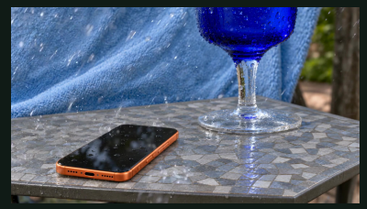
A TONTEL BRAND FILM

Life happens.
We come to you.







Three everyday accidents. One expert response. TONTEL is on the way.

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

40.80 SEC / LANDSCAPE / 24 FPS

01 / WHY THIS FILM EXISTS

Keep life moving.

Connect three familiar phone accidents to one service promise: a prepared TONTEL technician who comes to the customer.



01

Make it relatable

Build three clear accidents: a curious child, a forgotten phone on a car and water reaching a poolside table.

02

Build reassurance

Introduce the technician in his workshop, preparing tools and opening up for departure.

03

Leave a clear memory

Build momentum with the van, ignition, pedal and wheel. Finish on the branded vehicle heading out onto the road.

INTENDED TAKEAWAY

Accidents happen. TONTEL is ready to come to you.

02 / THE FILM AT A GLANCE

Three accidents. One service response.

01	00:00.000 - 00:02.208	2.21 s	**A phone within reach**
02	00:02.208 - 00:04.250	2.04 s	**Curiosity takes over**
03	00:04.250 - 00:05.167	0.92 s	**At the railing**
04	00:05.167 - 00:08.167	3.00 s	**The drop**
05	00:08.167 - 00:09.667	1.50 s	**Impact on the floor**
06	00:09.667 - 00:11.708	2.04 s	**Forgotten on the roof**
07	00:11.708 - 00:13.458	1.75 s	**The car moves away**
08	00:13.458 - 00:17.708	4.25 s	**Beside the moving tyre**
09	00:17.708 - 00:19.042	1.33 s	**A quiet poolside moment**
10	00:19.042 - 00:20.042	1.00 s	**Left on the table**
11	00:20.042 - 00:21.625	1.58 s	**The sprinklers start**
12	00:21.625 - 00:22.750	1.12 s	**Water reaches the phone**
13	00:22.750 - 00:24.750	2.00 s	**The expert is ready**
14	00:24.750 - 00:26.625	1.88 s	**Pack the tools**
15	00:26.625 - 00:29.125	2.50 s	**Open the workshop**
16	00:29.125 - 00:30.292	1.17 s	**Head for the van**
17	00:30.292 - 00:32.667	2.37 s	**Take the driver seat**
18	00:32.667 - 00:33.375	0.71 s	**Start the engine**
19	00:33.375 - 00:33.917	0.54 s	**Press the pedal**
20	00:33.917 - 00:34.875	0.96 s	**Wheels in motion**
21	00:34.875 - 00:40.800	5.92 s	**TONTEL is on the way**

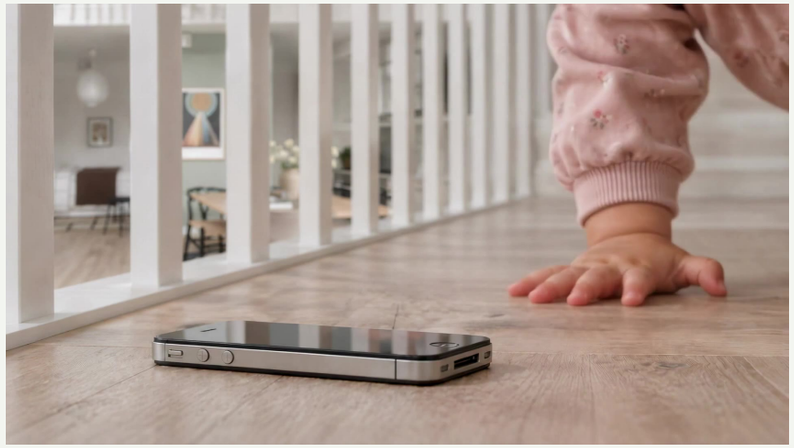
FORMAT: 1920 x 1080 px / 16:9 / 24 fps / 40.80 seconds

Use the paired frames to guide the opening and closing beats of each shot. Maintain character, wardrobe, phone and vehicle continuity throughout.

03 / STORYBOARD **SHOT 01**

A phone within reach

00:00.000 - 00:02.208 / 2.21 SEC



Frame at 00:00.250



Frame at 00:01.958

ACTION

Show a toddler reaching across the upstairs floor toward a phone beside the white balustrade. Let the hand move onto the device.

FRAMING & MOVEMENT

Use a floor-level close-up with the phone and small hand dominant.

STORY FUNCTION

Introduce an ordinary household risk.

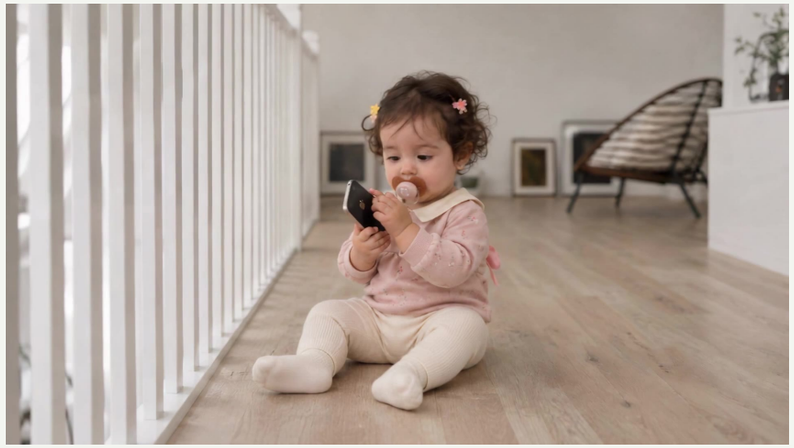
PRODUCTION DIRECTION

Keep the landing bright and the phone position consistent.

03 / STORYBOARD **SHOT 02**

Curiosity takes over

00:02.208 - 00:04.250 / 2.04 SEC



Frame at 00:02.458



Frame at 00:04.000

ACTION

Seat the toddler on the landing holding the phone. Let the child explore it with absorbed, playful attention.

FRAMING & MOVEMENT

Use a wider low-angle portrait with the white railings alongside the child.

STORY FUNCTION

Develop the innocent action that will trigger the accident.

PRODUCTION DIRECTION

Preserve the pink outfit, pale trousers and dark curly hair.

03 / STORYBOARD SHOT 03

At the railing

00:04.250 - 00:05.167 / 0.92 SEC



Frame at 00:04.433



Frame at 00:04.983

ACTION

Move behind the toddler at the balustrade. Have the child bring the phone toward the gap between the railings.

FRAMING & MOVEMENT

Use a close rear three-quarter angle to show the hands and railing.

STORY FUNCTION

Prepare the fall without changing the domestic setting.

PRODUCTION DIRECTION

Stage the action with a protected set and composite phone movement.

03 / STORYBOARD **SHOT 04**

The drop

00:05.167 - 00:08.167 / 3.00 SEC



Frame at 00:05.417



Frame at 00:07.917

ACTION

Show the phone leaving the upstairs railing and tumbling through open space toward the lower floor.

FRAMING & MOVEMENT

Look upward from below so the balcony remains visible behind the falling device.

STORY FUNCTION

Turn a small gesture into a dramatic accident.

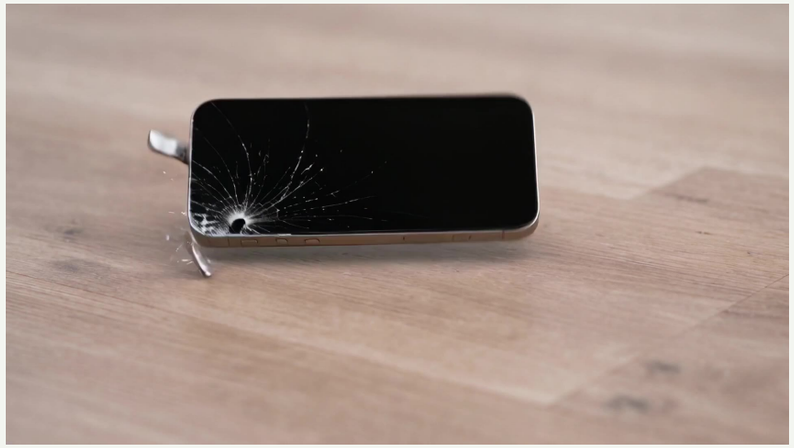
PRODUCTION DIRECTION

Keep the phone rotation and downward travel continuous.

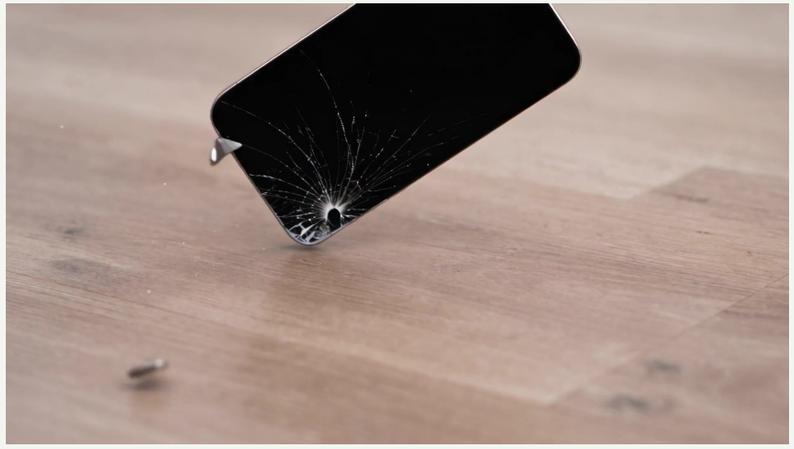
03 / STORYBOARD **SHOT 05**

Impact on the floor

00:08.167 - 00:09.667 / 1.50 SEC



Frame at 00:08.417



Frame at 00:09.417

ACTION

Land the phone on the hard floor and show it rebounding with damaged glass visible.

FRAMING & MOVEMENT

Cut to a tight ground-level impact view. Emphasise the phone and small fragments.

STORY FUNCTION

Complete the first accident with unmistakable damage.

PRODUCTION DIRECTION

Use a controlled prop or visual effect for the impact and fragments.

03 / STORYBOARD SHOT 06

Forgotten on the roof

00:09.667 - 00:11.708 / 2.04 SEC



Frame at 00:09.917



Frame at 00:11.458

ACTION

Show a suited man beside a black car, placing a drink on the roof while the phone rests nearby. Let him turn his attention toward entering the car.

FRAMING & MOVEMENT

Frame above the roofline so the man, cup and phone establish the setup.

STORY FUNCTION

Introduce a second familiar lapse of attention.

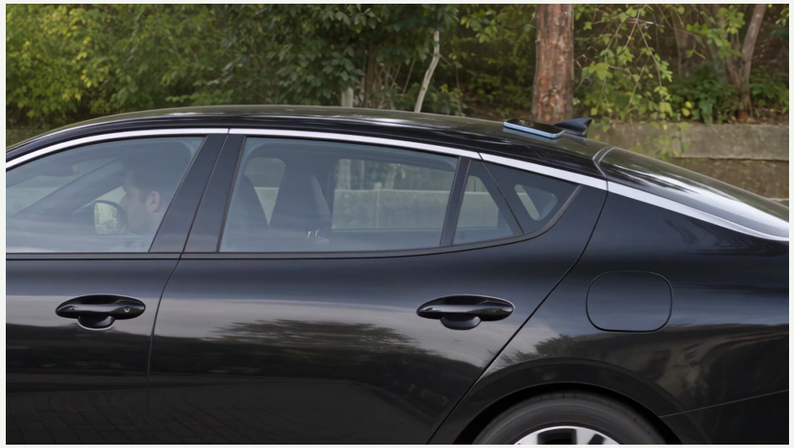
PRODUCTION DIRECTION

Keep the car black and maintain the phone location on its roof.

03 / STORYBOARD **SHOT 07**

The car moves away

00:11.708 - 00:13.458 / 1.75 SEC



Frame at 00:11.958



Frame at 00:13.208

ACTION

Have the black car pull away while the forgotten phone is still part of the setup.

FRAMING & MOVEMENT

Use a side view that follows the vehicle as it begins moving.

STORY FUNCTION

Build anticipation for the second accident.

PRODUCTION DIRECTION

Match the vehicle and location to the preceding shot.

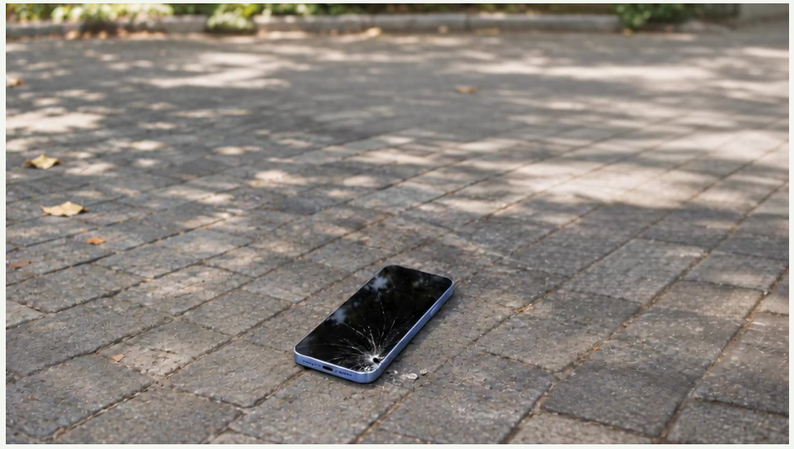
03 / STORYBOARD **SHOT 08**

Beside the moving tyre

00:13.458 - 00:17.708 / 4.25 SEC



Frame at 00:13.708



Frame at 00:17.458

ACTION

Drop the phone onto the paving beside the car wheel. Let it bounce and settle as the tyre moves close alongside it.

FRAMING & MOVEMENT

Use a low close-up of the wheel and phone, holding on the device after it lands.

STORY FUNCTION

Make the consequences of forgetting the phone tangible.

PRODUCTION DIRECTION

Keep the device readable; do not add a tyre rolling over it beyond what is shown.

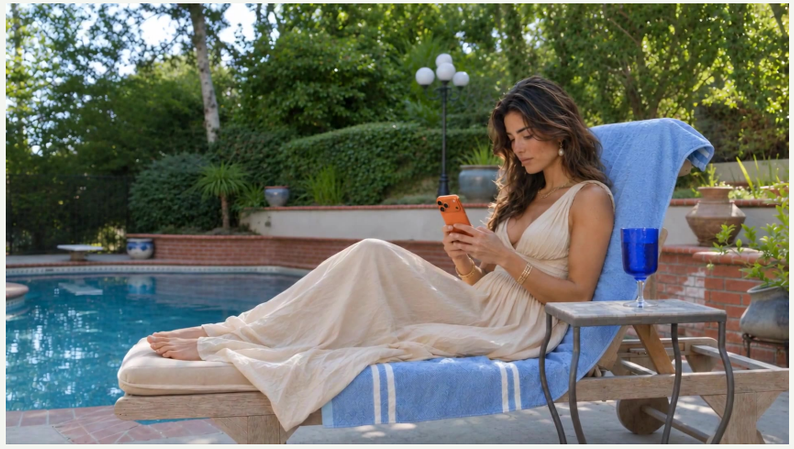
03 / STORYBOARD **SHOT 09**

A quiet poolside moment

00:17.708 - 00:19.042 / 1.33 SEC



Frame at 00:17.958



Frame at 00:18.792

ACTION

Seat a woman in a pale dress on a blue-covered lounger, using an orange-cased phone beside the pool.

FRAMING & MOVEMENT

Establish the woman, lounger, side table and garden in a relaxed wide composition.

STORY FUNCTION

Set up a third accident through a calm lifestyle contrast.

PRODUCTION DIRECTION

Keep the orange case, blue glass and blue lounger cover consistent.

03 / STORYBOARD **SHOT 10**

Left on the table

00:19.042 - 00:20.042 / 1.00 SEC



Frame at 00:19.242



Frame at 00:19.842

ACTION

Have the woman set the orange phone on the side table and rise from the lounger.

FRAMING & MOVEMENT

Move closer to the table and her standing action, keeping the phone visible.

STORY FUNCTION

Separate the owner from the vulnerable device.

PRODUCTION DIRECTION

Place the phone flat on the tabletop beside the blue glass.

03 / STORYBOARD **SHOT 11**

The sprinklers start

00:20.042 - 00:21.625 / 1.58 SEC



Frame at 00:20.292



Frame at 00:21.375

ACTION

Let the woman leave the poolside area as garden sprinklers spray near the empty lounger.

FRAMING & MOVEMENT

Use a wider garden view to reveal the spray crossing the seating area.

STORY FUNCTION

Introduce the water hazard before the detail insert.

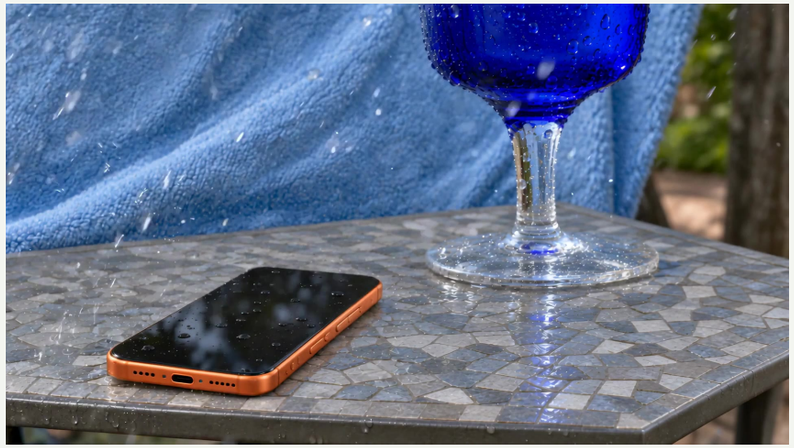
PRODUCTION DIRECTION

Keep the table and lounger in the same positions.

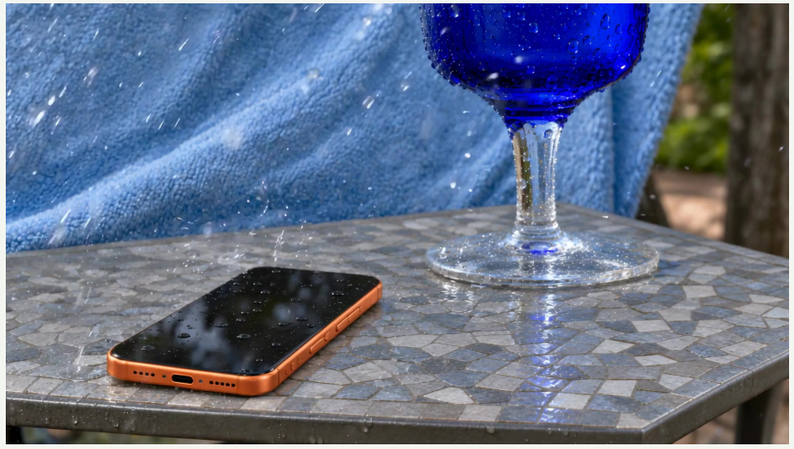
03 / STORYBOARD **SHOT 12**

Water reaches the phone

00:21.625 - 00:22.750 / 1.12 SEC



Frame at 00:21.850



Frame at 00:22.525

ACTION

Show spray and droplets landing across the orange-cased phone on the wet table.

FRAMING & MOVEMENT

Cut to a close-up with the blue glass behind the device.

STORY FUNCTION

Complete the three-accident setup with a water-exposure beat.

PRODUCTION DIRECTION

Show the visible splash only; keep the screen response consistent with the footage.

03 / STORYBOARD **SHOT 13**

The expert is ready

00:22.750 - 00:24.750 / 2.00 SEC



Frame at 00:23.000



Frame at 00:24.500

ACTION

Introduce the TONTEL technician in the workshop examining a rectangular repair component in his hands.

FRAMING & MOVEMENT

Use a medium close view with workshop lighting and the branded van behind him.

STORY FUNCTION

Shift from customer mishaps to the person who can respond.

PRODUCTION DIRECTION

Preserve the branded cap, grey apron and dark shirt.

03 / STORYBOARD **SHOT 14**

Pack the tools

00:24.750 - 00:26.625 / 1.88 SEC



Frame at 00:25.000



Frame at 00:26.375

ACTION

Have the technician work at the bench and organise an open tool case for departure.

FRAMING & MOVEMENT

Use a medium side angle that includes his hands and the case.

STORY FUNCTION

Turn readiness into an active service response.

PRODUCTION DIRECTION

Keep the tools and case consistent as he prepares to leave.

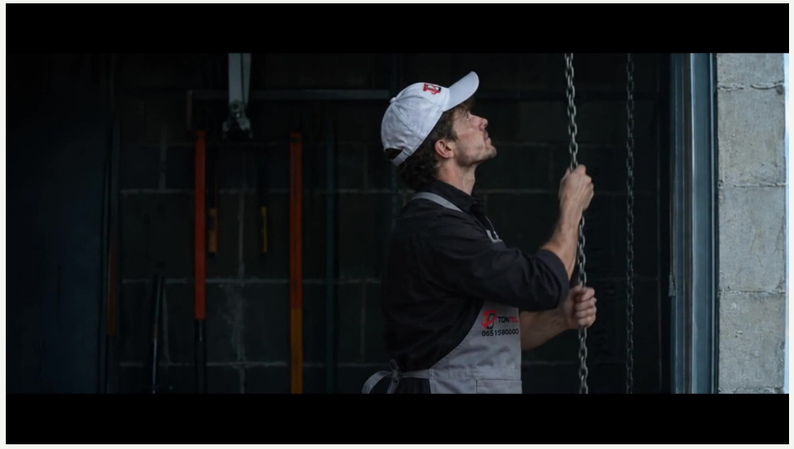
03 / STORYBOARD **SHOT 15**

Open the workshop

00:26.625 - 00:29.125 / 2.50 SEC



Frame at 00:26.875



Frame at 00:28.875

ACTION

Have the technician operate the chain mechanism to raise the workshop shutter. Let daylight enter through the opening.

FRAMING & MOVEMENT

Frame him beside the door in the darker workshop, looking upward toward the mechanism.

STORY FUNCTION

Open the route from the workshop to the customer.

PRODUCTION DIRECTION

Preserve the direction of the chain pull and rising shutter.

03 / STORYBOARD **SHOT 16**

Head for the van

00:29.125 - 00:30.292 / 1.17 SEC



Frame at 00:29.358



Frame at 00:30.058

ACTION

Show the technician walking down the workshop aisle toward the white TONTEL van.

FRAMING & MOVEMENT

Use a wide rear view of the van between stocked shelving units and the bright exit.

STORY FUNCTION

Connect the prepared technician to the mobile repair service.

PRODUCTION DIRECTION

Keep the vehicle branding clearly visible.

03 / STORYBOARD **SHOT 17**

Take the driver seat

00:30.292 - 00:32.667 / 2.37 SEC



Frame at 00:30.542



Frame at 00:32.417

ACTION

Have the technician climb into the van through the open driver door, then close it.

FRAMING & MOVEMENT

Frame the side of the van and doorway from outside.

STORY FUNCTION

Prepare the departure with a simple physical action.

PRODUCTION DIRECTION

Match the uniform and vehicle position to the workshop aisle shot.

03 / STORYBOARD **SHOT 18**

Start the engine

00:32.667 - 00:33.375 / 0.71 SEC



Frame at 00:32.808



Frame at 00:33.233

ACTION

Cut inside the cab and show the technician operating the ignition beside the steering wheel.

FRAMING & MOVEMENT

Use a tight hand-and-dashboard insert.

STORY FUNCTION

Begin a brisk departure montage.

PRODUCTION DIRECTION

Keep the movement concise and immediately legible.

03 / STORYBOARD **SHOT 19**

Press the pedal

00:33.375 - 00:33.917 / 0.54 SEC



Frame at 00:33.483



Frame at 00:33.808

ACTION

Show the driver's shoe pressing a pedal in the footwell.

FRAMING & MOVEMENT

Use a tight low insert that isolates the foot and pedal.

STORY FUNCTION

Continue the rhythmic sequence of departure details.

PRODUCTION DIRECTION

Match the clothing and footwear to the technician.

03 / STORYBOARD **SHOT 20**

Wheels in motion

00:33.917 - 00:34.875 / 0.96 SEC



Frame at 00:34.108



Frame at 00:34.683

ACTION

Show the van wheel beginning to roll, with a brief haze near the ground.

FRAMING & MOVEMENT

Cut to a low exterior close-up of the front wheel and white bodywork.

STORY FUNCTION

Translate the driver's actions into vehicle movement.

PRODUCTION DIRECTION

Keep the van markings and wheel design consistent.

04 / THE FINAL IMPRESSION

TONTEL is on the way.

00:34.875 - 00:40.800 / 5.92 SEC





ON SCREEN

Send the branded white van out onto the sunny street. Let it travel across the wide frame and continue away down the road.

FRAMING & MOVEMENT

Use a fixed wide exterior with trees and buildings providing scale. Hold the van's movement through the final beat.

PRODUCTION DIRECTION

Finish on the moving van. Keep this as an outbound journey without adding a repair or handover scene.