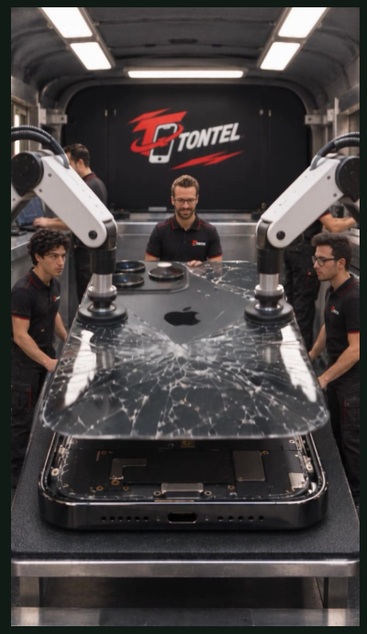
A TONTEL BRAND FILM

Tiny team. Big repair.

A miniature team. A meticulous repair. One very happy customer.







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

18.71 SEC / VERTICAL / 24 FPS

01 / WHY THIS FILM EXISTS

Keep life moving.

Make on-location repair memorable through a miniature crew, a spectacular workshop and a simple moment of relief.



01

Make it relatable

Place a damaged phone beside a waiting girl. Introduce tiny technicians to turn a familiar problem into a surprising visual hook.

02

Build reassurance

Follow the phone into the workshop. Show preparation, removal, replacement and careful reassembly as distinct actions.

03

Leave a clear memory

Return the repaired phone to the girl. Let her smile reward the team’s effort and give the film a human ending.

INTENDED TAKEAWAY

A small team makes a big difference. TONTEL brings expert care to your phone.

02 / THE FILM AT A GLANCE

One miniature world. Eight planned shots.

01	00:00.000 - 00:02.375	2.38 s	**A tiny team arrives**
02	00:02.375 - 00:04.333	1.96 s	**Lift and transport**
03	00:04.333 - 00:04.958	0.62 s	**Into the mobile workshop**
04	00:04.958 - 00:06.750	1.79 s	**Prepare the damaged back**
05	00:06.750 - 00:09.583	2.83 s	**Remove the cracked panel**
06	00:09.583 - 00:11.833	2.25 s	**Fit the new rear panel**
07	00:11.833 - 00:13.083	1.25 s	**Secure the finish**
08	00:13.083 - 00:18.708	5.62 s	**Small team. Big relief.**

FORMAT: 720 x 1280 px / 9:16 / 24 fps / 18.71 seconds

Use the paired frames to guide the opening and closing beats of each shot. Maintain character identity, miniature scale, phone design and workshop continuity throughout.

03 / STORYBOARD **SHOT 01**

A tiny team arrives

00:00.000 - 00:02.375 / 2.38 SEC



Frame at 00:00.250



Frame at 00:02.150

ACTION

Seat the girl on a stone step beside a damaged black phone. Bring a team of miniature technicians toward it with their equipment. Have them gather around the device as she watches closely.

FRAMING & MOVEMENT

Use a low street-level wide view. Keep the girl large in the background and the phone and miniature crew sharp in the foreground.

STORY FUNCTION

Introduce the scale-play concept and make the broken phone the shared focus.

PRODUCTION DIRECTION

Keep the girl, dark dress, black shoes and phone consistent. The technicians must remain tiny beside her.

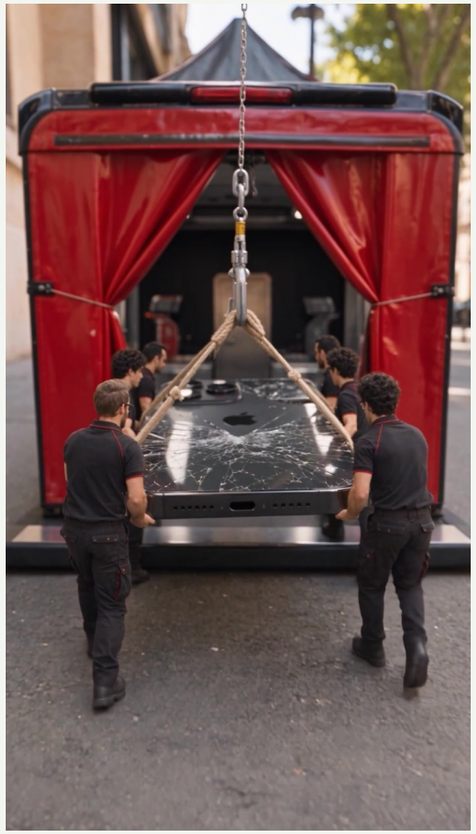
03 / STORYBOARD **SHOT 02**

Lift and transport

00:02.375 - 00:04.333 / 1.96 SEC



Frame at 00:02.550



Frame at 00:04.100

ACTION

Suspend the cracked phone from a chain and triangular lifting rig. Have technicians guide it toward the open red vehicle, walking alongside the load.

FRAMING & MOVEMENT

Frame the phone centrally from a low frontal angle. Track the coordinated movement toward the red-curtained cargo opening.

STORY FUNCTION

Turn the pickup into a memorable miniature engineering operation.

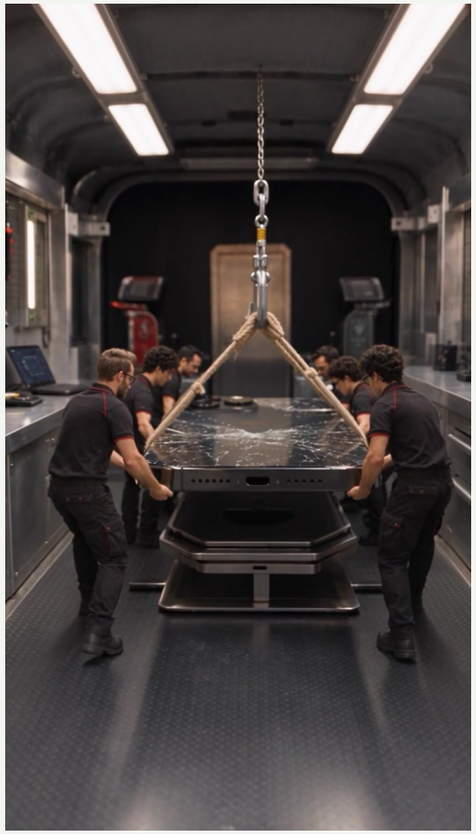
PRODUCTION DIRECTION

Keep the lifting straps taut and the suspended device stable. Preserve the scale of the crew relative to the phone.

03 / STORYBOARD SHOT 03

Into the mobile workshop

00:04.333 - 00:04.958 / 0.62 SEC



Frame at 00:04.420



Frame at 00:04.850

ACTION

Bring the suspended phone into the fitted workshop and guide it over the central workbench. Position technicians on either side to receive it.

FRAMING & MOVEMENT

Look down the van interior toward the bench. Use ceiling strip lights, side cabinets and the central hoist to define the workspace.

STORY FUNCTION

Connect the street pickup to the controlled repair environment.

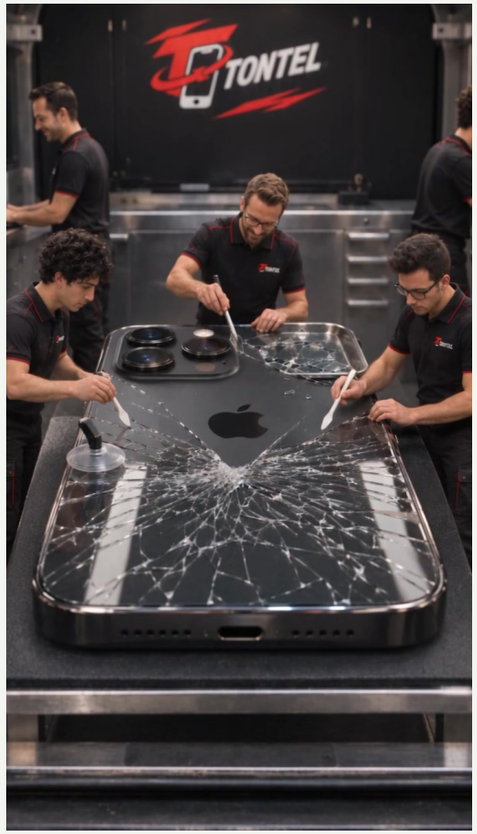
PRODUCTION DIRECTION

Use a brief transition shot. Match the hoist position and phone orientation across the cut.

03 / STORYBOARD **SHOT 04**

Prepare the damaged back

00:04.958 - 00:06.750 / 1.79 SEC



Frame at 00:05.150



Frame at 00:06.500

ACTION

Place the phone back-up on the workbench. Have the team work around the cracked rear glass and camera area with hand tools.

FRAMING & MOVEMENT

Use a close elevated three-quarter view. Keep the cracked glass, camera lenses, technicians and rear TONTEL branding readable.

STORY FUNCTION

Show careful preparation before opening the damaged device.

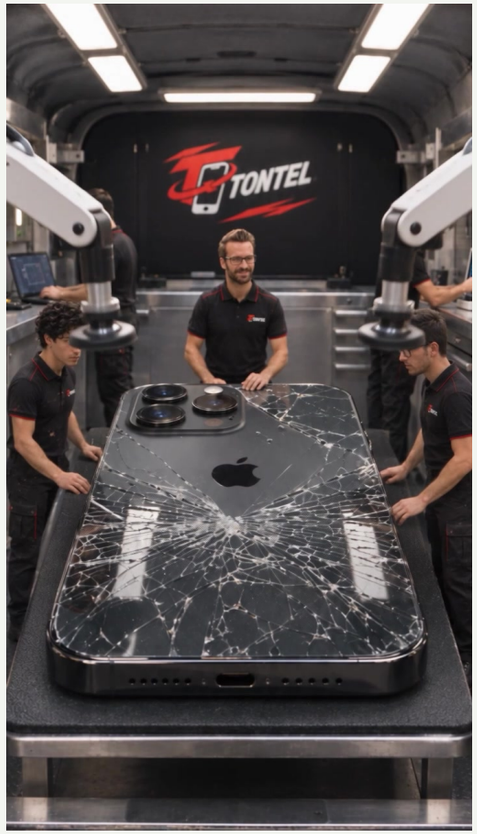
PRODUCTION DIRECTION

Choreograph separate tasks around the edges. Keep hands and tools clear of one another.

03 / STORYBOARD **SHOT 05**

Remove the cracked panel

00:06.750 - 00:09.583 / 2.83 SEC



Frame at 00:07.000



Frame at 00:09.350

ACTION

Position two robotic arms over the phone and attach their suction heads to the rear panel. Lift the damaged cover evenly while the technicians steady the device, revealing its interior.

FRAMING & MOVEMENT

Use a symmetrical frontal workshop view. Let the raised panel separate visibly from the chassis so the repair action is easy to understand.

STORY FUNCTION

Make the removal of the broken component the technical centrepiece.

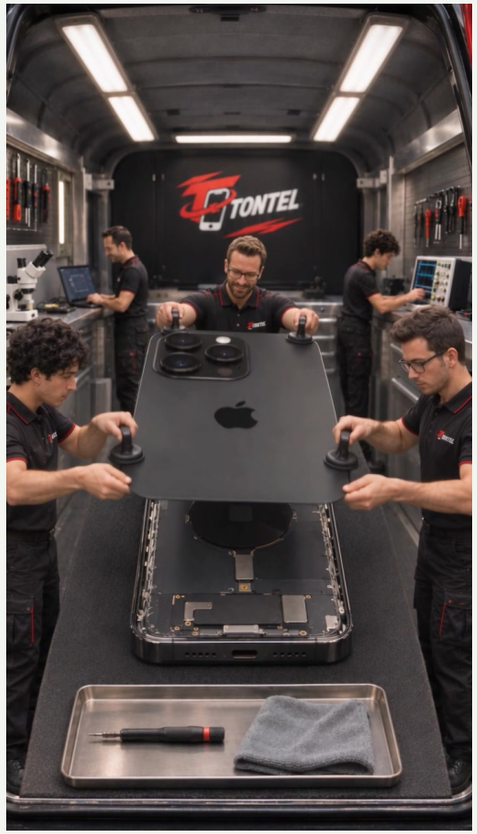
PRODUCTION DIRECTION

Lift the panel as one rigid piece. Preserve the camera assembly, chassis and internal component positions.

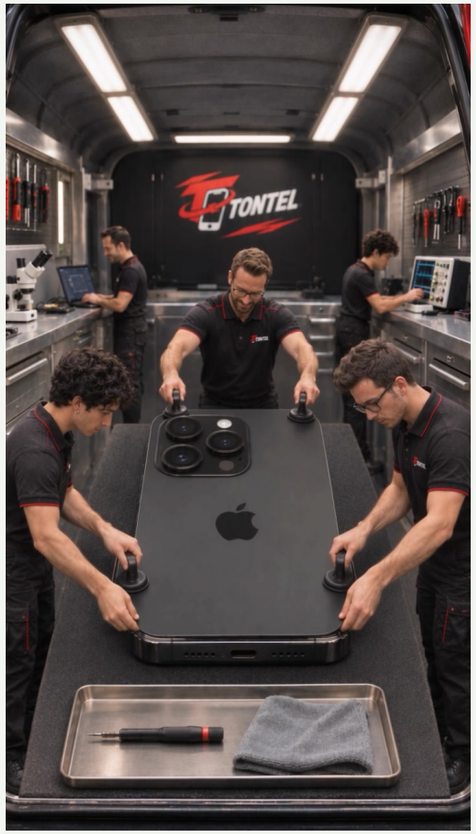
03 / STORYBOARD **SHOT 06**

Fit the new rear panel

00:09.583 - 00:11.833 / 2.25 SEC



Frame at 00:09.800



Frame at 00:11.600

ACTION

Have the team align a clean black rear panel over the open phone. Lower it carefully onto the chassis and guide the corners into place.

FRAMING & MOVEMENT

Keep the workbench centred in a slightly elevated frontal view. Show the clean panel and exposed device in the same composition.

STORY FUNCTION

Replace visible damage with a clear restoration step.

PRODUCTION DIRECTION

Align the camera openings before lowering. Keep the new surface clean and unbroken.

03 / STORYBOARD **SHOT 07**

Secure the finish

00:11.833 - 00:13.083 / 1.25 SEC



Frame at 00:12.000



Frame at 00:12.900

ACTION

Bring the robotic suction tools back over the fitted panel. Have the technicians support and press the edges as the assembly is secured.

FRAMING & MOVEMENT

Hold the balanced workshop composition. Keep the intact reflective back prominent and the TONTEL mark in the background.

STORY FUNCTION

Complete the repair montage and prepare the handover.

PRODUCTION DIRECTION

Show controlled contact with the panel. Preserve the clean finish through the next cut.

04 / THE FINAL IMPRESSION

Small team. Big relief.

00:13.083 - 00:18.708 / 5.62 SEC



The repaired phone returns



The final smile

ON SCREEN

Return to the girl on the street step. Have the miniature team carry the repaired phone to her. Let her lean forward, take it carefully and lift it with a pleased smile.

FRAMING & MOVEMENT

Begin wide enough to show the team beneath the phone. Keep the same low street viewpoint as she retrieves it and brings it toward her face.

PRODUCTION DIRECTION

Restore the original street scale. Keep the phone intact and hold the final smile; do not add a separate logo shot.