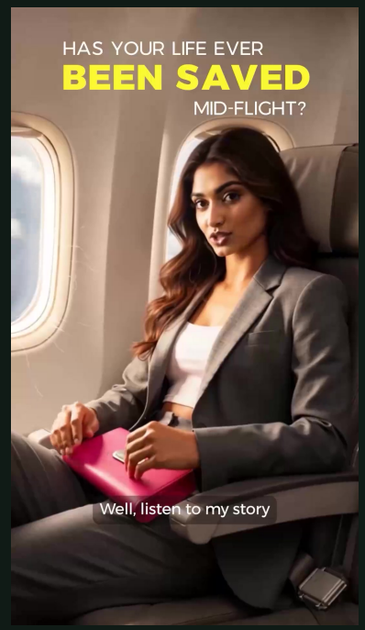
A TOWB PERSONAL STORY

Saved mid-flight.

An urgent request from home.
A business journey kept on track.







A source-based storyboard of a family request, an airport discovery and support sent from an aircraft seat. Includes original frames, exact image timings and the English script.

55.26 SEC / 9:16 VERTICAL / 29.97 FPS

SOURCE: india-portrait.mp4 / 11 SOURCE SEGMENTS

01 / WHY THIS FILM WORKS

An urgent call. A journey that continues.

A business traveler recounts an urgent request from her father in India. Discovering TOWB at the airport becomes the turning point in a story about family support and keeping her work trip on schedule.

01

Create curiosity

The aircraft scene opens with a dramatic question. The film then returns to packing and the journey, inviting the viewer to discover what happened.

02

Connect family and work

The call, split-screen and airport sequence establish competing priorities. The advertisement and phone interaction provide the narrated solution.

03

Close both sides

The office scene resolves the work storyline; the father's thank-you supplies the family response. The aerial reveal and animated mark close on TOWB.

AUDIO / SOURCE & PROPOSED MIX DIRECTION

English narration leads the story, followed by a short thank-you. Audio continues through the logo animation and reduces near the end. Proposed mix: keep the voices clear and use restrained scene accents. Specific ambience, music and phone effects are not inferred.

02 / THE FILM AT A GLANCE

Eleven segments. One connected story.

The split-screen change and the father-to-aerial reveal remain inside their continuous source segments.

SEG.	IN / OUT	DURATION	FRAMES	VISUAL SECTION	PAGE
01	00:00.000 - 00:04.538	4.538 s	0000-0135	An unexpected question	05
02	00:04.538 - 00:09.276	4.738 s	0136-0277	Packing for a work trip	06
03	00:09.276 - 00:14.214	4.938 s	0278-0425	The call from home	07
04	00:14.214 - 00:19.019	4.805 s	0426-0569	The airport dilemma	08
05	00:19.019 - 00:23.690	4.671 s	0570-0709	Finding TOWB	09
06	00:23.690 - 00:28.061	4.371 s	0710-0840	Sending from her seat	10
07	00:28.061 - 00:33.000	4.938 s	0841-0988	Benefits on arrival	11
08	00:33.000 - 00:34.801	1.802 s	0989-1042	Faster than the flight	12
09	00:34.801 - 00:40.674	5.873 s	1043-1218	The career payoff	13
10	00:40.674 - 00:47.714	7.040 s	1219-1429	A thank-you from home	14
11	00:47.714 - 00:55.255	7.541 s	1430-1655	The brand signature	15

Time-range in points are inclusive; out points are exclusive. Frame ranges show the first and last included frame. Spoken phrases can bridge image edits; dialogue timings on page 04 are approximate.

SOURCE: india-portrait.mp4 / 1080 × 1920 px / 30000/1001 fps / 1656 frames

Total duration: 55.255200 s. The office-to-father edit at frame 1219 is covered by a smear/flash. The last frame, 1655, retains the complete TOWB logo on a light field.

03 / ENGLISH DIALOGUE

The spoken story.

Complete spoken copy, grouped for readability. Phrase timings are approximate and may cross image edits.

00:00.0 - 00:04.3 / APPROX.

"Has your life ever been saved mid-flight? Well, listen to my story."

00:04.6 - 00:09.2 / APPROX.

"I'm from India, but I live in the US. Today, I had a super important business flight."

00:09.4 - 00:14.2 / APPROX.

"Everything was fine until my dad called from India and said he urgently needed money."

00:14.3 - 00:18.9 / APPROX.

"If I went to the exchange office, I'd miss my flight and lose my important work contract."

00:19.1 - 00:23.6 / APPROX.

"Then, like magic, I spotted this TOWB money transfer ad at the airport."

00:23.8 - 00:27.9 / APPROX.

"Unbelievable! I sent the money to my dad right from my seat on the plane."

00:27.9 - 00:32.9 / APPROX.

"And guess what? They gave me the lowest fee and the best rate. What more could I ask for?"

00:33.1 - 00:34.7 / APPROX.

"It was faster than my flight."

00:34.9 - 00:40.3 / APPROX.

"That's how my career was saved mid-air. With TOWB, life just got way easier."

00:41.3 - 00:42.6 / FATHER

"Thank you so much."

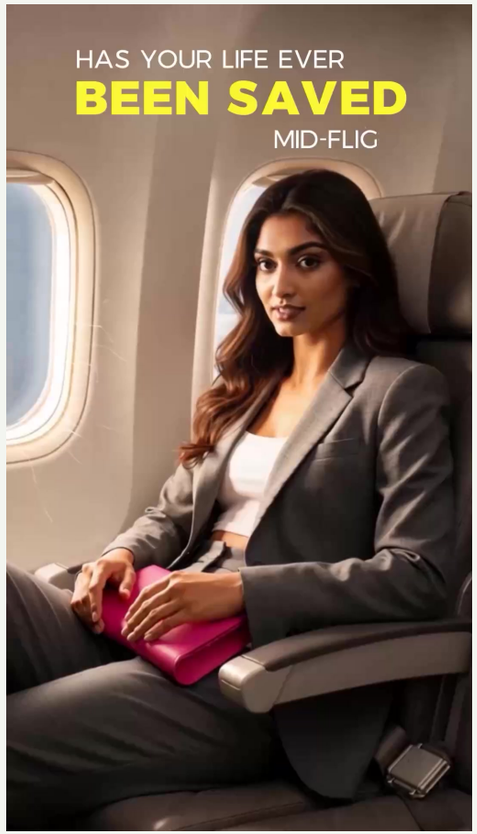
SOURCE WORDING NOTE

Speech says "work contract"; the supplied subtitle says "work on / flight" and remains unchanged in the frames. TOWB spelling follows the branding. Benefit statements are quoted from the film.

04 / STORYBOARD **SEGMENT 01**

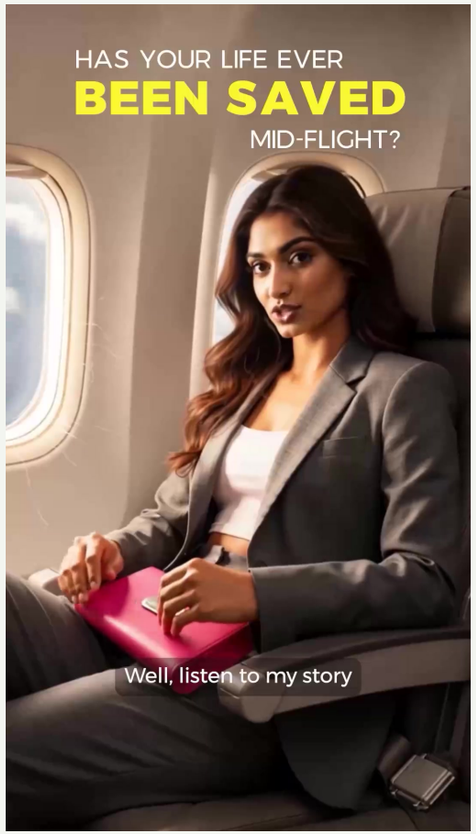
00:00.000 - 00:04.538 / 4.538 SEC

An unexpected question.



Frame at 00:02.002

Source frame 0060 / 29.97 fps



Frame at 00:04.004

Source frame 0120 / 29.97 fps

ACTION

A woman in a gray suit and white crop top sits beside an aircraft window, with a bright pink clutch on her lap. She addresses the lens as a large question builds above her.

FRAMING & MOVEMENT

A seated medium-wide portrait from a slight aisle-side angle. The window, chair and lap establish the cabin while her gaze holds the viewer.

STORY FUNCTION

Open at the story's payoff location and create curiosity. The question introduces the journey before the film returns to its beginning.

SOURCE DIALOGUE

"Has your life ever been saved mid-flight? Well, listen to my story."

EDIT / CONTINUITY NOTE

Opening headline: HAS YOUR LIFE EVER / BEEN SAVED / MID-FLIGHT? BEEN SAVED is emphasized in yellow. The film begins directly on this scene.

04 / STORYBOARD **SEGMENT 02**

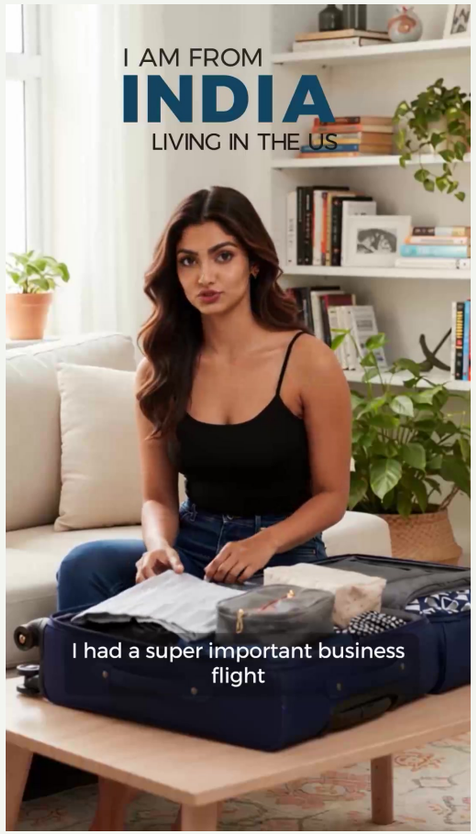
00:04.538 - 00:09.276 / 4.738 SEC

Packing for a work trip.



Frame at 00:06.340

Source frame 0190 / 29.97 fps



Frame at 00:08.342

Source frame 0250 / 29.97 fps

ACTION

At home, she sits behind an open suitcase on a coffee table. Wearing a black sleeveless top and jeans, she speaks to the viewer and moves her hands around the packed items.

FRAMING & MOVEMENT

A stable frontal medium-wide view places the luggage in the foreground. The sofa, shelves and plants establish a bright domestic setting.

STORY FUNCTION

Supply personal context and the reason for travel. The packing scene makes the later time pressure easy to understand.

SOURCE DIALOGUE

"I'm from India, but I live in the US. Today, I had a super important business flight."

EDIT / CONTINUITY NOTE

The source headline reads I AM FROM / INDIA / LIVING IN THE US. This self-description establishes the geography used in the narration.

04 / STORYBOARD **SEGMENT 03**

00:09.276 - 00:14.214 / 4.938 SEC

The call from home.



Frame at 00:09.843

Source frame 0295 / 29.97 fps



Frame at 00:12.679

Source frame 0380 / 29.97 fps

ACTION

In the rear seat of a car, she holds the pink clutch. The image compresses into the upper half of a split screen; her father appears below, holding a phone to his ear in a Taj Mahal setting.

FRAMING & MOVEMENT

A frontal car portrait develops into two stacked portraits through an animated layout change. The moving car background and the father's setting connect the two locations.

STORY FUNCTION

Introduce the urgent family request and connect both people visually. The narration identifies the man as her father.

SOURCE DIALOGUE

"Everything was fine until my dad called from India and said he urgently needed money."

EDIT / CONTINUITY NOTE

The split-screen develops around frames 307-328 within this segment. Only the father is visibly holding a phone to his ear; the woman holds the clutch.

04 / STORYBOARD **SEGMENT 04**

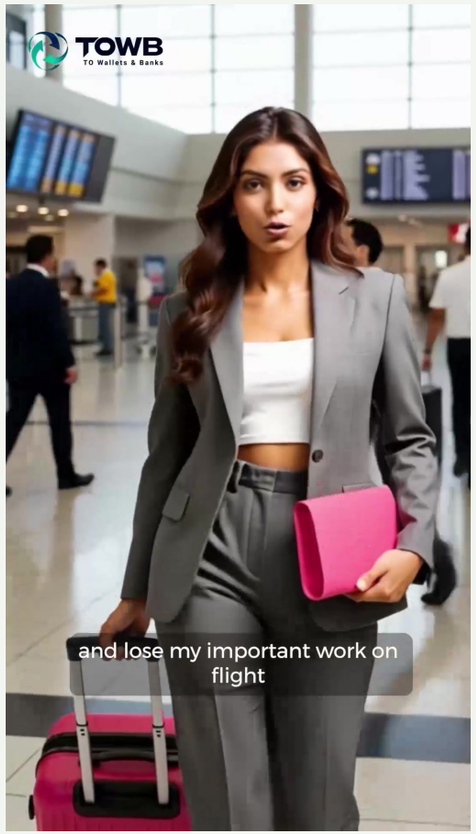
00:14.214 - 00:19.019 / 4.805 SEC

The airport dilemma.



Frame at 00:15.349

Source frame 0460 / 29.97 fps



Frame at 00:17.851

Source frame 0535 / 29.97 fps

ACTION

She walks toward camera through the airport, pulling a pink suitcase with her right hand and carrying the matching clutch at her left side. Travelers and flight-information screens remain behind her.

FRAMING & MOVEMENT

A frontal moving medium-long portrait keeps her centered as she advances. The suitcase handle and terminal activity maintain the travel context.

STORY FUNCTION

Make the competing priorities clear: helping her father and keeping an important work trip on schedule.

SOURCE DIALOGUE

"If I went to the exchange office, I'd miss my flight and lose my important work contract."

EDIT / CONTINUITY NOTE

The audio says "work contract". The supplied subtitle says "work on / flight"; the original subtitle remains unchanged in the stills.

04 / STORYBOARD **SEGMENT 05**

00:19.019 - 00:23.690 / 4.671 SEC

Finding TOWB.



Frame at 00:20.520

Source frame 0615 / 29.97 fps



Frame at 00:22.689

Source frame 0680 / 29.97 fps

ACTION

A new airport angle follows her with the same suitcase and clutch. Large TOWB advertising panels are visible behind her at frame left while she continues the story.

FRAMING & MOVEMENT

A moving three-quarter portrait holds the woman in front of the branded display panels. Other travelers remain secondary in the background.

STORY FUNCTION

Make brand discovery the turning point. The airport advertisement links the urgent problem to the service she describes using.

SOURCE DIALOGUE

"Then, like magic, I spotted this TOWB money transfer ad at the airport."

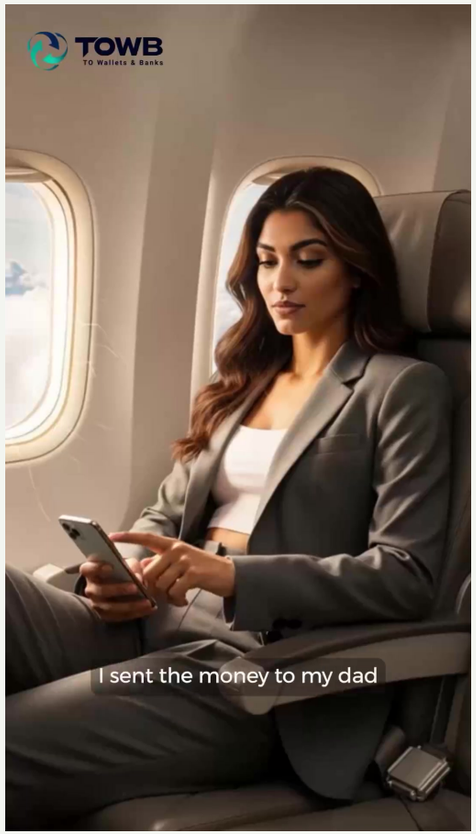
EDIT / CONTINUITY NOTE

Hard cut at frame 570 to a new airport take. TOWB appears both on the display panels and in the corner branding.

04 / STORYBOARD **SEGMENT 06**

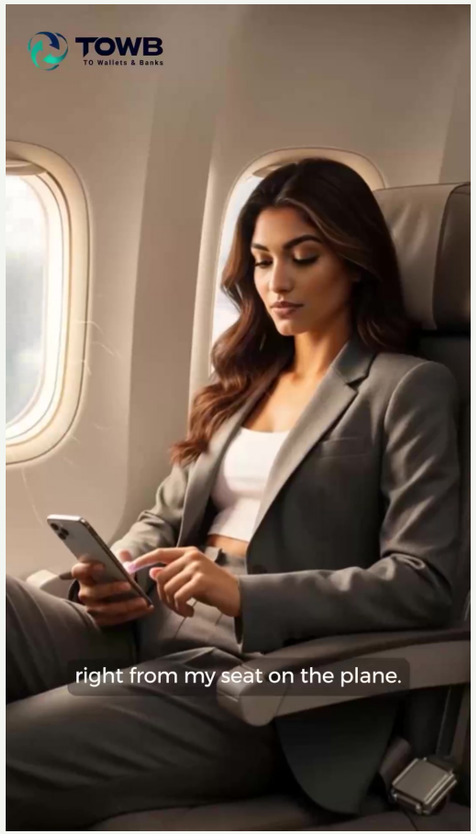
00:23.690 - 00:28.061 / 4.371 SEC

Sending from her seat.



Frame at 00:24.858

Source frame 0745 / 29.97 fps



Frame at 00:27.027

Source frame 0810 / 29.97 fps

ACTION

Back in the aircraft cabin, she looks down at a smartphone, holding it in one hand and tapping with the other. The gray suit and window-side seat connect this action to the opening.

FRAMING & MOVEMENT

A stable seated three-quarter portrait includes the window, seat, lap and phone. Her hand movement supplies the main visual action.

STORY FUNCTION

Answer the opening question with the narrated solution. The phone interaction illustrates sending support while continuing the journey.

SOURCE DIALOGUE

"Unbelievable! I sent the money to my dad right from my seat on the plane."

EDIT / CONTINUITY NOTE

The transfer is described in the narration. The visible phone screen does not provide a readable form, amount or confirmation.

04 / STORYBOARD **SEGMENT 07**

00:28.061 - 00:33.000 / 4.938 SEC

Benefits on arrival.



Frame at 00:29.029

Source frame 0870 / 29.97 fps



Frame at 00:32.032

Source frame 0960 / 29.97 fps

ACTION

She approaches from the aircraft stairs, still carrying the pink clutch. She addresses the lens while continuing the story's fee and exchange-rate statements.

FRAMING & MOVEMENT

A frontal medium-long portrait tightens as she moves toward camera. The aircraft doorway and stair rails establish the setting.

STORY FUNCTION

Shift from solving the urgent problem to the benefits claimed by the narrator. The forward movement keeps the travel story active.

SOURCE DIALOGUE

"And guess what? They gave me the lowest fee and the best rate. What more could I ask for?"

EDIT / CONTINUITY NOTE

Retain "lowest fee" and "best rate" as source claims. No numerical fee or exchange rate appears in this sequence.

04 / STORYBOARD **SEGMENT 08**

00:33.000 - 00:34.801 / 1.802 SEC

Faster than the flight.



Frame at 00:33.367

Source frame 1000 / 29.97 fps



Frame at 00:34.368

Source frame 1030 / 29.97 fps

ACTION

She walks along a city sidewalk between brick buildings, holding the pink clutch and speaking toward camera. Pedestrians and vehicles continue behind her.

FRAMING & MOVEMENT

A frontal moving medium-long portrait follows the short walk. The frame opens slightly while preserving her position as the subject.

STORY FUNCTION

Give the speed message a short, memorable line. The new location suggests the journey moving forward.

SOURCE DIALOGUE

"It was faster than my flight."

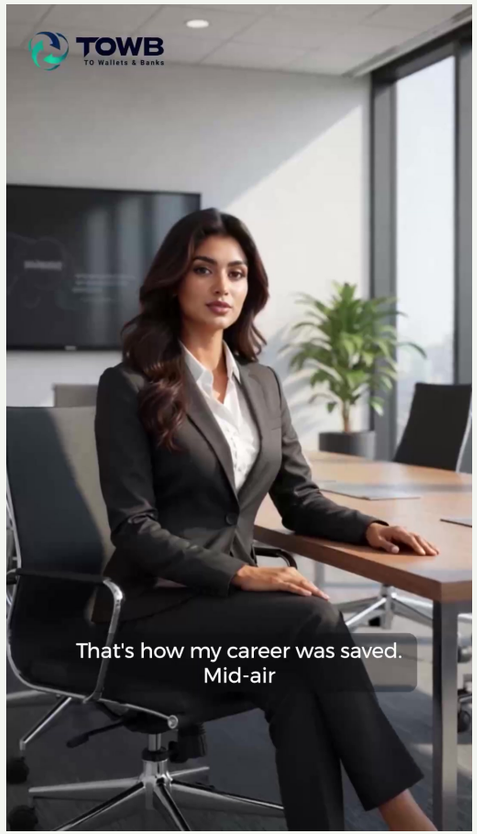
EDIT / CONTINUITY NOTE

This brief segment lasts 1.802 seconds. The spoken comparison is part of the film's message; the source does not identify the city.

04 / STORYBOARD **SEGMENT 09**

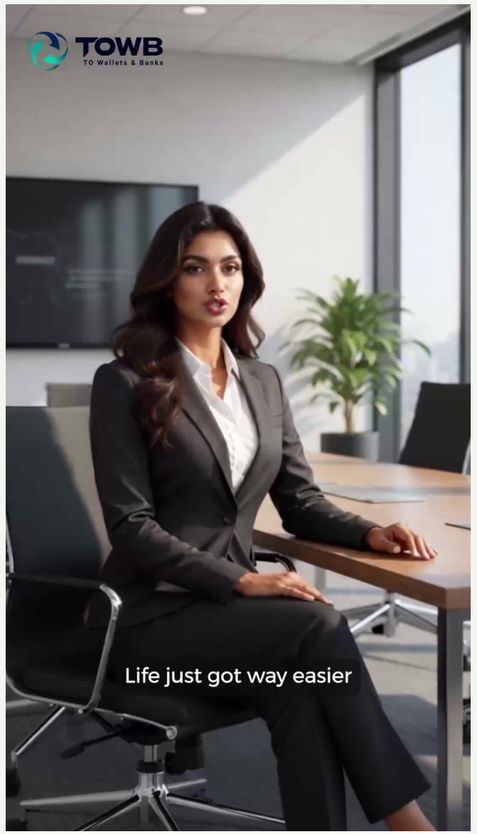
00:34.801 - 00:40.674 / 5.873 SEC

The career payoff.



Frame at 00:36.036

Source frame 1080 / 29.97 fps



Frame at 00:39.039

Source frame 1170 / 29.97 fps

ACTION

Now in a dark business suit and white collared blouse, she sits beside a conference table. She faces the viewer and makes restrained gestures as the narration returns to her career.

FRAMING & MOVEMENT

A stable seated three-quarter portrait includes the table, office chairs, wall screen and bright windows. The wardrobe change marks the work setting.

STORY FUNCTION

Resolve the professional stake introduced at the airport. The office setting completes the story's return to normal.

SOURCE DIALOGUE

"That's how my career was saved mid-air. With TOWB, life just got way easier."

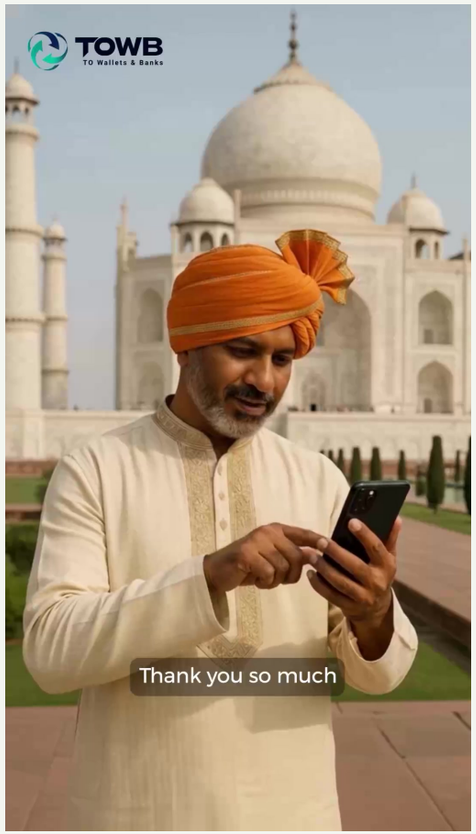
EDIT / CONTINUITY NOTE

A vertical smear and bright flash begin near frame 1211. The first incoming father image is frame 1219, under the transition.

04 / STORYBOARD **SEGMENT 10**

00:40.674 - 00:47.714 / 7.040 SEC

A thank-you from home.



Frame at 00:42.042

Source frame 1260 / 29.97 fps



Frame at 00:46.880

Source frame 1405 / 29.97 fps

ACTION

Her father smiles down at his smartphone and taps it. A continuous stylized pullback rises from his portrait to the Taj Mahal and gardens, revealing huge TOWB letterforms across the foreground.

FRAMING & MOVEMENT

The medium portrait expands into an extreme-wide elevated view through virtual camera movement. The man becomes small as the location and brand lettering fill the composition.

STORY FUNCTION

Close the family side of the story with a grateful response, then turn the setting into a broad brand reveal.

FATHER / SOURCE DIALOGUE

"Thank you so much."

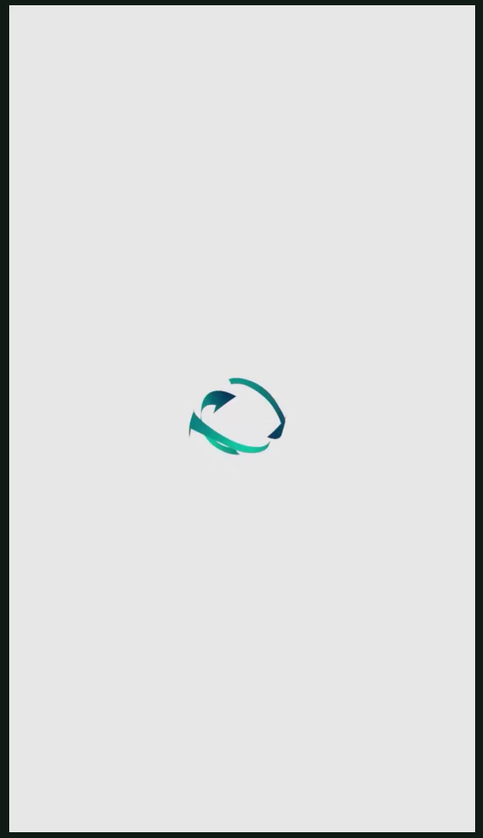
EDIT / CONTINUITY NOTE

The father-to-aerial move stays inside one source segment. The phone display is not readable; the family payoff is communicated through his reaction and words.

05 / THE FINAL IMPRESSION **SEGMENT 11**

00:47.714 - 00:55.255 / 7.541 SEC

The story closes with TOWB.



Symbol reveal / 00:48.882

Source frame 1465 / 29.97 fps



Complete mark / 00:54.888

Source frame 1645 / 29.97 fps

ACTION & FRAMING

On a plain light field, the turquoise-and-navy circular symbol animates. The TOWB wordmark forms beside it, followed by the small tagline. The centered layout leaves ample space around the complete brand mark.

EXACT ON-SCREEN BRANDING

TOWB

TO Wallets & Banks

ENDING & SOURCE NOTES

The complete lockup remains visible through frame 1655; the source ends at 00:55.255. The tagline is on-screen copy. This ending contains no URL or additional sales invitation, and finishes on the light field.

All stills, dialogue and image timings come from india-portrait.mp4. GAAJ supplies the document identity; TOWB is the film's advertised brand.