

K B V P U B L I S H I N G

READY-MADE

10 Street Interview Ads

Ten finished Seedance 2.5 prompts and 30-second scripts. Swap in your product, upload one photo, and generate an AI street interview ad that doesn't look AI.

£7 · ONE-TIME PURCHASE

KBVPUBLISHING.COM



Welcome

Ten finished street interview ads, ready to generate. Each one is a complete Seedance 2.5 prompt plus its word-for-word 30-second script — built on the same five-beat structure and realism rules behind **The Viral Street Interview Ad Kit**.

Every brand in this pack is invented. Pick the ad closest to your product, swap in three things, and generate your first clip today.

What's inside

AD 1 · SKINCARE

Velra Barrier Serum

US · verbal reaction

AD 3 · SUPPLEMENTS

Grovie Greens Gummies

UK · physical reaction

AD 5 · DRINKWARE

Tundro Steel Bottle

UK · verbal reaction

AD 7 · HAIRCARE

Kelpa clarifying shampoo

UK · verbal reaction

AD 9 · PETS

Chompa Dental Chews

UK · verbal reaction

AD 2 · SNACK

Krumbo Protein Crisps

UK · physical reaction

AD 4 · COFFEE

Brewla Instant Coffee

US · verbal reaction

AD 6 · SUNCARE

Solva Daily SPF 50 moisturiser

US · physical reaction

AD 8 · AUDIO

Pebl wireless earbuds

US · physical reaction

AD 10 · CLOTHING

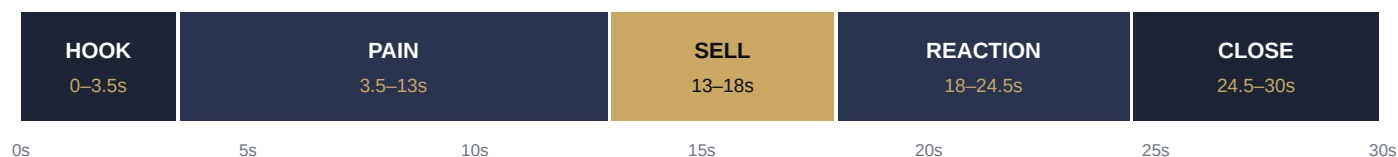
Brack Heavyweight Hoodie

UK · physical reaction

How to use this pack. Read the next three pages once — how the ads are built, what to swap, and how to generate. After that, every ad is self-contained: open it, swap, paste, run.

How every ad is built

All ten ads follow the same five beats in exactly 30 seconds, one continuous take, no cuts. Nothing more fits — and that's the point.



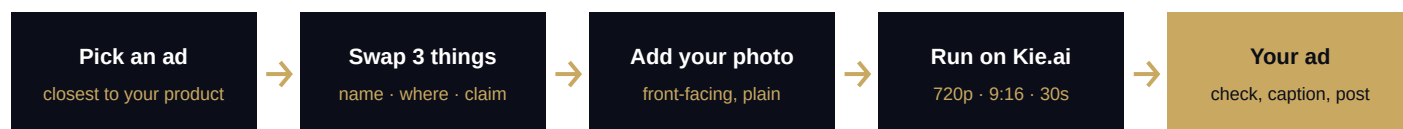
- 1. Hook** — a yes/no question the stranger is about to lose.
- 2. Pain** — they admit the problem in plain, true words, then say it again more plainly.
- 3. Sell** — the interviewer hands over the product and names it, with one real benefit.
- 4. Reaction** — after a short pause, they react, commit and answer the opening question back, in one line.
- 5. Close** — the product named again, where to buy it, and the stranger deciding to get their own as they hand it back and walk on.

The one idea behind every script: the flip

Each ad takes a product's main benefit and flips it into the everyday failure it solves. The stranger complains about that failure; the product flips it back. One axis, never three benefits. You'll see the flip printed at the top of every ad.

Golden rule. The stranger never sounds like they know the brand. They complain about a *category* — greasy hair, cold coffee, earbuds that fall out — and the product happens to solve it. Only the interviewer ever says the brand name.

Make it yours: swap three things



- 1. Brand name.** It's said exactly twice in every script and appears inside the prompt. Paste the prompt into any text editor and use **Find & Replace** so you catch every one. Two-syllable names that are easy to say come out clearest.
- 2. Where to buy.** Each ad shows the exact line to change. Say websites the way people speak them — "yourshop dot com", not "yourshop.com".
- 3. The claim line.** Keep it only if it's true for your product. If it isn't, replace it with your real benefit in the same shape: *"This is [Name]. It [does the thing that fixes the pain]."*

Then upload a clean photo of your product as the reference image. Everything else — the street, the person, the camera, the realism rules — stays exactly as written.

Before you advertise anything. Use your own product, or one you have permission to advertise — never a real brand you don't own. An AI stranger appearing to endorse a real company's product is a fabricated endorsement, plus a trademark risk. When you post, use the platform's AI-generated label: TikTok and Meta both require realistic AI content to be disclosed.

Copy-paste tip. Copying long prompts out of a PDF can add stray line breaks. All ten prompts are also included as a plain text file in your download — copy from there.

Generate it

Step 1 — One clean product photo



✓ **Use this.** Front-facing, plain background, even light, one product.



✗ **Not this.** Angled, busy background, glare, soft focus — this is how labels garble.

- Label straight on, readable
- Plain background — remove it if you can
- Sharp, no glare across the label
- No hands, props or lifestyle scene

Step 2 — Run it on Kie.ai

1. Go to **kie.ai**, click **Explore AI APIs** and search **Seedance 2.5** (not 2.0 — 2.5 makes the full 30 seconds in one take).
2. Paste your finished prompt into the prompt box, then **remove the placeholder image, video and audio files** the form loads by default. Left in, they ruin the generation.
3. Set resolution **720p**, aspect ratio **9:16**, duration **30 seconds**.
4. **Upload your product photo** as the reference image — the step most people forget.
5. Hit **Run**. Generation typically takes 5–10 minutes.

Step 3 — Light finish in CapCut

The prompt tells the AI not to add captions, music or grading — you do those better yourself in two minutes. Add burned-in captions (fix any misheard product names), and an optional two-second end card: product name plus where to buy, on a plain background.

Check the take before you use it

Watch it twice, sound on — or freeze-frame it. Would it survive someone pausing on any second?

What you see	What to do
Extra or merging fingers at the handoff	Run it again — hand glitches rarely repeat.
Label garbled, or the product changes shape	Use a cleaner, front-facing photo, then run again.
Someone walks through the background	Run again. If it repeats, make the "nobody walks past" line more explicit.
Brand name mispronounced or said differently twice	Pick a simpler name, or spell it how it sounds in the dialogue.
Lips drift out of sync	Run again. If it repeats, cut the longest line by deleting a whole sentence.
They walk off holding the product, or turn back the way they came	Run again — the close must hand it back and walk on past the camera.

Rule of thumb. The same glitch twice isn't bad luck — it's a prompt line that needs to be more explicit. Fix that line, don't keep regenerating blind. Most usable clips take two or three passes.

Running them as ads

Don't perfect one ad — test three. Generate the same product with three different people, or pair it with a second ad from this pack that uses a different flip, and let the platform find the winner. This format is cheap enough that testing angles is the real advantage.

Velra Barrier Serum

Product Velra Barrier Serum — a lightweight daily face serum with ceramides that repair the skin barrier

Who US · late 20s, woman, Black

Reaction Verbal — she holds the bottle, takes in the claim and responds (no application on the street)

The flip: face feels tight and dry after washing → ceramides repair the barrier so it stops feeling tight

The script (90 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Quick question — does your face feel tight after you wash it?"
3.5–13.0s	Subject	"Yeah, honestly, every single time. Like ten minutes after I wash it, it feels so tight. Like, dry and tight."
13.0–18.0s	Interviewer	"This is Velra. It's a serum with ceramides that repair your skin barrier, so your face stops feeling tight after washing."
18.0–24.5s	Subject	(looks down at the bottle, ~1.5s pause) "So my face just won't feel tight after I wash it? Okay, that's what I need, for real."
24.5–28.0s	Interviewer	"It's on their website — velra dot com — and code FIRST15 gets you fifteen percent off."
28.0–30.0s	Subject	(hands it back as she turns) "Okay, I'm ordering it tonight."

Swap in your product

- Brand name: replace "Velra" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's on their website — velra dot com — and code FIRST15 gets you fifteen percent off."
- The claim line: "a serum with ceramides that repair your skin barrier, so your face stops feeling tight after washing" — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the bottle, front-facing, upright, cap on, plain background

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide US downtown street, late morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Cracked concrete sidewalk with a dark gum-spotted patch, a dented grey metal trash can, a bare parking meter, a closed roll-down shutter on a ground-floor storefront, a parked plain white sedan at the kerb. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens on the subject walking toward camera at a normal pace, full body to knees, slightly left of centre. She slows and stops as the microphone rises into frame, and the operator settles into a medium shot, waist up, centred. At 13s the interviewer's other hand offers the bottle into frame from the right; she takes it and holds it at chest height, front facing camera, steady and in sharp focus. At the close she hands the bottle back to the same hand, turns, and walks on forward past the camera, exiting frame left without turning back.

SUBJECT: Late 20s, woman, Black. Shoulder-length natural hair pulled back loosely with a black elastic, a few loose strands at the temples. Real skin texture – visible pores, slight dryness on the cheeks, faint unevenness, no makeup except lip balm. Faded olive crewneck sweatshirt, dark straight jeans, worn white sneakers, a canvas tote on one shoulder. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Man in his 30s, friendly, casual, unhurried American tone. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Mildly curious, a little tired of a problem she lives with, then quietly convinced. Stays conversational and low-key throughout. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s **HOOK** – Interviewer: "Quick question – does your face feel tight after you wash it?" (She slows to a stop; eyebrows lift slightly.)

3.5–13.0s **PAIN** – Subject: "Yeah, honestly, every single time. Like ten minutes after I wash it, it feels so tight. Like, dry and tight." (She touches one cheek with her fingertips; small tired half-smile.)

13.0–18.0s **SELL** – Interviewer: "This is Velra. It's a serum with ceramides that repair your skin barrier, so your face stops feeling tight after washing." (She takes the bottle in one hand; eyes narrow slightly as she listens.)

18.0–24.5s **REACTION + VERDICT + PAYOFF** – Subject, after a ~1.5s pause looking at the bottle: "So my face just won't feel tight after I wash it? Okay, that's what I need, for real." (She looks down at the bottle, then back up; a small slow nod.)

24.5–28.0s **CLOSE** – Interviewer: "It's on their website – velra dot com – and code FIRST15 gets you fifteen percent off." (She glances at the bottle once more; corner of her mouth lifts slightly.)

28.0–30.0s **CLOSE** – Subject: "Okay, I'm ordering it tonight." (She hands the bottle back as she turns and walks on past the camera, not looking back; relaxed, settled expression.)

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If she sounds like she already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If she walks off still holding the product, fail. If it feels like a woman on her way somewhere who has put up with tight, dry skin after every wash for years and assumed one more serum would do nothing – pass.

Krumbo Protein Crisps

Product Krumbo Protein Crisps — 20g protein per bag, and they actually taste like real crisps

Who UK · early 40s, man, South Asian

Reaction Physical — he takes one crisp from an already-opened bag and eats it

The flip: protein snacks taste like cardboard → protein crisps that taste like real crisps

The script (90 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Quick one — do you ever eat protein snacks?"
3.5–13.0s	Subject	"Yeah, I'm trying to at the minute, but honestly, they taste like cardboard. Like actual dry cardboard. I have one bite and I'm done."
13.0–18.0s	Interviewer	"These are Krumbo Protein Crisps. Twenty grams of protein a bag, and they actually taste like real crisps. Go on, try one."
18.0–24.5s	Subject	(eats a crisp, ~1.5s pause) "Oh, that just tastes like a proper crisp. Yeah, these I'd actually eat."
24.5–28.0s	Interviewer	"They're in Tesco, or they're on Amazon — just search Krumbo Protein Crisps."
28.0–30.0s	Subject	(hands it back as he turns) "Right, I'm grabbing a bag from Tesco on the way home."

Swap in your product

- Brand name: replace "Krumbo" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "They're in Tesco, or they're on Amazon — just search Krumbo Protein Crisps." (and "from Tesco" in the subject's final line)
- The claim line: "Twenty grams of protein a bag, and they actually taste like real crisps" — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the bag, front-facing, upright, top already opened

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, early afternoon on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Grey paving slabs with a few cracked and darker damp patches, a black metal bin bolted to a post, a bare bus shelter frame with no posters, a shuttered shopfront, a parked plain dark blue hatchback at the kerb. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens on the subject walking toward camera at a steady pace, full body to knees, slightly right of centre. He slows and stops as the microphone rises into frame, and the operator settles into a medium shot, waist up, centred. At 13s the interviewer's other hand offers the already-opened bag into frame from the right; he takes it in one hand, holds it at chest height front facing camera, steady and in sharp focus, then takes one crisp out with the other hand and eats it. At the close he hands the bag back to the same hand, turns, and walks on forward past the camera, exiting frame right without turning back.

SUBJECT: Early 40s, man, South Asian. Short black hair greying at the sides, neatly trimmed short beard with grey flecks. Real skin texture – visible pores, faint lines at the eyes, slight shine on the forehead. Navy quilted gilet over a grey marl hoodie, dark jeans, scuffed black trainers. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Woman in her late 20s, easy, friendly, casual British tone. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Dry, mildly sceptical, then quietly surprised and convinced. Conversational and low-key throughout. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s **HOOK** – Interviewer: "Quick one – do you ever eat protein snacks?" (He slows to a stop; eyebrows lift slightly.)

3.5–13.0s **PAIN** – Subject: "Yeah, I'm trying to at the minute, but honestly, they taste like cardboard. Like actual dry cardboard. I have one bite and I'm done." (He shakes his head once; small wince.)

13.0–18.0s **SELL** – Interviewer: "These are Krumbo Protein Crisps. Twenty grams of protein a bag, and they actually taste like real crisps. Go on, try one." (He takes the bag and pulls out one crisp; eyes narrow slightly, unconvinced.)

18.0–24.5s **REACTION + VERDICT + PAYOFF** – Subject, after a ~1.5s pause chewing: "Oh, that just tastes like a proper crisp. Yeah, these I'd actually eat." (He chews and swallows; eyebrows lift slightly and he gives a small nod.)

24.5–28.0s **CLOSE** – Interviewer: "They're in Tesco, or they're on Amazon – just search Krumbo Protein Crisps." (He glances down at the bag; faint smile.)

28.0–30.0s **CLOSE** – Subject: "Right, I'm grabbing a bag from Tesco on the way home." (He hands the bag back as he turns and walks on past the camera, not looking back; settled expression.)

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

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MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If he sounds like he already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If he walks off still holding the product, fail. If it feels like a bloke in his forties trying to eat better who has given up on protein snacks because every one he's tried tastes like cardboard – pass.

Grovie Greens Gummies

Product Grovie Greens Gummies — your daily greens in a gummy that tastes like sweets

Who UK · mid-30s, woman, white

Reaction Physical — she opens the tub, eats one gummy, then gives her verdict

The flip: greens powder tastes like a lawn → these taste like sweets

The script (95 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Sorry, quick question — do you take any greens at the minute?"
3.5–13.0s	Subject	"Yeah, I've got a greens powder at home. Honestly, it tastes like a lawn. Like actual grass. I have to hold my nose just to get it down, every single morning."
13.0–18.0s	Interviewer	"Okay, so this is Grovie. It's your daily greens, but they're gummies, and they taste like sweets. Go on, try one."
18.0–24.5s	Subject	(chews, ~1.5s pause) "Oh. That's actually nice. Yeah, I'd take my greens every day if it was these."
24.5–28.0s	Interviewer	"They're on Amazon — just search Grovie and they come straight up."
28.0–30.0s	Subject	(hands it back as she turns) "Right, I'm properly ordering them tonight."

Swap in your product

- Brand name: replace "Grovie" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "They're on Amazon — just search Grovie and they come straight up."
- The claim line: "It's your daily greens, but they're gummies, and they taste like sweets." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the tub, front-facing, lid on

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, late morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Damp grey paving slabs with a few chewing-gum spots, a black metal litter bin, a closed shop with plain grey shutters, a bus stop shelter with blank panels, a row of parked cars along the kerb. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens with the subject walking toward camera at a normal pace, framed head to knee. She slows as the interviewer speaks and stops about 1.5m from the lens; the operator settles into a medium shot, head to waist, with slight handheld drift. At 13s the interviewer's other hand enters from the right and offers the tub; she takes it in both hands, twists off the lid, takes out one gummy and eats it, keeping the tub and lid in view at chest height. During the close she puts the lid back on, hands the tub back to the interviewer's hand, and walks on past the camera, exiting frame left without turning back.

SUBJECT: Woman, mid-30s, white. Shoulder-length mid-brown hair pulled back loosely, a few strands loose around the face. Natural skin texture with visible pores, light freckles, faint tiredness under the eyes, minimal make-up. Navy padded jacket over a grey hoodie, dark jeans, a canvas tote bag on one shoulder. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Man, late 20s, friendly, casual, unhurried London tone. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Mildly put upon and matter-of-fact about the greens powder, guarded when handed the tub, quietly surprised after tasting, then settled and decided. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – INTERVIEWER: "Sorry, quick question – do you take any greens at the minute?" (She slows to a stop; small polite half-smile.)

3.5–13.0s – SUBJECT: "Yeah, I've got a greens powder at home. Honestly, it tastes like a lawn. Like actual grass. I have to hold my nose just to get it down, every single morning." (She shifts her tote strap up her shoulder; nose wrinkles slightly.)

13.0–18.0s – INTERVIEWER: "Okay, so this is Grovie. It's your daily greens, but they're gummies, and they taste like sweets. Go on, try one." (She takes the tub, twists off the lid and eats one gummy; head tilts slightly, unconvinced.)

18.0–24.5s – SUBJECT: (chews for about 1.5s) "Oh. That's actually nice. Yeah, I'd take my greens every day if it was these." (She glances down at the open tub; eyebrows lift slightly.)

24.5–28.0s – INTERVIEWER: "They're on Amazon – just search Grovie and they come straight up." (She pushes the lid back on; small nod.)

28.0–30.0s – SUBJECT: "Right, I'm properly ordering them tonight." (She hands the tub back as she turns and walks on past the camera; brief closed-mouth smile.)

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If she sounds like she already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If she walks off still holding the product, fail. If it feels like a tired woman on her way to the shops who's forced down grassy greens powder for months and expected these to taste just as bad – pass.

Brewla Instant Coffee

Product Brewla Instant Coffee — instant coffee that tastes like it's from a coffee shop

Who US · early 30s, man, Latino

Reaction Verbal — he reacts to the claim while holding the jar

The flip: instant coffee tastes burnt and bitter → this tastes like a proper coffee-shop coffee

The script (91 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Hey, real quick — do you drink instant coffee?"
3.5–13.0s	Subject	"Yeah, at home, when I'm rushing out the door. Honestly, it tastes burnt. Like, bitter and burnt. I drink it, but I don't enjoy it."
13.0–18.0s	Interviewer	"So this is Brewla. It's instant coffee, but it tastes like you just got it from a coffee shop."
18.0–24.5s	Subject	(looks at the jar, ~1.5s pause) "Okay, that's exactly what I want. Yeah, I'd switch today. I'd actually look forward to my instant coffee then."
24.5–28.0s	Interviewer	"It's at Target, or on Amazon — just search Brewla, it comes right up."
28.0–30.0s	Subject	(hands it back as he turns) "Alright, I'm picking up a jar tonight."

Swap in your product

- Brand name: replace "Brewla" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's at Target, or on Amazon — just search Brewla, it comes right up."
- The claim line: "It's instant coffee, but it tastes like you just got it from a coffee shop." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the jar, front-facing, lid on

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide US downtown street, mid-morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Cracked concrete sidewalk, a green metal trash can, a fire hydrant, a parking meter post with a blank head, a row of parked cars along the curb. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens with the subject walking toward camera at a normal pace, framed head to knee, hands empty. He slows as the interviewer speaks and stops about 1.5m from the lens; the operator settles into a medium shot, head to waist, with slight handheld drift. At 13s the interviewer's other hand enters from the right and offers the jar; he takes it in one hand and holds it at chest height, lid on, turning it slightly toward himself to look at it. During the close he hands the jar back to the interviewer's hand and walks on past the camera, exiting frame left without turning back.

SUBJECT: Man, early 30s, Latino. Short dark hair, faded at the sides, light stubble. Natural skin texture with visible pores and a little shine on the forehead. Olive green work jacket over a plain grey T-shirt, dark work pants, a black backpack on one shoulder. No cup, no bag in hand, no props other than the product. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Woman, late 20s, relaxed, friendly, casual American tone. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Flat and honest about his instant coffee, mildly sceptical when handed the jar, then a quiet, decided interest. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – INTERVIEWER: "Hey, real quick – do you drink instant coffee?" (He slows to a stop; brief easy half-smile.)

3.5–13.0s – SUBJECT: "Yeah, at home, when I'm rushing out the door. Honestly, it tastes burnt. Like, bitter and burnt. I drink it, but I don't enjoy it." (He shrugs one shoulder; slight grimace.)

13.0–18.0s – INTERVIEWER: "So this is Brewla. It's instant coffee, but it tastes like you just got it from a coffee shop." (He takes the jar in one hand; one eyebrow lifts slightly.)

18.0–24.5s – SUBJECT: (looks at the jar for about 1.5s) "Okay, that's exactly what I want. Yeah, I'd switch today. I'd actually look forward to my instant coffee then." (He turns the jar slightly in his hand; small slow nod.)

24.5–28.0s – INTERVIEWER: "It's at Target, or on Amazon – just search Brewla, it comes right up." (He glances back to the interviewer; lips press together, considering.)

28.0–30.0s – SUBJECT: "Alright, I'm picking up a jar tonight." (He hands the jar back as he turns and walks on past the camera; brief closed-mouth smile.)

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing

respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If he sounds like he already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If he walks off still holding the product, fail. If it feels like a guy on his way to work who's put up with burnt-tasting instant coffee for years and assumed every jar tastes the same – pass.

Tundro Steel Bottle

Product Tundro Steel Bottle — insulated steel bottle that keeps drinks ice cold for 24 hours

Who UK · early 50s, man, white

Reaction Verbal — he weighs the bottle in his hand, hears the ice, and gives his verdict

The flip: your water's lukewarm by lunchtime → still ice cold tomorrow

The script (88 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Sorry, quick one — how long does your water actually stay cold for?"
3.5–13.0s	Subject	"Honestly? Not long at all. I fill it with ice before work and by lunchtime it's lukewarm. Like, it's just warm water. I end up chucking it."
13.0–18.0s	Interviewer	"This is Tundro. I put ice in it yesterday morning — it's still in there now."
18.0–24.5s	Subject	(tilts the bottle, ice rattles, ~1.5s pause) "Since yesterday? Mine's warm by lunchtime and that's still ice cold. Yeah, that's miles better."
24.5–28.0s	Interviewer	"It's on Amazon — just search Tundro. It's twenty percent off at the minute."
28.0–30.0s	Subject	(hands it back as he turns) "Twenty percent? I'm ordering one tonight."

Swap in your product

- Brand name: replace "Tundro" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's on Amazon — just search Tundro. It's twenty percent off at the minute."
- The claim line: "I put ice in it yesterday morning — it's still in there now." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the bottle, front-facing, upright, lid on

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, early weekday morning around 8am. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Damp grey paving slabs with a few dark puddle patches, a black metal litter bin by a lamp post, a closed shop front with a lowered plain grey shutter, a bus shelter with blank glass panels in the far distance, a parked van further down the road. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens with the subject walking toward camera at a steady commuter pace, framed from the knees up. The operator steps slightly into his path; he slows over the first two seconds and stops about 1.5m away, settling into a medium shot from the waist up. At 13s the interviewer's other hand reaches in from the side of frame and offers the bottle; he takes it in his right hand and holds it at chest height, in sharp focus. At the close he hands the bottle back into the interviewer's hand, turns slightly, and walks on PAST the camera, exiting frame on the left side without turning back.

SUBJECT: Early 50s, man, white. Short greying hair, slightly receding, a day of stubble, weathered skin with fine lines around the eyes and some redness across the cheeks. Navy padded work jacket zipped halfway over a grey crew-neck jumper, dark work trousers, a black backpack on one shoulder. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Late 20s, man, friendly, casual London tone, unhurried. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Narrow emotional arc. Starts mildly put out at being stopped on his way to work, dry and matter-of-fact through the complaint, quiet scepticism at the claim, then a small, genuine nod of approval. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – HOOK. Interviewer: "Sorry, quick one – how long does your water actually stay cold for?"
Direction: he slows to a stop and adjusts the backpack strap; brow furrows slightly.

3.5–13.0s – PAIN. Subject: "Honestly? Not long at all. I fill it with ice before work and by lunchtime it's lukewarm. Like, it's just warm water. I end up chucking it."
Direction: he gives a small shrug of one shoulder; mouth tightens slightly at one corner.

13.0–18.0s – SELL. Interviewer: "This is Tundro. I put ice in it yesterday morning – it's still in there now."
Direction: he takes the bottle in his right hand and holds it at chest height; eyes narrow slightly.

18.0–24.5s – REACTION + VERDICT + PAYOFF. Subject: (tilts the bottle once, ice rattles inside, ~1.5s pause)
"Since yesterday? Mine's warm by lunchtime and that's still ice cold. Yeah, that's miles better."
Direction: he tilts the bottle once and listens; eyebrows lift slightly, then a small nod.

24.5–28.0s – CLOSE (interviewer). Interviewer: "It's on Amazon – just search Tundro. It's twenty percent off at the minute."
Direction: he looks down at the bottle in his hand; a faint half-smile.

28.0–30.0s – CLOSE (subject). Subject: "Twenty percent? I'm ordering one tonight."
Direction: he hands the bottle back as he turns and walks on past the camera; a brief nod, no look back.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOS: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If he sounds like he already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If he walks off still holding the product, fail. If it feels like a tired bloke on his way to work who's poured away warm water every afternoon for years and expected nothing different from another bottle – pass.

Solva Daily SPF 50 moisturiser

Product Solva Daily SPF 50 — daily face moisturiser with SPF 50 that rubs in clear with no white cast

Who US · early 30s, woman, East Asian

Reaction Physical — she uncaps the tube, squeezes a small amount onto the back of her hand and rubs it in until it disappears

The flip: sunscreen leaves you with a white, chalky cast → rubs in completely clear

The script (86 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Hey, quick question — does your sunscreen actually disappear when you rub it in?"
3.5–13.0s	Subject	"Honestly, no. It leaves a white cast on my face. Like, my face just looks white. I rub it in for a full minute and it's still there."
13.0–18.0s	Interviewer	"This is Solva — SPF fifty, rubs in totally clear. Try a little on your hand."
18.0–24.5s	Subject	(squeezes a small dot onto the back of her hand and rubs it in, ~1.5s pause) "Wait, it's gone. Like, it actually disappeared. Okay, that's way better than mine."
24.5–28.0s	Interviewer	"It's on their website right now — just go to solva dot com."
28.0–30.0s	Subject	(hands it back as she turns) "Okay, I'm getting one tonight."

Swap in your product

- Brand name: replace "Solva" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's on their website right now — just go to solva dot com."
- The claim line: "SPF fifty, rubs in totally clear." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the tube, front-facing, upright, cap on

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide US downtown street, late morning. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Wide concrete sidewalk with expansion cracks, a green metal newspaper box with blank panels, a fire hydrant at the curb, a row of parked cars along the street, a plain brick building front with dark unlit windows. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens with the subject walking toward camera at an easy pace, framed from the knees up. The operator steps slightly into her path; she slows over the first two seconds and stops about 1.5m away, settling into a medium shot from the waist up. At 13s the interviewer's other hand reaches in from the side of frame and offers the tube, capped; she takes it and holds it at chest height, in sharp focus. She removes the cap on camera and holds it between two fingers, squeezes a small dot onto the back of her other hand and rubs it in with two fingertips, the hand raised to chest height so the skin is clearly visible. She pushes the cap back on on camera. At the close she hands the tube back into the interviewer's hand, turns slightly, and walks on PAST the camera, exiting frame on the left side without turning back.

SUBJECT: Early 30s, woman, East Asian. Shoulder-length straight black hair tucked behind one ear, a few loose strands, natural skin with visible pores and slight unevenness, minimal makeup. Oversized beige trench coat open over a plain white t-shirt, black straight-leg jeans, a canvas tote bag on one shoulder. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Late 20s, woman, friendly, relaxed American tone, unhurried. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Narrow emotional arc. Starts mildly curious at being stopped, flat and a little resigned through the complaint, quiet doubt as she tries it, then a small, genuine surprise when it disappears. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – HOOK. Interviewer: "Hey, quick question – does your sunscreen actually disappear when you rub it in?"

Direction: she slows to a stop and pushes a strand of hair behind her ear; head tilts slightly.

3.5–13.0s – PAIN. Subject: "Honestly, no. It leaves a white cast on my face. Like, my face just looks white. I rub it in for a full minute and it's still there."

Direction: she gestures once toward her cheek with one hand; a small wry grimace.

13.0–18.0s – SELL. Interviewer: "This is Solva – SPF fifty, rubs in totally clear. Try a little on your hand."

Direction: she takes the capped tube and removes the cap on camera; eyes narrow slightly.

18.0–24.5s – REACTION + VERDICT + PAYOFF. Subject: (squeezes a small dot onto the back of her hand and rubs it in with two fingertips for about four seconds, ~1.5s pause) "Wait, it's gone. Like, it actually disappeared. Okay, that's way better than mine."

Direction: she rubs it in and turns the back of her hand to the light; eyebrows lift slightly.

24.5–28.0s – CLOSE (interviewer). Interviewer: "It's on their website right now – just go to solva dot com."

Direction: she pushes the cap back on on camera; a faint half-smile.

28.0–30.0s – CLOSE (subject). Subject: "Okay, I'm getting one tonight."

Direction: she hands the tube back as she turns and walks on past the camera; a brief nod, no look back.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

CAP CONTINUITY (MANDATORY, if applicable): the tube is capped when it first enters frame. The cap is removed ON CAMERA, remains continuously visible once off, and is pushed back on ON CAMERA before the handback.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If she sounds like she already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If she walks off still holding the product, fail. If it feels like a woman who has rubbed chalky sunscreen into her face every morning for years and assumed a white cast was just the price of wearing it – pass.

Kelpa clarifying shampoo

Product Kelpa Shampoo — a clarifying shampoo that keeps hair non-greasy for up to three days.

Who UK · mid-20s woman, mixed race

Reaction Verbal — she reacts to the claim, gives her verdict and answers the hook with a number

The flip: greasy by day two, washing it every morning → clean for up to three days

The script (86 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Quick one — how often are you washing your hair at the minute?"
3.5–13.0s	Subject	"Honestly? Every single morning, yeah. By day two it's greasy. Like properly greasy at the roots, so I've got to wash it every day."
13.0–18.0s	Interviewer	"This is Kelpa Shampoo. It's a clarifying one — keeps your hair clean for up to three days."
18.0–24.5s	Subject	(looks at the bottle, ~1.5s pause) "Three days? Yeah, I'd use that. That'd take me from every day to twice a week."
24.5–28.0s	Interviewer	"It's in Boots, or it's on Amazon — just search Kelpa."
28.0–30.0s	Subject	(hands it back as she turns) "Right, I'm grabbing some in Boots later."

Swap in your product

- Brand name: replace "Kelpa" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's in Boots, or it's on Amazon — just search Kelpa." (and "in Boots" in her final line, if your stockist is different)
- The claim line: "keeps your hair clean for up to three days" — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the shampoo bottle, front-facing, upright, cap closed

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, late morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Grey paving slabs with a few dark damp patches, a black metal litter bin, a closed shop shutter painted plain grey, a row of empty bike racks, a parked plain white van in the distance. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens as the subject walks toward camera along the pavement, shown roughly waist-up and slightly off-centre. The operator steps gently into her path; she slows and stops about 1.5m away by around 2.5s. The frame settles into a steady handheld medium shot, chest-up, with slow natural drift and re-centring. At 13s the interviewer's other hand brings the bottle into frame from the right and she takes it; it is held at chest height between them. At around 28s she hands the bottle back and walks forward past the camera on the operator's left, exiting frame without turning back. The operator does not follow.

SUBJECT: Woman, mid 20s, mixed race. Shoulder-length dark brown hair with loose waves, pulled back into a low, slightly messy clip, a little flat at the roots; a few loose strands at her temples. Light brown skin with natural texture – visible pores, faint freckles across the nose, no heavy makeup. Oversized grey hoodie under an open black padded jacket, small gold hoop earrings, a canvas tote bag on one shoulder. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Woman, early 30s, London accent, casual and friendly, unhurried. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Mild, everyday, a bit matter-of-fact. Faint resignation during the pain beat, quiet interest at the reveal, a small settled nod of approval at the verdict. She stays calm and conversational throughout. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – INTERVIEWER (Hook): "Quick one – how often are you washing your hair at the minute?"

Direction: she slows to a stop and adjusts the tote strap on her shoulder; a small half-smile.

3.5–13.0s – SUBJECT (Pain): "Honestly? Every single morning, yeah. By day two it's greasy. Like properly greasy at the roots, so I've got to wash it every day."

Direction: she touches the top of her hair near the roots with two fingers; a slight wince.

13.0–18.0s – INTERVIEWER (Sell): "This is Kelpa Shampoo. It's a clarifying one – keeps your hair clean for up to three days."

Direction: she takes the bottle in one hand and holds it at chest height, looking down at it; eyebrows lift slightly.

18.0–24.5s – SUBJECT (Reaction + verdict + payoff): (looks at the bottle, ~1.5s pause) "Three days? Yeah, I'd use that. That'd take me from every day to twice a week."

Direction: she gives one small nod while looking back up at the interviewer; the corners of her mouth press into a faint approving smile.

24.5–28.0s – INTERVIEWER (Close): "It's in Boots, or it's on Amazon – just search Kelpa."

Direction: she glances at the bottle one last time; a small nod.

28.0–30.0s – SUBJECT (Close): "Right, I'm grabbing some in Boots later."

Direction: she hands the bottle back into the interviewer's hand as she turns and walks on past the camera; a brief closed-mouth smile.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image: the shampoo bottle, upright, cap closed. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. The bottle stays upright with the front face toward camera whenever it is held, and the cap stays closed for the entire take. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If she sounds like she already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If she walks off still holding the product, fail. If it feels like a woman on her way through town who has washed her hair every morning for years and assumed no shampoo would change that – pass.

Pebl wireless earbuds

Product Pebl Earbuds — wireless earbuds with a fit that doesn't fall out when you run.

Who US · mid-20s man, white, in running gear

Reaction Physical — he takes one bud from the open case, puts it in his ear and gives a small head shake to test it

The flip: earbuds fall out every time you run → they stay put

The script (87 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Hey, real quick — how many times do your earbuds fall out on a run?"
3.5–13.0s	Subject	"Honestly? Every single run, yeah. I'm pushing them back in like every block. They fall out the second I start running. They just don't stay in."
13.0–18.0s	Interviewer	"These are Pebl Earbuds. They're built to stay put when you run. Here, try one."
18.0–24.5s	Subject	(puts one bud in, small head shake, ~1.5s pause) "Okay. Yeah, that's not moving at all. Like, that'd be zero times, for real."
24.5–28.0s	Interviewer	"They're on Amazon — just search Pebl. They're fifteen percent off right now."
28.0–30.0s	Subject	(hands it back as he turns) "Yeah, I'm ordering a pair tonight."

Swap in your product

- Brand name: replace "Pebl" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "They're on Amazon — just search Pebl. They're fifteen percent off right now."
- The claim line: "They're built to stay put when you run" — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the charging case, lid open, both buds seated inside, front-facing

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide US downtown street, early morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Wide concrete sidewalk with expansion cracks, a grey metal newspaper box with blank panels, a fire hydrant, a bare young street tree in a square iron grate, a plain dark sedan parked at the curb. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens as the subject walks toward camera along the sidewalk, cooling down after a run, shown roughly waist-up and slightly off-centre. The operator steps gently into his path; he slows and stops about 1.5m away by around 2.5s. The frame settles into a steady handheld medium shot, chest-up, with slow natural drift and re-centring, keeping his head and ears comfortably in frame. At 13s the interviewer's other hand brings the open charging case into frame from the right and he takes it; it is held at chest height between them. At around 28s he hands the case back and walks forward past the camera on the operator's left, exiting frame without turning back. The operator does not follow.

SUBJECT: Man, mid 20s, white. Short light brown hair, slightly damp and pushed up at the front, a light sheen of sweat at the hairline, faint flush on his cheeks, a day of stubble, natural skin texture with visible pores. Plain dark grey long-sleeve running top, black running shorts, black ankle socks, worn grey running shoes, a plain black sports watch with a blank face. No earbuds or headphones on him when the take opens. Breathing slightly heavier than normal at first, settling as he talks. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Man, late 20s, relaxed American accent, easygoing and friendly, unhurried. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Low-key and a little out of breath. Mild frustration during the pain beat, cautious curiosity at the reveal, a quiet, satisfied nod once the bud stays in. He stays calm and conversational throughout. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – **INTERVIEWER (Hook):** "Hey, real quick – how many times do your earbuds fall out on a run?"

Direction: he slows to a stop with his hands on his hips; a short tired exhale through a half-smile.

3.5–13.0s – **SUBJECT (Pain):** "Honestly? Every single run, yeah. I'm pushing them back in like every block. They fall out the second I start running. They just don't stay in."

Direction: he presses one fingertip against his right ear as if pushing a bud back in; a slight frown.

13.0–18.0s – **INTERVIEWER (Sell):** "These are Pebl Earbuds. They're built to stay put when you run. Here, try one."

Direction: he takes the open case in his left hand and holds it at chest height, looking down at it; eyebrows lift slightly.

18.0–24.5s – **SUBJECT (Reaction + verdict + payoff):** (puts one bud in, small head shake, ~1.5s pause) "Okay. Yeah, that's not moving at all. Like, that'd be zero times, for real."

Direction: with his right hand he lifts one bud out of the case and presses it into his right ear, then gives one small, gentle side-to-side head shake – a short, minimal movement only; his eyebrows lift slightly and he gives a small approving nod.

24.5–28.0s – INTERVIEWER (Close): "They're on Amazon – just search Pebl. They're fifteen percent off right now."

Direction: he takes the bud out of his ear and sets it back into its slot in the open case; a small nod.

28.0–30.0s – SUBJECT (Close): "Yeah, I'm ordering a pair tonight."

Direction: he hands the open case back into the interviewer's hand as he turns and walks on past the camera; a brief closed-mouth smile.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image: the charging case, lid open, with both buds seated inside. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. The lid stays open for the entire take and never closes. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

SINGLE BUD: exactly two buds exist for the whole take – never a third, never a duplicate. Only one bud ever leaves the case; the other stays seated in the case the whole time. The bud that is taken out is continuously visible – in his fingers, then in his right ear – and never disappears, teleports or changes shape or size. Once in his ear it stays in place through the head shake and does not slip, wobble or fall. During the interviewer's close he removes it on camera and places it back into its empty slot in the case, so both buds are seated in the open case before the handback. He walks off with nothing in his ears.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If he sounds like he already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If he walks off still holding the product, fail. If it feels like a guy cooling down after a morning run who has pushed loose earbuds back in for years and assumed every pair falls out – pass.

Chompa Dental Chews

Product Chompa Dental Chews — daily dog chews that freshen your dog's breath

Who UK · mid-40s woman, Black British

Reaction Verbal — she looks down at the pouch, eyebrows lift slightly, and answers out loud

The flip: dog's breath that hits you from across the room → fresh breath

The script (91 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Quick question — can you smell your dog's breath from across the room?"
3.5–13.0s	Subject	"Oh my god, yeah. Every morning. He yawns on the sofa and I can smell it from the kitchen. Honestly, it's rank. Like, properly bad."
13.0–18.0s	Interviewer	"These are Chompa. One chew a day, and it freshens your dog's breath. Have a look."
18.0–24.5s	Subject	(takes the pouch, looks down at it, ~1.5s pause) "Oh, one a day? That's easy. Yeah, I'd do that — anything to stop smelling him from the kitchen."
24.5–28.0s	Interviewer	"It's in Pets at Home, or it's on Amazon — just search Chompa."
28.0–30.0s	Subject	(hands it back as she turns) "Right, I'm getting some on the way home."

Swap in your product

- Brand name: replace "Chompa" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's in Pets at Home, or it's on Amazon — just search Chompa."
- The claim line: "One chew a day, and it freshens your dog's breath." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the pouch, front-facing, upright, sealed

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, late morning on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Grey paving slabs with a few chewing-gum marks, a plain black metal litter bin, a closed shop with its shutter half down, a bus stop with an empty blank panel, damp kerb edges. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens on the woman walking towards camera at an easy pace, slightly off-centre, full upper body in frame. The microphone rises into shot as she slows, and she stops about 1.5m from the lens. The operator settles into a steady medium shot, head to waist, with gentle handheld drift. At 13s the interviewer's other hand enters from frame right holding the pouch out to her; she takes it with her right hand and holds it at chest height, front facing the lens, steady and in sharp focus. At the close she hands the pouch back into the interviewer's hand, turns, and walks on past the camera to frame left, exiting frame without turning back.

SUBJECT: Mid-40s woman, Black British. Short natural hair pushed back off her face, faint lines at the corners of her eyes, natural skin texture with visible pores, no visible makeup beyond a little lip balm. Navy padded jacket zipped halfway over a grey jumper, plain black jeans, a small cross-body bag. Nothing in her hands until the product. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Man in his late 20s, relaxed, friendly, conversational, slightly curious. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Mildly surprised at being stopped, then wry and a bit exasperated about her dog's breath, then mildly interested, then matter-of-fact as she decides. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – **INTERVIEWER:** "Quick question – can you smell your dog's breath from across the room?"
Direction: she slows to a stop; a small, amused half-smile.

3.5–13.0s – **SUBJECT:** "Oh my god, yeah. Every morning. He yawns on the sofa and I can smell it from the kitchen. Honestly, it's rank. Like, properly bad."
Direction: she waves one hand once in front of her face; her nose wrinkles slightly.

13.0–18.0s – **INTERVIEWER:** "These are Chompa. One chew a day, and it freshens your dog's breath. Have a look."
Direction: she takes the pouch in her right hand and holds it at chest height; her eyes drop to it.

18.0–24.5s – **SUBJECT:** (~1.5s pause, looking at the pouch) "Oh, one a day? That's easy. Yeah, I'd do that – anything to stop smelling him from the kitchen."
Direction: she tilts the pouch a few degrees towards herself, then back to face the lens; eyebrows lift slightly.

24.5–28.0s – **INTERVIEWER:** "It's in Pets at Home, or it's on Amazon – just search Chompa."
Direction: she nods once; a small closed-mouth smile.

28.0–30.0s – **SUBJECT:** "Right, I'm getting some on the way home."
Direction: she hands the pouch back into the interviewer's hand and walks on past the camera; a brief glance at the interviewer as she goes.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOS: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If she sounds like she already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If she walks off still holding the product, fail. If it feels like a dog owner stopped on her way through town who has put up with her dog's breath for years and assumed nothing in a pouch would fix it – pass.

Brack Heavyweight Hoodie

Product Brack Heavyweight Hoodie — heavyweight cotton hoodie that doesn't go bobbly after washing

Who UK · early-30s man, white

Reaction Physical — he rubs the fabric between finger and thumb and says "that's actually thick"

The flip: hoodies go bobbly after a few washes → still smooth

The script (86 words)

Time	Speaker	Line
0.0–3.5s	Interviewer	"Quick one — how many washes before your hoodies go bobbly?"
3.5–13.0s	Subject	"Honestly? About three. Wear it twice, wash it, and it's covered in them little bobbles. Like, all under the arms. It looks proper old after a month."
13.0–18.0s	Interviewer	"This is Brack. It's heavyweight cotton, and it doesn't go bobbly after washing. Feel that."
18.0–24.5s	Subject	(rubs the fabric between finger and thumb, ~1.5s pause) "Oh, that's actually thick. Yeah, that's not going bobbly after three washes."
24.5–28.0s	Interviewer	"It's on their website — brack dot co dot uk — ten percent off at the minute."
28.0–30.0s	Subject	(hands it back as he turns) "Right, I'm ordering one of them tonight."

Swap in your product

- Brand name: replace "Brack" everywhere (it appears twice in the script and inside the prompt)
- Where to buy: "It's on their website — brack dot co dot uk — ten percent off at the minute."
- The claim line: "It's heavyweight cotton, and it doesn't go bobbly after washing." — only keep it if it's true for your product; otherwise replace it with your real benefit, keeping the same shape.
- Reference image: the hoodie, folded flat, front-facing

Paste this into Seedance 2.5

SEEDANCE 2.5 – STREET INTERVIEW, 9:16 VERTICAL, 30 SECONDS, ONE CONTINUOUS TAKE, NO CUTS

CAPTURE: iPhone 15 Pro rear camera, handheld by a person standing ~1.5m from the subject. Chest height, angled very slightly up, a degree or two off level. Constant handheld micro-shake from breathing and weight shifts. Natural drift and re-centring. No stabilisation, no zooms, no reframing, no cuts.

LOCATION: A wide UK high street, early afternoon on a weekday. Overcast, flat diffused daylight from directly above, no visible sun, no hard shadows. Cracked grey paving slabs, a plain green metal bench with peeling paint, a row of shopfronts with blank awnings, a pigeon pecking near the kerb, a puddle by a drain. Every vehicle is a single flat colour with completely blank panels – no livery, no lettering, no logo, no stripe.

NOBODY WALKS PAST DURING THE TAKE. Background figures are stationary and distant only. No readable text and no brand identity anywhere in the background except the product itself.

FRAMING ARC (one take, operator movement only): The take opens on the man walking towards camera with his hands in his jacket pockets, slightly off-centre, full upper body in frame. The microphone rises into shot as he slows, and he stops about 1.5m from the lens. The operator settles into a steady medium shot, head to waist, with gentle handheld drift. At 13s the interviewer's other hand enters from frame right holding the folded hoodie flat on the palm; he takes it in his left hand and holds it at chest height, folded front facing the lens, steady and in sharp focus, then rubs a corner of the fabric between the finger and thumb of his right hand. At the close he hands the folded hoodie back into the interviewer's hand, turns, and walks on past the camera to frame left, exiting frame without turning back.

SUBJECT: Early-30s man, white. Short brown hair slightly flattened on one side, a few days' stubble, natural skin texture with faint redness across the cheeks from the cold. Plain dark green zip-up jacket open over a faded grey T-shirt, dark jeans. Nothing in his hands until the product. Eyeline on the interviewer standing just beside the lens, not into the lens itself.

INTERVIEWER: Off camera – voice, one hand, and a microphone. Woman in her late 20s, easy-going, friendly, conversational. A classic handheld reporter's stick microphone is raised into shot as the subject begins to slow, and stays in frame from then to the end. Only the hand and forearm are ever in shot. The product is offered with the OTHER hand.

ENERGY: Mildly caught off guard, then flat and fed-up about his hoodies, then sceptical, then quietly convinced once he feels the fabric. Never "delighted", "thrilled", "animated".

SCRIPT:

0.0–3.5s – INTERVIEWER: "Quick one – how many washes before your hoodies go bobbly?"

Direction: he slows to a stop and takes his hands out of his pockets; a short, knowing exhale through the nose.

3.5–13.0s – SUBJECT: "Honestly? About three. Wear it twice, wash it, and it's covered in them little bobbles. Like, all under the arms. It looks proper old after a month."

Direction: he pinches at the side of his own T-shirt under one arm; a slight downturn at the corners of his mouth.

13.0–18.0s – INTERVIEWER: "This is Brack. It's heavyweight cotton, and it doesn't go bobbly after washing. Feel that."

Direction: he takes the folded hoodie in his left hand and holds it at chest height; his eyes drop to it, faintly sceptical.

18.0–24.5s – SUBJECT: (~1.5s pause, rubbing the fabric between finger and thumb) "Oh, that's actually thick. Yeah, that's not going bobbly after three washes."

Direction: he rubs a corner of the fabric slowly between his finger and thumb; eyebrows lift slightly.

24.5–28.0s – INTERVIEWER: "It's on their website – brack dot co dot uk – ten percent off at the minute."

Direction: he nods once, still looking at the hoodie; a small closed-mouth smile.

28.0–30.0s – SUBJECT: "Right, I'm ordering one of them tonight."

Direction: he hands the folded hoodie back into the interviewer's hand and walks on past the camera; a brief glance at the interviewer as he goes.

AUDIO: Raw iPhone mic outdoors. Two voices at natural conversational levels. Street ambience: traffic, distant chatter, occasional wind buffet on the mic. No music. No room tone. No stretch of total silence anywhere in the take longer than three quarters of a second.

DICTION (MANDATORY): every word spoken as written, in full, clearly intelligible; final consonants fully voiced; the brand name spoken exactly twice, identically both times, clearly audible.

ANTI-GLITCH & REALISM RULES (MANDATORY): natural blinking only (6-10 blinks); no face warping; five fingers on each hand at all times; hands anatomically correct during every gesture; lips sync naturally; hair and clothing respond naturally to movement; NO pedestrians walk past or cross frame at any point; vehicles move consistently and do not deform; subject's face and clothing remain identical start to finish; no beauty smoothing, no glow, no HDR sheen; no captions, no music, no jump cuts.

PRODUCT CONTINUITY (MANDATORY): Product = the uploaded reference image. Reproduce its orientation exactly – never rotate, mirror, flip or invert the front face or its lettering. Do not describe the packaging in the prompt. Refer to it only by a neutral noun ("the bottle", "the tin", "the packet"). The product is continuously visible during every handoff – no disappearing, no teleporting. Both hands fully rendered throughout, five fingers each. The product does not warp, bend, or change proportions when handled, and stays the same size relative to the hand throughout. Held steady and in sharp focus at the reveal, long enough to read. The handback at the close is a second handoff with the same rules.

MICROPHONE CONTINUITY (MANDATORY): the microphone is NOT in frame when the take opens. It rises into frame between roughly 1.2s and 2.0s, before the subject speaks, and remains in frame continuously to the end. Classic handheld reporter's stick mic – handle plus rounded ball-shaped head, roughly 20-23cm, matte black or dark grey, unbranded. Never a long thin tube or shotgun mic.

ABSOLUTE NOs: no cinematic lighting; no smooth gimbal movement; no influencer pacing; no acting toward camera; no beauty filter; no colour grade; no static posture; no phone or camera visible as a prop; no boom pole or mic stand; no readable text anywhere in the background; no branding anywhere in the scene except the product itself; no vehicle livery; no shallow depth-of-field bokeh; no cuts, zooms, speed changes, or slow motion; no music or score; no interviewer's face, body, or shoulder in frame; no crowd reacting; no pedestrians crossing frame; no turning around and walking back the way they came; no real-world brand, logo, wordmark or product other than the one in the reference image.

FINAL TEST: if it feels like an ad, fail. If it feels like polished UGC, fail. If it feels like someone reading a script, fail. If he sounds like he already knows the brand, fail. If the product changes or warps in any frame, fail. If the brand name is mispronounced or differs between its two mentions, fail. If anyone walks past in the background, fail. If he walks off still holding the product, fail. If it feels like an ordinary bloke on his lunch break who has binned enough bobbly hoodies to expect this one to go the same way – pass.

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