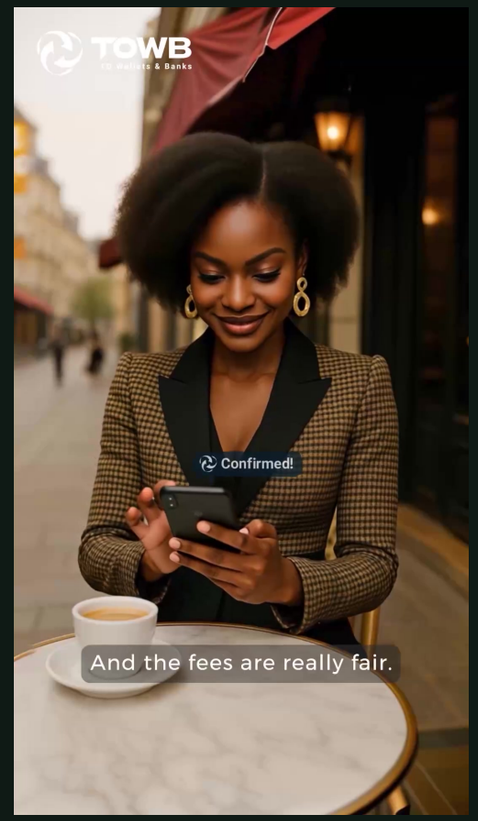
A TOWB BRAND FILM

Closer to home.
From anywhere.

A missed transfer.
A friend with a simple answer.

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





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

01 / FILM STRUCTURE

From a missed promise to a solution.

A family reminder leads to a failed exchange-office visit. A cafe conversation introduces TOWB and resolves the story through phone use. Dialogue notes are based on visible subtitles.

01	00:00 - 00:06	**An ordinary workday**	Setup / office introduction
02	00:06 - 00:11	**A reminder from home**	Problem / family obligation
03	00:11 - 00:15	**I completely forgot**	Decision / visit the exchange
04	00:15 - 00:19	**Will the office be open?**	Journey / rising concern
05	00:19 - 00:24	**A closed exchange**	Obstacle / unavailable service
06	00:24 - 00:28	**Time for a pause**	Transition / seek a break
07	00:28 - 00:32	**A familiar face at the cafe**	Connection / friendly encounter
08	00:32 - 00:38	**Explain the problem**	Conversation / restate the need
09	00:38 - 00:43	**TOWB is on your phone**	Solution / recommendation

Timing ranges are approximate editorial boundaries. No app walkthrough is visible: the film uses phone interaction and a confirmation overlay. Source benefit claims are not independently verified.

01 / FILM STRUCTURE

From a recommendation to relief.

A family reminder leads to a failed exchange-office visit. A cafe conversation introduces TOWB and resolves the story through phone use. Dialogue notes are based on visible subtitles.

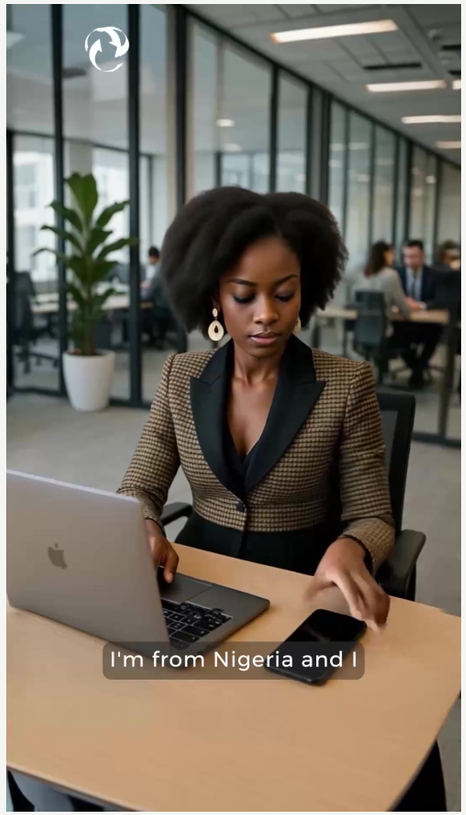
10	00:43 - 00:46	**Let me give it a try**	Decision / try the service
11	00:46 - 00:49	**A few taps at the table**	Action / phone interaction
12	00:49 - 00:52	**A reassuring confirmation**	Payoff / visible confirmation
13	00:52 - 00:54	**You should have told me**	Resolution / warm reaction
14	00:54 - 01:01.36	**The TOWB signature**	Brand / closing hold

Timing ranges are approximate editorial boundaries. No app walkthrough is visible: the film uses phone interaction and a confirmation overlay. Source benefit claims are not independently verified.

02 / VISUAL STORYBOARD **BEAT 01**

An ordinary workday

00:00 - 00:06 / SOURCE SEQUENCE



Source frame: 1.30s



Source frame: 5.40s

ACTION & SOURCE CAPTIONS

A woman works at her laptop in a glass-walled office, then picks up her phone. The captions introduce her as Nigerian and working for a company in Paris.

FRAMING & MOVEMENT

Start with a medium desk portrait. Keep the laptop, phone and office background visible.

PERFORMANCE / CONTINUITY

Establish the checked blazer, black lapels, natural hair and earrings. The ringing-phone moment interrupts her calm routine.

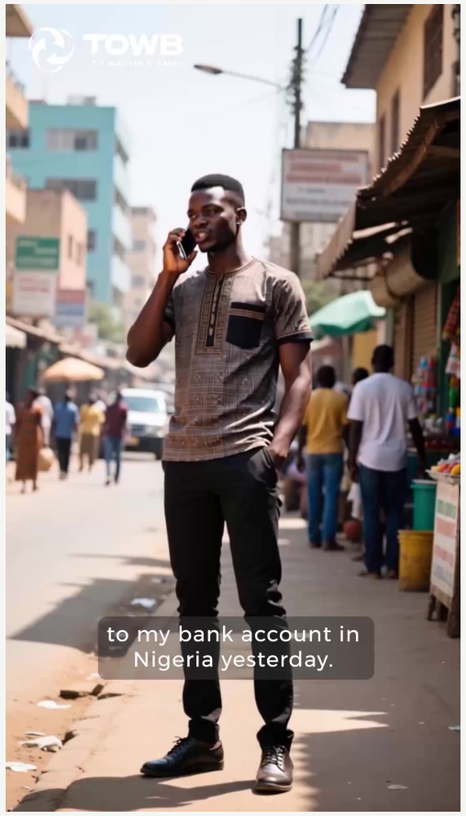
02 / VISUAL STORYBOARD **BEAT 02**

A reminder from home

00:06 - 00:11 / SOURCE SEQUENCE



Source frame: 6.80s



Source frame: 9.80s

ACTION & SOURCE CAPTIONS

Her brother calls from a busy outdoor street. Source captions: “Hi sister” and a reminder that she promised to send money to his Nigerian bank account yesterday.

FRAMING & MOVEMENT

A full-body street portrait contrasts with the office. Keep the caller centred and the local activity behind him.

PERFORMANCE / CONTINUITY

Let the reminder feel personal and mildly urgent. Preserve his phone-to-ear action and the background street continuity.

02 / VISUAL STORYBOARD **BEAT 03**

I completely forgot

00:11 - 00:15 / SOURCE SEQUENCE



Source frame: 11.80s



Source frame: 14.10s

ACTION & SOURCE CAPTIONS

Back at the desk, she admits “Oh, I totally forgot” and says she is heading to the exchange to send the money.

FRAMING & MOVEMENT

A closer office angle favours her expression and phone gesture.

PERFORMANCE / CONTINUITY

Shift from surprise to reassurance. Preserve the laptop and outfit while making her decision to leave clear.

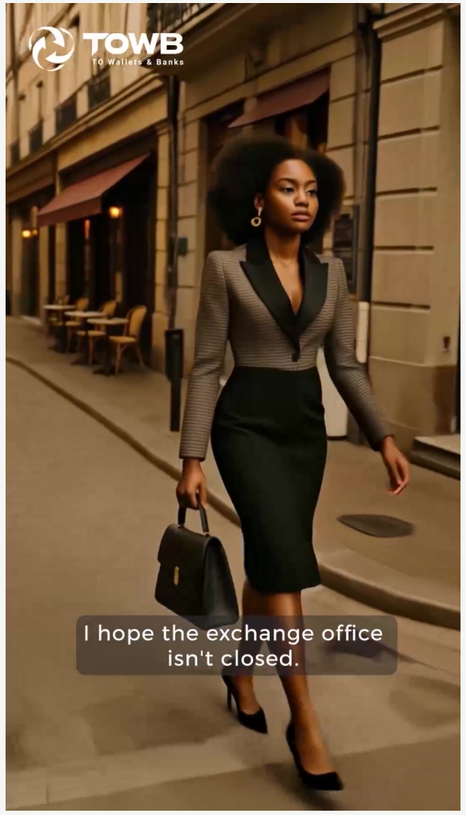
02 / VISUAL STORYBOARD **BEAT 04**

Will the office be open?

00:15 - 00:19 / SOURCE SEQUENCE



Source frame: 15.70s



Source frame: 18.10s

ACTION & SOURCE CAPTIONS

She walks along a Parisian-looking street with a handbag. Source captions: “It’s too late” and “I hope the exchange office isn’t closed.”

FRAMING & MOVEMENT

A frontal walking view follows her past cafe fronts, awnings and street lamps.

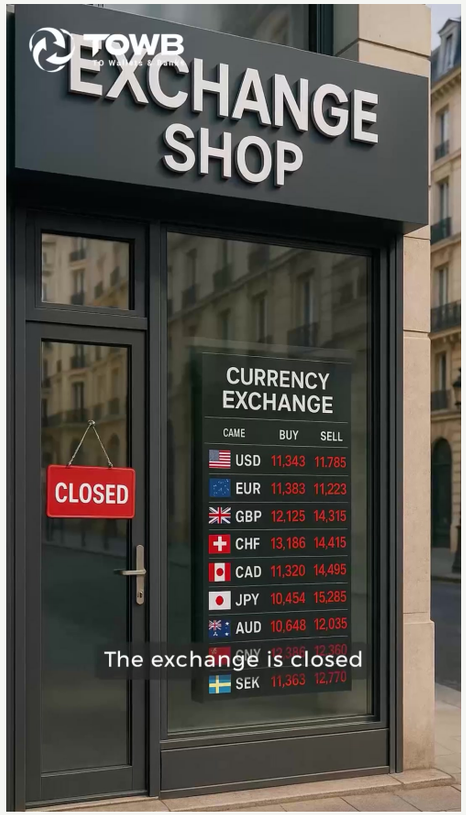
PERFORMANCE / CONTINUITY

Keep the pace purposeful and her expression concerned. Maintain wardrobe and handbag continuity from the office.

02 / VISUAL STORYBOARD **BEAT 05**

A closed exchange

00:19 - 00:24 / SOURCE SEQUENCE



Source frame: 19.80s



Source frame: 22.60s

ACTION & SOURCE CAPTIONS

The film shows an EXCHANGE SHOP facade, a red CLOSED sign and a currency-rate board. Captions say the exchange is closed and the rates are “crazy high”.

FRAMING & MOVEMENT

Hold on the storefront so the sign and rate board register clearly.

PERFORMANCE / CONTINUITY

Keep the closed sign as the main visual evidence. The rate judgement is the character’s source dialogue, not an independently checked comparison.

02 / VISUAL STORYBOARD **BEAT 06**

Time for a pause

00:24 - 00:28 / SOURCE SEQUENCE



Source frame: 24.80s



Source frame: 27.30s

ACTION & SOURCE CAPTIONS

She walks away looking disappointed. Source captions: “My brother’s waiting” and “I’d better hit a cafe and grab a coffee.”

FRAMING & MOVEMENT

A walking portrait keeps the cafe-lined street and handbag in view.

PERFORMANCE / CONTINUITY

Let the pace and lowered gaze communicate frustration. Use this beat to connect the failed errand to the cafe scene.

02 / VISUAL STORYBOARD BEAT 07

A familiar face at the cafe

00:28 - 00:32 / SOURCE SEQUENCE



Source frame: 28.70s



Source frame: 30.80s

ACTION & SOURCE CAPTIONS

She sits at a small outdoor table with a friend in a floral dress. The captions identify her friend Adessa; both lift their cups.

FRAMING & MOVEMENT

A two-shot establishes the round table, wicker chairs, cups and street setting.

PERFORMANCE / CONTINUITY

Maintain matching cup positions and seated eyelines. Keep the mood warmer than the preceding walk.

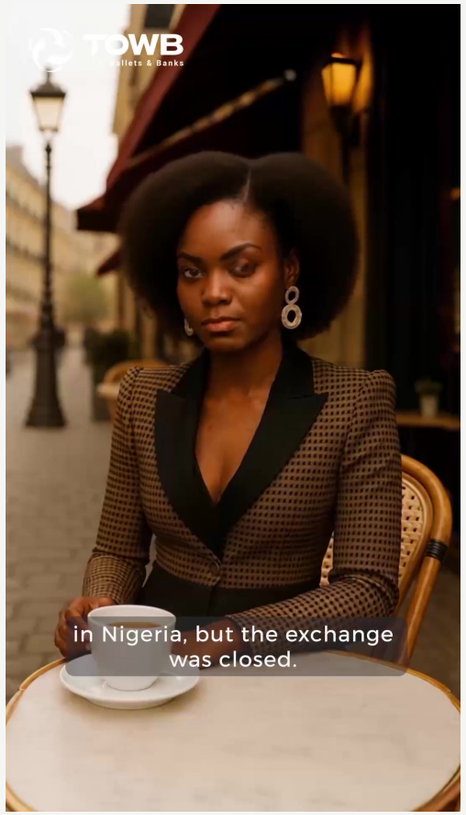
02 / VISUAL STORYBOARD **BEAT 08**

Explain the problem

00:32 - 00:38 / SOURCE SEQUENCE



Source frame: 32.40s



Source frame: 36.40s

ACTION & SOURCE CAPTIONS

Adessa asks how she is. The protagonist replies “Not great” and explains that she needed to send money to her brother in Nigeria, but the exchange was closed.

FRAMING & MOVEMENT

Alternate close portraits across the table. Keep the coffee cup as a foreground anchor.

PERFORMANCE / CONTINUITY

Use clear conversational eyelines and a sympathetic listening reaction. Preserve the source subtitle order.

02 / VISUAL STORYBOARD **BEAT 09**

TOWB is on your phone

00:38 - 00:43 / SOURCE SEQUENCE



Source frame: 39.20s



Source frame: 42.10s

ACTION & SOURCE CAPTIONS

Adessa recommends TOWB: “I use TOWB to send money.” She explains that it can be done on a phone, with no need to visit an exchange.

FRAMING & MOVEMENT

A medium-close portrait places the friend beside her cup and the warm cafe frontage.

PERFORMANCE / CONTINUITY

Deliver the recommendation simply and reassuringly. Give the brand name and phone-based solution clear reading time.

02 / VISUAL STORYBOARD **BEAT 10**

Let me give it a try

00:43 - 00:46 / SOURCE SEQUENCE



Source frame: 43.70s



Source frame: 45.20s

ACTION & SOURCE CAPTIONS

The protagonist reacts with surprise: “Really? I didn’t know that.” She then says “Let me give it a try.”

FRAMING & MOVEMENT

Return to her seated portrait, maintaining the table and background relationship.

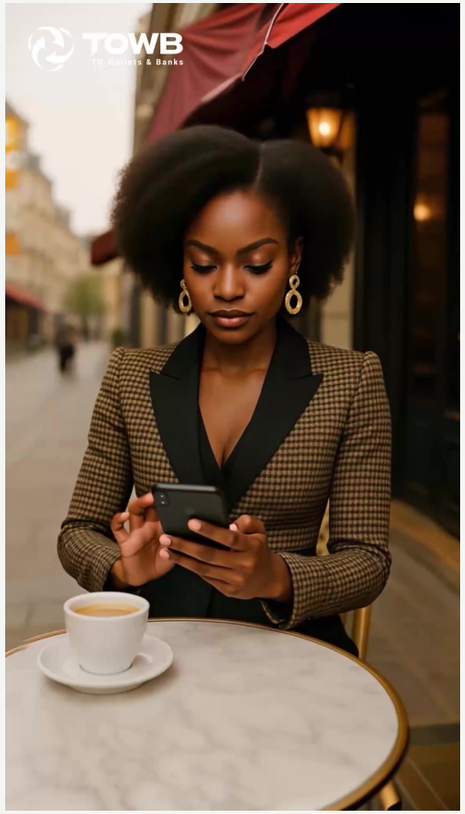
PERFORMANCE / CONTINUITY

Show a visible change from worry to curiosity. Keep the reaction natural before the phone-use action starts.

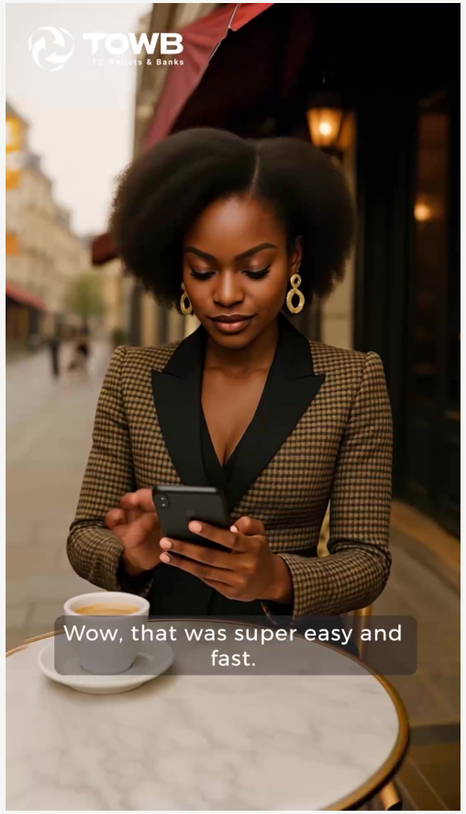
02 / VISUAL STORYBOARD **BEAT 11**

A few taps at the table

00:46 - 00:49 / SOURCE SEQUENCE



Source frame: 46.60s



Source frame: 48.10s

ACTION & SOURCE CAPTIONS

She looks down and taps her smartphone while seated at the cafe. Source caption: “Wow, that was super easy and fast.”

FRAMING & MOVEMENT

A medium view includes both hands, the phone and the coffee cup. The actual app workflow is not shown.

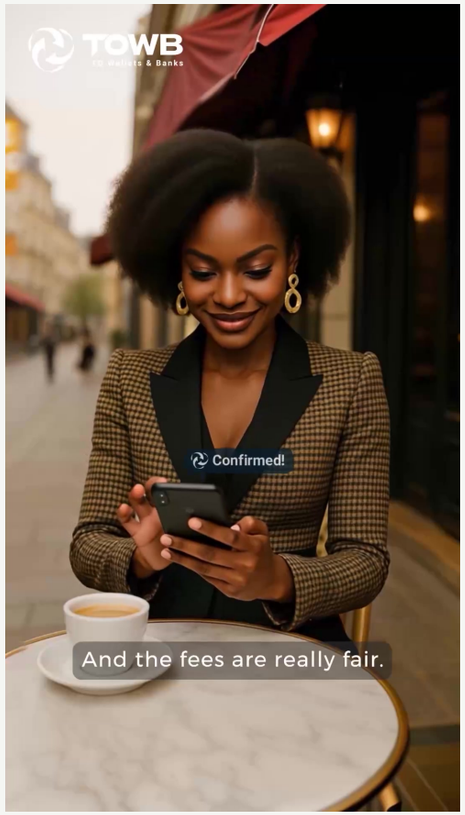
PERFORMANCE / CONTINUITY

Make the tapping readable without inventing interface steps. Let the emerging smile signal relief.

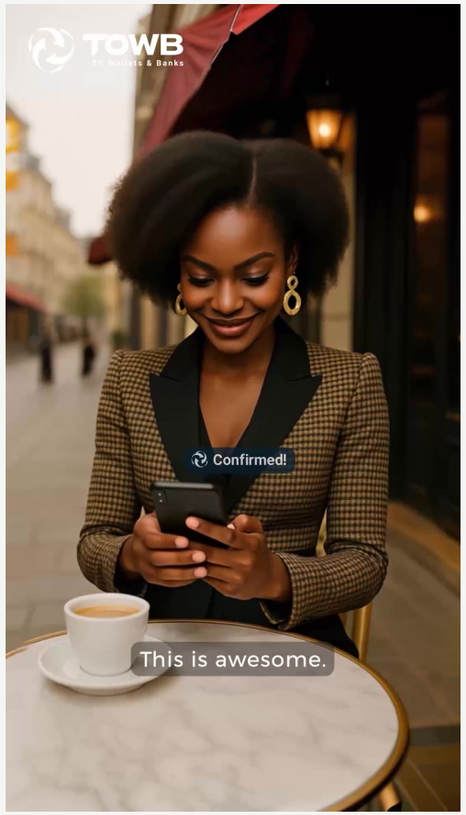
02 / VISUAL STORYBOARD **BEAT 12**

A reassuring confirmation

00:49 - 00:52 / SOURCE SEQUENCE



Source frame: 49.50s



Source frame: 51.30s

ACTION & SOURCE CAPTIONS

A small “Confirmed” graphic appears over the scene as she smiles at the phone. Captions describe the fees as fair and say “This is awesome.”

FRAMING & MOVEMENT

Keep her face and phone visible with the confirmation graphic between them.

PERFORMANCE / CONTINUITY

Retain the source overlay without adding transaction details. The fee and speed statements are claims in the supplied film.

02 / VISUAL STORYBOARD **BEAT 13**

You should have told me

00:52 - 00:54 / SOURCE SEQUENCE



Source frame: 52.40s



Source frame: 53.40s

ACTION & SOURCE CAPTIONS

She turns back towards her friend with a smile. Source caption: “You should have told me about this app earlier.”

FRAMING & MOVEMENT

A seated reaction portrait closes the conversation and keeps the cup in the foreground.

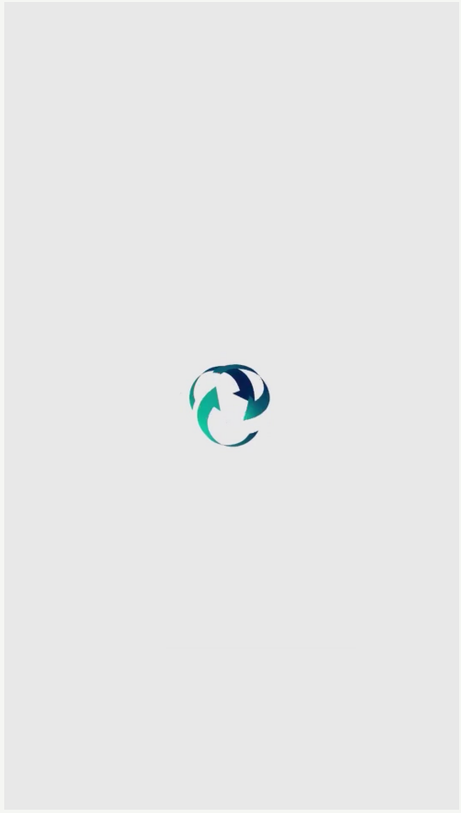
PERFORMANCE / CONTINUITY

End the personal story on a friendly, relieved expression. Preserve the conversational eyeline towards Adessa.

02 / VISUAL STORYBOARD **BEAT 14**

The TOWB signature

00:54 - 01:01.36 / SOURCE SEQUENCE



Source frame: 55.50s



Source frame: 60.60s

ACTION & SOURCE CAPTIONS

A pale end screen replaces the cafe. The teal-and-navy symbol animates, the TOWB wordmark resolves and “To Wallets & Banks” appears below.

FRAMING & MOVEMENT

Centre the original lockup with broad negative space. Hold the completed mark at the end.

PERFORMANCE / CONTINUITY

Retain the source logo proportions and animation. Keep GAAJ as the document identity and TOWB as the film brand.

03 / PRODUCTION DIRECTION

Keep the emotional journey clear.

CHARACTER & LOCATION

Preserve the protagonist’s checked blazer, black skirt, natural hair, earrings and handbag. Maintain the contrast between the office, the brother’s street, the exchange and the outdoor cafe.

PERFORMANCE & EDIT

Move from calm routine to surprise, urgency, disappointment, curiosity and relief. Maintain seated eyelines and cup positions across the cafe conversation, with the friend’s floral dress as a clear visual identifier.

PHONE & SOURCE ACCURACY

The film shows phone use and a Confirmed overlay, not an app-screen tutorial. Do not add interface steps, beneficiary details or amounts. Treat speed and fee statements as source campaign dialogue.

CAPTIONS & SOUND

Dialogue notes are derived from the visible English subtitles; the spoken audio has not been independently transcribed. Proposed sound treatment: office ambience, a phone cue, street/cafe atmosphere and a restrained confirmation accent.

DELIVERY & BRAND

nigeria-portrait.mp4 | 1080 x 1920 | 29.97 fps | 61.361 seconds. Preserve TOWB marks in the film and its final logo animation. Apply the approved GAAJ logo without a background panel throughout this document.