A TOWB DOMESTIC-COMEDY FILM

A secret unfolds.
Then comes TOWB.

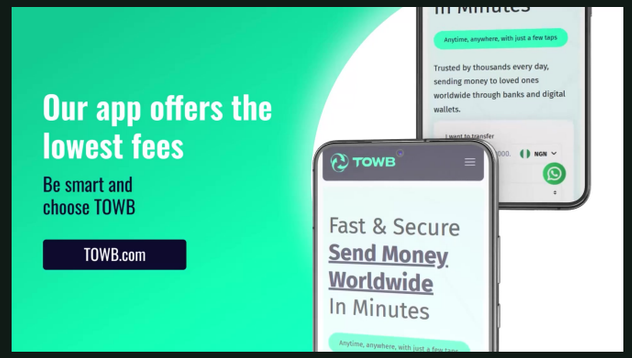
An unexpected guest. A tense exchange. A TOWB reveal.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.

44.96 SEC / LANDSCAPE / 24 FPS



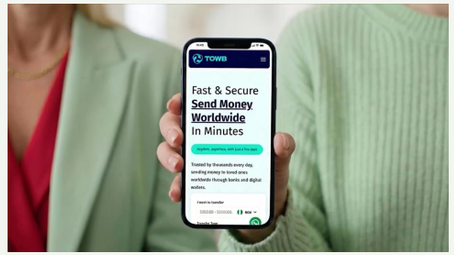




01 / WHY THIS FILM EXISTS

Turn an awkward moment into a reveal.

Build a tense household exchange around papers, reactions and an unexpected visitor. Shift attention to TOWB on the woman's phone, then close with the supplied fee message.



01

Set up the tension

Open with a woman confronting a man while holding papers. Use expressive close-ups to establish their contrasting reactions.

02

Add the surprise

Introduce a second woman at the door, then place both women opposite the man. Preserve the quick reactions and attempted interjections.

03

Reveal the product

Let the woman present TOWB on her phone. Move closer to the interface, return to the three characters and finish on the branded fee message.

INTENDED TAKEAWAY

Creative message: an awkward confrontation becomes a memorable TOWB reveal.

02 / THE FILM AT A GLANCE

From a tense entrance to a clear product reveal.

01 The papers start the confrontation
00:00.000 - 00:04.292 / 4.29 s

02 His startled first response
00:04.292 - 00:05.958 / 1.67 s

03 She presses the point
00:05.958 - 00:08.125 / 2.17 s

04 An unexpected visitor arrives
00:08.125 - 00:09.375 / 1.25 s

05 A fleeting attempt to interrupt
00:09.375 - 00:09.708 / 0.33 s

06 The women read the papers together
00:09.708 - 00:14.375 / 4.67 s

07 His defensive reply
00:14.375 - 00:16.375 / 2.00 s

08 The visitor speaks
00:16.375 - 00:17.708 / 1.33 s

09 He tries to interject again
00:17.708 - 00:18.833 / 1.12 s

10 The women hold their ground
00:18.833 - 00:23.375 / 4.54 s

11 Another brief interruption
00:23.375 - 00:24.333 / 0.96 s

12 Their firm response
00:24.333 - 00:25.458 / 1.12 s

13 One more startled reaction
00:25.458 - 00:26.667 / 1.21 s

14 She reveals TOWB on her phone
00:26.667 - 00:30.583 / 3.92 s

15 Let the screen explain
00:30.583 - 00:33.625 / 3.04 s

16 His final objection
00:33.625 - 00:37.417 / 3.79 s

17 Close on all three characters
00:37.417 - 00:39.875 / 2.46 s

18 TOWB: the fee message
00:39.875 - 00:44.958 / 5.08 s

FORMAT: 1920 x 1080 px / 16:9 / 24 fps / 44.958 seconds / Domestic-comedy brand film

Actual source frames and cut order are preserved, including the brief reaction inserts. Visible product copy is recorded as film copy; dialogue is not transcribed. Story function and production direction are editorial notes.

03 / STORYBOARD **SHOT 01**

The papers start the confrontation

00:00.000 - 00:04.292 / 4.29 SEC



Frame at 00:00.250



Frame at 00:04.000

ACTION

Open inside a bright entrance hall. A blonde woman in a pale green knit sweater holds several papers and addresses a man in a blue T-shirt, pointing at him as her expression sharpens.

FRAMING & MOVEMENT

Use a medium-wide over-the-shoulder view from behind the man. Keep the woman left of frame, the papers visible and the sunlit front door behind her.

STORY FUNCTION

Establish the confrontation and give the exchange a clear physical prop.

PRODUCTION DIRECTION

Preserve the papers, green sweater and blue shirt. Keep her pointing gesture readable and maintain the warm daylight, white trim and garden view.

03 / STORYBOARD SHOT 02

His startled first response

00:04.292 - 00:05.958 / 1.67 SEC



Frame at 00:04.500



Frame at 00:05.708

ACTION

Cut to the man facing the woman off-screen. He widens his eyes, tightens his mouth and then speaks with an exaggerated, uneasy expression.

FRAMING & MOVEMENT

Use a chest-up close view with the staircase and bright windows behind him. Keep his face central and the background softly focused.

STORY FUNCTION

Turn the confrontation into comedy through his visibly startled reaction.

PRODUCTION DIRECTION

Keep the blue T-shirt and screen-left eyeline consistent. Let the facial change carry the short shot without adding a new gesture or prop.

03 / STORYBOARD SHOT 03

She presses the point

00:05.958 - 00:08.125 / 2.17 SEC



Frame at 00:06.208



Frame at 00:07.833

ACTION

Return to the woman in the green sweater as she speaks emphatically. Her brows tighten and her expression remains confrontational.

FRAMING & MOVEMENT

Move to a medium close-up against the front door and windows. Keep her face and upper-body movement clear; the man remains off-screen.

STORY FUNCTION

Increase the tension before introducing the unexpected arrival.

PRODUCTION DIRECTION

Match her hairstyle, sweater texture and daylight to the opening. Preserve the strong expression and the original duration of the speaking beat.

03 / STORYBOARD **SHOT 04**

An unexpected visitor arrives

00:08.125 - 00:09.375 / 1.25 SEC



Frame at 00:08.292



Frame at 00:09.208

ACTION

Cut to a younger blonde woman standing outside on the front steps. She smiles broadly, wearing a red outfit under a pale green jacket.

FRAMING & MOVEMENT

Face the visitor from the doorway in a medium-wide view. Frame her between the porch rails, with a lawn, trees and a yellow car in the street behind her.

STORY FUNCTION

Introduce the third character and change the shape of the confrontation.

PRODUCTION DIRECTION

Keep the red outfit and pale green jacket distinct from the first woman's knit sweater. Preserve the bright outdoor setting and welcoming expression.

03 / STORYBOARD SHOT 05

A fleeting attempt to interrupt

00:09.375 - 00:09.708 / 0.33 SEC



Frame at 00:09.417



Frame at 00:09.625

ACTION

Insert a very brief close-up of the man raising an open hand. His cheeks and lips tighten as he reacts toward the women off-screen.

FRAMING & MOVEMENT

Reuse his established chest-up angle, allowing the raised hand to enter the lower foreground.

STORY FUNCTION

Add a quick comic punctuation before revealing the women together.

PRODUCTION DIRECTION

This source insert lasts only eight frames. Preserve its brevity and its position between the visitor's arrival and the three-person setup.

03 / STORYBOARD **SHOT 06**

The women read the papers together

00:09.708 - 00:14.375 / 4.67 SEC



Frame at 00:10.042



Frame at 00:14.000

ACTION

Return to the entrance hall. The woman in the sweater holds the papers while the visitor stands close beside her and looks down at them. Both then address the man opposite them.

FRAMING & MOVEMENT

Use the opening over-the-shoulder angle with the man's back at screen right. Keep both women's faces and the papers visible against the doorway.

STORY FUNCTION

Bring the three characters into one shared situation and sustain the misunderstanding.

PRODUCTION DIRECTION

Keep the woman in the sweater on the left and the visitor beside her. Preserve the paper position and their shift from reading to looking at the man.

03 / STORYBOARD SHOT 07

His defensive reply

00:14.375 - 00:16.375 / 2.00 SEC



Frame at 00:14.667



Frame at 00:16.042

ACTION

Cut to the man as his surprise becomes a more forceful response. He speaks with a furrowed brow and a tense mouth.

FRAMING & MOVEMENT

Hold the same chest-up framing against the staircase. Keep his attention directed toward the women to screen left.

STORY FUNCTION

Give him a full reaction after the women have looked at the papers together.

PRODUCTION DIRECTION

Maintain the established camera axis and daylight. Preserve the shift in his expression without changing his posture or costume between cuts.

03 / STORYBOARD **SHOT 08**

The visitor speaks

00:16.375 - 00:17.708 / 1.33 SEC



Frame at 00:16.583



Frame at 00:17.542

ACTION

Isolate the younger visitor as she speaks with a serious expression. Her earlier broad smile has given way to a direct response.

FRAMING & MOVEMENT

Use a head-and-shoulders close-up. Keep the red collar, pale green jacket and fine gold necklace visible against the softly focused doorway.

STORY FUNCTION

Give the new arrival an individual voice within the visual exchange.

PRODUCTION DIRECTION

Keep her eyeline toward the man and preserve the change from smiling at the door to seriousness inside. Match her hair and jacket across the cut.

03 / STORYBOARD **SHOT 09**

He tries to interject again

00:17.708 - 00:18.833 / 1.12 SEC



Frame at 00:17.917



Frame at 00:18.625

ACTION

Return to the man with his palm raised in a hesitant interruption. His lips purse and his eyes move toward the women.

FRAMING & MOVEMENT

Use the same medium close-up as the earlier hand-up reaction, with the open palm low in the frame.

STORY FUNCTION

Repeat the interruption gesture as a comic motif.

PRODUCTION DIRECTION

Match the lifted hand, screen-left eyeline and blue-shirt framing. Keep this beat brief before returning to the women.

03 / STORYBOARD **SHOT 10**

The women hold their ground

00:18.833 - 00:23.375 / 4.54 SEC



Frame at 00:19.167



Frame at 00:23.000

ACTION

Show both women facing the man. The woman in the sweater speaks and gestures with one hand while the visitor listens beside her, occasionally glancing toward her.

FRAMING & MOVEMENT

Use a medium two-shot with the sweater-wearing woman left and the visitor right. Keep their upper bodies balanced against the front-door windows.

STORY FUNCTION

Let the pair carry a longer exchange while maintaining their shared position.

PRODUCTION DIRECTION

Preserve their left-right order and contrasting outfits. Keep the first woman's gestures readable without losing the visitor's listening reactions.

03 / STORYBOARD **SHOT 11**

Another brief interruption

00:23.375 - 00:24.333 / 0.96 SEC



Frame at 00:23.542



Frame at 00:24.125

ACTION

Cut to another short shot of the man holding up his palm. He looks uncertain as he tries to respond.

FRAMING & MOVEMENT

Return to the established chest-up angle, keeping the hand and face together within the composition.

STORY FUNCTION

Reinforce the repeated comic rhythm of his attempted replies.

PRODUCTION DIRECTION

Keep the source's sub-second duration and exact place in the exchange. Match his expression and hand height to the established reaction pattern.

03 / STORYBOARD SHOT 12

Their firm response

00:24.333 - 00:25.458 / 1.12 SEC



Frame at 00:24.500



Frame at 00:25.292

ACTION

Cut back to the women. The woman in the sweater speaks with a tight, emphatic expression while the visitor faces forward beside her.

FRAMING & MOVEMENT

Use the same medium two-shot, with both faces visible and the bright doorway maintaining the background continuity.

STORY FUNCTION

Provide a short counterbeat before the product reveal begins.

PRODUCTION DIRECTION

Hold the women's positions and keep the emphasis on the speaker's expression. Preserve the visitor's restrained reaction and the original cut timing.

03 / STORYBOARD SHOT 13

One more startled reaction

00:25.458 - 00:26.667 / 1.21 SEC



Frame at 00:25.667



Frame at 00:26.500

ACTION

Return to the man as he looks surprised and begins another reply. His eyes remain wide and his brows lift toward the women.

FRAMING & MOVEMENT

Use his established close view with the staircase in the background. Keep the reaction centred and easy to read.

STORY FUNCTION

Create the final setup beat before attention moves to TOWB.

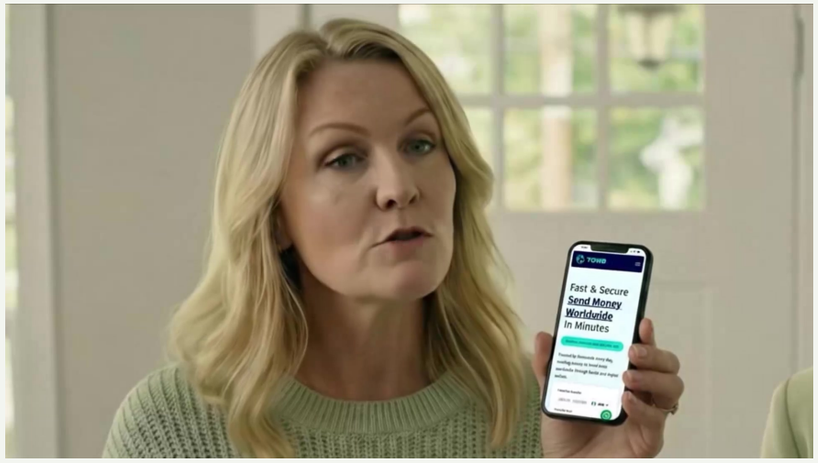
PRODUCTION DIRECTION

Preserve the man's eyeline and the progression of his expression. Keep this shot separate from the longer reaction that follows the phone demonstration.

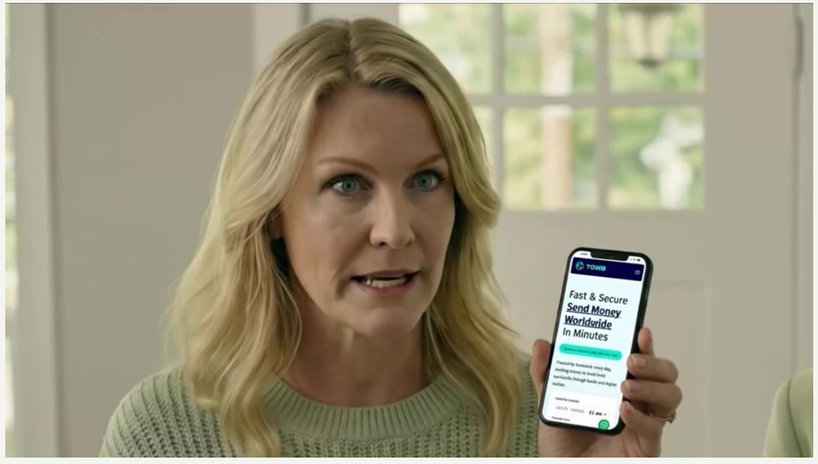
03 / STORYBOARD **SHOT 14**

She reveals TOWB on her phone

00:26.667 - 00:30.583 / 3.92 SEC



Frame at 00:26.958



Frame at 00:30.208

ACTION

Show the woman in the sweater holding an upright smartphone beside her face. She presents the TOWB screen toward the man and camera while continuing to speak.

FRAMING & MOVEMENT

Use a medium close-up that includes her face and the complete handset at screen right. Keep the phone display facing forward and clearly visible.

STORY FUNCTION

Shift the scene from the interpersonal exchange to the product.

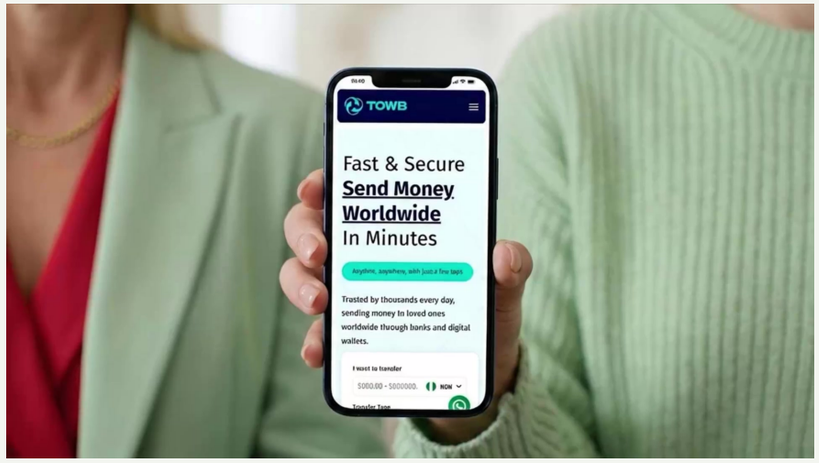
PRODUCTION DIRECTION

SCREEN COPY: 'Fast & Secure / Send Money Worldwide / In Minutes.' Keep the phone steady and the navy TOWB header, white page and turquoise accent visible.

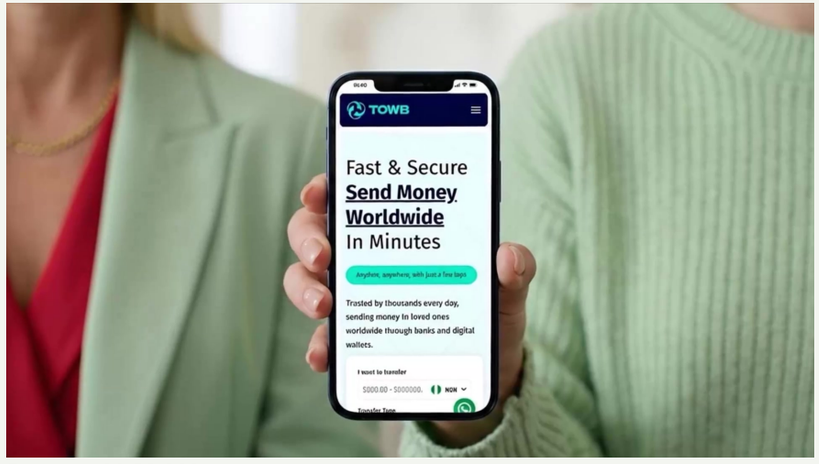
03 / STORYBOARD **SHOT 15**

Let the screen explain

00:30.583 - 00:33.625 / 3.04 SEC



Frame at 00:30.958



Frame at 00:33.292

ACTION

Move into a close insert of the phone held between the women. The TOWB page fills the screen, with its headline, supporting text and transfer fields visible.

FRAMING & MOVEMENT

Centre the upright handset against the green sweater and the visitor's red-and-green clothing. Keep the entire screen inside the frame.

STORY FUNCTION

Give the product message time and space to register independently of the dialogue.

PRODUCTION DIRECTION

SCREEN COPY: 'Fast & Secure / Send Money Worldwide / In Minutes.' The turquoise line reads 'Anytime, anywhere, with just a few taps.' Preserve the source interface and natural hand grip.

03 / STORYBOARD SHOT 16

His final objection

00:33.625 - 00:37.417 / 3.79 SEC



Frame at 00:33.958



Frame at 00:36.958

ACTION

Return to the man as he reacts with confusion and frustration. He speaks more forcefully, changing expression while maintaining his position in the hallway.

FRAMING & MOVEMENT

Hold a medium close-up with the same staircase and window background. Let the performance carry the shot without a new camera angle.

STORY FUNCTION

Bring the comic disagreement back after the clear product insert.

PRODUCTION DIRECTION

Preserve the sustained facial performance and the blue-shirt continuity. Match the lighting and screen-left eyeline to all earlier reactions.

03 / STORYBOARD **SHOT 17**

Close on all three characters

00:37.417 - 00:39.875 / 2.46 SEC



Frame at 00:37.708



Frame at 00:39.500

ACTION

Return to the wider entrance-hall view. The woman in the sweater still presents the phone, the visitor stands beside her and the man faces them from the foreground.

FRAMING & MOVEMENT

Use the opening over-the-shoulder composition with all three characters readable. Keep the phone visible between the women and the man.

STORY FUNCTION

Reconnect the product to the original situation and finish the character exchange.

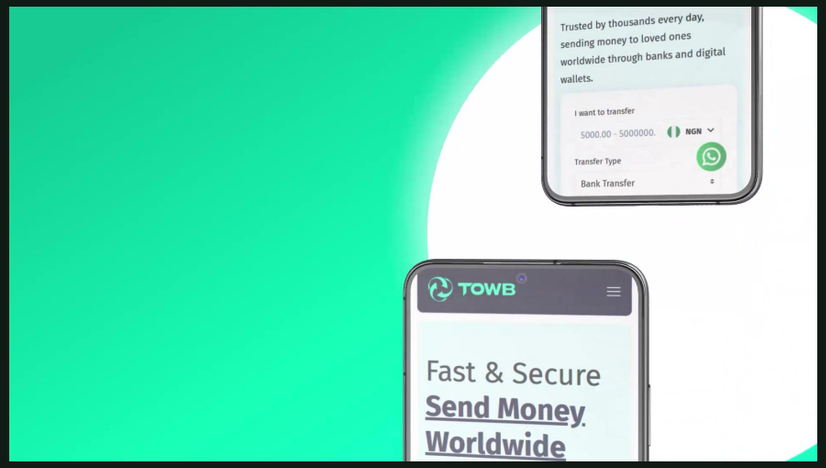
PRODUCTION DIRECTION

Preserve the three-person arrangement, the forward-facing phone and the two women's firm expressions before the cut to the final advertising graphic.

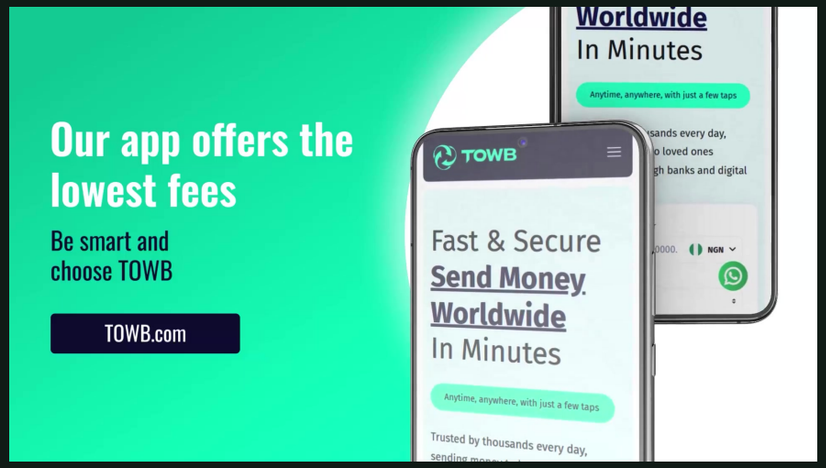
04 / THE FINAL IMPRESSION

TOWB: the fee message

00:39.875 - 00:44.958 / 5.08 SEC



Frame at 00:40.833



Frame at 00:44.583

ACTION

Cut to a turquoise-green product graphic. Two enlarged phones move vertically on the right as the advertising headline, supporting line and website button appear on the left.

FRAMING & MOVEMENT

Use the white circular accent behind the phones and a clear left-hand text block. Hold the fully resolved composition through the end.

STORY FUNCTION

End with the supplied fee proposition and a direct website destination.

PRODUCTION DIRECTION

END COPY: 'Our app offers the lowest fees / Be smart and choose TOWB / TOWB.com.' Preserve this as the film's supplied advertising copy, with the navy website button and large phone screens.