A GAAJ CREATIVE REEL

Beyond the billboard.

Two giant encounters.
Two products within reach.

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





19.08 SEC / 9:16 / 24 FPS / 720 x 1280

01 / CREATIVE INTENT

Bring the billboard to the viewer.

Two parallel product stories turn an oversized corner display into a playful handoff: a pink phone first, then a dark blue bottle. Each moves from giant screen space into a real-scale foreground hand.

01	00:00.00 - 00:03.50	**The living billboard**	Phone / scale illusion
02	00:03.50 - 00:05.20	**Choose the pink phone**	Phone / prepare the handoff
03	00:05.20 - 00:06.80	**Beyond the screen**	Phone / break the boundary
04	00:06.80 - 00:09.00	**The phone in your hand**	Phone / product payoff
05	00:09.00 - 00:12.70	**A second giant arrival**	Bottle / reset the scene
06	00:12.70 - 00:14.30	**Offer the blue bottle**	Bottle / prepare the handoff
07	00:14.30 - 00:16.70	**The second screen escape**	Bottle / repeat the illusion
08	00:16.70 - 00:19.08	**A tangible brand finish**	Bottle / final product hold

Structure: two billboard-to-hand sequences, each with setup, selection, throw and product hold. Eight action beats are mapped here; boundaries are approximate editorial timings.

02 / VISUAL STORYBOARD BEAT 01

The living billboard

00:00.00 - 00:03.50 / SOURCE ACTION BEAT



Source frame: 0.30s



Source frame: 2.80s

ACTION

A giant blonde woman in a sparkling pink dress moves from reclining to sitting on the edge of a corner billboard. A pink phone stands beside her.

FRAMING & MOVEMENT

A street-level upward view holds the building corner, white display recess, scaffolding and passing yellow taxis.

PERFORMANCE / CONTINUITY

Preserve the apparent depth of the screen. Her legs extend beyond the lower ledge to establish the three-dimensional illusion.

02 / VISUAL STORYBOARD **BEAT 02**

Choose the pink phone

00:03.50 - 00:05.20 / SOURCE ACTION BEAT



Source frame: 3.80s



Source frame: 4.60s

ACTION

Seated on the display edge, she reaches for the pink phone, lifts it and brings it towards the viewer.

FRAMING & MOVEMENT

Keep the phone, hand and face readable within the billboard. Maintain the street foreground as a scale reference.

PERFORMANCE / CONTINUITY

Retain the pink wardrobe, heels and handset colour. Make the grip and preparatory arm movement clear before release.

02 / VISUAL STORYBOARD **BEAT 03**

Beyond the screen

00:05.20 - 00:06.80 / SOURCE ACTION BEAT



Source frame: 5.40s



Source frame: 6.50s

ACTION

She throws the phone outward from the billboard. It travels towards the camera and a foreground hand rises to receive it.

FRAMING & MOVEMENT

Track the apparent movement from giant screen space into street-level foreground space without losing the building orientation.

PERFORMANCE / CONTINUITY

Align the outgoing phone trajectory with the receiving hand. Preserve the camera cluster and handset proportions as scale changes.

02 / VISUAL STORYBOARD **BEAT 04**

The phone in your hand

00:06.80 - 00:09.00 / SOURCE ACTION BEAT



Source frame: 7.20s



Source frame: 8.60s

ACTION

The hand presents the pink phone close to the lens. GAAJ branding and the rear camera cluster are visible; the giant woman remains seated behind it.

FRAMING & MOVEMENT

Shift focus to the handheld product, allowing the billboard and city background to soften.

PERFORMANCE / CONTINUITY

Hold the back of the phone towards the viewer. Keep fingers clear of the name and avoid changing the handset between throw and catch.

02 / VISUAL STORYBOARD **BEAT 05**

A second giant arrival

00:09.00 - 00:12.70 / SOURCE ACTION BEAT



Source frame: 9.40s



Source frame: 11.90s

ACTION

The scene cuts to a brunette in a black dress reclining in a similar corner display. She sits on its edge beside a dark blue bottle with a gold cap.

FRAMING & MOVEMENT

Re-establish the upward street viewpoint and display depth. Taxis and scaffolding continue to ground the oversized figure.

PERFORMANCE / CONTINUITY

Keep the two sequences distinct: black dress and dark blue bottle now replace the pink styling and phone. Preserve the screen ledge geometry.

02 / VISUAL STORYBOARD **BEAT 06**

Offer the blue bottle

00:12.70 - 00:14.30 / SOURCE ACTION BEAT



Source frame: 13.10s



Source frame: 13.90s

ACTION

The seated woman lifts the blue-and-gold bottle and extends it towards the viewer in preparation for the throw.

FRAMING & MOVEMENT

Maintain a clear line from her arm to the product. Keep the bottle distinct against the white interior of the display.

PERFORMANCE / CONTINUITY

Preserve the rounded dark blue bottle and broad gold cap. The hand movement should lead naturally into the next beat.

02 / VISUAL STORYBOARD **BEAT 07**

The second screen escape

00:14.30 - 00:16.70 / SOURCE ACTION BEAT



Source frame: 14.90s



Source frame: 16.40s

ACTION

She releases the bottle outward. It rotates through the air and descends towards the viewer as a foreground hand enters below.

FRAMING & MOVEMENT

Follow the bottle from billboard scale towards the camera. The giant seated figure stays in the background as a continuity anchor.

PERFORMANCE / CONTINUITY

Keep the cap attached and the bottle silhouette stable. Align the catch with the object’s descent and rotation.

02 / VISUAL STORYBOARD **BEAT 08**

A tangible brand finish

00:16.70 - 00:19.08 / SOURCE ACTION BEAT



Source frame: 17.40s



Source frame: 18.60s

ACTION

The hand holds the dark blue bottle near the lens with its gold GAAJ lettering facing forward. The billboard woman remains softly visible behind it.

FRAMING & MOVEMENT

A product hero close-up fills the centre of the vertical frame. The street and screen become a blurred contextual backdrop.

PERFORMANCE / CONTINUITY

Finish on a stable grip and legible brand name. Preserve the source ending on the bottle; do not invent a separate end card.

03 / PRODUCTION DIRECTION

Make the handoff convincing.

SPATIAL CONTINUITY

Maintain the building corner, display ledge, white recess and street-level viewpoint. Use taxis and scaffolding as stable scale references throughout each sequence.

PRODUCT CONTINUITY

Keep each object identical from billboard to hand: the pink phone and its camera cluster; the rounded dark blue bottle, gold cap and GAAJ lettering. Prioritise the throw-to-catch match.

BRAND & TEMPLATE

Use the established GAAJ header logo with no background panel. Retain the dark cover and pale interior pages of the supplied PDF. Preserve the source branding on both products.

SOUND DIRECTION - PROPOSED

City ambience, a controlled throw whoosh and a subtle catch accent could support the illusion. These are proposed cues, not a transcription of the source audio.

DELIVERY

Source: 13.mp4 | 720 x 1280 | 24 fps | 19.083 seconds. Check product legibility, hand anatomy, scale transitions and the final bottle hold on a phone screen.