A TONTEL BRAND FILM

Not the end. Just a repair.







A solemn farewell. An unexpected rescue. A phone brought back to life.

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

40.67 SEC / LANDSCAPE / 24 FPS

01 / WHY THIS FILM EXISTS

Keep life moving.

Turn the drama of a broken phone into a funeral parody, then let TONTEL restore both the device and its owner’s good mood.



01

Make it relatable

Treat the apparent funeral seriously. Reveal the cracked phone only after the audience has accepted the emotional setup.

02

Build reassurance

Introduce the technician, move into the mobile workshop and show careful work followed by a functioning screen.

03

Leave a clear memory

Replace grief with relief. Complete the cemetery scene, then finish with a clear TONTEL logo animation.

INTENDED TAKEAWAY

A broken phone is not the end. TONTEL brings the repair to you.

02 / THE FILM AT A GLANCE

One comic reversal. Sixteen planned shots.

01	00:00.000 - 00:02.042	2.04 s	**A solemn farewell**
02	00:02.042 - 00:06.042	4.00 s	**Hold the grief**
03	00:06.042 - 00:08.208	2.17 s	**Someone is coming**
04	00:08.208 - 00:12.542	4.33 s	**The unexpected visitor**
05	00:12.542 - 00:14.125	1.58 s	**Open the coffin**
06	00:14.125 - 00:16.833	2.71 s	**Look inside**
07	00:16.833 - 00:18.583	1.75 s	**The real loss**
08	00:18.583 - 00:20.625	2.04 s	**Retrieve the phone**
09	00:20.625 - 00:22.208	1.58 s	**To the mobile workshop**
10	00:22.208 - 00:23.458	1.25 s	**Begin the repair**
11	00:23.458 - 00:25.625	2.17 s	**Precision at work**
12	00:25.625 - 00:27.000	1.38 s	**Proof of recovery**
13	00:27.000 - 00:29.292	2.29 s	**Return it to its owner**
14	00:29.292 - 00:31.458	2.17 s	**Relief replaces grief**
15	00:31.458 - 00:37.042	5.58 s	**End the ceremony**
16	00:37.042 - 00:40.667	3.62 s	**The TONTEL signature**

FORMAT: 752 x 560 px / approximately 4:3 / 24 fps / 40.67 seconds

Use the paired frames to guide the opening and closing beats of each shot. Maintain character, wardrobe, phone and vehicle continuity throughout.

03 / STORYBOARD **SHOT 01**

A solemn farewell

00:00.000 - 00:02.042 / 2.04 SEC



Frame at 00:00.250



Frame at 00:01.792

ACTION

Gather mourners around a polished wooden coffin in a cemetery. Place white flowers on the lid and have the blonde woman lean over it in grief.

FRAMING & MOVEMENT

Open in a medium-wide view with the coffin in the foreground and black-clad mourners behind it.

STORY FUNCTION

Establish a serious funeral atmosphere before the comic reveal.

PRODUCTION DIRECTION

Play the emotion sincerely. Keep the cause of the grief hidden.

03 / STORYBOARD **SHOT 02**

Hold the grief

00:02.042 - 00:06.042 / 4.00 SEC



Frame at 00:02.292



Frame at 00:05.792

ACTION

Move close to the woman resting her arms on the coffin. Have her look down, visibly upset, while the mourners remain still behind her.

FRAMING & MOVEMENT

Hold a close portrait above the glossy coffin lid. Use a softly focused background to isolate her expression.

STORY FUNCTION

Build emotional investment and prolong the misdirection.

PRODUCTION DIRECTION

Maintain her black wardrobe, blonde hair and position beside the flowers.

03 / STORYBOARD **SHOT 03**

Someone is coming

00:06.042 - 00:08.208 / 2.17 SEC



Frame at 00:06.292



Frame at 00:07.958

ACTION

Return to the group beside the coffin. Have the woman and nearby mourners begin to look toward the cemetery path as a technician approaches.

FRAMING & MOVEMENT

Widen the composition to reveal the path and distant TONTEL vehicle. Keep the coffin and flowers as foreground anchors.

STORY FUNCTION

Introduce an unexpected interruption to the ceremony.

PRODUCTION DIRECTION

Keep the approaching technician visible behind the group without revealing the phone.

03 / STORYBOARD **SHOT 04**

The unexpected visitor

00:08.208 - 00:12.542 / 4.33 SEC



Frame at 00:08.458



Frame at 00:12.292

ACTION

Bring the uniformed technician down the path toward the mourners. Let the group turn to acknowledge his arrival at the coffin.

FRAMING & MOVEMENT

Hold the cemetery ensemble in a medium-wide view. Allow his approach to develop within the frame.

STORY FUNCTION

Position TONTEL as the arrival that changes the situation.

PRODUCTION DIRECTION

Keep the branded cap, grey apron and black shirt consistent throughout the repair.

03 / STORYBOARD **SHOT 05**

Open the coffin

00:12.542 - 00:14.125 / 1.58 SEC



Frame at 00:12.792



Frame at 00:13.875

ACTION

Have the technician reach the coffin and lift its lid as the woman watches. Keep the surrounding guests curious and solemn.

FRAMING & MOVEMENT

Use a frontal medium-wide angle that shows the lid rising and the technician beside the woman.

STORY FUNCTION

Prepare the reveal while sustaining the funeral parody.

PRODUCTION DIRECTION

Preserve the lid hinge direction, coffin position and mourners across the cut.

03 / STORYBOARD **SHOT 06**

Look inside

00:14.125 - 00:16.833 / 2.71 SEC



Frame at 00:14.375



Frame at 00:16.583

ACTION

Switch to the viewpoint from inside the coffin. Have the woman, technician and several mourners lean in and look down.

FRAMING & MOVEMENT

Frame their faces through the open lid, with red velvet around the image edges and the sky behind them.

STORY FUNCTION

Build anticipation immediately before showing what is being mourned.

PRODUCTION DIRECTION

Direct restrained surprise and focused downward eyelines.

03 / STORYBOARD **SHOT 07**

The real loss

00:16.833 - 00:18.583 / 1.75 SEC



Frame at 00:17.083



Frame at 00:18.333

ACTION

Reveal a single black phone with a severely cracked screen resting on deep red velvet inside the coffin.

FRAMING & MOVEMENT

Use a tight overhead insert. Keep the phone and the web of cracks sharply legible against the folded velvet.

STORY FUNCTION

Deliver the central joke: the funeral is for a broken phone.

PRODUCTION DIRECTION

Keep the phone isolated in the frame. Do not introduce a person inside the coffin.

03 / STORYBOARD **SHOT 08**

Retrieve the phone

00:18.583 - 00:20.625 / 2.04 SEC



Frame at 00:18.833



Frame at 00:20.375

ACTION

Have the technician reach into the open coffin and lift out the damaged phone. Let the woman and mourners watch from the far side.

FRAMING & MOVEMENT

Return to a medium view across the coffin. Keep the device visible in his hands as he removes it.

STORY FUNCTION

Turn the absurd situation into a practical repair task.

PRODUCTION DIRECTION

Match the black device and cracked screen to the reveal insert.

03 / STORYBOARD **SHOT 09**

To the mobile workshop

00:20.625 - 00:22.208 / 1.58 SEC



Frame at 00:20.875



Frame at 00:21.958

ACTION

Show the technician entering the open rear of the TONTEL van, parked on the cemetery path.

FRAMING & MOVEMENT

Use a wide rear three-quarter view so the mobile workshop, open doors and cemetery setting remain clear.

STORY FUNCTION

Establish that the repair can happen at the location.

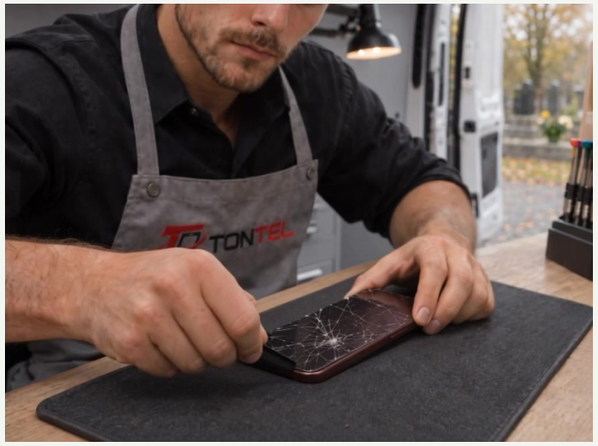
PRODUCTION DIRECTION

Preserve the van branding and the technician's uniform.

03 / STORYBOARD **SHOT 10**

Begin the repair

00:22.208 - 00:23.458 / 1.25 SEC



Frame at 00:22.458



Frame at 00:23.208

ACTION

Seat the technician at the van workbench and show him working on the phone with small tools.

FRAMING & MOVEMENT

Use a close view of his hands, device and dark work mat. Let the fitted workshop frame the task.

STORY FUNCTION

Provide a concrete first glimpse of technical care.

PRODUCTION DIRECTION

Keep tools organised and the phone stable on the mat.

03 / STORYBOARD **SHOT 11**

Precision at work

00:23.458 - 00:25.625 / 2.17 SEC



Frame at 00:23.708



Frame at 00:25.375

ACTION

Continue the repair from a wider angle. Have the technician lean in, focus on the device and make controlled tool movements.

FRAMING & MOVEMENT

Frame the technician and bench in a medium three-quarter view inside the van.

STORY FUNCTION

Reinforce concentration and professional handling.

PRODUCTION DIRECTION

Keep hand positions, equipment and the device consistent with the preceding insert.

03 / STORYBOARD **SHOT 12**

Proof of recovery

00:25.625 - 00:27.000 / 1.38 SEC



Frame at 00:25.875



Frame at 00:26.750

ACTION

Have the technician hold the restored phone upright toward the camera with its display illuminated.

FRAMING & MOVEMENT

Use a close presentation of the working screen with the technician and workshop behind it.

STORY FUNCTION

Show the practical result before the handover.

PRODUCTION DIRECTION

Present an intact screen and hold it steadily so the result is readable.

03 / STORYBOARD SHOT 13

Return it to its owner

00:27.000 - 00:29.292 / 2.29 SEC



Frame at 00:27.250



Frame at 00:29.042

ACTION

Bring the technician back beside the coffin and have him hand the repaired phone to the blonde woman. Let her inspect it with growing relief.

FRAMING & MOVEMENT

Use a two-shot with mourners and the cemetery behind them. Keep the exchange visible between their hands.

STORY FUNCTION

Resolve the service journey through a personal handover.

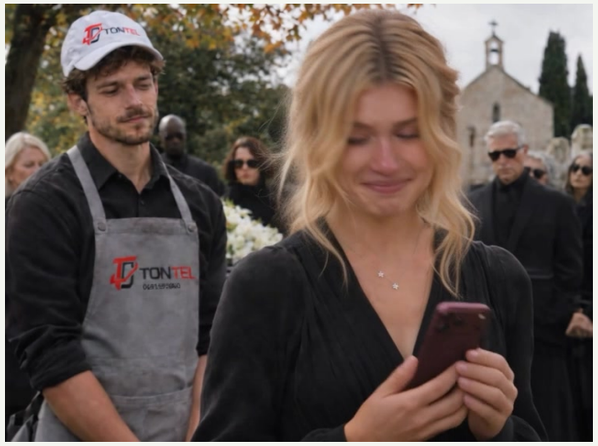
PRODUCTION DIRECTION

Keep the same phone and preserve the woman's position near the coffin.

03 / STORYBOARD SHOT 14

Relief replaces grief

00:29.292 - 00:31.458 / 2.17 SEC



Frame at 00:29.542



Frame at 00:31.208

ACTION

Have the woman raise the phone, look at it and smile warmly. Keep the technician just behind her, sharing the moment.

FRAMING & MOVEMENT

Move into a closer portrait with the phone held prominently in front of her.

STORY FUNCTION

Pay off the emotional reversal from mourning to happiness.

PRODUCTION DIRECTION

Let her expression change naturally. Keep the repaired screen intact.

03 / STORYBOARD **SHOT 15**

End the ceremony

00:31.458 - 00:37.042 / 5.58 SEC



Frame at 00:31.708



Frame at 00:36.792

ACTION

Return to the wider funeral group around the open coffin. Let the woman stand with her recovered phone while the technician and mourners settle into the lighter mood.

FRAMING & MOVEMENT

Hold a medium-wide ensemble composition with the empty coffin in the foreground.

STORY FUNCTION

Complete the visual joke and return the scene to its original setting.

PRODUCTION DIRECTION

Maintain the open lid, flowers, positions and wardrobe. Hold the resolution before the brand cut.

04 / THE FINAL IMPRESSION

Remember TONTEL.

00:37.042 - 00:40.667 / 3.62 SEC





ON SCREEN

Animate the red TONTEL emblem onto a pale background, then resolve it into the clean red-and-black TONTEL wordmark.

FRAMING & MOVEMENT

Use a centred graphic composition. Let the animated forms settle into a stable final logo hold.

PRODUCTION DIRECTION

Match the final logo exactly and keep it readable through the end.