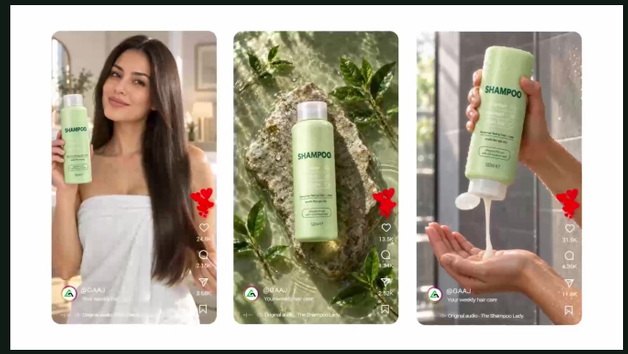
A GAAJ AI PRODUCT-CONTENT FILM

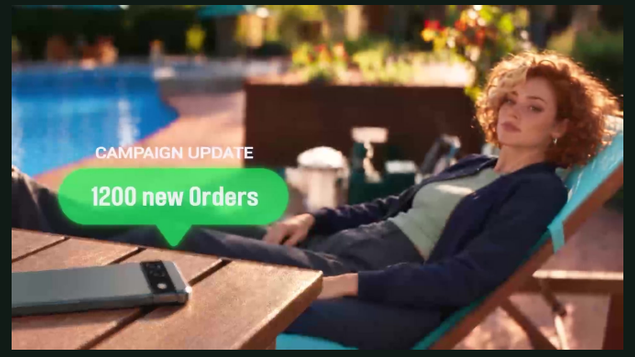
One product.
Many possibilities.

From a poolside mishap to a complete AI-powered product campaign.

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





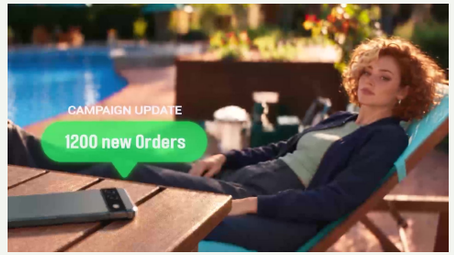


15.73 SEC / LANDSCAPE / 60 FPS

01 / WHY THIS FILM EXISTS

Make product content feel effortless.

Turn a chaotic attempt to film a shampoo into a simple creative request. Show the upload, the resulting ad variations and their viewing contexts, then end with a relaxed creator.



01

Catch attention

Open with an unexpected fall into the pool. The physical mishap makes the question about product-content struggles immediately memorable.

02

Show the process

Move from a plain-language request to a product preview and progress animation. Reveal three distinct social-video executions from the same bottle.

03

Land the payoff

Show the ads on phones and laptops, then return to the pool. A campaign-update graphic accompanies the creator's newly relaxed expression.

INTENDED TAKEAWAY

Creative message: one product can become a varied campaign, while the creator gets time back.

02 / THE FILM AT A GLANCE

From content struggle to campaign payoff.

01 The poolside product shoot goes wrong
00:00.000 - 00:02.033 / 2.03 s

02 Ask for an AI product video
00:02.033 - 00:04.733 / 2.70 s

03 Add the shampoo to the preview
00:04.733 - 00:05.650 / 0.92 s

04 Prepare the product video
00:05.650 - 00:07.033 / 1.38 s

05 Reveal three social-ad variations
00:07.033 - 00:09.900 / 2.87 s

06 The ad reaches a mobile viewer
00:09.900 - 00:10.983 / 1.08 s

07 A product presenter on a kitchen laptop
00:10.983 - 00:12.167 / 1.18 s

08 A botanical product film by the pool
00:12.167 - 00:13.483 / 1.32 s

09 The creator relaxes as orders arrive
00:13.483 - 00:15.733 / 2.25 s

FORMAT: 1920 x 1080 px / 16:9 / 60 fps / 15.733 seconds / Live action + interface animation

Source frames and edit order are preserved. Upload and preparation are separate interface beats; the bright transition belongs to the social-ad reveal. Screen copy and campaign figures are recorded as shown. Dialogue is not separately transcribed; direction notes are editorial.

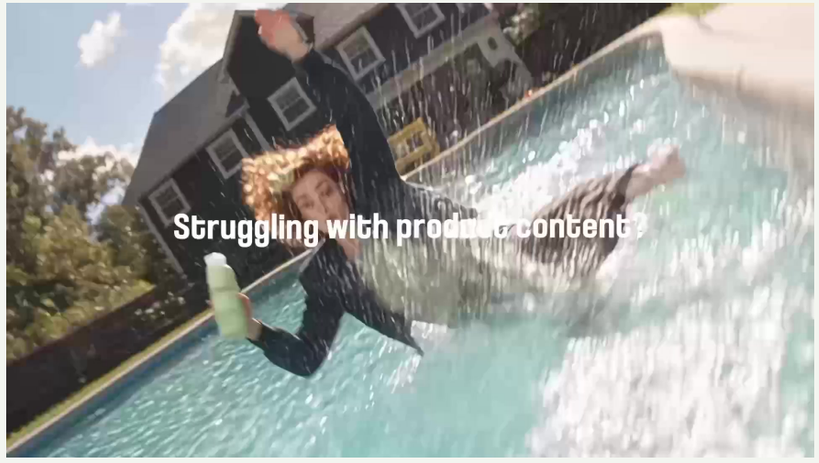
03 / STORYBOARD **SHOT 01**

The poolside product shoot goes wrong

00:00.000 - 00:02.033 / 2.03 SEC



Frame at 00:00.250



Frame at 00:01.250

ACTION

A curly-haired woman presents a pale green shampoo bottle beside a swimming pool. She loses her balance, throws out her free arm and falls into the water while still holding the product. The image ends underwater in bubbles.

FRAMING & MOVEMENT

Begin with a frontal medium-wide view of the presenter, pool and dark house. Tilt and roll with her fall, then follow the splash below the surface for a sudden change in perspective.

STORY FUNCTION

Create an immediate comic hook and turn the difficulty of producing product content into a physical situation.

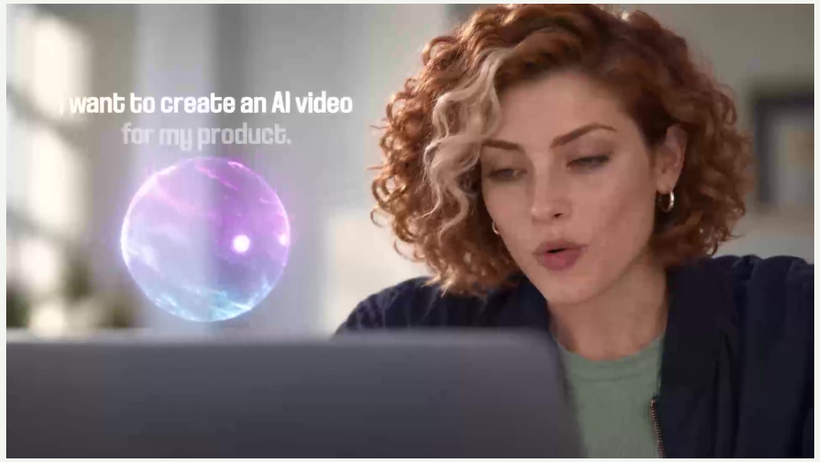
PRODUCTION DIRECTION

SCREEN COPY: 'Struggling with product content?' Keep the white headline readable through the fall. Preserve the green bottle, navy jacket, light green top and fast plunge into the water.

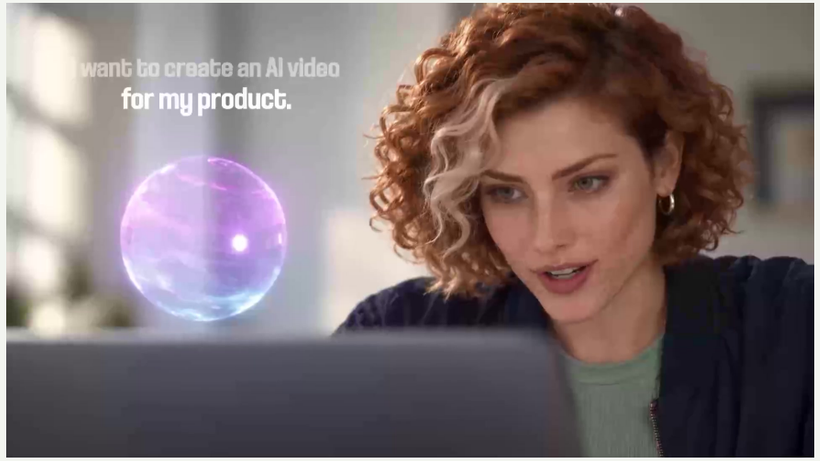
03 / STORYBOARD SHOT 02

Ask for an AI product video

00:02.033 - 00:04.733 / 2.70 SEC



Frame at 00:02.417



Frame at 00:04.367

ACTION

Cut to the same woman seated behind a laptop in a bright interior. She leans toward the screen and speaks while a glowing purple-blue orb floats beside her. A short request appears above the orb.

FRAMING & MOVEMENT

Use a medium close-up with the laptop across the lower foreground, the woman on the right and the luminous orb on the left. Keep the airy room softly out of focus.

STORY FUNCTION

Replace the failed filming attempt with a clear, simple creative brief and introduce the AI-assisted solution.

PRODUCTION DIRECTION

SCREEN COPY: 'I want to create an AI video for my product.' Preserve the source's changing text emphasis, animated orb and engaged expression. Match her hair and clothing to the opening.

03 / STORYBOARD **SHOT 03**

Add the shampoo to the preview

00:04.733 - 00:05.650 / 0.92 SEC



Frame at 00:04.767



Frame at 00:05.417

ACTION

Switch to a clean white interface containing a tall ad-preview panel. A tilted product card moves into the placeholder, showing the green shampoo bottle on a silver pedestal with a cursor beside it.

FRAMING & MOVEMENT

Keep the narrow panel centred in a wide white field. Follow the card's short slide and settling motion while preserving the pale border and rounded preview area.

STORY FUNCTION

Make the starting input tangible: the shampoo product becomes the source for the upcoming content.

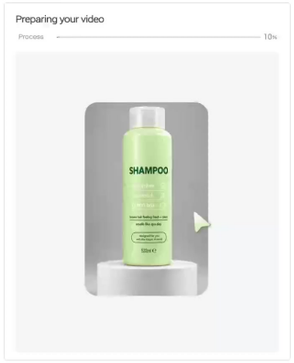
PRODUCTION DIRECTION

UI COPY: 'Ad preview / Your video preview / Upload a video to get started.' Retain the GAAJ placeholder mark and the incoming product card. Keep the bottle's SHAMPOO label visible.

03 / STORYBOARD **SHOT 04**

Prepare the product video

00:05.650 - 00:07.033 / 1.38 SEC



Frame at 00:05.750



Frame at 00:06.967

ACTION

The panel changes to a preparation state. The bottle card straightens, remains centred above its pedestal and gently enlarges while a percentage indicator and horizontal progress line advance.

FRAMING & MOVEMENT

Hold the same centred interface against white. Use the upright bottle and changing progress display as the main points of attention, with the cursor still near the right edge.

STORY FUNCTION

Bridge the uploaded product and the finished outputs with a compact visual account of processing.

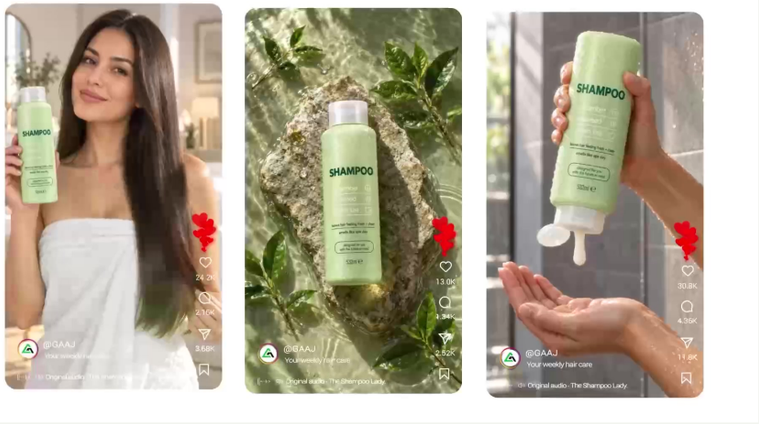
PRODUCTION DIRECTION

UI COPY: 'Preparing your video / Process.' Preserve the increasing percentage and the subtle preview movement. The visible counter has not reached 100% before the transition begins.

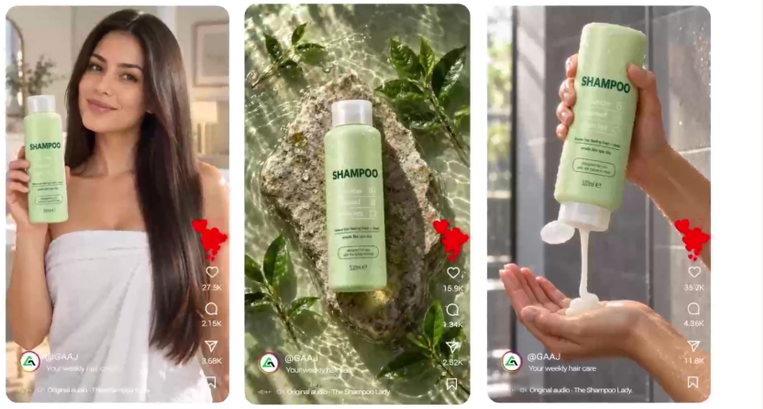
03 / STORYBOARD **SHOT 05**

Reveal three social-ad variations

00:07.033 - 00:09.900 / 2.87 SEC



Frame at 00:07.750



Frame at 00:09.667

ACTION

A bright, blurred flash expands out of the preview and resolves into three portrait social-video cards. They show a woman presenting the shampoo, a bottle among wet rocks and leaves, and shampoo being dispensed into a hand. Red hearts rise beside the posts.

FRAMING & MOVEMENT

Arrange the three rounded cards in an even horizontal row on white. Keep the model on the left, botanical product shot in the centre and usage demonstration on the right, with visible social-interface overlays.

STORY FUNCTION

Demonstrate creative variety from one product through testimonial-style, beauty and usage content.

PRODUCTION DIRECTION

Preserve the incoming flash, the three-card order and GAAJ account marks. Keep the pale green packaging consistent and let the moving hearts and counters support the social-media presentation.

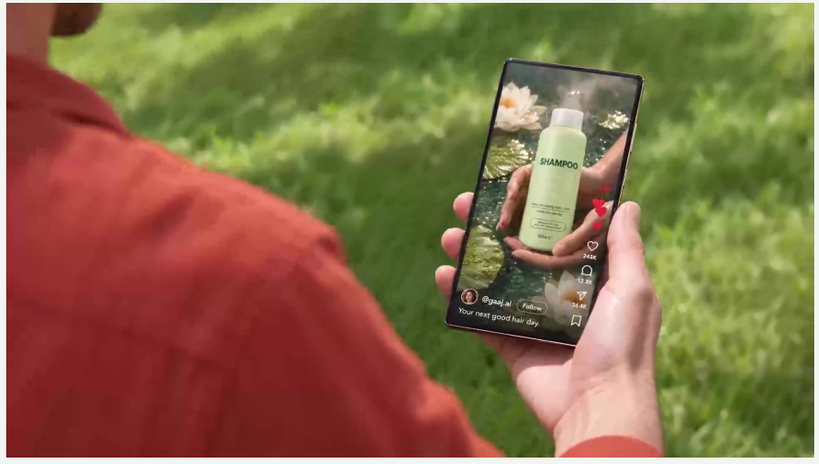
03 / STORYBOARD **SHOT 06**

The ad reaches a mobile viewer

00:09.900 - 00:10.983 / 1.08 SEC



Frame at 00:10.083



Frame at 00:10.833

ACTION

An outdoor viewer in a rust-orange top holds a portrait phone over the lawn. The display plays a shampoo ad with the bottle held against a botanical background, accompanied by a vertical social interface and animated hearts.

FRAMING & MOVEMENT

Use an over-the-shoulder close-up with the viewer's shoulder filling the left foreground and the phone clear near the centre-right. Keep the grass softly blurred behind it.

STORY FUNCTION

Move the generated content from a preview layout into an everyday mobile viewing situation.

PRODUCTION DIRECTION

Keep the handset upright, the product label readable and the thumb clear of the main bottle image. Preserve the source's small screen movements and visible social controls.

03 / STORYBOARD **SHOT 07**

A product presenter on a kitchen laptop

00:10.983 - 00:12.167 / 1.18 SEC



Frame at 00:11.250



Frame at 00:11.917

ACTION

In a sunlit kitchen, a viewer wearing a patterned green headscarf and denim shirt watches a laptop on the counter. On its screen, a long-haired woman presents the shampoo bottle and gestures near her hair.

FRAMING & MOVEMENT

Use a medium-wide rear view of the seated viewer, laptop and kitchen island. Include the bright window, fruit, vegetables and cabinetry to establish a lived-in domestic setting.

STORY FUNCTION

Extend the campaign beyond a phone and show the presenter-led version in another familiar viewing context.

PRODUCTION DIRECTION

Preserve the viewer's position on the right and the laptop slightly left of centre. Keep the shampoo and presenter recognizable on the display, along with the video-player controls.

03 / STORYBOARD **SHOT 08**

A botanical product film by the pool

00:12.167 - 00:13.483 / 1.32 SEC



Frame at 00:12.367



Frame at 00:13.250

ACTION

A laptop on an outdoor table plays a polished shampoo product film: the bottle stands on a large leaf surrounded by water, greenery and warm highlights. Behind the laptop, a woman skips rope beside the pool.

FRAMING & MOVEMENT

Focus on the open laptop in the right foreground. Keep the exercising woman soft on the left, with the poolside terrace and trees forming the background.

STORY FUNCTION

Show another finished visual treatment while connecting the campaign to an active lifestyle setting.

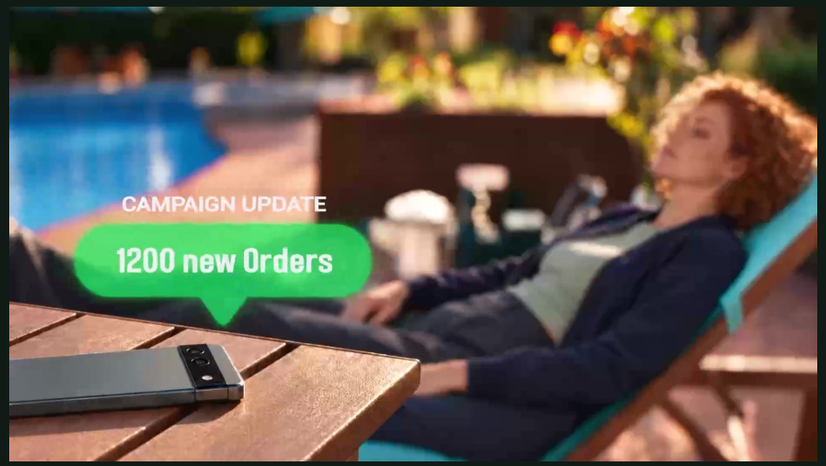
PRODUCTION DIRECTION

Prioritize the bottle and leaf composition inside the display. Preserve the soft background rope movement, outdoor daylight and player controls without letting them compete with the product film.

04 / THE FINAL IMPRESSION

The creator relaxes as orders arrive

00:13.483 - 00:15.733 / 2.25 SEC



Frame at 00:14.250



Frame at 00:15.500

ACTION

Return to the curly-haired woman, now reclining comfortably beside the pool. A phone lies on the wooden table in the foreground. A green campaign-update bubble grows above it as she turns toward the camera with a satisfied expression.

FRAMING & MOVEMENT

Open with the table and handset prominent at lower left and the reclining woman beyond them. Let the notification enlarge into the foreground while her face becomes more readable against the softly lit poolside background.

STORY FUNCTION

Resolve the opening chaos with ease and pair the relaxed creator with the campaign result displayed in the film.

PRODUCTION DIRECTION

END COPY: 'CAMPAIGN UPDATE / 1200 new Orders.' Record this as the source's on-screen result. Preserve the expanding green bubble and her final look; the film ends here without a separate logo or website card.