A WORKER'S STORY, FROM TRANSFER FEES TO FAMILY VALUE

Indonesia.

Family first.

A worker's story connects earnings abroad with a more confident way to send money home.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.

49.18 SEC / LANDSCAPE / 29.97 FPS



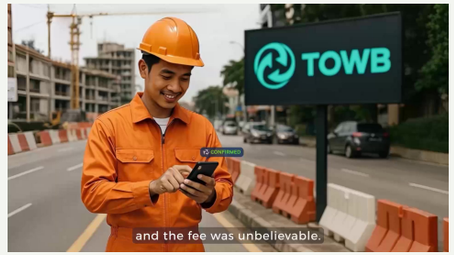




01 / WHY THIS FILM EXISTS

Connect hard work to family value.

Follow a worker's account of sending money from Malaysia to Indonesia, moving from the frustration of fees to a successful phone transfer and a relaxed recommendation.



01

Recognize the need

An Indonesia-specific hook and a construction-worker setting introduce a familiar reason for sending earnings to family abroad.

02

Show the turning point

A visible TOWB billboard leads into a phone interaction and a CONFIRMED graphic, giving the personal story a clear product moment.

03

End with reassurance

The same presenter returns in casual clothing to discuss fees, rates and speed, then closes with a comfortable at-home recommendation.

INTENDED TAKEAWAY

Creative message: make the money earned abroad go further for family in Indonesia.

02 / THE FILM AT A GLANCE

From a fee problem to a personal recommendation.

01 Call out the Indonesian audience
00:00.000 - 00:02.502 / 2.50 s

02 Explain the monthly responsibility to family
00:02.502 - 00:08.675 / 6.17 s

03 Describe the frustration of transfer fees
00:08.675 - 00:13.413 / 4.74 s

04 Discover TOWB on the roadside billboard
00:13.413 - 00:19.253 / 5.84 s

05 Show the phone action and confirmation
00:19.253 - 00:22.155 / 2.90 s

06 Recap the fee and rate claims on the road
00:22.155 - 00:28.929 / 6.77 s

07 Add the transfer-speed message
00:28.929 - 00:34.234 / 5.31 s

08 End the account with an at-home recommendation
00:34.234 - 00:41.608 / 7.37 s

09 Assemble and hold the TOWB signature
00:41.608 - 00:49.182 / 7.57 s

FORMAT: 1920 x 1080 px / 16:9 / 29.97 fps / 49.182 seconds / Testimonial + phone action + brand

Nine chronological sections cover the complete source. Transitions are grouped with the incoming section. Keyframes are representative selections within each interval. Source copy is described as supplied; dialogue is not transcribed. Story function and direction are editorial notes.

03 / STORYBOARD **SHOT 01**

Call out the Indonesian audience

00:00.000 - 00:02.502 / 2.50 SEC



Frame at 00:00.501



Frame at 00:02.169

ACTION

A construction worker in bright orange coveralls and a matching hard hat faces the camera on a roadwork site. White animated lettering builds beside him into "IF YOU ARE FROM INDONESIA" and "DON'T MISS THIS". The TOWB emblem begins appearing in the upper-left corner.

FRAMING & MOVEMENT

Use a centered frontal medium view with orange-and-white barriers, cones and the street behind him. Place the opening text to the viewer's right, leaving the worker's face clear.

STORY FUNCTION

Create an immediate audience-specific hook and establish the worker as the film's central speaker.

PRODUCTION DIRECTION

Preserve the orange workwear and hard hat. Reveal the hook in stages, emphasizing INDONESIA in the largest type, and cut promptly into the seated introduction after the short opening.

03 / STORYBOARD **SHOT 02**

Explain the monthly responsibility to family

00:02.502 - 00:08.675 / 6.17 SEC



Frame at 00:04.004



Frame at 00:07.508

ACTION

The worker sits inside an elevated, glass-sided construction-machine cabin, with cranes and unfinished buildings around him. He addresses the camera. The subtitles explain that he works in Malaysia and sends money back to his family in Indonesia each month.

FRAMING & MOVEMENT

Frame him straight on in a seated medium-long view, with his hands near the cabin controls. The yellow window frames surround him and reveal the construction site beyond.

STORY FUNCTION

Connect the opening audience hook to a specific personal responsibility and working environment.

PRODUCTION DIRECTION

Maintain the same face, orange coveralls and hard hat. Preserve the cabin's yellow frame, high viewpoint and visible site, keeping the presenter centered and the subtitles along the lower edge.

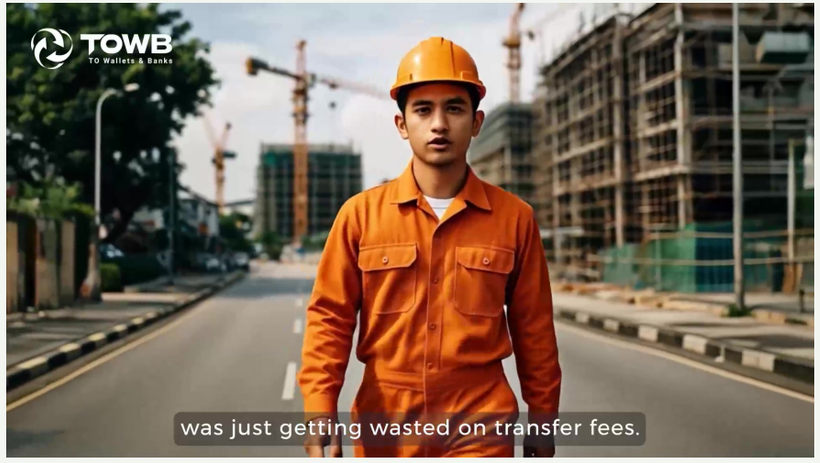
03 / STORYBOARD **SHOT 03**

Describe the frustration of transfer fees

00:08.675 - 00:13.413 / 4.74 SEC



Frame at 00:09.676



Frame at 00:12.346

ACTION

The worker walks toward the camera along a road beside a large building site. His expression becomes more serious as the subtitles describe money being wasted on transfer fees. The cranes, scaffolding and orange clothing keep the work context present.

FRAMING & MOVEMENT

Track backward in a frontal medium-long view, using the road markings and construction edges to lead toward him. Keep the unfinished building to the viewer's right and the street receding behind.

STORY FUNCTION

State the problem that motivates the later change of service.

PRODUCTION DIRECTION

Preserve a measured walking pace and restrained gestures. Hold the serious tone through the fee complaint; the outgoing image begins to blur as the next section introduces the brand discovery.

03 / STORYBOARD **SHOT 04**

Discover TOWB on the roadside billboard

00:13.413 - 00:19.253 / 5.84 SEC



Frame at 00:15.182



Frame at 00:18.352

ACTION

A fast horizontal blur reveals the worker beside a busy road. A large black billboard carrying the bright turquoise TOWB emblem and wordmark stands behind him. The subtitles describe seeing the advertisement while working and deciding to give the service a try.

FRAMING & MOVEMENT

Use a frontal medium view with the presenter slightly right of the billboard. Passing vehicles animate the background, while the construction site links this new angle to the earlier workplace scenes.

STORY FUNCTION

Provide a clear discovery moment that bridges the fee complaint and the first use of the service.

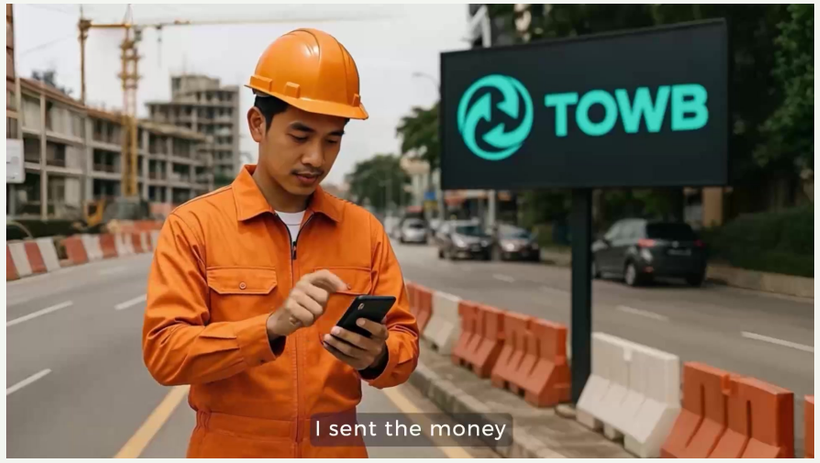
PRODUCTION DIRECTION

Include the incoming blur and retain the billboard's strong turquoise-on-black contrast. Keep the worker's face distinct from the logo and allow his expression to warm as he describes trying TOWB.

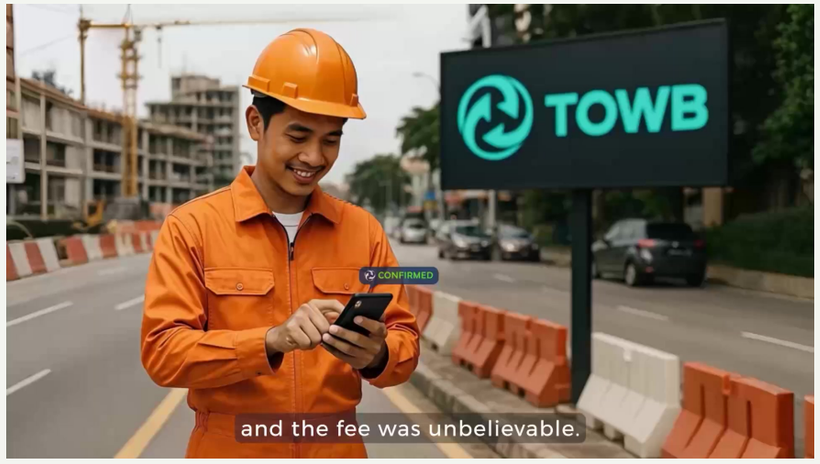
03 / STORYBOARD **SHOT 05**

Show the phone action and confirmation

00:19.253 - 00:22.155 / 2.90 SEC



Frame at 00:19.853



Frame at 00:21.188

ACTION

Standing near the billboard, the worker looks down at a black smartphone and taps its screen. He smiles as a small dark badge reading "CONFIRMED" in green appears above the phone. The captions describe sending the money and reacting to the fee.

FRAMING & MOVEMENT

Use a medium three-quarter view, with the phone and tapping hand clearly visible near the center. Keep the turquoise TOWB billboard large in the right background and the road barriers below it.

STORY FUNCTION

Give the testimonial a visible product-use moment and an explicit confirmation cue.

PRODUCTION DIRECTION

Preserve the phone position, fingertip action, smile and compact CONFIRMED badge. Keep the badge separate from the handset and retain the billboard, without adding an interface that is absent from the source.

03 / STORYBOARD **SHOT 06**

Recap the fee and rate claims on the road

00:22.155 - 00:28.929 / 6.77 SEC



Frame at 00:23.857



Frame at 00:27.361

ACTION

The presenter returns in a green T-shirt with a small Indonesian flag patch, riding a motorcycle along a city road. He faces forward and speaks toward the camera while traffic passes behind him. The subtitles state the film's lowest-fee and highest-rate claims and compare the service with previous exchanges.

FRAMING & MOVEMENT

Use a frontal tracking view from ahead, keeping his hands, handlebars and round headlight in frame. Cars, roadside trees and Malaysian flags establish the moving street background.

STORY FUNCTION

Shift from the work setting into daily life while repeating the core value proposition.

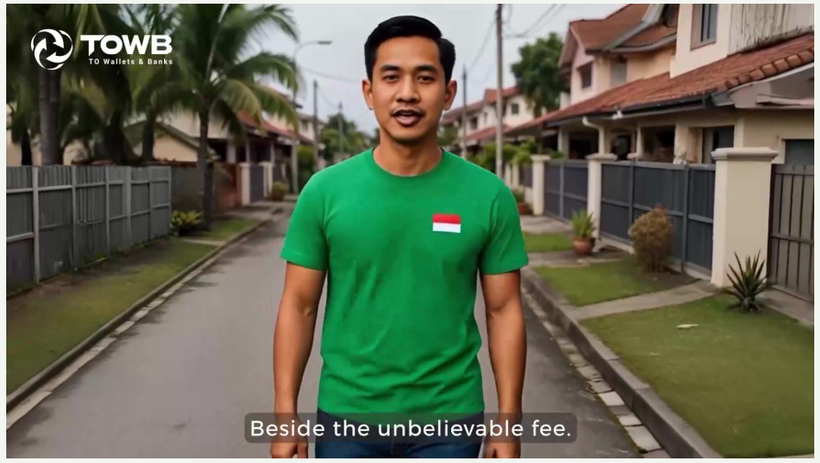
PRODUCTION DIRECTION

Match the presenter's face across the wardrobe change. Preserve the green shirt, flag patch and motorcycle details, keeping him centered as the source traffic and background movement continue.

03 / STORYBOARD **SHOT 07**

Add the transfer-speed message

00:28.929 - 00:34.234 / 5.31 SEC



Frame at 00:30.530



Frame at 00:33.200

ACTION

Still in his green T-shirt, the presenter walks toward the camera on a quieter residential street lined with palms and low houses. The subtitles shift from the fee message to the speed of the transfer and state that it took one minute.

FRAMING & MOVEMENT

Track backward at walking speed in a frontal medium-long shot. Use the houses, fences and palms to create depth, with the presenter remaining central and unobstructed.

STORY FUNCTION

Add speed to the benefits already introduced and slow the visual rhythm before the home scene.

PRODUCTION DIRECTION

Preserve his casual wardrobe, short dark hair and relaxed walking movement. Retain the source sequence of fee, speed and one-minute captions as the street perspective moves behind him.

03 / STORYBOARD **SHOT 08**

End the account with an at-home recommendation

00:34.234 - 00:41.608 / 7.37 SEC



Frame at 00:36.703



Frame at 00:40.374

ACTION

The presenter sits comfortably on a pale sofa in a bright living room, holding a glass of orange-colored drink. He gestures with his free hand. The subtitles summarize low fees and fast transfers, link them to sending more money and a happier family, then invite the viewer to try the service.

FRAMING & MOVEMENT

Use a seated medium view with soft window light to the left and a leafy plant behind him. Keep his face, glass and open hand readable against the quiet neutral interior.

STORY FUNCTION

Resolve the fee problem with personal reassurance and a direct recommendation.

PRODUCTION DIRECTION

Keep the green shirt and flag patch consistent with the two outdoor casual scenes. Preserve the glass, conversational gestures and final invitation before cutting to the brand animation.

04 / THE FINAL IMPRESSION

Assemble and hold the TOWB signature

00:41.608 - 00:49.182 / 7.57 SEC



Frame at 00:43.877



Frame at 00:48.882

ACTION

The home scene cuts to a pale gray background. A teal-and-navy circular emblem rotates and assembles, and the TOWB letters arrive beside it. The descriptor "TO Wallets & Banks" appears underneath, completing a centered brand signature that holds to the end.

FRAMING & MOVEMENT

Use a compact central logo composition with ample empty space. Keep the pale background static while the emblem and wordmark move into their final alignment.

STORY FUNCTION

Leave the brand as the final visual after the personal recommendation.

PRODUCTION DIRECTION

Retain the staged emblem, wordmark and descriptor animation, original colors and final readable hold. Preserve the complete source ending at 49.182 seconds without adding a separate website card.