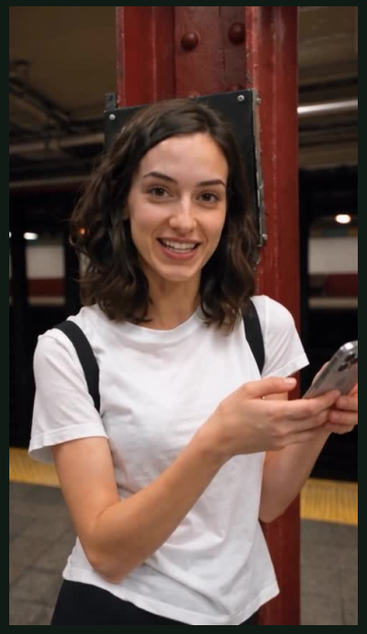
A TONTEL BRAND FILM

Everyday connection.

Five voices. Familiar places.
One memorable service brand.







A shot-by-shot presentation built from the supplied film, with visual direction, English dialogue and campaign intent.

32.42 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

Five first-person stories connect phone failure to familiar frustrations: a missed call, a black screen and a disrupted journey.

02

Build reassurance

Repeat the same resolution across different settings: someone came and repaired the phone. Convenience is the central service benefit.

03

Leave a clear memory

Repeat the brand name over smiling portraits, then close with the promise that a phone problem does not have to stop your day.

INTENDED TAKEAWAY

“Your phone stops. Your day doesn’t.” / On-location repair, built around everyday life.

02 / THE FILM AT A GLANCE

One continuous story. Ten editorial shots.

01	00:00.000 - 00:04.417	4.42 s	**The opening address**	Daylit table / orange phone
02	00:04.417 - 00:09.417	5.00 s	**The social setting**	Cafe lounge / woman in pink
03	00:09.417 - 00:14.417	5.00 s	**Life in motion**	City bench / woman with scarf
04	00:14.417 - 00:19.250	4.83 s	**The commuter**	Station platform / woman in white
05	00:19.250 - 00:24.500	5.25 s	**The personal response**	Outdoor steps / man with glasses
06-09	00:24.500 - 00:28.542	4.04 s	**The emotional resolution**	Four short return portraits
10	00:28.542 - 00:32.417	3.88 s	**The brand signature**	Animated TONTEL logo

SOURCE: TonTel1.mp4 • 480 × 854 px • 24 fps • 778 frames

Every storyboard image is extracted from the supplied cut. Time ranges follow detected edits; two frames on a scene page show moments within one continuous shot.

03 / STORYBOARD **SHOT 01**

The opening address

00:00.000 - 00:04.417 / 4.42 SEC



Frame at 00:01.500



Frame at 00:04.000

ACTION

A young man sits at a table in a bright, window-lined interior. He holds an orange phone and speaks directly to the viewer.

FRAMING & MOVEMENT

Front-facing medium composition. The tabletop anchors the foreground; daylight and large windows create an everyday, credible setting.

STORY FUNCTION

Introduce the service through a first-person account: a dead phone repaired without leaving the table. The benefit is immediate and concrete.

DIALOGUE / ENGLISH ADAPTATION

“My phone was dead. Then he came. Fixed it without me leaving my table.”

03 / STORYBOARD **SHOT 02**

The social setting

00:04.417 - 00:09.417 / 5.00 SEC



Frame at 00:05.000



Frame at 00:08.800

ACTION

A woman in a pale pink shirt sits in a warmly lit cafe lounge, holding her phone. She turns her attention toward the viewer as she speaks.

FRAMING & MOVEMENT

Seated medium-wide composition develops into a closer portrait. The phone remains visible against the darker background.

STORY FUNCTION

Raise the stakes with an important incoming call. Repeat the arrival-and-repair resolution to make the service promise memorable.

DIALOGUE / ENGLISH ADAPTATION

“It wouldn’t turn on. I was waiting for an important call. He came. Phone fixed.”

03 / STORYBOARD **SHOT 03**

Life in motion

00:09.417 - 00:14.417 / 5.00 SEC



Frame at 00:09.800



Frame at 00:12.700

ACTION

A woman with a scarf rises from a city bench and approaches the camera, carrying a phone and a handbag. She continues addressing the viewer.

FRAMING & MOVEMENT

Wide opening with clear street context, moving into a medium view as the subject comes forward. Her movement creates the shot progression.

STORY FUNCTION

Turn a black screen into a navigation problem. Show why a repair that comes to the customer matters when they are away from home.

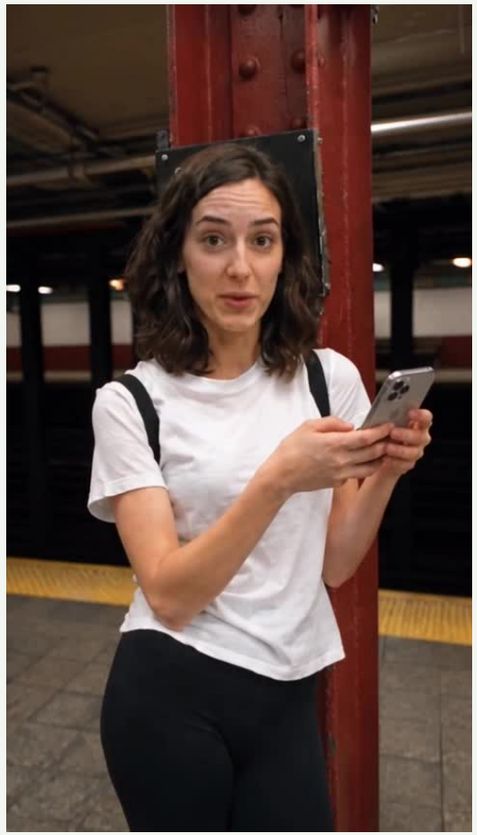
DIALOGUE / ENGLISH ADAPTATION

“A black screen, lost in the city. What do I do? He came. Phone fixed.”

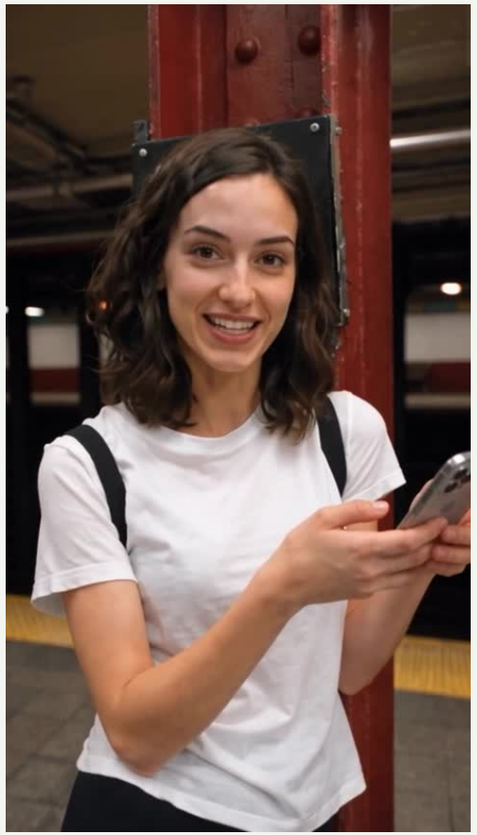
03 / STORYBOARD **SHOT 04**

The commuter

00:14.417 - 00:19.250 / 4.83 SEC



Frame at 00:14.800



Frame at 00:18.700

ACTION

A woman in a white T-shirt stands on a station platform with a phone in her hands. Her expression becomes animated as she speaks to camera.

FRAMING & MOVEMENT

Medium portrait beside a red structural column. A progressively tighter view emphasizes the expression while preserving the phone as a visual cue.

STORY FUNCTION

Tie an accidental drop to a disrupted commute. The direct address and final invitation to look make the resolution feel personal.

DIALOGUE / ENGLISH ADAPTATION

“It fell in the metro. Black screen. He came and fixed it. Look!”

03 / STORYBOARD **SHOT 05**

The personal response

00:19.250 - 00:24.500 / 5.25 SEC



Frame at 00:19.600



Frame at 00:23.800

ACTION

A man wearing glasses and a striped T-shirt sits on outdoor steps. Holding his phone, he leans toward the lens and delivers his line.

FRAMING & MOVEMENT

Intimate medium-close portrait from a slightly elevated angle. The leaning posture and eye contact create a conversational feeling.

STORY FUNCTION

Close the testimonial sequence with relief after a phone that seemed beyond saving. The brand name leads into the closing chorus.

DIALOGUE / ENGLISH ADAPTATION

“I dropped it. I thought it was done for. He came and fixed it. TONTEL.”

04 / THE CLOSING PORTRAITS

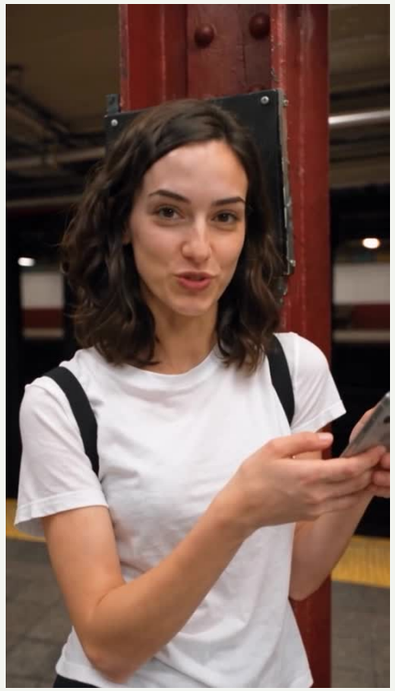
From conversation to reassurance.

00:24.500 - 00:28.542 / 4.04 SEC



06 / THE OPENING ADDRESS

24.500 - 25.417 s



07 / THE COMMUTER

25.417 - 26.458 s



08 / LIFE IN MOTION

26.458 - 27.500 s



09 / THE SOCIAL SETTING

27.500 - 28.542 s

DIALOGUE: “TONTEL.” Repeated across the returning portraits.
The four quick cuts turn separate first-person stories into a shared brand refrain, ending on relaxed expressions before the logo reveal.

05 / THE FINAL IMPRESSION

Remember TONTEL.

00:28.542 - 00:32.417 / 3.88 SEC



Logo animation



Final brand hold

ON SCREEN

The red-and-black TONTEL mark resolves on a pale background. The logo is the final visual anchor of the film.

CLOSING VOICEOVER / ENGLISH

“Your phone stops. Your day doesn’t. TONTEL.”

DIALOGUE & SOURCE NOTES

Dialogue is adapted from the French soundtrack for natural English phrasing. Frames and timings follow the supplied cut. The film uses testimonial-style performances; it does not show a technician or an on-screen repair demonstration.