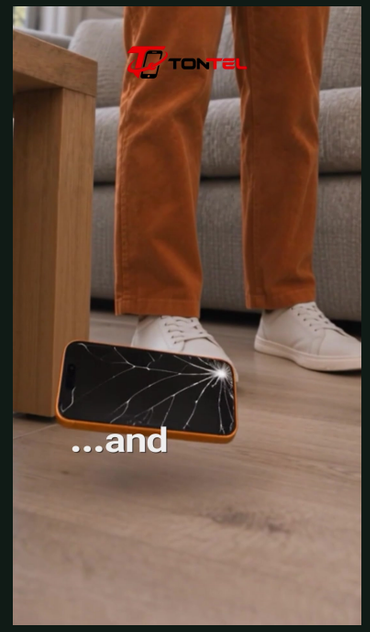
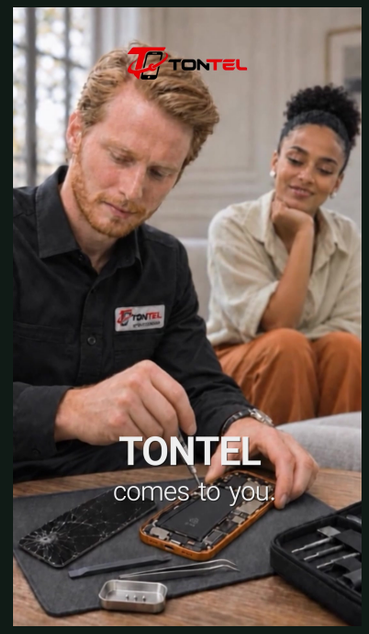
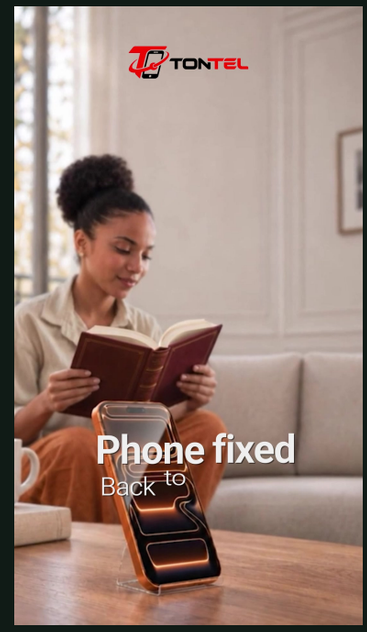
A TONTEL BRAND FILM

One slip.
Back to your day.

A sudden accident. Expert care at home. Life carries on.







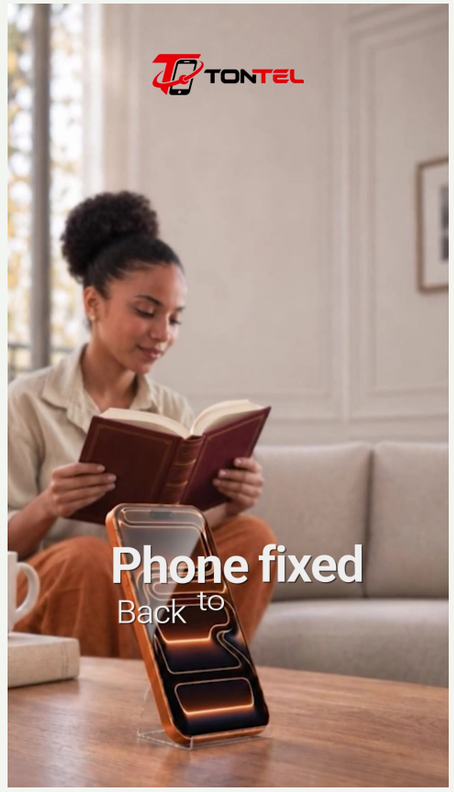
The creative blueprint for production: shot design, performance direction and campaign intent.

16.50 SEC / VERTICAL / 24 FPS

01 / WHY THIS FILM EXISTS

Keep the day moving.

Turn an everyday phone accident into a simple promise: TONTEL repairs it where you are, so you can return to your day.



01

Make it relatable

Use a dropped phone and the owner’s worried reaction to establish a recognisable interruption.

02

Build reassurance

Bring the technician directly to the home. Show careful hands-on repair with the customer still in her own living room.

03

Show the result

Return the phone, then show the customer reading peacefully with the working device in the foreground. Close on contact details.

INTENDED TAKEAWAY

Phone fixed. Back to your day. TONTEL comes to you.

02 / THE FILM AT A GLANCE

One everyday accident. Seven planned shots.

01	00:00.000 - 00:03.167	3.17 s	**One slip changes the day**
02	00:03.167 - 00:05.708	2.54 s	**The worried reaction**
03	00:05.708 - 00:06.958	1.25 s	**Help at the doorstep**
04	00:06.958 - 00:09.583	2.62 s	**Expert repair at home**
05	00:09.583 - 00:11.083	1.50 s	**The repaired phone returns**
06	00:11.083 - 00:13.917	2.83 s	**Back to an ordinary day**
07	00:13.917 - 00:16.500	2.58 s	**The brand and next step**

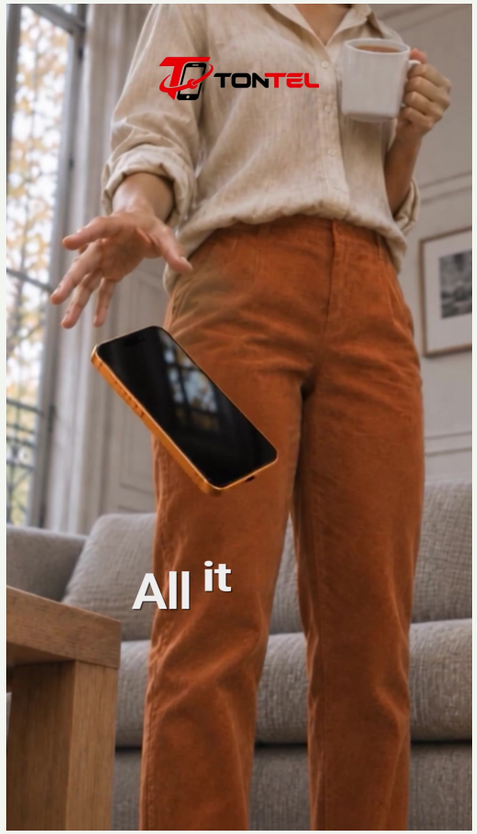
FORMAT: 1080 x 1920 px / 9:16 / 24 fps / 16.50 seconds

Use the paired frames to guide each shot. Preserve the orange phone, wardrobe, technician and home continuity. Follow the on-screen copy progression on each board.

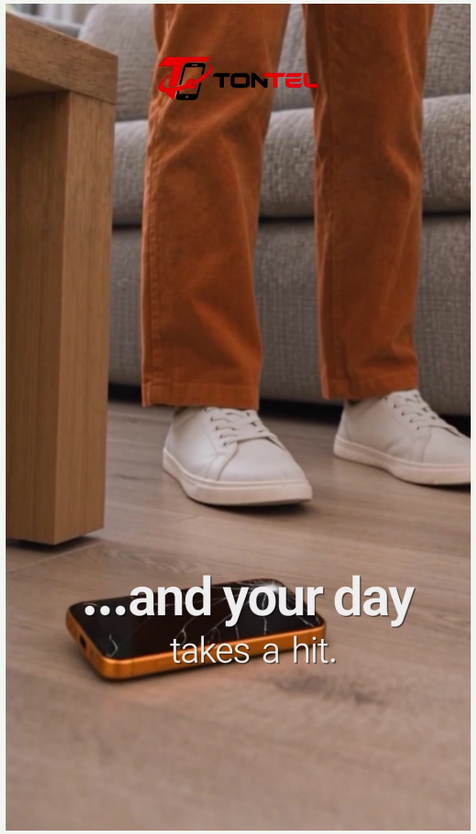
03 / STORYBOARD **SHOT 01**

One slip changes the day

00:00.000 - 00:03.167 / 3.17 SEC



Frame at 00:00.220



Frame at 00:02.987

ACTION

Have the woman lose her grip on the orange-cased phone while holding a mug. Follow the device down to the wooden floor and let the cracked screen become clearly visible.

FRAMING & MOVEMENT

Start near waist height and descend with the phone into a floor-level close view, retaining her rust trousers and white shoes as continuity anchors.

STORY FUNCTION

Open with a familiar accident and make its immediate consequence legible.

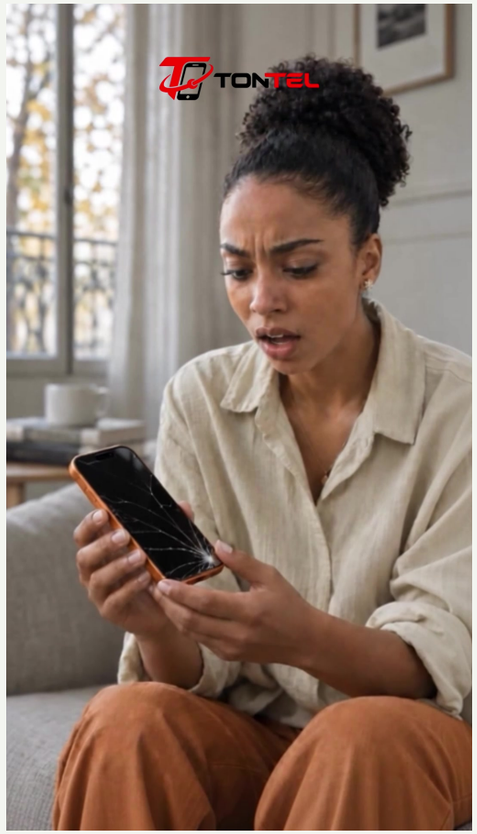
ON-SCREEN COPY / ENGLISH

All it takes is one slip... / ...and your day takes a hit.

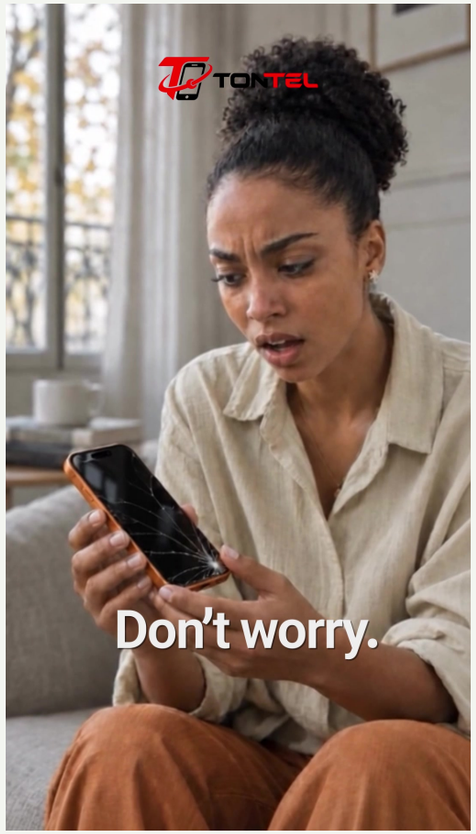
03 / STORYBOARD **SHOT 02**

The worried reaction

00:03.167 - 00:05.708 / 2.54 SEC



Frame at 00:03.387



Frame at 00:05.528

ACTION

Seat the woman on the sofa and have her examine the cracked phone with concern. Keep the orange case and damaged glass visible as she turns it in her hands.

FRAMING & MOVEMENT

Use a medium portrait near the window with soft daylight and a lightly blurred living-room background.

STORY FUNCTION

Acknowledge the problem, then introduce reassurance before the service arrives.

ON-SCREEN COPY / ENGLISH

Broken phone? / Don’t worry.

03 / STORYBOARD SHOT 03

Help at the doorstep

00:05.708 - 00:06.958 / 1.25 SEC



Frame at 00:05.928



Frame at 00:06.778

ACTION

Have the woman greet the TONTEL technician at her open door. Keep the damaged phone in her hand and a portable tool case in his.

FRAMING & MOVEMENT

Use a medium two-shot across the threshold. Keep the technician’s branded black shirt readable and both faces visible.

STORY FUNCTION

Deliver the on-location promise through a direct, welcoming arrival.

ON-SCREEN COPY / ENGLISH

Don’t worry. / TONTEL comes to you.

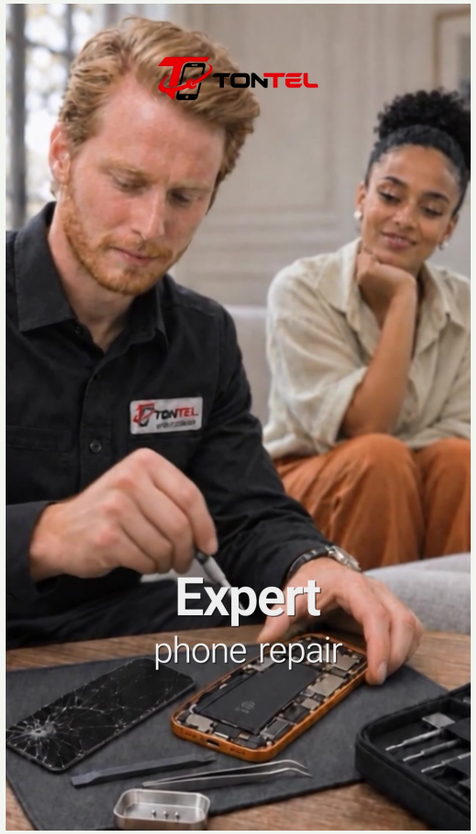
03 / STORYBOARD **SHOT 04**

Expert repair at home

00:06.958 - 00:09.583 / 2.62 SEC



Frame at 00:07.178



Frame at 00:09.403

ACTION

Seat the technician at the coffee table and have him work carefully on the opened orange phone. Let the woman watch from the sofa with a calmer expression.

FRAMING & MOVEMENT

Frame the hands, open device, repair mat and tool case in the foreground, with the customer behind.

STORY FUNCTION

Show practical expertise and make the convenience of home repair visible.

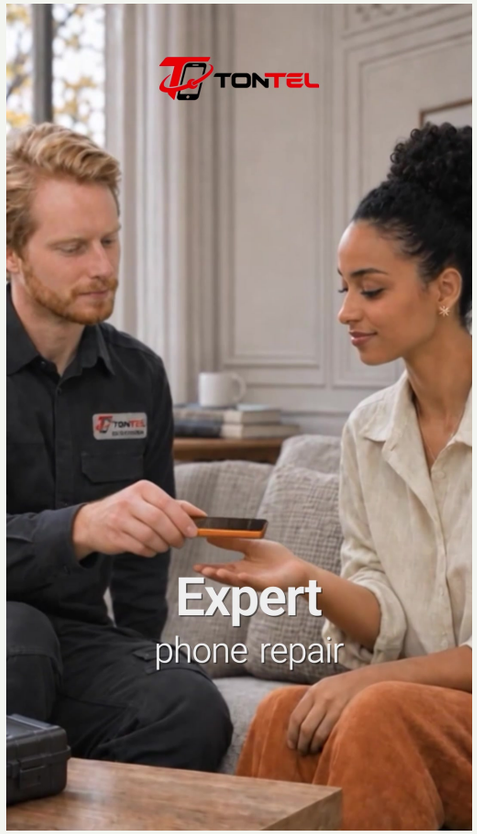
ON-SCREEN COPY / ENGLISH

TONTEL comes to you. / Expert phone repair

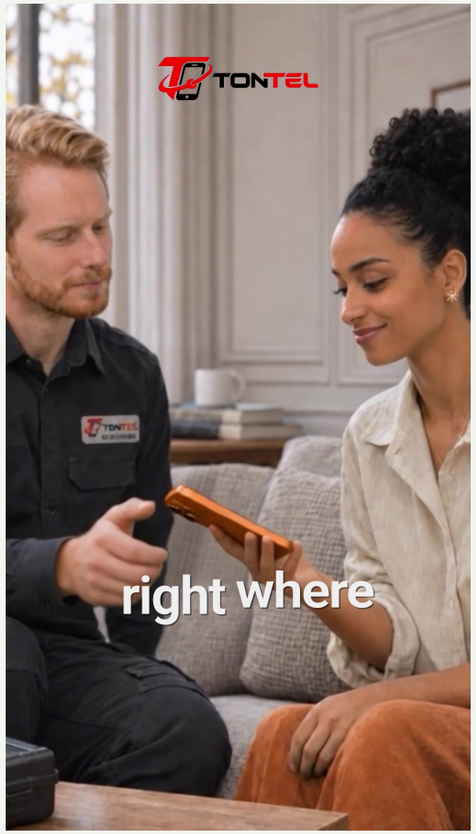
03 / STORYBOARD **SHOT 05**

The repaired phone returns

00:09.583 - 00:11.083 / 1.50 SEC



Frame at 00:09.803



Frame at 00:10.903

ACTION

Have the technician pass the orange phone back to the woman. Let her accept it with a small relieved smile while he checks her reaction.

FRAMING & MOVEMENT

Use a seated two-shot that keeps the handover between them clearly visible.

STORY FUNCTION

Resolve the service action with a personal exchange.

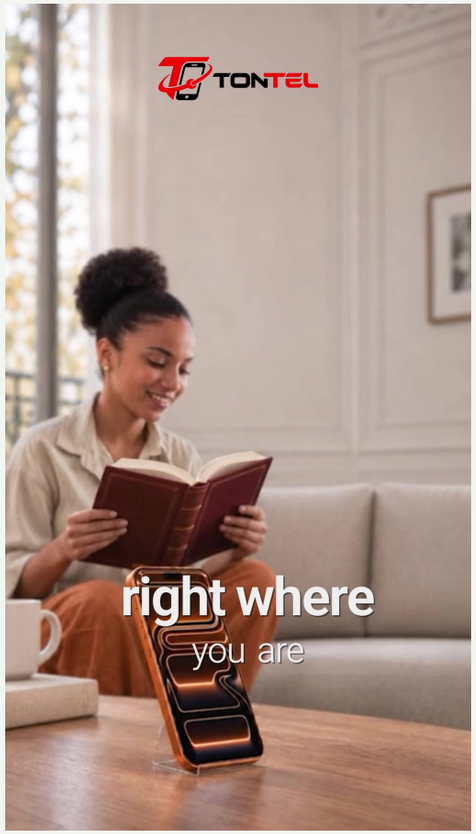
ON-SCREEN COPY / ENGLISH

Expert phone repair

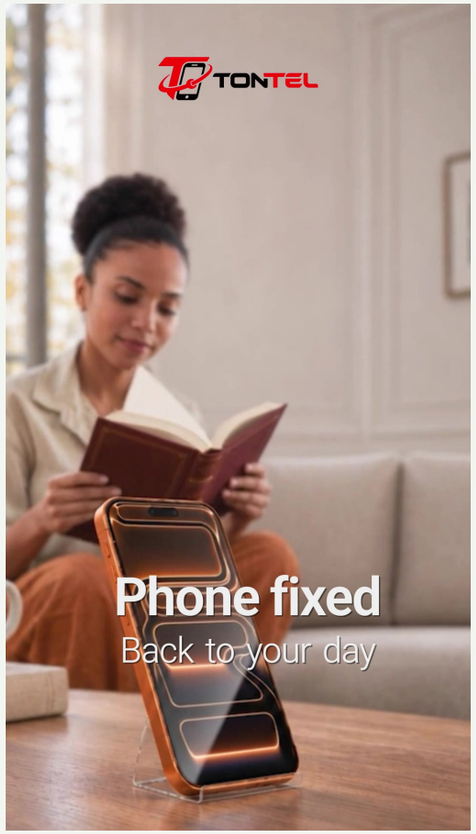
03 / STORYBOARD **SHOT 06**

Back to an ordinary day

00:11.083 - 00:13.917 / 2.83 SEC



Frame at 00:11.303



Frame at 00:13.737

ACTION

Let the woman relax on the sofa reading a book. Place the repaired phone upright on the coffee table with its intact illuminated screen facing the viewer, alongside books and a mug.

FRAMING & MOVEMENT

Compose the phone prominently in the foreground and the relaxed reader behind it. Keep the bright home environment continuous.

STORY FUNCTION

Make restored normality the emotional payoff, supported by a working screen.

ON-SCREEN COPY / ENGLISH

right where you are. / Phone fixed / Back to your day

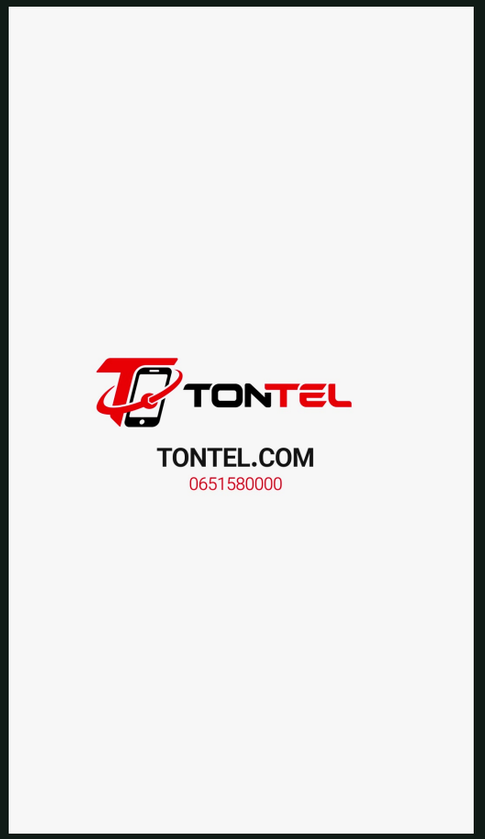
04 / THE FINAL IMPRESSION

The brand and next step

00:13.917 - 00:16.500 / 2.58 SEC



Frame at 00:14.137



Frame at 00:16.320

ACTION

Resolve to a clean pale end card. Present the TONTEL mark, then the website and contact number beneath it, and hold the completed card.

FRAMING & MOVEMENT

Use a centred graphic layout with generous space around the logo and small contact details.

STORY FUNCTION

Leave the audience with the brand name and a clear route to the service.

ON-SCREEN COPY / ENGLISH

TONTEL / TONTEL.COM / Contact number as shown in the reference frame.