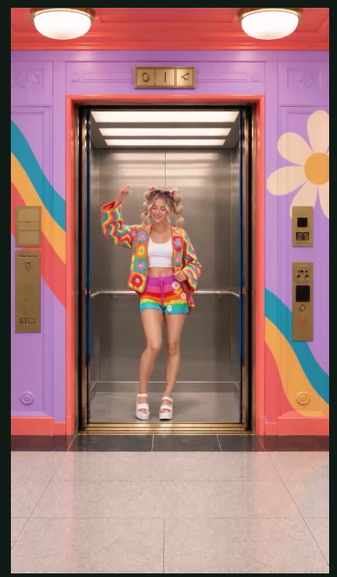
SOURCE 09 / FOUR STYLES ACROSS FOUR ELEVATOR SETTINGS

One elevator.
A new look.

Four outfits and changing floor designs turn an elevator journey into a fashion reveal.

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







20.00 SEC / PORTRAIT / 24 FPS

01 / WHY THIS FILM EXISTS

Let every floor reveal a new identity.

Four looks turn an elevator into a fashion stage. Vertical travel changes the wardrobe and decor before the model exits, revealing GAAJ behind her.



01

Match look and set

Citrus, rainbow, beach and classic interiors give each outfit a distinct color palette and mood.

02

Use vertical travel

Passing floors and broad horizontal bands mask the changes, keeping the elevator opening as the recurring visual anchor.

03

Reveal the agency

The final white outfit leads into a walk out of frame, leaving the GAAJ mark centered on the elevator's rear wall.

INTENDED TAKEAWAY

Creative message: one visual format can connect contrasting styles and finish with a clear agency signature.

02 / THE FILM AT A GLANCE

Four looks, three floor changes and one brand finish.

01 Enter the citrus-themed elevator with the first look
00:00.000 - 00:04.000 / 4.00 s

02 Travel upward into the rainbow look
00:04.000 - 00:08.500 / 4.50 s

03 Reveal the beach-inspired outfit and setting
00:08.500 - 00:12.333 / 3.83 s

04 Arrive at the classic floor in white
00:12.333 - 00:16.500 / 4.17 s

05 Walk out and uncover the GAAJ mark
00:16.500 - 00:18.833 / 2.33 s

06 Hold the empty elevator and agency signature
00:18.833 - 00:20.000 / 1.17 s

FORMAT: 1080 x 1920 px / 9:16 / 24 fps / 20.000 seconds / Elevator fashion + vertical transitions + logo

Six beats cover the complete edit, including transitions and the ending. The source contains a black frame at 00:06.125 and two at 00:11.667-00:11.708; timing retains them. Full portrait keyframes are representative selections. Story function and direction are editorial notes; audio is not transcribed.

03 / STORYBOARD **BEAT 01**

Enter the citrus-themed elevator with the first look

00:00.000 - 00:04.000 / 4.00 SEC



Frame at 00:00.667



Frame at 00:03.000

ACTION

A blonde woman enters the open elevator carrying a basket of oranges and an orange in her other hand. She wears a tied pink shirt, white lace shorts and sandals. She turns toward the camera, settles into a pose and lifts the orange near her face. Peach walls and painted citrus branches frame the stainless-steel cabin.

FRAMING & MOVEMENT

Use a frontal full-body portrait view of the doorway. Keep the elevator centered, with the surrounding decorative panels, ceiling lights and polished floor visible as she enters and turns.

STORY FUNCTION

Introduce the model, the elevator stage and the first coordinated outfit-and-setting combination.

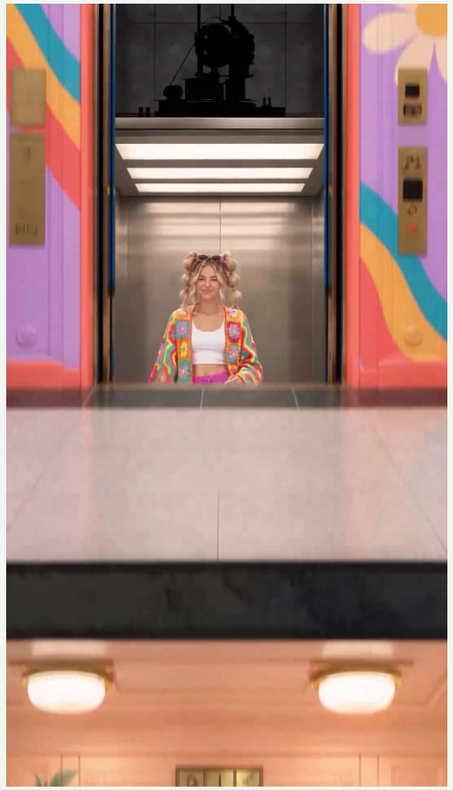
PRODUCTION DIRECTION

Preserve the basket, orange, pink shirt and white shorts. Retain the turn from back view to front-facing pose and keep the citrus murals visible on both sides of the doorway.

03 / STORYBOARD BEAT 02

Travel upward into the rainbow look

00:04.000 - 00:08.500 / 4.50 SEC



Frame at 00:05.833



Frame at 00:07.500

ACTION

The view travels vertically past broad floor bands, carrying the citrus setting downward. A purple-and-coral floor appears with rainbow stripes and large flower motifs. The woman is revealed in a vivid patterned jacket, white cropped top, rainbow shorts and white platform sandals. She smiles, raises an arm and makes a small dance-like movement.

FRAMING & MOVEMENT

Keep a frontal axis through the floor transition, allowing the architecture to mask and reveal the model. Resolve into a centered full-body view with the bright murals surrounding the steel elevator interior.

STORY FUNCTION

Establish the floor change as the device for transforming both wardrobe and environment.

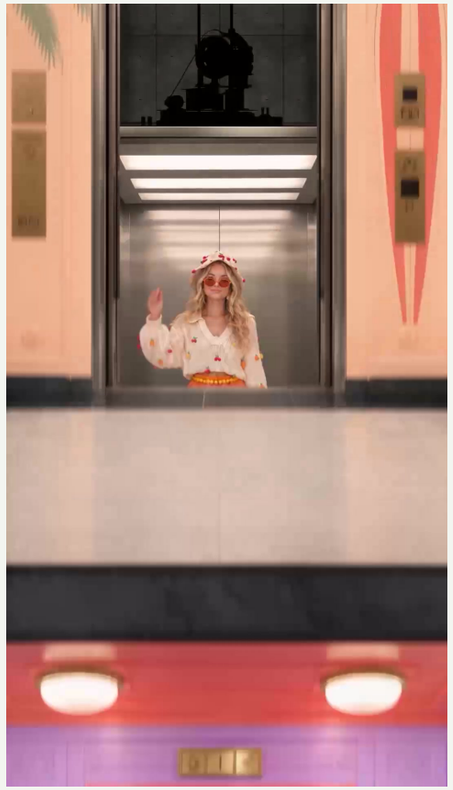
PRODUCTION DIRECTION

Preserve the vertical travel, passing floor bands and coordinated rainbow palette. Let the complete outfit and raised-arm gesture read after the reveal. The brief source black frame remains inside this interval.

03 / STORYBOARD BEAT 03

Reveal the beach-inspired outfit and setting

00:08.500 - 00:12.333 / 3.83 SEC



Frame at 00:10.000



Frame at 00:11.333

ACTION

Another vertical move carries the rainbow floor away and reveals peach walls decorated with a palm silhouette, surfboard shapes and a small sun. The woman now wears a white printed blouse, bright orange-red shorts, a patterned hat and red sunglasses. She carries a small woven handbag and lifts one hand to her glasses.

FRAMING & MOVEMENT

Repeat the centered doorway composition as floor bands pass across the image. Hold a full-body view once the beach setting resolves, keeping the hat, glasses, bag and surrounding motifs clearly visible.

STORY FUNCTION

Extend the transformation pattern with a distinct holiday mood and recognizable accessories.

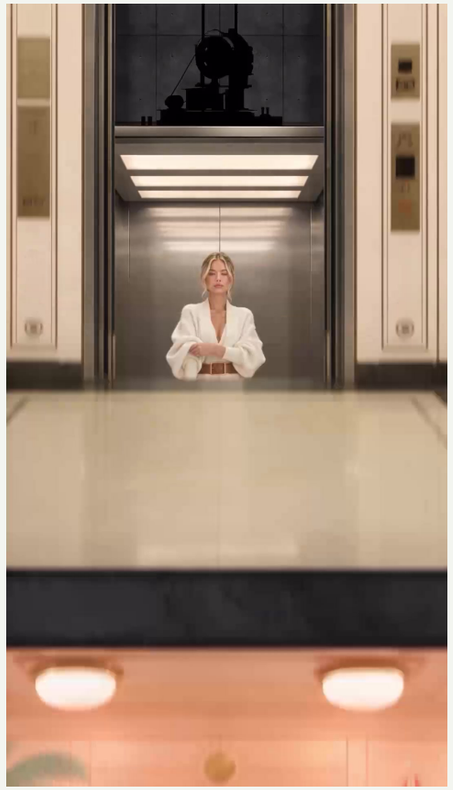
PRODUCTION DIRECTION

Retain the peach decor, palm and surfboard motifs, printed blouse and bright shorts. Preserve the sunglasses gesture and woven bag. The two brief black source frames remain within this beat's timing.

03 / STORYBOARD **BEAT 04**

Arrive at the classic floor in white

00:12.333 - 00:16.500 / 4.17 SEC



Frame at 00:14.000



Frame at 00:16.250

ACTION

The beach floor slides downward behind another architectural wipe. A restrained cream-and-gold elevator surround comes into view. The model appears in a flowing white outfit with voluminous sleeves, wide-leg trousers and a brown belt, holding a small pale handbag. Her hair is gathered up and she settles into a composed front-facing pose.

FRAMING & MOVEMENT

Maintain the frontal elevator axis during the vertical transition, then return to a stable full-body composition. Use the quieter cream panels and metallic trim to frame the white outfit.

STORY FUNCTION

Finish the outfit progression with a calmer, more formal look before the exit.

PRODUCTION DIRECTION

Preserve the passing floor bands, cream paneling, brown belt and small handbag. Let the model's posture and final outfit become readable before her forward movement begins in the next beat.

03 / STORYBOARD **BEAT 05**

Walk out and uncover the GAAJ mark

00:16.500 - 00:18.833 / 2.33 SEC



Frame at 00:17.333



Frame at 00:18.333

ACTION

The woman steps out of the elevator in the white outfit, walks toward the foreground and angles toward the viewer's left. Her small handbag stays at her side as the loose trousers move with her stride. A green-and-white GAAJ signature becomes visible on the rear wall while she clears the doorway and exits left.

FRAMING & MOVEMENT

Keep the camera fixed on the centered elevator while the model approaches and crosses left. Her movement grows larger in the foreground, progressively revealing the mark behind her.

STORY FUNCTION

Use the model's exit to transfer attention from the final outfit to the agency identity.

PRODUCTION DIRECTION

Preserve the forward steps, leftward exit and natural clothing movement. Keep the elevator aligned and allow the rear-wall logo to become unobstructed as she leaves the frame.

04 / THE FINAL IMPRESSION

Hold the empty elevator and agency signature

00:18.833 - 00:20.000 / 1.17 SEC



Frame at 00:19.000



Frame at 00:19.833

ACTION

The woman has left the frame. The open stainless-steel elevator remains centered inside the cream-and-gold surround. The green emblem, white GAAJ wordmark and small agency descriptor stay visible on the back wall, holding the final branded image through the end of the video.

FRAMING & MOVEMENT

Use a static, symmetrical portrait composition. Preserve the open doorway, ceiling lights, rear handrail, floor reflections and the compact logo centered within the cabin.

STORY FUNCTION

Leave a clear agency signature after the fashion sequence has resolved.

PRODUCTION DIRECTION

Retain the complete empty-elevator hold and the source logo's position, scale and colors. Keep the doors open and preserve the full ending at exactly 20.000 seconds.