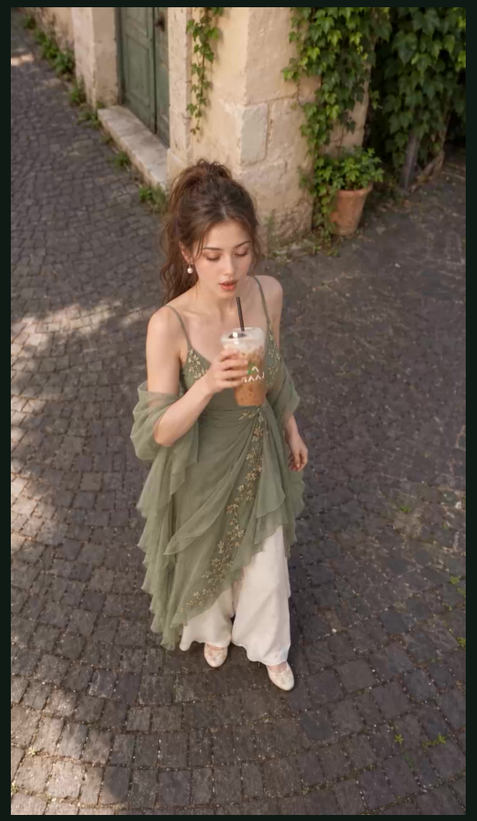
A GAAJ CREATIVE REEL

A little sip.
A big illusion.

An oversized first impression.
An effortless perspective reveal.

Visual storyboard built from the supplied reel: action, framing, performance and brand finish.





11.04 SEC / 9:16 / 24 FPS / 1080 x 1920

01 / CREATIVE INTENT

Make perspective the hook.

A playful coffee moment turns a simple handoff into a visual surprise. The green wardrobe, cup branding and final lockup connect the effect to GAAJ.

01	00:00.00 - 00:01.25	**The impossible cup**	Hook / apparent oversized product
02	00:01.25 - 00:03.50	**Curiosity in motion**	Build anticipation / direct attention
03	00:03.50 - 00:04.75	**Reach and reveal**	Payoff / forced-perspective reveal
04	00:04.75 - 00:06.75	**A satisfying sip**	Product interaction / lifestyle moment
05	00:06.75 - 00:08.50	**Take it with you**	Exit / prepare space for the brand
06	00:08.50 - 00:11.04	**The GAAJ signature**	Brand recognition / closing hold

Structure: one apparent continuous camera view, divided here into six action beats. Beat boundaries are approximate editorial markers, not six hard cuts.

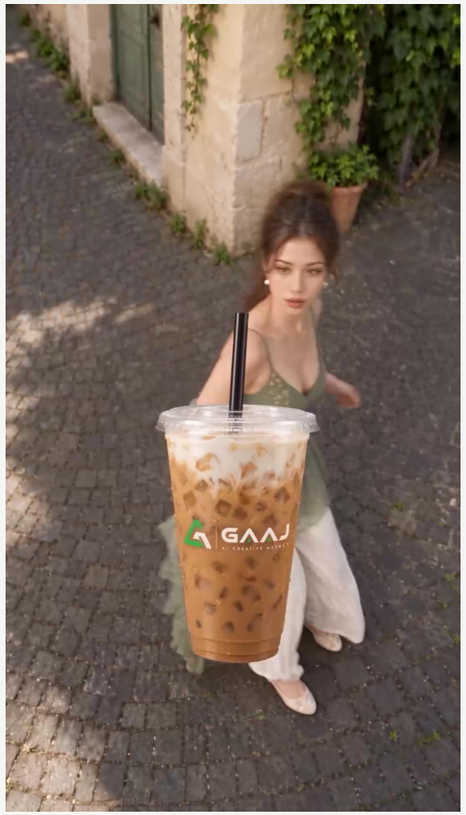
02 / VISUAL STORYBOARD **BEAT 01**

The impossible cup

00:00.00 - 00:01.25 / CONTINUOUS VIEW



Source frame: 0.15s



Source frame: 0.90s

ACTION

A large iced coffee dominates the foreground as a woman enters the cobbled lane beneath the camera.

FRAMING & MOVEMENT

A steep high-angle portrait view holds the cup near the centre. The lane and building corner establish depth.

PERFORMANCE / CONTINUITY

Establish the scale illusion immediately. Keep the cup branding visible and the woman readable behind it.

02 / VISUAL STORYBOARD **BEAT 02**

Curiosity in motion

00:01.25 - 00:03.50 / CONTINUOUS VIEW



Source frame: 1.60s



Source frame: 3.15s

ACTION

The woman moves around the cup, turns her head and looks up towards the camera and drink. Her ponytail and green dress follow the movement.

FRAMING & MOVEMENT

Maintain the elevated viewpoint and the same background geometry. Movement comes primarily from the performer.

PERFORMANCE / CONTINUITY

Stage a curious glance before the reach. Preserve separation between her face, the black straw and the rim.

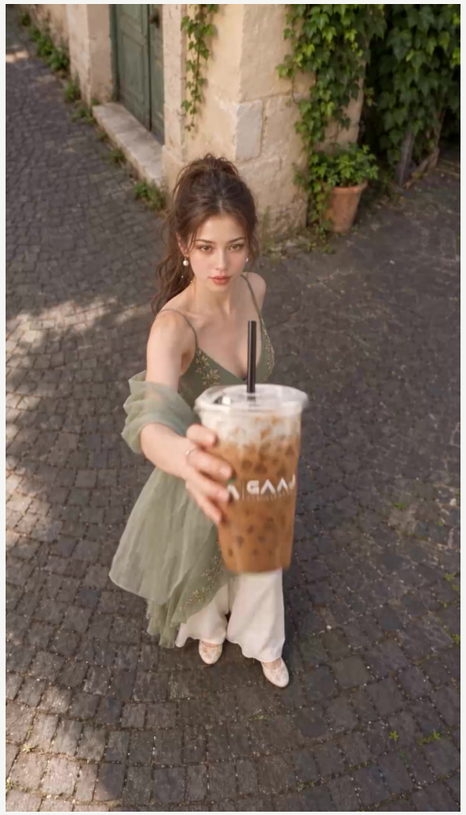
02 / VISUAL STORYBOARD **BEAT 03**

Reach and reveal

00:03.50 - 00:04.75 / CONTINUOUS VIEW



Source frame: 3.70s



Source frame: 4.60s

ACTION

She reaches forward and takes the cup. As it moves towards her body, the exaggerated foreground scale resolves into a handheld drink.

FRAMING & MOVEMENT

Keep the hand-to-cup connection readable. The changing size is driven by depth within the same composition.

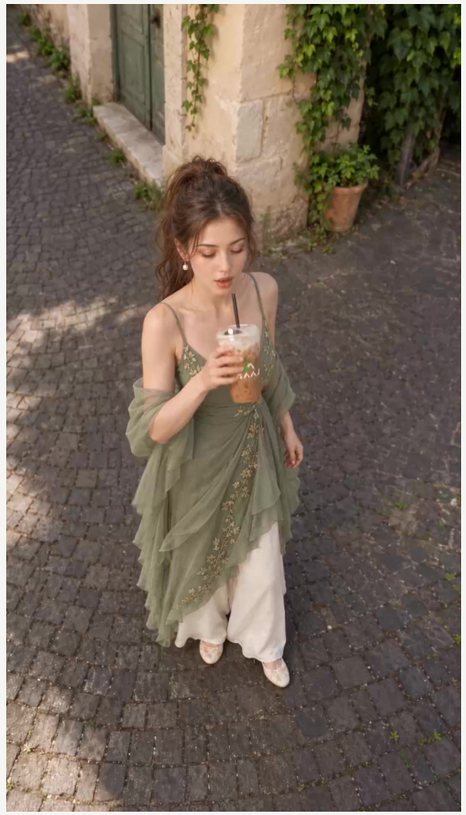
PERFORMANCE / CONTINUITY

Maintain a believable grip, cup shape and straw alignment. Avoid a visible discontinuity at the handoff.

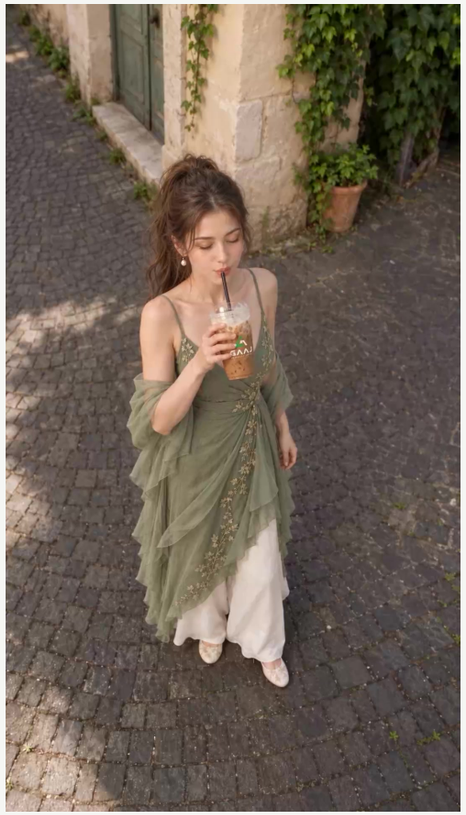
02 / VISUAL STORYBOARD **BEAT 04**

A satisfying sip

00:04.75 - 00:06.75 / CONTINUOUS VIEW



Source frame: 5.00s



Source frame: 6.30s

ACTION

She brings the straw to her lips and drinks while standing in the lane. The cup is now close to her chest.

FRAMING & MOVEMENT

Hold the high-angle view. Her face and the drink share the centre of the frame; the full outfit remains visible.

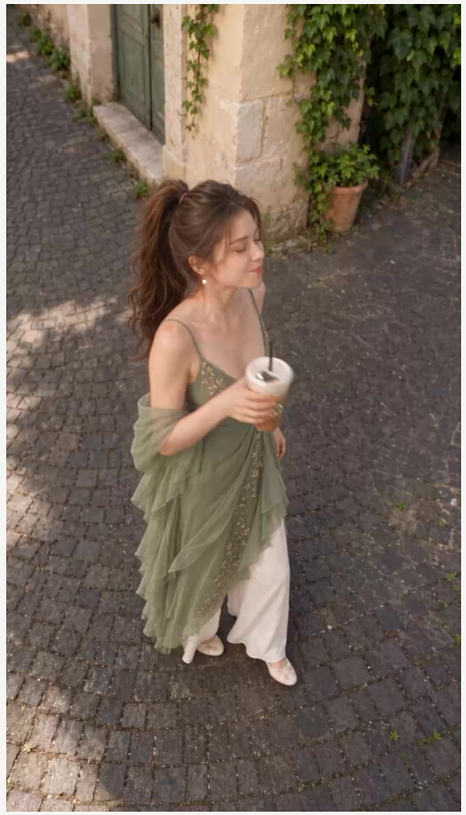
PERFORMANCE / CONTINUITY

Give the sip a clear, unhurried hold. Keep the label facing out and the hand naturally wrapped around the cup.

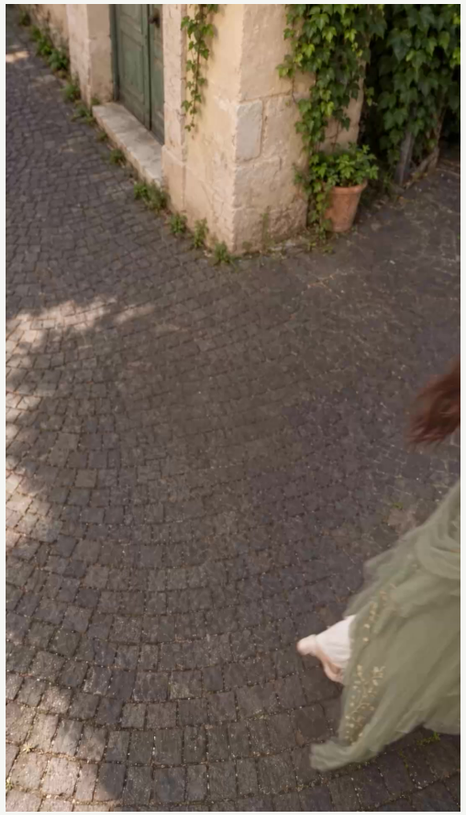
02 / VISUAL STORYBOARD **BEAT 05**

Take it with you

00:06.75 - 00:08.50 / CONTINUOUS VIEW



Source frame: 7.00s



Source frame: 8.00s

ACTION

She turns and walks out towards the right edge, carrying the drink. Her skirt and ponytail trail behind her.

FRAMING & MOVEMENT

Retain the same viewpoint as the performer clears the composition. The empty paving becomes the end-card background.

PERFORMANCE / CONTINUITY

Let the movement finish cleanly at frame right. Preserve the direction of travel and the cup in her hand.

02 / VISUAL STORYBOARD **BEAT 06**

The GAAJ signature

00:08.50 - 00:11.04 / CONTINUOUS VIEW



Source frame: 8.75s



Source frame: 10.50s

ACTION

The GAAJ logo fades up over the empty cobbled lane and holds to the end of the reel.

FRAMING & MOVEMENT

Keep the street plate visible behind the centred brand lockup. No separate opaque panel surrounds the source end logo.

PERFORMANCE / CONTINUITY

Preserve the source logo artwork, proportions and green/white colours. Keep the closing hold calm and legible.

03 / PRODUCTION DIRECTION

Keep the illusion seamless.

COMPOSITION

Maintain the elevated 9:16 frame. Keep the cup, straw, performer and handoff readable without reframing the building corner.

CONTINUITY

Match the olive-green dress, ponytail, white lower layer, cobblestones and daylight. Keep liquid, ice, lid and grip consistent through the scale reveal.

BRAND APPLICATION

Preserve the original GAAJ logo artwork. Use transparent logo placement on every document page and retain the source reel end-card lockup.

SOUND DIRECTION - PROPOSED

A light rhythmic bed can support the reveal, with a subtle cup-handling cue and a restrained sip accent. These are proposed sound notes, not an audio transcription.

DELIVERY

Source: 05.mp4 | 1080 x 1920 | 24 fps | 265 frames | 11.0417 seconds. Keep the final brand hold and review the export at mobile size.