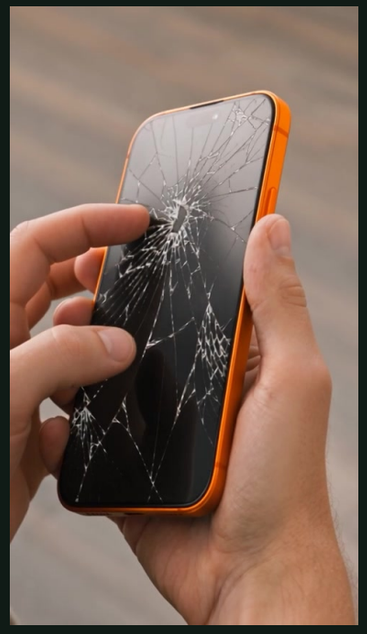
A TONTEL BRAND FILM

One phone.
One happy family.

From a cracked screen to shared relief. Expert help, brought to the family.

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







31.00 SEC / VERTICAL / 24 FPS

01 / WHY THIS FILM EXISTS

Bring the relief home.

Make a broken family phone feel manageable: a reassuring call, an on-location visit and a visible repair result.



01

Make it relatable

Show the whole family gathered around a cracked phone. Use the father's concern as the emotional starting point.

02

Build reassurance

Intercut the customer and TONTEL staff member, then follow the technician from preparation to the doorstep.

03

Show the result

Use focused repair inserts and an illuminated screen. Return to a relaxed family before the logo reveal.

INTENDED TAKEAWAY

One broken phone. A whole family reassured. TONTEL comes to you.

02 / THE FILM AT A GLANCE

From family concern to shared relief.

01	00:00.000 - 00:01.708	1.71 s	**The problem in close-up**
02	00:01.708 - 00:04.042	2.33 s	**A family at a standstill**
03	00:04.042 - 00:05.792	1.75 s	**The father weighs his options**
04	00:05.792 - 00:06.917	1.12 s	**Call for help**
05	00:06.917 - 00:10.500	3.58 s	**TONTEL answers**
06	00:10.500 - 00:13.542	3.04 s	**Explain the situation**
07	00:13.542 - 00:17.000	3.46 s	**A reassuring response**
08	00:17.000 - 00:19.333	2.33 s	**The customer is reassured**
09	00:19.333 - 00:21.125	1.79 s	**Prepare for the visit**
10	00:21.125 - 00:23.208	2.08 s	**The mobile service departs**
11	00:23.208 - 00:24.083	0.88 s	**A welcome at the door**
12	00:24.083 - 00:25.000	0.92 s	**Open the device**
13	00:25.000 - 00:26.208	1.21 s	**Focused repair work**
14	00:26.208 - 00:26.875	0.67 s	**The precision detail**
15	00:26.875 - 00:27.708	0.83 s	**A working screen**
16	00:27.708 - 00:29.458	1.75 s	**Return and relief**
17	00:29.458 - 00:31.000	1.54 s	**The family reconnects**

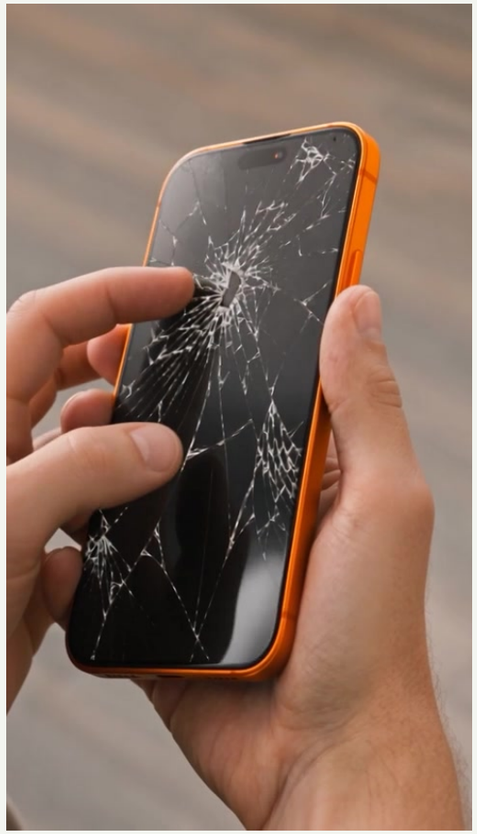
FORMAT: 480 x 854 px / approximately 9:16 / 24 fps / 31.00 seconds

Use the paired frames to guide each shot. Maintain the family, two calling handsets, orange repair phone, technician and vehicle continuity.

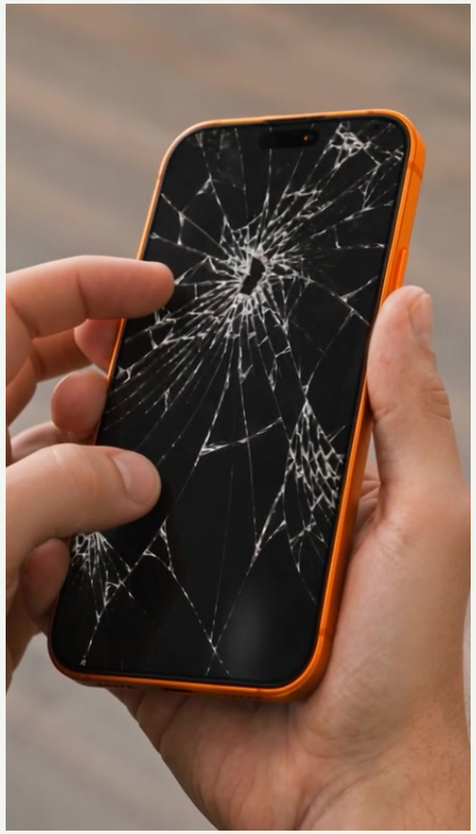
03 / STORYBOARD **SHOT 01**

The problem in close-up

00:00.000 - 00:01.708 / 1.71 SEC



Frame at 00:00.220



Frame at 00:01.528

ACTION

Hold the orange-cased phone upright and touch the heavily cracked screen. Make the damaged glass the immediate focus.

FRAMING & MOVEMENT

Open on a tight hand-and-phone insert with a softly blurred domestic background.

STORY FUNCTION

Establish the problem before introducing its owner.

PRODUCTION DIRECTION

Match the orange case and crack pattern throughout the opening.

03 / STORYBOARD SHOT 02

A family at a standstill

00:01.708 - 00:04.042 / 2.33 SEC



Frame at 00:01.928



Frame at 00:03.862

ACTION

Seat the father between two girls on the sofa, inspecting the phone. Place the mother behind them holding a toddler. Let everyone lean in with concern.

FRAMING & MOVEMENT

Use a frontal family group composition with the phone held at the centre.

STORY FUNCTION

Make one broken device feel like a shared household problem.

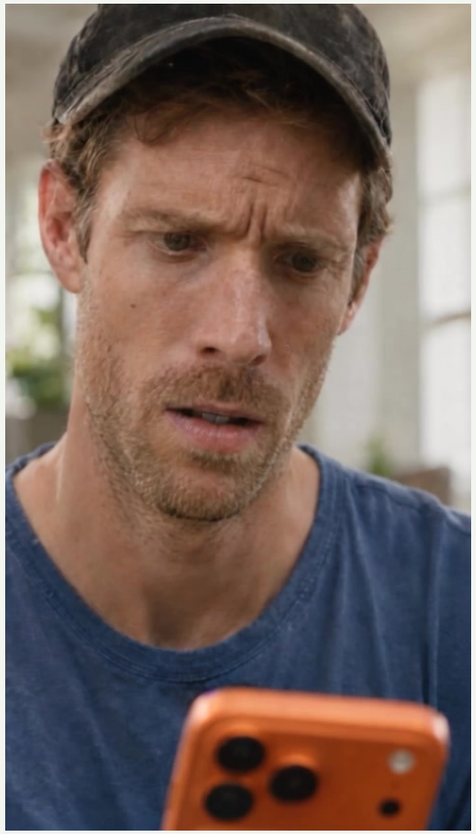
PRODUCTION DIRECTION

Keep the father's cap, blue shirt and the family's positions consistent.

03 / STORYBOARD **SHOT 03**

The father weighs his options

00:04.042 - 00:05.792 / 1.75 SEC



Frame at 00:04.262



Frame at 00:05.612

ACTION

Move close to the father as he studies the orange phone, frowning and looking uncertain.

FRAMING & MOVEMENT

Use a head-and-shoulders portrait with the phone entering the lower foreground.

STORY FUNCTION

Give the problem a clear emotional point of view.

PRODUCTION DIRECTION

Direct restrained frustration and keep his attention on the device.

03 / STORYBOARD **SHOT 04**

Call for help

00:05.792 - 00:06.917 / 1.12 SEC



Frame at 00:06.012



Frame at 00:06.737

ACTION

Return to the family group. Have the father hold a second phone to his ear while keeping the damaged orange phone visible in his other hand.

FRAMING & MOVEMENT

Use a medium-wide frontal composition that includes the family and both devices.

STORY FUNCTION

Turn concern into a practical request for help.

PRODUCTION DIRECTION

Distinguish the calling handset from the orange phone that needs repair.

03 / STORYBOARD **SHOT 05**

TONTEL answers

00:06.917 - 00:10.500 / 3.58 SEC



Frame at 00:07.137



Frame at 00:10.320

ACTION

Place the female staff member behind the shop counter in a branded apron. Have her take the call and respond attentively.

FRAMING & MOVEMENT

Use a medium portrait with the TONTEL signage, counter and shop displays behind her.

STORY FUNCTION

Introduce an accessible service contact and begin reassurance.

PRODUCTION DIRECTION

Maintain her black shirt, grey apron and phone-to-ear position.

03 / STORYBOARD SHOT 06

Explain the situation

00:10.500 - 00:13.542 / 3.04 SEC



Frame at 00:10.720



Frame at 00:13.362

ACTION

Cut back to the father talking on the phone while the family stays close. Let him show or glance at the damaged orange device as he speaks.

FRAMING & MOVEMENT

Repeat the family composition to connect both sides of the conversation.

STORY FUNCTION

Keep the customer's need present during the service exchange.

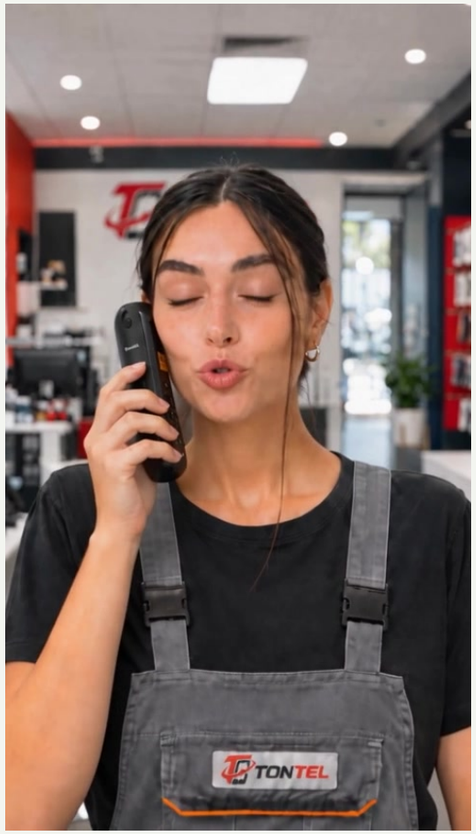
PRODUCTION DIRECTION

Maintain eyelines and the two-handset continuity across the intercut.

03 / STORYBOARD **SHOT 07**

A reassuring response

00:13.542 - 00:17.000 / 3.46 SEC



Frame at 00:13.762



Frame at 00:16.820

ACTION

Return to the staff member as she continues the call. Let her expression grow warmer and more confident.

FRAMING & MOVEMENT

Move into a closer portrait while preserving recognisable shop branding behind her.

STORY FUNCTION

Shift the tone from uncertainty toward a workable solution.

PRODUCTION DIRECTION

Use natural conversational performance; avoid exaggerated sales gestures.

03 / STORYBOARD **SHOT 08**

The customer is reassured

00:17.000 - 00:19.333 / 2.33 SEC



Frame at 00:17.220



Frame at 00:19.153

ACTION

Show the father listening and responding while holding the orange phone. Let the family remain attentive around him.

FRAMING & MOVEMENT

Return to the frontal sofa group, maintaining the same screen direction.

STORY FUNCTION

Close the call sequence and prepare the move to service delivery.

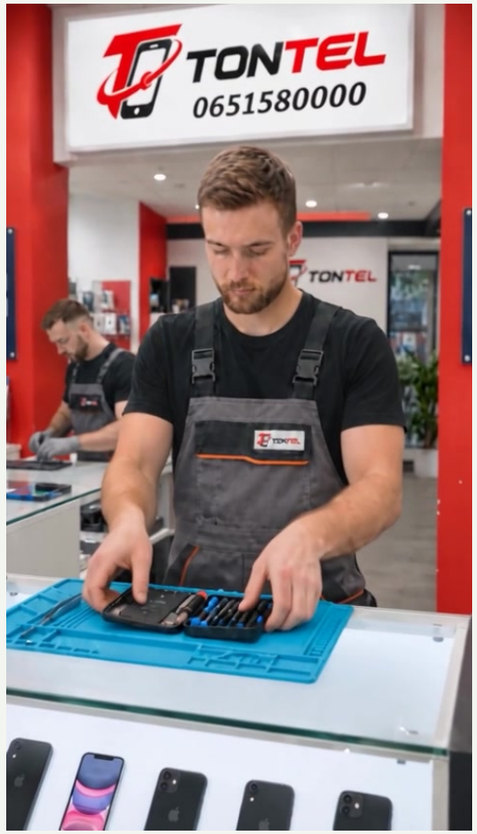
PRODUCTION DIRECTION

Keep the family in place until the technician sequence begins.

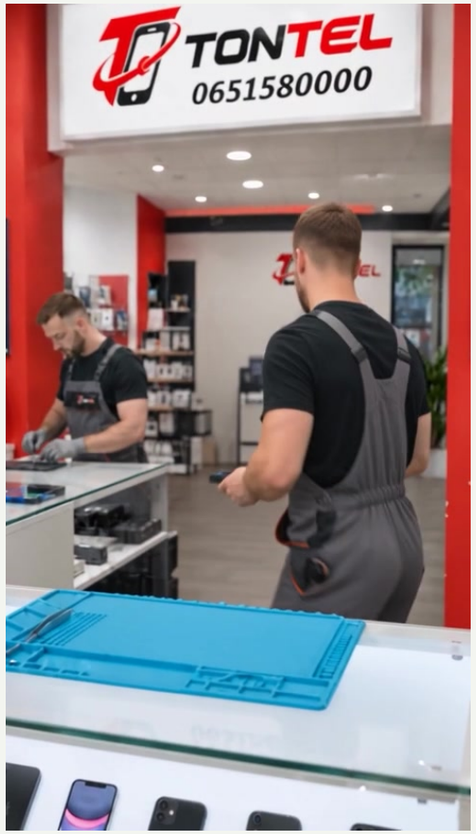
03 / STORYBOARD **SHOT 09**

Prepare for the visit

00:19.333 - 00:21.125 / 1.79 SEC



Frame at 00:19.553



Frame at 00:20.945

ACTION

Show a male TONTEL technician at the shop bench gathering equipment and lifting a portable tool case.

FRAMING & MOVEMENT

Use a medium workshop view with the blue work mat and TONTEL sign visible.

STORY FUNCTION

Translate the call into a concrete response.

PRODUCTION DIRECTION

Match this technician's appearance, apron and case to the home visit.

03 / STORYBOARD **SHOT 10**

The mobile service departs

00:21.125 - 00:23.208 / 2.08 SEC



Frame at 00:21.345



Frame at 00:23.028

ACTION

Show a branded white TONTEL van travelling along a street lined with shops and houses.

FRAMING & MOVEMENT

Use an exterior street view that keeps the side branding readable as the van passes.

STORY FUNCTION

Connect the shop response to travel toward the customer.

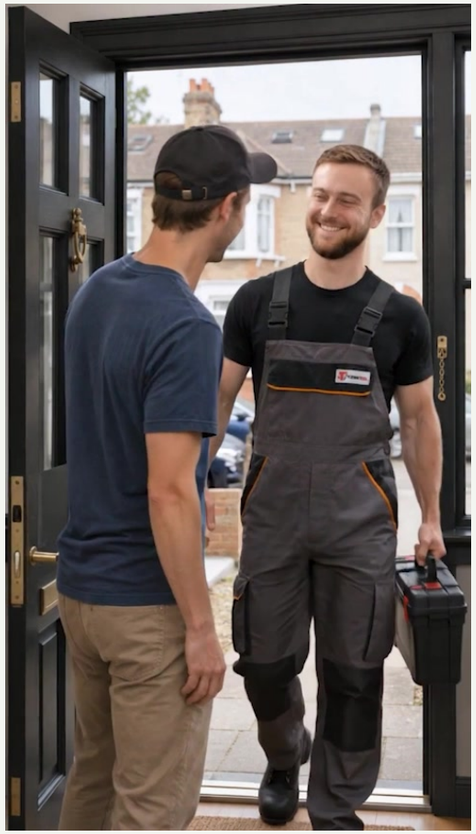
PRODUCTION DIRECTION

Preserve the vehicle design and branding through the movement.

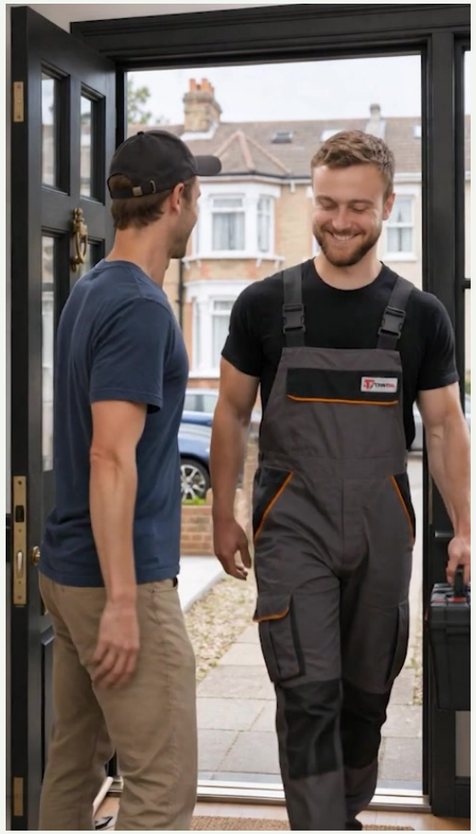
03 / STORYBOARD **SHOT 11**

A welcome at the door

00:23.208 - 00:24.083 / 0.88 SEC



Frame at 00:23.383



Frame at 00:23.908

ACTION

Have the father greet the smiling technician at the open front door. Keep the technician's equipment visible as he arrives.

FRAMING & MOVEMENT

Frame a medium two-shot across the threshold.

STORY FUNCTION

Deliver the on-location promise in a familiar home setting.

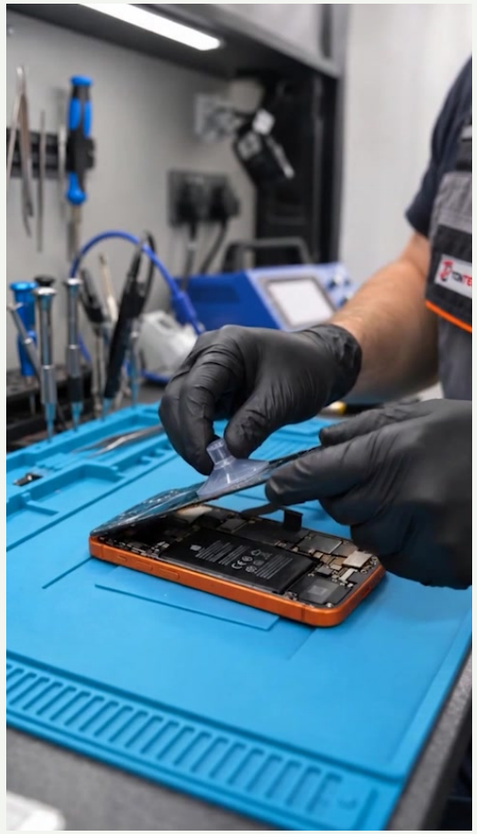
PRODUCTION DIRECTION

Match the father's cap and blue shirt to the living-room scenes.

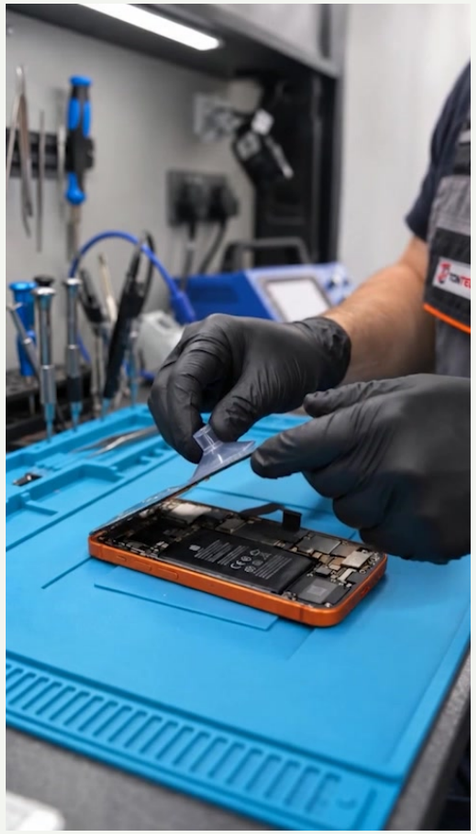
03 / STORYBOARD **SHOT 12**

Open the device

00:24.083 - 00:25.000 / 0.92 SEC



Frame at 00:24.267



Frame at 00:24.820

ACTION

Show gloved hands working on the opened orange phone on a blue repair mat inside the mobile workshop.

FRAMING & MOVEMENT

Cut to a close bench insert with the phone internals clearly visible.

STORY FUNCTION

Begin the technical repair montage.

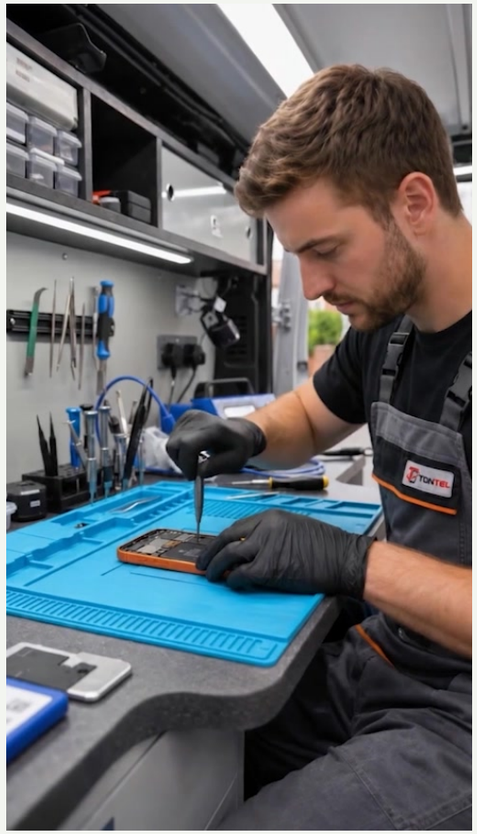
PRODUCTION DIRECTION

Keep the orange housing and internal layout continuous across repair inserts.

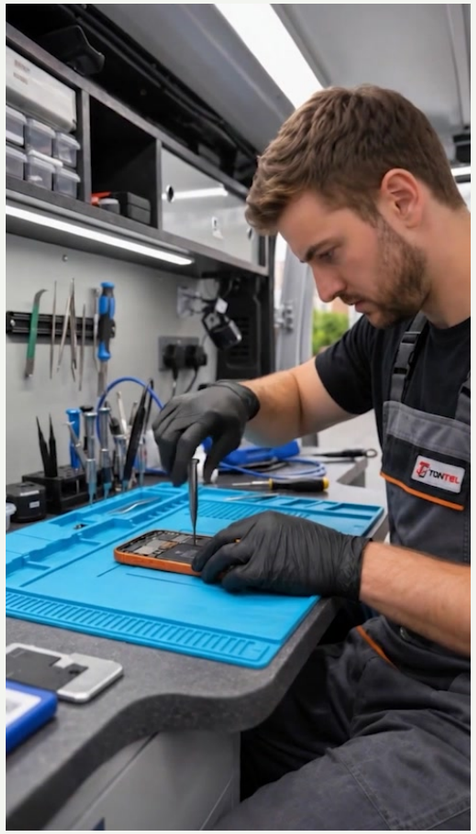
03 / STORYBOARD **SHOT 13**

Focused repair work

00:25.000 - 00:26.208 / 1.21 SEC



Frame at 00:25.220



Frame at 00:26.028

ACTION

Show the technician leaning over the bench and working carefully with a small tool.

FRAMING & MOVEMENT

Use a medium side view inside the van, including tool storage and the repair mat.

STORY FUNCTION

Give the hands-on work a credible human focus.

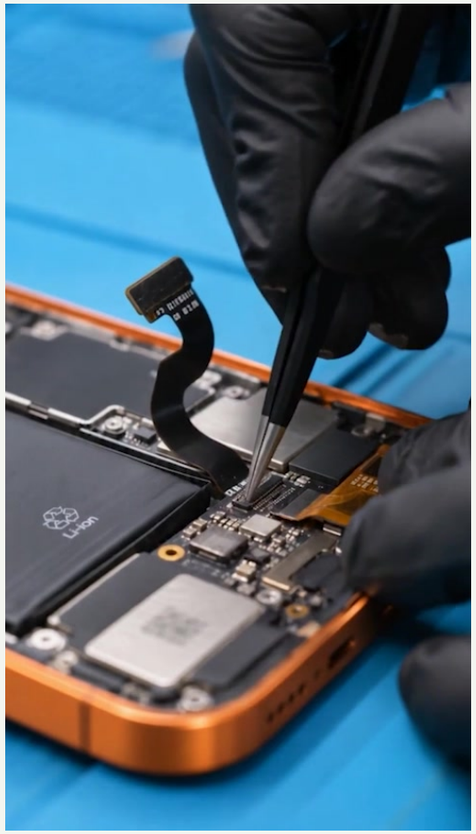
PRODUCTION DIRECTION

Maintain the gloves, work position and tool placement.

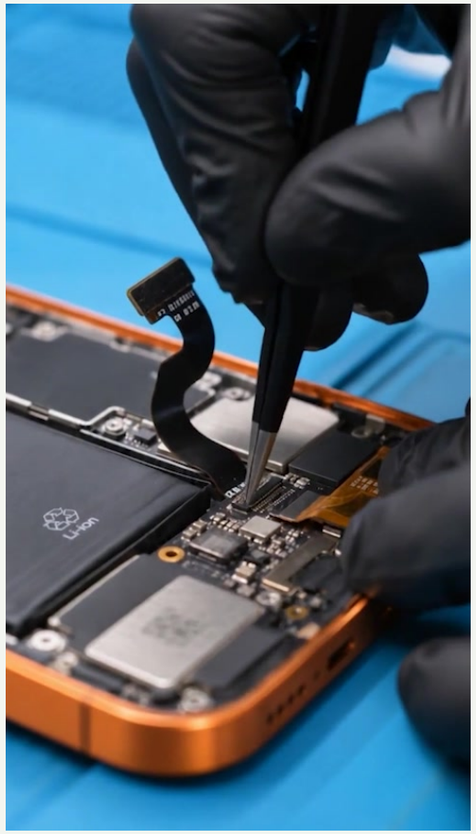
03 / STORYBOARD **SHOT 14**

The precision detail

00:26.208 - 00:26.875 / 0.67 SEC



Frame at 00:26.342



Frame at 00:26.742

ACTION

Move closer to the opened phone as the gloved technician makes a precise adjustment near the internal components.

FRAMING & MOVEMENT

Use a macro-style overhead insert of the tool tip and device interior.

STORY FUNCTION

Emphasise care at the most detailed stage of the repair.

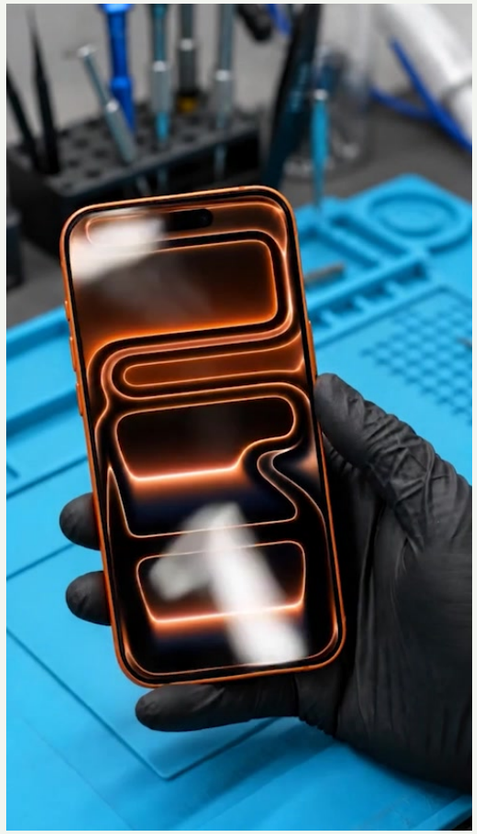
PRODUCTION DIRECTION

Keep the tool movement controlled and the device stable on the mat.

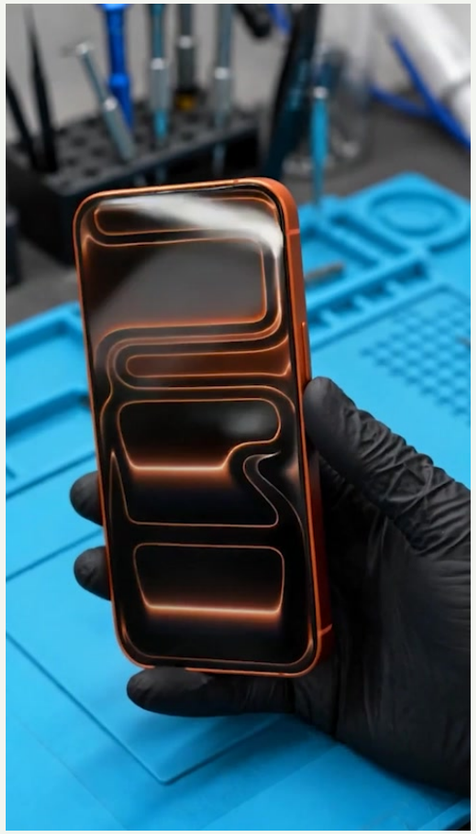
03 / STORYBOARD SHOT 15

A working screen

00:26.875 - 00:27.708 / 0.83 SEC



Frame at 00:27.042



Frame at 00:27.542

ACTION

Present the restored phone upright with its illuminated display visible against the blue mat.

FRAMING & MOVEMENT

Use a tight proof-of-result insert with the intact glass facing the viewer.

STORY FUNCTION

Make the repair outcome immediately readable.

PRODUCTION DIRECTION

Hold the screen steadily and preserve the same orange case.

03 / STORYBOARD **SHOT 16**

Return and relief

00:27.708 - 00:29.458 / 1.75 SEC



Frame at 00:27.928



Frame at 00:29.278

ACTION

Bring the technician back to the father on the sofa. Let the father hold the repaired phone while they exchange relieved smiles; keep the tool case with the technician.

FRAMING & MOVEMENT

Use a medium two-shot with the family at the edge of the composition.

STORY FUNCTION

Resolve the service journey through a friendly personal handover.

PRODUCTION DIRECTION

Show the repaired device in the owner's hands and keep the domestic setting continuous.

04 / THE FINAL IMPRESSION

The family reconnects

00:29.458 - 00:31.000 / 1.54 SEC



Frame at 00:29.678



Frame at 00:30.820

ACTION

Gather the family around the restored orange phone with relaxed smiles. Then soften the family image and resolve the TONTEL logo over it.

FRAMING & MOVEMENT

Begin on the frontal sofa group, then shift focus into a blurred background for the centred brand overlay.

STORY FUNCTION

Close on family relief and a clear TONTEL brand memory.

PRODUCTION DIRECTION

Use the existing family scene as the end-card background; hold the logo through the finish.