A TOWB NIGERIA FILM

Giving more back.

A footballer's story.
A connection that reaches home.

From the pitch to a children's charity, the film links a personal giving story with TOWB's transfer proposition.







39.31 SEC / 16:9 HORIZONTAL / 29.97 FPS

SOURCE: nigeria-horizontal.mp4 / 9 SOURCE SECTIONS

01 / WHY THIS FILM WORKS

A personal reason to send more home.

A footballer introduces his roots, the people he supports and the fees he says stand in the way. TOWB enters as the proposed solution, followed by a benefit graphic, a thank-you and a clean brand close.

01

Build a personal connection

Football, gratitude and a children's charity establish the reason behind the transfers. Changes of setting keep the first-person story moving.

02

Give the benefit a purpose

The fee problem leads into TOWB's claimed rates and transfer costs. The locker-room message connects the benefit to money reaching the children.

03

End with people, then brand

The girl's thank-you gives the pitch a human resolution. A dissolve and logo animation leave TOWB as the final image.

AUDIO & SOURCE INTERPRETATION

English speech leads the film, ending with the girl's brief thanks at about 00:29.5. Non-speech audio continues, then reaches digital silence at about 00:38.19. Proposed mix: keep speech clear, with restrained transition accents. Music genre and individual effects are not specified.

02 / THE FILM AT A GLANCE

Nine sections. One giving story.

Four clean hard cuts, three cuts covered by smear effects and one final dissolve.

SEC.	IN / OUT	DURATION	FRAMES	VISUAL SECTION	PAGE
01	00:00.000 - 00:03.437	3.437 s	0000-0102	A footballer's roots	05
02	00:03.437 - 00:06.506	3.070 s	0103-0194	The people back home	06
03	00:06.506 - 00:10.677	4.171 s	0195-0319	Giving back to children	07
04	00:10.677 - 00:16.450	5.772 s	0320-0492	The cost of giving	08
05	00:16.450 - 00:20.220	3.770 s	0493-0605	Discovering TOWB	09
06	00:20.220 - 00:24.157	3.937 s	0606-0723	A winning association	10
07	00:24.157 - 00:27.928	3.770 s	0724-0836	The same amount, more impact	11
08	00:27.928 - 00:31.565	3.637 s	0837-0945	A thank-you from the children	12
09	00:31.565 - 00:39.306	7.741 s	0946-1177	Leave the brand in view	13

The section boundaries follow image edits. Section 09 includes the incoming dissolve from frame 946; the clean logo field is visible by frame 976. No caption change is counted as an extra cut.

SOURCE: nigeria-horizontal.mp4 / 1920 × 1080 px / 30000/1001 fps / 1178 frames

Video duration: 39.305933 s. In points are inclusive and out points are exclusive. Frame ranges show the first and last included frame. Speech can cross image edits; dialogue timings on page 04 are approximate.

03 / ENGLISH DIALOGUE

The spoken story.

Original speech with readable punctuation. Phrase timings are approximate and independent of image cuts.

00:00.0 - 00:03.3 / APPROX.

"I'm from Nigeria, and now I play pro football here in England."

00:03.5 - 00:06.2 / APPROX.

"My people back home, they helped me a lot to get here."

00:06.5 - 00:10.3 / APPROX.

"That's why most of what I make goes to a children's charity in Nigeria."

00:10.3 - 00:16.3 / APPROX.

"But I had a bigger problem. High fees took most of the money I sent. Less money reached to the kids."

00:16.6 - 00:20.2 / APPROX.

"Then one day, I saw an ad of TOWB right here in the field."

00:20.4 - 00:23.9 / APPROX.

"Low transfer fees, great rates, way better than the others."

00:24.3 - 00:28.0 / APPROX.

"Since then, I send the same amount, but more money goes to the kids."

00:28.1 - 00:29.5 / APPROX.

"Thank you TOWB."

Source grammar is retained: spoken "reached" differs from the subtitle "Reach". The locker graphic says "Now I send"; narration says "Since then". Fee, rate and impact statements are promotional claims made in the supplied film.

04 / STORYBOARD **SECTION 01**

00:00.000 - 00:03.437 / 3.437 SEC

A footballer's roots.



Frame at 00:01.001 Source frame 0030 / 29.97 fps



Frame at 00:02.502 Source frame 0075 / 29.97 fps

ACTION & CAMERA

On the pitch, the presenter faces the lens with a football under one arm. His green-and-white kit and the stadium establish the sporting context. A steady medium view keeps his face, jersey and ball prominent.

STORY PURPOSE & EDIT

Introduce his identity and connection to Nigeria. The yellow origin graphic reads I AM FROM / NIGERIA. A horizontal smear carries the film into the next setup at frame 103.

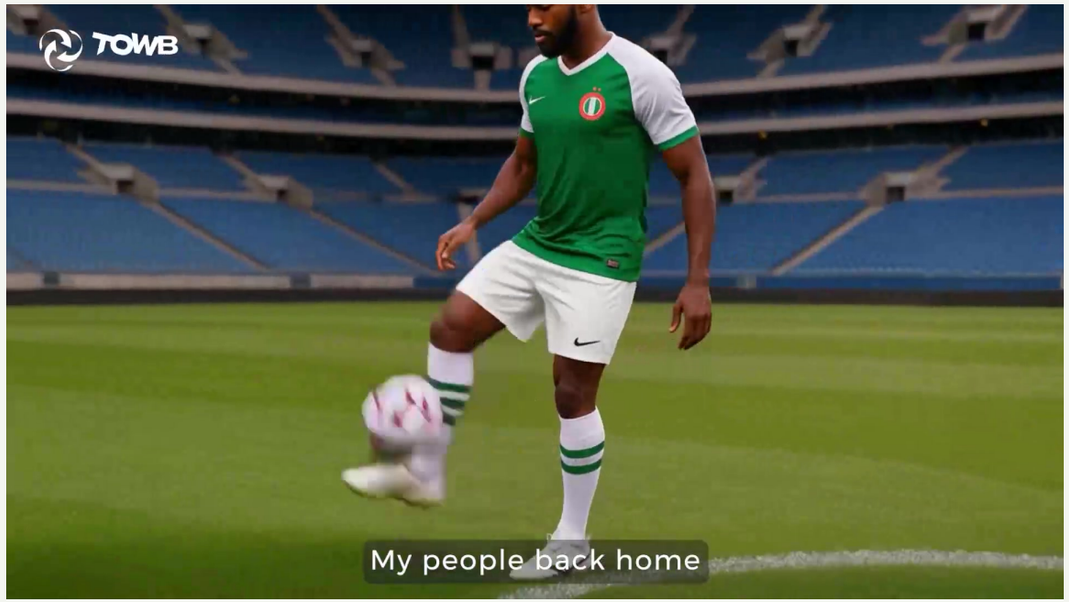
SOURCE DIALOGUE

"I'm from Nigeria, and now I play pro football here in England."

04 / STORYBOARD **SECTION 02**

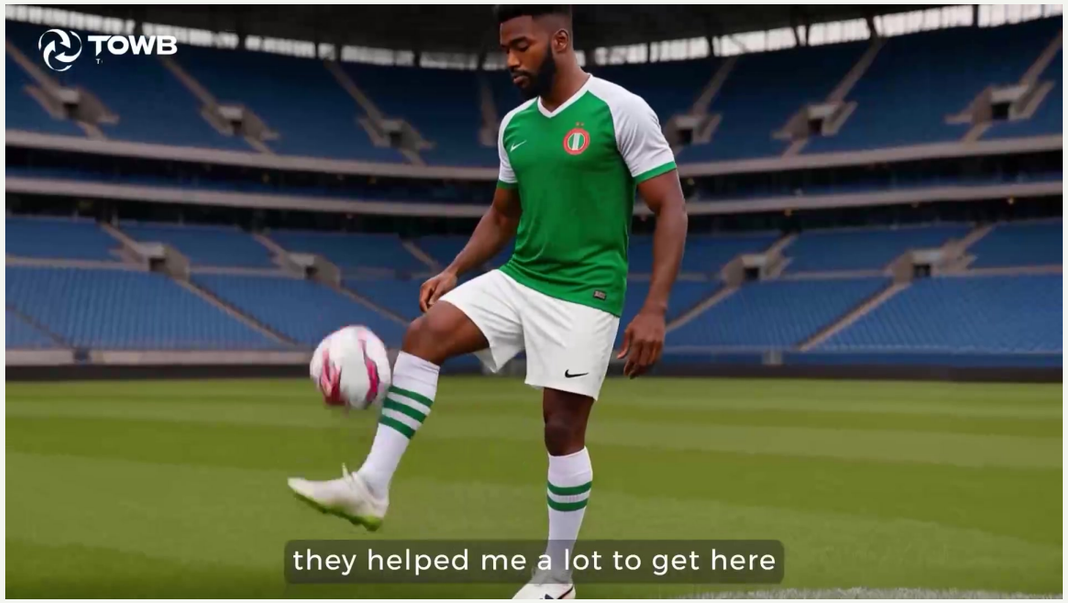
00:03.437 - 00:06.506 / 3.070 SEC

The people back home.



Frame at 00:04.338

Source frame 0130 / 29.97 fps



Frame at 00:05.839

Source frame 0175 / 29.97 fps

ACTION & CAMERA

A wider view shows the footballer controlling the ball with his feet. He looks down toward it as the camera includes his kit, legs and the stadium seating.

STORY PURPOSE & EDIT

Recognize the people who helped him progress. The narration connects his football career to gratitude for those back home. A clean cut at frame 195 moves to the track and his reason for giving.

SOURCE DIALOGUE

"My people back home, they helped me a lot to get here."

04 / STORYBOARD **SECTION 03**

00:06.506 - 00:10.677 / 4.171 SEC

Giving back to children.



Frame at 00:07.674

Source frame 0230 / 29.97 fps



Frame at 00:09.676

Source frame 0290 / 29.97 fps

ACTION & CAMERA

The presenter addresses the camera beside the red running track. A medium-close frontal view emphasizes his face and hand gestures, with track lanes receding behind him.

STORY PURPOSE & EDIT

Extend the story from gratitude to support for a children's charity. His motivation gives the later fee claim an emotional consequence. A smear transition leads to the bench at frame 320.

SOURCE DIALOGUE

"That's why most of what I make goes to a children's charity in Nigeria."

04 / STORYBOARD **SECTION 04**

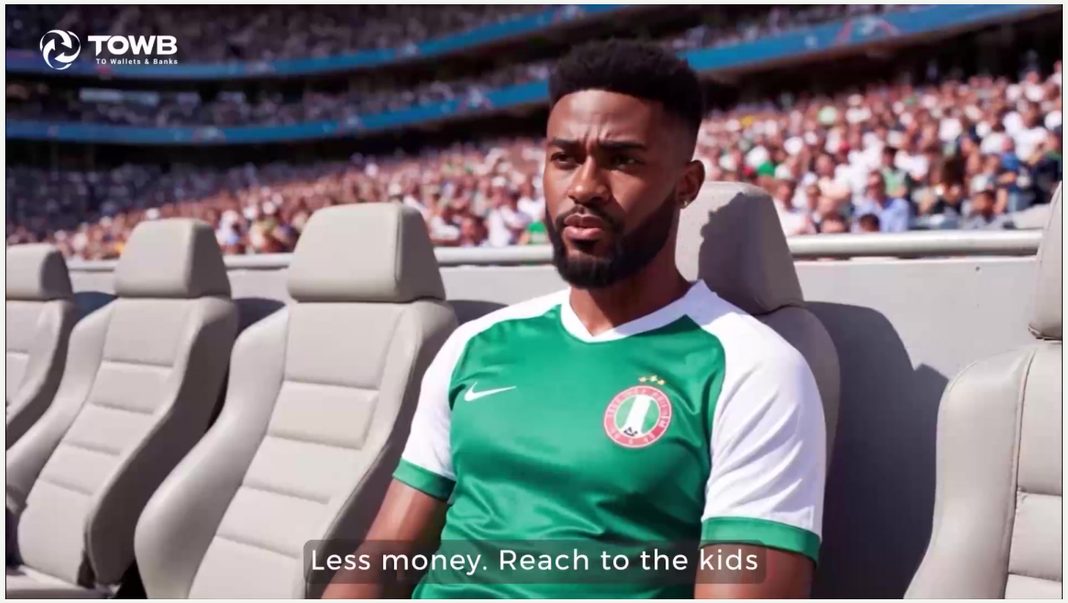
00:10.677 - 00:16.450 / 5.772 SEC

The cost of giving.



Frame at 00:12.012

Source frame 0360 / 29.97 fps



Frame at 00:15.015

Source frame 0450 / 29.97 fps

ACTION & CAMERA

Seated among gray stadium bench seats, he continues the account with a more reflective expression. The medium view includes neighboring empty seats and a busy spectator background.

STORY PURPOSE & EDIT

State the obstacle: the film claims fees reduce the money reaching the children. The quieter seated setup shifts the mood before the clean pitch cut at frame 493.

SOURCE DIALOGUE

"But I had a bigger problem. High fees took most of the money I sent. Less money reached to the kids."

04 / STORYBOARD **SECTION 05**

00:16.450 - 00:20.220 / 3.770 SEC

Discovering TOWB.



Frame at 00:17.684 Source frame 0530 / 29.97 fps



Frame at 00:19.686 Source frame 0590 / 29.97 fps

ACTION & CAMERA

Back on the pitch, he speaks directly to the lens and gestures toward the field. Players and spectators remain in the background of the centered medium view.

STORY PURPOSE & EDIT

Name TOWB as the story's turning point. He says he saw an advertisement here; an actual ad panel is not shown. A clean cut at frame 606 introduces the celebration.

SOURCE DIALOGUE

"Then one day, I saw an ad of TOWB right here in the field."

04 / STORYBOARD **SECTION 06**

00:20.220 - 00:24.157 / 3.937 SEC

A winning association.



Frame at 00:21.188

Source frame 0635 / 29.97 fps



Frame at 00:23.023

Source frame 0690 / 29.97 fps

ACTION & CAMERA

Smiling, he holds a large gold trophy while teammates celebrate behind him. The trophy fills the foreground beside his face, with raised arms and stadium activity adding movement.

STORY PURPOSE & EDIT

Pair the low-fee and rate claims with a celebratory sporting image. The trophy acts as a visual success cue. A smear at frame 724 moves into the locker room.

SOURCE DIALOGUE

"Low transfer fees, great rates, way better than the others."

04 / STORYBOARD **SECTION 07**

00:24.157 - 00:27.928 / 3.770 SEC

The same amount, more impact.



Frame at 00:25.192 Source frame 0755 / 29.97 fps



Frame at 00:27.194 Source frame 0815 / 29.97 fps

ACTION & CAMERA

In the locker room, he faces camera with the ball low in frame. Open storage units and hanging kit establish the setting. The graphic reads: Now I send / SAME AMOUNT / But / MORE MONEY / Goes to the kids.

STORY PURPOSE & EDIT

State the film's core outcome: the same amount sent, with more reaching the children. The text graphic reinforces the comparison. A clean cut at frame 837 reveals the beneficiaries.

SOURCE DIALOGUE

"Since then, I send the same amount, but more money goes to the kids."

04 / STORYBOARD **SECTION 08**

00:27.928 - 00:31.565 / 3.637 SEC

A thank-you from the children.



Frame at 00:28.362

Source frame 0850 / 29.97 fps



Frame at 00:31.031

Source frame 0930 / 29.97 fps

ACTION & CAMERA

A girl in a patterned dress and head covering addresses the camera, with other children gathered around her. The building behind them is labeled CHARITY ORGANIZATION. The wider group view supplies a human closing image.

STORY PURPOSE & EDIT

Connect the financial message to the children shown in the story. Her short thank-you closes the dialogue. The charity image begins dissolving into the logo field at frame 946.

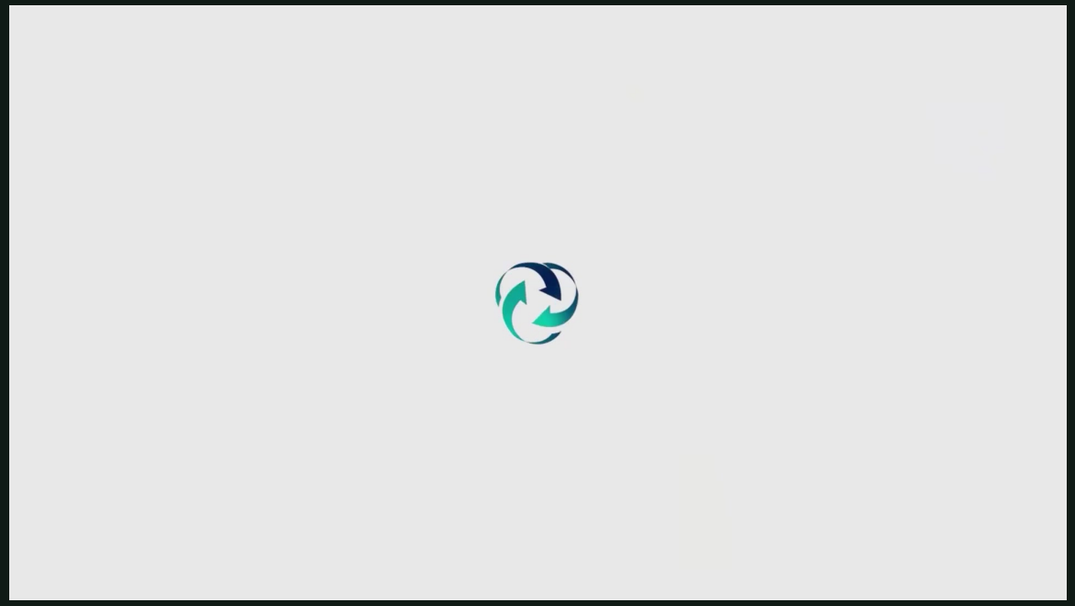
SOURCE DIALOGUE

"Thank you TOWB."

05 / THE FINAL IMPRESSION SECTION 09

00:31.565 - 00:39.306 / 7.741 SEC

Leave the brand in view.



Emblem build / 00:33.033

Source frame 0990 / 29.97 fps



Completed logo / 00:38.705

Source frame 1160 / 29.97 fps

ACTION & CAMERA

The charity image dissolves into a pale field. A teal-and-blue emblem animates into the centered TOWB logo; the wordmark and tagline complete the brand lockup. The finished logo holds through the last frame.

STORY PURPOSE & EDIT

Resolve the film with brand recognition. The dissolve runs approximately from frames 946 to 975; the clean logo field is visible by frame 976. No URL or sales call to action appears.

VISIBLE BRAND COPY

TOWB
TO Wallets & Banks