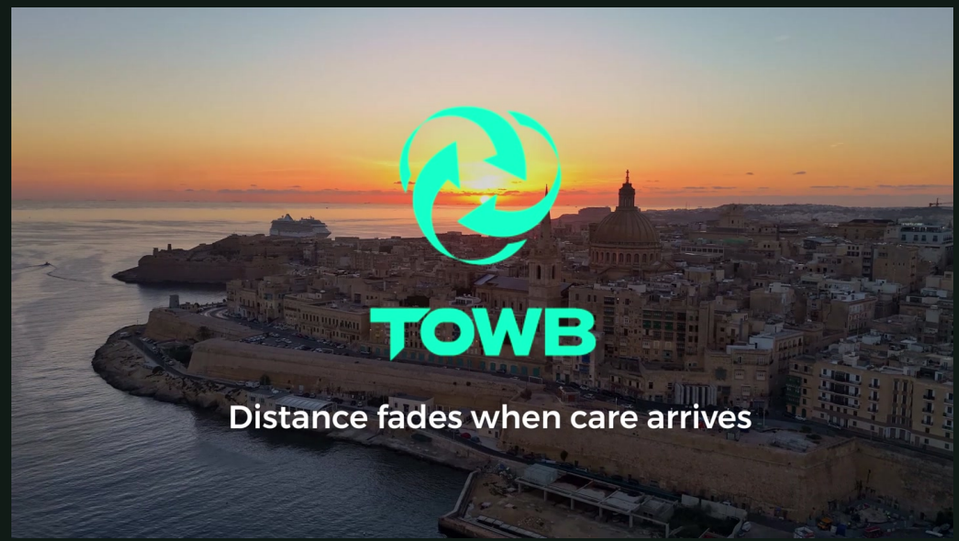
A TOWB BRAND FILM

When care arrives.

Different places. Familiar faces.
One way to feel closer.





A shot-by-shot presentation of the supplied film, with exact edit timings, visual direction, on-screen copy and campaign intent.

33.54 SEC / 16:9 LANDSCAPE / 24 FPS

SOURCE: 7.mp4 / 13 EDITORIAL SHOTS

01 / WHY THIS FILM EXISTS

Make distance feel smaller.

Position sending money as a practical expression of care for people living apart. TOWB is introduced through everyday screens, shared moments and familiar faces.

01

Start with belonging

A remembered place and a laughing group make separation personal. The film establishes an emotional reason to care before it introduces the service.

02

Make the service visible

Three phone inserts show the website, transfer setup and a placed order. These moments give the emotional story a concrete product role.

03

End with reassurance

Greetings, smiling calls and a private family moment lead into the closing identity. The repeated feeling is connection across distance.

INTENDED TAKEAWAY

“Distance fades when care arrives.” / Sending money is framed as an act of staying close.

02 / THE FILM AT A GLANCE

Thirteen shots. One emotional thread.

Separation and belonging → Service in use → Emotional connection → Brand signature

SHOT	IN / OUT	DURATION	EDITORIAL MOMENT	PICTURE
01	00:00.000 - 00:01.333	1.333 s	A place left behind	Golden-hour lake / aerial
02	00:01.333 - 00:02.542	1.208 s	The people who matter	Outdoor gathering / green hills
03	00:02.542 - 00:04.708	2.167 s	Care remains at home	Guitarist beside a wood stove
04	00:04.708 - 00:07.792	3.083 s	The service enters the story	Phone beside a train window
05	00:07.792 - 00:09.542	1.750 s	A shared moment, revealed	Tablet view of the guitarist
06	00:09.542 - 00:11.292	1.750 s	Presence across distance	Woman / baby on a tablet call
07	00:11.292 - 00:14.625	3.333 s	Making the transfer tangible	Amount-entry screen / warm room
08	00:14.625 - 00:17.083	2.458 s	A greeting from the city	Woman outdoors / smartphone
09	00:17.083 - 00:20.167	3.083 s	Distance feels smaller	Older woman / tablet on a sofa
10	00:20.167 - 00:22.958	2.792 s	The transfer is placed	Transfer-status screen / night
11	00:22.958 - 00:25.167	2.208 s	Feel closer	Phone video call / table
12	00:25.167 - 00:27.750	2.583 s	Feel secure	Couple in bed / laptop call
13	00:27.750 - 00:33.542	5.792 s	The brand signature	Sunset waterfront / TOWB logo

SOURCE: 7.mp4 / 1920 × 1080 px / 24 fps / 805 frames / 33.541667 seconds

Times follow the actual cut. Start points are inclusive; end points are exclusive. Milliseconds are rounded for display.
The final fade and near-black tail remain part of shot 13. Every image is extracted from the supplied source.

03 / COPY & SOURCE LANGUAGE

The words carry the message.

English advertising copy, transcribed from the picture in reading order. Repeated copy across shots 01-02 is listed once.

SHOT	SHOT WINDOW	ON-SCREEN COPY
01-02	00:00.000 - 00:02.542	**You left**
03	00:02.542 - 00:04.708	**But your care stayed behind**
04	00:04.708 - 00:07.792	**With TOWB your money finds it's way home**
06	00:09.542 - 00:11.292	**On time with lowest fees**
07	00:11.292 - 00:14.625	**Because every time you send money**
09	00:17.083 - 00:20.167	**The distance feels smaller**
10	00:20.167 - 00:22.958	**Send money**
11	00:22.958 - 00:25.167	**Feel closer**
12	00:25.167 - 00:27.750	**Feel secure**
13	00:27.750 - 00:33.542	**TOWB / Distance fades when care arrives**

COPY NOTES

The windows above identify the containing shots, not individual text-animation cues. Shots 05 and 08 have no large overlay.
Shot 04 retains the source spelling “it's”; use “its” in a corrected master. No spoken version of these captions is assumed.

04 / DIRECTION & EDITORIAL NOTES

One visual thread across many places.

OBSERVED PICTURE & EDIT

Devices connect the locations

Phones, tablets and a laptop repeatedly place a distant person or a transfer screen inside the frame. Shot 05 directly reprises the guitarist from shot 03.

Warmth is carried by people and light

Golden landscapes, warm rooms, natural greens and softer city tones give each location its own character. White headlines and the turquoise end identity keep the message coherent.

The ending is deliberately held

The first two shots last 1.333 and 1.208 seconds. Later inserts and calls allow longer reading time; the 5.792-second final shot creates a clear brand hold and fade.

SUGGESTED SOUND TREATMENT

Source audio: no intelligible dialogue detected. The narrative is carried by on-screen copy. The cues below propose a future sound pass; they do not transcribe the existing mix.

00:00.000 - 00:04.708

Begin intimate

Use a restrained instrumental bed that allows the opening words and faces to register.

00:04.708 - 00:14.625

Keep continuity

Carry the same musical thread across the device inserts and calls; keep any interface accents subtle.

00:14.625 - 00:27.750

Let warmth build

Allow a gentle lift through the greetings and the sequence “Send money / Feel closer / Feel secure”.

00:27.750 - 00:33.542

Resolve with the brand

Give the logo a clear musical resolution, then fade with the picture. Avoid a fresh melodic idea at the end.

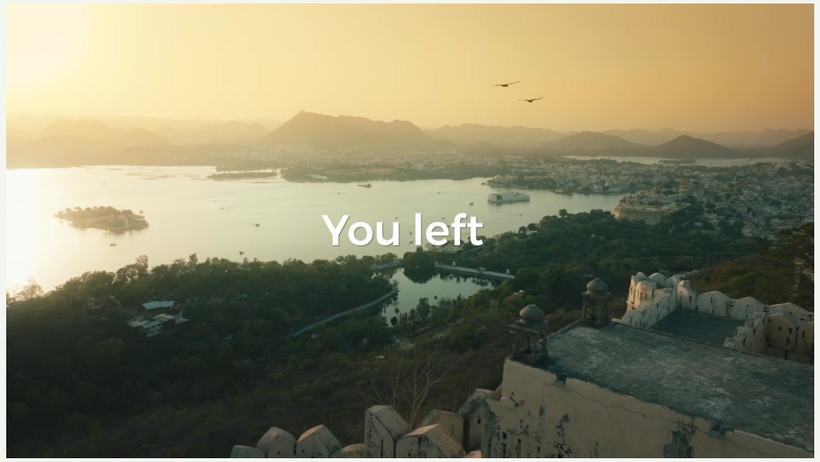
05 / STORYBOARD **SHOT 01**

00:00.000 - 00:01.333 / 1.333 SEC

A place left behind.



Frame at 00:00.125 / 00:00:03 @ 24 fps



Frame at 00:01.167 / 00:01:04 @ 24 fps

ACTION

A wide aerial reveals a lake, a waterfront town and a large historic building in golden evening light. Birds cross the sky as the opening words appear.

FRAMING & MOVEMENT

Very wide, elevated view with gentle lateral drift. The landscape fills the frame; white centered typography remains clear against the darker water and town.

STORY FUNCTION

Establish geographical distance before introducing people. The short opening creates the feeling of somewhere remembered and left behind.

ON-SCREEN COPY / ENGLISH

“You left”

EDIT / CONTINUITY NOTE

The words build from a clean frame and continue unchanged across the cut into shot 02.

05 / STORYBOARD **SHOT 02**

00:01.333 - 00:02.542 / 1.208 SEC

The people who matter.



Frame at 00:01.458 / 00:01:11 @ 24 fps



Frame at 00:02.375 / 00:02:09 @ 24 fps

ACTION

Six people of different ages laugh together outdoors against green hills. Their faces turn toward one another, creating a lively shared moment.

FRAMING & MOVEMENT

Medium-wide group portrait with slight camera drift. The close arrangement and varied reactions give the frame warmth and a sense of belonging.

STORY FUNCTION

Give the opening statement a human meaning. The gathering evokes family and community without identifying specific relationships.

ON-SCREEN COPY / ENGLISH

“You left”

EDIT / CONTINUITY NOTE

A 1.208-second cut carries the same headline from place to people, then moves indoors.

05 / STORYBOARD **SHOT 03**

00:02.542 - 00:04.708 / 2.167 SEC

Care remains at home.



Frame at 00:02.667 / 00:02:16 @ 24 fps



Frame at 00:04.542 / 00:04:13 @ 24 fps

ACTION

A man wearing glasses sits with an acoustic guitar beside a burning wood stove. His hands move over the instrument as he looks down, then lifts his attention.

FRAMING & MOVEMENT

Warm medium composition: stove on the left, seated man on the right. Soft window light and a largely stable camera make the scene intimate.

STORY FUNCTION

Turn physical absence into continuing care. This domestic image gains a second meaning when it returns inside a tablet screen in shot 05.

ON-SCREEN COPY / ENGLISH

“But your care stayed behind”

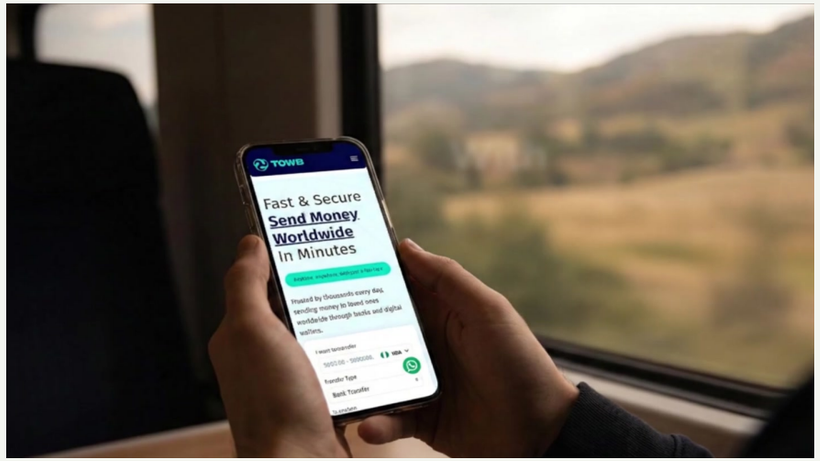
EDIT / CONTINUITY NOTE

The later tablet view establishes a direct visual connection to this same guitarist and room.

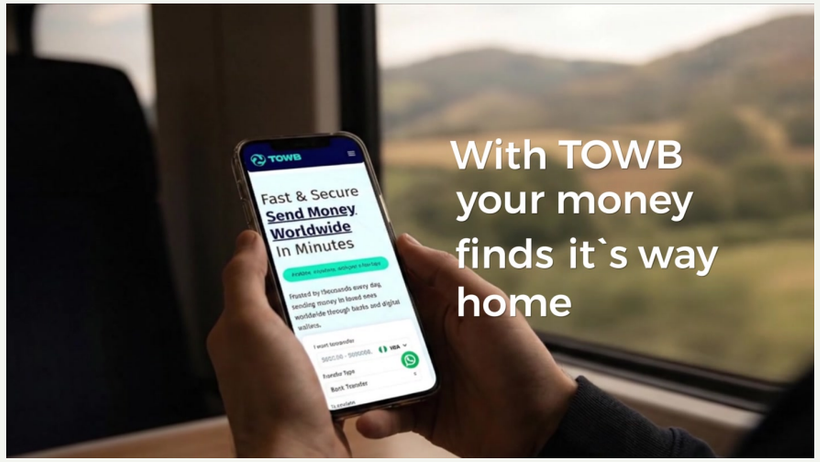
05 / STORYBOARD SHOT 04

00:04.708 - 00:07.792 / 3.083 SEC

The service enters the story.



Frame at 00:04.833 / 00:04:20 @ 24 fps



Frame at 00:07.625 / 00:07:15 @ 24 fps

ACTION

Hands hold a smartphone displaying the TOWB website beside a train window. Passing countryside creates a sense of travel around the steady device.

FRAMING & MOVEMENT

Close product insert, with the handset left of center and a broad text area on the right. Shallow focus separates the screen from the moving landscape.

STORY FUNCTION

Introduce the brand as the practical link between distance and home. The product appears inside an everyday journey.

ON-SCREEN COPY / ENGLISH

“With TOWB your money finds it's way home”

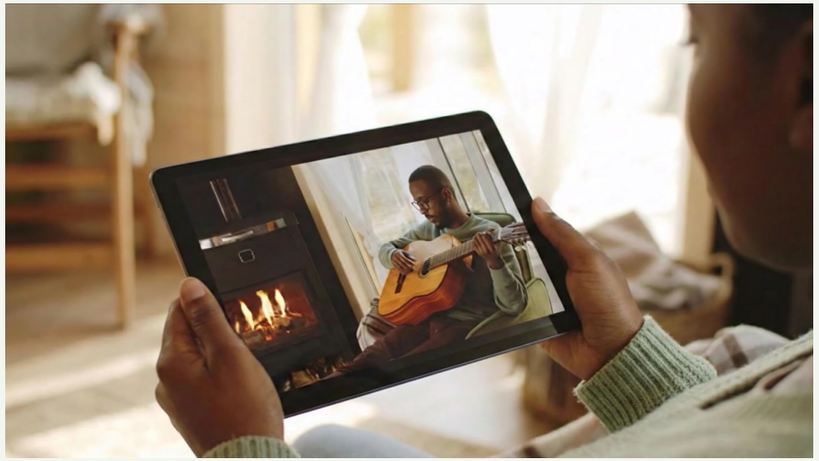
EDIT / CONTINUITY NOTE

Source wording is retained above. Editorial correction for a new version: change “it's” to “its”.

05 / STORYBOARD **SHOT 05**

00:07.792 - 00:09.542 / 1.750 SEC

A shared moment, revealed.



Frame at 00:07.917 / 00:07:22 @ 24 fps



Frame at 00:09.375 / 00:09:09 @ 24 fps

ACTION

A seated viewer holds a tablet showing the guitarist and wood stove seen in shot 03. The screen becomes the center of a quiet, sunlit room.

FRAMING & MOVEMENT

Over-the-shoulder close composition. The viewer occupies the right foreground; the tablet sits lower-left, angled toward the lens and kept readable.

STORY FUNCTION

Reveal the earlier domestic moment as an experience shared at a distance. The repeated image connects separate locations without explanatory dialogue.

ON-SCREEN COPY / ENGLISH

No large advertising overlay in this shot.

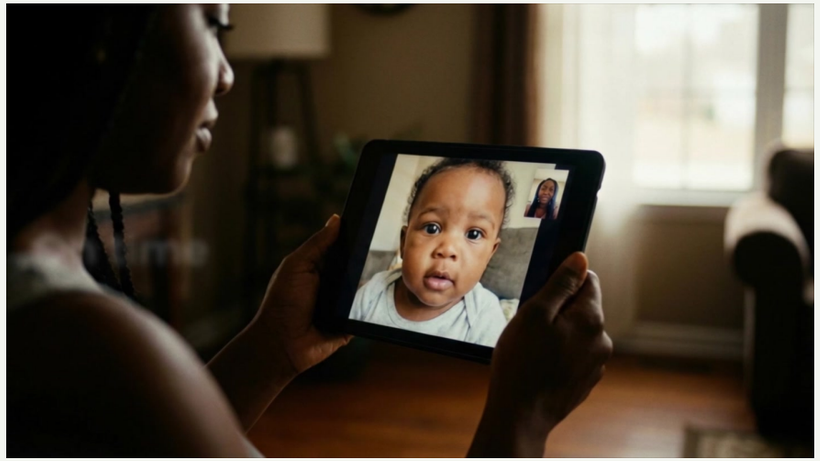
EDIT / CONTINUITY NOTE

The clean frame gives the eye a pause between two text-led product and benefit shots.

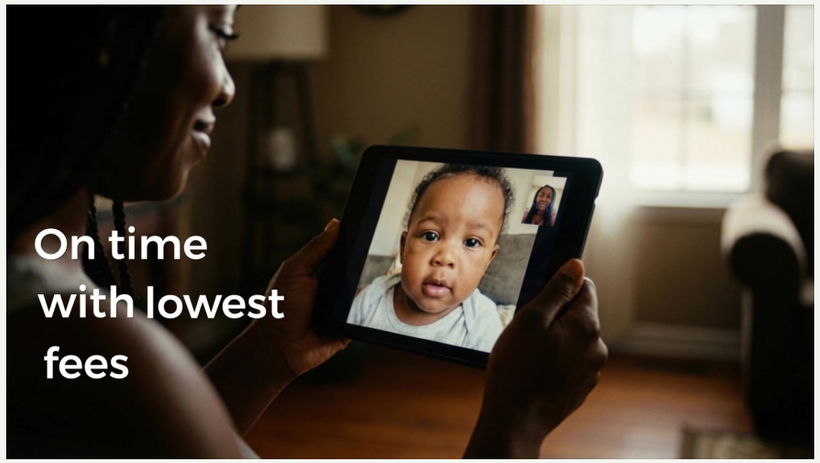
05 / STORYBOARD **SHOT 06**

00:09.542 - 00:11.292 / 1.750 SEC

Presence across distance.



Frame at 00:09.667 / 00:09:16 @ 24 fps



Frame at 00:11.125 / 00:11:03 @ 24 fps

ACTION

A woman holds a tablet displaying a baby on a video call. A small self-view tile remains visible as the baby looks toward the camera.

FRAMING & MOVEMENT

Side and over-the-shoulder close view. Her profile sits at the left; the tablet is the emotional focal point against a softly lit interior.

STORY FUNCTION

Pair the service-benefit headline with a moment of personal connection. A familiar face gives the practical claim an emotional context.

ON-SCREEN COPY / ENGLISH

“On time with lowest fees”

EDIT / CONTINUITY NOTE

The quoted fee language is an on-screen claim in the supplied film; it is not an independent finding of this storyboard.

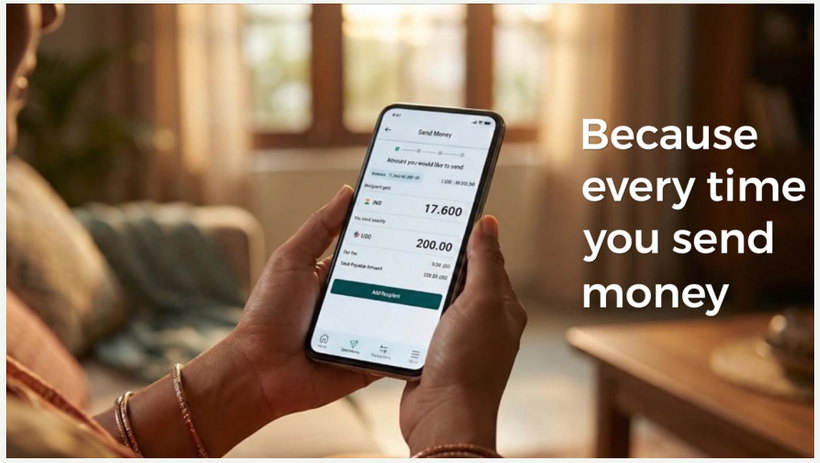
05 / STORYBOARD **SHOT 07**

00:11.292 - 00:14.625 / 3.333 SEC

Making the transfer tangible.



Frame at 00:11.417 / 00:11:10 @ 24 fps



Frame at 00:14.458 / 00:14:11 @ 24 fps

ACTION

A woman holds a phone showing a Send Money amount-entry page. Numeric fields and an Add Recipient button are visible as her hands subtly adjust the device.

FRAMING & MOVEMENT

Close insert with the phone on the left and copy on the right. The warm lounge and window remain softly out of focus behind the screen.

STORY FUNCTION

Make the service concrete at the point where the headline explains its emotional value. The interface demonstrates a step in setting up a transfer.

ON-SCREEN COPY / ENGLISH

“Because every time you send money”

EDIT / CONTINUITY NOTE

This screen shows transfer setup. The film does not show a completed payout in this shot.

05 / STORYBOARD **SHOT 08**

00:14.625 - 00:17.083 / 2.458 SEC

A greeting from the city.



Frame at 00:14.750 / 00:14:18 @ 24 fps



Frame at 00:16.917 / 00:16:22 @ 24 fps

ACTION

A young woman in a denim jacket sits among city buildings and greenery. Smiling at her phone, she raises her free hand in greeting, then lowers it.

FRAMING & MOVEMENT

Seated medium-wide portrait with a largely stable camera. Her extended phone, open expression and free-hand gesture make the interaction easy to read.

STORY FUNCTION

Move from product mechanics to the human reward. The absence of a large headline leaves room for the greeting to carry the emotion.

ON-SCREEN COPY / ENGLISH

No large advertising overlay in this shot.

EDIT / CONTINUITY NOTE

Her wave leads into another wave in shot 09, suggesting connection through the edit.

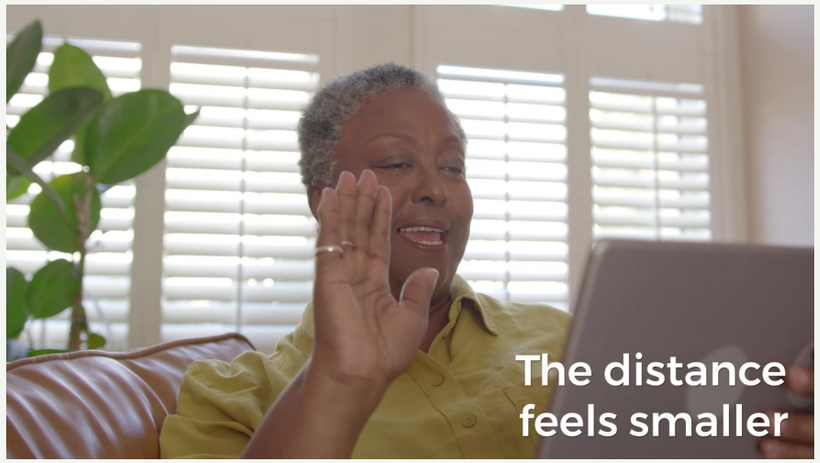
05 / STORYBOARD **SHOT 09**

00:17.083 - 00:20.167 / 3.083 SEC

Distance feels smaller.



Frame at 00:17.208 / 00:17:05 @ 24 fps



Frame at 00:20.000 / 00:20:00 @ 24 fps

ACTION

An older woman sits on a sofa, smiling and waving toward a tablet. A large plant and white shutters frame the bright domestic setting.

FRAMING & MOVEMENT

Medium portrait with the tablet in the right foreground. Her face and raised hand remain the visual focus as the headline resolves lower-right.

STORY FUNCTION

Answer the preceding greeting with another welcoming gesture. The edit makes closeness feel mutual across different generations and places.

ON-SCREEN COPY / ENGLISH

“The distance feels smaller”

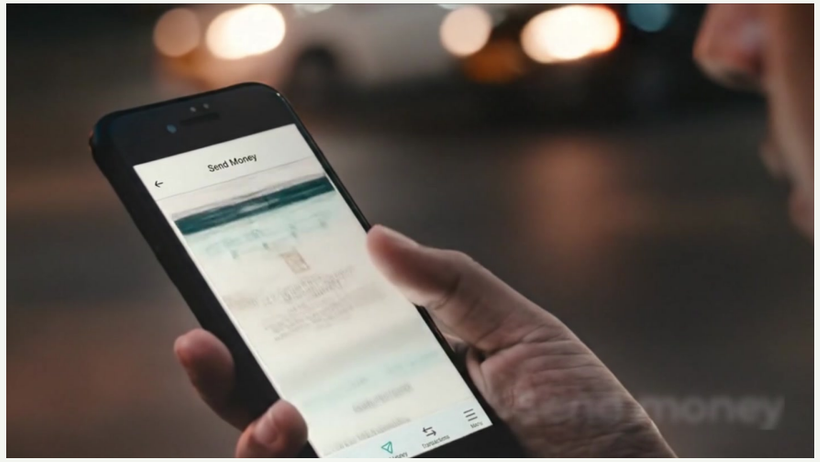
EDIT / CONTINUITY NOTE

The cut suggests a shared call, but the film does not explicitly identify the two women as call partners.

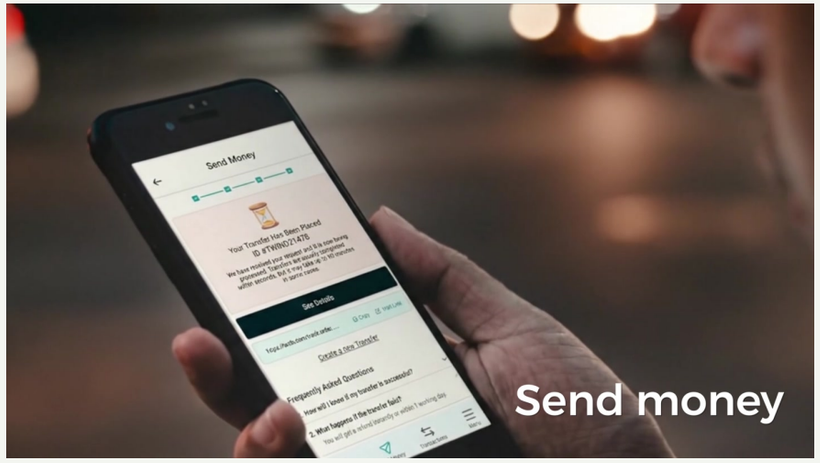
05 / STORYBOARD **SHOT 10**

00:20.167 - 00:22.958 / 2.792 SEC

The transfer is placed.



Frame at 00:20.292 / 00:20:07 @ 24 fps



Frame at 00:22.792 / 00:22:19 @ 24 fps

ACTION

A smartphone is held outdoors against blurred night traffic. A finger moves over the screen; the interface settles on an hourglass and the status “Your Transfer Has Been Placed”.

FRAMING & MOVEMENT

Close insert with shallow depth of field and small hand movements. The angled screen dominates the left side while the call to action appears lower-right.

STORY FUNCTION

Turn the emotional promise into an explicit action. The status page provides a visible step forward in the transfer process.

ON-SCREEN COPY / ENGLISH

“Send money”

EDIT / CONTINUITY NOTE

The visible state is a placed transfer order. It does not confirm that the recipient has received the money.

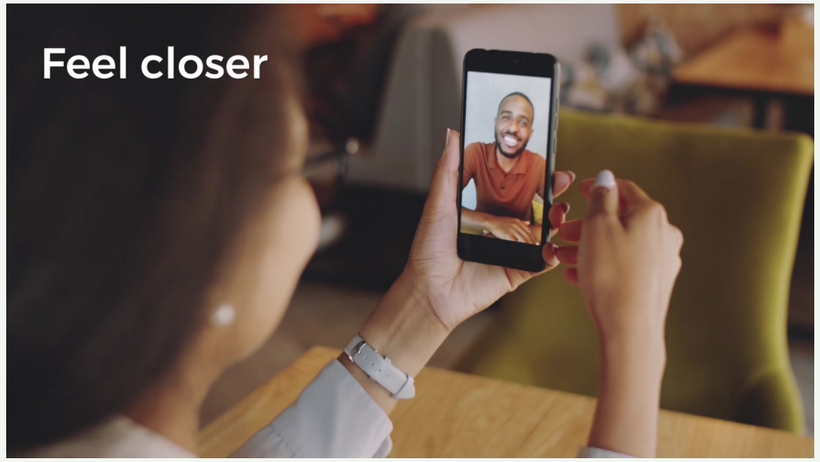
05 / STORYBOARD **SHOT 11**

00:22.958 - 00:25.167 / 2.208 SEC

Feel closer.



Frame at 00:23.083 / 00:23:02 @ 24 fps



Frame at 00:25.000 / 00:25:00 @ 24 fps

ACTION

At a table, a woman holds a phone showing a smiling man in a rust-colored shirt. She gestures with her free hand as their screen-based interaction continues.

FRAMING & MOVEMENT

Over-the-shoulder close view. The remote face and handset are centered; the woman and surrounding furniture create a soft foreground and background.

STORY FUNCTION

Follow the direct call to action with its emotional payoff. The smiling remote face makes the phrase “Feel closer” immediate and personal.

ON-SCREEN COPY / ENGLISH

“Feel closer”

EDIT / CONTINUITY NOTE

The cut returns from an interface to a face, beginning the two-part emotional closing.

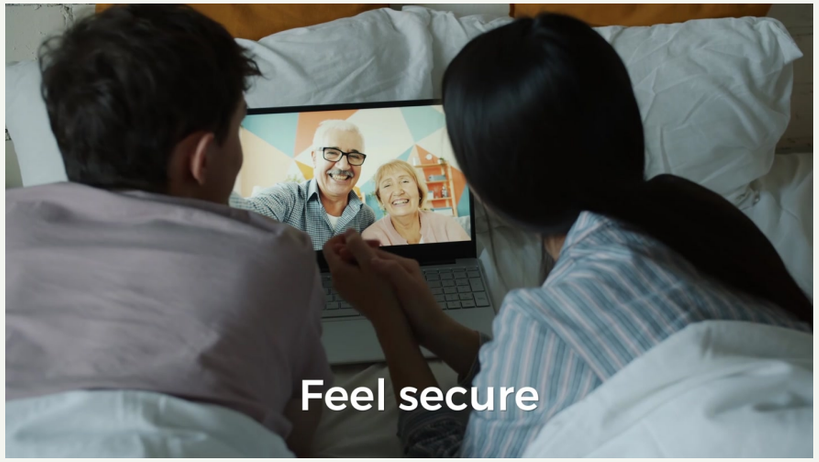
05 / STORYBOARD **SHOT 12**

00:25.167 - 00:27.750 / 2.583 SEC

Feel secure.



Frame at 00:25.292 / 00:25:07 @ 24 fps



Frame at 00:27.583 / 00:27:14 @ 24 fps

ACTION

Two people lie on a bed looking at a laptop. An older couple smiles on the screen; the foreground pair wave and gesture back toward them.

FRAMING & MOVEMENT

High rear and over-the-shoulder view. Cool bed linen surrounds the brighter, warmer laptop image, making the call the focus of the composition.

STORY FUNCTION

Close the human montage with comfort and reassurance. The shared private setting supports the final emotional benefit before the brand appears.

ON-SCREEN COPY / ENGLISH

“Feel secure”

EDIT / CONTINUITY NOTE

The final human moment cuts to a broad waterfront aerial at 00:27.750, opening space for the brand.

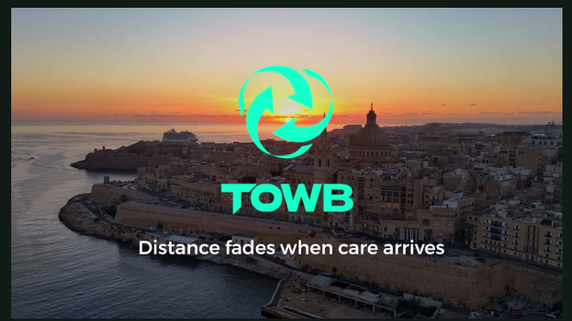
06 / THE FINAL IMPRESSION SHOT 13

00:27.750 - 00:33.542 / 5.792 SEC

Distance fades.



Clean aerial / Frame at 00:27.875



Logo and tagline hold

Near-black tail

ON SCREEN

A sunset aerial reveals a coastal waterfront. The turquoise TOWB symbol animates into the center, followed by the wordmark and closing line. The full image then fades toward black.

CLOSING LINE / ON-SCREEN ENGLISH

“Distance fades when care arrives”

ENDING & SOURCE NOTES

The fade starts around 00:31.750; the near-black tail begins around 00:33.208. Both belong to this same shot.

All stills, screen text and timings come from 7.mp4. The page design follows source(2).pdf. Story-function notes are editorial interpretation; the sound treatment on page 05 is a proposal.