A TOWB BRAND FILM

Faster than Speedman.

A forest mystery.
A smarter way to send money.

Visual storyboard built from the supplied reel: action, framing, performance and brand finish.





92.33 SEC / 9:16 / 29.97 FPS / 1080 x 1920

01 / FILM STRUCTURE

From mystery to money transfer.

Narrative fiction introduces the remittance problem; a recorded interface walkthrough then demonstrates the service. Captions below are sourced from the picture, not an audio transcription.

01	00:00 - 00:08	**A mystery near the village**	Story / opening mystery
02	00:08 - 00:13	**Into the forest**	Story / pursuit
03	00:13 - 00:18	**A flash of speed**	Story / action insert
04	00:18 - 00:22	**The group spots him**	Story / discovery
05	00:22 - 00:25	**Stop and talk**	Story / de-escalation
06	00:25 - 00:29	**Meet Speedman**	Story / character reveal
07	00:29 - 00:35	**Why are you running?**	Story / question
08	00:35 - 00:40	**Delivering money home**	Story / service problem
09	00:40 - 00:47	**The TOWB alternative**	Message / recommendation

Timing ranges are approximate editorial boundaries. Spoken benefit claims and recorded interface values are documented as source content, not verified live service terms.

01 / FILM STRUCTURE

From explanation to demonstration.

Narrative fiction introduces the remittance problem; a recorded interface walkthrough then demonstrates the service. Captions below are sourced from the picture, not an audio transcription.

10	00:47 - 00:52	**Explain the benefits**	Message / source claims
11	00:52 - 01:01	**Even faster than Speedman**	Bridge / phone reveal
12	01:01 - 01:06	**Start a new transfer**	Demo / country and type
13	01:06 - 01:12	**Enter the amount**	Demo / amount and fee
14	01:12 - 01:18	**Add recipient details**	Demo / beneficiary
15	01:18 - 01:20	**Review and confirm**	Demo / confirmation
16	01:20 - 01:24	**Completion screen**	Demo / result
17	01:24 - 01:32.33	**TOWB brand close**	Brand / closing lockup

Timing ranges are approximate editorial boundaries. Spoken benefit claims and recorded interface values are documented as source content, not verified live service terms.

02 / VISUAL STORYBOARD **BEAT 01**

A mystery near the village

00:00 - 00:08 / SOURCE SEQUENCE



Source frame: 1.50s



Source frame: 6.50s

ACTION & SOURCE CAPTIONS

A man in patterned cloth addresses the camera outside thatched homes, holding a long staff. The subtitles describe a strange presence near the village and a plan to find it.

FRAMING & MOVEMENT

Front-facing medium portrait. Keep the huts readable and the speaker dominant.

PERFORMANCE / CONTINUITY

Introduce the mystery with a serious delivery. Preserve the TOWB corner mark and source subtitles.

02 / VISUAL STORYBOARD **BEAT 02**

Into the forest

00:08 - 00:13 / SOURCE SEQUENCE



Source frame: 8.70s



Source frame: 11.50s

ACTION & SOURCE CAPTIONS

A group advances through dense greenery with long spears. Source caption: “Whatever it is, it’s moving super fast” and “you can’t really see it clearly at all”.

FRAMING & MOVEMENT

Track the group on the forest path, with the lead man centred and companions layered behind.

PERFORMANCE / CONTINUITY

Maintain the direction of travel and wardrobe continuity. Let foliage frame the group without hiding the lead face.

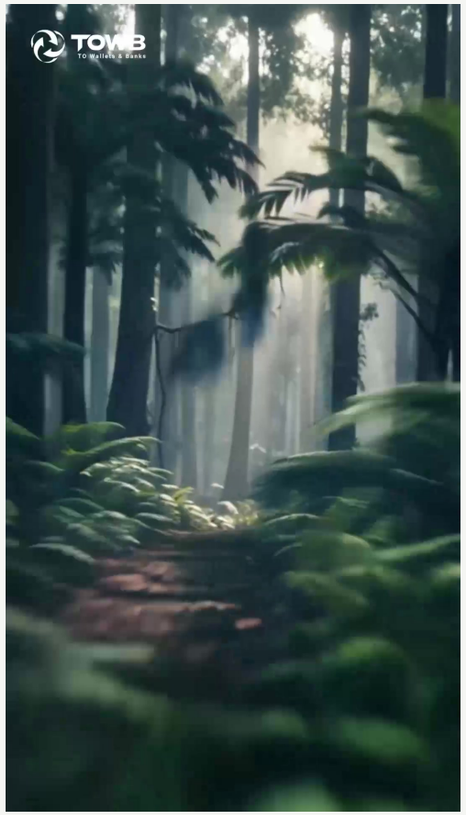
02 / VISUAL STORYBOARD **BEAT 03**

A flash of speed

00:13 - 00:18 / SOURCE SEQUENCE



Source frame: 13.60s



Source frame: 16.40s

ACTION & SOURCE CAPTIONS

A green-suited figure races through the forest carrying a large pile of banknotes. Coloured light trails sweep through the trees.

FRAMING & MOVEMENT

Use dynamic action views and motion blur to contrast with the slower search party.

PERFORMANCE / CONTINUITY

Keep the money visible long enough to seed the reveal. Preserve the source light trails and rushing movement.

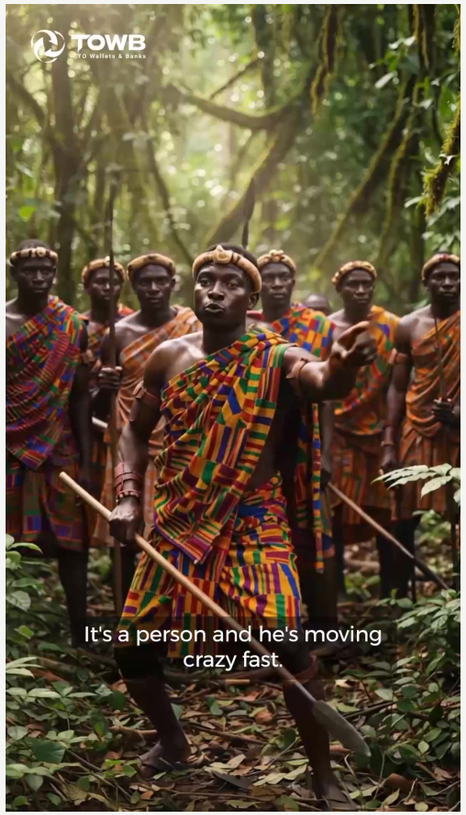
02 / VISUAL STORYBOARD **BEAT 04**

The group spots him

00:18 - 00:22 / SOURCE SEQUENCE



Source frame: 18.60s



Source frame: 21.10s

ACTION & SOURCE CAPTIONS

The villagers point into the forest. Source captions: “That’s it! I saw it” and “It’s a person and he’s moving crazy fast.”

FRAMING & MOVEMENT

A group reaction view places the pointing speaker in front of the others.

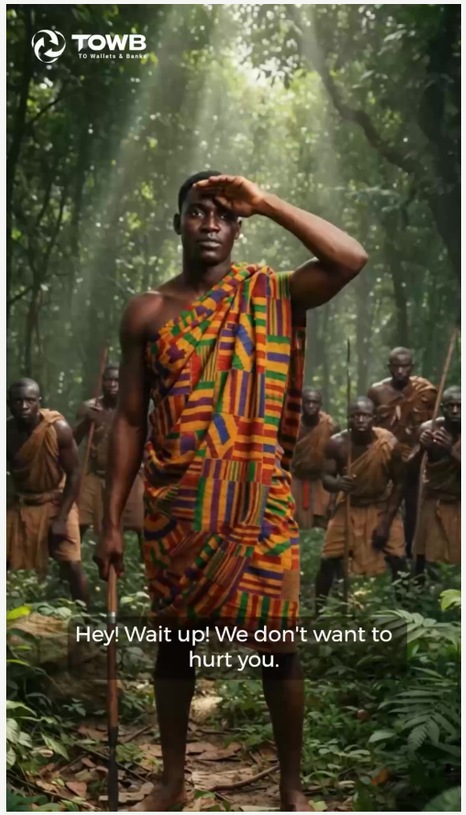
PERFORMANCE / CONTINUITY

Make the pointing direction clear. Keep the reaction surprised, establishing that the moving figure is human.

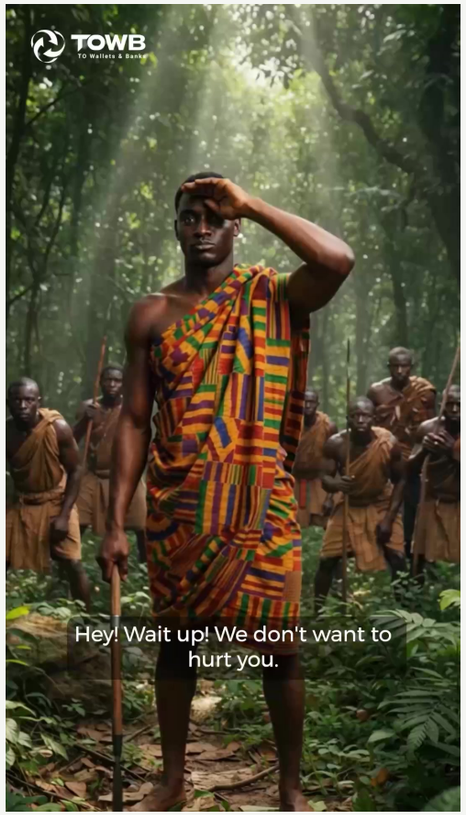
02 / VISUAL STORYBOARD **BEAT 05**

Stop and talk

00:22 - 00:25 / SOURCE SEQUENCE



Source frame: 22.50s



Source frame: 24.20s

ACTION & SOURCE CAPTIONS

The lead man raises his hand and calls out. Source captions: “Hey! Wait up! We don’t want to hurt you” and “We just want to talk to you.”

FRAMING & MOVEMENT

A frontal standing view isolates the gesture while retaining the group behind him.

PERFORMANCE / CONTINUITY

Hold the raised hand and the appeal. This beat changes the scene from pursuit to conversation.

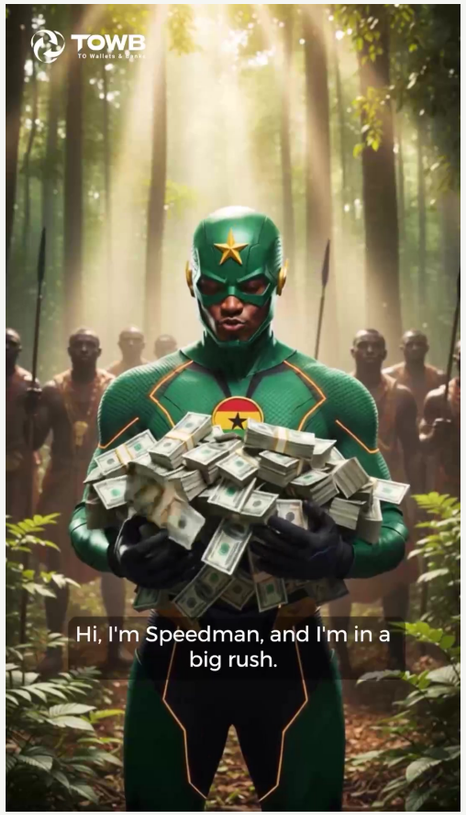
02 / VISUAL STORYBOARD **BEAT 06**

Meet Speedman

00:25 - 00:29 / SOURCE SEQUENCE



Source frame: 25.80s



Source frame: 28.20s

ACTION & SOURCE CAPTIONS

The masked hero stands with bundles of cash in his arms. Source caption: “Hi, I’m Speedman, and I’m in a big rush.” He then asks what they want to know.

FRAMING & MOVEMENT

A centred medium view reveals the green suit, gold star and Ghana-colour chest emblem.

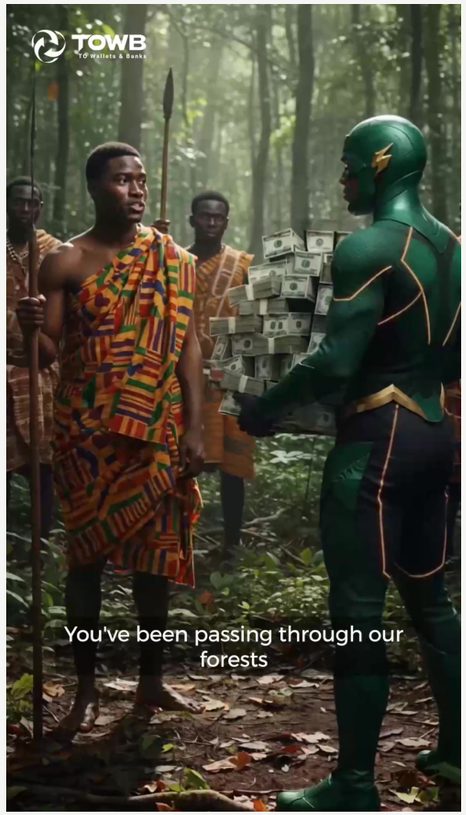
PERFORMANCE / CONTINUITY

Keep the cash pile, face and emblem visible together. Play the introduction with urgency rather than aggression.

02 / VISUAL STORYBOARD **BEAT 07**

Why are you running?

00:29 - 00:35 / SOURCE SEQUENCE



Source frame: 30.10s



Source frame: 34.20s

ACTION & SOURCE CAPTIONS

The lead man faces Speedman and questions his repeated trips through the forest. Source captions describe people being frightened and ask: “What are you doing?”

FRAMING & MOVEMENT

A conversational two-shot relates the speaker to the hero and the surrounding group.

PERFORMANCE / CONTINUITY

Preserve eyelines and the positions of the cash and staff. Use the question to motivate the explanation.

02 / VISUAL STORYBOARD **BEAT 08**

Delivering money home

00:35 - 00:40 / SOURCE SEQUENCE



Source frame: 35.80s



Source frame: 38.80s

ACTION & SOURCE CAPTIONS

Speedman explains that he brings money from Ghanaians working abroad to their families. He still holds the physical cash.

FRAMING & MOVEMENT

Reverse conversational framing with the hero facing the questioner in the foreground.

PERFORMANCE / CONTINUITY

Treat the cash as the visual explanation of his job. Keep the family-remittance idea clear in the subtitles.

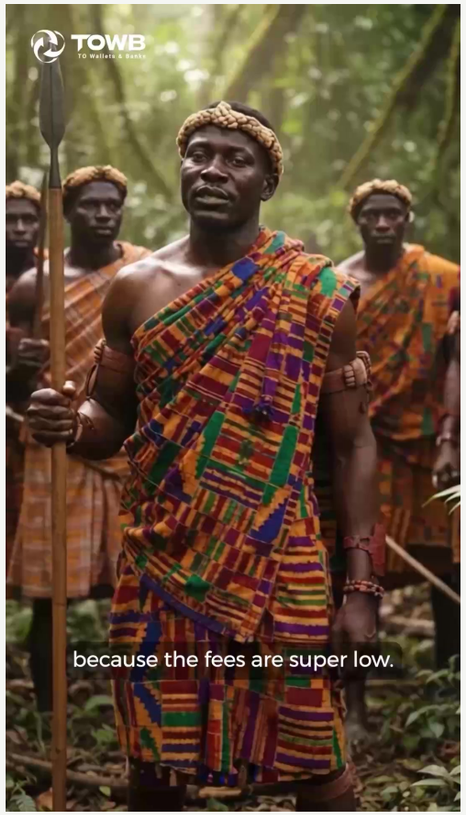
02 / VISUAL STORYBOARD **BEAT 09**

The TOWB alternative

00:40 - 00:47 / SOURCE SEQUENCE



Source frame: 41.80s



Source frame: 45.80s

ACTION & SOURCE CAPTIONS

A villager says the manual delivery is no longer needed. Source subtitles describe his son sending money every month through TOWB and say the fees are “super low”.

FRAMING & MOVEMENT

A medium portrait of the speaker with the community behind him.

PERFORMANCE / CONTINUITY

Give the brand mention a clear reading window. These are claims in the supplied film, not independently verified product facts.

02 / VISUAL STORYBOARD **BEAT 10**

Explain the benefits

00:47 - 00:52 / SOURCE SEQUENCE



Source frame: 48.10s



Source frame: 50.80s

ACTION & SOURCE CAPTIONS

Another villager speaks. Source captions claim that the chosen amount transfers instantly “at the best exchange rate”.

FRAMING & MOVEMENT

A closer portrait provides a distinct second voice while keeping forest continuity.

PERFORMANCE / CONTINUITY

Preserve the source wording as campaign dialogue. The later interface shows a delivery-time note, so do not treat the spoken claim as a verified guarantee.

02 / VISUAL STORYBOARD **BEAT 11**

Even faster than Speedman

00:52 - 01:01 / SOURCE SEQUENCE



Source frame: 53.60s



Source frame: 59.20s

ACTION & SOURCE CAPTIONS

Speedman looks at a smartphone, says it transfers money faster than he does, then presents the screen. Source captions introduce the TOWB website or app.

FRAMING & MOVEMENT

Start in a medium portrait and move closer as the phone turns towards the viewer.

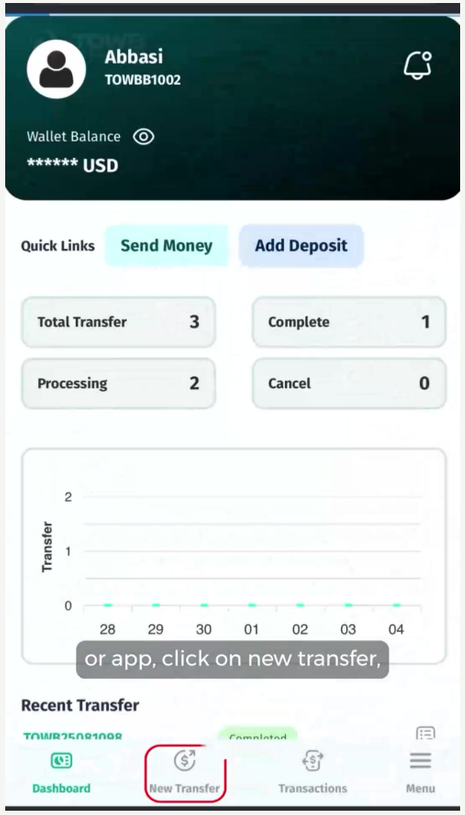
PERFORMANCE / CONTINUITY

Keep the phone upright and screen readable. This gesture bridges the fictional story into the practical demonstration.

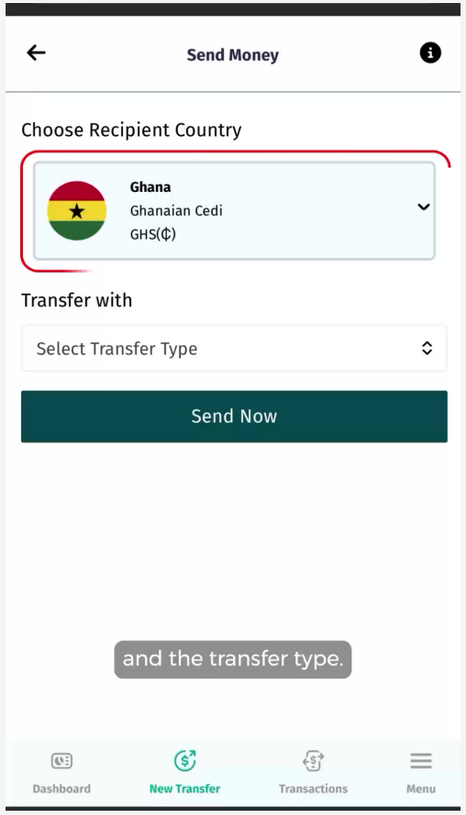
02 / VISUAL STORYBOARD **BEAT 12**

Start a new transfer

01:01 - 01:06 / SOURCE SEQUENCE



Source frame: 61.80s



Source frame: 64.80s

ACTION & SOURCE CAPTIONS

The film switches to a vertical interface recording: dashboard, New Transfer, recipient-country selection and transfer type. Ghana and Bank Transfer are shown.

FRAMING & MOVEMENT

Full-frame screen capture. Source red outlines guide attention to the relevant fields.

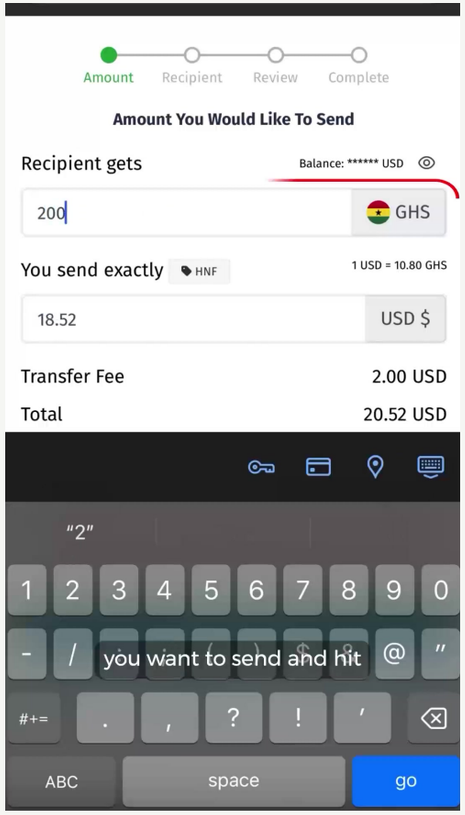
PERFORMANCE / CONTINUITY

Retain the demonstrated order and labels. Describe this as the recorded workflow, without implying that current UI behaviour was independently checked.

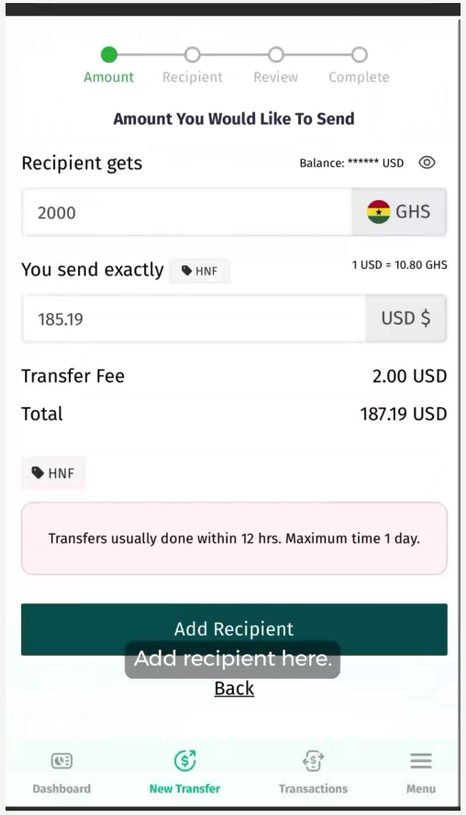
02 / VISUAL STORYBOARD **BEAT 13**

Enter the amount

01:06 - 01:12 / SOURCE SEQUENCE



Source frame: 67.80s



Source frame: 70.40s

ACTION & SOURCE CAPTIONS

The user enters 2000 in the recipient amount field. The recording shows 185.19 USD sent, a 2.00 USD fee and a 187.19 USD total, then Add Recipient.

FRAMING & MOVEMENT

Hold the amount, currency and totals in the vertical interface view.

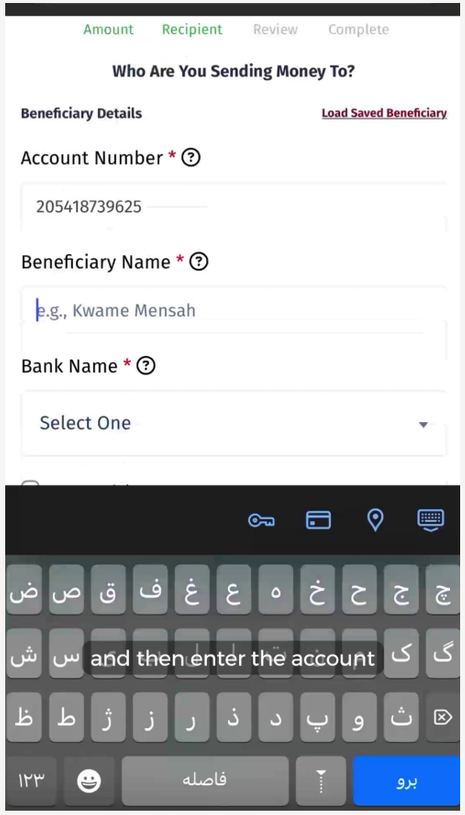
PERFORMANCE / CONTINUITY

Amounts and rates are examples visible in the source. The screen also states transfers usually take 12 hours, maximum one day.

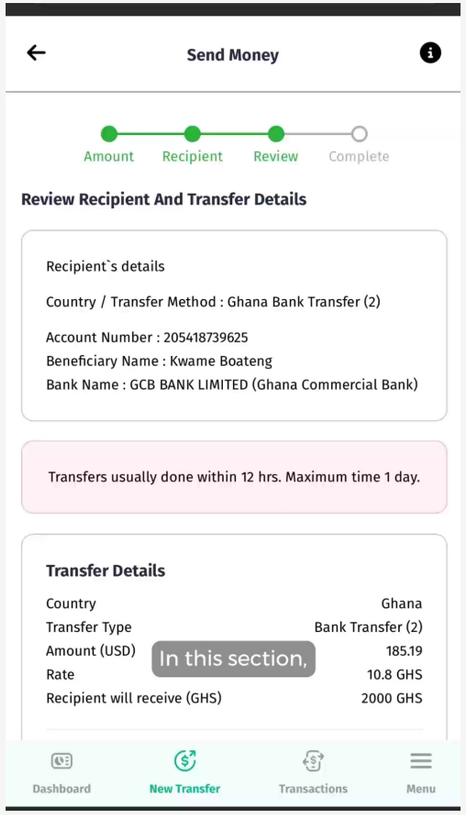
02 / VISUAL STORYBOARD **BEAT 14**

Add recipient details

01:12 - 01:18 / SOURCE SEQUENCE



Source frame: 73.50s



Source frame: 76.60s

ACTION & SOURCE CAPTIONS

The form collects an account number, beneficiary name and bank. The recording then advances using Continue.

FRAMING & MOVEMENT

Full-screen form recording with the keyboard appearing as fields are entered.

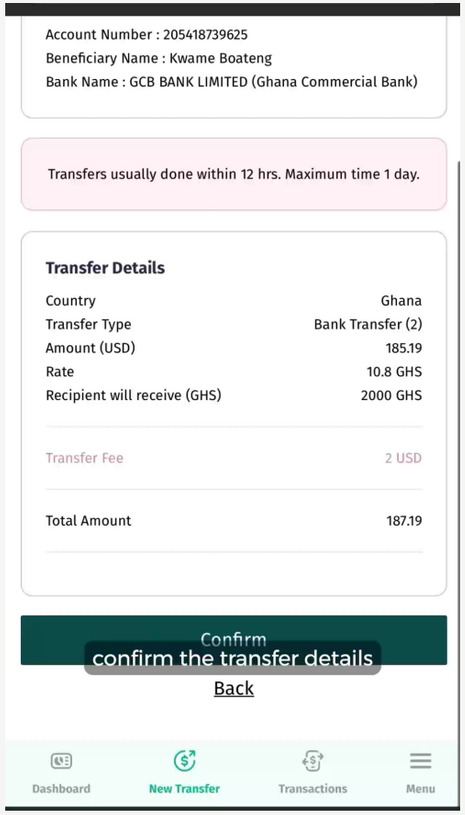
PERFORMANCE / CONTINUITY

Document the field sequence without repeating the sample account number in the notes. Preserve source form labels and the demonstrated bank-selection step.

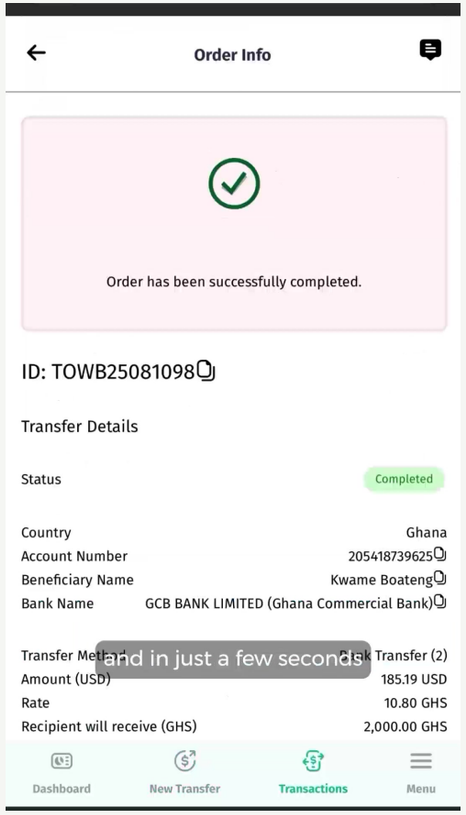
02 / VISUAL STORYBOARD BEAT 15

Review and confirm

01:18 - 01:20 / SOURCE SEQUENCE



Source frame: 78.10s



Source frame: 79.30s

ACTION & SOURCE CAPTIONS

The review page displays recipient and transfer details. The source instruction is to confirm the transfer details using Confirm.

FRAMING & MOVEMENT

Show the review summary and confirmation control clearly within the portrait screen.

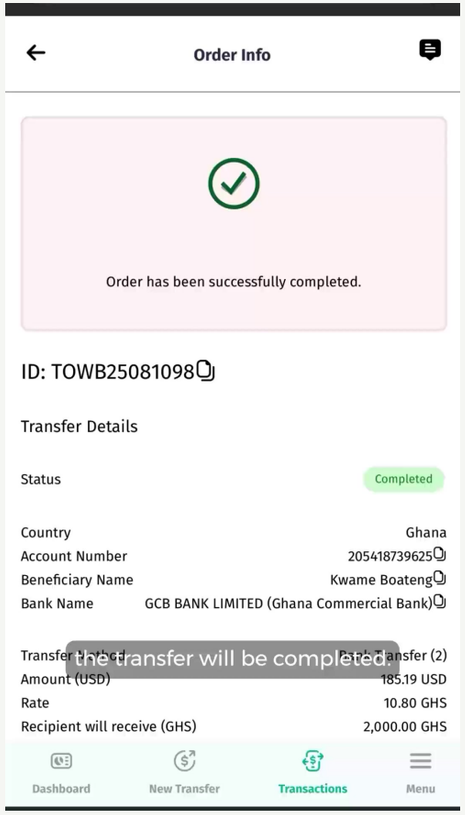
PERFORMANCE / CONTINUITY

Keep the review stage distinct from the success screen. Numbers belong to this recorded example and should not be presented as live pricing.

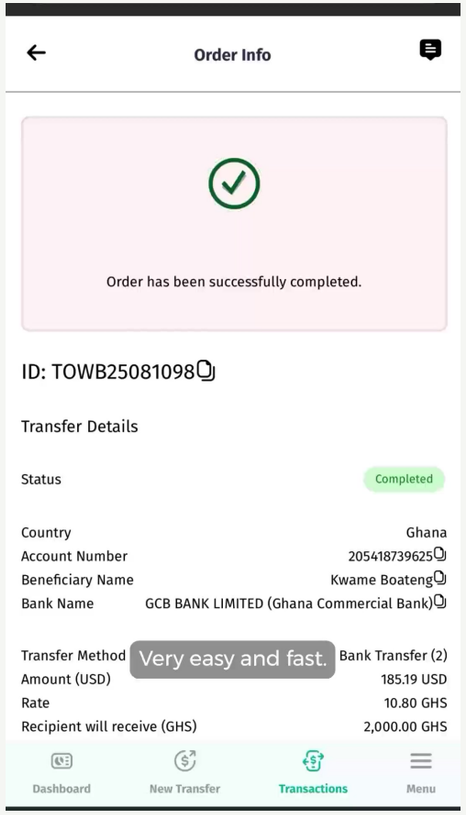
02 / VISUAL STORYBOARD **BEAT 16**

Completion screen

01:20 - 01:24 / SOURCE SEQUENCE



Source frame: 80.70s



Source frame: 83.10s

ACTION & SOURCE CAPTIONS

An Order Info screen shows a green check and “Order has been successfully completed.” Source captions conclude that the process is easy and fast.

FRAMING & MOVEMENT

Hold the visible completion message and status rather than cutting away immediately.

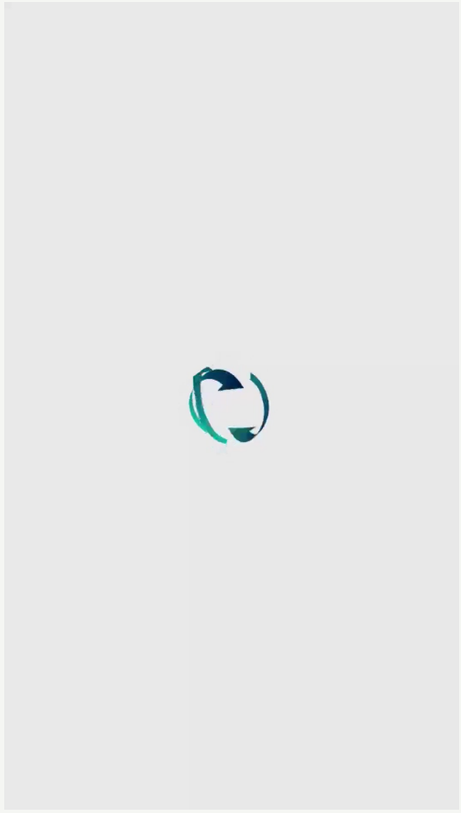
PERFORMANCE / CONTINUITY

Report the on-screen result only. The completion animation is part of the supplied recording, not a transaction carried out for this storyboard.

02 / VISUAL STORYBOARD **BEAT 17**

TOWB brand close

01:24 - 01:32.33 / SOURCE SEQUENCE



Source frame: 85.50s



Source frame: 91.40s

ACTION & SOURCE CAPTIONS

The film cuts to a pale background. The teal-and-navy symbol animates, the TOWB wordmark resolves and “To Wallets & Banks” appears underneath.

FRAMING & MOVEMENT

Centred logo animation with ample negative space, followed by a clean final hold.

PERFORMANCE / CONTINUITY

Retain the original TOWB artwork and animation. GAAJ remains the storyboard identity; TOWB is the film’s advertised brand.

03 / PRODUCTION DIRECTION

Keep story and demonstration clear.

STORY CONTINUITY

Match the lead speaker, patterned cloth, forest setting, group positions and green Speedman suit. Preserve the visual link between physical cash and the remittance problem.

SCREEN DEMONSTRATION

Keep the recorded order: New Transfer, Ghana, transfer type, amount, recipient, review, confirmation and completion. Preserve the red focus outlines and portrait readability.

SOURCE CLAIMS & TIMING

The captions claim instant transfer and a best exchange rate; the interface displays a 12-hour / maximum-one-day delivery note. Retain this distinction in review. Example amounts are not live rates.

SOUND & CAPTIONS

Dialogue excerpts here come from visible subtitles; the audio was not independently transcribed. Proposed sound direction: forest ambience and speed accents, then restrained backing under the tutorial.

DELIVERY & BRAND

ghana.mp4 | 1080 x 1920 | 29.97 fps | 92.3256 seconds. Preserve the TOWB film branding. Use the GAAJ document logo without a background panel, a dark cover and pale interior pages.