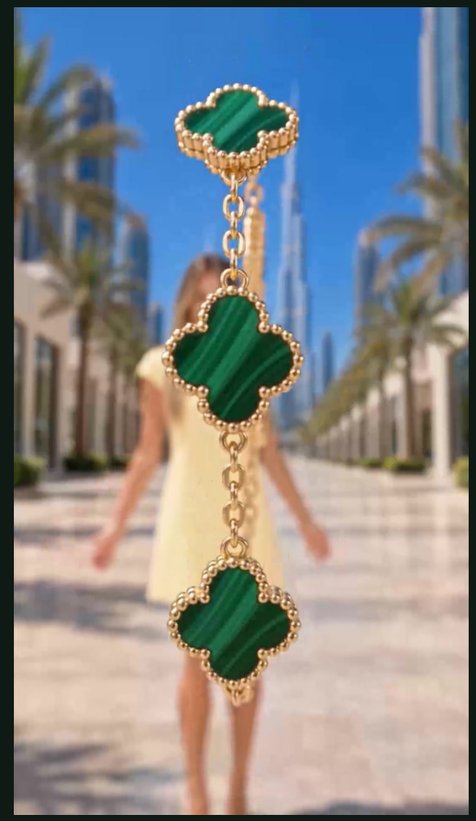
A GAAJ CREATIVE REEL

One small jolt. Every detail.

A moment suspended.
Three objects in the spotlight.

Visual storyboard built from the supplied reel: action, framing, performance and brand finish.





12.01 SEC / 9:16 / 29.97 FPS / 1080 x 1920

01 / CREATIVE INTENT

Turn an accident into a showcase.

An ordinary walk becomes a stylised suspended accident. Eyewear, a green drink and clover jewellery each receive a close-up before the scene returns to the messy aftermath.

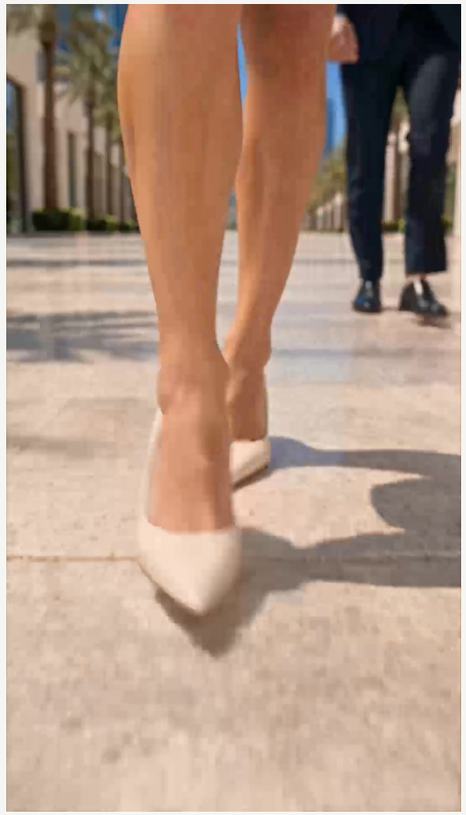
01	00:00.00 - 00:01.50	**Step into the scene**	Opening / style and location
02	00:01.50 - 00:03.60	**Confidence before the jolt**	Setup / establish the objects
03	00:03.60 - 00:04.70	**Everything lifts**	Trigger / suspended accident
04	00:04.70 - 00:06.50	**Eyewear in the spotlight**	Product detail / glasses
05	00:06.50 - 00:08.10	**A floating green drink**	Product detail / drink
06	00:08.10 - 00:10.00	**Jewellery takes its turn**	Product detail / jewellery
07	00:10.00 - 00:12.01	**Back to the pavement**	Resolution / comic aftermath

Structure: walking setup, a sudden jolt, three foreground product reveals and the aftermath. Seven action beats are mapped here; timing boundaries are approximate editorial markers.

02 / VISUAL STORYBOARD **BEAT 01**

Step into the scene

00:00.00 - 00:01.50 / SOURCE ACTION BEAT



Source frame: 0.15s



Source frame: 1.25s

ACTION

Cream pointed heels step towards the camera along a sunlit stone promenade. The hem of a pale yellow dress enters above the legs.

FRAMING & MOVEMENT

Begin near ground level and rise along the moving figure. Palm trees and strong paving shadows establish the bright outdoor setting.

PERFORMANCE / CONTINUITY

Keep the footfalls and rising framing fluid. The suited man remains behind her as a secondary presence.

02 / VISUAL STORYBOARD BEAT 02

Confidence before the jolt

00:01.50 - 00:03.60 / SOURCE ACTION BEAT



Source frame: 2.00s



Source frame: 3.20s

ACTION

The woman walks forward holding a green drink in a clear cup while touching her black sunglasses. A man in a dark suit comes alongside her.

FRAMING & MOVEMENT

A frontal tracking view rises to a medium portrait. The palm-lined avenue and distant pointed tower remain centred behind her.

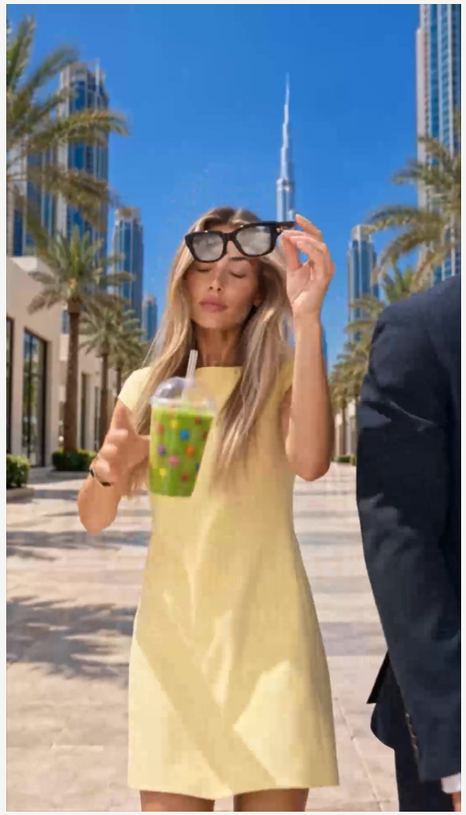
PERFORMANCE / CONTINUITY

Introduce the drink and eyewear clearly before they become airborne. Preserve the yellow dress, long hair and sunny lighting.

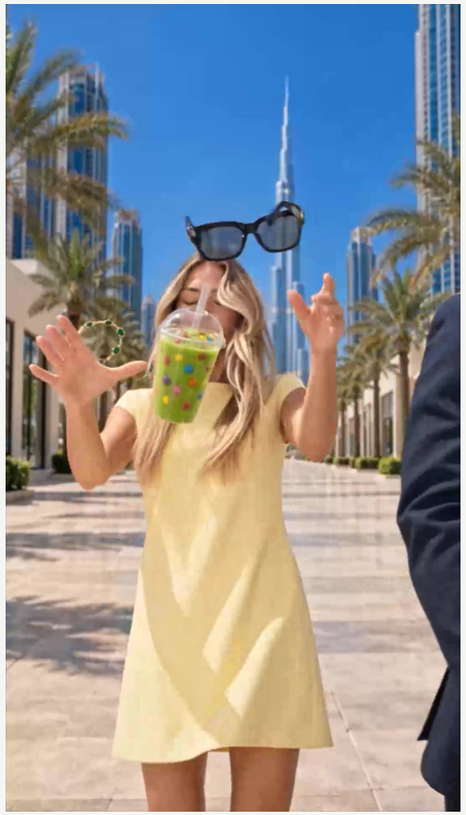
02 / VISUAL STORYBOARD **BEAT 03**

Everything lifts

00:03.60 - 00:04.70 / SOURCE ACTION BEAT



Source frame: 3.80s



Source frame: 4.45s

ACTION

As the man passes close beside her, she recoils and throws her hands outward. The sunglasses, drink and jewellery rise into the air.

FRAMING & MOVEMENT

Keep her reaction visible behind the airborne objects. The passing man leaves at the right edge of the composition.

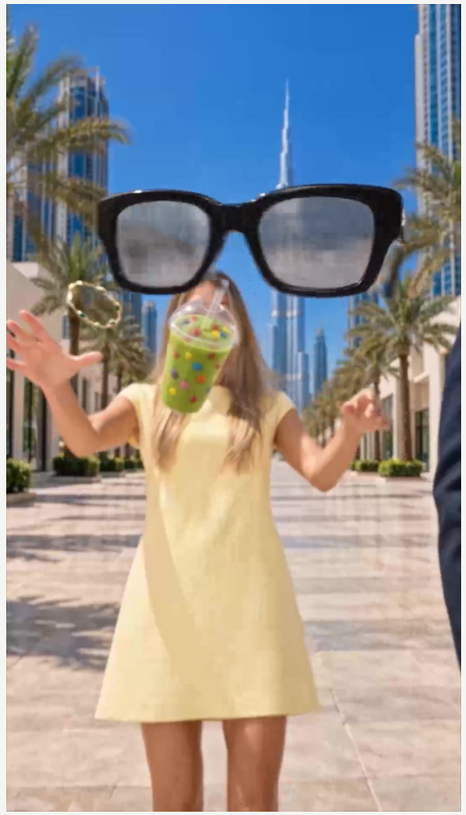
PERFORMANCE / CONTINUITY

Make the cause-and-reaction beat readable without overstating the brief contact. Retain the source surreal, suspended motion.

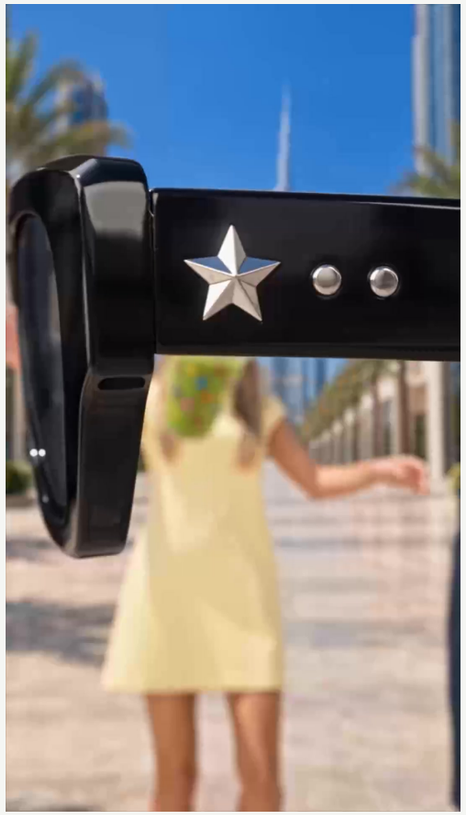
02 / VISUAL STORYBOARD BEAT 04

Eyewear in the spotlight

00:04.70 - 00:06.50 / SOURCE ACTION BEAT



Source frame: 5.15s



Source frame: 5.90s

ACTION

The black sunglasses enlarge towards the camera and rotate, revealing the side arm with a silver star and small circular details.

FRAMING & MOVEMENT

An extreme foreground product view holds the glasses sharp while the woman and street fall out of focus.

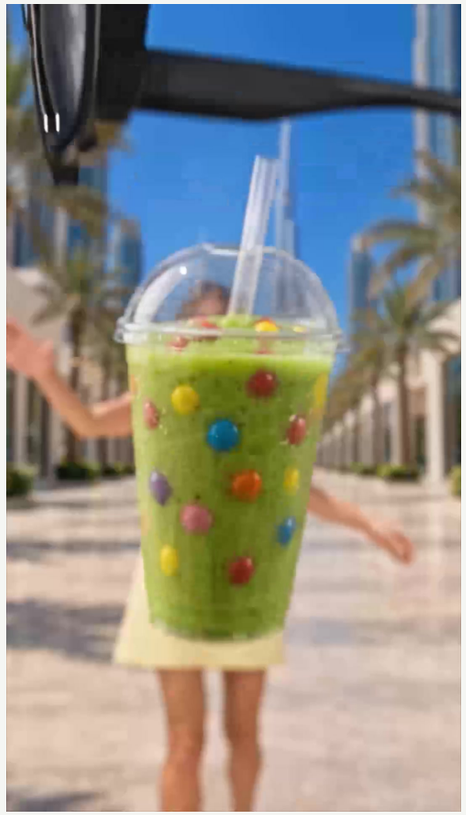
PERFORMANCE / CONTINUITY

Maintain the frame shape and lens proportions through the turn. Let the star detail read before the glasses move away.

02 / VISUAL STORYBOARD **BEAT 05**

A floating green drink

00:06.50 - 00:08.10 / SOURCE ACTION BEAT



Source frame: 6.90s



Source frame: 7.60s

ACTION

The bright green drink fills the foreground. Its clear domed lid, white straw and colourful round decorations become visible before it drops away.

FRAMING & MOVEMENT

Shift emphasis from eyewear to the suspended cup. Keep the woman small and softly focused behind the product.

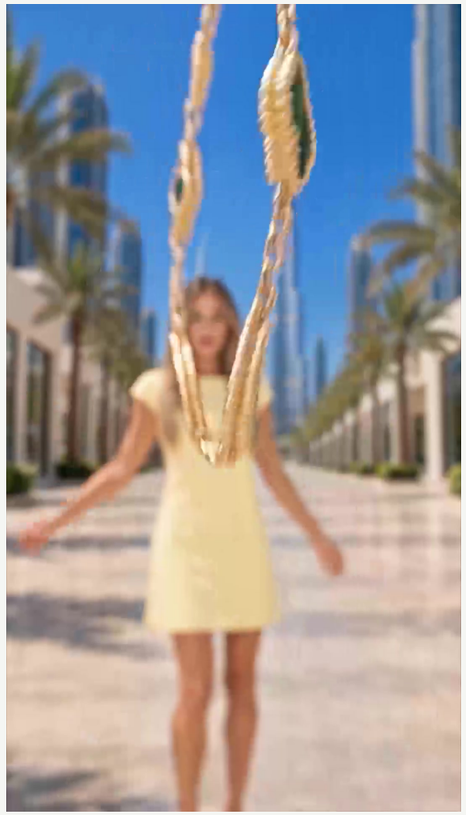
PERFORMANCE / CONTINUITY

Preserve the lid, straw and cup silhouette as the object turns. Maintain continuous downward momentum into the next reveal.

02 / VISUAL STORYBOARD **BEAT 06**

Jewellery takes its turn

00:08.10 - 00:10.00 / SOURCE ACTION BEAT



Source frame: 8.60s



Source frame: 9.40s

ACTION

A gold chain with green clover-shaped motifs hangs and rotates close to the lens, then falls down out of the foreground.

FRAMING & MOVEMENT

Use shallow depth of field to isolate the green motifs and gold edging against the blue sky and distant figure.

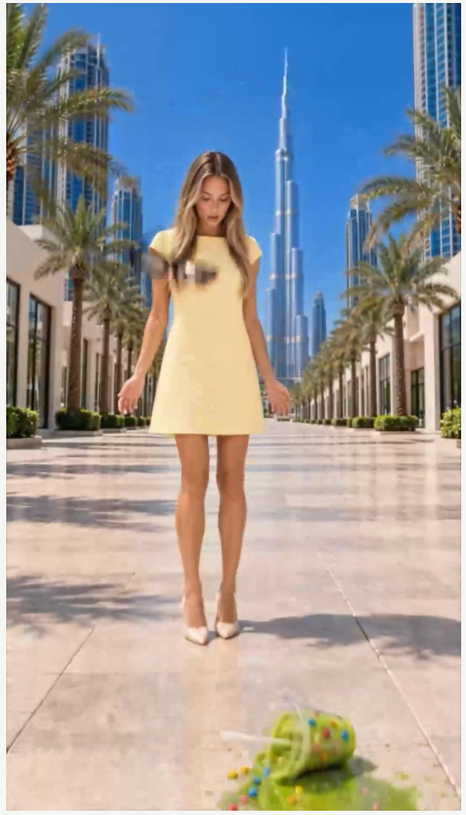
PERFORMANCE / CONTINUITY

Keep the chain connections readable, the green faces consistent and the gold highlights controlled. Follow the object into its descent.

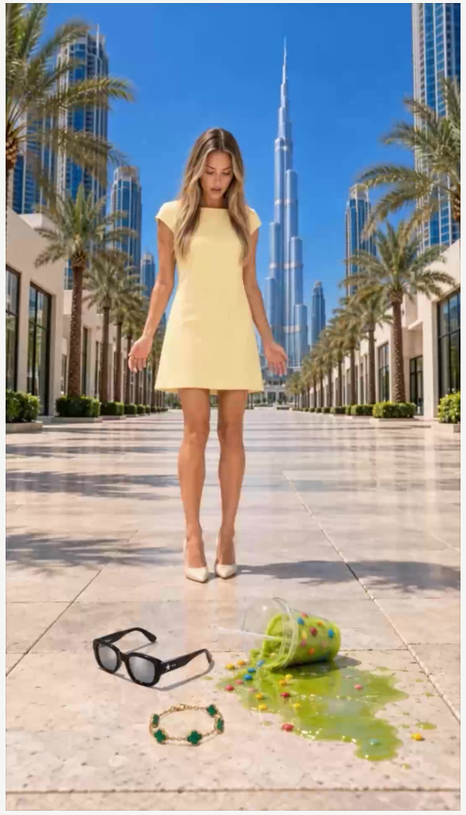
02 / VISUAL STORYBOARD **BEAT 07**

Back to the pavement

00:10.00 - 00:12.01 / SOURCE ACTION BEAT



Source frame: 10.50s



Source frame: 11.70s

ACTION

The view resolves to the woman standing on the promenade. The sunglasses and jewellery lie on the pavement beside the fallen cup and spilled green drink.

FRAMING & MOVEMENT

Return to a wider full-body composition with the dropped objects visible at the bottom of the portrait frame.

PERFORMANCE / CONTINUITY

Hold long enough to register the aftermath. Preserve the source ending: a visual punchline with no added end card or headline.

03 / PRODUCTION DIRECTION

Keep each object unmistakable.

VISUAL CONTINUITY

Match the pale yellow dress, cream heels, long hair, dark suit and palm-lined avenue. Preserve the direction of the passing man and the position of the background tower.

PRODUCT CHOREOGRAPHY

Maintain the reveal order: black sunglasses, green drink, green-and-gold clover jewellery. Keep the object sharp and the performer softly focused during each close-up.

BRAND & SOURCE FIDELITY

The document uses the approved GAAJ header logo without a background panel. Preserve the source reel imagery; the film ends on the fallen objects rather than a separate brand card.

SOUND DIRECTION - PROPOSED

Footsteps, a brief jolt, airy motion accents and a final clatter/splash could reinforce the progression. These are proposed cues; the source audio has not been transcribed.

DELIVERY

Source: 11 (1).mp4 | 1080 x 1920 | 29.97 fps | 12.012 seconds. Check object visibility, focus changes and the final spill at mobile size.