A GAAJ BRANDED REEL

A moment, suspended.

Two drinks.
One impossible pause.

A quiet walk turns into an airborne product reveal, then returns to a composed stride.

Source frames, visual direction and exact edit timing for a short vertical reel.







SOURCE FRAMES / THE WALK, THE LIFT, THE REVEAL

9.63 SEC / VERTICAL / 24 FPS

SOURCE RESOLUTION / 480 x 854 px

01 / THE FILM AT A GLANCE

2 EDITORIAL SHOTS / 1 VISIBLE CUT

Turn a pause into a product reveal.

The reel makes the GAAJ-branded drinks the center of a surreal everyday moment: an ordinary walk, a suspended product reveal, and a calm recovery.

01

Establish the everyday

A composed walk and two takeaway cups create an ordinary starting point. The unexpected lift supplies the visual hook.

02

Let the products lead

The frame moves from the woman's surprise to the hovering drinks. Their contrasting colors and sleeve marks become the focus.

03

Resolve with composure

The cups return to her hands. A brief inspection and a recovered walk give the impossible moment a clear, contained ending.

EXACT EDIT MAP

SHOT	IN - OUT	DURATION	VISIBLE ACTION
01	00:00.000 - 00:05.000	5.000 s	**Walk, lift and green product pass**
02	00:05.000 - 00:09.625	4.625 s	**Tan product pass, catch and recovery**

SOURCE: 02.mp4 / 480 x 854 px / 24 fps / 231 frames / 9.625 sec. Frame indices start at zero; end times are exclusive.
01A/01B and 02A/02B are review markers inside the two shots, not additional cuts. All stills are taken from the source.
No intelligible dialogue was detected by automated speech review. Suggested sound cues are not a verified source-mix breakdown.

02 / STORYBOARD - 01A

REVIEW BEAT WITHIN SHOT 01

The walk becomes weightless.

00:00.000 - 00:03.000 / 3.000 SEC



Frame at 00:01.000 / f0024



Frame at 00:02.500 / f0060

ACTION & PERFORMANCE

A woman in sunglasses and a dark green suit walks toward camera with a tan drink and a green drink. Both cups rise clear of her hands; her fingers open and her expression turns to surprise.

FRAMING & MOVEMENT

Frontal medium-long framing shows her from the knees upward as she approaches. The view then tightens around her upper body and the floating cups as the effect takes over.

STORY FUNCTION

Ground the scene in a normal walk, then make the impossible action immediately readable through the gap above her hands.

CONTINUITY FOCUS

Keep the two drinks distinct. Preserve her open palms, the cup lids and straws, and the visible GAAJ sleeve marks.

EDITORIAL NOTE

The 03.000 marker separates review beats only; the action remains within shot 01.

02 / STORYBOARD - 01B

REVIEW BEAT WITHIN SHOT 01

Two products. One focal point.

00:03.000 - 00:05.000 / 2.000 SEC



Frame at 00:04.000 / f0096



Frame at 00:04.500 / f0108

ACTION & PERFORMANCE

The cups remain suspended while the green drink grows into the foreground. Its sleeve, liquid, domed lid and straw dominate; the tan drink stays visible behind it.

FRAMING & MOVEMENT

An apparent push-in and arcing move take the view into a product close-up. Foreground scale and background blur shift attention away from the woman and onto the drinks.

STORY FUNCTION

Convert the surprise into a clear product showcase. The sleeve mark and the contrast between the two drinks carry the image.

CONTINUITY FOCUS

Keep the cup silhouettes, straws and sleeve marks readable through the pass, with the green cup leading the foreground.

EDITORIAL NOTE

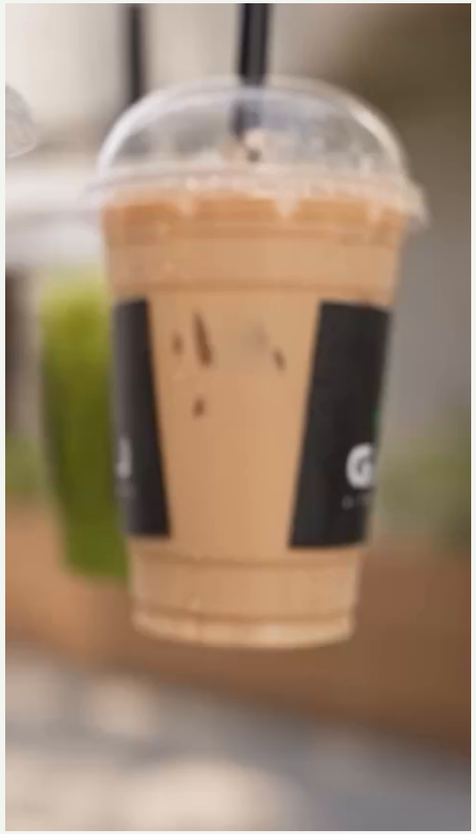
At 05.000, a visible cut changes the foreground emphasis from the green drink to the tan drink.

02 / STORYBOARD - 02A

REVIEW BEAT WITHIN SHOT 02

Back within reach.

00:05.000 - 00:07.667 / 2.667 SEC



Frame at 00:05.000 / f0120



Frame at 00:07.583 / f0182

ACTION & PERFORMANCE

The tan drink takes the foreground after the angle change. The cups return side by side in front of the woman; she reaches toward them and closes her hands as they lower.

FRAMING & MOVEMENT

The view moves from the tan product close-up back toward a frontal medium portrait. The cups remain prominent as the woman and her hands re-enter the composition.

STORY FUNCTION

Connect the product reveal back to the character. A visible catch gives the floating effect a simple, readable resolution.

CONTINUITY FOCUS

Show each hand meeting its cup clearly. Match cup scale and height as the framing opens back out.

EDITORIAL NOTE

The 07.667 marker follows the catch; shot 02 continues into the recovery without another cut.

02 / STORYBOARD - 02B

REVIEW BEAT WITHIN SHOT 02

The everyday returns.

00:07.667 - 00:09.625 / 1.958 SEC



Frame at 00:08.500 / f0204



Frame at 00:09.583 / f0230

ACTION & PERFORMANCE

With both drinks secure, she looks down and between them. She then faces forward, recovers her composure and resumes the walk with one drink in each hand.

FRAMING & MOVEMENT

The camera continues retreating into a wider frontal portrait, returning toward the opening balance of figure, cups and storefront.

STORY FUNCTION

Finish on her restored confidence. The recovered walk closes the visual joke and echoes the opening image.

CONTINUITY FOCUS

Carry the same outfit, sunglasses, bag strap and drink positions through the final frame. The ending remains in the live scene.

SOUND DIRECTION / SUGGESTED

A light catch cue and restrained ambience can support the return to normal; no spoken line is required.