A TONTEL BRAND FILM

One drop. Help arrives.

An everyday accident. A friend with a solution. Help that comes to you.







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

28.42 SEC / VERTICAL / 24 FPS

01 / WHY THIS FILM EXISTS

Keep life moving.

Communicate one practical promise: TONTEL comes to you to repair your phone, so your day can continue.



01

Make it relatable

Open on two friends walking together. Let an accidental drop turn an ordinary moment into a familiar problem.

02

Build reassurance

Move from concern to a call, then show the van arriving and the technician working on location.

03

Leave a clear memory

Return the phone with a smile. Finish on the technician and visible branding to make the service feel personal.

INTENDED TAKEAWAY

A broken phone should not stop your day. TONTEL brings the repair to you.

02 / THE FILM AT A GLANCE

One continuous story. Ten planned shots.

01	00:00.000 - 00:03.542	3.54 s	**The accidental drop**
02	00:03.542 - 00:04.750	1.21 s	**The damage**
03	00:04.750 - 00:14.958	10.21 s	**A friend has a solution**
04	00:14.958 - 00:17.042	2.08 s	**Make the call**
05	00:17.042 - 00:18.583	1.54 s	**Ask for help**
06	00:18.583 - 00:20.083	1.50 s	**TONTEL answers**
07	00:20.083 - 00:22.333	2.25 s	**The workshop comes to you**
08	00:22.333 - 00:23.458	1.12 s	**Repair on location**
09	00:23.458 - 00:25.625	2.17 s	**Return and relief**
10	00:25.625 - 00:28.417	2.79 s	**The human brand signature**

FORMAT: 720 x 1280 px / 9:16 / 24 fps / 28.42 seconds

Use the paired frames to guide the opening and closing beats of each shot. Maintain character, wardrobe, phone and vehicle continuity throughout.

03 / STORYBOARD **SHOT 01**

The accidental drop

00:00.000 - 00:03.542 / 3.54 SEC



Frame at 00:00.300



Frame at 00:03.100

ACTION

Have two friends walk toward camera along a wet residential street. Let the blonde woman gesture with her orange phone, then lose her grip. Both react as the phone falls.

FRAMING & MOVEMENT

Track backward in a full-length two-shot. Keep the brick houses, parked cars and damp road visible. Follow the phone through the foreground.

STORY FUNCTION

Interrupt an ordinary conversation with a recognisable accident.

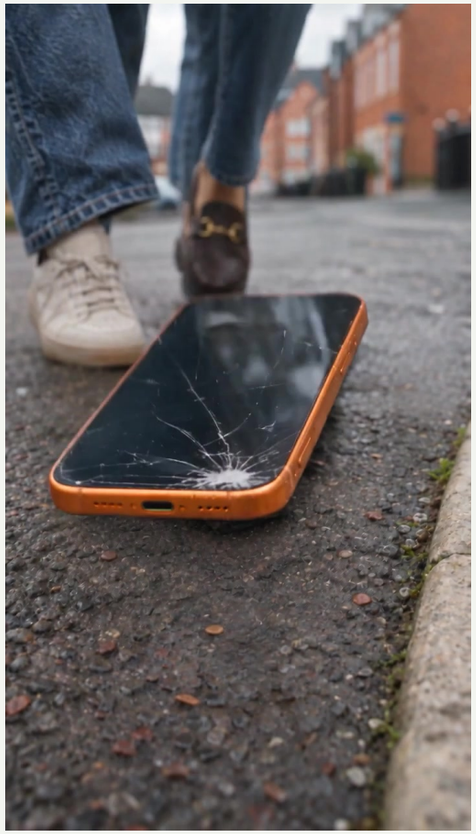
PRODUCTION DIRECTION

Keep the orange case and both women's wardrobe consistent.

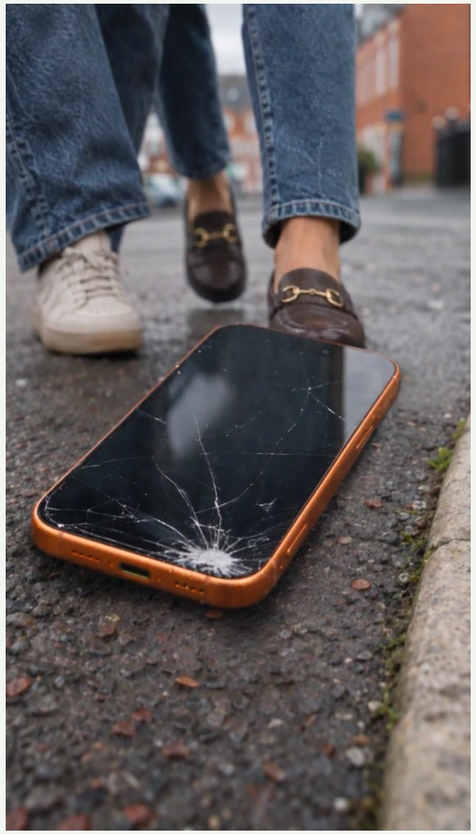
03 / STORYBOARD **SHOT 02**

The damage

00:03.542 - 00:04.750 / 1.21 SEC



Frame at 00:03.650



Frame at 00:04.500

ACTION

Land the orange phone face-up on the asphalt between the women's shoes. Reveal the cracked glass clearly before either woman retrieves it.

FRAMING & MOVEMENT

Cut to a ground-level close-up. Hold the damaged screen in sharp focus and let the legs form the background.

STORY FUNCTION

Make the problem instantly readable before the reaction.

PRODUCTION DIRECTION

Show one clear impact and hold long enough to register the cracks.

03 / STORYBOARD **SHOT 03**

A friend has a solution

00:04.750 - 00:14.958 / 10.21 SEC



Frame at 00:05.200



Frame at 00:14.300

ACTION

Have both women crouch beside the road. The blonde checks the damaged phone with concern. Her friend turns toward her, responds calmly, then brings out her own black phone.

FRAMING & MOVEMENT

Hold a low, intimate two-shot. Keep both faces and phones in frame; use small gestures and natural eye contact to sustain the exchange.

STORY FUNCTION

Move from frustration to reassurance and motivate the call for help.

PRODUCTION DIRECTION

Progress from inspecting the damage to selecting a contact; keep the damaged phone with its owner.

03 / STORYBOARD **SHOT 04**

Make the call

00:14.958 - 00:17.042 / 2.08 SEC



Frame at 00:15.150



Frame at 00:16.700

ACTION

Let the brunette operate her black phone while her friend watches, still holding the orange device. End the beat by initiating the service call.

FRAMING & MOVEMENT

Cut over the brunette's shoulder to the dialling screen. Keep her hand in the foreground and the blonde's concerned face beyond it.

STORY FUNCTION

Turn the proposed solution into a clear action.

PRODUCTION DIRECTION

Use a readable dialling gesture; keep the two phones visually distinct.

03 / STORYBOARD **SHOT 05**

Ask for help

00:17.042 - 00:18.583 / 1.54 SEC



Frame at 00:17.200



Frame at 00:18.400

ACTION

Have the brunette lift her phone to her ear and explain the problem. Let the blonde lean in and listen, holding the damaged phone close to her lap.

FRAMING & MOVEMENT

Return to a front three-quarter two-shot at seated height. Keep the caller dominant and preserve the street setting behind them.

STORY FUNCTION

Connect the customers to the mobile repair service.

PRODUCTION DIRECTION

Direct a practical, concerned delivery; use exact approved dialogue separately.

03 / STORYBOARD **SHOT 06**

TONTEL answers

00:18.583 - 00:20.083 / 1.50 SEC



Frame at 00:18.700



Frame at 00:19.900

ACTION

Seat the TONTEL technician at a workbench. Have him answer the call, listen attentively and prepare to assist. Keep repair tools and the branded wall visible.

FRAMING & MOVEMENT

Use a medium workshop portrait with the desk in the foreground. Frame his cap, apron and wall branding clearly.

STORY FUNCTION

Introduce a credible person behind the service.

PRODUCTION DIRECTION

Maintain the same technician, branded cap and apron through the arrival and closing shots.

03 / STORYBOARD **SHOT 07**

The workshop comes to you

00:20.083 - 00:22.333 / 2.25 SEC



Frame at 00:20.300



Frame at 00:22.100

ACTION

Stand the women at the curb. Bring the white TONTEL van toward them and stop alongside. Have them turn to acknowledge its arrival.

FRAMING & MOVEMENT

Use a wide street view that includes the approaching van and both customers. Keep the vehicle's front branding readable as it reaches them.

STORY FUNCTION

Deliver the core service promise: repair comes to the customer.

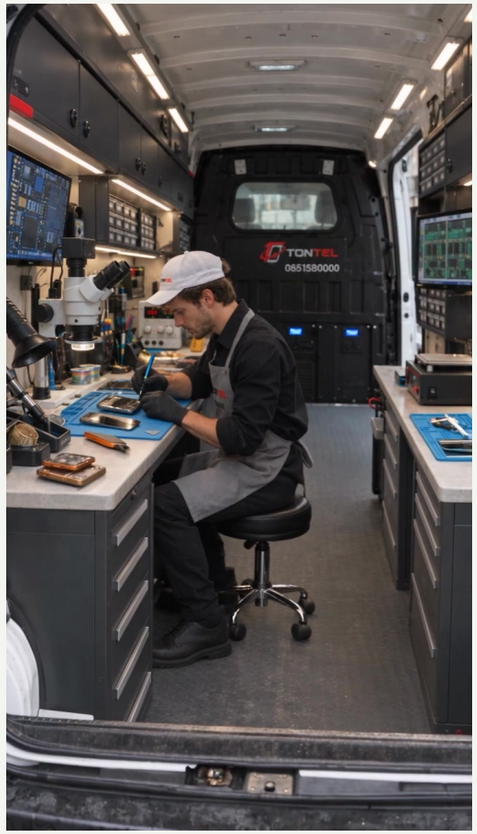
PRODUCTION DIRECTION

Keep the wet street and red-brick neighbourhood continuous with the opening.

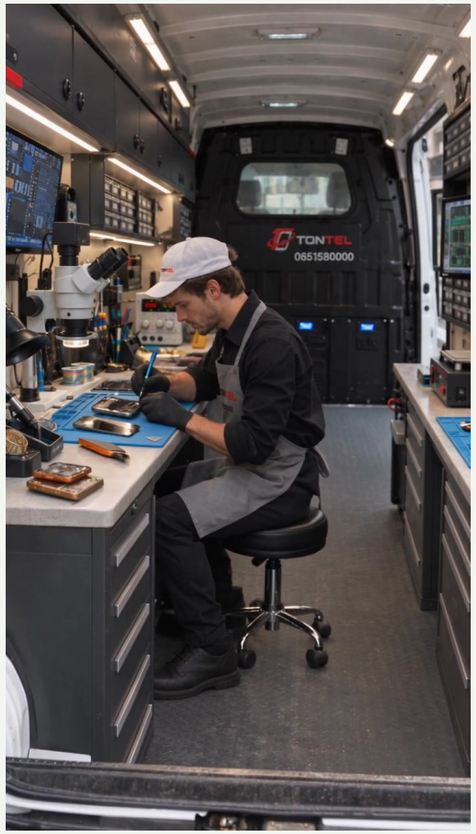
03 / STORYBOARD **SHOT 08**

Repair on location

00:22.333 - 00:23.458 / 1.12 SEC



Frame at 00:22.450



Frame at 00:23.300

ACTION

Show the technician working at the fitted bench inside the van. Have him concentrate on the device with tools arranged within reach.

FRAMING & MOVEMENT

Look into the van through the open rear doors. Use the interior depth, lighting and workbench to establish a compact mobile workshop.

STORY FUNCTION

Provide a brief visual proof of the repair process.

PRODUCTION DIRECTION

Keep this insert concise; emphasise careful hands and an organised workspace.

03 / STORYBOARD SHOT 09

Return and relief

00:23.458 - 00:25.625 / 2.17 SEC



Frame at 00:23.650



Frame at 00:25.200

ACTION

Have the technician return the orange phone beside the van. Let the owner accept it, inspect it and smile. Her friend shares the relief.

FRAMING & MOVEMENT

Frame the three people together, with the branded van behind them. Keep the handover visible, then favour the owner's pleased reaction.

STORY FUNCTION

Resolve the original problem through a human service moment.

PRODUCTION DIRECTION

Present the same orange device. Let the change from concern to relief carry the payoff.

04 / THE FINAL IMPRESSION

Remember TONTEL.

00:25.625 - 00:28.417 / 2.79 SEC



Opening portrait



Final brand hold

ON SCREEN

Finish on the technician facing the camera with a relaxed, confident smile. Keep his TONTEL cap and apron visible, with the van behind him.

FRAMING & MOVEMENT

Use a steady medium portrait and a softly focused background. Settle the transition into a clean final hold.

PRODUCTION DIRECTION

Hold through the ending. Let the existing uniform and vehicle branding complete the film.