A COFFEE TRADER'S STORY, FROM TRANSFER COSTS TO FARMERS

Kenya.
More goes home.

A coffee trader connects transfer costs with the money reaching farmers at home.

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

39.57 SEC / LANDSCAPE / 29.97 FPS



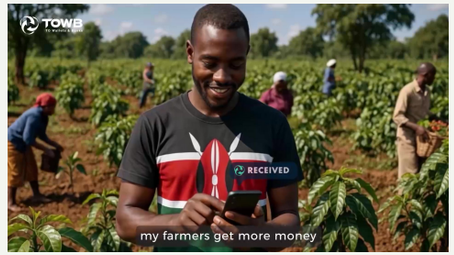




01 / WHY THIS FILM EXISTS

Connect trade to the people behind it.

A Kenyan coffee trader faces high transfer costs. His story connects business payments to a farmer receiving money and closes with a personal endorsement.



01

Business context

Shipping containers, coffee beans and a suited trader establish the commercial reason for sending money back to Kenya.

02

Cost made visible

Falling beans and large pavement lettering turn high fees and poor rates into a visual problem for the business.

03

Human outcome

A farmer's phone interaction and RECEIVED badge connect the service message to the people behind the coffee trade.

INTENDED TAKEAWAY

Creative message: more value in each transfer can support the farmers behind the trade.

02 / THE FILM AT A GLANCE

From the shipping yard to the people at home.

01 Introduce the Kenyan coffee trader and his challenge
00:00.000 - 00:06.306 / 6.31 s

02 Turn the fee problem into a coffee-bean metaphor
00:06.306 - 00:11.245 / 4.94 s

03 State the need for a better solution by the harbor
00:11.245 - 00:14.648 / 3.40 s

04 Introduce the discovery of TOWB inside the car
00:14.648 - 00:16.817 / 2.17 s

05 Deliver the fee, rate and speed claims
00:16.817 - 00:21.288 / 4.47 s

06 Show a farmer receiving the transfer
00:21.288 - 00:24.925 / 3.64 s

07 Frame the service as a smarter business choice
00:24.925 - 00:27.327 / 2.40 s

08 Close the personal story above the city
00:27.327 - 00:31.832 / 4.50 s

09 Assemble and hold the TOWB brand signature
00:31.832 - 00:39.573 / 7.74 s

FORMAT: 1920 x 1080 px / 16:9 / 29.97 fps / 39.573 seconds / Trader story + farm scene + brand

Nine chronological shots cover the complete source. Keyframes are representative selections within each interval. Visible captions and graphics are described as supplied; audio dialogue is not transcribed. Story function and production direction are editorial notes.

03 / STORYBOARD **SHOT 01**

Introduce the Kenyan coffee trader and his challenge

00:00.000 - 00:06.306 / 6.31 SEC



Frame at 00:01.502



Frame at 00:05.005

ACTION

A man in a black suit, white shirt, red tie and matching pocket square addresses the camera at a container port. The captions introduce him as a Kenyan coffee trader bringing beans to America, then identify sending money home as his challenge. White lettering builds on an orange container: "If you are from KENYA Watch This".

FRAMING & MOVEMENT

Use a frontal medium view with the trader centered, the orange container to the left and blue cranes behind him. Keep the American flag visible above the container yard as he gestures toward the viewer.

STORY FUNCTION

Establish the audience, the speaker's business and the need for an international transfer service.

PRODUCTION DIRECTION

Preserve the red tie and pocket square, direct eye contact and small hand gestures. Keep KENYA as the largest word in the container graphic and retain the lower subtitle sequence.

03 / STORYBOARD **SHOT 02**

Turn the fee problem into a coffee-bean metaphor

00:06.306 - 00:11.245 / 4.94 SEC



Frame at 00:08.342



Frame at 00:10.010

ACTION

Standing between rows of containers, the trader handles coffee beans above an open shipping box containing small burlap sacks. He raises one hand and lets beans stream back into the box. Large white "BAD RATES" and "HIGH FEES" lettering appears on the pavement while the subtitles describe those costs draining his business.

FRAMING & MOVEMENT

Start with the trader behind the stacked boxes and move closer to the hand action. Keep the container corridor as a strong perspective backdrop and leave both pavement labels readable around the foreground box.

STORY FUNCTION

Make the transfer-cost complaint tangible through the coffee product at the center of his trade.

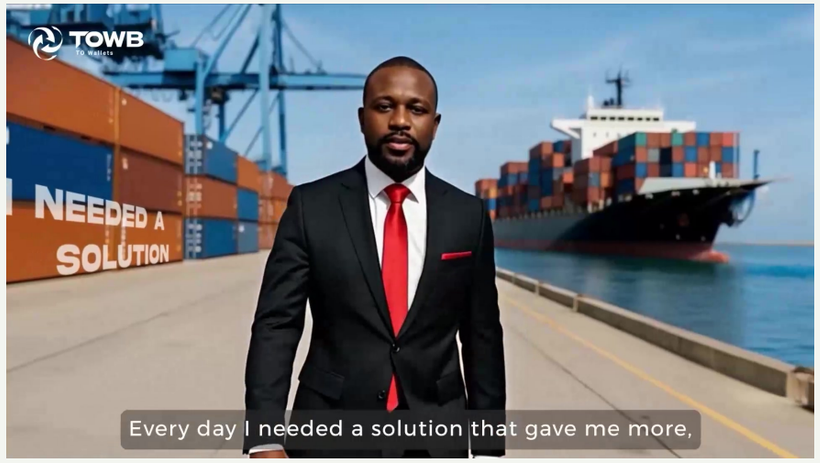
PRODUCTION DIRECTION

Preserve the open carton, burlap sacks, raised hand and stream of beans. Keep the lettering aligned with the ground plane and retain the TOWB logo animation in the upper-left corner.

03 / STORYBOARD **SHOT 03**

State the need for a better solution by the harbor

00:11.245 - 00:14.648 / 3.40 SEC



Frame at 00:12.179



Frame at 00:14.014

ACTION

The trader walks toward the camera beside the water, with stacked containers on one side and a loaded cargo ship on the other. Large white "I NEEDED A SOLUTION" lettering sits on the containers. The subtitles explain that he needed a solution giving him more, not less.

FRAMING & MOVEMENT

Use a frontal walking view along the quayside, keeping the presenter centered. Let the containers, cranes, ship and water remain visible while the camera retreats at his pace.

STORY FUNCTION

Move from the cost problem to the search for a service that better supports the business.

PRODUCTION DIRECTION

Maintain the same suit, red accents and facial identity. Preserve the harbor perspective, forward walking movement and container headline before the cut into the car interior.

03 / STORYBOARD **SHOT 04**

Introduce the discovery of TOWB inside the car

00:14.648 - 00:16.817 / 2.17 SEC



Frame at 00:15.182



Frame at 00:16.183

ACTION

The trader sits at the steering wheel of a car and turns toward the camera, with a city street visible through the windows. The short subtitle "Then I found TOWB." introduces the service as the turning point in his account.

FRAMING & MOVEMENT

Use an oblique medium view across the front cabin. Include the steering wheel, dashboard display, circular air vents and panoramic roof while keeping his face and red tie prominent.

STORY FUNCTION

Provide a brief transition from the search for a solution to the service's stated benefits.

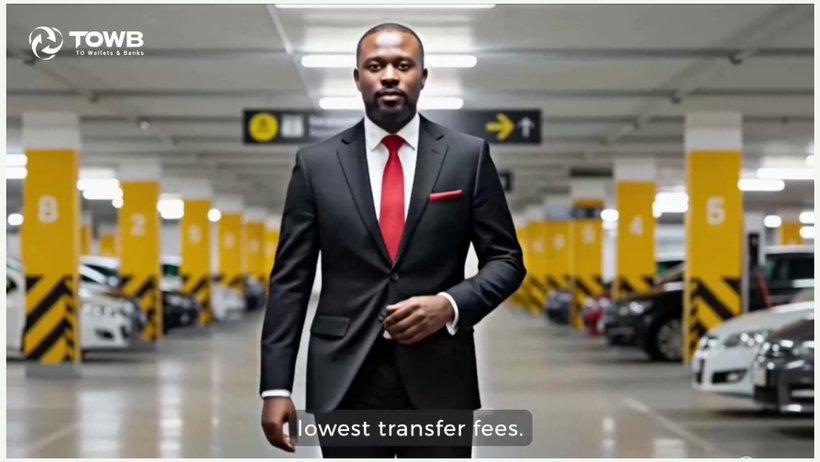
PRODUCTION DIRECTION

Preserve the source car interior, seated posture and hand near the wheel. Keep the discovery line concise and allow the following garage scene to carry the benefit list.

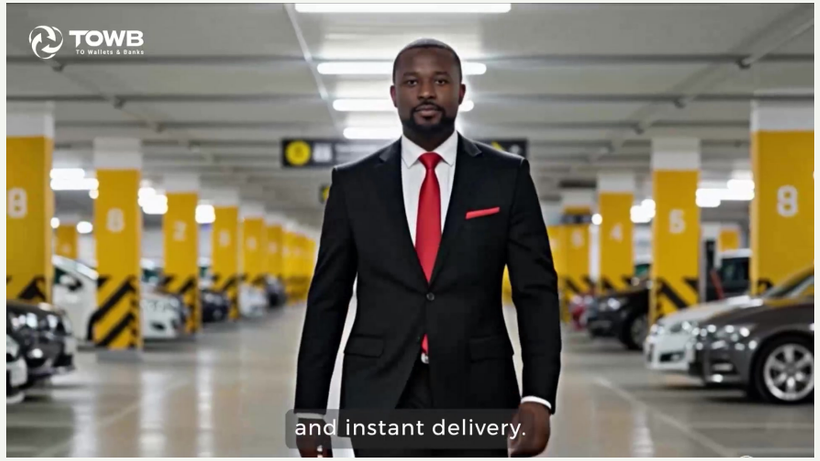
03 / STORYBOARD SHOT 05

Deliver the fee, rate and speed claims

00:16.817 - 00:21.288 / 4.47 SEC



Frame at 00:18.185



Frame at 00:20.521

ACTION

The trader walks toward the camera through a brightly lit parking garage, speaking with small explanatory gestures. Yellow pillars, black hazard stripes and parked cars repeat behind him. The subtitles list the film's claims of the lowest transfer fees, the best exchange rates and instant delivery.

FRAMING & MOVEMENT

Track backward in a frontal medium-long view. Use the ceiling lights, lane and repeating columns to lead toward the presenter, maintaining enough space for the lower subtitle band.

STORY FUNCTION

Present the three core service claims in a clear, uninterrupted passage.

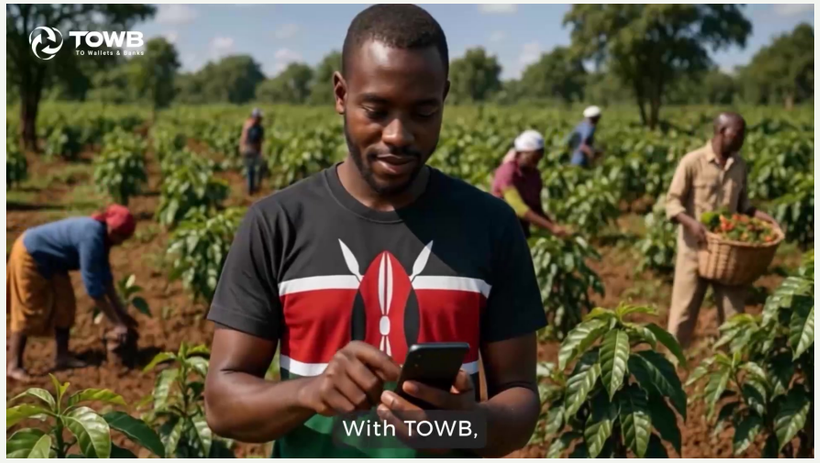
PRODUCTION DIRECTION

Retain the black suit, red tie and pocket square across the location change. Preserve the fee, rate and delivery order, with the TOWB mark staying at the upper left.

03 / STORYBOARD **SHOT 06**

Show a farmer receiving the transfer

00:21.288 - 00:24.925 / 3.64 SEC



Frame at 00:22.022



Frame at 00:23.357

ACTION

A farmer in a black T-shirt bearing Kenyan-flag graphics taps a smartphone among coffee plants. Workers harvest behind him with baskets. A dark badge reading "RECEIVED" appears above the phone, and he smiles. The captions continue the trader's account, saying his farmers get more money for every dollar he sends.

FRAMING & MOVEMENT

Use a medium view that gradually brings the phone, badge and farmer's reaction closer. Keep the surrounding plants and harvesting workers visible in the sunlit background.

STORY FUNCTION

Connect the financial claims to a visible recipient and the people producing the coffee.

PRODUCTION DIRECTION

Preserve the phone taps, smile, Kenyan-flag shirt and RECEIVED badge. Keep the harvesting activity and baskets in the background so the recipient moment remains tied to the coffee business.

03 / STORYBOARD **SHOT 07**

Frame the service as a smarter business choice

00:24.925 - 00:27.327 / 2.40 SEC



Frame at 00:25.359



Frame at 00:26.693

ACTION

The trader sits behind a polished office desk with a white coffee cup on the viewer's left and an open silver laptop on the right. Framed images of the Kenyan flag, coffee and the American flag hang above him. Black text builds on the wall beside him: "It's not just faster... it's smarter".

FRAMING & MOVEMENT

Use a frontal seated medium-wide view, with city windows flanking the office. Keep the desk, three framed images and headline balanced around the presenter as he makes a small hand gesture.

STORY FUNCTION

Summarize the service as a business decision after the recipient benefit has been shown.

PRODUCTION DIRECTION

Preserve the cup, laptop, flag images and central coffee photograph. Reveal the black headline in its source order, keeping faster and smarter visually prominent beside the trader.

03 / STORYBOARD **SHOT 08**

Close the personal story above the city

00:27.327 - 00:31.832 / 4.50 SEC



Frame at 00:28.362



Frame at 00:31.031

ACTION

On a high balcony, the trader holds a white mug and speaks toward the camera, with the city skyline and Empire State Building behind him. His free hand opens in a conversational gesture. The subtitles connect Kenya, business and family, then finish with "I only trust TOWB."

FRAMING & MOVEMENT

Use a frontal medium view, with the balcony railing receding on the left and reflective windows on the right. Keep the mug, face and skyline visible while the framing moves slightly closer.

STORY FUNCTION

Bring the commercial story back to a personal endorsement before the brand ending.

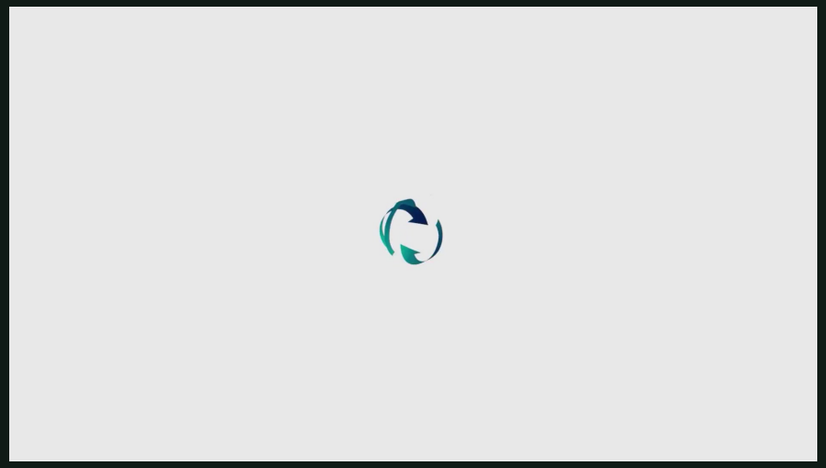
PRODUCTION DIRECTION

Match the trader's suit, red accents and face to the earlier scenes. Retain the coffee mug, relaxed hand gesture and source subtitle order, then cut directly to the pale logo background.

04 / THE FINAL IMPRESSION

Assemble and hold the TOWB brand signature

00:31.832 - 00:39.573 / 7.74 SEC



Frame at 00:33.200



Frame at 00:39.206

ACTION

The balcony scene cuts to a pale gray field. Teal and navy emblem elements rotate and assemble at the center. The TOWB letters move into place beside the emblem, followed by the small descriptor "TO Wallets & Banks". The completed signature holds through the final source frame.

FRAMING & MOVEMENT

Keep the logo compact and centered within generous empty space. The background stays uniform while the emblem, wordmark and descriptor complete their staged reveal.

STORY FUNCTION

Leave a clear brand impression after the trade, farmer and personal-endorsement story.

PRODUCTION DIRECTION

Preserve the source animation order, teal and navy colors, centered alignment and final readable hold. Retain the complete ending through 39.573 seconds.