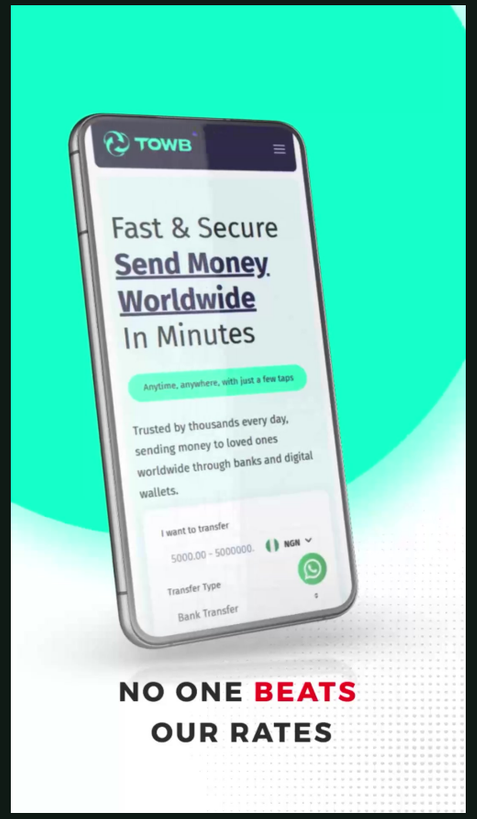
A TOWB BRAND FILM

Send smarter.
Stay connected.

A direct hook.
A clear path to TOWB.

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





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

01 / CREATIVE INTENT

From a sharp hook to a clear CTA.

The presenter introduces the problem; destination graphics, a website mockup and benefit metaphors explain the offer. A return to camera closes with TOWB.COM.

01	00:00.00 - 00:03.00	**The money-wasting hook**	Hook / problem statement
02	00:03.00 - 00:06.90	**Three featured destinations**	Coverage / featured countries
03	00:06.90 - 00:10.00	**A worldwide network**	Coverage / global reach
04	00:10.00 - 00:13.00	**Introduce the platform**	Product / website reveal
05	00:13.00 - 00:15.50	**Before the coffee cools**	Benefit / speed metaphor
06	00:15.50 - 00:18.00	**Money reaches its destination**	Benefit / destination
07	00:18.00 - 00:20.70	**The fee message**	Benefit / fee claim
08	00:20.70 - 00:23.00	**A simple customer moment**	Outcome / ease of use
09	00:23.00 - 00:24.50	**Return to the presenter**	Close / presenter return
10	00:24.50 - 00:26.69	**The website call to action**	CTA / TOWB.COM

Ten source sequences, with approximate editorial timing. Visible captions are transcribed from the picture; spoken audio is not independently transcribed. Comparative claims are retained as source copy.

02 / VISUAL STORYBOARD **BEAT 01**

The money-wasting hook

00:00.00 - 00:03.00 / SOURCE SEQUENCE



Source frame: 0.80s



Source frame: 2.40s

ACTION & VISIBLE COPY

A presenter in a blue floral shirt speaks behind a laptop in a bright office. Animated banknotes fill the space around him. Source copy: “YOU’RE LITERALLY WASTING YOUR MONEY WITHOUT KNOWING IT!”

FRAMING & MOVEMENT

A front-facing medium desk shot keeps the presenter, laptop and plants visible. The bold red caption strip anchors the lower frame.

PERFORMANCE / CONTINUITY

Build the hook quickly. Keep the money overlay clear of the face and make the main warning legible on a phone.

02 / VISUAL STORYBOARD **BEAT 02**

Three featured destinations

00:03.00 - 00:06.90 / SOURCE SEQUENCE



Source frame: 4.30s



Source frame: 6.10s

ACTION & VISIBLE COPY

A white motion-graphics layout displays banknotes and waving flags. The headline “WE HAVE THE BEST RATE FOR” cycles through INDIA, KENYA and NIGERIA.

FRAMING & MOVEMENT

Black and red type sits at the top; a circular money graphic occupies the centre and each flag fills the lower portion.

PERFORMANCE / CONTINUITY

Preserve the three-country sequence and the animated red name capsule. The comparative rate statement is source campaign copy, not an independently verified claim.

02 / VISUAL STORYBOARD **BEAT 03**

A worldwide network

00:06.90 - 00:10.00 / SOURCE SEQUENCE



Source frame: 7.70s



Source frame: 9.30s

ACTION & VISIBLE COPY

A grid of circular national flags assembles above a rotating globe. Source copy: “AND SO MANY OTHER COUNTRIES” and “ALL OVER THE WORLD”.

FRAMING & MOVEMENT

Hold a clean white layout with ample space between the header, flags and blue globe.

PERFORMANCE / CONTINUITY

Let the flag grid finish forming before the next transition. Keep the exact source graphics rather than inferring a current list of supported countries.

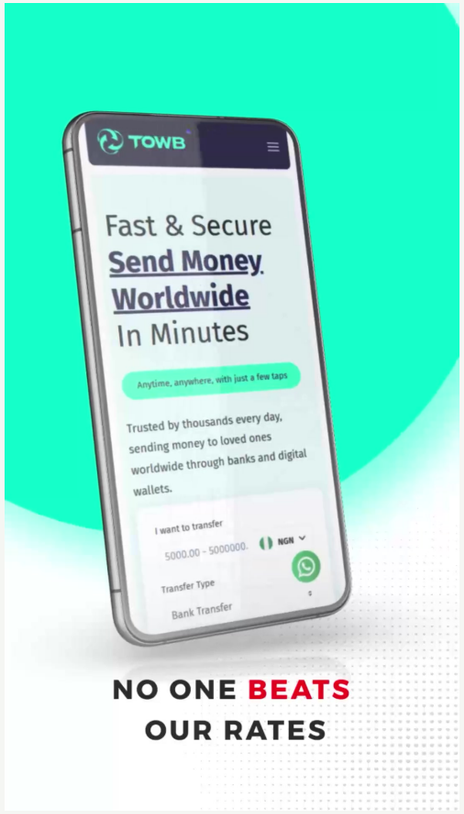
02 / VISUAL STORYBOARD **BEAT 04**

Introduce the platform

00:10.00 - 00:13.00 / SOURCE SEQUENCE



Source frame: 10.70s



Source frame: 12.20s

ACTION & VISIBLE COPY

An angled phone mockup reveals the TOWB website against a bright teal circular field. The caption reads “NO ONE BEATS OUR RATES”.

FRAMING & MOVEMENT

Place the device centrally with a slight perspective tilt. The website heading and brand mark remain readable.

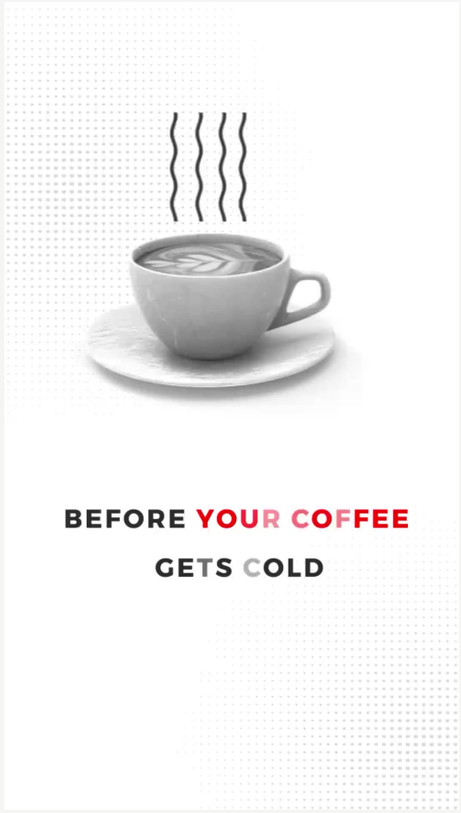
PERFORMANCE / CONTINUITY

Preserve the visible website content and the red emphasis on BEATS. Treat the rate comparison as a statement in the supplied film.

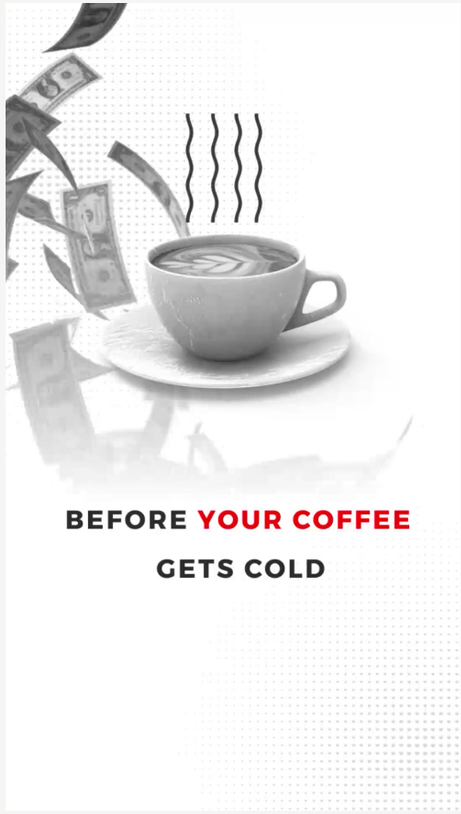
02 / VISUAL STORYBOARD **BEAT 05**

Before the coffee cools

00:13.00 - 00:15.50 / SOURCE SEQUENCE



Source frame: 13.80s



Source frame: 14.70s

ACTION & VISIBLE COPY

A steaming coffee cup appears with floating banknotes. Source copy: “BEFORE YOUR COFFEE GETS COLD”.

FRAMING & MOVEMENT

A monochrome cup and money collage sit above the two-line caption on a white background.

PERFORMANCE / CONTINUITY

Keep the rising steam, money movement and red text emphasis coordinated. This is a speed metaphor in the source creative.

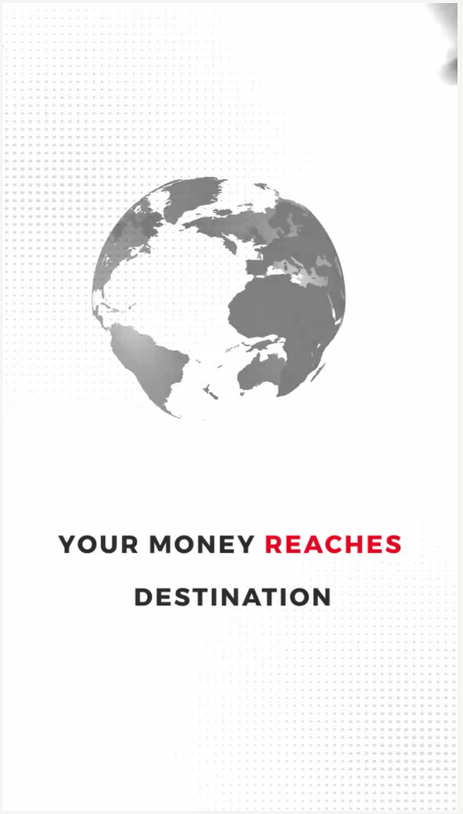
02 / VISUAL STORYBOARD **BEAT 06**

Money reaches its destination

00:15.50 - 00:18.00 / SOURCE SEQUENCE



Source frame: 16.20s



Source frame: 17.50s

ACTION & VISIBLE COPY

A grey globe rotates as the caption resolves to “YOUR MONEY REACHES DESTINATION”.

FRAMING & MOVEMENT

Keep the globe in the upper-middle of the portrait canvas with the caption below it.

PERFORMANCE / CONTINUITY

Link the globe transition to the preceding coffee metaphor. Preserve the source wording and keep REACHES highlighted in red.

02 / VISUAL STORYBOARD **BEAT 07**

The fee message

00:18.00 - 00:20.70 / SOURCE SEQUENCE



Source frame: 18.50s



Source frame: 19.70s

ACTION & VISIBLE COPY

A monochrome hand holds a fan of dollar notes. Source copy: “IT ALWAYS OFFERS THE LOWEST FEES”.

FRAMING & MOVEMENT

The money-filled hand enters from the side above the centred text, with generous white negative space.

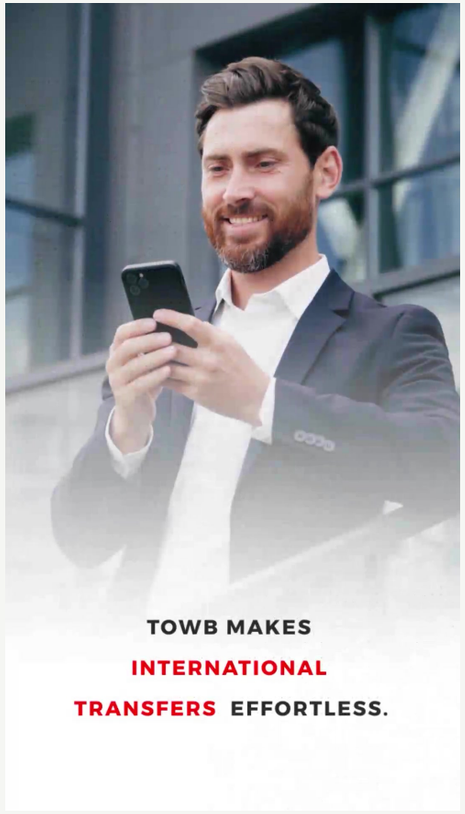
PERFORMANCE / CONTINUITY

Let LOWEST FEES carry the red emphasis. Document the superlative as source advertising copy rather than a verified pricing comparison.

02 / VISUAL STORYBOARD **BEAT 08**

A simple customer moment

00:20.70 - 00:23.00 / SOURCE SEQUENCE



Source frame: 21.30s



Source frame: 22.40s

ACTION & VISIBLE COPY

A smiling man in a suit uses a smartphone outside a modern building. Source copy: “TOWB MAKES INTERNATIONAL TRANSFERS EFFORTLESS.”

FRAMING & MOVEMENT

Use a medium portrait with a soft white fade at the bottom to support the caption.

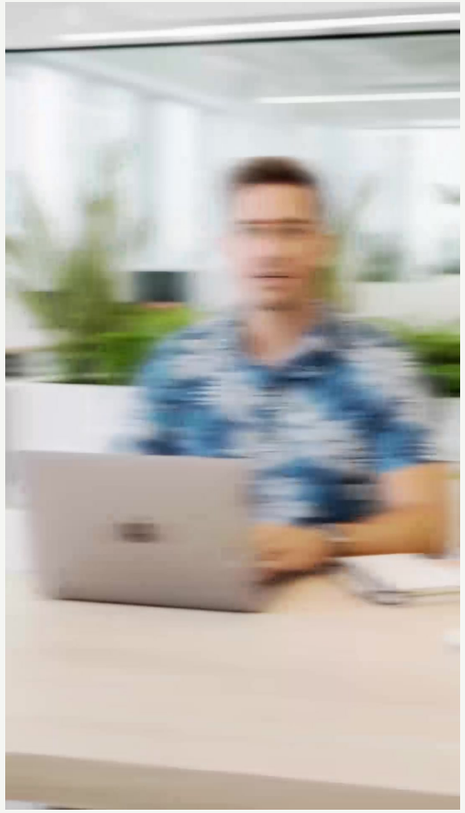
PERFORMANCE / CONTINUITY

Keep the phone use and positive expression readable. Preserve the emphasis on INTERNATIONAL TRANSFERS and the natural background depth.

02 / VISUAL STORYBOARD **BEAT 09**

Return to the presenter

00:23.00 - 00:24.50 / SOURCE SEQUENCE



Source frame: 23.70s



Source frame: 24.20s

ACTION & VISIBLE COPY

A fast blurred transition returns to the office presenter behind his laptop. He addresses the camera as the final call-to-action animation begins.

FRAMING & MOVEMENT

Match the opening desk composition and centre the presenter. The transition resolves before the web address is fully shown.

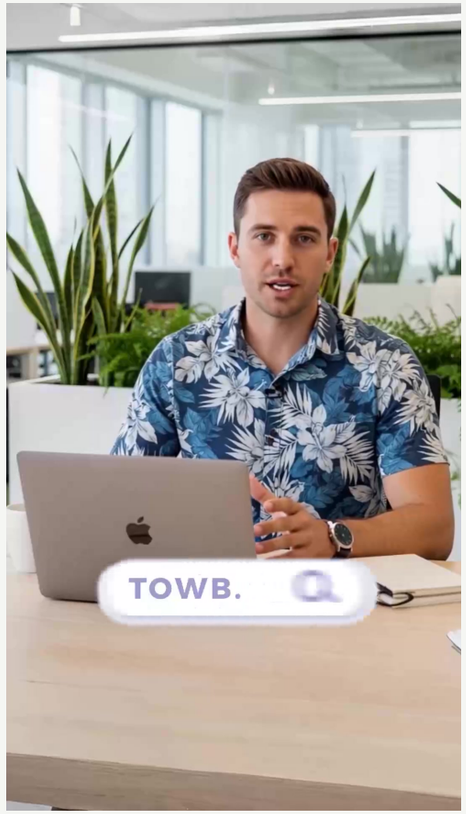
PERFORMANCE / CONTINUITY

Restore face sharpness quickly after the motion blur. Keep the laptop and plants consistent with the opening scene.

02 / VISUAL STORYBOARD **BEAT 10**

The website call to action

00:24.50 - 00:26.69 / SOURCE SEQUENCE



Source frame: 25.00s



Source frame: 26.20s

ACTION & VISIBLE COPY

A rounded search-bar graphic displays “TOWB.COM” with a magnifying-glass icon while the presenter continues speaking.

FRAMING & MOVEMENT

Hold the presenter in the upper half and the address bar across the lower-middle of the vertical frame.

PERFORMANCE / CONTINUITY

Keep the URL complete and legible until the end. The source closes on the presenter and website graphic, not a separate logo card.

03 / PRODUCTION DIRECTION

Keep the message easy to follow.

VISUAL SYSTEM

Preserve the film’s white backgrounds, black typography, red emphasis, monochrome money graphics and teal website reveal. The storyboard itself retains GAAJ’s dark green cover and pale interior pages.

EDIT & TYPE

Maintain the order: warning, countries, worldwide reach, website, speed metaphor, destination, fees, customer, presenter and URL. Keep key text inside the vertical safe area and hold complete words before transitioning.

SOURCE COPY

The film uses “best rate”, “no one beats our rates” and “lowest fees”. These are documented advertising statements, not independently verified comparisons. Preserve the visible copy without adding new guarantees.

AUDIO & PERFORMANCE

Visible copy is captured here; the spoken track has not been independently transcribed. Suggested treatment: clear presenter delivery, light rhythmic backing and restrained transition accents.

DELIVERY & BRAND

instagram-explainer.mp4 | 1080 x 1920 | 29.97 fps | 26.693 seconds. Retain TOWB branding inside the film and transparent GAAJ logo placements throughout this document.