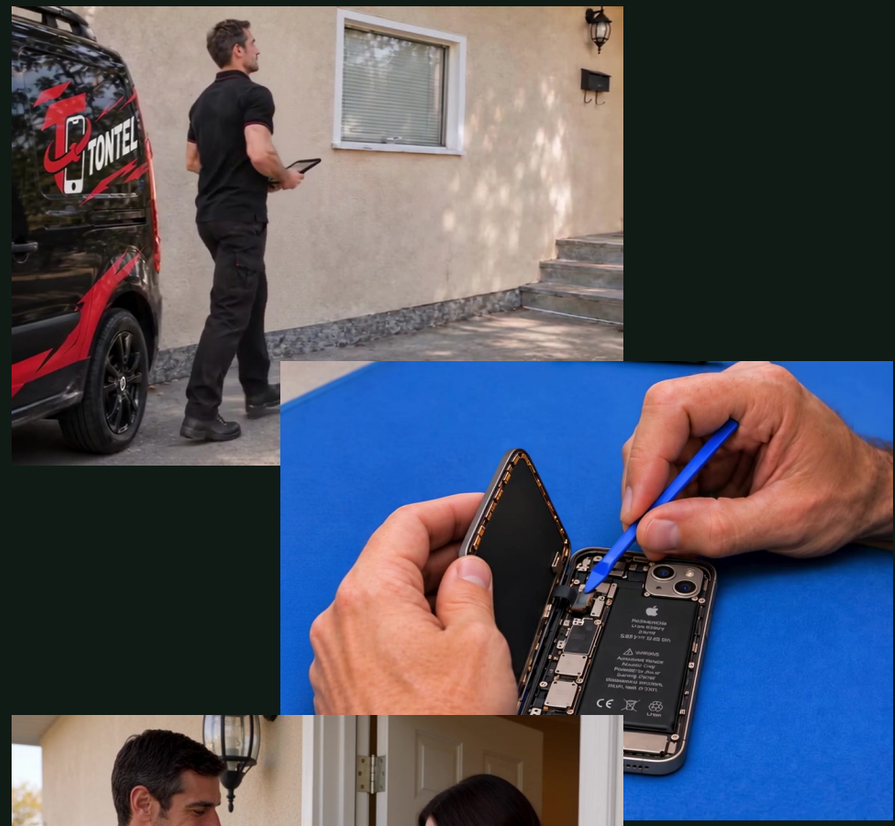
A TONTEL BRAND FILM

Expert repair.
At your doorstep.

A mobile workshop. Precision repair. A satisfied customer.



The creative blueprint for production: shot design, performance direction and campaign intent.

23.50 SEC / LANDSCAPE / 24 FPS

01 / WHY THIS FILM EXISTS

A workshop at your doorstep.

Follow a technician from the customer’s driveway into a fully equipped service van, then back to the door with the repaired phone.



01

Establish the need

Present the cracked screen clearly and connect it to a technician who arrives at the customer’s home.

02

Show precision

Reveal the mobile workshop and use close inserts of controlled tool work to make the repair process tangible.

03

Deliver the result

Return the completed phone at the front door and finish on the customer’s satisfied inspection.

INTENDED TAKEAWAY

A professional repair workshop, brought directly to your door.

02 / THE FILM AT A GLANCE

One mobile workshop. Ten planned shots.

01	00:00.000 - 00:00.333	0.33 s	**The workshop comes to you**
02	00:00.333 - 00:02.583	2.25 s	**Approach the home**
03	00:02.583 - 00:06.167	3.58 s	**Show the damage**
04	00:06.167 - 00:08.500	2.33 s	**Inside the mobile workshop**
05	00:08.500 - 00:09.833	1.33 s	**Set up at the bench**
06	00:09.833 - 00:12.833	3.00 s	**Careful disassembly**
07	00:12.833 - 00:15.833	3.00 s	**Work on the components**
08	00:15.833 - 00:16.833	1.00 s	**Close the repaired phone**
09	00:16.833 - 00:19.500	2.67 s	**The TONTEL service vehicle**
10	00:19.500 - 00:23.500	4.00 s	**A repaired phone, returned**

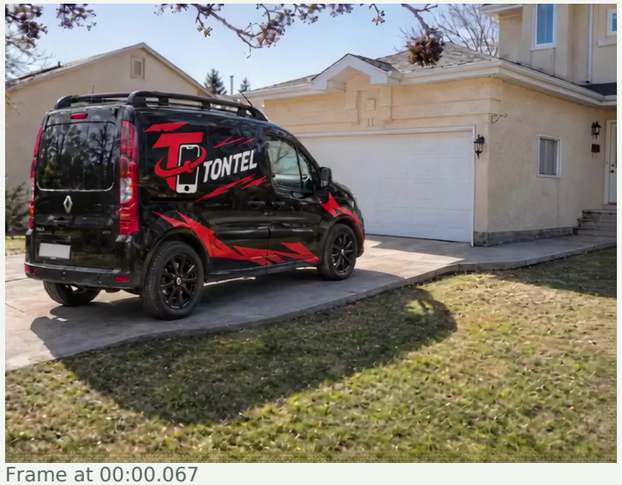
FORMAT: 960 x 720 px / 4:3 / 24 fps / 23.50 seconds

Use paired frames to guide each shot. Preserve the branded van, technician, blue mat and phone continuity. Keep the opening establishing shot brief and the final handover unhurried.

03 / STORYBOARD **SHOT 01**

The workshop comes to you

00:00.000 - 00:00.333 / 0.33 SEC



Frame at 00:00.067



Frame at 00:00.267

ACTION

Establish the black-and-red TONTEL van parked in the driveway of a suburban home. Keep the large side logo readable.

FRAMING & MOVEMENT

Use a brief rear three-quarter exterior view showing the van, garage and house together.

STORY FUNCTION

Introduce a mobile service at the customer’s address.

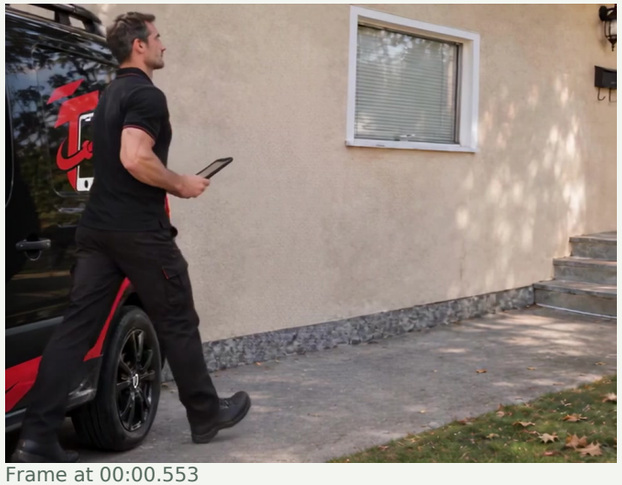
PRODUCTION DIRECTION

Keep this opening establishing flash brief, then cut directly to the technician approaching the house.

03 / STORYBOARD **SHOT 02**

Approach the home

00:00.333 - 00:02.583 / 2.25 SEC



Frame at 00:00.553



Frame at 00:02.403

ACTION

Have the technician walk from beside the branded van toward the front steps, carrying the phone in his hand.

FRAMING & MOVEMENT

Use a medium-wide exterior view with the van at left and the entrance ahead at right.

STORY FUNCTION

Connect the mobile workshop to a personal home visit.

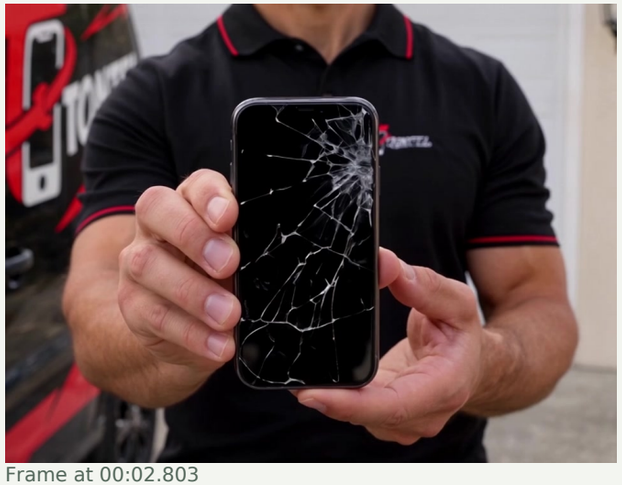
PRODUCTION DIRECTION

Maintain the black polo, black trousers and phone through the approach. Let the movement lead toward the doorway.

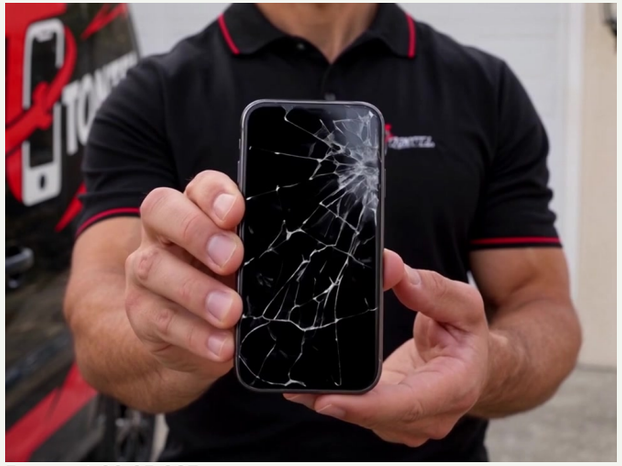
03 / STORYBOARD **SHOT 03**

Show the damage

00:02.583 - 00:06.167 / 3.58 SEC



Frame at 00:02.803



Frame at 00:05.987

ACTION

Present the phone upright toward camera with both hands. Turn it slightly so the extensive cracks remain visible across the dark glass.

FRAMING & MOVEMENT

Cut to a close product view in front of the technician’s torso, with the branded van behind him.

STORY FUNCTION

Make the problem unmistakable before showing the repair process.

PRODUCTION DIRECTION

Keep the entire damaged display in view and use reflections to reveal the fractured surface.

03 / STORYBOARD **SHOT 04**

Inside the mobile workshop

00:06.167 - 00:08.500 / 2.33 SEC



Frame at 00:06.387



Frame at 00:08.320

ACTION

Have the technician open the rear of the van, step into the fitted workshop and position the rolling stool at the bench.

FRAMING & MOVEMENT

Frame through the rear doorway to reveal drawers, work surfaces, overhead lighting and the compact workspace.

STORY FUNCTION

Show that the service vehicle contains a practical repair environment.

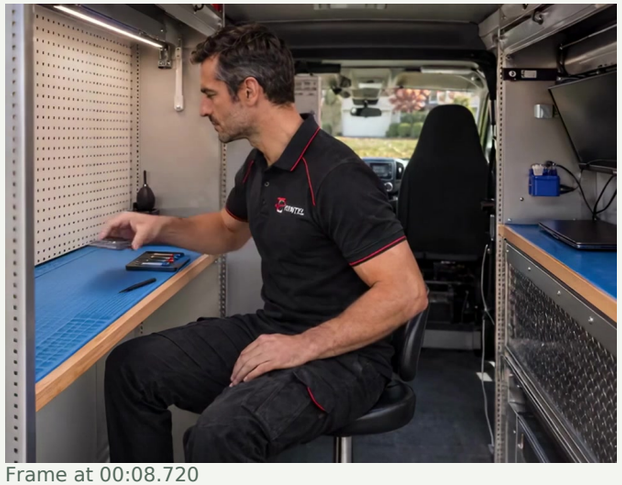
PRODUCTION DIRECTION

Allow the opening doors and interior reveal to explain the mobile workshop visually.

03 / STORYBOARD **SHOT 05**

Set up at the bench

00:08.500 - 00:09.833 / 1.33 SEC



Frame at 00:08.720



Frame at 00:09.653

ACTION

Seat the technician inside the van and have him place the phone on the blue work mat. Let him settle into a focused working posture.

FRAMING & MOVEMENT

Use a side medium view down the interior bench, showing the mat, cabinets and seated technician.

STORY FUNCTION

Bridge the arrival to the technical procedure.

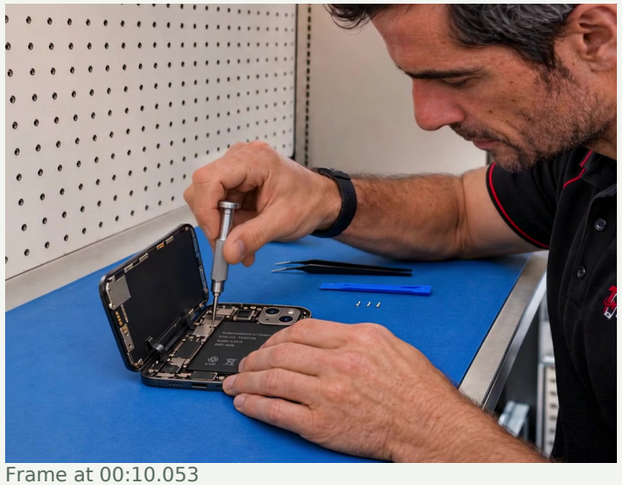
PRODUCTION DIRECTION

Preserve the blue mat and interior workbench as anchors for the following close-ups.

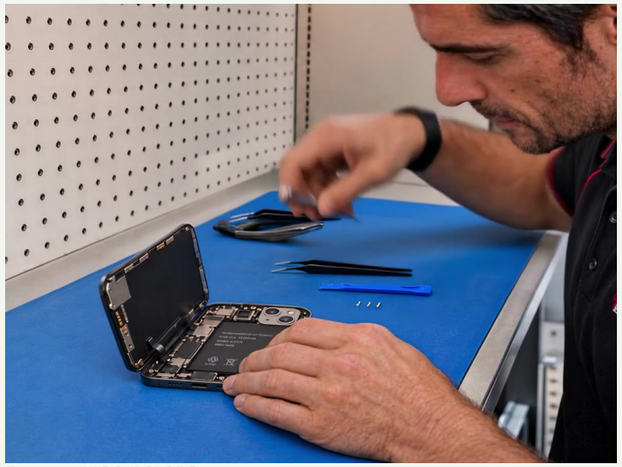
03 / STORYBOARD **SHOT 06**

Careful disassembly

00:09.833 - 00:12.833 / 3.00 SEC



Frame at 00:10.053



Frame at 00:12.653

ACTION

Have the technician lean over the opened phone and work with a precision screwdriver. Keep the raised display supported beside the exposed chassis.

FRAMING & MOVEMENT

Cut closer from the side to show his concentration, tool hand and open device together.

STORY FUNCTION

Make the repair feel deliberate and professionally handled.

PRODUCTION DIRECTION

Direct small controlled movements and maintain the same screen-opening orientation.

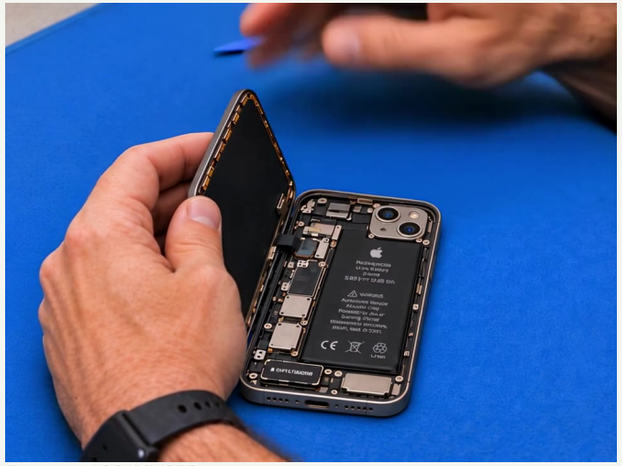
03 / STORYBOARD **SHOT 07**

Work on the components

00:12.833 - 00:15.833 / 3.00 SEC



Frame at 00:13.053



Frame at 00:15.653

ACTION

Use a blue plastic tool around the exposed phone components while the other hand supports the raised screen. Withdraw the tool when the adjustment is complete.

FRAMING & MOVEMENT

Cut to a high-angle close insert of both hands, the open phone and blue work mat.

STORY FUNCTION

Provide a clear technical detail within the repair sequence.

PRODUCTION DIRECTION

Keep the tool tip and open chassis readable. Preserve the wristwatch and hand positions across the cut.

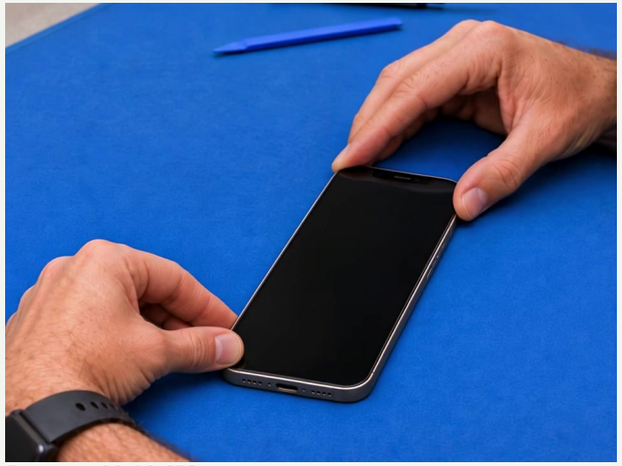
03 / STORYBOARD **SHOT 08**

Close the repaired phone

00:15.833 - 00:16.833 / 1.00 SEC



Frame at 00:16.033



Frame at 00:16.653

ACTION

Lower the intact screen into the phone body and press it into place with both hands. Leave the reassembled device flat on the blue mat.

FRAMING & MOVEMENT

Hold a tight high-angle insert of the phone and hands. Show the glass surface as the device closes.

STORY FUNCTION

Resolve the repair with a complete, clean-looking device.

PRODUCTION DIRECTION

Make the closing action distinct from the preceding component work; keep the finished screen uncracked.

03 / STORYBOARD **SHOT 09**

The TONTEL service vehicle

00:16.833 - 00:19.500 / 2.67 SEC



Frame at 00:17.053



Frame at 00:19.320

ACTION

Show the complete side of the branded van parked outside the house. Hold the large TONTEL logo and red graphics clearly in the composition.

FRAMING & MOVEMENT

Use a clean exterior side-profile view against the garage and driveway.

STORY FUNCTION

Reinforce the brand and the mobile-service promise before the handover.

PRODUCTION DIRECTION

Keep the van fully visible and the branding readable throughout the short hold.

04 / THE FINAL IMPRESSION

A repaired phone, returned

00:19.500 - 00:23.500 / 4.00 SEC



Frame at 00:19.720



Frame at 00:23.320

ACTION

At the open front door, have the technician return the phone to the customer in a cream sweater. Let her accept it, inspect the screen and smile while he watches calmly.

FRAMING & MOVEMENT

Use a medium doorway two-shot, keeping the exchange between their hands visible and ending on her satisfied inspection.

STORY FUNCTION

Close the service journey with a reassuring personal handover.

PRODUCTION DIRECTION

Hold long enough for the customer’s reaction. Finish on the real interaction without adding a separate graphic end card.