A TOWB BRAND FILM

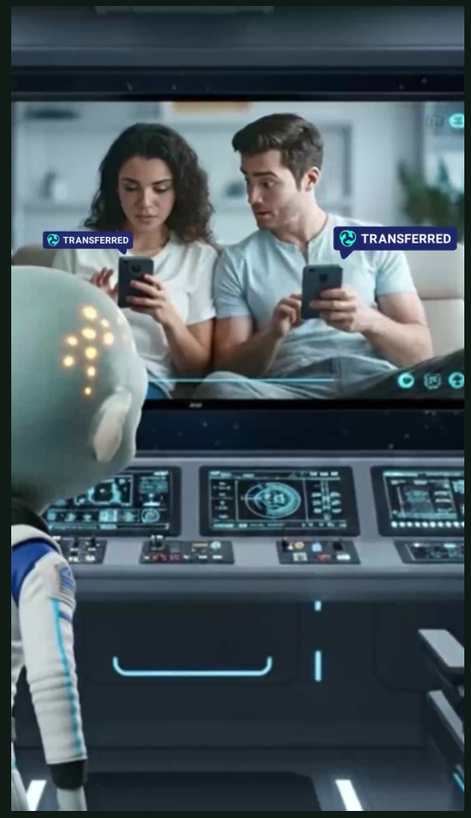
Earth has the answer.

An alien investigates how humans send money. His failed experiments lead to one surprising answer: TOWB.

The creative blueprint of the supplied film: source frames, shot timing, performance direction and campaign intent.



THE VISITOR'S QUESTION



THE HUMAN ANSWER

61.36 SEC / 9:16 / 29.97 FPS / 11 SHOTS

SOURCE alien.mp4

01 / WHY THIS FILM EXISTS

Make a simple transfer feel extraordinary.

Make a familiar transfer surprising by viewing it through an alien's eyes. Failed physical experiments set up the contrast; phone confirmations reveal the answer. The commander's reaction and fiery TOWB close turn the discovery into a memorable invitation to download.

01

Start with curiosity

Open with the UFO mission, then let the alien question how humans send money. The ordinary phone users and curious visitor establish a clear knowledge gap that carries the audience into the experiments.

02

Make the contrast visible

Use the coin attempt, blaster failure and surprised reaction to build the comic setup. Visible transfer confirmations and the alien's disbelief supply the reversal, presenting speed as the commercial's stated benefit.

03

Finish with a clear action

The holographic report names TOWB and lets the commander amplify the joke. Return to space for the fiery brand reveal, app-store icons and spoken download request, ending with a clear service memory.

INTENDED TAKEAWAY

Remember TOWB through an alien's surprise at a simple phone-based transfer.

02 / THE FILM AT A GLANCE

A mission becomes a discovery.

PART 1 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
01	**A mission above Earth**	00:00.000 - 00:04.705	4.705 s	World / opening hook
02	**Observe the humans**	00:04.705 - 00:08.876	4.171 s	Begin the question
03	**But how do they send money?**	00:08.876 - 00:13.680	4.805 s	Define the mystery
04	**Try the physical approach**	00:13.680 - 00:19.786	6.106 s	First comic experiment
05	**More power, same problem**	00:19.786 - 00:24.625	4.838 s	Escalate the failure
06	**There must be another way**	00:24.625 - 00:30.497	5.873 s	Reframe the problem

The opening establishes curiosity, then tests increasingly physical solutions to an invisible digital action. Keep the experiments and reaction beats distinct so the comic escalation remains easy to follow.

02 / THE FILM AT A GLANCE

A mission becomes a discovery.

PART 2 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

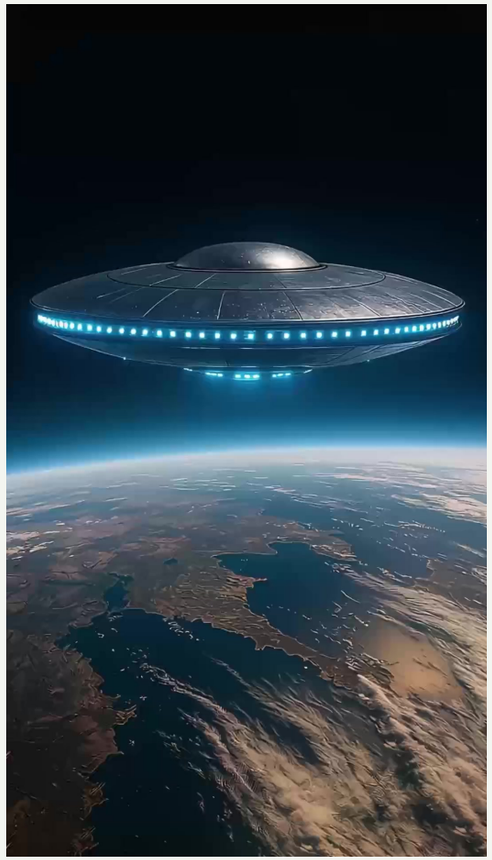
SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
07	**The answer is on the screen**	00:30.497 - 00:35.469	4.972 s	Show the reversal
08	**Even aliens are impressed**	00:35.469 - 00:38.972	3.504 s	State the surprise
09	**Report the discovery**	00:38.972 - 00:46.914	7.941 s	Introduce TOWB by name
10	**Bring us the app**	00:46.914 - 00:52.819	5.906 s	Amplify the joke
11	**A fiery return, a clear action**	00:52.819 - 01:01.361	8.542 s	Brand / download close

Transfer confirmations supply the reversal. The report names TOWB, the commander extends the joke, and the continuous space finale delivers the brand and download request.

03 / STORYBOARD **SHOT 01**

00:00.000 - 00:04.705 / 4.705 SEC

A mission above Earth



FRAME A / 00:00.000
SOURCE FRAME 0



FRAME B / 00:03.504
SOURCE FRAME 105

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

A blue-lit flying saucer hovers above Earth's curved horizon. The mission title assembles over the dark space around it.

FRAMING & MOVEMENT

Wide vertical establishing view with the saucer above the planet. The composition emphasizes scale and leaves room for the title.

STORY FUNCTION

Establish the science-fiction world and position Earth as the subject of an outsider's investigation.

ON-SCREEN TEXT & GRAPHICS

White staged title: "UFO MISSION ON EARTH". Blue rim lighting separates the ship from space.

SOUND / WORKING AUTOMATED ANALYSIS*

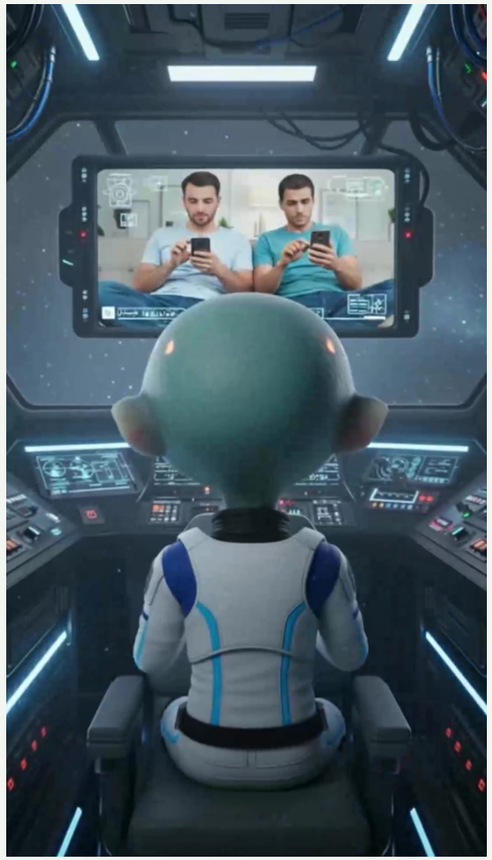
SOUND: A dramatic orchestral opening and deep sci-fi atmosphere are reported in the automated audio analysis.

EDIT / Radial zoom moves from orbit into the observation station.
SOURCE FRAMES 0-140 / 141 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

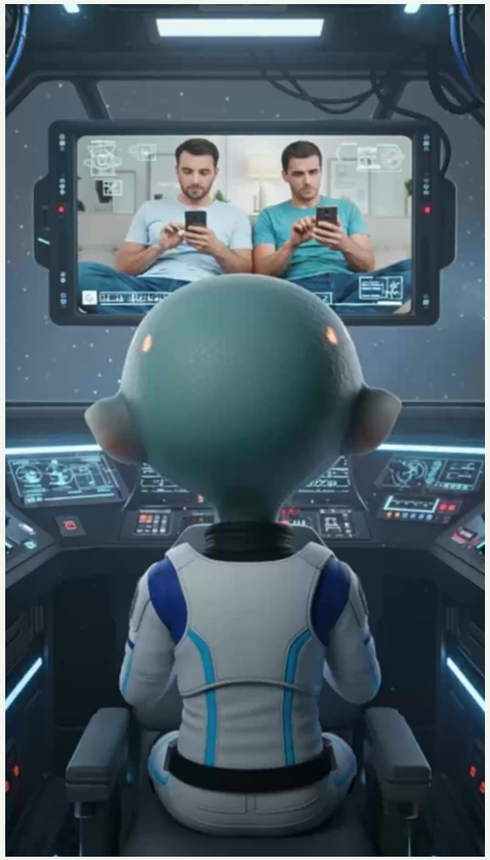
03 / STORYBOARD **SHOT 02**

00:04.705 - 00:08.876 / 4.171 SEC

Observe the humans



FRAME A / 00:05.672
SOURCE FRAME 170



FRAME B / 00:08.008
SOURCE FRAME 240

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The seated alien watches two men using smartphones on a large monitor. Their absorbed behavior becomes the focus of the investigation.

FRAMING & MOVEMENT

Rear view of the alien centered beneath the monitor. The console and blue cabin lights frame the screen within the vertical image.

STORY FUNCTION

Begin with familiar phone behavior and motivate the alien's curiosity about what else humans can send.

ON-SCREEN TEXT & GRAPHICS

Two phone users appear inside a futuristic monitor. No primary campaign caption is added in this beat.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

ALIEN: "Humans send pictures. They send messages..."

EDIT / Mirrored horizontal blur reverses to the frontal question.
SOURCE FRAMES 141-265 / 125 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

03 / STORYBOARD **SHOT 03**

00:08.876 - 00:13.680 / 4.805 SEC

But how do they send money?



FRAME A / 00:10.010
SOURCE FRAME 300



FRAME B / 00:12.846
SOURCE FRAME 385

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

Facing camera, the alien speaks with joined hands, small gestures and an inquisitive expression. The human phone users remain visible behind him.

FRAMING & MOVEMENT

Centered frontal portrait in the same cabin. The expressive eyes and hands lead attention while the monitor preserves continuity.

STORY FUNCTION

State the central question that turns the next physical experiments into a comic investigation.

ON-SCREEN TEXT & GRAPHICS

The monitor continues showing the two phone users. No added main title or transfer confirmation yet.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

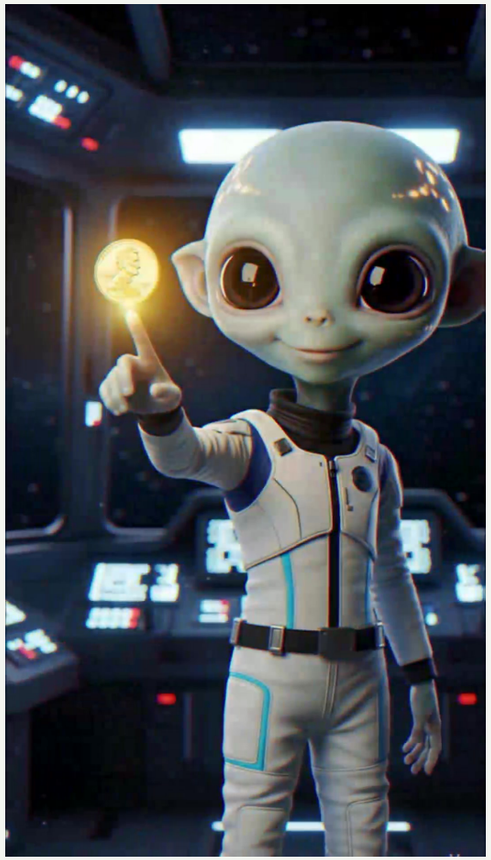
ALIEN: "...but how do they send money?"

EDIT / Blurred transition introduces the coin experiment.
SOURCE FRAMES 266-409 / 144 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

03 / STORYBOARD **SHOT 04**

00:13.680 - 00:19.786 / 6.106 SEC

Try the physical approach



FRAME A / 00:14.181
SOURCE FRAME 425



FRAME B / 00:18.352
SOURCE FRAME 550

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

A gold coin glows above the alien's raised finger, flashes and flips upward. He follows it with his eyes, then looks disappointed.

FRAMING & MOVEMENT

Medium-long frontal view. The composition opens upward with his gaze, retaining the cabin ceiling and his reaction within one shot.

STORY FUNCTION

Interpret money transfer as a literal physical action and establish the first failed attempt.

ON-SCREEN TEXT & GRAPHICS

Gold glow and a bright flash around the coin. No transaction interface or added campaign copy.

SOUND / WORKING AUTOMATED ANALYSIS*

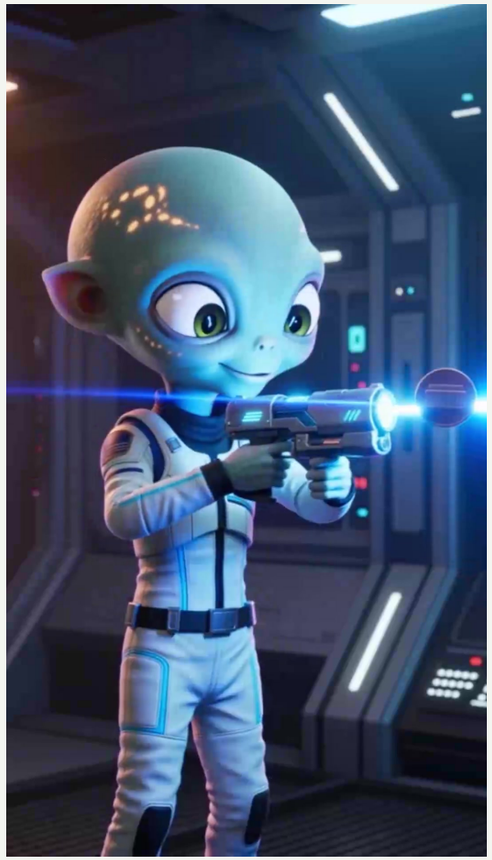
SOUND: The automated analysis reports a magical chime followed by a digital fizzle. No spoken line is transcribed for this beat.

EDIT / Keep the upward look in this shot; blur into the blaster.
SOURCE FRAMES 410-592 / 183 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

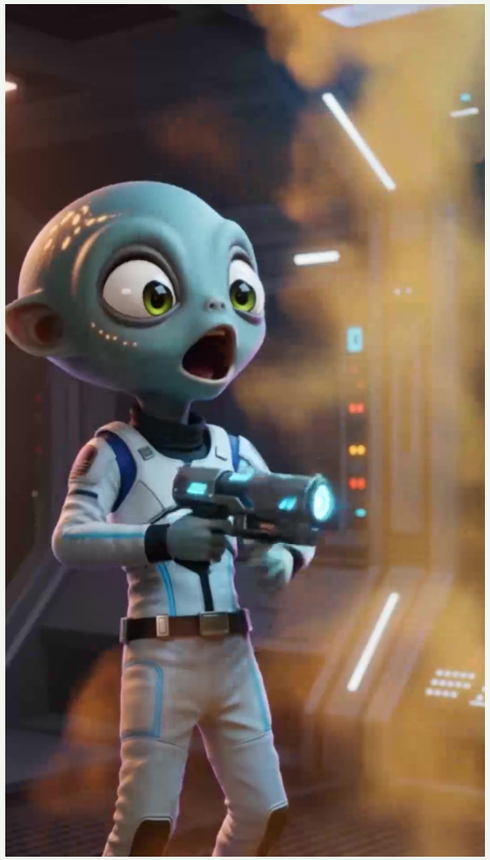
03 / STORYBOARD **SHOT 05**

00:19.786 - 00:24.625 / 4.838 SEC

More power, same problem



FRAME A / 00:21.355
SOURCE FRAME 640



FRAME B / 00:24.024
SOURCE FRAME 720

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The alien aims a blue-lit blaster at a floating coin and fires. Orange smoke expands; he recoils and stares at the result with his mouth open.

FRAMING & MOVEMENT

Medium-long three-quarter portrait. The blaster points toward screen-right, leaving space for its beam and the smoke reaction.

STORY FUNCTION

Escalate the physical solution into a larger visual gag before the search for another explanation.

ON-SCREEN TEXT & GRAPHICS

Blue beam, orange-yellow smoke and illuminated cabin panels. No added campaign text.

SOUND / WORKING AUTOMATED ANALYSIS*

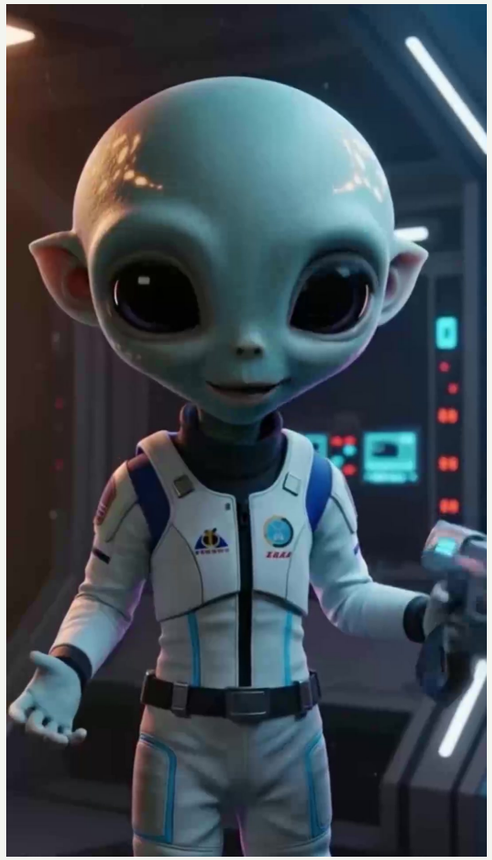
SOUND: Electronic laser firing and a muffled explosion are reported in the working audio analysis.

EDIT / Hold the surprised recoil; defocus into the explanation.
SOURCE FRAMES 593-737 / 145 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

03 / STORYBOARD **SHOT 06**

00:24.625 - 00:30.497 / 5.873 SEC

There must be another way



FRAME A / 00:26.193
SOURCE FRAME 785



FRAME B / 00:29.696
SOURCE FRAME 890

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The alien smiles and opens his free hand in explanation while the small device stays in the other, acknowledging that the physical approach has failed.

FRAMING & MOVEMENT

Frontal medium portrait with consoles softly behind him. A gradual push toward his face emphasizes the explanatory gestures.

STORY FUNCTION

Turn the failed experiments into a search for the technology behind the humans' behavior.

ON-SCREEN TEXT & GRAPHICS

Suit patches and illuminated panels remain in the source image; no new primary caption.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

ALIEN: "It doesn't work like that. They must have some secret tech for money transfers."

EDIT / Return to the human monitor for the visual answer.
SOURCE FRAMES 738-913 / 176 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

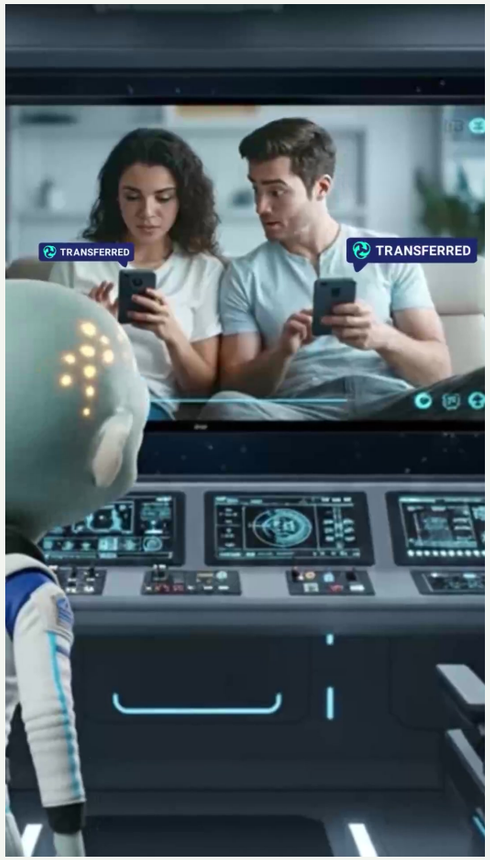
03 / STORYBOARD **SHOT 07**

00:30.497 - 00:35.469 / 4.972 SEC

The answer is on the screen



FRAME A / 00:31.698
SOURCE FRAME 950



FRAME B / 00:34.201
SOURCE FRAME 1025

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The alien watches a woman and man using their phones. Two transfer-status badges appear above them as they respond to their screens.

FRAMING & MOVEMENT

Rear three-quarter view with the alien at lower left. The monitor dominates; the view moves closer to make the status graphics readable.

STORY FUNCTION

Contrast the elaborate experiments with a simple phone action and supply the story's visible answer.

ON-SCREEN TEXT & GRAPHICS

Two purple badges read "TRANSFERRED", each beside a turquoise TOWB symbol. The human couple remains inside the monitor.

SOUND / WORKING AUTOMATED ANALYSIS*

SOUND: Two short notification pings are reported, with a shift toward a more rhythmic electronic backing.

EDIT / Let both badges register before cutting to admiration.
SOURCE FRAMES 914-1062 / 149 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

03 / STORYBOARD **SHOT 08**

00:35.469 - 00:38.972 / 3.504 SEC

Even aliens are impressed



FRAME A / 00:36.370
SOURCE FRAME 1090



FRAME B / 00:38.038
SOURCE FRAME 1140

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The alien smiles, brings his hands together and gestures toward the viewer, reacting with delighted disbelief to the transfer demonstration.

FRAMING & MOVEMENT

Centered frontal medium portrait with the human monitor behind. Small hand movements and eyelid changes carry the reaction.

STORY FUNCTION

Express the commercial's one-second claim through a character who expected superior technology of his own.

ON-SCREEN TEXT & GRAPHICS

The couple remains visible on the background monitor. No additional benefit list appears.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

ALIEN: "No way, just in one second? Even we can't do that!"

EDIT / Blur into the report to the commander.
SOURCE FRAMES 1063-1167 / 105 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

03 / STORYBOARD **SHOT 09**

00:38.972 - 00:46.914 / 7.941 SEC

Report the discovery



FRAME A / 00:40.374
SOURCE FRAME 1210



FRAME B / 00:45.212
SOURCE FRAME 1355

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

In a bright control room, the alien gestures toward a large hologram of a seated green commander and reports his discovery.

FRAMING & MOVEMENT

Full-body side/front view of the small alien beside the large cyan display. Their contrasting scale strengthens the comic hierarchy.

STORY FUNCTION

Name TOWB as the explanation and carry the discovery into a new character exchange.

ON-SCREEN TEXT & GRAPHICS

Cyan holographic interface, commander image and console details. Small existing source "Veo" mark at lower right.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

ALIEN: "Commander, we've found a civilization that transfers money faster than us with an application called TOWB."

EDIT / Radial zoom reverses the call perspective to the commander.
SOURCE FRAMES 1168-1405 / 238 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

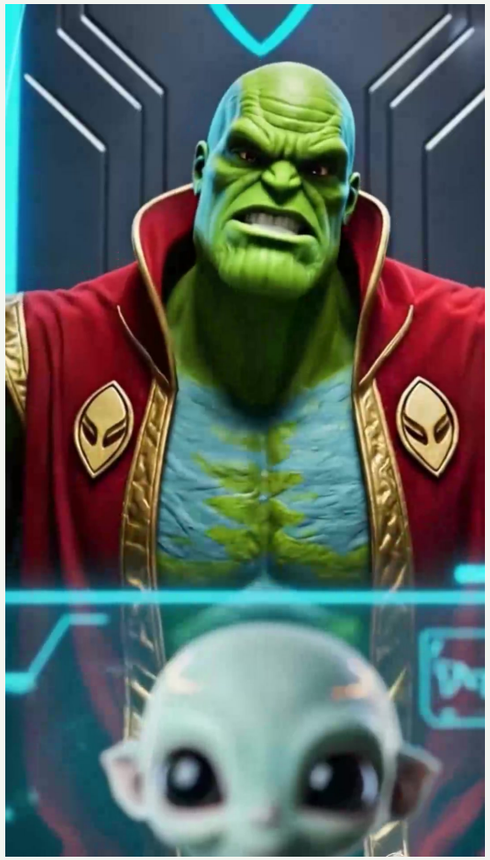
03 / STORYBOARD **SHOT 10**

00:46.914 - 00:52.819 / 5.906 SEC

Bring us the app



FRAME A / 00:48.048
SOURCE FRAME 1440



FRAME B / 00:51.718
SOURCE FRAME 1550

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The commander raises a clenched hand from his throne and speaks forcefully. His emphatic demand turns the report into an urgent return mission.

FRAMING & MOVEMENT

Frontal commander view pushes closer. A smaller holographic image of the reporting alien remains across the lower foreground.

STORY FUNCTION

Extend the joke through the authority figure and make the app the object everyone now wants.

ON-SCREEN TEXT & GRAPHICS

Alien-emblem backdrop and a cyan call interface. No added campaign headline.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

COMMANDER: "Come back home immediately and bring us the app!"

EDIT / Defocus returns to orbit for the departure and brand reveal.
SOURCE FRAMES 1406-1582 / 177 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

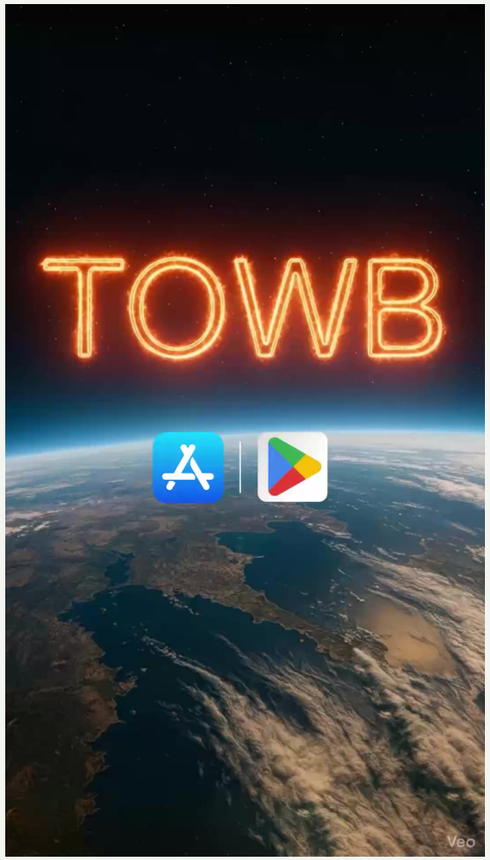
03 / STORYBOARD **SHOT 11**

00:52.819 - 01:01.361 / 8.542 SEC

A fiery return, a clear action



FRAME A / 00:54.721
SOURCE FRAME 1640



FRAME B / 01:00.060
SOURCE FRAME 1800

FULL SOURCE COMPOSITION / 9:16

ACTION & PERFORMANCE

The UFO tilts and accelerates above Earth, leaving an orange trail. Fiery lettering resolves into TOWB with app-store icons beneath.

FRAMING & MOVEMENT

Continuous vertical orbital wide view. The moving ship gives way to a brand composition over Earth's curved horizon.

STORY FUNCTION

Convert the comic discovery into explicit service claims and a direct invitation to download the app.

ON-SCREEN TEXT & GRAPHICS

Completed wordmark: "TOWB". App Store and Google Play icons appear below; intermediate letter shapes are part of the animation.

DIALOGUE & SOUND / WORKING ANALYSIS*

NARRATOR: "The lowest fees and fastest transfers, even aliens are amazed."
"Download the app now."
Engine roar and a final musical flourish are reported.

EDIT / One continuous finale; the completed title holds to the end.
SOURCE FRAMES 1583-1838 / 256 FRAMES
*Working automated transcription/sound analysis; see source notes on page 17.

04 / SOUND AND MESSAGING

Let discovery drive the comedy.

The soundtrack follows the alien's curiosity through failed experiments, surprising transfer confirmations and an urgent commander response. The closing narration turns the comic discovery into a direct invitation to download TOWB.

01 / CHARACTER DIALOGUE

Ask the right question

The alien observes that humans send pictures and messages, then asks how they send money. Preserve the question across the change in viewpoint so the following experiments feel motivated by the same curiosity.

02 / COMIC SOUND

Build to the pings

The working audio analysis reports a coin chime and fizzle, a laser and muffled explosion, then two notification pings. That progression supports the contrast between elaborate physical attempts and a simple phone action.

03 / BRAND CLOSE

Name it, then invite

The report introduces TOWB by name. The commander's demand to bring back the app extends the joke; the final narrator supplies the fee and speed statements, followed by "Download the app now."

SCREEN COPY / VISUALLY CHECKED

Opening: "UFO MISSION ON EARTH"
Human monitor: two "TRANSFERRED" badges
End card: "TOWB" with App Store and Google Play icons

Visible source copy is listed above. Working dialogue and sound cues appear on the individual shot pages.

05 / SOURCE AND PRODUCTION NOTES

Faithful to the supplied film.

SOURCE SPECIFICATION

Source video	alien.mp4
Picture	1080 x 1920 / 9:16 / progressive
Frame rate	29.970 fps (30000/1001)
Source frames	1,839 frames / zero-based indices
Duration	61.3613 seconds
Audio	Stereo AAC / 48 kHz
Edit structure	11 continuous editorial shots
Frame references	22 full vertical source stills

ORIGINAL GAAJ IDENTITY

Approved artwork retains the original mark, wordmark, divider and complete tagline. White and green appear on the dark cover; black and green on pale interior pages. The logo has no surrounding background.

01 / TIMING AND SHOT CONVENTION

Elapsed times are calculated from 30000/1001 fps and rounded to milliseconds. Picture ranges include the start and exclude the end; printed frame ranges include both endpoints. Blur transitions belong to the first visible incoming shot.

02 / ORIGINAL SOURCE COMPOSITIONS

All 22 stills retain the full 1080 x 1920 image without cropping or stretching. Source titles, transfer badges, effects and the small Veo mark in later shots remain intact. The final UFO action and fiery lettering form one continuous shot.

03 / WORKING DIALOGUE AND SOUND

Dialogue and sound cues come from automated analysis and have not been manually verified by listening. Lines are grouped by narrative beat and may bridge cuts. Check exact wording, sound details and synchronization before recording or subtitling.

04 / CREATIVE INTERPRETATION AND CLAIMS

Framing descriptions and story functions are editorial observations. The one-second transfer and lowest-fee/fastest-transfer statements are the film's advertising claims, not independently verified facts. App-store icons describe the source artwork.