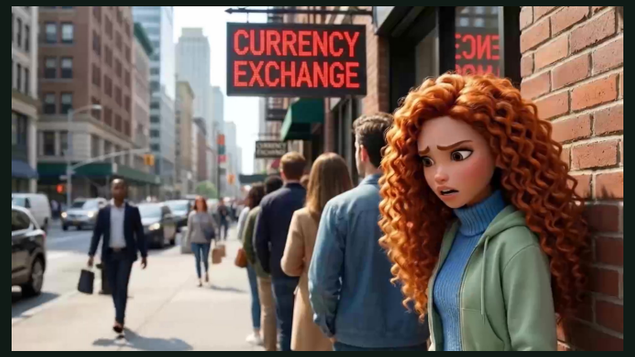
A TOWB BRAND FILM

Beyond limits.
Free to change.

An everyday delay. An unexpected escape. A new way to exchange.

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

48.50 SEC / LANDSCAPE / 24 FPS







01 / WHY THIS FILM EXISTS

Turn restriction into freedom.

Follow a hurried morning into an exchange-shop queue, then transform frustration into flight. Connect that freedom to a simple TOWB mobile transfer.



01

Build the friction

Move from the hurried morning and taxi to a crowded avenue and exchange-shop queue. Make the delay feel personal.

02

Release the tension

Open the sky and let the character rise above the city. Use movement, space and warmth to express freedom.

03

Connect to TOWB

Link the flight to the exchange-limits message, demonstrate a transfer and finish with the TOWB identity.

INTENDED TAKEAWAY

Free yourself from exchange limits. TOWB - Here To Change.

02 / THE FILM AT A GLANCE

From the morning rush to open skies.

01 A rushed awakening
00:00.000 - 00:02.958 / 2.96 s

02 The morning routine
00:02.958 - 00:04.625 / 1.67 s

03 Rush down the stairs
00:04.625 - 00:06.292 / 1.67 s

04 Stuck in the taxi
00:06.292 - 00:08.875 / 2.58 s

05 The city feels overwhelming
00:08.875 - 00:12.917 / 4.04 s

06 The exchange-shop queue
00:12.917 - 00:17.542 / 4.62 s

07 Waiting wears her down
00:17.542 - 00:21.958 / 4.42 s

08 A glimpse of open sky
00:21.958 - 00:24.750 / 2.79 s

09 Choose a different way
00:24.750 - 00:28.125 / 3.38 s

10 Rise above the city
00:28.125 - 00:32.542 / 4.42 s

11 Enjoy the freedom
00:32.542 - 00:36.042 / 3.50 s

12 State the promise
00:36.042 - 00:39.292 / 3.25 s

13 Put the service in her hand
00:39.292 - 00:41.792 / 2.50 s

14 Transfer, then confirmation
00:41.792 - 00:44.792 / 3.00 s

15 TOWB: Here To Change
00:44.792 - 00:48.500 / 3.71 s

FORMAT: 1920 x 1080 px / 16:9 / 24 fps / 48.50 seconds / 3D animation

Preserve the character, red curls and green outfit. Follow the shift from warm interiors to the city, open sky and sunset. Screen copy is included on the relevant boards; dialogue is not transcribed.

03 / STORYBOARD **SHOT 01**

A rushed awakening

00:00.000 - 00:02.958 / 2.96 SEC



Frame at 00:00.220



Frame at 00:02.778

ACTION

Begin with the red-haired woman asleep beneath a pale green duvet. Have her wake suddenly and spring upright, with her curls bouncing as she reacts to the bedside clock.

FRAMING & MOVEMENT

Use a medium-wide bedroom view including the bed, clock, warm lamp and window.

STORY FUNCTION

Establish a busy morning through a clear burst of movement.

PRODUCTION DIRECTION

Keep the bedroom warm and lived-in. Exaggerate the hair bounce while preserving the character’s design.

03 / STORYBOARD **SHOT 02**

The morning routine

00:02.958 - 00:04.625 / 1.67 SEC



Frame at 00:03.178



Frame at 00:04.445

ACTION

Have her brush her teeth at the bathroom sink and look at her reflection. Let her move briskly through the routine.

FRAMING & MOVEMENT

Cut to an angled mirror view that shows both her back and reflected face.

STORY FUNCTION

Compress the daily routine and maintain the morning’s pace.

PRODUCTION DIRECTION

Match the red curls and pale sleepwear. Keep the mirror reflection coordinated with her actions.

03 / STORYBOARD **SHOT 03**

Rush down the stairs

00:04.625 - 00:06.292 / 1.67 SEC



Frame at 00:04.845



Frame at 00:06.112

ACTION

Now dressed in a light green jacket and skirt over a blue top, have her hurry down the staircase. Let her skirt and hair follow the movement.

FRAMING & MOVEMENT

Use a wide view from the foot of the stairs, keeping her full body and the handrail visible.

STORY FUNCTION

Carry the rush out of the house and introduce the day’s main wardrobe.

PRODUCTION DIRECTION

Preserve this outfit through the city, flight and final brand sequence.

03 / STORYBOARD **SHOT 04**

Stuck in the taxi

00:06.292 - 00:08.875 / 2.58 SEC



Frame at 00:06.512



Frame at 00:08.695

ACTION

Seat her by the window of a yellow taxi. Have her look out, rest her face near her hand and scan the street with an impatient expression.

FRAMING & MOVEMENT

Frame from outside through the side window, with city reflections across the glass.

STORY FUNCTION

Introduce the feeling of delay within the urban routine.

PRODUCTION DIRECTION

Use restrained facial changes and passing reflections; keep the yellow cab recognisable.

03 / STORYBOARD **SHOT 05**

The city feels overwhelming

00:08.875 - 00:12.917 / 4.04 SEC



Frame at 00:09.095



Frame at 00:12.737

ACTION

Place her alone in the foreground of a busy avenue. Have her look around and upward as taxis and pedestrians occupy the city behind.

FRAMING & MOVEMENT

Use a frontal full-body view with tall buildings and a deep avenue perspective.

STORY FUNCTION

Make the crowded city feel larger than the character and build the sense of restriction.

PRODUCTION DIRECTION

Keep the character visually clear against the traffic and signage. Let her changing gaze guide attention.

03 / STORYBOARD **SHOT 06**

The exchange-shop queue

00:12.917 - 00:17.542 / 4.62 SEC



Frame at 00:13.137



Frame at 00:17.362

ACTION

Reveal a long line of customers outside an exchange shop. Move along the pavement to show how far the queue stretches beside the brick storefront.

FRAMING & MOVEMENT

Use a wide street-level view with the exchange signage and waiting line visible together.

STORY FUNCTION

Give the frustration a specific cause: waiting for a traditional exchange service.

PRODUCTION DIRECTION

Hold enough of the line in view to communicate the delay without needing dialogue.

03 / STORYBOARD **SHOT 07**

Waiting wears her down

00:17.542 - 00:21.958 / 4.42 SEC



Frame at 00:17.762



Frame at 00:21.778

ACTION

Place her in the queue beside the brick wall. Have her glance along the line, look upward, fold her arms and lean back with growing impatience.

FRAMING & MOVEMENT

Cut to a medium view with the CURRENCY EXCHANGE sign above and the line continuing behind.

STORY FUNCTION

Personalise the inconvenience through her body language.

PRODUCTION DIRECTION

Build the reaction gradually from restless observation to folded-arm frustration.

03 / STORYBOARD **SHOT 08**

A glimpse of open sky

00:21.958 - 00:24.750 / 2.79 SEC



Frame at 00:22.178



Frame at 00:24.570

ACTION

Look above the buildings to a bright sky filled with soft clouds and small distant birds. Hold the open space.

FRAMING & MOVEMENT

Cut to an upward city-sky view with only the roofline along the bottom edge.

STORY FUNCTION

Introduce a visual alternative to the confined queue: freedom and space.

PRODUCTION DIRECTION

Keep the sky airy and bright. Use this pause to prepare the change in mood.

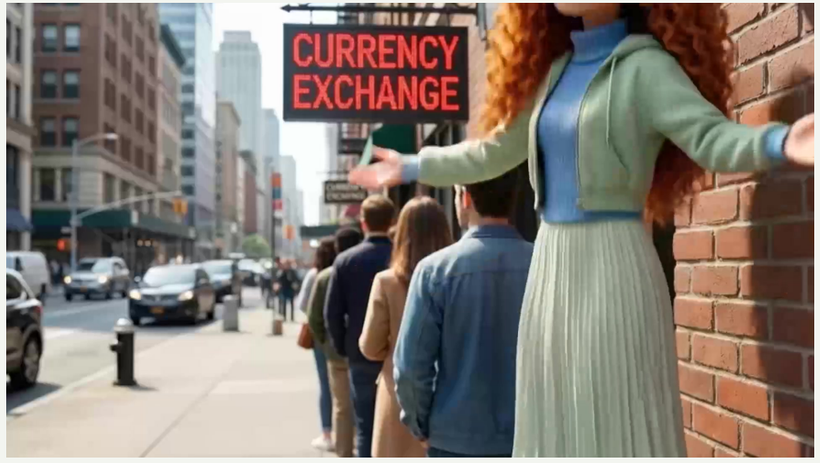
03 / STORYBOARD SHOT 09

Choose a different way

00:24.750 - 00:28.125 / 3.38 SEC



Frame at 00:24.970



Frame at 00:27.945

ACTION

Return to her at the wall. Have her close her eyes briefly, unfold her arms and open them away from her body as her expression softens.

FRAMING & MOVEMENT

Use the same medium queue composition to make her change in posture clear.

STORY FUNCTION

Turn passive frustration into a moment of release before the flight.

PRODUCTION DIRECTION

Keep the line and wall continuous; let her arms and expression provide the transition.

03 / STORYBOARD **SHOT 10**

Rise above the city

00:28.125 - 00:32.542 / 4.42 SEC



Frame at 00:28.345



Frame at 00:32.362

ACTION

Lift her into the air between the buildings with arms spread wide. Continue upward until the skyline and cloud layer sit below her.

FRAMING & MOVEMENT

Begin with a full-body frontal flight view and widen as she rises above the towers.

STORY FUNCTION

Translate release from restriction into a joyful visual metaphor.

PRODUCTION DIRECTION

Let curls, jacket and skirt respond to the ascent. Keep her face delighted and her silhouette readable.

03 / STORYBOARD **SHOT 11**

Enjoy the freedom

00:32.542 - 00:36.042 / 3.50 SEC



Frame at 00:32.762



Frame at 00:35.862

ACTION

Have her glide with arms extended, smiling broadly as wind sweeps her curls back. Surround her with warm sunset clouds.

FRAMING & MOVEMENT

Move to a close three-quarter portrait in flight, with soft golden light across her face.

STORY FUNCTION

Make the newfound freedom emotionally tangible.

PRODUCTION DIRECTION

Maintain the same outfit and character proportions while shifting the light toward a warm sunset glow.

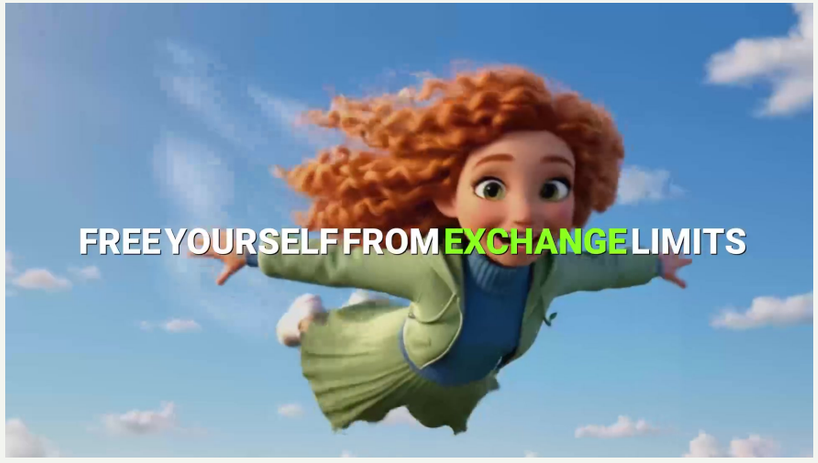
03 / STORYBOARD SHOT 12

State the promise

00:36.042 - 00:39.292 / 3.25 SEC



Frame at 00:36.262



Frame at 00:39.112

ACTION

Let her fly playfully across a bright blue sky, turning toward camera with an open, confident smile. Place the campaign line over the scene.

FRAMING & MOVEMENT

Use a medium-to-wide airborne view with generous sky around her and a central text overlay.

STORY FUNCTION

Connect the fantasy of flight to the exchange-service message.

PRODUCTION DIRECTION

ON-SCREEN COPY: FREE YOURSELF FROM EXCHANGE LIMITS. Highlight EXCHANGE in green within the white line.

03 / STORYBOARD **SHOT 13**

Put the service in her hand

00:39.292 - 00:41.792 / 2.50 SEC



Frame at 00:39.512



Frame at 00:41.612

ACTION

While still aloft, have her bring out a light-coloured smartphone and look at it with an excited smile. Let her begin interacting with the screen.

FRAMING & MOVEMENT

Cut to a medium close portrait against the blue sky, with the phone clearly visible in her hand.

STORY FUNCTION

Move from the freedom metaphor to a simple mobile interaction.

PRODUCTION DIRECTION

Keep the phone and her eyeline aligned; preserve the flowing hair and airborne setting.

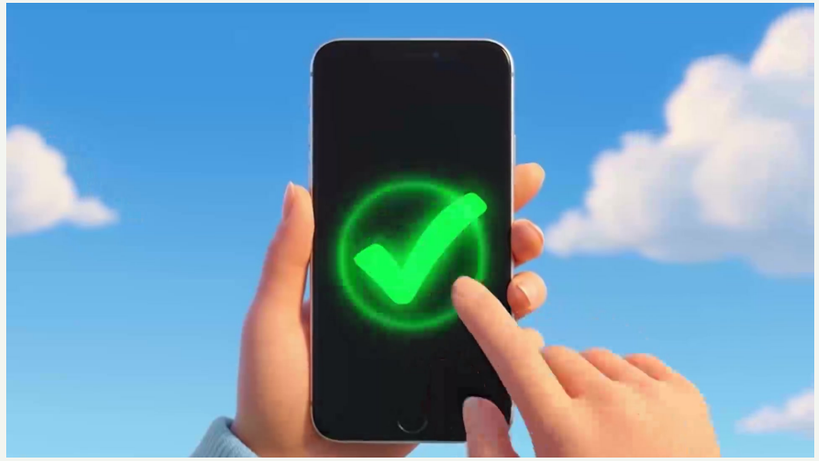
03 / STORYBOARD **SHOT 14**

Transfer, then confirmation

00:41.792 - 00:44.792 / 3.00 SEC



Frame at 00:42.012



Frame at 00:44.612

ACTION

Show the phone screen with the turquoise TOWB logo and Transfer button. Have a finger tap the button, then replace the interface with a large green confirmation check.

FRAMING & MOVEMENT

Use a close insert of the upright phone and hands against the sky. Keep the display front-facing and legible.

STORY FUNCTION

Demonstrate the service action and provide a clear success signal.

PRODUCTION DIRECTION

SCREEN COPY: TOWB / Transfer. Follow the tap with the green check animation; keep the interaction concise.

04 / THE FINAL IMPRESSION

TOWB: Here To Change

00:44.792 - 00:48.500 / 3.71 SEC



Frame at 00:45.012



Frame at 00:48.320

ACTION

Reveal the large glowing turquoise TOWB symbol and wordmark above the distant skyline. Keep the flying character moving beside it and resolve the tagline underneath.

FRAMING & MOVEMENT

Use a wide sky composition with the brand dominating the centre and the character small beside it.

STORY FUNCTION

Close with a memorable brand image that carries the freedom theme.

PRODUCTION DIRECTION

END COPY: TOWB / Here To Change. Hold the completed mark and tagline clearly through the final beat.