A TONTEL BRAND FILM

A phone with attitude.

An angry screen. A patient owner.
Expert help at home.







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

58.00 SEC / VERTICAL / 24 FPS

01 / WHY THIS FILM EXISTS

Give the problem a personality.

Personify a cracked phone as an impatient character. Let a calm owner and an at-home technician turn its frustration into a smile.



01

Create a character

Use expressive eyes, brows and mouth graphics to make the damaged phone’s frustration instantly readable.

02

Bring help home

Move from a playful conversation to a doorstep arrival and precise repair work in the same living room.

03

Resolve the emotion

Return the intact device, show the owner’s satisfaction and close on the phone’s friendly smiling face.

INTENDED TAKEAWAY

A happier phone. A happier owner. Expert repair brought to your home.

02 / THE FILM AT A GLANCE

One expressive phone. Eighteen planned shots.

01 The phone has a complaint
00:00.000 - 00:03.167 / 3.17 s

02 Meet the owner
00:03.167 - 00:04.375 / 1.21 s

03 A conversation across the table
00:04.375 - 00:08.833 / 4.46 s

04 The owner answers
00:08.833 - 00:10.208 / 1.38 s

05 A lighter reaction
00:10.208 - 00:12.000 / 1.79 s

06 The complaint continues
00:12.000 - 00:17.375 / 5.38 s

07 Reassure and pick up
00:17.375 - 00:23.583 / 6.21 s

08 A surprised phone
00:23.583 - 00:26.417 / 2.83 s

09 Up from the chair
00:26.417 - 00:28.875 / 2.46 s

10 Open the door
00:28.875 - 00:30.208 / 1.33 s

11 The technician arrives
00:30.208 - 00:33.833 / 3.63 s

12 One last angry outburst
00:33.833 - 00:39.625 / 5.79 s

13 Begin the repair
00:39.625 - 00:41.625 / 2.00 s

14 Precision at work
00:41.625 - 00:44.083 / 2.46 s

15 Check the finished phone
00:44.083 - 00:46.500 / 2.42 s

16 Return it to the owner
00:46.500 - 00:49.583 / 3.08 s

17 A satisfied response
00:49.583 - 00:53.542 / 3.96 s

18 A happy phone at last
00:53.542 - 00:58.000 / 4.46 s

FORMAT: 1080 x 1920 px / 9:16 / 24 fps / 58.00 seconds

Preserve the warm living room, screen-face graphics and crack continuity. Paired frames guide the opening and closing state of each shot. Dialogue wording is not transcribed; boards specify visual action and performance.

03 / STORYBOARD **SHOT 01**

The phone has a complaint

00:00.000 - 00:03.167 / 3.17 SEC



Frame at 00:00.220



Frame at 00:02.987

ACTION

Stand the cracked phone upright in its clear holder. Animate bright blue-white eyes and a small mouth on its black screen, with sharply angled brows and changing mouth shapes.

FRAMING & MOVEMENT

Open on a frontal close-up of the phone. Keep the warm living room softly behind and the lower-right glass damage clearly visible.

STORY FUNCTION

Introduce the phone as a character and make its frustration immediately readable.

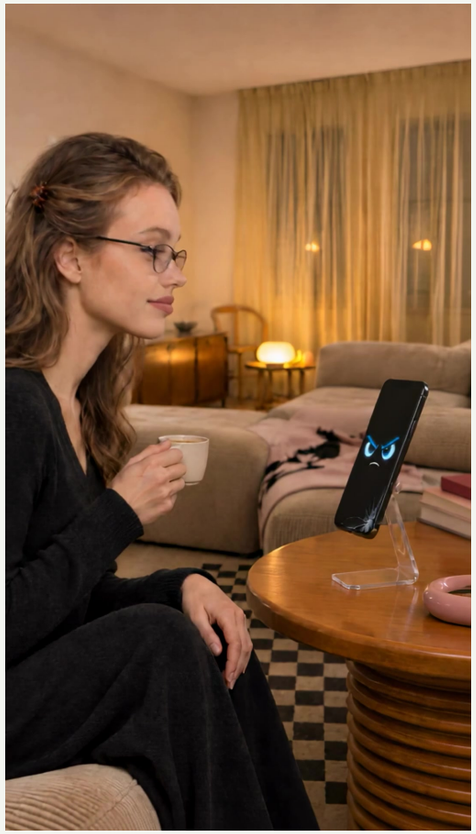
PRODUCTION DIRECTION

Play the animated face as an indignant speaker. Keep the physical crack fixed while the facial graphics move.

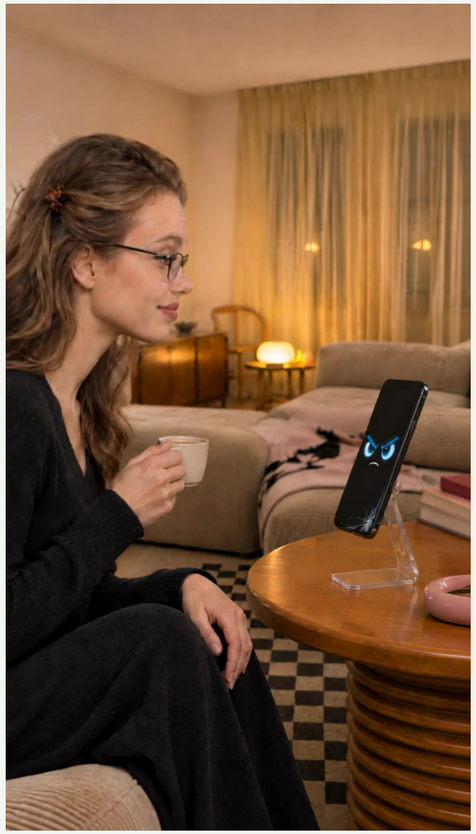
03 / STORYBOARD **SHOT 02**

Meet the owner

00:03.167 - 00:04.375 / 1.21 SEC



Frame at 00:03.387



Frame at 00:04.195

ACTION

Seat the woman in black beside the coffee table, holding a white cup and looking toward the animated phone. Keep her reaction composed.

FRAMING & MOVEMENT

Cut to a side medium view including the woman, cup, phone on its stand and round table.

STORY FUNCTION

Establish the human partner in the conversation and the domestic setting.

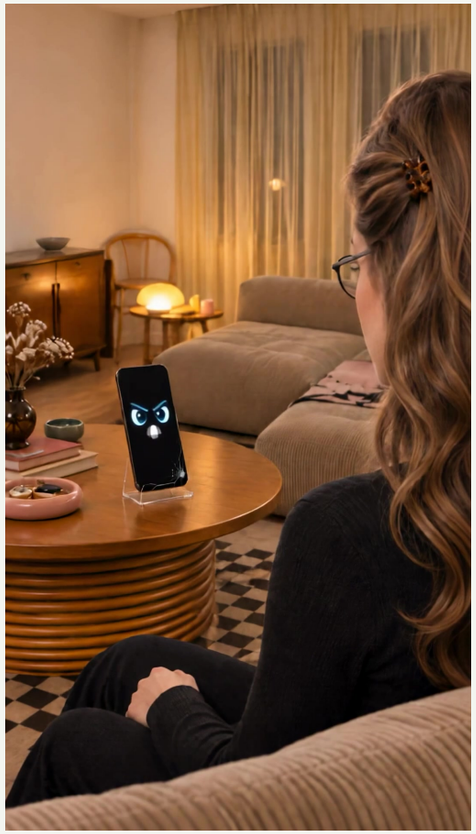
PRODUCTION DIRECTION

Maintain her glasses, long wavy hair, black outfit and relaxed seated posture.

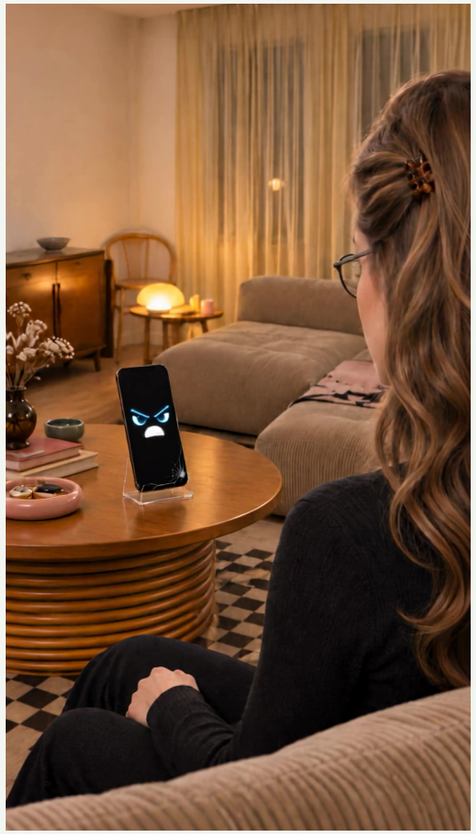
03 / STORYBOARD **SHOT 03**

A conversation across the table

00:04.375 - 00:08.833 / 4.46 SEC



Frame at 00:04.595



Frame at 00:08.653

ACTION

Let the woman listen while the phone continues its animated response. Keep her body turned toward the device.

FRAMING & MOVEMENT

Use an over-the-shoulder view from behind her, with the phone facing camera across the table.

STORY FUNCTION

Give the phone a clear speaking position in a recognisable shot-reverse-shot exchange.

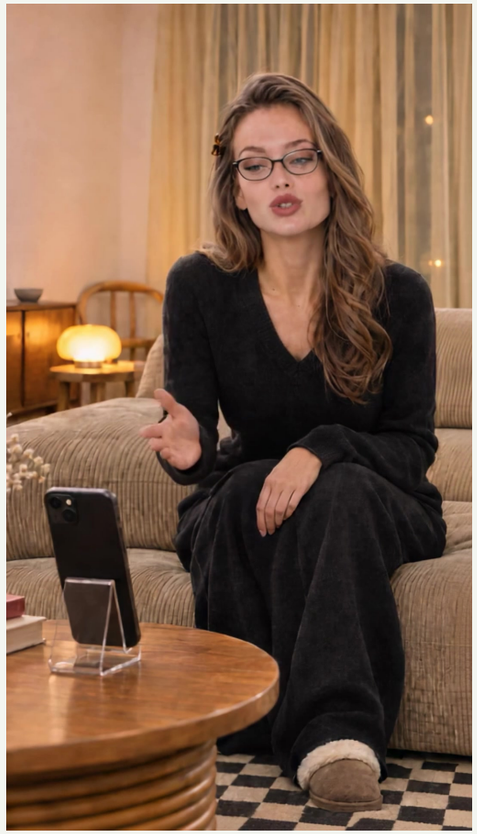
PRODUCTION DIRECTION

Keep the screen face readable at this wider scale. Retain the table props and warm lamps for continuity.

03 / STORYBOARD **SHOT 04**

The owner answers

00:08.833 - 00:10.208 / 1.38 SEC



Frame at 00:09.053



Frame at 00:10.028

ACTION

Have the woman answer the phone with an open-palm gesture, leaning slightly into the exchange. Keep the phone upright in the foreground.

FRAMING & MOVEMENT

Reverse to a seated frontal medium-wide view. Include her crossed legs, chair and the back of the phone.

STORY FUNCTION

Balance the phone’s indignation with an easy, conversational human response.

PRODUCTION DIRECTION

Direct her eyeline toward the device rather than the lens; use a natural explanatory gesture.

03 / STORYBOARD SHOT 05

A lighter reaction

00:10.208 - 00:12.000 / 1.79 SEC



Frame at 00:10.428



Frame at 00:11.820

ACTION

Continue her response with a small smile and a relaxed change of expression. Let her hands settle toward her lap.

FRAMING & MOVEMENT

Cut closer on the seated woman, retaining the back of the phone low in the foreground.

STORY FUNCTION

Add a reaction beat and vary the rhythm of the conversation.

PRODUCTION DIRECTION

Preserve seated position and eyeline across the closer cut. Let the expression carry the beat.

03 / STORYBOARD **SHOT 06**

The complaint continues

00:12.000 - 00:17.375 / 5.38 SEC



Frame at 00:12.220



Frame at 00:17.195

ACTION

Return to the cracked phone and animate a series of narrowed-eye, raised-brow and downturned-mouth expressions.

FRAMING & MOVEMENT

Use a straight-on phone close-up, keeping its clear stand and the fixed crack in view.

STORY FUNCTION

Extend the comic tension by letting the object visibly insist on its problem.

PRODUCTION DIRECTION

Vary brows and mouth shapes without moving the crack or changing the phone’s position.

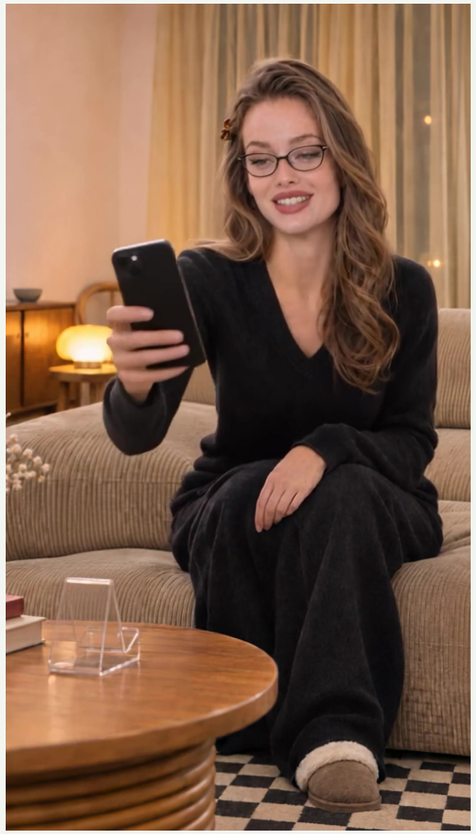
03 / STORYBOARD **SHOT 07**

Reassure and pick up

00:17.375 - 00:23.583 / 6.21 SEC



Frame at 00:17.595



Frame at 00:23.403

ACTION

Have the woman respond with a calm open hand, then lean forward and lift the phone from its clear stand. Finish with the device raised in front of her.

FRAMING & MOVEMENT

Begin in the seated frontal view and follow her reach within the composition. Keep the empty stand visible after the lift.

STORY FUNCTION

Move from conversation to action while maintaining the owner’s reassuring attitude.

PRODUCTION DIRECTION

Make the pickup legible: reach, grip, lift, then look at the screen. Keep the same hand through the cut.

03 / STORYBOARD **SHOT 08**

A surprised phone

00:23.583 - 00:26.417 / 2.83 SEC



Frame at 00:23.803



Frame at 00:26.237

ACTION

Show the phone in her hand with widened animated eyes and a small open mouth. Keep the cracked lower corner visible.

FRAMING & MOVEMENT

Use an insert from the owner’s viewing position, with fingers around the phone and the living room behind.

STORY FUNCTION

Give the phone a direct reaction to being picked up.

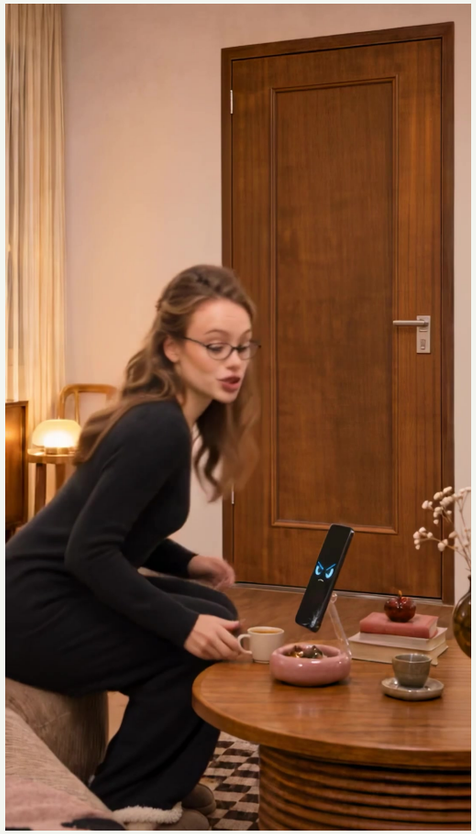
PRODUCTION DIRECTION

Change the facial performance from irritation to surprise while preserving the physical device.

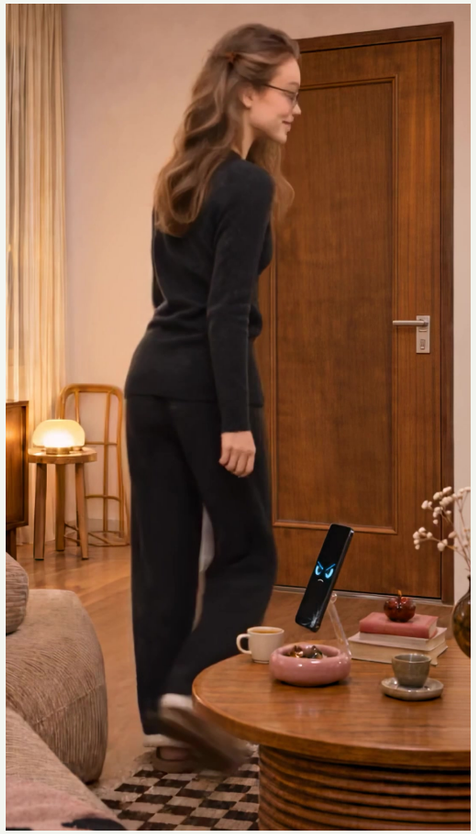
03 / STORYBOARD **SHOT 09**

Up from the chair

00:26.417 - 00:28.875 / 2.46 SEC



Frame at 00:26.637



Frame at 00:28.695

ACTION

With the phone back on its stand, have the woman rise and turn toward the wooden door. Keep the device on the table as she leaves the chair.

FRAMING & MOVEMENT

Cut to a side view linking the chair, table and door. Let her stand into the frame and turn away.

STORY FUNCTION

Redirect attention toward the arrival of help.

PRODUCTION DIRECTION

The phone is already back on the stand at the start of this shot; preserve that continuity state.

03 / STORYBOARD SHOT 10

Open the door

00:28.875 - 00:30.208 / 1.33 SEC



Frame at 00:29.095



Frame at 00:30.028

ACTION

Follow the woman to the wooden door and have her reach for the metal handle. Open it to begin the greeting.

FRAMING & MOVEMENT

Use a closer side view at the doorway, with her profile and reaching arm visible.

STORY FUNCTION

Prepare the technician’s entrance through a clear physical action.

PRODUCTION DIRECTION

Keep the door opening direction and her hand on the handle consistent.

03 / STORYBOARD **SHOT 11**

The technician arrives

00:30.208 - 00:33.833 / 3.63 SEC



Frame at 00:30.428



Frame at 00:33.653

ACTION

Reveal the TONTEL technician in a black branded polo, holding a black tool case with a red handle. Have the woman face him for a brief welcoming exchange.

FRAMING & MOVEMENT

Use a full-height doorway two-shot that shows both people and the case.

STORY FUNCTION

Introduce professional help at the customer’s home.

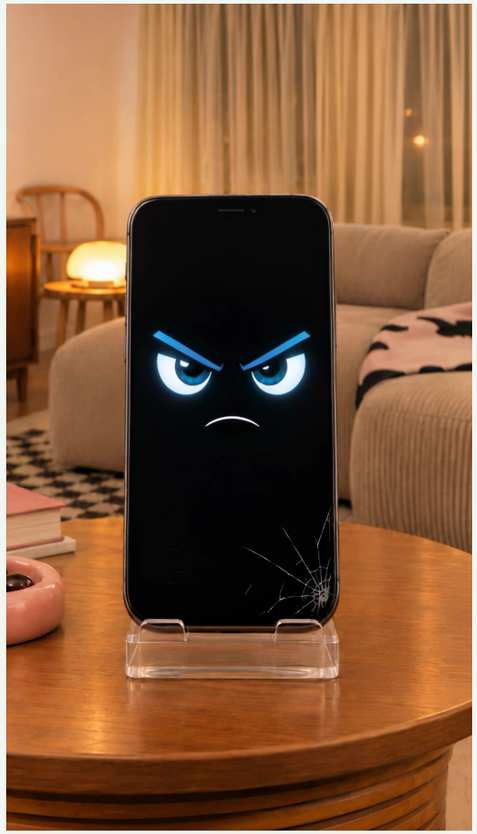
PRODUCTION DIRECTION

Keep the chest branding and portable case visible; play the greeting with calm confidence.

03 / STORYBOARD SHOT 12

One last angry outburst

00:33.833 - 00:39.625 / 5.79 SEC



Frame at 00:34.053



Frame at 00:39.445

ACTION

Return to the phone on its stand. Escalate its animated expression from irritation to surprise and then anger, adding red glowing cheeks and wisps of steam above it.

FRAMING & MOVEMENT

Hold a frontal phone view with the table and sofa behind. Keep enough space above the device for the steam effect.

STORY FUNCTION

Peak the phone’s comic frustration before the repair begins.

PRODUCTION DIRECTION

Build the red glow and steam progressively. Keep the effects anchored to the animated character.

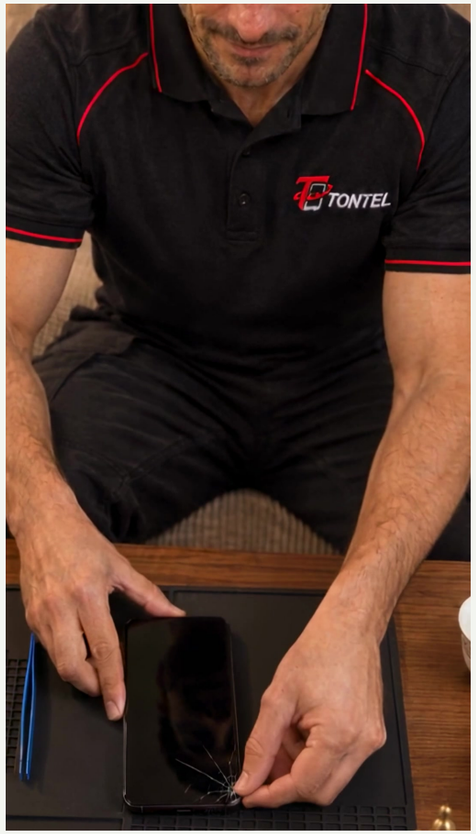
03 / STORYBOARD **SHOT 13**

Begin the repair

00:39.625 - 00:41.625 / 2.00 SEC



Frame at 00:39.845



Frame at 00:41.445

ACTION

Seat the technician at the table and place the phone on a black repair mat. Have him open the damaged display carefully, exposing the device beneath.

FRAMING & MOVEMENT

Frame down toward his hands and the phone, retaining his branded black polo at the top.

STORY FUNCTION

Shift from the comic exchange to practical service.

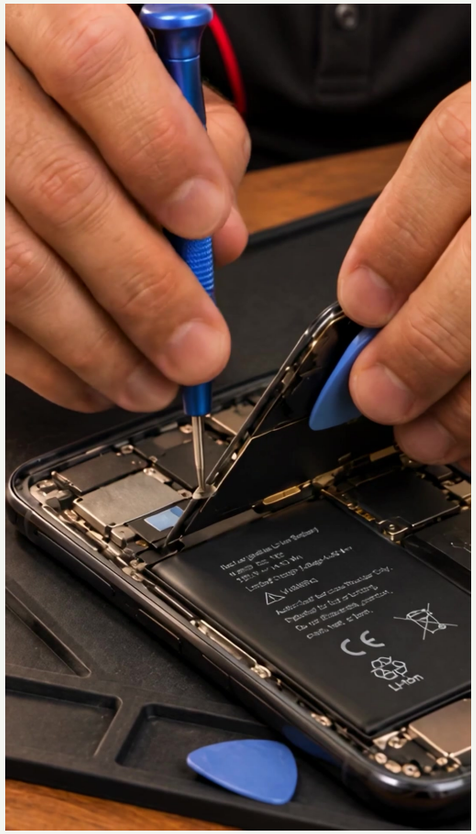
PRODUCTION DIRECTION

Keep the tool mat, blue tools and damaged display consistent through the repair inserts.

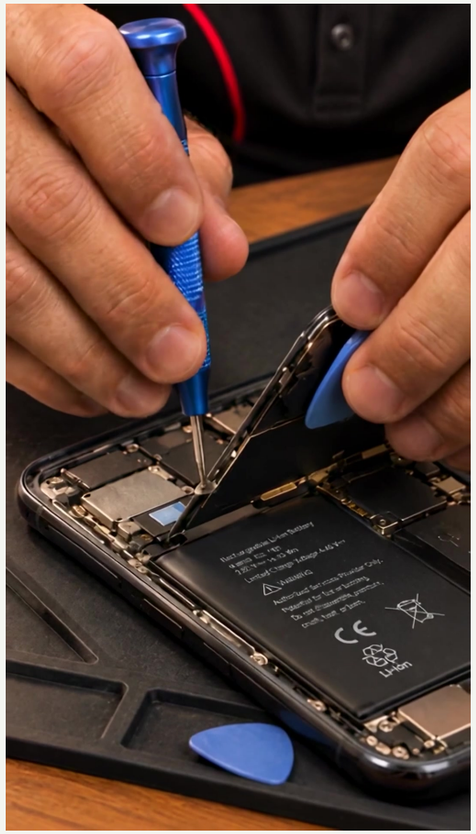
03 / STORYBOARD **SHOT 14**

Precision at work

00:41.625 - 00:44.083 / 2.46 SEC



Frame at 00:41.845



Frame at 00:43.903

ACTION

Work inside the opened phone with a blue precision screwdriver and a slim tool. Keep the internal components clearly visible between the technician’s hands.

FRAMING & MOVEMENT

Cut to a tight macro-style insert of the open device and tools.

STORY FUNCTION

Demonstrate careful, focused handling of the repair.

PRODUCTION DIRECTION

Direct small controlled hand movements; keep the active tool tip and the open chassis in focus.

03 / STORYBOARD SHOT 15

Check the finished phone

00:44.083 - 00:46.500 / 2.42 SEC



Frame at 00:44.303



Frame at 00:46.320

ACTION

Have the technician hold the reassembled phone, adjust his grip and inspect its intact screen. Let him turn it slightly as he checks the result.

FRAMING & MOVEMENT

Use a medium close view of the technician and device above the repair mat.

STORY FUNCTION

Confirm completion before returning the phone to its owner.

PRODUCTION DIRECTION

Present clean, uncracked glass. Keep his expression focused, then subtly satisfied.

03 / STORYBOARD **SHOT 16**

Return it to the owner

00:46.500 - 00:49.583 / 3.08 SEC



Frame at 00:46.720



Frame at 00:49.403

ACTION

Stand the technician and woman beside the table. Have him offer the repaired phone and let her receive it with both attention and a small smile.

FRAMING & MOVEMENT

Use a standing two-shot with the handover centred between them.

STORY FUNCTION

Resolve the service encounter through a direct personal exchange.

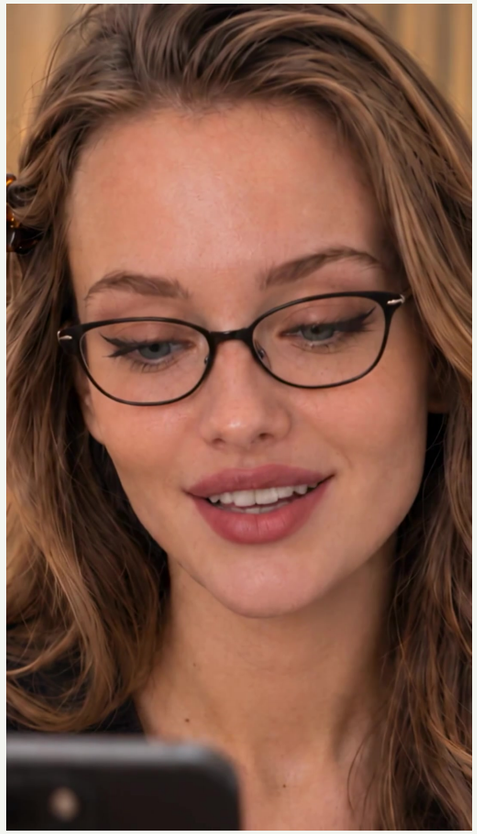
PRODUCTION DIRECTION

Make the transfer clear and unhurried; maintain the phone orientation through both sets of hands.

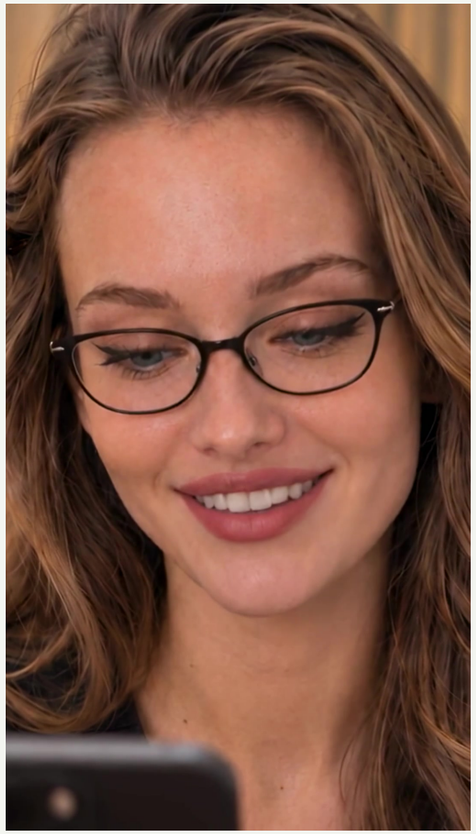
03 / STORYBOARD **SHOT 17**

A satisfied response

00:49.583 - 00:53.542 / 3.96 SEC



Frame at 00:49.803



Frame at 00:53.362

ACTION

Have the woman look down at the repaired phone and smile as she responds. Let her expression soften from interest to clear satisfaction.

FRAMING & MOVEMENT

Cut to a close portrait with her glasses and eyes sharp and the phone edge low in frame.

STORY FUNCTION

Give the repair an emotional payoff through the customer’s reaction.

PRODUCTION DIRECTION

Keep her eyeline lowered toward the screen. Use a natural smile rather than an exaggerated reaction.

04 / THE FINAL IMPRESSION

A happy phone at last

00:53.542 - 00:58.000 / 4.46 SEC



Frame at 00:53.762



Frame at 00:57.820

ACTION

Show the repaired phone held upright. Animate its face changing into wide friendly eyes and a bright smile on the now-intact screen. Hold the cheerful expression to finish.

FRAMING & MOVEMENT

Return to a handheld phone insert against the same warm living room. Keep the entire screen visible.

STORY FUNCTION

Complete the character arc from angry and damaged to restored and happy.

PRODUCTION DIRECTION

End on the smiling animated face and clean glass. Retain the simple screen treatment without adding a new end card.