A TOWB BRAND FILM

Someone's got your back.

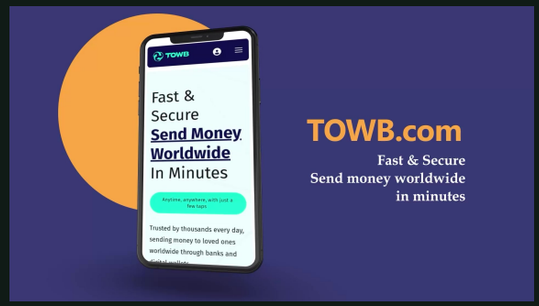
A brother's new beginning and a sister's support become a personal introduction to moving money with care.

The creative blueprint of the supplied film: source frames, shot timing, performance direction and campaign intent.





THE HUMAN CONNECTION



THE BRAND INVITATION

55.62 SEC / 16:9 / 29.97 FPS / 14 SHOTS

SOURCE sister-and-brother.mp4

01 / WHY THIS FILM EXISTS

Make financial support feel personal.

Frame money transfer as an act of support at the start of something new. A brother's gratitude and his sister's encouragement establish the emotional value; her advice then connects that reassurance to a considered choice of transfer service.

01

Establish the new start

Open on the work setting and practical preparation. Let his gratitude reveal that help has already arrived, giving the conversation an emotional purpose before the film introduces any service advice.

02

Let care guide the choice

Her encouragement turns into advice about looking after money from day one. Keep that guidance warm and personal, so the recommendation grows naturally out of the sibling relationship.

03

Resolve to reassurance

Give their reactions room to land, then move into the TOWB website card. The closing identity connects the sibling exchange with a clear service name and a visible next step.

INTENDED TAKEAWAY

Remember TOWB through the feeling behind the transfer: someone has your back.

02 / THE FILM AT A GLANCE

One conversation. Fourteen shots.

PART 1 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
01	**A working world**	00:00.000 - 00:04.404	4.404 s	Establish the setting
02	**Hands at work**	00:04.404 - 00:07.508	3.103 s	Practical preparation
03	**Gratitude across the pause**	00:07.508 - 00:11.011	3.504 s	Voice bridge
04	**A voice of understanding**	00:11.011 - 00:14.181	3.170 s	Empathy
05	**Making the start easier**	00:14.181 - 00:16.984	2.803 s	Personal support
06	**Someone has his back**	00:16.984 - 00:20.521	3.537 s	Emotional payoff
07	**Encouraging the ambition**	00:20.521 - 00:23.590	3.070 s	Encouragement

Picture timings use 30000/1001 fps (29.97), with inclusive starts and exclusive ends. Listed source-frame ranges on the shot pages include both endpoints. Shot 03 retains the fade and 43-frame black hold.

02 / THE FILM AT A GLANCE

One conversation. Fourteen shots.

PART 2 OF 2 / SELECT A ROW TO OPEN ITS SHOT PAGE

SHOT	CONTENT	TIME RANGE	LENGTH	STORY ROLE
08	**Take care from day one**	00:23.590 - 00:27.361	3.770 s	Advice / listening
09	**Care becomes guidance**	00:27.361 - 00:33.567	6.206 s	Service rationale
10	**A simple agreement**	00:33.567 - 00:34.835	1.268 s	Agreement
11	**Reassurance in a smile**	00:34.835 - 00:37.004	2.169 s	Closing reaction
12	**The phone comes down**	00:37.004 - 00:40.140	3.136 s	Close the call
13	**Space to breathe**	00:40.140 - 00:46.413	6.273 s	Emotional release
14	**TOWB: the next step**	00:46.413 - 00:55.622	9.209 s	Brand / website

The wide-to-close office move and the animated end card each remain one continuous shot. Fade boundaries use the first visible incoming frame; hidden cuts within black cannot be visually localized.

03 / STORYBOARD **SHOT 01**

00:00.000 - 00:04.404 / 4.404 SEC

A working world



FRAME A / 00:01.502 / SOURCE FRAME 45



FRAME B / 00:04.004 / SOURCE FRAME 120

ACTION & PERFORMANCE

Wooden shelves, jars, small boxes, hanging clothes and a posted worksheet establish a warm workshop before the people are introduced.

FRAMING & MOVEMENT

An environmental view glides along and closer to the shelving. A concrete pillar passes across the composition; soft window light and shallow focus give the materials texture.

STORY FUNCTION

Give the brother's new beginning a practical setting before the phone conversation reveals the emotional support behind it.

ON-SCREEN TEXT & GRAPHICS

No principal campaign copy. The workshop worksheet is incidental and not reliably readable.

AUDIO / WORKING ANALYSIS*

Soft, melodic piano begins under the opening and continues through the workshop details. No dialogue is identified in this opening shot.

EDIT / Opening fade from black; hard cut to the box at frame 132.

SOURCE FRAMES 0-131 / 132 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 02**

00:04.404 - 00:07.508 / 3.103 SEC

Hands at work



FRAME A / 00:04.838 / SOURCE FRAME 145



FRAME B / 00:07.007 / SOURCE FRAME 210

ACTION & PERFORMANCE

The man lowers an open cardboard box onto the wooden workbench and brings his hands onto its flaps and edges.

FRAMING & MOVEMENT

A close detail includes torso, forearms and carton while keeping his face out of frame. The view is largely fixed, letting his hands and the box carry the movement.

STORY FUNCTION

Make the new working context tangible through a simple physical action, without introducing a product explanation yet.

ON-SCREEN TEXT & GRAPHICS

No principal text or brand graphic. The contents of the box are not shown.

AUDIO / WORKING ANALYSIS*

The soft piano continues across the cut, maintaining an unhurried tone before the conversation begins.

EDIT / Hard cut to the rear workshop view at frame 225.

SOURCE FRAMES 132-224 / 93 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 03**

00:07.508 - 00:11.011 / 3.504 SEC

Gratitude across the pause



FRAME A / 00:07.875 / SOURCE FRAME 236



FRAME B / 00:08.509 / SOURCE FRAME 255

ACTION & PERFORMANCE

Seen from behind, the brother turns slightly toward the window-side workspace. The image dims into black while his opening thank-you introduces the call.

FRAMING & MOVEMENT

Rear medium view with his shoulders central and shelves beyond. Small head movement gives way to a fade and a sustained black interval.

STORY FUNCTION

Bridge the practical opening into the emotional exchange: he acknowledges the help before his sister appears.

ON-SCREEN TEXT & GRAPHICS

No campaign text. Frames 287-329 are fully black and remain included in this shot's duration.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Brother, over the transition: "Maya, I just got it. Thank you."

EDIT / Fade through black; the incoming image first appears at frame 330.

SOURCE FRAMES 225-329 / 105 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD SHOT 04

00:11.011 - 00:14.181 / 3.170 SEC

A voice of understanding



FRAME A / 00:11.745 / SOURCE FRAME 352



FRAME B / 00:13.814 / SOURCE FRAME 414

ACTION & PERFORMANCE

An extreme close-up isolates the sister's mouth as she speaks, with the phone and fingertips beside her cheek.

FRAMING & MOVEMENT

Lips, lower nose, cheek and handset fill the frame. The image fades up into an almost fixed view, with speech movement as the visual focus.

STORY FUNCTION

Introduce her empathy at an intimate scale before revealing her face and the wider office.

ON-SCREEN TEXT & GRAPHICS

No principal on-screen copy; only incidental handset details.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Sister: "I know how hard the beginning can be."

EDIT / Fade up from black; hard cut to the office portrait at frame 425.

SOURCE FRAMES 330-424 / 95 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

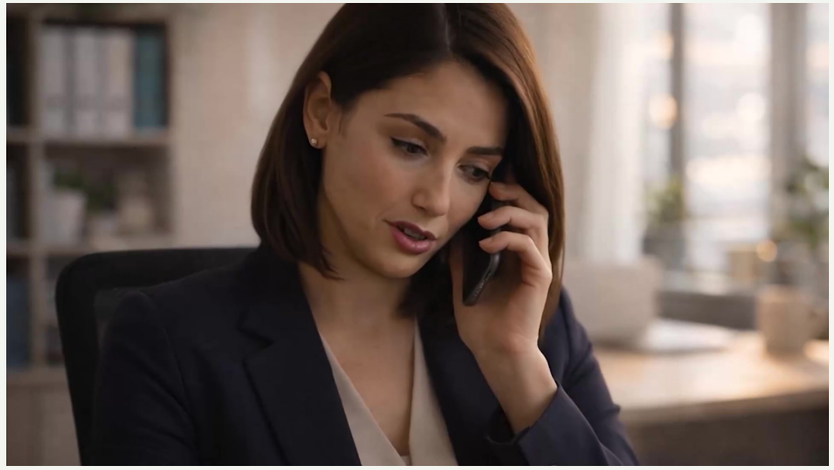
03 / STORYBOARD **SHOT 05**

00:14.181 - 00:16.984 / 2.803 SEC

Making the start easier



FRAME A / 00:14.681 / SOURCE FRAME 440



FRAME B / 00:16.550 / SOURCE FRAME 496

ACTION & PERFORMANCE

The sister sits in an office chair, phone at her ear, speaking with a lowered gaze and a gentle expression.

FRAMING & MOVEMENT

Medium close-up in a three-quarter frontal view. Her navy blazer and pale blouse sit against softly focused shelves and window light; framing remains mostly steady.

STORY FUNCTION

Reveal the person offering support and make her intention clear: she wants his beginning to feel easier.

ON-SCREEN TEXT & GRAPHICS

No principal campaign text or brand graphic overlays the conversation.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Sister: "I just wanted to make it a little easier for you."

EDIT / Hard cut to the brother's workshop reply at frame 509.

SOURCE FRAMES 425-508 / 84 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 06**

00:16.984 - 00:20.521 / 3.537 SEC

Someone has his back



FRAME A / 00:17.618 / SOURCE FRAME 528



FRAME B / 00:19.953 / SOURCE FRAME 598

ACTION & PERFORMANCE

The brother smiles broadly with the phone at his ear, then speaks with a relaxed, animated expression.

FRAMING & MOVEMENT

Frontal medium close-up with face and handset prominent against blurred workshop shelves. Small head movements and the change in his smile carry the beat.

STORY FUNCTION

State the emotional value of the help: he feels supported, giving the film its central human idea.

ON-SCREEN TEXT & GRAPHICS

No principal on-screen text or readable transaction interface.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Brother: "It really helps. Feels like someone's got my back."

EDIT / Hard cut back to the sister at frame 615.

SOURCE FRAMES 509-614 / 106 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 07**

00:20.521 - 00:23.590 / 3.070 SEC

Encouraging the ambition



FRAME A / 00:21.088 / SOURCE FRAME 632



FRAME B / 00:23.156 / SOURCE FRAME 694

ACTION & PERFORMANCE

The sister continues the call, shifting her gaze and tilting her head slightly as she encourages him.

FRAMING & MOVEMENT

Medium close-up matched to her earlier office coverage. Soft window light and a shallow background preserve continuity within a largely fixed composition.

STORY FUNCTION

Validate what he is building before the conversation turns toward taking care of his money.

ON-SCREEN TEXT & GRAPHICS

No campaign graphic or message text is added to the office image.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Sister: "You're building something important, Michael."

EDIT / Hard cut to his listening reaction at frame 707.

SOURCE FRAMES 615-706 / 92 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 08**

00:23.590 - 00:27.361 / 3.770 SEC

Take care from day one



FRAME A / 00:24.191 / SOURCE FRAME 725



FRAME B / 00:26.793 / SOURCE FRAME 803

ACTION & PERFORMANCE

The brother listens with the phone at his cheek. His expression settles into an attentive, restrained smile while his sister's voice continues.

FRAMING & MOVEMENT

Tight frontal medium close-up; eye and facial movements provide the response while the workshop stays softly visible behind him.

STORY FUNCTION

Let the advice land through the listener's reaction. Her voice carries the message across the visual cut.

ON-SCREEN TEXT & GRAPHICS

No principal on-screen text; the footage does not display a transfer amount, speed or confirmation.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Sister, over his reaction: "So take care of your money from day one."

EDIT / Her advice bridges into the wider office setup at frame 820.

SOURCE FRAMES 707-819 / 113 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 09**

00:27.361 - 00:33.567 / 6.206 SEC

Care becomes guidance



FRAME A / 00:28.095 / SOURCE FRAME 842



FRAME B / 00:32.599 / SOURCE FRAME 977

ACTION & PERFORMANCE

At her desk, the sister speaks with more emphasis and small free-hand gestures. The wider view includes more of her torso, the tabletop and the laptop edge.

FRAMING & MOVEMENT

Stable medium seated composition, wider than her earlier portraits. The extra space allows her longer passage and gestures to breathe.

STORY FUNCTION

Connect personal care to choosing a safe, simple and reliable service, then express the film's forward-looking idea.

ON-SCREEN TEXT & GRAPHICS

No campaign overlay. Laptop and phone interfaces remain unreadable.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Sister: "Use a service that's safe, simple, and reliable. When money moves right, everything else moves forward."

EDIT / Hard cut to the brother's brief agreement at frame 1006.

SOURCE FRAMES 820-1005 / 186 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD SHOT 10

00:33.567 - 00:34.835 / 1.268 SEC

A simple agreement



FRAME A / 00:33.834 / SOURCE FRAME 1014



FRAME B / 00:34.568 / SOURCE FRAME 1036

ACTION & PERFORMANCE

The brother gives a brief smiling reply, with the phone still at his ear and a small tilt of his head.

FRAMING & MOVEMENT

Frontal medium close-up consistent with his workshop coverage. The steady view gives the short response a clear punctuation point.

STORY FUNCTION

Confirm that her guidance has been accepted and bring the spoken exchange toward its close.

ON-SCREEN TEXT & GRAPHICS

No principal on-screen campaign copy.

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Brother: "You are right."

EDIT / A short 38-frame reply; hard cut back to her at frame 1044.

SOURCE FRAMES 1006-1043 / 38 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 11**

00:34.835 - 00:37.004 / 2.169 SEC

Reassurance in a smile



FRAME A / 00:35.369 / SOURCE FRAME 1060



FRAME B / 00:36.603 / SOURCE FRAME 1097

ACTION & PERFORMANCE

The sister tilts her head toward the handset and smiles gently, holding a relaxed seated pose.

FRAMING & MOVEMENT

A return to tighter office coverage. Stable framing and small expression changes keep the emphasis on the relationship.

STORY FUNCTION

Give the exchange a warm personal finish before either character lowers the phone.

ON-SCREEN TEXT & GRAPHICS

No principal on-screen text or graphic.

AUDIO / WORKING ANALYSIS*

Soft piano continues under her listening smile. No additional spoken line is identified in this reaction beat.

EDIT / Hard cut to the brother ending the call at frame 1109.

SOURCE FRAMES 1044-1108 / 65 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

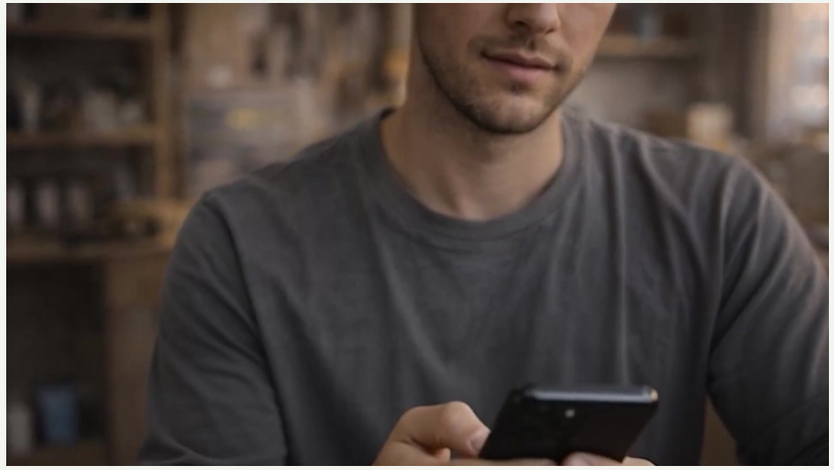
03 / STORYBOARD **SHOT 12**

00:37.004 - 00:40.140 / 3.136 SEC

The phone comes down



FRAME A / 00:37.538 / SOURCE FRAME 1125



FRAME B / 00:39.606 / SOURCE FRAME 1187

ACTION & PERFORMANCE

The brother finishes with a smile, lowers the phone from his ear and looks down at it. He touches the screen as the framing follows the handset.

FRAMING & MOVEMENT

A medium close-up gradually reframes downward toward chest, hands and device; the upper face moves toward the frame edge.

STORY FUNCTION

Close his side of the conversation with a physical action and leave the feeling of support intact.

ON-SCREEN TEXT & GRAPHICS

The handset faces him. No readable transfer or confirmation screen is shown, so the touch is not presented as a demonstrated payment.

AUDIO / WORKING ANALYSIS*

The piano continues through the phone-lowering action. No further dialogue is identified in this shot.

EDIT / Hard cut to the wide office view at frame 1203.

SOURCE FRAMES 1109-1202 / 94 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

03 / STORYBOARD **SHOT 13**

00:40.140 - 00:46.413 / 6.273 SEC

Space to breathe



FRAME A / 00:40.641 / SOURCE FRAME 1218



FRAME B / 00:43.710 / SOURCE FRAME 1310

ACTION & PERFORMANCE

A wide office view reveals the sister beside her desk and city-facing windows. She lowers the phone, touches her hair and settles back as the scene dims.

FRAMING & MOVEMENT

One continuous advancing and lateral reframing moves from the wide office toward a closer seated profile. Open desk space and window light support the calmer finish.

STORY FUNCTION

Allow the human exchange to resolve before introducing the explicit service name and website.

ON-SCREEN TEXT & GRAPHICS

No principal campaign text. The fade and near-black tail remain inside this shot's range.

AUDIO / WORKING ANALYSIS*

The soft piano sustains the quiet closing reaction and bridges toward the brand card.

EDIT / Fade through near-black; the graphic first appears at frame 1391.

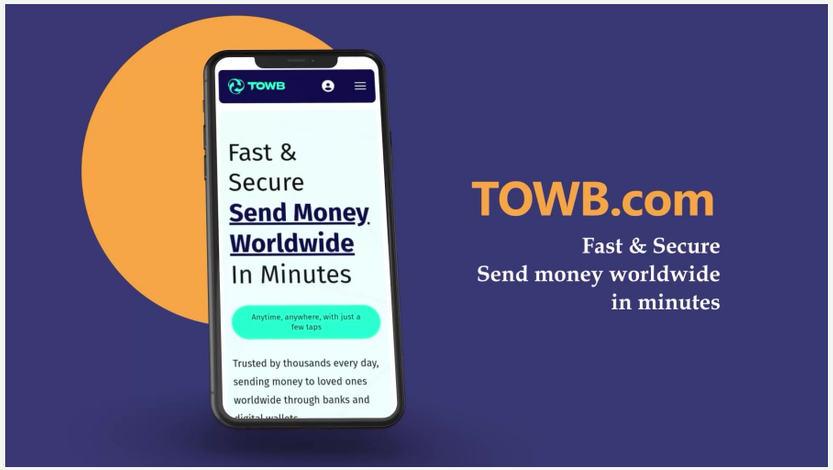
SOURCE FRAMES 1203-1390 / 188 FRAMES

*Working automated transcription/sound analysis; see source notes on page 20.

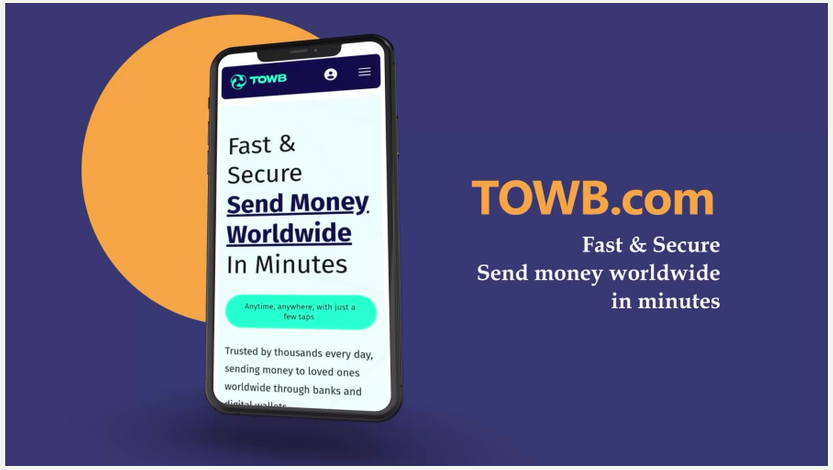
03 / STORYBOARD **SHOT 14**

00:46.413 - 00:55.622 / 9.209 SEC

TOWB: the next step



FRAME A / 00:49.116 / SOURCE FRAME 1472



FRAME B / 00:53.053 / SOURCE FRAME 1590

ACTION & PERFORMANCE

An animated smartphone appears over deep purple and an orange circle. Website and message build beside it; the complete card holds, then fades down.

FRAMING & MOVEMENT

Full-frame graphic with phone left of centre and copy to the right. Phone orientation, circular accent and staged text animation form one continuous closing shot.

STORY FUNCTION

Connect the feeling of support to a clear brand and next step: TOWB.com.

ON-SCREEN TEXT & GRAPHICS

"TOWB.com" / "Fast & Secure" / "Send money worldwide in minutes". The phone repeats the headline and adds "Anytime, anywhere, with just a few taps".

DIALOGUE / WORKING ENGLISH TRANSCRIPT*

Narrator: "TOWB, best way to transfer money worldwide."
The piano reaches a gentle conclusion.

EDIT / Continuous end-card animation and closing fade through frame 1666.
SOURCE FRAMES 1391-1666 / 276 FRAMES
*Working automated transcription/sound analysis; see source notes on page 20.

04 / SOUND AND MESSAGING

Let care lead the message.

A gentle piano bed connects the workshop, office and final card. The conversation moves from gratitude to encouragement and practical guidance, then leaves room for quiet reactions before the closing narration.

01 / DIALOGUE

A private conversation

Keep the sibling exchange warm and natural. The brother's gratitude gives the help emotional meaning; the sister's encouragement leads into service advice. Dialogue belongs to the call, including her voice over his listening image.

02 / MUSIC

A calm emotional thread

Soft, melodic piano sustains the opening, conversation and reactions. The black interval carries a spoken bridge; the calmer office finish lets the relationship settle before the final brand voice and musical conclusion.

03 / MESSAGE

From support to a name

The emotional line is feeling that someone has your back. TOWB and its website arrive explicitly in the end card. The narrator's superlative and the card's speed/security wording remain statements from the supplied commercial.

CLOSING CAMPAIGN COPY / VISUALLY CHECKED

"TOWB.com"

"Fast & Secure" / "Send money worldwide" / "in minutes"

Closing statements above are quoted from the supplied film. See individual shot pages for working dialogue.

05 / SOURCE AND PRODUCTION NOTES

Faithful to the supplied film.

SOURCE SPECIFICATION

Source video	sister-and-brother.mp4
Picture	1920 x 1080 / 16:9 / progressive
Frame rate	30000/1001 fps / 29.97003 fps
Source frames	1,667 frames / zero-based indices
Duration	55.622233 seconds
Audio	Stereo AAC / 48 kHz
Edit structure	14 shots / 11 hard cuts / 2 fade joins
Frame references	28 full source-extracted stills

ORIGINAL GAAJ IDENTITY

Approved artwork retains the original mark, wordmark, divider and complete tagline. White and green appear on the dark cover; black and green on pale interior pages. The logo has no surrounding background.

01 / TIMING CONVENTION

Picture time ranges include the start and exclude the end. Listed source-frame ranges include both endpoints. All 1,667 frames are covered, including opening and closing fades.

02 / TRANSITIONS THROUGH BLACK

Shot 03 retains the 43-frame black hold at frames 287-329. Shots 04 and 14 begin at the first visible incoming image, frames 330 and 1391; a hidden edit within black cannot be localized visually.

03 / WORKING DIALOGUE

English dialogue, names and sound notes come from automated analysis. Lines are grouped by narrative beat and may bridge cuts; they are not word-aligned subtitles. Check exact wording before recording.

04 / SOURCE AND INTERPRETATION

The phone screen does not demonstrate a completed transfer. Closing benefit statements are source campaign copy. Shot roles and performance intent are creative interpretation; camera equipment and lens settings are not inferred.