FLOATING INGREDIENTS. ONE IMPOSSIBLE RITUAL.

Coffee magic.
Made by hand.

An impossible coffee ritual,
performed by gloved hands.

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

10.04 SEC / PORTRAIT / 24 FPS







01 / WHY THIS FILM EXISTS

Turn preparation into spectacle.

One continuous portrait composition transforms floating ingredients into a finished iced coffee, keeping the GAAJ glass at the center of the performance.



01

Visual hook

An empty glass and four suspended ingredients establish an impossible setup immediately.

02

Tactile appeal

Pinching, pouring, splashing and stretching make each ingredient feel distinct and tangible.

03

Brand payoff

The finished drink rests on an open palm, with the GAAJ mark facing the viewer.

INTENDED TAKEAWAY

A familiar coffee becomes a memorable visual performance, with GAAJ present from the first frame to the last.

02 / THE FILM AT A GLANCE

From floating ingredients to the final serve

01 The floating ingredient tableau
00:00.000 - 00:00.500 / 0.50 s

02 Select the coffee bean
00:00.500 - 00:01.833 / 1.33 s

03 Squeeze the bean into coffee
00:01.833 - 00:03.250 / 1.42 s

04 Pour the suspended milk drop
00:03.250 - 00:04.833 / 1.58 s

05 Release the ice and trigger a splash
00:04.833 - 00:06.417 / 1.58 s

06 Press the foam cloud onto the drink
00:06.417 - 00:08.125 / 1.71 s

07 Stretch and release the foam peak
00:08.125 - 00:08.875 / 0.75 s

08 Present the finished GAAJ coffee
00:08.875 - 00:10.042 / 1.17 s

FORMAT: 480 x 854 px / Portrait / 24 fps / 10.04 seconds / Continuous product performance

Eight action beats divide one continuous composition; they are not separate camera cuts. Timing and frames follow the source. Dialogue is not transcribed. Story function and production direction are editorial notes.

03 / STORYBOARD **BEAT 01**

The floating ingredient tableau

00:00.000 - 00:00.500 / 0.50 SEC



Frame at 00:00.000



Frame at 00:00.333

ACTION

A clear GAAJ-branded tumbler floats against black. Above it sit a coffee bean, an ice cube, a white milk drop and a small cloud of foam. A black-gloved hand begins to enter from below left.

FRAMING & MOVEMENT

Fixed, front-facing portrait view. The glass occupies the lower center; four separated ingredients form a loose arc above its rim.

STORY FUNCTION

Show the complete ingredient set and establish the film's gravity-defying visual rule before preparation begins.

PRODUCTION DIRECTION

Keep the full glass and all four ingredients visible. Use crisp edge highlights to separate transparent glass and ice from the black background.

03 / STORYBOARD BEAT 02

Select the coffee bean

00:00.500 - 00:01.833 / 1.33 SEC



Frame at 00:00.833



Frame at 00:01.667

ACTION

The gloved hand reaches toward the suspended coffee bean, grips it between thumb and finger, and brings it above the open glass. The remaining ingredients stay suspended.

FRAMING & MOVEMENT

The camera remains still while the hand travels from the left into the upper center. Leave the glass rim and gold GAAJ mark unobstructed.

STORY FUNCTION

Introduce the hand as the performer and turn a static ingredient display into a deliberate preparation ritual.

PRODUCTION DIRECTION

Make the pinch and repositioning easy to follow. Preserve the ingredient positions, the black backdrop and the glass's orientation.

03 / STORYBOARD BEAT 03

Squeeze the bean into coffee

00:01.833 - 00:03.250 / 1.42 SEC



Frame at 00:02.083



Frame at 00:02.875

ACTION

The fingers compress the bean. A thin, dark stream pours directly from it into the tumbler, forming a shallow coffee layer. As the stream finishes, another gloved hand approaches the white drop.

FRAMING & MOVEMENT

Hold the same composition. The narrow stream bridges the hand and glass; ripples and amber reflections reveal the growing liquid layer.

STORY FUNCTION

Deliver the first impossible transformation: one small bean produces a visible serving of coffee.

PRODUCTION DIRECTION

Keep the stream continuous and aligned with the glass opening. Show the rising liquid level without covering the front-facing brand mark.

03 / STORYBOARD BEAT 04

Pour the suspended milk drop

00:03.250 - 00:04.833 / 1.58 SEC



Frame at 00:03.583



Frame at 00:04.500

ACTION

The hand entering from the right pinches the white drop above the glass. The drop stretches into a pale stream, pouring into the coffee and creating creamy swirls beneath the dark surface.

FRAMING & MOVEMENT

Continue the locked portrait view. The hand occupies the upper right, with the stream leading the eye down to the changing layers inside the glass.

STORY FUNCTION

Add a contrasting texture and color, making the transformation feel richer and more appetizing.

PRODUCTION DIRECTION

Preserve the dark upper layer and the pale, branching swirls below it. Keep the milk stream distinct from the black background.

03 / STORYBOARD BEAT 05

Release the ice and trigger a splash

00:04.833 - 00:06.417 / 1.58 SEC



Frame at 00:05.167



Frame at 00:06.000

ACTION

The hand at upper left grips the floating ice and moves it over the tumbler. Ice drops into the coffee, sending amber liquid and droplets above the rim before the surface begins to settle.

FRAMING & MOVEMENT

The frame stays fixed. The action moves downward from the ice to the glass; the splash provides the strongest burst of movement so far.

STORY FUNCTION

Increase the pace and add a sharp impact between the smooth milk pour and the softer foam transformation.

PRODUCTION DIRECTION

Keep the ice readable before release and the splash clearly above the rim. Maintain enough black space around the glass for the flying droplets.

03 / STORYBOARD **BEAT 06**

Press the foam cloud onto the drink

00:06.417 - 00:08.125 / 1.71 SEC



Frame at 00:06.917



Frame at 00:07.917

ACTION

A gloved hand flattens over the remaining foam cloud and pushes it down toward the rim. The small cloud expands into a broad, smooth white cap across the top of the iced coffee.

FRAMING & MOVEMENT

Use the unchanged front view. The horizontal palm descends through the upper half of the image while the glass remains centered below.

STORY FUNCTION

Complete the ingredient sequence with a soft, sculptural transformation that contrasts with the preceding splash.

PRODUCTION DIRECTION

Show the cloud-to-cap transformation clearly. Keep the foam bright and smooth, with the dark coffee and glass logo visible beneath it.

03 / STORYBOARD BEAT 07

Stretch and release the foam peak

00:08.125 - 00:08.875 / 0.75 SEC



Frame at 00:08.292



Frame at 00:08.667

ACTION

The hand lifts away, pulling a stretchy bridge of foam upward. The bridge separates, leaving a neat pointed peak on the drink as the upper hand withdraws.

FRAMING & MOVEMENT

Stay locked on the glass. The vertical stretch briefly connects the palm to the foam cap, then opens a clean gap between them.

STORY FUNCTION

Give the preparation a satisfying final flourish and reveal the completed drink's distinctive silhouette.

PRODUCTION DIRECTION

Preserve the visible stretch, separation and pointed finish. Allow the upper hand to clear the product before the presentation gesture takes over.

04 / THE FINAL IMPRESSION

Present the finished GAAJ coffee

00:08.875 - 00:10.042 / 1.17 SEC



Frame at 00:09.167



Frame at 00:10.000

ACTION

An open black-gloved palm slides beneath the tumbler and presents the finished drink. Ice and dark coffee remain visible above creamy lower layers, topped by the smooth white foam peak.

FRAMING & MOVEMENT

Maintain the front-facing product view. The glass rests on the supporting palm and shifts gently upward, with the GAAJ logo facing the camera.

STORY FUNCTION

Resolve the performance into a clean product image that combines the drink's layered texture with a clear brand signature.

PRODUCTION DIRECTION

Keep the complete glass, foam peak and supporting palm in frame. Let the final branded product image carry the ending, as it does in the source.