A GAAJ CREATIVE REEL

One fall.
A big reveal.

A suspended promise.
A sparkling brand payoff.

Visual storyboard built from the supplied reel: action, framing, performance and brand finish.





8.48 SEC / 9:16 / 29.97 FPS / 1080 x 1920

01 / CREATIVE INTENT

Turn a fall into desire.

A surreal fall becomes a visual pun: “Don’t worry, I won’t fall” turns into “BUT I FELL” and ends with “For this” beneath a GAAJ pendant.

01	00:00.00 - 00:02.00	**The suspended promise**	Hook / impossible situation
02	00:02.00 - 00:03.00	**The promise breaks**	Reversal / visual punchline
03	00:03.00 - 00:03.70	**Meet the giant chain**	Transition / new scale reveal
04	00:03.70 - 00:05.70	**But I fell**	Wordplay / suspended hold
05	00:05.70 - 00:07.20	**Reveal the name**	Brand reveal / scale payoff
06	00:07.20 - 00:08.48	**For this**	End card / phrase completion

Structure: vehicle setup, fall transition, chain interaction and necklace reveal. Six action beats are mapped below; timing boundaries are approximate. Captions are transcribed from the picture.

02 / VISUAL STORYBOARD **BEAT 01**

The suspended promise

00:00.00 - 00:02.00 / SOURCE ACTION BEAT



Source frame: 0.80s



Source frame: 1.80s

ACTION

A woman in a pale green dress hangs by both hands from the open door of a weathered red vehicle, suspended against a clear blue sky.

FRAMING & MOVEMENT

The vehicle enters from the upper-left edge. Her full figure hangs beneath it, with generous sky around the action.

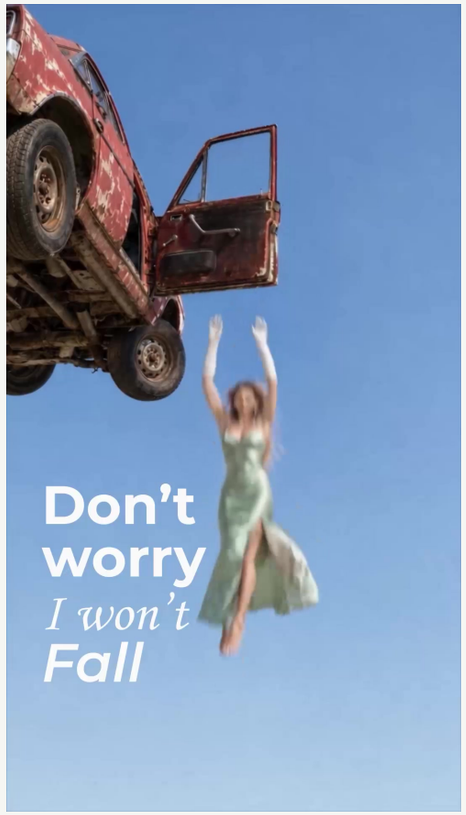
PERFORMANCE / CONTINUITY

Source text builds beneath her: “Don’t worry / I won’t / Fall”. Preserve the mixed bold and italic lettering and the anxious visual contrast.

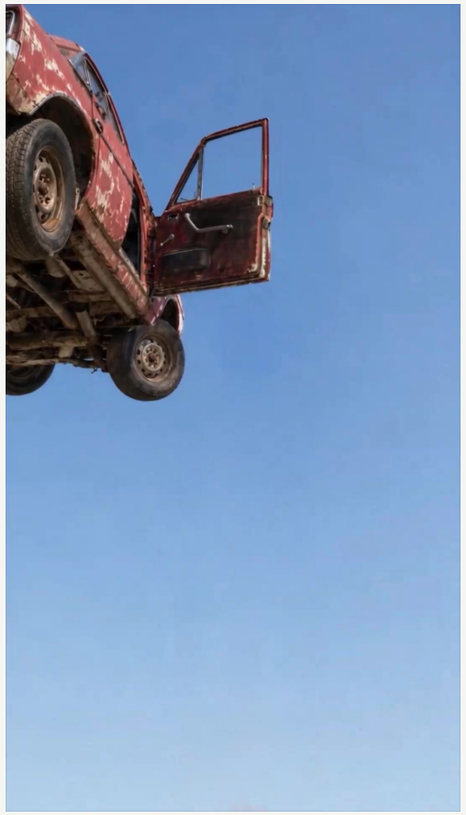
02 / VISUAL STORYBOARD **BEAT 02**

The promise breaks

00:02.00 - 00:03.00 / SOURCE ACTION BEAT



Source frame: 2.10s



Source frame: 2.55s

ACTION

Her hands release and she drops down through the frame. The vehicle remains above as her body exits at the bottom.

FRAMING & MOVEMENT

Hold the vehicle composition while the performer falls. The vertical travel creates the transition into the next setup.

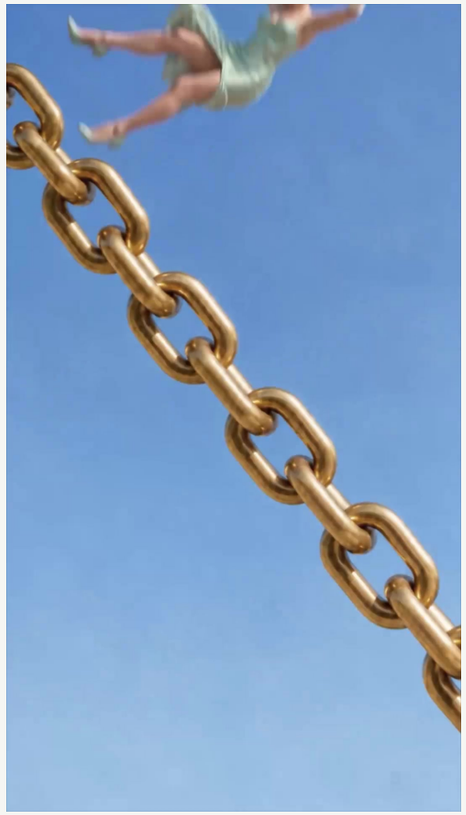
PERFORMANCE / CONTINUITY

Keep the release readable before the downward blur. The reassuring text remains briefly, then clears as the fall takes over.

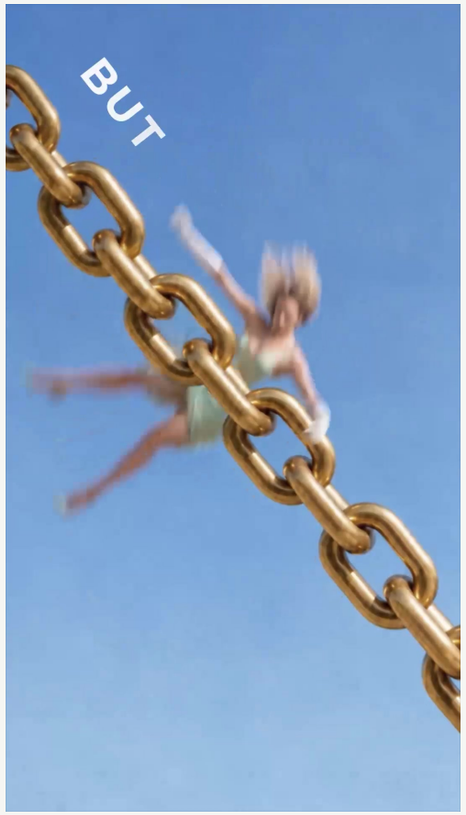
02 / VISUAL STORYBOARD **BEAT 03**

Meet the giant chain

00:03.00 - 00:03.70 / SOURCE ACTION BEAT



Source frame: 3.15s



Source frame: 3.55s

ACTION

The scene changes to oversized gold chain links crossing the sky. The falling woman enters and makes contact with the chain.

FRAMING & MOVEMENT

A diagonal chain runs from upper left towards lower right. Her body approaches across this strong directional line.

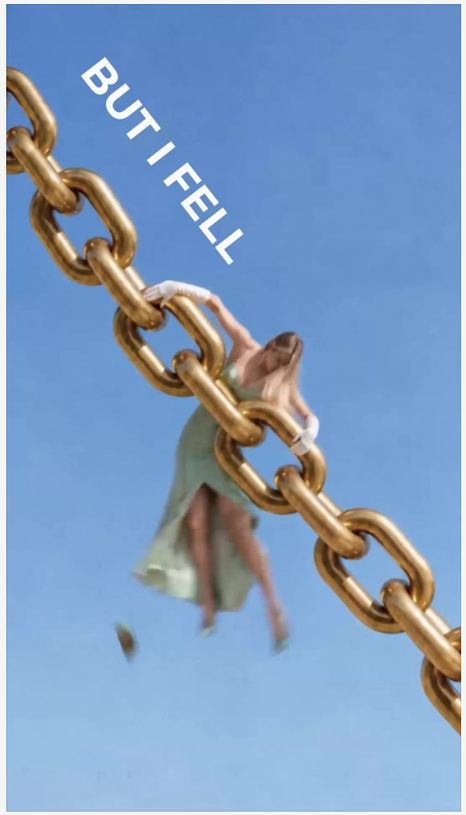
PERFORMANCE / CONTINUITY

Match the downward momentum across the transition. Keep gold reflections, the green dress and the blue sky visually distinct.

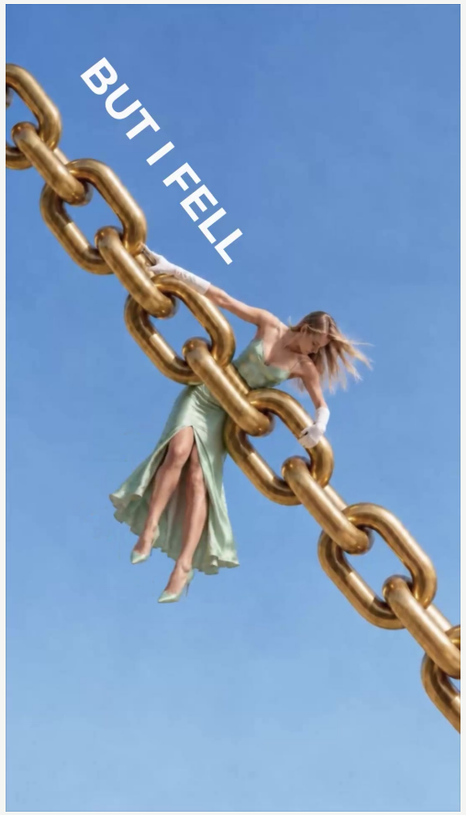
02 / VISUAL STORYBOARD **BEAT 04**

But I fell

00:03.70 - 00:05.70 / SOURCE ACTION BEAT



Source frame: 3.90s



Source frame: 5.30s

ACTION

She clings to a chain link and settles into a hanging position while her hair, dress and legs continue moving.

FRAMING & MOVEMENT

Keep the chain large in frame and the woman readable between the links. White copy follows the diagonal above her.

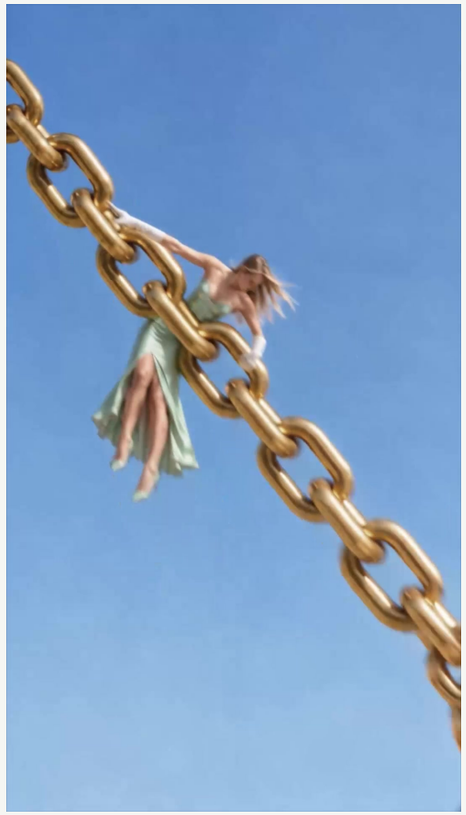
PERFORMANCE / CONTINUITY

Source text: “BUT I FELL”. Give the phrase and the hand-to-link contact time to register before the wider reveal.

02 / VISUAL STORYBOARD **BEAT 05**

Reveal the name

00:05.70 - 00:07.20 / SOURCE ACTION BEAT



Source frame: 6.00s



Source frame: 6.95s

ACTION

The view rapidly widens along the chain. A large, sparkling GAAJ letter pendant appears below the tiny hanging woman.

FRAMING & MOVEMENT

Pull back to reveal the necklace structure and shift attention from the performer to the brand name.

PERFORMANCE / CONTINUITY

Keep GAAJ legible as the pendant enters. The tiny figure on the left chain preserves the scale joke and continuity.

02 / VISUAL STORYBOARD **BEAT 06**

For this

00:07.20 - 00:08.48 / SOURCE ACTION BEAT



Source frame: 7.40s



Source frame: 8.25s

ACTION

The gold-and-stone GAAJ pendant holds against the blue sky. The italic phrase “For this” completes the thought beneath it.

FRAMING & MOVEMENT

A wide portrait composition gives the necklace clear space. The woman remains a small detail on the upper-left chain.

PERFORMANCE / CONTINUITY

Retain the source pendant design and closing text. Hold the final arrangement long enough to read the name and complete the sentence.

03 / PRODUCTION DIRECTION

Make every reveal readable.

VISUAL CONTINUITY

Keep the same woman, green dress and clear sky across both setups. Preserve the direction of the fall and a convincing hand-to-link connection.

TYPE & STORY

Visible copy: “Don’t worry / I won’t / Fall” → “BUT I FELL” → “For this”. Preserve the source wording, mixed type styles and sequence; these are on-screen captions, not verified spoken dialogue.

BRAND APPLICATION

Keep the jewelled GAAJ pendant exactly as shown in the reel. The document uses the established GAAJ header logo with no background panel on every page.

SOUND DIRECTION - PROPOSED

A short falling whoosh, a restrained metal contact and a bright reveal accent could reinforce the action. These are suggested sound cues; the source audio has not been transcribed.

DELIVERY

Source: 10(1).mp4 | 1080 x 1920 | 29.97 fps | approximately 8.48 seconds. Check pendant legibility, caption timing and the final hold at phone size.