

VD FILMZ PRODUCTIONS

PRESENTS

THE MR. FRODDS HEIST

VISUAL STORYBOARD

FORMAT	Vertical 9:16 (frames below shown landscape for reference)
DURATION	60–90 Seconds
PLATFORM	TikTok / Instagram Reels
CLIENT	Mr. Frodds Foods
PRODUCED BY	VD Filmz
CREATIVE LEAD	Chisom Victor (Vickdance)
REFERENCE DRAFT	Final Shooting Script
KEY FRAMES	12

Key frames for creative reference and shot planning — not final VFX or grade.

01 ACT ONE · 0:00



THE OPPRESSIVE MORNING

Man wakes to a harsh, glitchy alarm at 7:45 AM in a dark, cramped bedroom. He smacks the clock off — sudden silence.
SFX / MUSIC — Distorted alarm hard-cuts to silence, then a deep sub-bass stomach growl.

02 ACT ONE · 0:00-0:10



THE HUNGER HITS

His stomach visibly ripples and contracts. He grips his midsection, wincing — a decision forms on his face.
SFX / MUSIC — Low-frequency bass tremor, felt before it's heard.

03 ACT ONE · 0:10



THE LAGOS HUSTLE

Fast-cut chaos montage — he bursts onto a packed Lagos street at a dead sprint, already late.
SFX / MUSIC — High-tempo Afrobeats percussion slams in on the first cut.

04 ACT ONE · 0:25



EXTREMELY LATE

Full-speed sprint through traffic and market crowds. High-contrast, gritty grade.
SFX / MUSIC — Layered Lagos street ambience — horns, conductors, engines, market noise.

05

ACT ONE · 0:25



DODGING TRAFFIC

Weaves between danfo buses and okadas, ducking past hawkers without breaking stride.

SFX / MUSIC — Heavy panting audible beneath the driving percussion track.

06

ACT ONE · 0:40



ALMOST THERE

Closing in on Mr. Frodds — the queue outside comes into view for the first time.

SFX / MUSIC — Music begins to cut; two beats of near-silence approaching.

07 DISAPPOINTMENT SEQUENCE · 0:50–1:05



THE CROWD / THE IDEA

He arrives to a queue stretching out the door — relief drains into disbelief. His stomach growls once more; a scheming smile spreads as the blackout plan forms.

MAN (whispering): “Damn... even at 8:00 AM?”

SFX / MUSIC — Dramatic low-frequency thud, then a glinting ‘scheming’ musical sting into total silence.

08

ACT TWO · 1:05-1:15



THE HEIST BEGINS

Blackout ends — heist music erupts. Ski mask down, he kicks the door open; the entire restaurant hits the floor on command.

MAN (shouting): “EVERYBODY DOWN! NOW!”

SFX / MUSIC — Afro-Baroque strings and tribal war drums; chaotic floor-hit SFX.

09

ACT TWO · 1:30



PACK IT ALL

He leans across the counter, finger-guns aimed at the Chef, who packs food with visibly shaking hands.

MAN: “Spaghetti! Egg! Everything — pack it ALL! Move!”

SFX / MUSIC — Chaotic shouting; clattering containers being grabbed.

10 SCENE 5 · 1:45-2:00



THE REVEAL & THE TECH

He slams 7,000 Naira on the counter — the Chef freezes, stunned he's actually paying. Mask pulled up, he explains himself sincerely, then the Chef whispers and gestures to a floating 3D holographic order UI. The Man thanks him, grabs his bag, and the Chef delivers the closing line as the deal wraps up.

CHEF: "You're paying? I thought..."

MAN: "I'm not a robber! I'm just starving. I love Mr. Frodds, I had to do what I had to do!"

CHEF: "Bro, you don't have to do this. Order online."

MAN: "Thank you, Chef. You're a legend."

CHEF: "Next time, just order online!"

SFX / MUSIC — Futuristic UI digital chime on hologram appear; register beep on the 'Thank You' screen.

11 ACT TWO · 1:45–2:15



THE REVEAL

■7,000 slammed on the counter, mask pulled up, the hologram order-online UI glowing behind him — then the twist: he draws a bright orange toy water gun. Crowd shock turns to laughter, then rage.

MAN: “I’m not a robber — I’m just hungry. I love Mr. Frodds.”

CHEF: “You don’t have to do this. Just. Order. Online.”

SFX / MUSIC — Comedic toy-gun squeak SFX; crowd reaction arcs from shock to laughter to shouting.

DIRECTOR'S NOTE — Do not telegraph the toy gun early — the audience must believe it's a real robbery until this exact beat. This reveal is the pivot the entire spot turns on.

12 ACT THREE · 2:18–2:28



THE HERO CHASE

Slow-motion hero shot bursting into golden-hour sunlight, first bite mid-run, the whole restaurant in pursuit as blurred bokeh behind him. He glances back laughing, delivers the line to camera, then vanishes into the city.

MAN (laughing): "WORTH IT!"

SFX / MUSIC — Afrobeats swells to its euphoric peak — full horns and percussion.