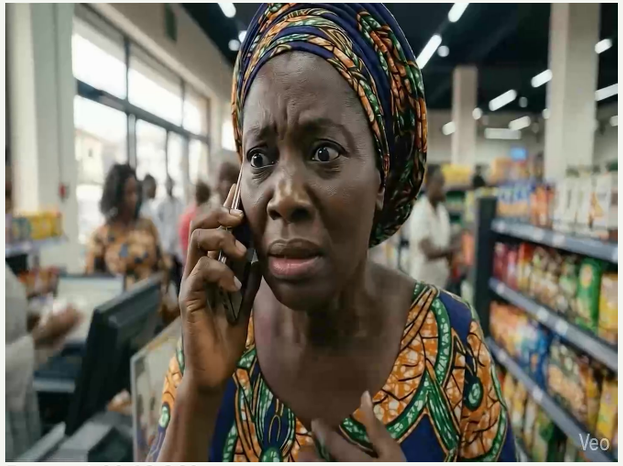
03 / STORYBOARD SHOT 05

A call for help

00:09.680 - 00:12.440 / 2.76 SEC



Frame at 00:09.900



Frame at 00:12.260

ACTION

Have the mother call her son while remaining beside the supermarket checkout. Let her gesture toward her chest as she explains the situation.

FRAMING & MOVEMENT

Use a frontal medium close-up with shelves, shoppers and the checkout still visible.

STORY FUNCTION

Introduce the family connection that will resolve the problem.

PRODUCTION DIRECTION

Keep her phone at her ear and her expression concerned. Dialogue wording is not transcribed.

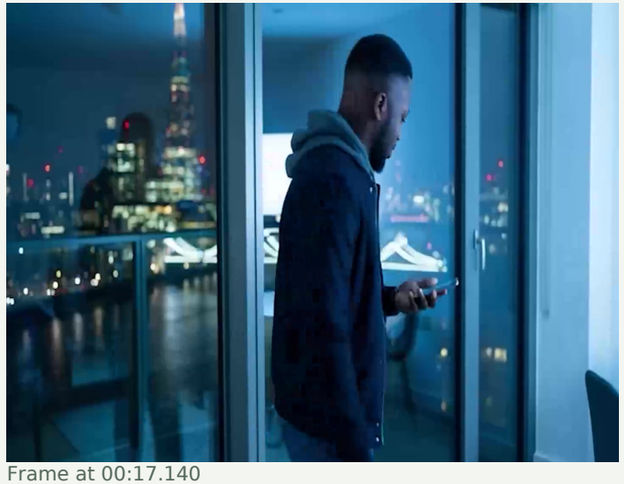
03 / STORYBOARD **SHOT 06**

Her son answers abroad

00:12.440 - 00:17.320 / 4.88 SEC



Frame at 00:12.660



Frame at 00:17.140

ACTION

Show the son taking the call beside tall windows overlooking a city skyline at night. Let him listen, respond calmly and lower the phone to look at its screen.

FRAMING & MOVEMENT

Use a medium-wide interior view with cool blue lighting and city reflections behind him.

STORY FUNCTION

Establish distance while showing that he can respond immediately.

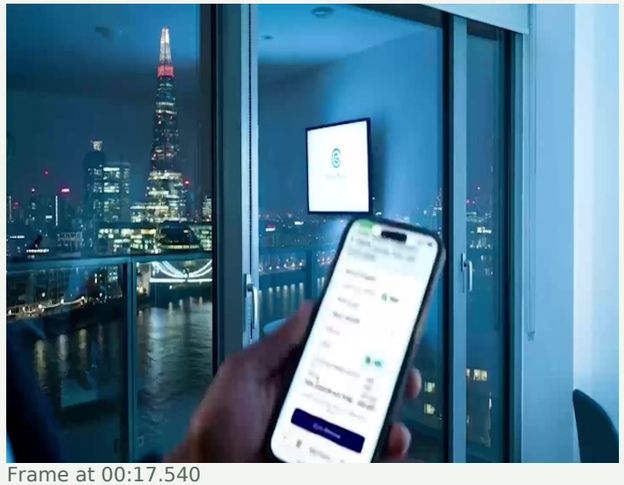
PRODUCTION DIRECTION

Contrast his cool night setting with the mother’s daylight supermarket. End with his attention moving to the phone.

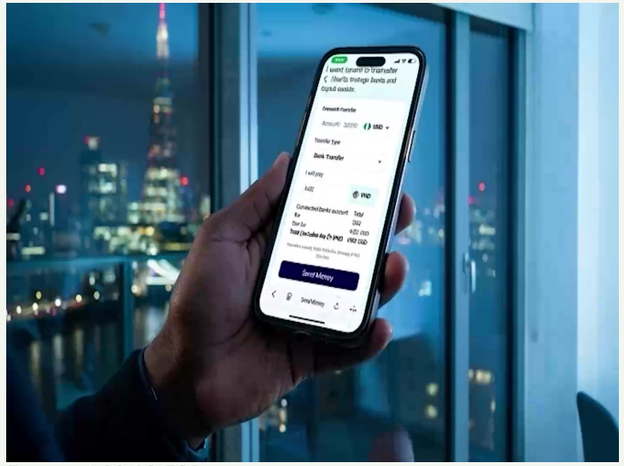
03 / STORYBOARD **SHOT 07**

Send help from the phone

00:17.320 - 00:19.960 / 2.64 SEC



Frame at 00:17.540



Frame at 00:19.780

ACTION

Bring the smartphone into close view and have the son tap through the transfer interface. Keep the city skyline visible beyond his hands.

FRAMING & MOVEMENT

Use an over-the-hands insert with the upright display prominent against the window.

STORY FUNCTION

Show the mobile action that connects the two locations.

PRODUCTION DIRECTION

Keep the transfer interaction clear without inventing unreadable amounts, recipient details or interface labels.

03 / STORYBOARD **SHOT 08**

Try the payment again

00:19.960 - 00:22.600 / 2.64 SEC



Frame at 00:20.100



Frame at 00:21.600

ACTION

Return to the checkout and have the mother present her card to the same reader again. Complete the transaction beat, then fade down into the next moment.

FRAMING & MOVEMENT

Repeat the close card-and-terminal angle to echo the earlier failed attempt.

STORY FUNCTION

Resolve the payment obstacle through the repeated action and the relief that follows.

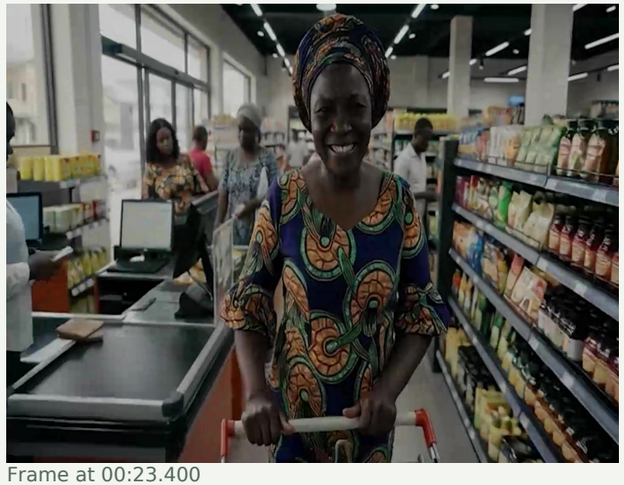
PRODUCTION DIRECTION

Match the card, reader and patterned clothing. Use the following smile as the visible confirmation of resolution.

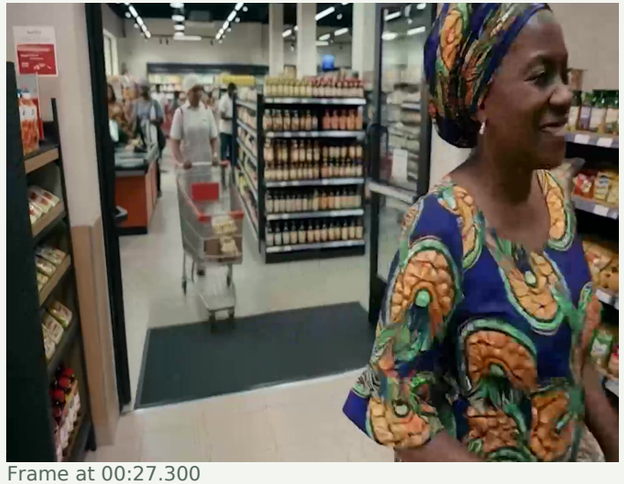
03 / STORYBOARD SHOT 09

Relief at the checkout

00:22.600 - 00:27.600 / 5.00 SEC



Frame at 00:23.400



Frame at 00:27.300

ACTION

Fade up to the mother smiling as she pushes her trolley away from the checkout and toward the exit. Let her turn naturally with the cart.

FRAMING & MOVEMENT

Track backward in front of her through the checkout area, then allow her to move past toward the doorway.

STORY FUNCTION

Show the emotional payoff: the shopping trip can continue without distress.

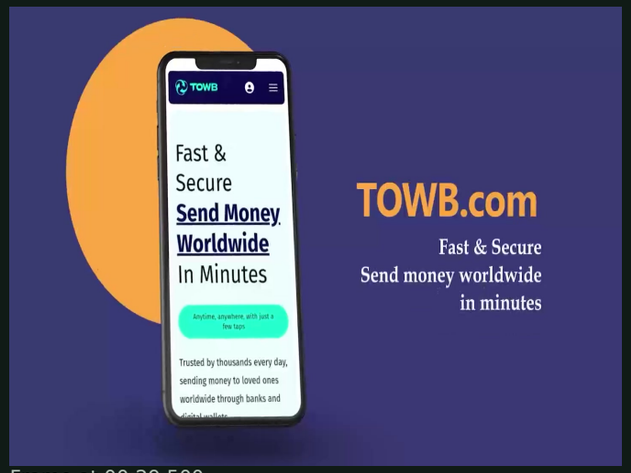
PRODUCTION DIRECTION

Keep the smile warm and understated. The transition from the preceding shot passes through black.

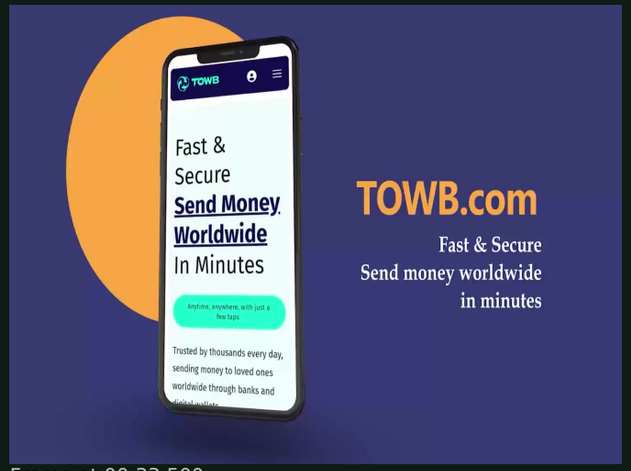
04 / THE FINAL IMPRESSION

TOWB.com: the final message

00:27.600 - 00:36.160 / 8.56 SEC



Frame at 00:29.500



Frame at 00:33.500

ACTION

Reveal a smartphone mockup on a deep purple background with a warm yellow circle behind it. Build the TOWB.com headline and supporting copy, hold the complete layout, then fade out.

FRAMING & MOVEMENT

Use a clean graphic end card with the phone at left and the message at right.

STORY FUNCTION

Connect the family story to a clear brand destination and service message.

PRODUCTION DIRECTION

END COPY: TOWB.com / Fast & Secure / Send money worldwide / in minutes. Phone headline: Fast & Secure / Send Money Worldwide / in Minutes.