A GAAJ CREATIVE REEL

Before the spill.

A suspended product showcase.
An abrupt return to the pavement.







Five source shots trace a street-side surprise, three product close-ups and a comic ending. Original frames and exact timings preserve the reel's rhythm.

9.25 SEC / 9:16 VERTICAL / 24 FPS

SOURCE: 07.mp4 / 5 SOURCE SHOTS

01 / WHY THIS REEL WORKS

A pause becomes a product showcase.

A sudden loss of balance holds four objects in a stylized suspended moment. Three close-ups bring GAAJ branding into focus before the scene returns to the woman, the pavement and a spilled drink.

01

Interrupt the routine

The relaxed spray gesture gives way to surprise. Floating products and a startled reaction turn an ordinary walk into a visual hook.

02

Focus on the products

The purple bottle, drink cup and cream tube each receive a solo insert. Their shapes, surfaces and GAAJ marks carry the central showcase.

03

Release the tension

The return to the wider scene restores falling motion. The seated reaction and spill supply a clear comic payoff.

AUDIO / SOURCE NOTE + PROPOSED DIRECTION

Original soundtrack; no intelligible dialogue verified. Proposed cues: a light spray accent, stretched movement through the floating inserts, then brief landing and spill accents. Detailed sound cues are proposals; the source audio remains active through the ending.

02 / THE REEL AT A GLANCE

Five shots. Three product inserts.

Four props are airborne, while three of them receive a dedicated close-up.

SHOT	IN / OUT	DURATION	FRAMES	VISUAL SECTION	PAGE
01	00:00.000 - 00:04.042	4.042 s	000-096	A routine interrupted	04
02	00:04.042 - 00:05.250	1.208 s	097-125	The purple bottle	05
03	00:05.250 - 00:06.292	1.042 s	126-150	The pink drink	06
04	00:06.292 - 00:07.000	0.708 s	151-167	The cream tube	07
05	00:07.000 - 00:09.250	2.250 s	168-221	The fall and spill	08

THE EDITING RHYTHM

4.042 s
Setup & suspension

2.958 s
Three product inserts

2.250 s
Fall & aftermath

The slim pink spray stays within the wider action. The other three props receive the solo inserts in this order: purple bottle, drink cup, cream tube.

SOURCE: 07.mp4 / 1080 × 1920 px / 24 fps / 222 frames / 9.250000 seconds

Four hard cuts occur at frames 97, 126, 151 and 168. Time-range in points are inclusive; out points are exclusive. Frame ranges show the first and last included frame. The suspended motion does not add another cut.

03 / STORYBOARD **SHOT 01**

00:00.000 - 00:04.042 / 4.042 SEC

A routine interrupted.



Frame at 00:00.333

Source frame 0008 / 24 fps



Frame at 00:03.083

Source frame 0074 / 24 fps

ACTION

She walks toward camera and sprays a fine mist from a pink bottle while carrying three other products. A passerby moves close beside her; she reacts, opens her hands and all four items lift into a suspended moment.

FRAMING & MOVEMENT

A frontal medium-long view keeps her centered against the sidewalk and buildings. The walk develops into strongly slowed movement within the same shot.

STORY FUNCTION

Turn an everyday gesture into the hook. Her surprised reaction and the floating objects prepare the product showcase.

CONTINUITY ANCHORS

Four props: pink spray, purple oval bottle, pink drink cup and cream tube. Lavender jacket, cream top and jeans.

EDIT / CONTINUITY NOTE

The close pass and suspension stay in this opening shot. Physical contact is obscured; the visible event is her reaction and loss of balance.

03 / STORYBOARD **SHOT 02**

00:04.042 - 00:05.250 / 1.208 SEC

The purple bottle.



Frame at 00:04.333

Source frame 0104 / 24 fps



Frame at 00:05.000

Source frame 0120 / 24 fps

ACTION

An oval purple bottle floats in front of her, with a silver pump, translucent shell and sparkling internal texture. The GAAJ mark faces camera while her surprised face stays blurred behind it.

FRAMING & MOVEMENT

A tight product close-up isolates the bottle with shallow depth of field. Slight drift keeps the object part of the suspended action.

STORY FUNCTION

Give the first product a dedicated visual moment. Color, shape and the legible brand mark replace the wider street action as the focus.

VISIBLE PRODUCT COPY

GAAJ

EDIT / CONTINUITY NOTE

First of three solo product inserts. Preserve the original packaging image; the small agency lettering is too distorted for a precise transcription.

03 / STORYBOARD **SHOT 03**

00:05.250 - 00:06.292 / 1.042 SEC

The pink drink.



Frame at 00:05.500

Source frame 0132 / 24 fps



Frame at 00:06.042

Source frame 0145 / 24 fps

ACTION

The cup fills the view, showing pink-and-white swirls, a clear lid, straw and GAAJ branding. Pale pink liquid lifts along the rim as the cup hangs at a slight angle.

FRAMING & MOVEMENT

A very tight portrait close-up emphasizes the cup surface and lid against the defocused woman. Small movement continues during the insert.

STORY FUNCTION

Vary the product showcase with a different texture and silhouette. The unstable rim detail also prepares the eventual spill.

VISIBLE PRODUCT COPY

GAAJ

EDIT / CONTINUITY NOTE

Hard cut at frame 126. Describe the visible pink drink without assigning an unshown flavor, ingredient or beverage category.

03 / STORYBOARD **SHOT 04**

00:06.292 - 00:07.000 / 0.708 SEC

The cream tube.



Frame at 00:06.417

Source frame 0154 / 24 fps



Frame at 00:06.833

Source frame 0164 / 24 fps

ACTION

A rose-toned tube with a metallic appearance floats upright, cap downward. Its green-and-white symbol, GAAJ wordmark and moisturizing-cream label face the lens.

FRAMING & MOVEMENT

A tight full-product portrait keeps the tube and cap visible against a soft background. Reflections define the surface while the tube drifts slightly.

STORY FUNCTION

Complete the sequence of three product inserts with a clear front-facing label before the return to the wider action.

VISIBLE PRODUCT COPY

GAAJ
MOISTURIZING CREAM

EDIT / CONTINUITY NOTE

The shortest insert lasts 17 frames. These two readable labels are transcribed; the smaller, malformed source lettering remains only in the original stills.

04 / THE FINAL IMPRESSION **SHOT 05**

00:07.000 - 00:09.250 / 2.250 SEC

The pause is over.



The fall / 00:07.167

Source frame 0172 / 24 fps



Aftermath / 00:08.917

Source frame 0214 / 24 fps

ACTION & FRAMING

The view returns to the woman and the floating props. She tips backward and lands seated as the products fall around her. The cup spills pink liquid across the foreground; she stays on the pavement, hands braced behind her. The frontal view rapidly widens and reframes downward, ending on the seated woman behind the scattered items and spill.

STORY PAYOFF

The three product portraits give way to the wider mishap. Her seated reaction and the pink spill release the tension created by the suspended objects.

ENDING & SOURCE NOTES

The reel ends directly on the aftermath at 00:09.250, after frame 221. Branding stays on the products; there is no separate end card or sales CTA. All stills and image timings come from 07.mp4. Sound cues on page 02 are proposed.