A TOWB BRAND FILM

# An epic fortune.
## One modern answer.

Endless treasure. A difficult journey.
A present-day twist.

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

**64.63 SEC / LANDSCAPE / 29.97 FPS**





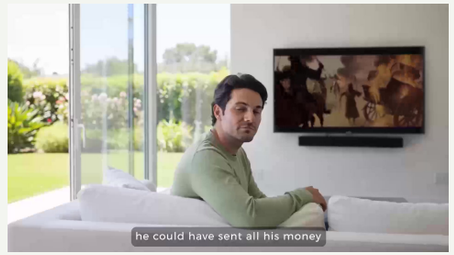




01 / WHY THIS FILM EXISTS

# From heavy treasure to a modern choice.

Use Korah's treasure and difficult journeys as the setup. Reveal a modern viewer who introduces TOWB, then return to Korah for the comic payoff.




01

## Build the spectacle

Show endless gold, a palace, oversized keys and a caravan. Make the physical effort of moving the fortune the central visual idea.

02

## Reveal the problem

Moving the treasure needs people, horses and time. Mounted raiders introduce danger and set up the film's shift to the present day.

03

## Land the joke

Reveal the story playing on a television. The modern viewer introduces TOWB; Korah answers from the past, followed by the brand reveal.

INTENDED TAKEAWAY

**Creative message: a legendary fortune meets a modern way to move money.**

02 / THE FILM AT A GLANCE

# An epic journey, a modern reveal, a comic payoff.

**01 Meet Korah among the gold**
00:00.000 - 00:05.973 / 5.97 s

**02 Reveal the treasure hall**
00:05.973 - 00:10.744 / 4.77 s

**03 Face a mountain of treasure**
00:10.744 - 00:13.814 / 3.07 s

**04 Let the fortune fill the world**
00:13.814 - 00:18.852 / 5.04 s

**05 Even the keys need carriers**
00:18.852 - 00:26.793 / 7.94 s

**06 Move a fortune across the desert**
00:26.793 - 00:35.536 / 8.74 s

**07 Korah leads the convoy**
00:35.536 - 00:40.040 / 4.50 s

**08 The raiders emerge**
00:40.040 - 00:44.444 / 4.40 s

**09 Reveal the present-day viewer**
00:44.444 - 00:51.952 / 7.51 s

**10 Korah delivers the punchline**
00:51.952 - 00:56.189 / 4.24 s

**11 TOWB: To Wallets & Banks**
00:56.189 - 01:04.631 / 8.44 s

FORMAT: 1920 x 1080 px / 16:9 / 29.97 fps (30000/1001) / 64.63 seconds / Cinematic brand film

Boards follow cuts and distinct action beats; transitions belong to the incoming section. Source frames retain the original subtitles, quoted here as film copy with punctuation normalized. Story function and production direction are editorial notes.

03 / STORYBOARD SHOT 01

# Meet Korah among the gold

00:00.000 - 00:05.973 / 5.97 SEC




Frame at 00:00.400




Frame at 00:05.572

## ACTION

Show the crowned, bearded Korah seated amid coins, jewels and open treasure chests. He lets a stream of gold fall through his raised hand, then reaches down into the surrounding treasure.

## FRAMING & MOVEMENT

Use a warm, frontal medium-wide view. Ease outward to reveal more of the gold-covered floor while keeping Korah near the centre.

## STORY FUNCTION

Introduce the protagonist and establish the extravagant scale of his fortune.

## PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Back in the 13th century, there lived a ridiculously wealthy man named Korah.' Preserve his crown, embroidered gold robe and the falling-coin action.**

**03 / STORYBOARD** **SHOT 02**

# Reveal the treasure hall

00:05.973 - 00:10.744 / 4.77 SEC




Frame at 00:06.240




Frame at 00:10.410

## ACTION

Cut to Korah standing full-length in a monumental hall. Gold covers the floor and fills raised vessels around him as overhead light cuts through the dim interior.

## FRAMING & MOVEMENT

Hold a centred frontal composition and gradually widen. Retain the columns, torchlight and shaft of light above the still figure.

## STORY FUNCTION

Expand his wealth from a personal pile into an entire architectural setting.

## PRODUCTION DIRECTION

**VISIBLE SUBTITLE: 'For Korah gold was as common as sand in the desert.' Keep the hall darker than the opening while preserving warm highlights on the gold.**

**03 / STORYBOARD** **SHOT 03**

# Face a mountain of treasure

00:10.744 - 00:13.814 / 3.07 SEC




Frame at 00:11.078




Frame at 00:13.580

### ACTION

Move behind Korah as he stands with his hands clasped behind his back, facing an enormous mound of coins and jewels in a bright palace courtyard.

### FRAMING & MOVEMENT

Begin with his crowned head and shoulders against the treasure. Pull back to show his robe, the mound and the symmetrical palace facade.

### STORY FUNCTION

Use his body as a scale reference for the almost immeasurable fortune.

### PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Nobody knows exactly how much wealth Korah had.' Keep the palace, treasure mound and rear view aligned as the frame opens out.**

**03 / STORYBOARD** **SHOT 04**

# Let the fortune fill the world

00:13.814 - 00:18.852 / 5.04 SEC




Frame at 00:14.481




Frame at 00:18.485

**ACTION**

Continue the courtyard shot. Korah becomes a gold-toned silhouette and dissolves into the treasure effect. Keep pulling back until gold and jewels dominate the courtyard.

**FRAMING & MOVEMENT**

Treat this as the next action beat in the same moving shot. Transition from the visible figure to a wide, figure-free view of the palace and treasure.

**STORY FUNCTION**

Push the scale beyond the character and complete the visual exaggeration.

**PRODUCTION DIRECTION**

**VISIBLE SUBTITLES: 'But history tells us it was beyond imagination.' Carry over the preceding subtitle briefly during the transformation; preserve the gold-particle bridge and continuous pullback.**

03 / STORYBOARD SHOT 05

# Even the keys need carriers

00:18.852 - 00:26.793 / 7.94 SEC




Frame at 00:19.219




Frame at 00:26.360

### ACTION

Show a long procession of muscular men carrying enormous ornate golden keys over their shoulders. They advance through a dusty desert, passing close to the camera.

### FRAMING & MOVEMENT

Use a low, wide view along the procession. Let foreground carriers cross toward screen right while the line recedes deep into the background.

### STORY FUNCTION

Turn the wealth into a physical burden with one instantly readable visual idea.

### PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'So much, in fact that hundreds of strong men were needed just to carry the keys to his treasure vault.' Preserve the oversized keys, marching rhythm and dusty sunset light.**

**03 / STORYBOARD** **SHOT 06**

# Move a fortune across the desert

00:26.793 - 00:35.536 / 8.74 SEC




Frame at 00:27.261




Frame at 00:34.968

### ACTION

Reveal a long line of horse-drawn wagons loaded with gold and chests. White-robed attendants walk beside the convoy as it winds across the dunes.

### FRAMING & MOVEMENT

Open in an elevated wide view along the curved caravan. Descend and move closer as the leading horses and loaded wagons pass through the foreground.

### STORY FUNCTION

Make the labour, distance and logistics of moving physical wealth visible.

### PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Whenever he wanted to move his money from one country to another, it took thousands of horses, workers, and more to get the job done.' Keep the convoy continuous and the desert shadows long.**

**03 / STORYBOARD** **SHOT 07**

# Korah leads the convoy

00:35.536 - 00:40.040 / 4.50 SEC




Frame at 00:35.869




Frame at 00:39.540

## ACTION

Show Korah riding a dark horse at the front of the convoy. He passes the camera, followed by treasure wagons and attendants moving through dense golden dust.

## FRAMING & MOVEMENT

Start near ground level, facing the approaching rider. Let him and the wagons travel past toward screen right, exposing the distant horizon behind them.

## STORY FUNCTION

Connect the transportation effort directly to Korah before revealing the threat.

## PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Korah tried every method to move his money quickly and safely.' Preserve the forward momentum and dusty handoff into the approaching riders.**

**03 / STORYBOARD** **SHOT 08**

# The raiders emerge

00:40.040 - 00:44.444 / 4.40 SEC




Frame at 00:41.208




Frame at 00:44.144

## ACTION

Continue through the clearing dust to reveal a broad line of mounted raiders. Black-clad riders charge toward the camera on pale horses with curved swords raised.

## FRAMING & MOVEMENT

Begin with distant silhouettes, then let the charge fill a frontal wide frame. Keep the main riders readable against the warm dust and blue sky.

## STORY FUNCTION

Introduce the danger that defeats the scale and effort of the convoy.

## PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Yet bandits still managed to steal from him.' The theft is described by the subtitle; the visible action is the approaching charge. Preserve that distinction.**

**03 / STORYBOARD** **SHOT 09**

# Reveal the present-day viewer

00:44.444 - 00:51.952 / 7.51 SEC




Frame at 00:45.412




Frame at 00:51.518

## ACTION

Pull rapidly back from the raiders to reveal them on a wall-mounted television. A man in a pale green top turns from the screen to address the camera from a white sofa.

## FRAMING & MOVEMENT

Use the fast zoom-out as the bridge into a bright living room. Settle into a medium-wide view with the viewer left of the television and an open garden view behind him.

## STORY FUNCTION

Reframe the historical spectacle as a watched story and introduce the modern brand answer.

## PRODUCTION DIRECTION

**VISIBLE SUBTITLES: 'Poor Korah. If he'd been born today, he could have sent all his money abroad with TOWB low fees, no losses.' Retain this as the film's supplied copy and keep the television action visible.**

**03 / STORYBOARD** **SHOT 10**

# Korah delivers the punchline

00:51.952 - 00:56.189 / 4.24 SEC




Frame at 00:52.786




Frame at 00:55.489

**ACTION**

Use a bright, blurred transition to return to Korah riding at the head of the convoy. He looks toward the camera and delivers the response, with loaded wagons following behind.

**FRAMING & MOVEMENT**

Use a frontal medium view of Korah above the horse's head. Keep his crown, face and hands centred, with the wagons framing him on both sides.

**STORY FUNCTION**

Let the historical character answer the modern viewer and complete the joke.

**PRODUCTION DIRECTION**

**VISIBLE SUBTITLES: 'Wish I'd been born in the future. So I could just use TOWB.' Preserve the direct-to-camera delivery, royal wardrobe and dry comic expression.**

04 / THE FINAL IMPRESSION

# TOWB: To Wallets & Banks

00:56.189 - 01:04.631 / 8.44 SEC



Frame at 00:57.057




Frame at 01:04.298

## ACTION

Cut to a clean pale background. Animate the turquoise-and-navy circular symbol, reveal the TOWB wordmark alongside it, then build the small line underneath and hold the completed logo.

## FRAMING & MOVEMENT

Keep the identity centred with generous empty space. Let the symbol resolve before the wordmark and the final supporting line finish appearing.

## STORY FUNCTION

Close the comic story with a clear, uncluttered brand memory.

## PRODUCTION DIRECTION

**END COPY: TOWB / TO Wallets & Banks. Preserve the staged symbol-to-wordmark reveal, navy lettering and turquoise accents; hold the finished lockup through the end.**