A TOWB BRAND FILM

Global payments. Human context.

SOURCE-BASED STORYBOARD / 6.mp4

A studio conversation.
Everyday digital work.
One clear destination.

A visual breakdown of the supplied cut, using the editorial structure and minimal green design of the reference deck.



SOURCE FRAME / 00:09.000

50.08 SEC / 16:9 / 1920 x 1080 / 24 FPS

Frames and screen text are source-based. Dialogue and sound direction are proposals, not a verified transcript of the soundtrack.

01 / WHY THIS FILM EXISTS

Make a digital service feel personal.

The film frames TOWB through a podcast-style exchange, connects the conversation to people working on laptops, then resolves into a website call to action.

01

Build familiarity

Two seated speakers, visible microphones and a bright studio establish a conversational presentation. The consistent green lighting prepares the brand finish.

02

Show everyday relevance

Three-panel and two-panel user inserts widen the story beyond the studio. Their function is contextual: the images show digital work, not a payment transaction.

03

Leave a clear destination

The final search-bar animation presents TOWB.com and the line "Global payments. simplified". The website is the concrete next step visible in the cut.

CREATIVE INTENT

Turn an abstract payment brand into a familiar conversation and a memorable URL.

02 / THE FILM AT A GLANCE

Sixteen editorial beats. One continuous cut.

Seconds from source start. Hard-cut boundaries at 24 fps; * graphic transitions are approximate.

01	00.000 - 05.042	5.04 s	Studio opening
02	05.042 - 06.583	1.54 s	Woman: brief response
03	06.583 - 13.750	7.17 s	Studio conversation
04	13.750 - 17.792	4.04 s	Three-user montage
05	17.792 - 19.875	2.08 s	Woman: follow-up
06	19.875 - 23.375	3.50 s	Studio exchange
07	23.375 - 24.875	1.50 s	Man: first close-up
08	24.875 - 25.792	0.92 s	Studio reset
09	25.792 - 30.917	5.12 s	Man: explanation
10	30.917 - 32.042	1.12 s	Woman: reaction
11	32.042 - 38.500	6.46 s	Man: extended response
12	38.500 - 39.708	1.21 s	Woman: final reaction
13	39.708 - 41.500*	1.79 s	Studio bridge
14	41.500 - 44.208*	2.71 s	Two-user montage
15	44.208 - 46.000*	1.79 s	Studio conclusion
16	46.000 - 50.083*	4.08 s	Brand reveal and hold

Graphics: shot 04 is a three-panel composite; shot 14 is a two-panel composite. Each is one editorial beat, not separate sequential shots. Final duration: 1,202 video frames.

03 / STORYBOARD / SHOTS 01-02

Establish the conversation.



SOURCE FRAME / 00:01.000



SOURCE FRAME / 00:05.800

ACTION / OBSERVED

01 / 00.000-05.042: A man in a navy suit and a woman in a green jacket sit facing one another. A small table separates them; two boom microphones and the podcast sign define the set.

02 / 05.042-06.583: Cut to the woman as her expression and mouth movement become the focus.

FRAMING & MOVEMENT

The opening is a wide two-shot with both bodies, the furniture and studio context visible. The cut changes to a seated medium close-up of the woman. Both views are substantially locked.

STORY FUNCTION / INTERPRETATION

Move from shared context to an individual response. Establish the conversational axis: man on the left, woman on the right.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Open with a concise question about the experience of global payments. Keep the language conversational; exact source wording is unverified.

03 / STORYBOARD / SHOTS 03-04

Bring the audience into the story.



SOURCE FRAME / 00:10.000



SOURCE FRAME / 00:15.500

ACTION / OBSERVED

03 / 06.583-13.750: Return to the wide studio view. The man gestures while the woman listens.

04 / 13.750-17.792: A three-column montage shows a man with papers and a laptop, a woman using a laptop outdoors, and a man working with a laptop in a darker interior.

FRAMING & MOVEMENT

The studio retains its balanced composition. The insert replaces the shared space with three simultaneous vertical panels; white dividers make the layout legible.

STORY FUNCTION / INTERPRETATION

Expand the visual context from two speakers to several people working digitally. The montage supports relevance without visually proving any payment feature.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Suggested audio direction: carry the speaker across the montage as a voice bridge. Keep any music low enough to preserve dialogue clarity.

03 / STORYBOARD / SHOTS 05-06

Return to the human exchange.



SOURCE FRAME / 00:18.500



SOURCE FRAME / 00:21.000

ACTION / OBSERVED

05 / 17.792-19.875: The woman appears in medium close-up, addressing the man off-camera.

06 / 19.875-23.375: The wide two-shot returns. Her hand gestures become visible while the man remains attentive.

FRAMING & MOVEMENT

Maintain the woman's leftward eyeline. The return to the wide shot restores body language and the physical relationship between the speakers.

STORY FUNCTION / INTERPRETATION

Use the close view for a follow-up and the wide view for the shared response. The alternate coverage prevents the insert from feeling detached from the conversation.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Suggested dialogue function: a short clarifying question, followed by a plain-language answer. Do not add unverified claims about fees, speed or availability.

03 / STORYBOARD / SHOTS 07-09

Give the explanation a clear focus.



SOURCE FRAME / 00:24.000



SOURCE FRAME / 00:25.200



SOURCE FRAME / 00:28.000

ACTION / OBSERVED

07 / 23.375-24.875: Cut to the suited man in medium close-up.

08 / 24.875-25.792: A brief wide reset re-establishes both speakers.

09 / 25.792-30.917: Return to the man for a longer passage, with visible mouth and hand movement.

FRAMING & MOVEMENT

The man looks screen-right toward the woman. His microphone enters from the right. The short wide insert interrupts two close passages without reversing the axis.

STORY FUNCTION / INTERPRETATION

Shift visual emphasis to the man's explanation. The 0.92-second wide reset adds a brief change of scale before the longer close-up.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Suggested sound direction: preserve one continuous speech bed across the coverage changes. Avoid an audible restart at the brief wide cut.

03 / STORYBOARD / SHOTS 10-11

Use reaction to shape the pace.



SOURCE FRAME / 00:31.400



SOURCE FRAME / 00:35.000

ACTION / OBSERVED

10 / 30.917-32.042: Brief return to the woman, attentive and engaged.

11 / 32.042-38.500: The man remains in medium close-up for the longest close passage in the film.

FRAMING & MOVEMENT

Matched close coverage preserves opposite eyelines and the green-lit background. Camera positions remain stable; performance supplies the movement.

STORY FUNCTION / INTERPRETATION

The woman's 1.13-second insert supplies a reaction beat. The following 6.46-second close-up gives the explanation room to develop.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Suggested dialogue function: deliver one main idea in the longer shot. Any product details should come from an approved script, not be inferred from these images.

03 / STORYBOARD / SHOTS 12-13

Prepare the final illustration.



SOURCE FRAME / 00:39.000



SOURCE FRAME / 00:40.500

ACTION / OBSERVED

12 / 38.500-39.708: The woman returns for a short reaction or response.

13 / 39.708-approximately 41.500: Both speakers reappear in the wide composition before the next graphic insert begins.

FRAMING & MOVEMENT

The edit steps from a medium close-up back to the wide master. Furniture, microphones and the podcast sign reconnect the viewer with the set.

STORY FUNCTION / INTERPRETATION

Create a small pause in the close-up rhythm and provide a clean visual base for the second user montage.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

Suggested sound direction: continue the conversational flow into the following insert. Avoid adding a dramatic sound cue to an ordinary reaction.

03 / STORYBOARD / SHOTS 14-15

Connect the discussion to daily work.



SOURCE FRAME / 00:43.000



SOURCE FRAME / 00:45.000

ACTION / OBSERVED

14 / Approximately 41.500-44.208: Moving image panels replace the studio with a split view of two laptop users: a dark-haired man in a light green overshirt and a woman in a rust-red top with earphones.

15 / 44.208-approximately 46.000: Return to the wide studio composition for the final exchange.

FRAMING & MOVEMENT

The panel entrance is animated rather than a single clean cut. The two user portraits sit side by side, then a hard cut restores the studio master.

STORY FUNCTION / INTERPRETATION

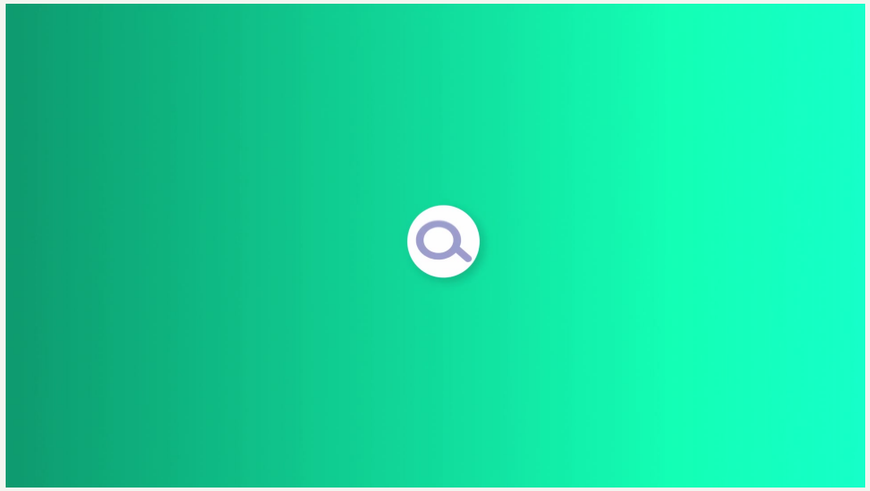
Repeat the real-world context before closing. The second montage narrows the design from three panels to two and leads back to the speakers for a final thought.

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

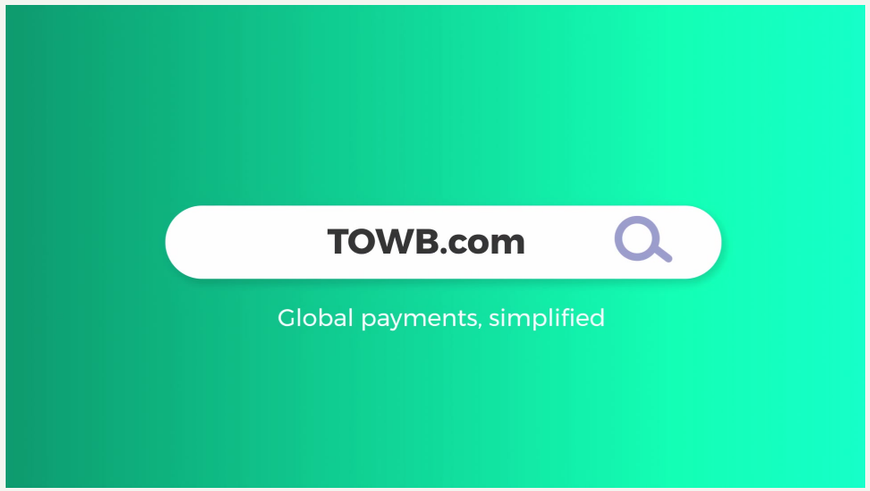
Suggested sound direction: bridge the studio voice across the user images, then let the final sentence lead into the brand reveal.

04 / THE FINAL IMPRESSION / SHOT 16

Make the destination memorable.



SOURCE FRAME / 00:47.100



SOURCE FRAME / 00:49.000

ACTION / OBSERVED

16 / Approximately 46.000-50.083: A green overlay covers the studio. The image resolves to a green gradient as a white search element expands and the website name appears. A small tagline sits below it.

FRAMING & MOVEMENT

The final movement is graphic: studio dissolve, search-symbol reveal, horizontal expansion, then a readable hold. Use the supplied frames to preserve the actual layout.

STORY FUNCTION / INTERPRETATION

End with one clear action cue. The visible URL is TOWB.com; the source tagline reads "Global payments. simplified".

DIALOGUE / SOUND PROPOSAL - NOT TRANSCRIBED

PROPOSED ENGLISH VO: "TOWB. Global payments, simplified." This is suggested closing copy, not a verified transcription of the original audio.

05 / PRODUCTION & SOURCE NOTES

Keep the visual evidence clear.

VISUAL CONTINUITY

Preserve the man's navy suit, the woman's green jacket, the paired armchairs, central table and microphone positions. Keep screen direction consistent across wide and close coverage.

EDITING & GRAPHICS

Match the restrained studio rhythm. Use the two composite inserts as contextual B-roll. Preserve the green transition and readable website hold; do not add a payment demonstration that is absent from the cut.

AUDIO & DIALOGUE STATUS

This document does not contain a verified transcript or translation of the original soundtrack. Dialogue functions, voiceover and sound notes are proposed editorial direction. Validate them against the approved audio before production.

TIMING & SOURCE METHOD

All storyboard images are extracted from 6.mp4. Hard-cut times are mapped at 24 fps. Panel and closing transitions around 41.5 s and 46.0 s are approximate editorial boundaries. Total source duration: 50.083 s.

REFERENCE APPLICATION

The supplied source.pdf guides the page structure, GAAJ branding, green labels, pale background and action / framing / story-function hierarchy. Its TONTEL storyline and dialogue are not reused for this TOWB film.