FOUR PERSONAL STORIES. ONE CONNECTION HOME.

India.
Money home.

Four senders abroad connect everyday transfers with family, choice and value in India.

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

55.46 SEC / LANDSCAPE / 29.97 FPS







01 / WHY THIS FILM EXISTS

Make every transfer matter.

Four personal stories connect senders abroad with family in India, turning rates, fees and delivery choice into one promise of practical value.



01

Personal relevance

Recognizable city settings and four direct-to-camera presenters establish different lives abroad with a shared reason to send money home.

02

Repeat the benefits

The film repeats its rate, fee and speed claims across different speakers, building a consistent service message through short personal accounts.

03

Show the connection

A four-panel phone montage and a world map bring the individual stories together before the TOWB brand reveal.

INTENDED TAKEAWAY

Creative message: send money to India with value for the sender and choice for the recipient.

02 / THE FILM AT A GLANCE

Four voices converge on one destination.

01 Open with the value of sending money home
00:00.000 - 00:06.039 / 6.04 s

02 Introduce the recipient's delivery choice
00:06.039 - 00:12.312 / 6.27 s

03 Compare rates and fees from the driver's seat
00:12.312 - 00:19.219 / 6.91 s

04 Make the service feel simple at a Paris cafe
00:19.219 - 00:25.025 / 5.81 s

05 Reinforce the rate message on the riverside
00:25.025 - 00:28.695 / 3.67 s

06 Return to delivery choice inside the taxi
00:28.695 - 00:31.598 / 2.90 s

07 Add the speed claim beside the yellow taxi
00:31.598 - 00:34.701 / 3.10 s

08 Close the individual testimonials in Paris
00:34.701 - 00:37.671 / 2.97 s

09 Unite all four senders in a phone montage
00:37.671 - 00:43.076 / 5.41 s

10 Map the transfers into India
00:43.076 - 00:47.481 / 4.40 s

11 Resolve the animated TOWB brand signature
00:47.481 - 00:55.455 / 7.97 s

FORMAT: 1920 x 1080 px / 16:9 / 29.97 fps / 55.455 seconds / Presenters + montage + map + brand

Eleven chronological sections cover the complete source. Transitions are grouped with the incoming section. Keyframes are representative selections within each interval. Source copy is described as supplied; dialogue is not transcribed. Story function and direction are editorial notes.

03 / STORYBOARD SHOT 01

Open with the value of sending money home

00:00.000 - 00:06.039 / 6.04 SEC



Frame at 00:01.502



Frame at 00:04.838

ACTION

A bearded man in an orange turban, navy suit and brown tie addresses the camera beside the river, holding a black phone. Tower Bridge fills the background. The subtitles introduce sending money to family in India, explain that the transfer rate matters and end with wanting every rupee to count.

FRAMING & MOVEMENT

Use a frontal medium view with the presenter centered and both bridge towers readable behind him. His free hand adds small conversational gestures while the phone stays visible near his torso.

STORY FUNCTION

Establish India as the destination and make the rate discussion personal through the value of each rupee.

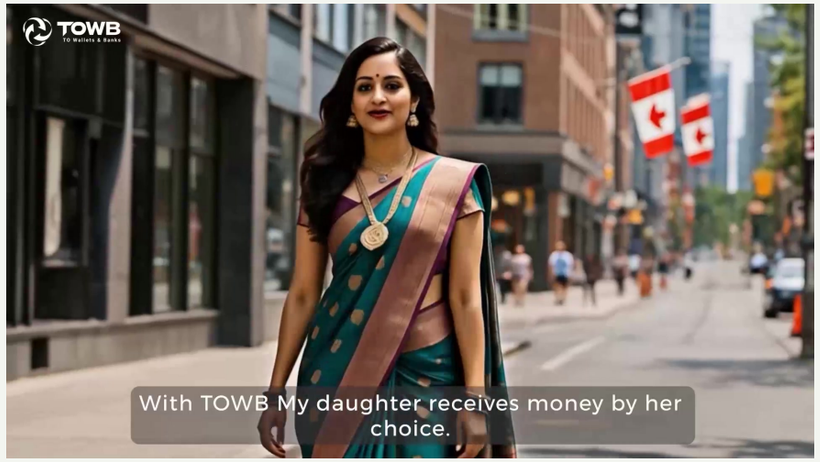
PRODUCTION DIRECTION

Retain the orange turban, dark suit, phone and recognizable riverside setting. Keep direct eye contact, restrained gestures, the upper-left TOWB mark and the source subtitle timing.

03 / STORYBOARD **SHOT 02**

Introduce the recipient's delivery choice

00:06.039 - 00:12.312 / 6.27 SEC



Frame at 00:07.508



Frame at 00:11.011

ACTION

A woman in a teal sari with gold motifs and a rose-gold border walks toward the camera along a city sidewalk. Canadian flags hang behind her. The subtitles explain that her daughter can receive the money by her own choice, directly into a bank account or into a wallet.

FRAMING & MOVEMENT

Track backward at her walking pace in a frontal medium-long view. Keep the storefronts and flags recognizable, with passing pedestrians and street depth remaining secondary to her face.

STORY FUNCTION

Add a recipient-centered benefit after the opening focus on transfer value.

PRODUCTION DIRECTION

Preserve the sari, gold jewelry, loose dark hair and relaxed walking rhythm. Maintain the order of the bank-account and wallet captions, with the brand mark remaining at the upper left.

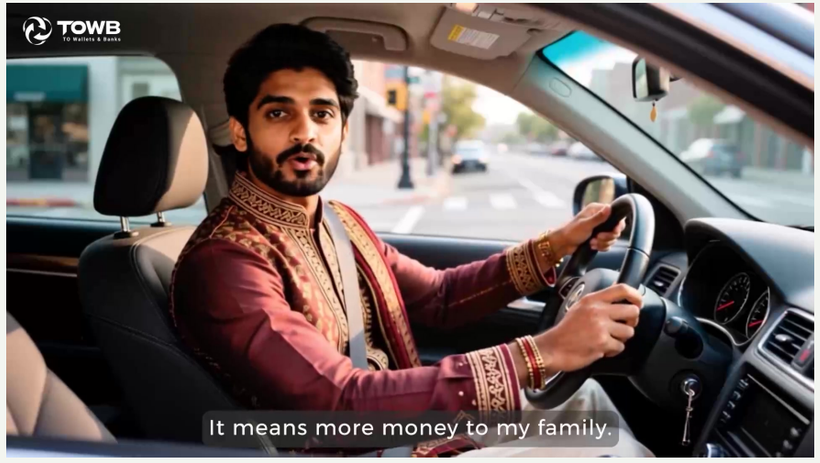
03 / STORYBOARD **SHOT 03**

Compare rates and fees from the driver's seat

00:12.312 - 00:19.219 / 6.91 SEC



Frame at 00:14.348



Frame at 00:18.018

ACTION

A man in a maroon embroidered kurta sits at the steering wheel and turns toward the camera. He gestures as the subtitles describe searching different services, then state TOWB's highest-rate and lowest-fee claims. The passage connects those claims to more money reaching his family.

FRAMING & MOVEMENT

Frame him obliquely through the open driver's window. Include the wheel, dashboard, dark seat and street beyond, keeping his face clear as his attention alternates between the camera and the front of the car.

STORY FUNCTION

Translate a comparison of services into a practical family outcome.

PRODUCTION DIRECTION

Retain the kurta's embroidered trim and the source car interior. Preserve the small hand gestures and visible steering wheel; the sequence is a presenter account, with no transfer interface shown.

03 / STORYBOARD SHOT 04

Make the service feel simple at a Paris cafe

00:19.219 - 00:25.025 / 5.81 SEC



Frame at 00:20.687



Frame at 00:23.357

ACTION

A woman in a cream blouse sits outside a cafe, with sunglasses resting on her head and the Eiffel Tower behind her. She speaks to camera with open hand gestures. The captions emphasize simplicity, wallet or bank-account delivery and the film's best-rate-to-India message.

FRAMING & MOVEMENT

Use a steady frontal medium view at table height. Frame the presenter between cafe chairs and the street, keeping the Eiffel Tower visible over her shoulder without obscuring her face.

STORY FUNCTION

Complete the first round of presenters with a clear, approachable summary of choice and ease.

PRODUCTION DIRECTION

Preserve the cream blouse, sunglasses, long hair and outdoor cafe details. Keep her gestures light and conversational, and retain the source caption sequence before cutting back to the first presenter.

03 / STORYBOARD SHOT 05

Reinforce the rate message on the riverside

00:25.025 - 00:28.695 / 3.67 SEC



Frame at 00:26.026



Frame at 00:27.861

ACTION

The orange-turbaned man returns, now walking toward the camera along a riverside path. A historic stone fortress and black railing define the setting. His subtitle repeats that he always gets the best transfer rate with TOWB.

FRAMING & MOVEMENT

Use a wider frontal walking view that includes his full suit and the path. The camera retreats ahead of him, preserving the fortress, railing and river-side depth.

STORY FUNCTION

Begin a faster second round of testimonials with a concise benefit reminder.

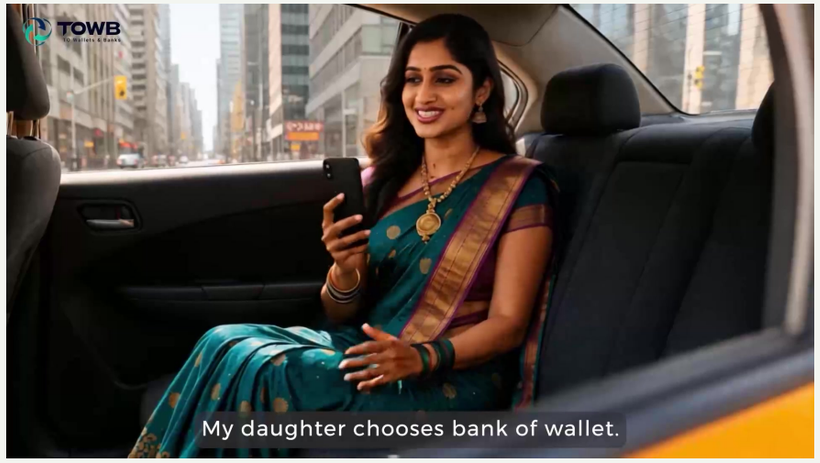
PRODUCTION DIRECTION

Match the first presenter's face, turban, suit and tie to his opening appearance. Maintain the forward walking action and the short single-message caption across this brief return.

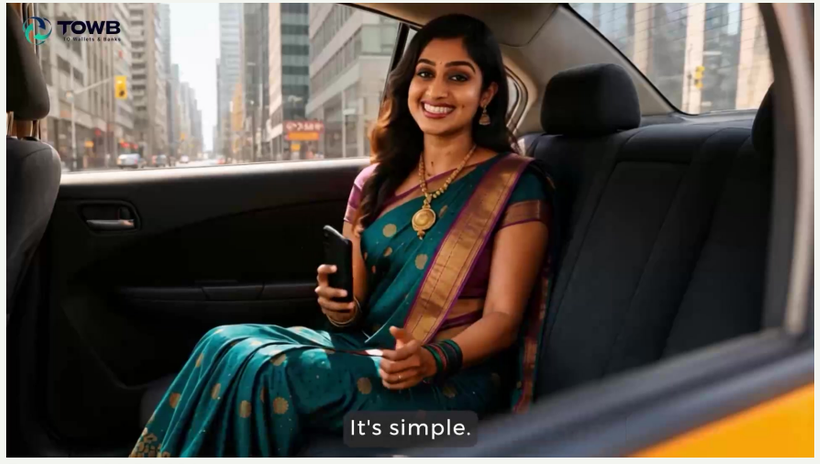
03 / STORYBOARD **SHOT 06**

Return to delivery choice inside the taxi

00:28.695 - 00:31.598 / 2.90 SEC



Frame at 00:29.530



Frame at 00:31.031

ACTION

The sari-clad woman sits in the rear of a yellow car, holding her phone upright and smiling toward the camera. She adds a small free-hand gesture. The source subtitles repeat her daughter's bank-or-wallet choice and finish with "It's simple."

FRAMING & MOVEMENT

Look inward through the open side window in a medium seated view. Include the dark rear seat, window edge and city buildings outside, with the phone held clearly beside her torso.

STORY FUNCTION

Echo the recipient-choice message in an everyday travel setting.

PRODUCTION DIRECTION

Keep the same sari, jewelry and face as the sidewalk scene. Preserve the phone's orientation and the source subtitle wording as visible in the frames, including its original spelling.

03 / STORYBOARD SHOT 07

Add the speed claim beside the yellow taxi

00:31.598 - 00:34.701 / 3.10 SEC



Frame at 00:32.199



Frame at 00:33.967

ACTION

The maroon-kurta presenter stands in front of a yellow taxi on a tree-lined city street. The roof sign and American flags are visible behind him. The captions move from comparing services to the statement "TOWB is fastest."

FRAMING & MOVEMENT

Center the presenter in a frontal medium-long view, with the taxi directly behind him. Keep the vehicle's yellow body, roof sign and receding avenue visible as location cues.

STORY FUNCTION

Introduce speed into the rapid recap of the film's service claims.

PRODUCTION DIRECTION

Preserve the presenter's kurta, hair and facial identity from the car interior. Keep the taxi aligned behind him and let the two short caption ideas arrive in their original order.

03 / STORYBOARD **SHOT 08**

Close the individual testimonials in Paris

00:34.701 - 00:37.671 / 2.97 SEC



Frame at 00:35.369



Frame at 00:36.870

ACTION

The cream-blouse presenter walks toward the camera along a Paris street, now shown in blue jeans with the Eiffel Tower behind her. She speaks with a relaxed expression while the subtitle combines the lowest-fee and highest-rate claims into an enthusiastic final endorsement.

FRAMING & MOVEMENT

Track backward in a frontal medium-long shot, retaining her walking movement, parked cars, pedestrians and the landmark at the end of the street.

STORY FUNCTION

Finish the individual accounts before all four presenters share the frame.

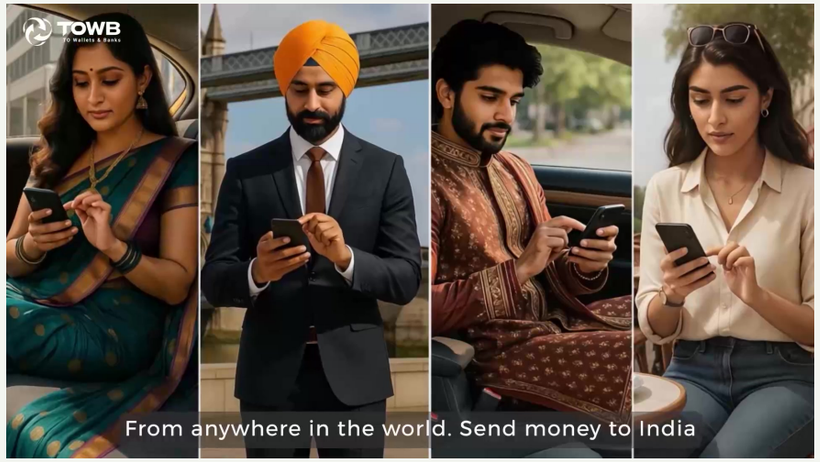
PRODUCTION DIRECTION

Match her face, cream blouse, jeans and sunglasses to the cafe scene. Preserve the street perspective and walking rhythm, then move directly into the animated multi-panel composition.

03 / STORYBOARD SHOT 09

Unite all four senders in a phone montage

00:37.671 - 00:43.076 / 5.41 SEC



Frame at 00:39.206



Frame at 00:42.376

ACTION

Four vertical panels slide into alignment, showing the sari-clad woman, suited man, kurta-clad man and cream-blouse woman using their phones. They look down, tap and smile. The captions bring the stories together around sending money from anywhere in the world to India, with the film's rate and fee claims.

FRAMING & MOVEMENT

Fill the landscape frame with four narrow portrait crops. Let the incoming panels settle before holding the shared composition, with one subtitle band spanning the lower portion of the montage.

STORY FUNCTION

Turn separate personal stories into one collective demonstration of everyday phone use.

PRODUCTION DIRECTION

Preserve the left-to-right presenter order, wardrobe continuity and individual phone actions. Keep all four faces readable once the sliding transition resolves, and retain the source subtitle placement.

03 / STORYBOARD **SHOT 10**

Map the transfers into India

00:43.076 - 00:47.481 / 4.40 SEC



Frame at 00:44.378



Frame at 00:46.713

ACTION

A horizontal blur carries the montage into a blue world map. Cyan points glow across the continents as thin yellow routes connect to a bright hub in India. The captions return to wallet or bank-account delivery and conclude with TOWB making the process easy.

FRAMING & MOVEMENT

Use a full-frame flat map with India as the visual convergence point. Animate the points and routes against the dark blue field while keeping the upper-left brand mark and lower captions readable.

STORY FUNCTION

Give the international sending message a clear geographic summary.

PRODUCTION DIRECTION

Include the incoming blur within this section. Preserve the cyan-and-yellow graphic language, route convergence and final hold on India before the cut to the pale brand background.

04 / THE FINAL IMPRESSION

Resolve the animated TOWB brand signature

00:47.481 - 00:55.455 / 7.97 SEC



Frame at 00:49.049



Frame at 00:54.888

ACTION

The map cuts to a pale gray field. Teal and navy emblem pieces rotate and assemble, followed by the TOWB letters moving into place. The small line "TO Wallets & Banks" reveals beneath the wordmark, and the completed brand signature holds through the final frame.

FRAMING & MOVEMENT

Keep the logo compact and centered within generous negative space. The background remains uniform while the emblem, letters and small descriptor complete their motion in stages.

STORY FUNCTION

Convert the preceding personal stories and global map into a lasting brand impression.

PRODUCTION DIRECTION

Preserve the order of emblem, wordmark and descriptor reveals, along with the original teal and navy colors. Retain the completed logo hold and the full source ending at 55.455 seconds.