A TOWB ANIMATED BRAND FILM

Care, sent home.

One transfer. Everyday needs.
A Christmas shared from afar.





A shot-by-shot presentation of the supplied film, with source frames, precise timing, visual direction and the emotional role of each scene.

70.13 SEC / 16:9 LANDSCAPE / 30 FPS

20 EDITORIAL SHOTS / STYLIZED 3D ANIMATION

01 / WHY THIS FILM EXISTS

A transfer becomes a family moment.

A young woman sends $500 home. The film follows the family's everyday needs and Christmas preparations, then returns to the sender as she sees their smiling faces.

01

Give the action a reason

The mirror and family photograph introduce longing before the product appears. A small private look motivates the decision to reach for the phone.

02

Show the human value

The receipt leads to food shopping, a tree and shared preparation. Ordinary objects make the support concrete inside the animated story.

03

Bring the feeling back

The family reappears on the sender's phone. Her relieved smile completes the emotional loop before the film presents TOWB.com.

INTENDED TAKEAWAY

Sending money is framed as a way of taking part in life at home, even while living apart.

02 / THE FILM AT A GLANCE

Twenty shots. One complete emotional arc.

SHOTS 01-10 / From the sender to everyday support

SHOT	IN / OUT	DURATION	EDITORIAL MOMENT	ENTRY
01	00:00.000 - 00:02.900	2.900 s	The reminder of home	Opening fade
02	00:02.900 - 00:05.900	3.000 s	The family photograph	Hard cut
03	00:05.900 - 00:09.067	3.167 s	The decision to act	Hard cut
04	00:09.067 - 00:13.900	4.833 s	Sending support	Fade from black
05	00:13.900 - 00:16.767	2.867 s	The home at a distance	Fade from black
06	00:16.767 - 00:17.967	1.200 s	The recipient responds	Hard cut
07	00:17.967 - 00:19.633	1.667 s	Receipt from Mary	Hard cut
08	00:19.633 - 00:22.233	2.600 s	Sharing the good news	Hard cut
09	00:22.233 - 00:28.300	6.067 s	The family outing	Fade from black
10	00:28.300 - 00:31.200	2.900 s	Everyday essentials	Fade from black

SOURCE: animation-girl-send-money-home.mp4

1984 × 1116 px / 30 fps / 2104 frames / 70.133333 seconds

In/out times cover the full film, including opening, fades and black intervals. Start is inclusive; end is exclusive.
For dips to black, the map begins the next shot at its first visible incoming frame; the black gap stays with the outgoing shot.

02 / THE FILM AT A GLANCE

Twenty shots. One complete emotional arc.

SHOTS 11-20 / From celebration to the brand

SHOT	IN / OUT	DURATION	EDITORIAL MOMENT	ENTRY
11	00:31.200 - 00:33.167	1.967 s	A small shared pleasure	Fade from black
12	00:33.167 - 00:39.333	6.167 s	Choosing a Christmas tree	Fade from black
13	00:39.333 - 00:41.933	2.600 s	Preparing the celebration	Fade from black
14	00:41.933 - 00:45.100	3.167 s	Joy in the details	Hard cut
15	00:45.100 - 00:49.133	4.033 s	Together at Christmas	Hard cut
16	00:49.133 - 00:52.633	3.500 s	A quiet cafe	Fade from black
17	00:52.633 - 00:55.300	2.667 s	The sender reconnects	Dissolve midpoint*
18	00:55.300 - 00:57.467	2.167 s	Family on the screen	Hard cut
19	00:57.467 - 01:02.667	5.200 s	Relief returns	Hard cut
20	01:02.667 - 01:10.133	7.467 s	The TOWB signature	Fade from black

SOURCE: animation-girl-send-money-home.mp4

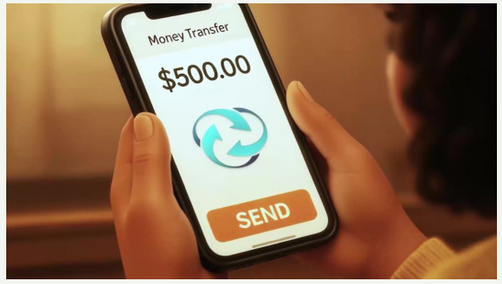
1984 × 1116 px / 30 fps / 2104 frames / 70.133333 seconds

*The cafe dissolve spans approximately 00:52.333-00:52.967; 00:52.633 is its editorial midpoint, not a hard cut.
The final 13-frame black tail from 01:09.700 to 01:10.133 remains inside shot 20. Milliseconds are rounded for display.

03 / ON-SCREEN LANGUAGE

The product is part of the plot.

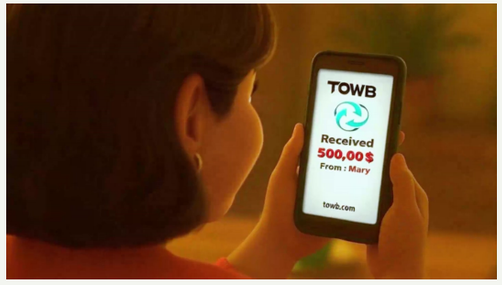
Original English screen text. The captions below document the source; they are not quoted voiceover.



SHOT 04 / THE SEND ACTION

Money Transfer / $500.00 / SEND

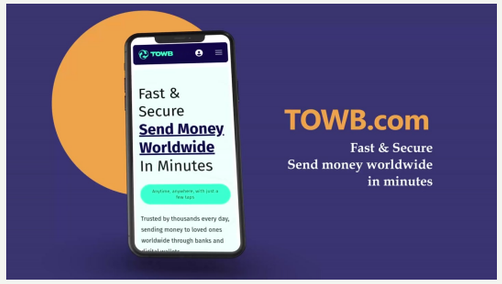
A simplified interface makes the amount and the action immediately readable.



SHOT 07 / THE RECEIPT

TOWB / Received / 500,00$
From: Mary / towb.com

The receipt supplies the sender's name and links the transfer to the family's response.



SHOT 20 / THE BRAND & NEXT STEP

TOWB.com
Fast & Secure / Send money worldwide in minutes

The closing website and benefit copy turn the emotional ending into a clear brand message.

04 / DIRECTION & EDITORIAL NOTES

Warmth travels through the details.

OBSERVED VISUAL LANGUAGE

Character-led animation

Stylized 3D faces use clear eye movements, head tilts and gentle gestures. Close-ups at the mirror, with the lights and in the cafe carry the emotional changes.

Objects make the story concrete

The family photograph, phone, red pepper, potted tree and colored bulbs each turn an abstract feeling into something visible and specific.

A circle of looking

She looks at the photo, the recipient looks at the receipt, the children look at the lights, and the sender finally looks at her family on-screen. Each look changes what the moment means.

Transitions support elapsed time

Dips to black separate locations and stages of the day. The cafe uses a real cross-dissolve; the product ending changes to a clean purple-and-orange graphic world.

AUDIO / SOURCE NOTE

No intelligible dialogue or narration was detected. The source soundtrack is retained as the reference; detailed musical instruments or effects are not transcribed.

PROPOSED SOUND TREATMENT

00:00.000 - 00:13.900

Private thought to action

Keep the opening intimate. Let the SEND action mark a gentle change in musical direction.

00:13.900 - 00:49.133

Family life and celebration

Build warmth through the household moments; allow the lights and tree to carry the festive lift.

00:49.133 - 01:02.667

Return to the sender

Soften the arrangement for the cafe and leave room for the emotional close-up.

01:02.667 - 01:10.133

Brand resolution

Resolve with the product graphic, sustain the address hold and finish cleanly with the black tail.

05 / STORYBOARD **SHOT 01**

00:00.000 - 00:02.900 / 2.900 SEC

The reminder of home.



Frame at 00:01.000 / 00:01:00 @ 30 fps



Frame at 00:02.500 / 00:02:15 @ 30 fps

ACTION

In a softly lit bedroom, a young woman in a yellow blouse turns away from the bed toward a dresser and mirror. A family photograph is visible near her reflection.

FRAMING & MOVEMENT

Medium-wide room view. The window, dresser and reflected figure establish her private space. Gentle movement leads attention from her body toward the mirror.

STORY FUNCTION

Begin with an ordinary moment away from home. The photo quietly introduces the people who motivate the action that follows.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The film opens from black. The next cut moves closer to the reflection and photograph.

05 / STORYBOARD **SHOT 02**

00:02.900 - 00:05.900 / 3.000 SEC

The family photograph.



Frame at 00:03.333 / 00:03:10 @ 30 fps



Frame at 00:05.333 / 00:05:10 @ 30 fps

ACTION

Beside a family photograph taped to the mirror, the woman smiles at her reflection. Her expression becomes more wistful as her eyes shift toward the picture.

FRAMING & MOVEMENT

Close mirror portrait with the family photo on the left and her reflected face on the right. The restrained framing gives small changes in her eyes and brows room to register.

STORY FUNCTION

Give the transfer an emotional reason. The contrast between the happy photograph and her changing expression suggests missing the people at home.

ON-SCREEN TEXT

No advertising copy in this shot.

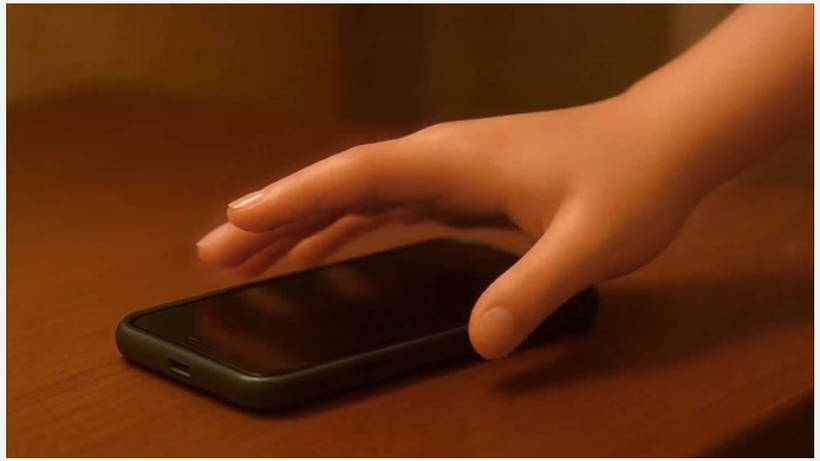
EDIT / CONTINUITY NOTE

The photograph is a story cue; the image does not name a country or establish why she is living away.

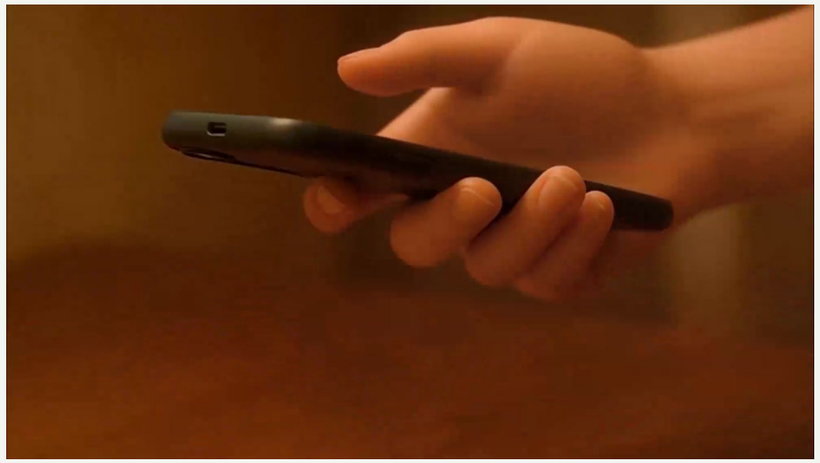
05 / STORYBOARD **SHOT 03**

00:05.900 - 00:09.067 / 3.167 SEC

The decision to act.



Frame at 00:06.333 / 00:06:10 @ 30 fps



Frame at 00:08.333 / 00:08:10 @ 30 fps

ACTION

Her hand reaches for a black smartphone resting on the wooden dresser, closes around it and lifts it clear of the surface.

FRAMING & MOVEMENT

Tight detail shot of the hand and device. Warm light and a shallow field of focus isolate a simple, readable gesture.

STORY FUNCTION

Translate a feeling into a decision. The phone becomes the bridge between her private thought and a practical act of support.

ON-SCREEN TEXT

No advertising copy in this shot.

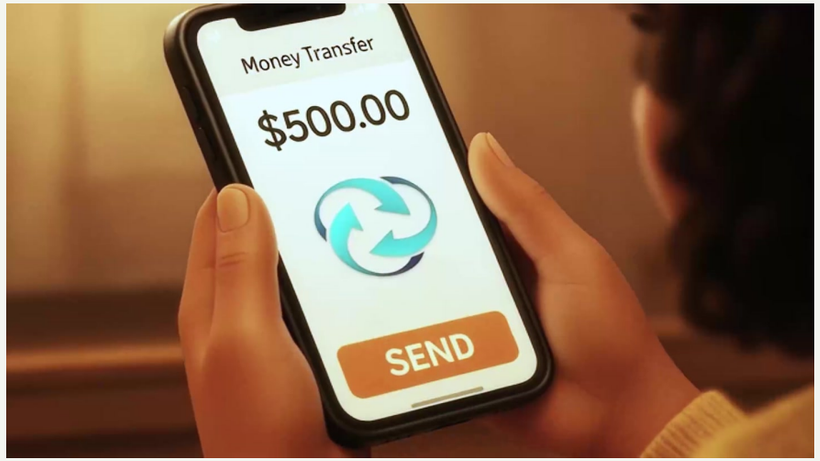
EDIT / CONTINUITY NOTE

The close insert follows the emotional look. The outgoing fade and black interval are included in this shot window.

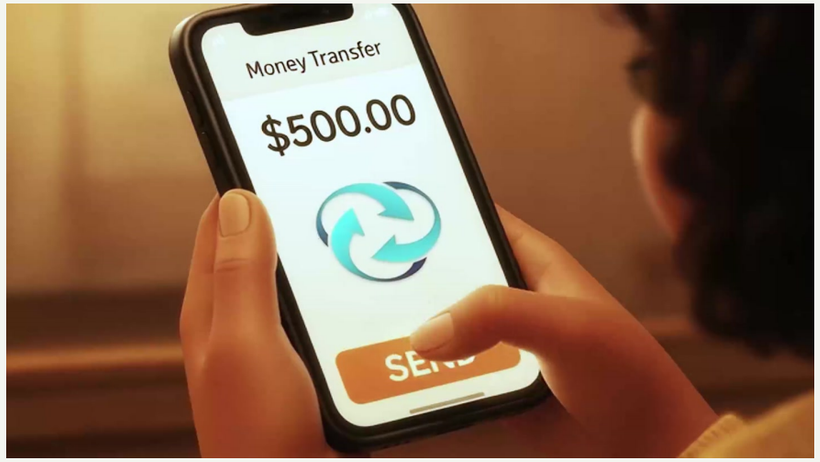
05 / STORYBOARD **SHOT 04**

00:09.067 - 00:13.900 / 4.833 SEC

Sending support.



Frame at 00:10.333 / 00:10:10 @ 30 fps



Frame at 00:13.000 / 00:13:00 @ 30 fps

ACTION

The phone rises into view in her hands. Its screen displays a $500.00 money transfer, the turquoise symbol and a large SEND button. Her finger presses the button.

FRAMING & MOVEMENT

Over-the-shoulder product close-up. The display occupies most of the frame, keeping the amount and single action visually clear.

STORY FUNCTION

Make the central action explicit: she sends support through a simple screen interaction. The amount becomes the link to the later receipt.

ON-SCREEN TEXT / ENGLISH

Money Transfer
$500.00
SEND

EDIT / CONTINUITY NOTE

The incoming fade leads to a continuous screen action. Sending and receipt are shown in separate shots, linked by the edit.

05 / STORYBOARD **SHOT 05**

00:13.900 - 00:16.767 / 2.867 SEC

The home at a distance.



Frame at 00:15.000 / 00:15:00 @ 30 fps



Frame at 00:16.333 / 00:16:10 @ 30 fps

ACTION

A colorful village appears in warm daylight. A yellow house with terracotta roofs and green shutters stands among neighboring homes, plants and distant hills.

FRAMING & MOVEMENT

Wide, slightly elevated establishing view with gentle lateral movement. The central house gives the new location an immediate focal point.

STORY FUNCTION

Carry the story from the sender to the destination. The warmer, communal setting prepares the family response to the transfer.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The village follows the transfer through a fade. No exact geographical location is identified in the source.

05 / STORYBOARD **SHOT 06**

00:16.767 - 00:17.967 / 1.200 SEC

The recipient responds.



Frame at 00:17.000 / 00:17:00 @ 30 fps



Frame at 00:17.667 / 00:17:20 @ 30 fps

ACTION

A woman in an orange-red top looks down at a phone and smiles. Her eyes briefly close as the pleased reaction settles.

FRAMING & MOVEMENT

Short medium-close portrait in a warmly lit home. Her face is the focus, with the handset held low in the composition.

STORY FUNCTION

Let the recipient react before revealing the message. This brief response sets up the receipt insert as the reason for her happiness.

ON-SCREEN TEXT

No advertising copy in this shot.

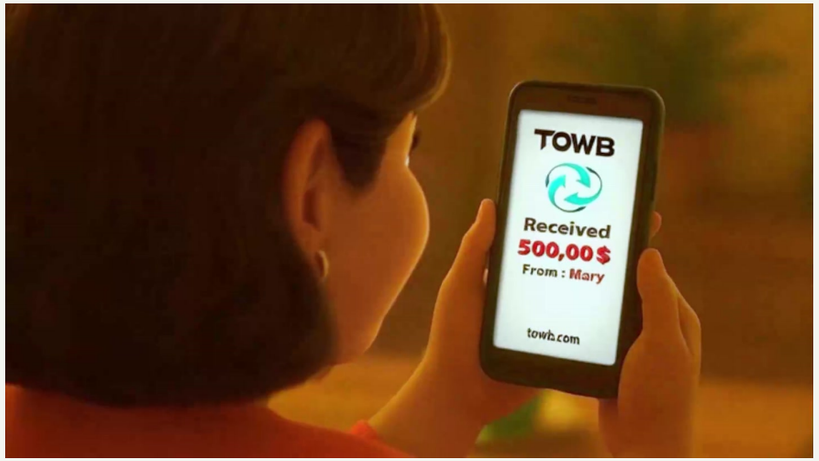
EDIT / CONTINUITY NOTE

This 1.200-second reaction is a separate shot between the exterior and the receipt close-up.

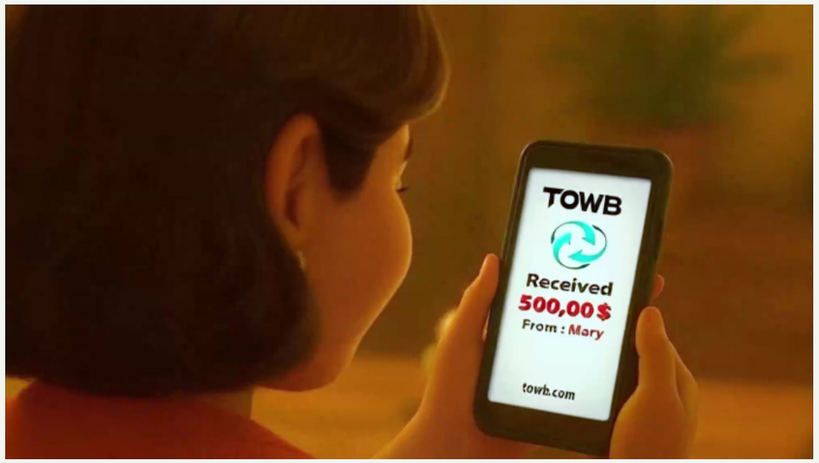
05 / STORYBOARD **SHOT 07**

00:17.967 - 00:19.633 / 1.667 SEC

Receipt from Mary.



Frame at 00:18.333 / 00:18:10 @ 30 fps



Frame at 00:19.333 / 00:19:10 @ 30 fps

ACTION

Over the recipient's shoulder, the display shows TOWB, a received amount of 500,00$, the sender line From: Mary and the address towb.com.

FRAMING & MOVEMENT

Close insert dominated by the upright phone. The recipient's head and shoulder provide foreground context while the receipt remains legible.

STORY FUNCTION

Confirm receipt within the animated story. The amount connects the sender's earlier action to the family's experience.

ON-SCREEN TEXT / ENGLISH

TOWB / Received / 500,00$
From: Mary / towb.com

EDIT / CONTINUITY NOTE

The amount and name are transcribed from the screen. This receipt is part of the film's narrative, not a live transaction record.

05 / STORYBOARD **SHOT 08**

00:19.633 - 00:22.233 / 2.600 SEC

Sharing the good news.



Frame at 00:20.000 / 00:20:00 @ 30 fps



Frame at 00:21.167 / 00:21:05 @ 30 fps

ACTION

The view widens to the woman holding the phone. A little girl enters from the right and nestles against her; both smile while looking toward the screen.

FRAMING & MOVEMENT

Warm medium two-shot. The child's entrance and close posture turn an individual response into a shared family moment.

STORY FUNCTION

Expand the emotional effect of the transfer beyond its immediate recipient. The good news begins to belong to the household.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The child joins within one continuous view. The shot fades out before the family outing.

05 / STORYBOARD **SHOT 09**

00:22.233 - 00:28.300 / 6.067 SEC

The family outing.



Frame at 00:23.500 / 00:23:15 @ 30 fps



Frame at 00:27.000 / 00:27:00 @ 30 fps

ACTION

Four family members walk along a village lane. The father lifts the boy and then gathers both children into a playful embrace while the mother walks beside them.

FRAMING & MOVEMENT

Medium-wide frontal group view, maintaining the family in the center as they move. The long action allows the lift and children's reactions to develop.

STORY FUNCTION

Show life opening out into shared activity. Warmth and playfulness make the impact feel personal rather than purely transactional.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The lifts are action within a single shot, not extra cuts. The full 6.067-second window includes the outgoing transition.

05 / STORYBOARD **SHOT 10**

00:28.300 - 00:31.200 / 2.900 SEC

Everyday essentials.



Frame at 00:29.167 / 00:29:05 @ 30 fps



Frame at 00:30.500 / 00:30:15 @ 30 fps

ACTION

At a vegetable stall, the mother holds up a red pepper. The boy and girl look toward her and the produce, smiling and reacting to the choice.

FRAMING & MOVEMENT

Medium group composition behind colorful vegetables. The pepper becomes a bright visual focus against the teal brick wall.

STORY FUNCTION

Connect the support to everyday household needs. A familiar food choice makes the value of the transfer tangible.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The following market view is a different angle entered through a fade, so it receives its own storyboard panel.

05 / STORYBOARD **SHOT 11**

00:31.200 - 00:33.167 / 1.967 SEC

A small shared pleasure.



Frame at 00:31.833 / 00:31:25 @ 30 fps



Frame at 00:32.500 / 00:32:15 @ 30 fps

ACTION

From a new frontal angle, the mother brings the red pepper toward the little girl. The daughter holds it near her chest while the boy watches beside them.

FRAMING & MOVEMENT

Closer three-person arrangement with produce along the foreground. Eye lines and the passing gesture keep the exchange clear.

STORY FUNCTION

Turn an everyday food choice into a small moment of participation. The children share in the choice, extending the family warmth.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

Maintain the same market location and red pepper across the change of angle. No payment exchange is shown.

05 / STORYBOARD **SHOT 12**

00:33.167 - 00:39.333 / 6.167 SEC

Choosing a Christmas tree.



Frame at 00:34.333 / 00:34:10 @ 30 fps



Frame at 00:37.833 / 00:37:25 @ 30 fps

ACTION

At an outdoor tree stall decorated with festive lights, the father gestures toward a small potted evergreen, bends down, lifts it and moves with it.

FRAMING & MOVEMENT

Medium-wide view with several trees and warm lights around him. The framing follows the physical action without cutting away during the lift.

STORY FUNCTION

Move from everyday essentials to celebration. Selecting the tree prepares the Christmas sequence inside the family home.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The bend, lift and carry are continuous action. The film implies a choice at a stall but does not show checkout or payment.

05 / STORYBOARD **SHOT 13**

00:39.333 - 00:41.933 / 2.600 SEC

Preparing the celebration.



Frame at 00:40.333 / 00:40:10 @ 30 fps



Frame at 00:41.500 / 00:41:15 @ 30 fps

ACTION

At home, the children decorate a Christmas tree. The boy reaches upward with a string of colored lights while the girl watches and reacts with delight.

FRAMING & MOVEMENT

Medium view of the children and lower tree. Glowing bulbs and warm room light give their shared activity a festive focus.

STORY FUNCTION

Show the support becoming an experience the family creates together. Preparation is itself part of the emotional payoff.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The next hard cut isolates the little girl and the same light string for a more intimate reaction.

05 / STORYBOARD **SHOT 14**

00:41.933 - 00:45.100 / 3.167 SEC

Joy in the details.



Frame at 00:42.667 / 00:42:20 @ 30 fps



Frame at 00:44.667 / 00:44:20 @ 30 fps

ACTION

The little girl holds a string of multicolored lights near her face. Her eyes widen and her expression brightens as she looks at the glowing bulbs.

FRAMING & MOVEMENT

Close portrait with soft lights in the foreground and background. The warm glow shapes her face and makes the reaction the entire scene.

STORY FUNCTION

Give the audience a concentrated moment of joy. A small detail carries the larger meaning of the celebration.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

Her head movements, blinks and changing smile remain within this same shot; they are not separate editorial beats.

05 / STORYBOARD **SHOT 15**

00:45.100 - 00:49.133 / 4.033 SEC

Together at Christmas.



Frame at 00:46.000 / 00:46:00 @ 30 fps



Frame at 00:47.833 / 00:47:25 @ 30 fps

ACTION

The mother, father and two children gather closely beside the decorated tree. They lean into one another with affectionate smiles in the warmly lit room.

FRAMING & MOVEMENT

Intimate medium group portrait. The illuminated tree anchors the right side while the family fills the left and center.

STORY FUNCTION

Complete the family's emotional arc with togetherness. This is the fullest expression of what the sender's support helps make possible in the story.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The image fades to black before the film returns to the sender. The dark interval belongs to this outgoing shot.

05 / STORYBOARD **SHOT 16**

00:49.133 - 00:52.633 / 3.500 SEC

A quiet cafe.



Frame at 00:50.333 / 00:50:10 @ 30 fps



Frame at 00:52.000 / 00:52:00 @ 30 fps

ACTION

An evening exterior introduces a cafe. Warm windows, outdoor tables and a dark green awning sit beneath the prominent CAFE sign.

FRAMING & MOVEMENT

Wide establishing composition with a gentle approach. The warmly lit interior contrasts with the darker street outside.

STORY FUNCTION

Return to the sender's world and create a quiet pause after the family celebration. The new location prepares her response.

ON-SCREEN TEXT / ENGLISH

CAFE

EDIT / CONTINUITY NOTE

A cross-dissolve leads inside around 00:52.333-00:52.967. The edit map splits it at 00:52.633; this is a midpoint, not a hard cut.

05 / STORYBOARD **SHOT 17**

00:52.633 - 00:55.300 / 2.667 SEC

The sender reconnects.



Frame at 00:53.500 / 00:53:15 @ 30 fps



Frame at 00:54.833 / 00:54:25 @ 30 fps

ACTION

The young woman sits alone at a cafe table with a cup. In a yellow sweater, she raises her phone and looks at its screen against a warm brick background.

FRAMING & MOVEMENT

Seated medium-wide portrait. The table and cup establish a quiet personal moment, while her gaze directs attention to the handset.

STORY FUNCTION

Prepare the emotional return to the sender. Her action invites the next insert to reveal what she is seeing.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The shot enters through the cafe dissolve. The yellow sweater links her visually to the earlier yellow blouse.

05 / STORYBOARD **SHOT 18**

00:55.300 - 00:57.467 / 2.167 SEC

Family on the screen.



Frame at 00:55.833 / 00:55:25 @ 30 fps



Frame at 00:57.167 / 00:57:05 @ 30 fps

ACTION

Her hands hold the phone with the four family members filling its screen. Their faces remain together in a warm, smiling portrait.

FRAMING & MOVEMENT

Close handset insert. The phone is centered between her hands, making the family image the only important visual information.

STORY FUNCTION

Bring the people from the opening photograph back to her. The device now carries an emotional response as well as financial support.

ON-SCREEN TEXT

No advertising copy in this shot.

EDIT / CONTINUITY NOTE

The family image moves subtly, but there is no explicit live-call interface. The board identifies it as family on her screen.

05 / STORYBOARD **SHOT 19**

00:57.467 - 01:02.667 / 5.200 SEC

Relief returns.



Frame at 00:58.167 / 00:58:05 @ 30 fps



Frame at 01:00.333 / 01:00:10 @ 30 fps

ACTION

A close view shows the sender smiling tenderly. Her eyes lift from the phone and she makes a small head tilt as her expression settles into warmth.

FRAMING & MOVEMENT

Soft, intimate close-up against the blurred cafe interior. The restrained movement allows her face to carry the ending of the story.

STORY FUNCTION

Resolve the wistful expression from the mirror scene. Care has reached the family, and a feeling of connection returns to her.

ON-SCREEN TEXT

No advertising copy in this shot.

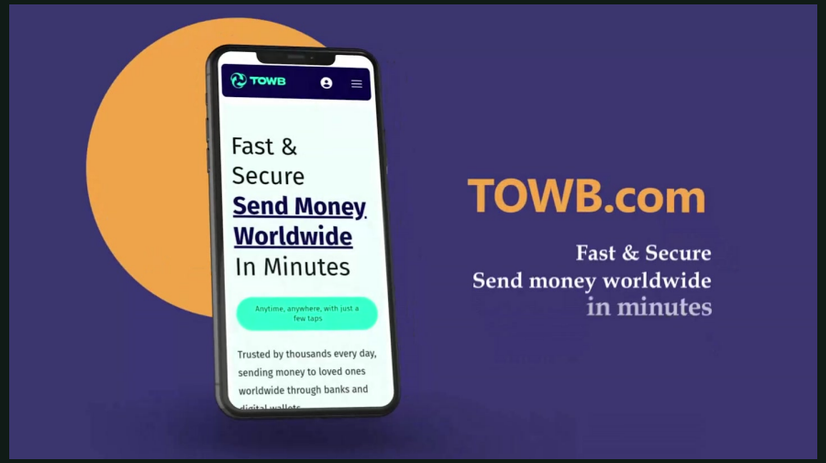
EDIT / CONTINUITY NOTE

The close-up fades toward black before the product graphic. Its 5.200-second window includes that outgoing pause.

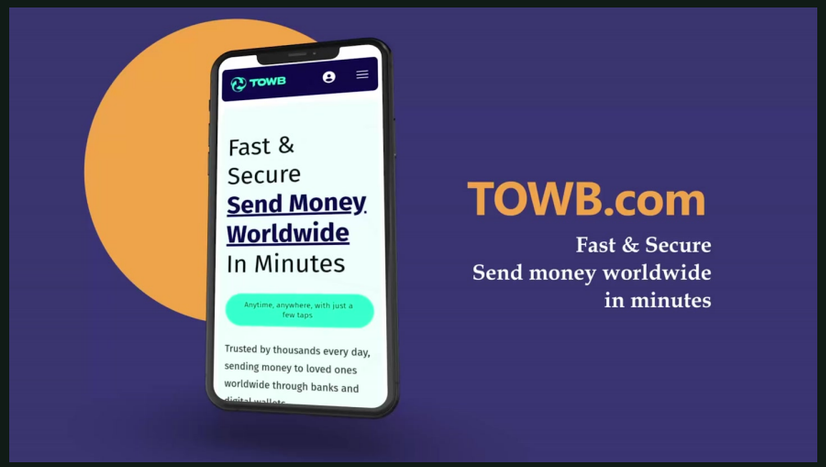
06 / THE FINAL IMPRESSION SHOT 20

01:02.667 - 01:10.133 / 7.467 SEC

Remember the way home.



Product entrance / Frame at 01:04.000



Website and benefit hold / Frame at 01:07.667

ON SCREEN

On a purple background, a phone rotates and settles beside a growing orange circle. TOWB.com and the benefit copy resolve alongside the website display, then hold before black.

FINAL BRAND COPY / ENGLISH

TOWB.com

“Fast & Secure
Send money worldwide in minutes”

ENDING & SOURCE NOTES

The graphic cuts to black at 01:09.700; the final 13-frame tail ends at 01:10.133.

Every storyboard image and time range comes from the supplied film. Two frames on a page show moments within that shot. Story-function notes are editorial interpretation; the sound treatment on page 06 is proposed.